

How to get more website visitors through Google with effective SEO

#LangSummit2019

About me: Gabriel Gelman

- Running the SEO agency Netzbekannt GmbH
- Founder of language learning website **Sprachheld.de**
- About 1/3 of clients are in language related businesses
- Marketing partner of **EXPOLINGUA Berlin**
- Online Marketing & Sponsoring at Polyglot Gathering

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Website: www.sprachheld.de





Overview of what is expecting you

- Quick overview of Sprachheld
- Success factors of Sprachheld & intro into SEO / Content Marketing
- Main ranking factor 1:
 Content main topic

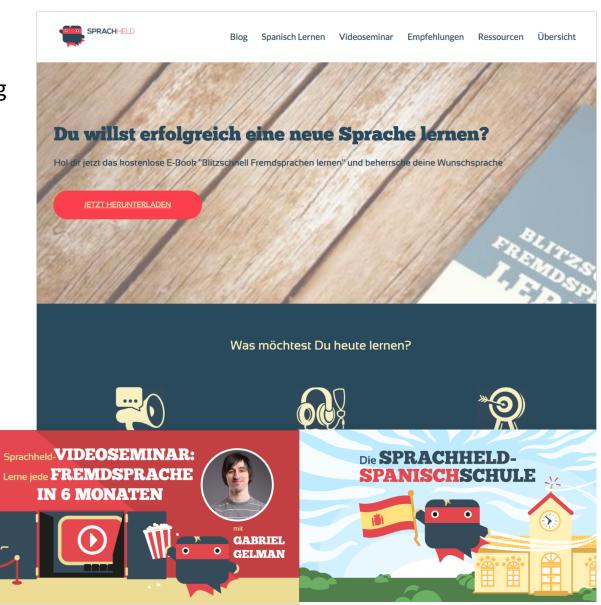
- 4. Main ranking factor 2:Online authority
- 5. Tool tips
- 6. Main takeaways & next
 - steps

Slides: at the end of presentation

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What is Sprachheld?

- Launched in Fall 2014 as German language learning blog
- Video course about language learning
- Since 2018: Spanish course with personalized help
- Lots of content about effective language learning
- Recommendations for programs, apps and software
- About 100k visitors per month







Disclaimer

Part 1: Success factors at Sprachheld & intro to SEO / Content Marketing



The most important success factor: content marketing

- Give the best content that really helps to learn a language
- 197 pieces of content (most have 1000+ words)
- Extensive information, when searching language learning related topics on Google you will usually find Sprachheld
- Following two main SEO concepts: holistic content & content hubs





spanischen Zeiten

Pretérito Imperfecto und Indefinido: Wile verwendest (und unterscheidest) Du die beiden spanischen Vergangenheitsformen richtig! Zum Spanisch lernen gehört auch das Lernen der spanischen Grammatik dazu. Und ein wichtiges Kapitel von dieser sind die beiden spanischen Zeiten Pretérito Imperfecto und Indefinido. Im Spanischen werden hauptsächlich vier Zeitformen der Vergangenheit benutzt: Das Perfecto, der Indefinido, der Imperfecto und [...]



