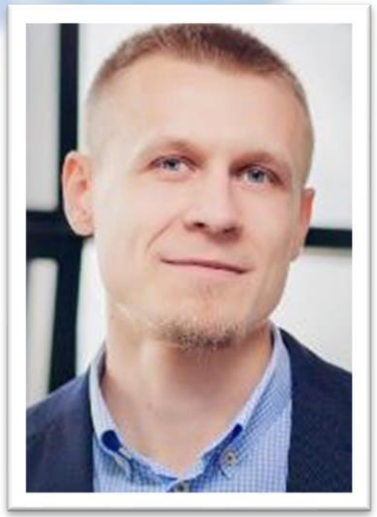
KINTO WEBSITES SEO



KINTO DIGITAL WEBINAR, June 2022

Roman Bębenista (Makolab) & Jan Pötzscher (SEMCONA)





KINTO


ARE YOU READY FOR SCARY INSIGHTS?


MONSTER
HOME



Room … Website

Mom … Search Engine

Label things
Secure accessibility
Tell Mom where things are
Organize by relevancy
Put things where they are expected

… SEO

Some facts why you want esp. Google to rank you well

- 1.83 Billion websites 2022*
- 4.8 Billion internet users
- 85.42 % of all searchers are using Google

- 40 % of customers leave if loading needs >3 secs
- 80 % of those will not come back

*https://de.vpnmentor.com/blog/internet-trends-statistiken-fakten-aus-den-usa-und-weltweit/#section-1

https://de.statista.com/themen/111/suchmaschinen/#topicHeader__wrapper

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PROTECTED 関係者外秘

Agenda.

01

A. Intro SEO

B. Importance

C. Organic Search



02

A. Established WOWs

B. It is your turn



03

A. Content Optimi-zation

B. Traffic Evaluation



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Why?

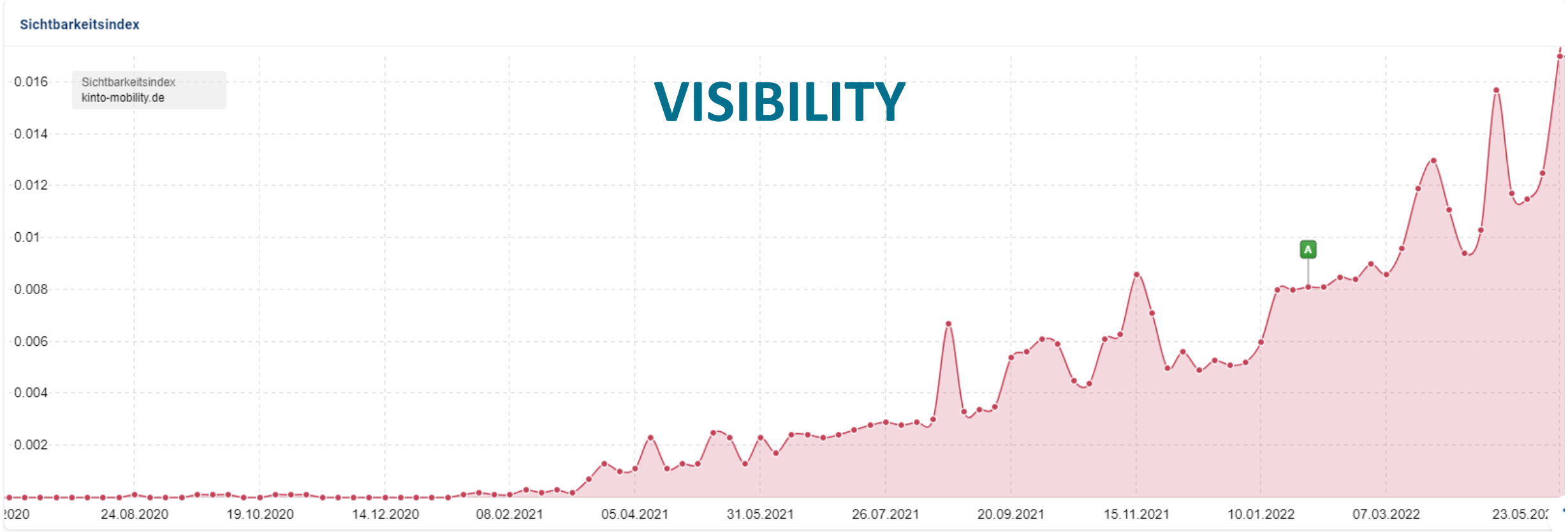
- ❑ allow users to easily find KINTO
- ❑ reaching best ranking positions in Google

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What do we want to gain?





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Search Engine Optimizatio



- process of improving
- the quality and quantity of website traffic
- to a website or a web page
- from search engines.

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Why is SEO so important?

