Tips & Tricks to optimize your website

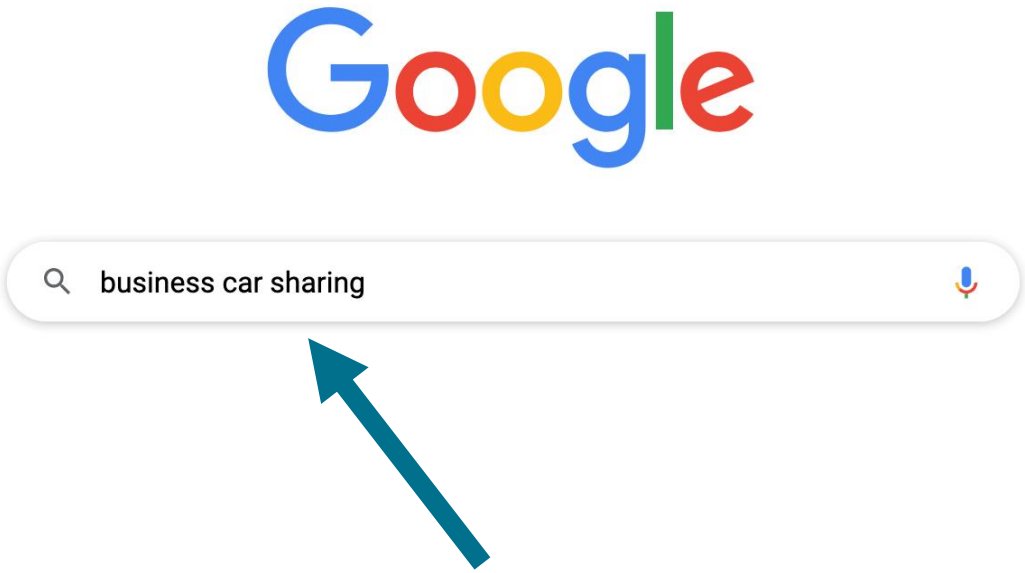


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Content must satisfy user intent

- Google and tools help identify relevant user questions
- enter a thematically appropriate search query in Google

- Google often shows some real user questions on search result page →
- answerthepublic.com is another tool to discover what people are asking about a specific topic → choose specific topic, country and language
- you find questions, prepositions, comparisons, alphabetic search queries and related search queries
- → **Is the content you're currently providing relevant for the potential customer?**

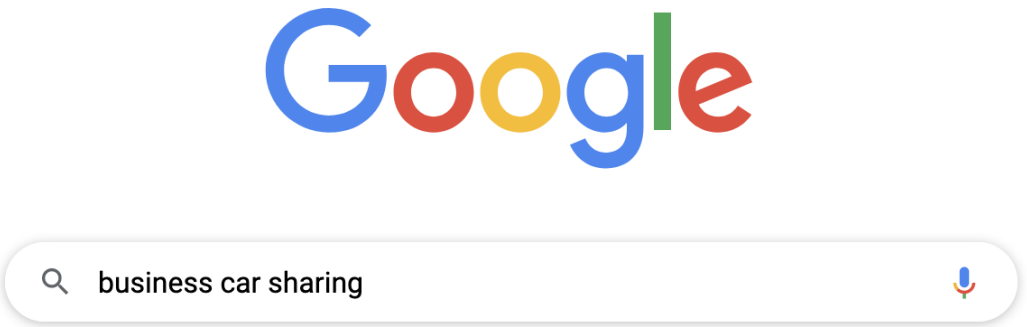


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car leasing
can
are
what
how
will
when
where
who
which
why
can you negotiate with car leasing companies
can you haggle with car leasing
who can get car leasing
is it bad to lease cars
who owns the car when you lease it
can a car leasing company sue you
can leasing car
is car leasing a good idea
is car leasing worth it
are car leasing good
are car leasing companies good
are car leasing companies regulated
are car leasing prices going up
are car leasing payments tax deductible
are car leasing contracts value for money
will car leasing price
will brexit affect car leasing
will car lease prices go down
can you negotiate car price when leasing
is leasing a car cheaper
do car rental prices drop
when car leasing makes sense
when car leasing make sense wsj
when is car leasing better than buying
when is car leasing a good idea
car for leasing
car in leasing uk
car on leasing mauritius
car for leasing singapore
where is select car leasing
where to buy leasing car
is select car leasing legit