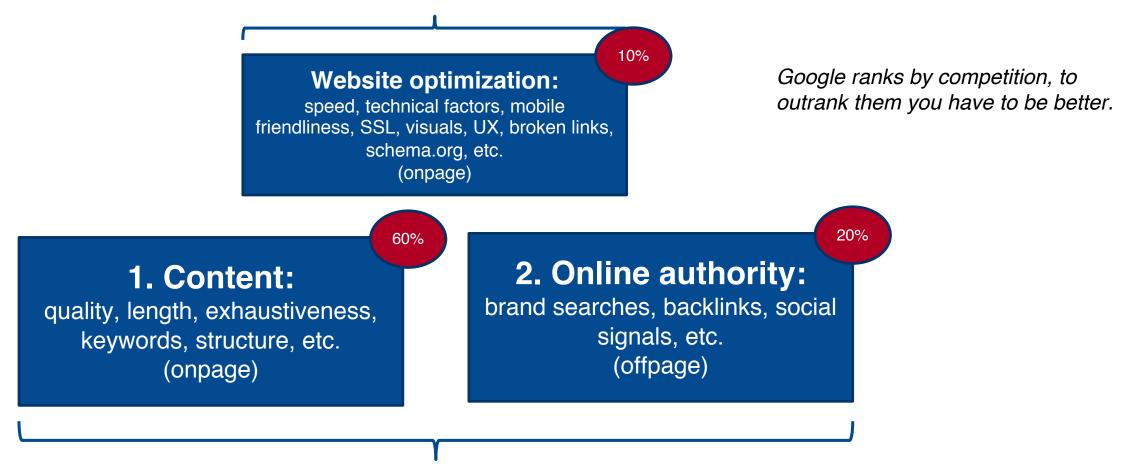
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The 2 (+ 1) most important Google ranking factors

To be done once (more or less), the SEO foundation





Requires regular work, most important factors, put your focus here

Two essential SEO concepts: holistic content & content hubs

Holistic Content:

How exhaustive is an article? (main metric: length)

Example: Exhaustive article about learning Spanish with over 5k words.

Content Hub:

How many subtopics are covered? (main metric: quantity)

Example: 5 subpages explaining specific Spanish grammar rules.



The more competitive the keywords, the more important this is. Quality is key!

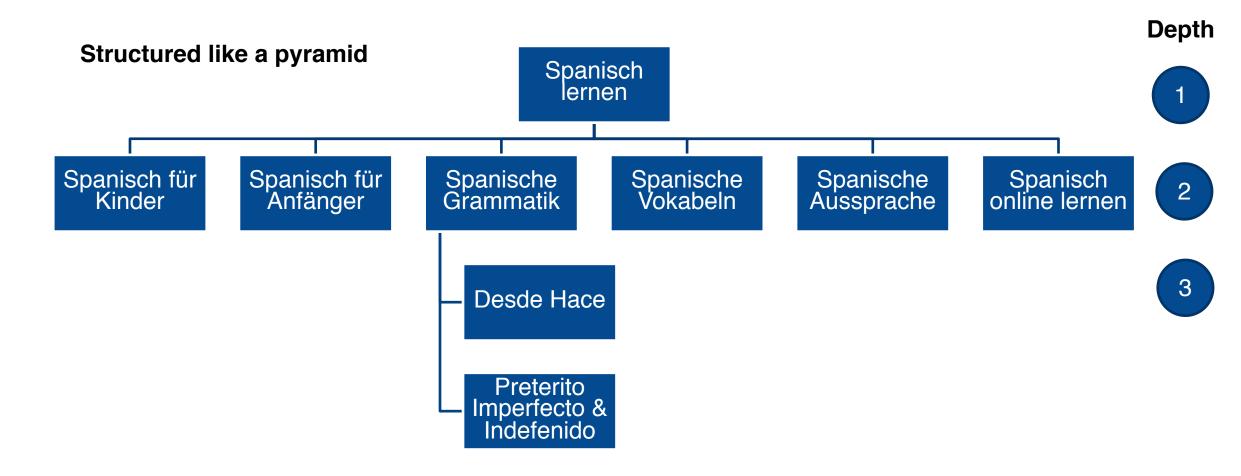
Content hub example for learning Spanish

- Specific languages have more competition because a purchase is more likely (e.g. Learn Spanish), aka money keywords
- Holistic content + a content hub is necessary
- Sprachheld: About 20k traffic for Spanish related topics

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Content hub for learning Spanish, 15 articles (partial overview)





Every article is holistic: text, videos, explanations, tables, excercises, downloads, etc.