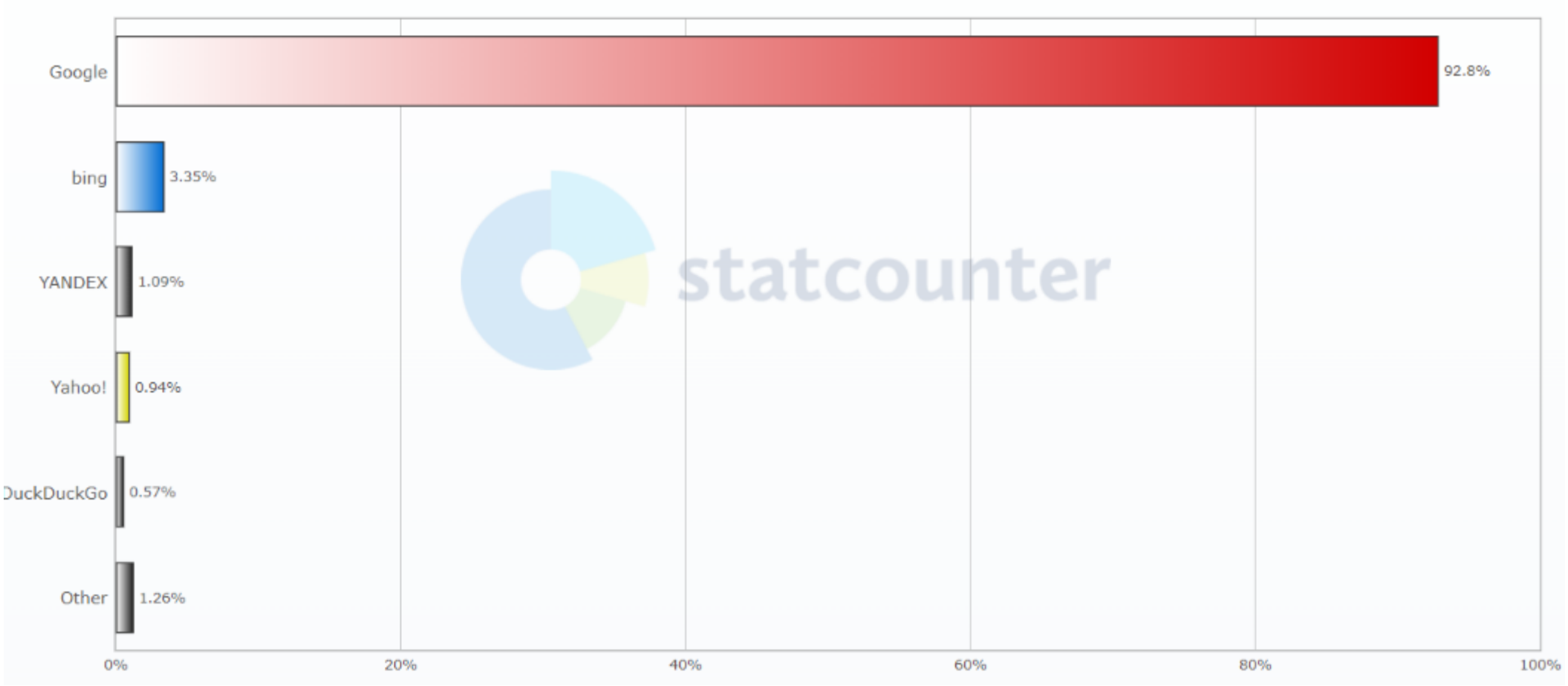
01

A. Intro SEO
B. Importance
C. Organic Search



Search Engine Market Share Europe

Mar 2021 - Mar 2022



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Why is SEO so important?



- Google cares about three main areas:

Content

Popularity

Technical barriers

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Why is SEO so important?



- Google cares about three main areas:

Content
(Local teams)

Popularity
(Local teams)

Technical barriers
(TME & KINTO EUROPE)

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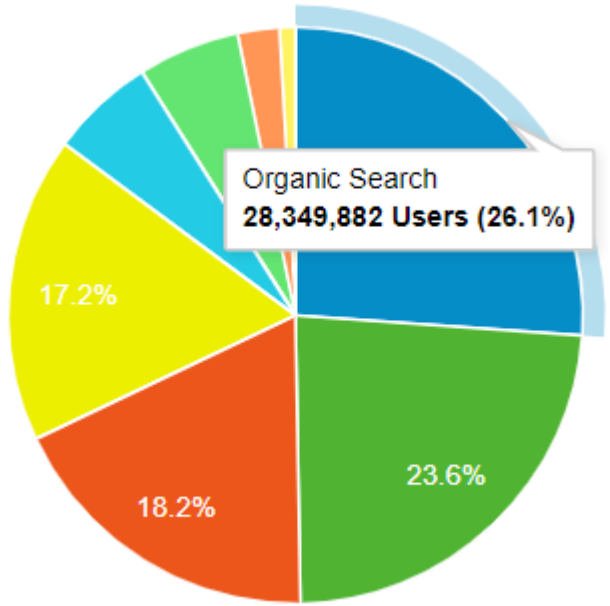
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Why is SEO so important?



- Quality of the traffic

Default Channel Grouping	Acquisition	Behavior		
	Users	Bounce Rate	Pages / Session	Avg. Session Duration
	94,193,125 % of Total: 100.00% (94,193,125)	21.61% Avg for View: 21.61% (0.00%)	3.89 Avg for View: 3.89 (0.00%)	00:02:51 Avg for View: 00:02:51 (0.00%)
1. Organic Search	**28,349,882** (26.10%)	22.04%	5.44	00:03:37
2. Paid Search	**25,644,458** (23.61%)	21.53%	5.08	00:02:49
3. Direct	**19,806,180** (18.24%)	12.35%	2.07	00:03:15
4. (Other)	**18,663,373** (17.18%)	23.71%	3.75	00:01:31
5. Referral	**6,391,048** (5.88%)	33.16%	4.23	00:03:00
6. Display	**6,226,648** (5.73%)	56.06%	2.18	00:01:07
7. Social	**2,551,363** (2.35%)	35.47%	3.11	00:01:23
8. Email	**968,037** (0.89%)	26.65%	4.29	00:02:45



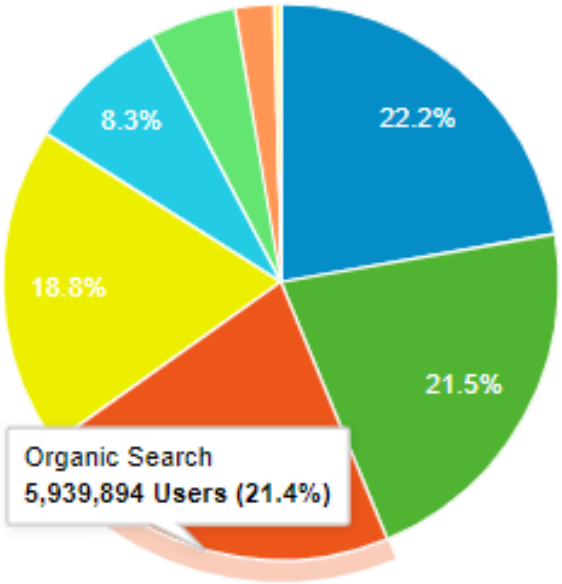
·· PROTECTED 関係者外秘

Why is SEO so important?



- Quality of the traffic

Default Channel Grouping	Acquisition	Behavior		
	Users	Bounce Rate	Pages / Session	Avg. Session Duration
	25,091,874 % of Total: 100.00% (25,091,874)	30.31% Avg for View: 30.31% (0.00%)	4.01 Avg for View: 4.01 (0.00%)	00:02:21 Avg for View: 00:02:21 (0.00%)
1. Paid Search	6,159,658 (22.22%)	27.36%	4.81	00:02:42
2. (Other)	5,964,661 (21.52%)	29.11%	2.82	00:01:13
3. Organic Search	5,939,894 (21.43%)	23.42%	5.28	00:03:28
4. Direct	5,207,118 (18.79%)	39.82%	3.56	00:02:15
5. Referral	2,303,087 (8.31%)	29.62%	3.00	00:02:06
6. Display	1,402,029 (5.06%)	53.61%	2.54	00:01:14
7. Social	629,422 (2.27%)	27.72%	3.64	00:01:24
8. Email	109,468 (0.39%)	30.36%	4.51	00:03:02
9. Other Advertising	443 (0.00%)	64.03%	1.17	00:01:19



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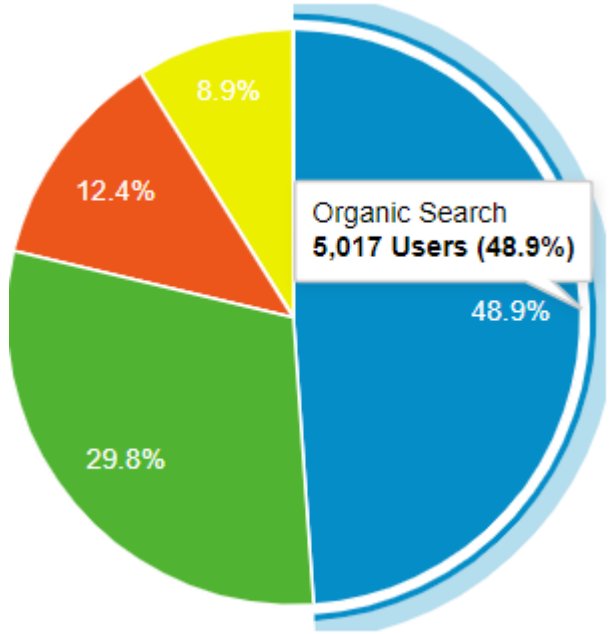
Why is SEO so important?