Check the competition

- click through the first 3-5 search results, they are the best pages rated by Google
- analyse the page content, the page structure and the individual content elements
- What content do they offer to users? How do they formulate headlines? What can the user do on the page?
- use the best search results to see what your page needs
- get inspired, create similar content with better added value for users



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Image Alt-Tags

- Providing alt-tags helps Google to identify the content of the specific image
- Describe in a few words what the user can see in the picture

2 to 6 words works best

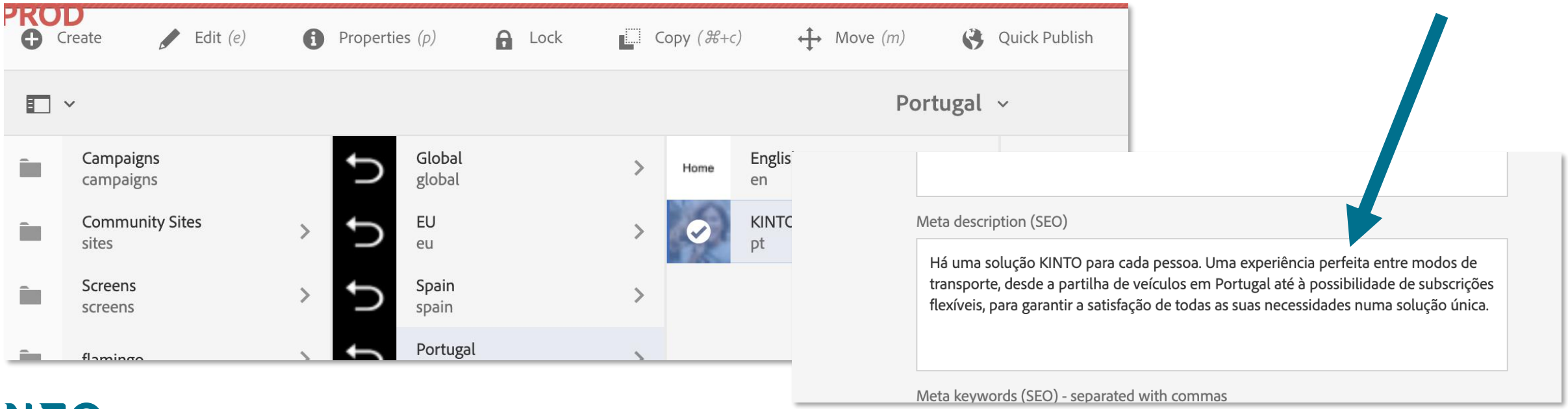


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Meta descriptions

- **Providing meta descriptions helps Google to know what to expect of the content of the website**
- **Describe in a few words what the page is about (select page and go to “properties”**
- **However the meta description shouldn’t be too long - 130-155 characters max. - This ensures your entire description will appear on both desktop and mobile**

Too long ☹



Optimize your headlines

- each page should have at least one unique h1 heading
- → main heading
- at best, use only one h1 and additional h2 headings per page
- make sure to include **relevant keywords** in headlines
- **“every person should be able to move freely” or “move it like magic”** is a bad idea, because it´s to generic und interchangeable
- if the user only reads the headlines,

he must be able to understand exactly

what the specific page is about

Good example!



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Only for English speaking countries:

- Ireland, UK etc. struggle with the uniqueness of their content due to the same page language
- Helping Google by mentioning the specific language:
- “KINTO One - the business leasing solution **in Ireland**”
- “KINTO One is an Operating Lease product available to Sole Traders, Partnerships, SMEs and Limited Companies **in Ireland**“

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Create subpages when possible

- When a topic has enough content to be displayed on a **dedicated subpage**, create one
- For example: sub-topics of KINTO One can be displayed on sub-pages →helps Google to understand the content and the relations



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Checklist for better content

task	done
appropriate text length with at least 300 words (better 600-800)	☐
Page title speaking with keywords (40-50 characters)	☐
Main heading H1 with focus keyword (KINTO)	☐
Subheadings H2 with (semantic) keywords	☐
Introduction with (semantic) keywords (30-50 words)	☐
images with correct file name and alt tag	☐
Check spelling and readability of the text	☐
internal links to other related articles and pages	☐
Meta-Description with 130 to 155 characters	☐

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