Example of holistic content: vocabulary apps

- One of our most popular articles with more than 10k hits per month
- Ranks for more than 750 different keywords
- 6886 words
- Anatomy (holistic):
 - 5 best apps & table overview
 - Index (with anchor links) for quick navigation (essential for long content)
 - Advantages and disadvantages of such programs
 - Split in paid and free
- Also: lots of test details, many images & screenshots, always updated
- Link: <u>https://www.sprachheld.de/besten-vokabeltrainer-apps/</u>





Keyword	Pos. 🌲	Volumen 🌲
vokabeltrainer	4	14,800
vokabeltrainer englisch	3	8,100
vokabeltrainer app	1	1,300
englisch vokabeltrainer	4	8,100
vokabel app	1	1,000
vokabeln lernen app	1	880
englisch vokabeln lernen app	1	390
englisch vokabel app	1	210
app vokabeln lernen	1	170
pons vokabeltrainer	9	2,400
vokabel abfrag app	1	140
vokabeltrainer englisch kostenlos	3	720



Holistic content: sometimes less is more -> satisfy search intent!

- We used to have 17 apps
- Search intent is -> 1 app and only one
- Give the solution quickly, holistic content only supplemental
 - At the beginning quick overview of the best of
- Other competitors have 10 or less (all of them rank worse)

Search intent is essential!

Vokabeltrainer: Die 8 besten Topls + wichtige Lern-Tipps » lernen.net https://www.lerner.eet/adikel/vokabeltrai.er-8-tools-lern-tipps-2043/ •

★★★★★ Bewertung: 4,8 - 8 Abstimmungsergebnisse

Vokabeltrainer erleichtern die Erinnerung neuer Wörter in fremden Sprachen. Die besten Programme + wichtige Tipps zum Vokabeln lernen.

Die 8 besten Vokabeltrainer · Die PONS ... · Vokabeltrainer One ... · VokabelBox ...

▷ Empfehlung: Die Top 10 der besten Vokabeltrainer (2017) - talkREAL https://talkreal.org/blog/top 10 vokabeltrainer/ ▼

30.01.2017 - Das ist das Ziel und damit Sie dieses Ziel möglichst einfach erreichen, haben wir uns einige Vokabeltrainer angeschaut, über einen längeren ...

phase6 classic - Die Nr. 1 unter den Vokabeltrainern https://www.phase-6.de/ ▼

Wir haben etwas Besseres: phase6 ist Deutschlands führender Vokabeltrainer und bietet als einziger Anbieter Vokabelsammlungen zu allen gängigen Kurs- ...

Englisch Vokabeltrainer - Babbel.com

https://de.babbel.com/englisch-vokabeltrainer -

★★★★★ Bewertung: 8,8/10 - 8.022 Rezensionen Englisch Vokabeltrainer. Das Englischlernen begleitet uns heutzutage durch alle Lebensabschnitte Manchmal beginnt der Englischunterricht bereits im ...

Die 10 besten Vokabeltrainer zum Download - PC-WELT

Diese Vokabeltrainer sparen Ihr Geld und lassen Sie die Lernzeiten selbst ... Der Vokabeltrainer Cramfire ist inzwischen ein Online-Vokabeltrainer für viele ...



Main ranking factor 1 - content



The steps to create content that ranks

Creating the content

- 1. Pick a topic
- 2. Do keyword research
- 3. Analyze competitor results (how strong?)
- 4. Create an outline / briefing
- 5. Create content
- 6. Publish and promote

Optimizing the content

- 1. Wait and monitor
- 2. If no satisfactory rankings after 3 months, improve content
- 3. And / or extend into content hub structure
- 4. Try to get high quality backlinks on the content / get an influencer to share it



Step 2: Keyword research

Tools

- We use: SEMrush (starting at 99\$/month) & Termlabs.io (starting at 129€/month)
- Google Suggest & Related Search (YouTube Suggest)
- Questions tool: answerthepublic.com (free)
- Free keyword tools: ubersuggest & kwfinder.com

Steps

- 1. Pick a root / main keyword (e.g. learn grammar, Chinese words, language learning apps)
- 2. Plug it into a tool
- 3. Save all relevant keywords for later use

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Step 3: Analyze competitor results

- Google main keyword and check results on page 1 this is your reference point, you must be better
- Analyse the search result page Are there videos? Images? Google Questions?
- What makes the competition results good? How can you make it better?
- How long are the results? Usually the longer the better (BUT: look out for search intent!)