- Quality of the traffic

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Default Channel Grouping	Acquisition		Behavior	
	Users	Bounce Rate	Pages / Session	Avg. Session Duration
	9,901 % of Total: 100.00% (9,901)	54.27% Avg for View: 54.27% (0.00%)	1.81 Avg for View: 1.81 (0.00%)	00:01:33 Avg for View: 00:01:33 (0.00%)
1. Organic Search	**5,017** (48.88%)	55.08%	1.76	00:01:40
2. Direct	**3,061** (29.83%)	49.39%	1.92	00:01:34
3. Referral	**1,270** (12.37%)	61.48%	1.81	00:01:25
4. Social	**910** (8.87%)	55.22%	1.66	00:00:57
5. Display	**5** (0.05%)	85.71%	1.57	00:00:27

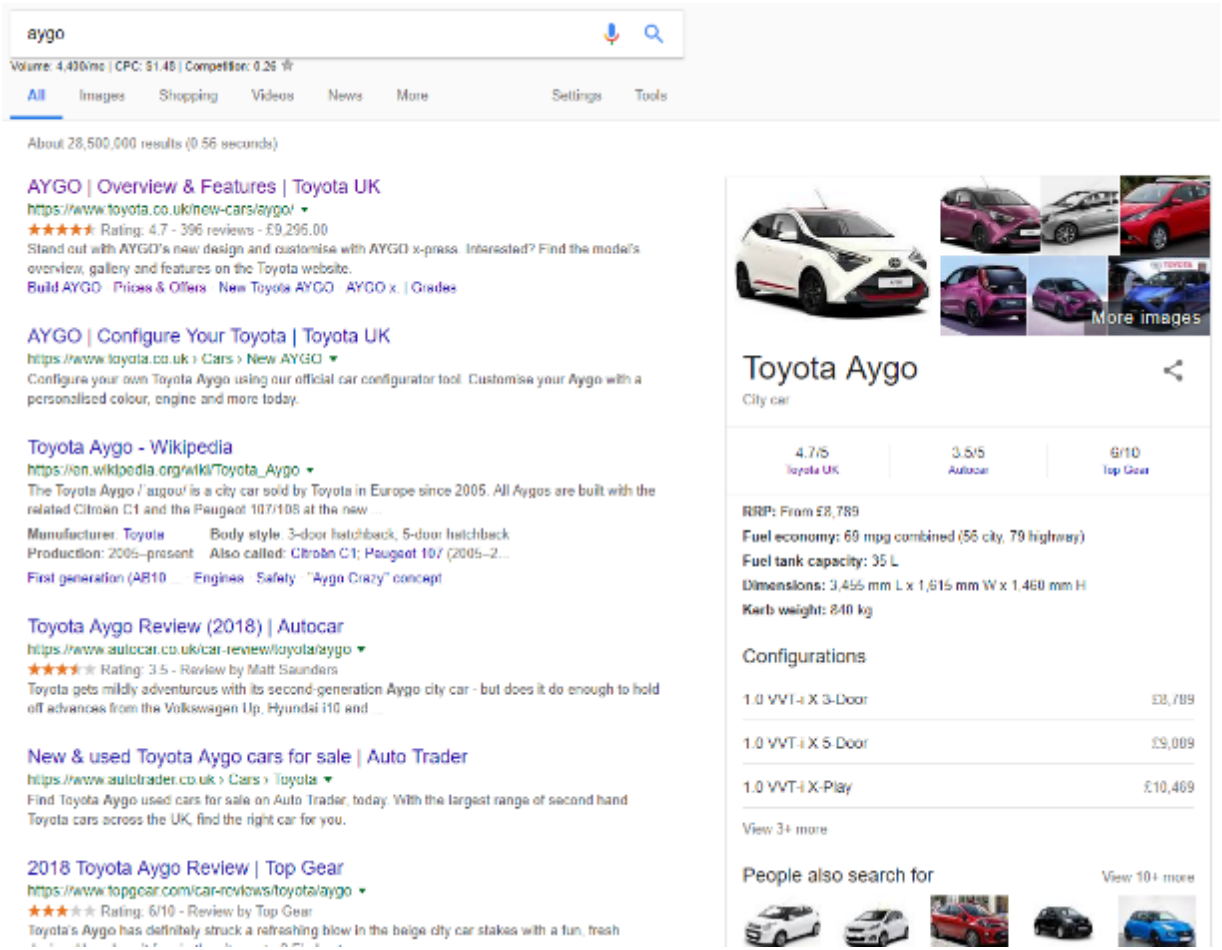


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Organic search



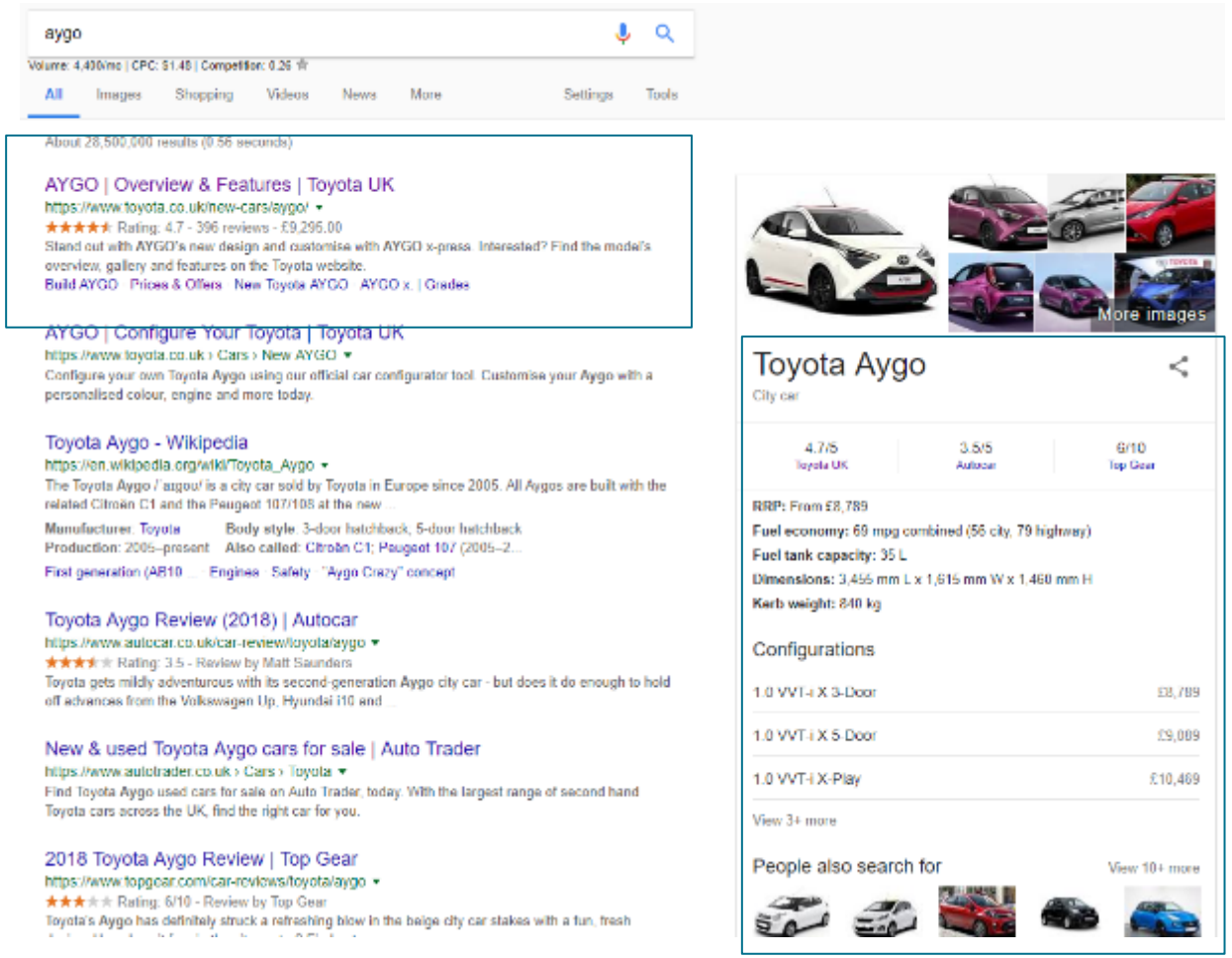
- The variety of results



KINTO

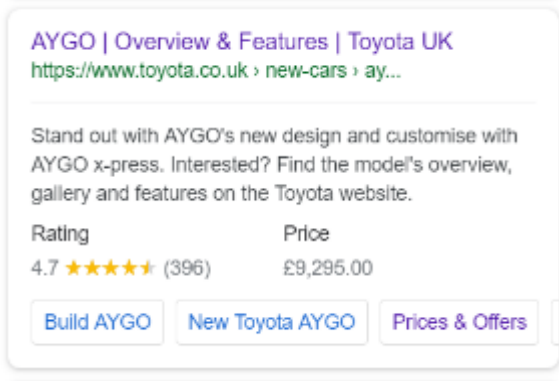
Organic search

- The variety of results









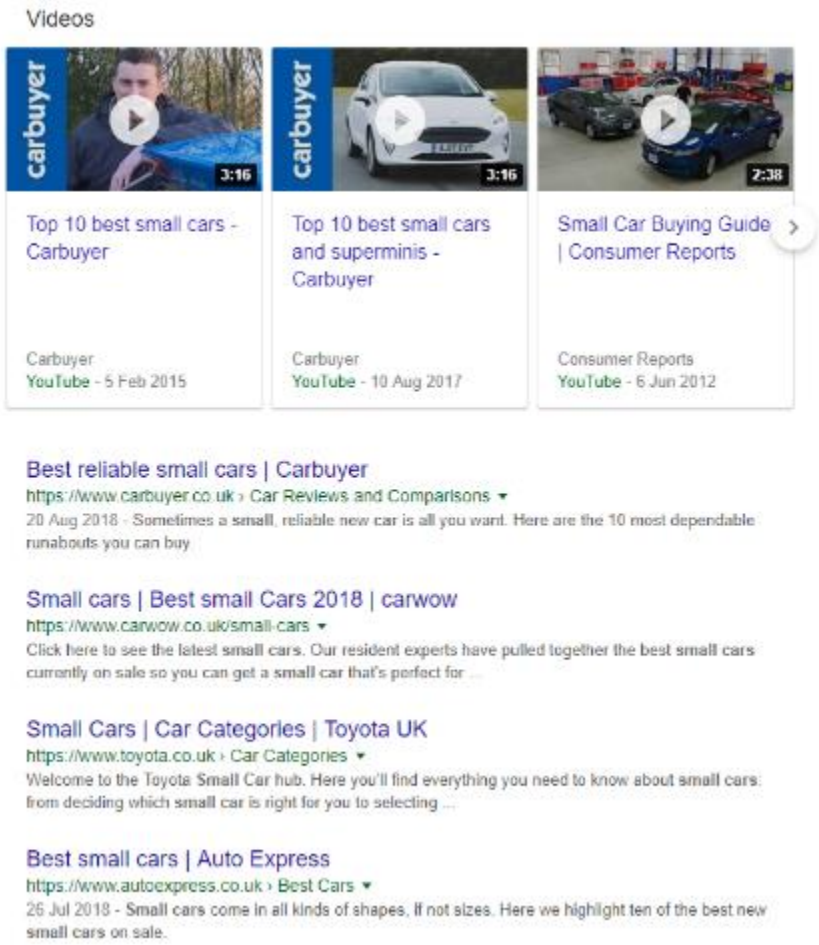


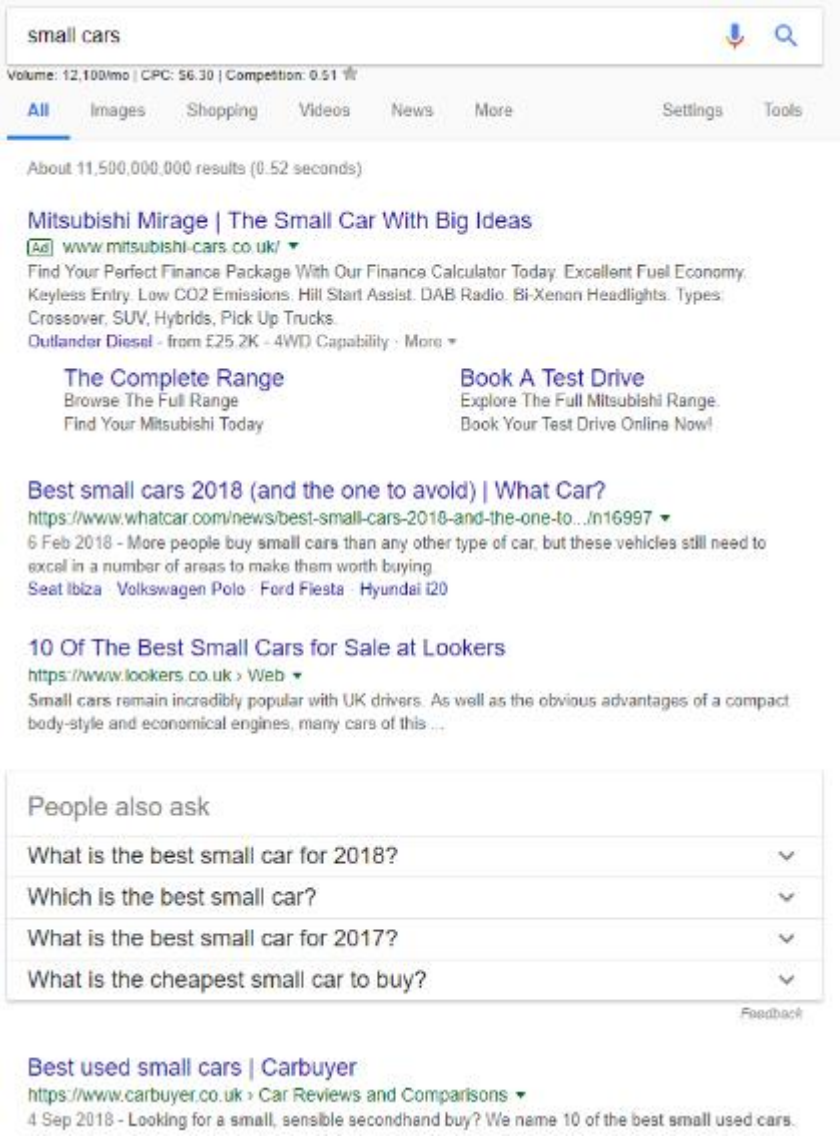
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Organic search

- The variety of results





01

A. Intro SEO
B. Importance
C. Organic Search





How do TME & KINTO EU take care of organic traffic?

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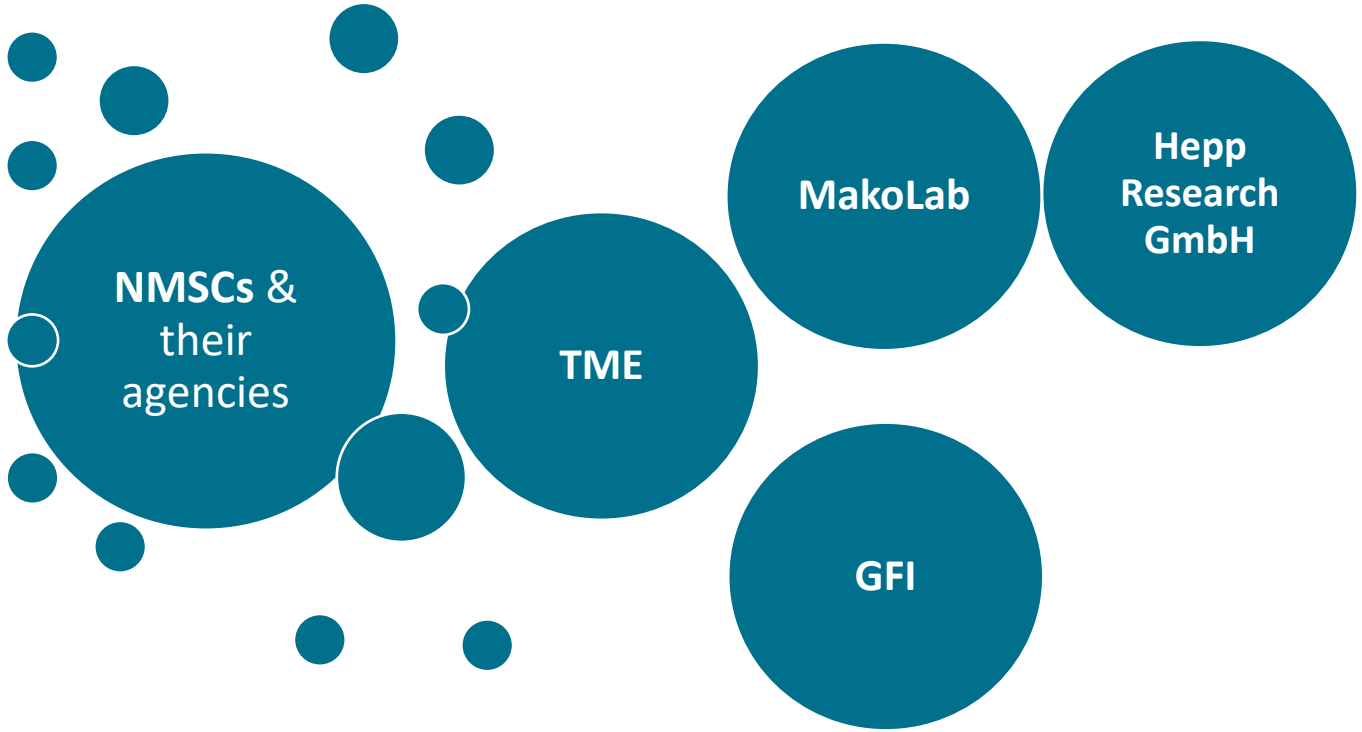
The SEO Team

02

A. Established WOWs

B. It is your turn





Since 2015

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Ongoing process

Maintenance of the ADOBE DXP platform:

- Developing features needed for SEO
- Identification of SEO related bugs
- Identification of opportunities for traffic growth
- SEO status monitoring
- SEO news monitoring

Cooperation with local teams:

- Supporting local teams and their agencies

Data & reports creation:

- Weekly (in-team) and monthly (for NMSCs)

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Providing SEO insights

02

A. Established WOWs

B. It is your turn



Report Type	Week 1	Week 2	Week 3	Week 4
TRAFFIC	MakoLab	MakoLab	MakoLab	MakoLab
TECHNICAL OVERVIEW	HEPP RESEARCH	HEPP RESEARCH	HEPP RESEARCH	HEPP RESEARCH
STRUCTURED + INDEXATION	MakoLab	MakoLab	MakoLab	MakoLab
VISUAL VERIF.				MakoLab
WEEKLY STATUS	MakoLab	MakoLab	MakoLab	MakoLab
MONTHLY REPORT NMSCs	MakoLab			

+ adhoc reports on TME or NMSC's level : monthly rates, prices snippets, 404s errors etc.

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How can you take care of organic traffic?

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Monthly notes

Keep an eye on the SEO changes and news.

We’re summarizing all the changes which were done and the upcoming in a mailing once a month.