Anzeige learn.spanish.babbel.com/

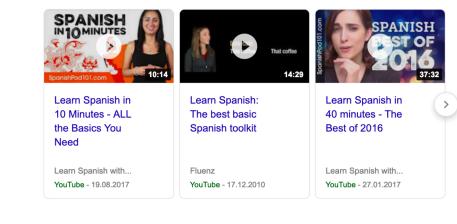
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Duolingo's bite-sized Spanish lessons are fun, easy, and 100% free. Practice online with language ertragen der Daten von www.google.com... are scientifically proven to work



Step 4: Create an outline / briefing

Here is a briefing example:

https://docs.google.com/document/d/1-

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- Which keywords need to be used?
- Which topics need to be covered?
- How long should the article be?
- What other content formats should be implemented? Images? Videos? Infographics? Tools? Audios?
- What else is important?

Content Checklist for keyword "Spanish for Beginners"

Note: If you include everything that you see here, you'll have a more or less perfect article. That's not necessary though. You can start by only including the important stuff and later add more. Try hitting 3000 words (or more).

Title: Learning Spanish for Beginners: A step by step guide to start learning Spanish

Meta Tags & URL:

- Title: ► Spanish for Beginners: Complete step by step guide to learn Spanish
- Description: Learning Spanish? Are you a beginner? This complete guide shows the best resources and a step by step guide to start and get to conversational Spanish fast!
- URL: effortlessconversations.com/learn-spanish/spanish-for-beginners/

Topics

Each one of these topics should have its subtopic and be featured in the index. The following topics should be definitely included (not necessarily in this order):

- An actual step by step guide (like Benny: <u>https://www.fluentin3months.com/teach-me-spanish/</u> for some reason he is using the keyword "Teach me Spanish" so feel free to drop it somewhere in the text as well)
- Conversational Spanish for Beginners (use somewhere "Spanish conversations for beginners")
- Spanish (short) Stories for beginners (you could also add it to resources, if it fits better)
- Resources (your own or from others), add best a few times since people look for the best resources
 - Spanish books for beginners (use the word read somewhere)
 - Spanish words for beginners
 - Spanish lessons for beginners
 - Spanish worksheets for beginners
 - Spanish podcasts for beginners
- Spanish test for beginners: Not a very important keyword, you don't need to have a full section for that



Step 6: Promote the content

- For Google to see it as relevant try to get at least 100-200 hits within the first few days of publication (seeding)
- Promote your content in your own channels: social media, newsletter, (consider ads), etc.
- Promote in other channels: relevant Facebook groups, ask people to share
- The more visitors you get, the more relevant it will be seen by Google



The steps to create content that ranks

Creating the content

- 1. Pick a topic
- 2. Do keyword research
- 3. Analyze competitor results (how strong?)
- 4. Create an outline / briefing
- 5. Create content
- 6. Publish and promote

- 1. Wait and monitor
- 2. If no satisfactory rankings after 3 months, improve content
- 3. And / or extend into content hub structure
- 4. Try to get high quality backlinks on the content / get an influencer to share it

Optimizing the content



Wait & optimize

- Usually Google needs a few weeks to give you a ranking
- Sometimes it can take a few months
- Depends on quality of results on first page of Google and your online authority
- If you don't rank (well) after 3 months start troubleshooting:
 - What else can you do to improve your content?
 - Maybe the authority of page 1 results is too high? Then create more articles to form a hub structure

Remember: main ranking factors

1. Content:

quality, length, exhaustiveness, keywords, structure, etc.