All the previous SEO notes are available in the Wiki: https://dxpwiki.toyota.eu/dxpdocumentation/seo/monthlyseoreports ->



MONTHLY SEO REPORTS

Download the latest SEO country reports packages below:

2022

SEO Report March 2022

SEO Report February 2022

SEO Report January 2022

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Monthly notes

02

A. Established WOWs

B. It is your turn



- Check your status once a month

	A	B	C	D	E	F	G	H	I	K	L	M
		URL	Error	Title status	Title length	Title score	Duplicate titles	Very similar titles	Brand in title	Title	Description status	Description length
3		https://www.kinto-mobility.co.uk/about-us	Yes	TOO SHORT	30	3.4	0	0	Yes	KINTO About Us | Find out more	FINE	143
0		https://www.kinto-mobility.co.uk	Yes	FINE	51	2.7	0	0	Yes	KINTO UK | The seamless and smart mobility solution	TOO SHORT	47
2		https://www.kinto-mobility.co.uk/search-results	Yes	TOO SHORT	14	1.6	0	0	Missing	Search results	MISSING ATTRIBUTE	0
1		https://www.kinto-mobility.co.uk/kinto-fleet	Yes	TOO SHORT	22	0.7	0	0	Yes	KINTO Fleet | KINTO UK	FINE	149

K	L	M	N	O	P	Q
Title	Description status	Description length	Description score	Brand in description	Brand terms in description	Description
KINTO About Us | Find out more	FINE	143	5.0	Missing	Missing	We believe in taking the trouble out of travel so that exploring the city is less of a chal
KINTO UK | The seamless and smart mobility solution	TOO SHORT	47	0.9	Yes	Yes	Kinto: the seamless and smart mobility solution
Search results	MISSING ATTRIBUTE	0	0.0	Missing	Missing	
KINTO Fleet | KINTO UK	FINE	149	4.4	Yes	Yes	In the evolving world of mobility, KINTO Fleet Solutions provides complete fleet mana

What is it used for by Google?



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SEO Status monitoring



- Where can this be edited?

More Titles and Description

Page Title (SEO)

KINTO Join - Samkjøringsplattform for bedrifter

Navigation Title

KINTO Join

Subtitle

Meta description (SEO)

Samkjøring har aldri vært enklere. KINTO Join revolusjoner måten dine ansatte pendler på. Du trenger kun å laste ned en app.

Learn more in the Wiki!
https://dxpwiki.toyota.eu/dxpdocumentation/seo/pagetitlesandmetadescription

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·· PROTECTED 関係者外秘

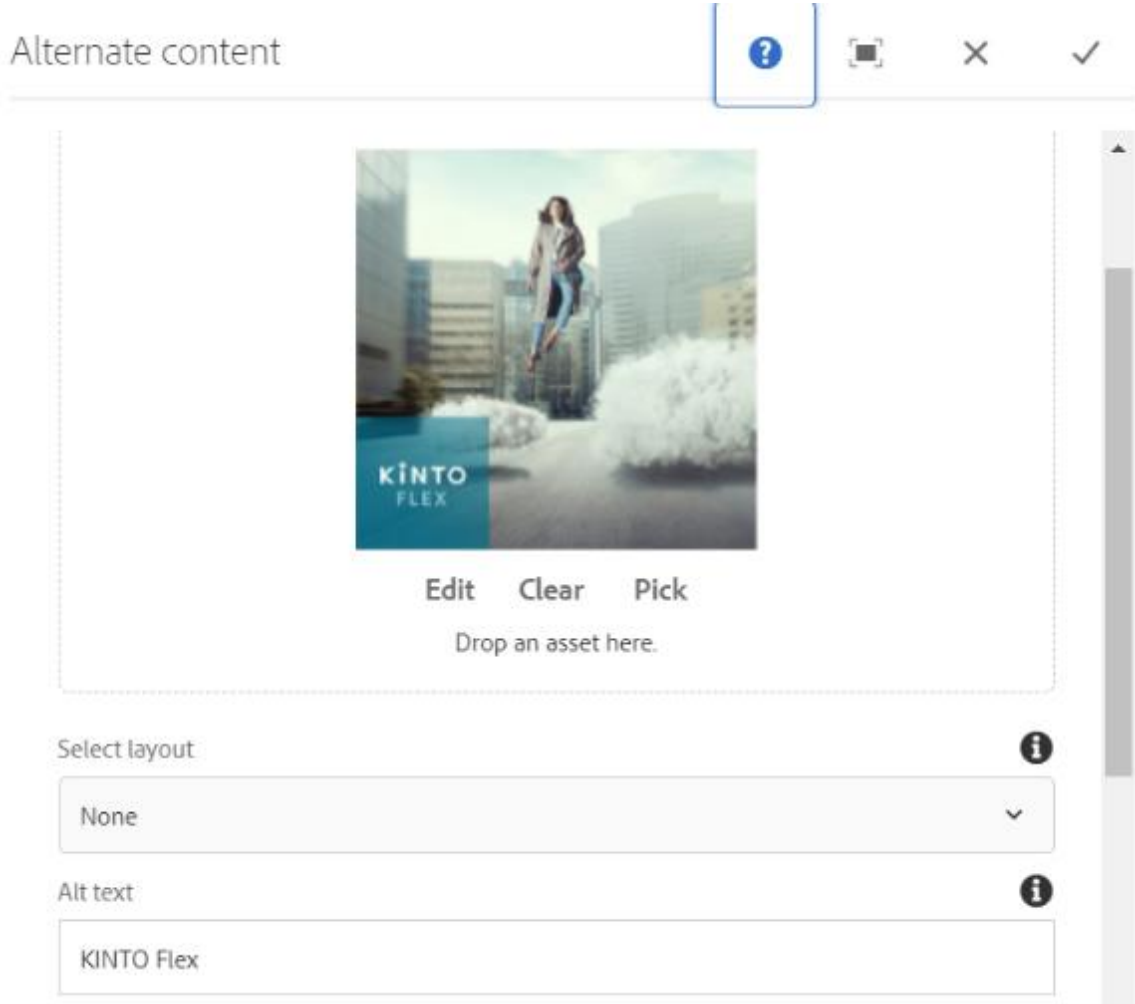
SEO Status monitoring



- **Use alternative names (alt=”text”) for the images!**

- It’s a good place to include popular keywords in additional to visible body content. It may increase traffic from Google’s Images Search results.

- **Learn more in the Wiki!** https://dxpwiki.toyota.eu/dxpdocumentation/seo/altattribute

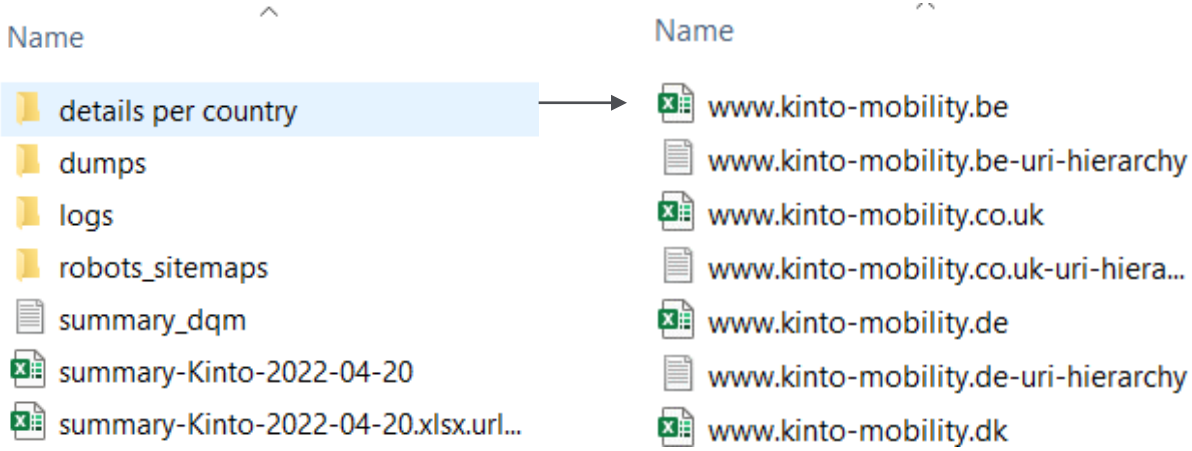


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SEO Status monitoring



- **Need more insights?**
- Focused domains reports are in the each monthly SEO notes package.



- Full explanation of the reports:
- https://d29rpvwupe8mhl.cloudfront.net/SEO/SEO%20Metrics%20Definition-v5-2021-03-26.pdf

SEO Metrics: Definitions and Explanations

Version 5, 2021-03-26

Author: Martin Hepp, hepp@heppresearch.com

In this document, we explain the metrics and indicators of the HEPP RESEARCH SEO Checker Tool.

Note: The SEO Checker Tool identifies ***potential*** problems or opportunities for improvement of the SEO-relevant characteristics of resources (namely Web pages / URIs) of a Toyota site. It is well possible that a certain deviation from the best practice rules underlying the tool are by intention in some cases. For instance, a very short but very catchy page title that does not utilize the available number of characters in Google will be well justified. Thus, **please treat the reports as tools that help identify such potential improvements, not as an absolute performance judgment.**

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Title and Description Score 7
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Content optimization

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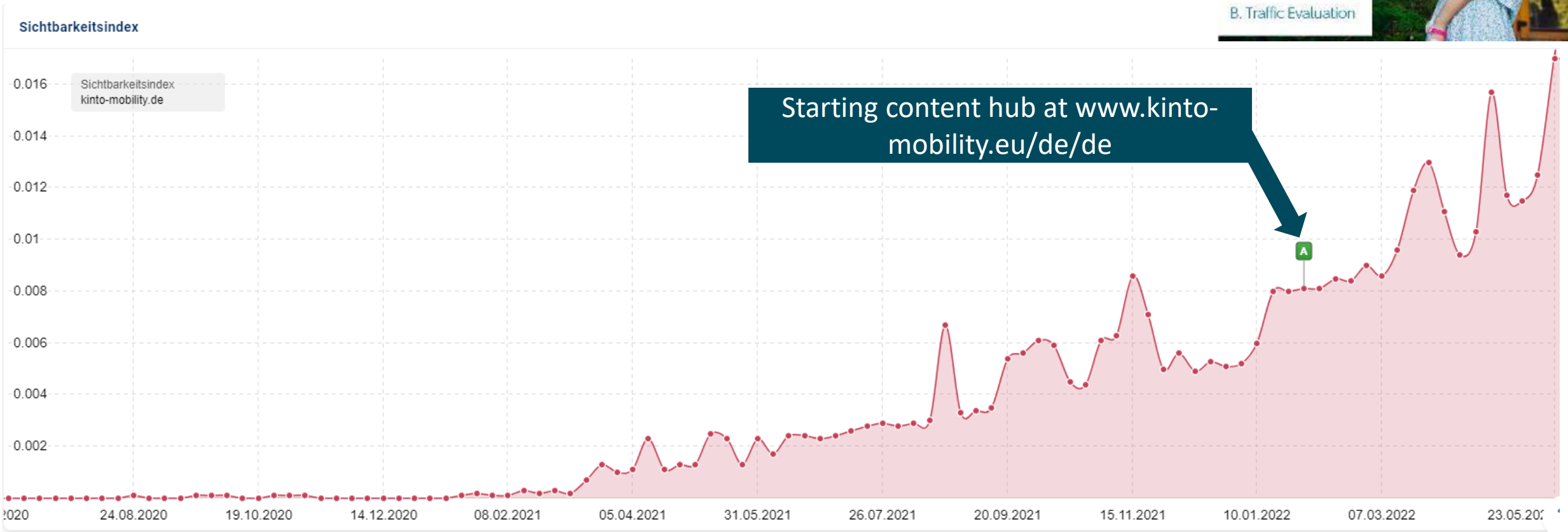
SEO unlocks potential

03

A. Content Optimi-zation

B. Traffic Evaluation





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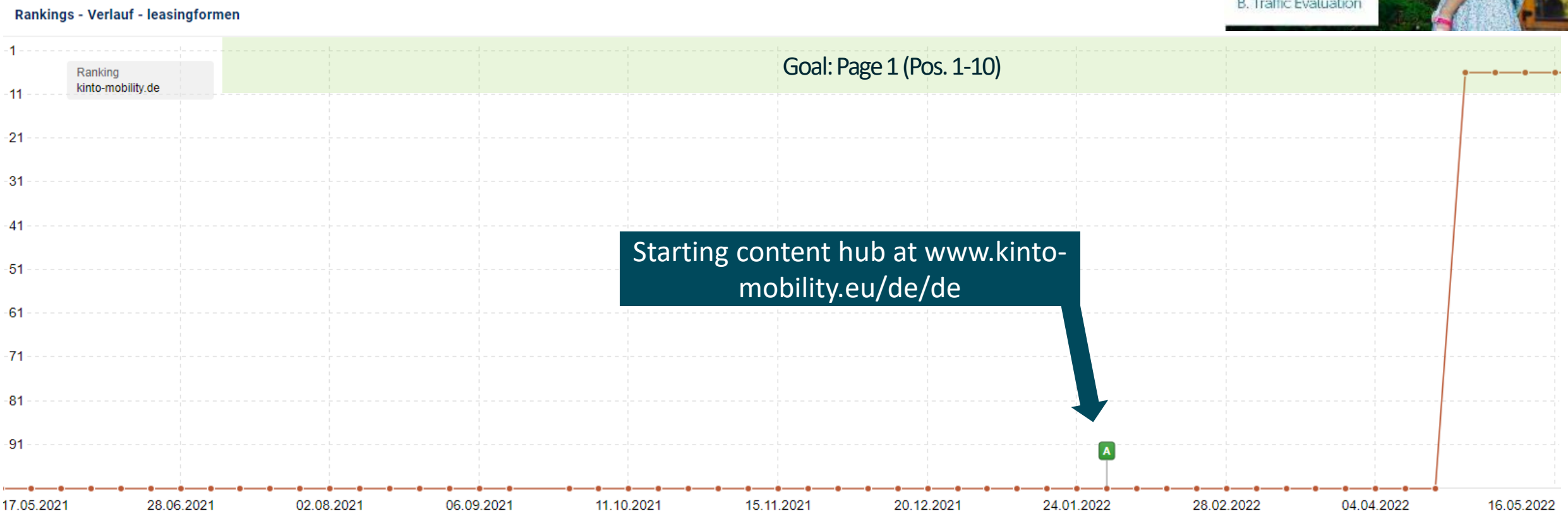
SEO unlocks potential