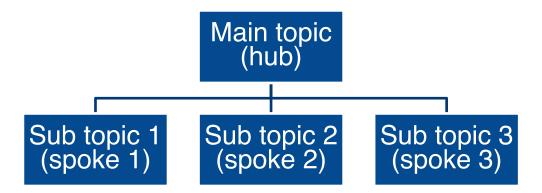
2. Online authority:

brand searches, backlinks, social signals, etc.



Creating a content hub

- If you just can't rank well for the keywords, creating a content hub will usually help
- What are sub-topics of this topic where you can write an extensive article?
- Make sure the spokes link to the hub with the main keyword(s) in the anchor





Main ranking factor 2 – online authority



What is online authority?

How popular is your brand on the internet?

Factors include:

- Number of backlinks from high quality websites (still most important factor)
- How often do people Google your brand?
- How often is your brand mentioned on other websites and social media? (what's the quality of the websites?)
- How often is your content shared on social media (social signals)?
- How long has your domain been in active use?
- Online reviews (if you have products).



How do you build online authority?

- Similar to the way you build it offline
- Takes a lot of time
- Get your brand name (or personal name if you are a personal brand) out there!
- Cooperate with other (bigger) brands
- Get other websites to link back to you
- Create great content on a consistent basis



Tool tips



Tool tips

- 1. Keyword research: answerthepublic.com (questions) & ubersuggest & kwfinder.com & lsigraph.com (LSI Keywords)
- 2. Definitely use Googe Analytics & Search Console!
- 3. SEO Suites: SEMrush & ahrefs (paid)
- 4. Backlinks: openlinkprofiler.org
- 5. Browser extension: SEOquake
- 6. Check broken links: Brokenlinkchecker.com
- 7. Page speed: Google Page Speed Insights & Pingdom
- 8. SEO plugin: Yoast SEO for WordPress
- 9. Crawler: Screaming Frog (for advanced users)

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The essentials: (1) Keyword tool, (2) Analytics, (3) Search Console



Main takeaways & next steps



13 Main SEO takeaways: overview

- The most important SEO factors are content and authority, focus most of your work on these
- 2. It's better to writer fewer but better and exhaustive articles
- 3. Text is important but mix in other content formats, in the language niche videos work extremely well
- 4. Rather than writing 10 articles about different topics, write 10 articles about the subtopics of the same (example Spanish)
- 5. Promote your content, Google will honor that with better rankings
- If you don't get the ranking you wished for improve your content & add more rather than starting over
- 7. Focus on search intent how can you get the best match between intent and your result?

- Do keyword research don't create content nobody will find (and nobody is looking for)
- One page = one main keyword, don't create several pages for the same keyword (keyword cannibalization)
- Look at your best competitors (for a keyword you are trying to rank) and look at the search result to get a feel for what Google sees as relevant
- Internal linking can go a long way, have good internal linking with keyword-rich anchor texts
- Click-through-rate is a ranking factor, create good meta tags that people want to click
- **13.** Keep at it: Success (in SEO) does not come over night



What is the next step? Your homework

To not get overwhelmed, I suggest to start with this homework (shoot for a 5 hour work window): Optimize that content piece and try to improve your ranking for this particular keyword

Perform the following steps:

- 1. Find a keyword you rank alright for (pos. 8-30)
- 2. Find keywords around that topic with ubersuggest
- 3. Find relevant questions on answerthepublic.com that you have not answered
- 4. With these keywords and questions extend your content by at least 50%
- 5. Find 5-10 related articles and create internal links that include the main keyword(s) in the anchor text
- 6. Improve your meta title & description, use symbols, make them attractive
- Shoot a vide, upload it to YouTube, optimize title & description for the main keyword, link to the article and embed it
- 8. Get at least 300 visitors to the article within 3 days by promoting it

If you forget everything...

Content:

quality, length, exhaustiveness, keywords, structure, etc.

Online authority:

brand searches, backlinks, social signals, etc.



Find the slides at: Google "Netzbekannt Influencer Summit"



#LangSummit2019