03

A. Content Optimi-zation

B. Traffic Evaluation





Starting content hub at www.kinto-mobility.eu/de/de

Up to 3 months

New content needs time to take effect

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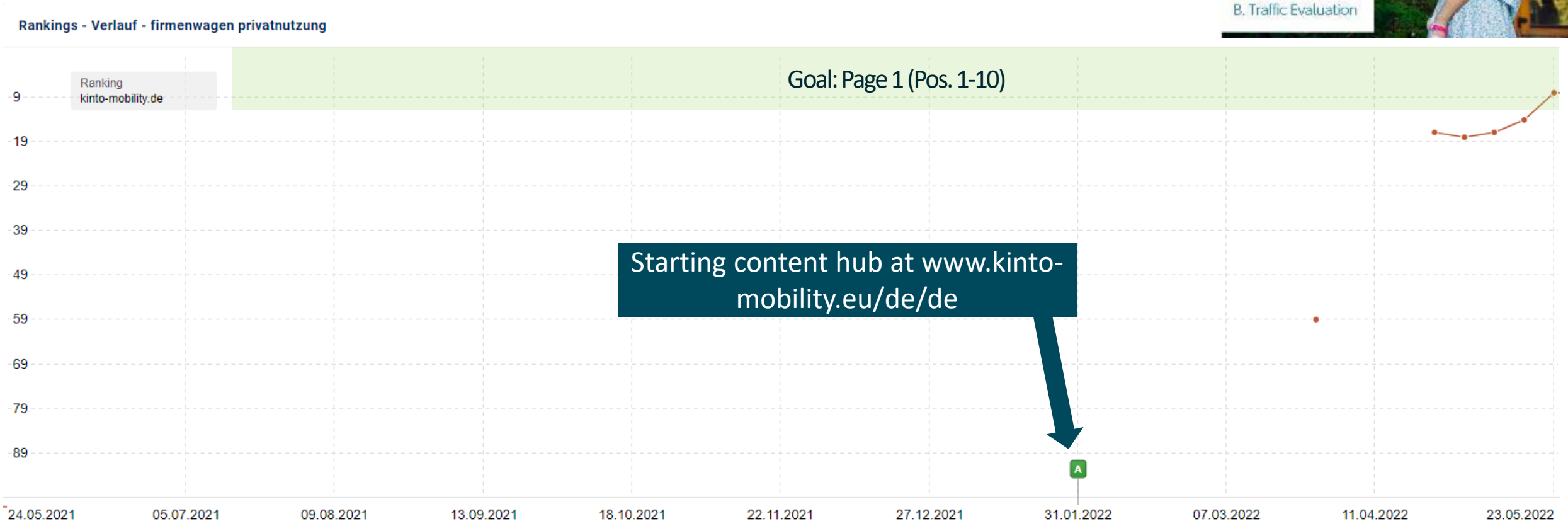
SEO unlocks potential

03

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Up to 3 months

New content needs time to take effect

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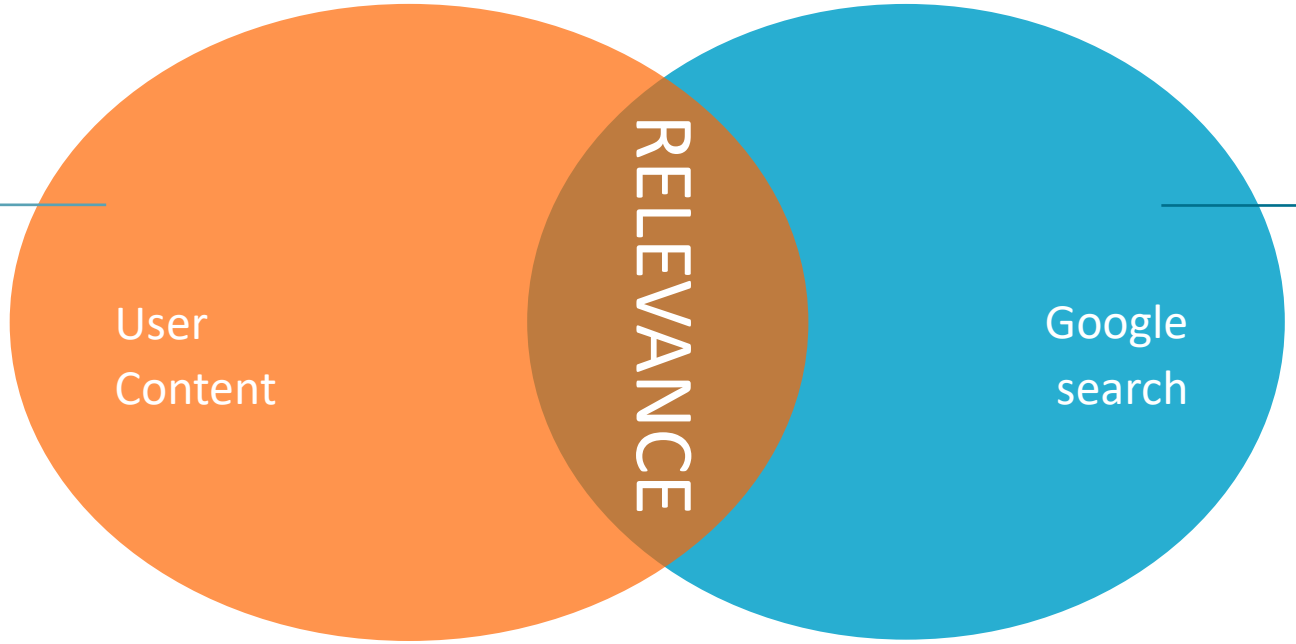
Search visibility is based on relevance



What is discussed on the web?

Analytics of:

- Topics
- Brands
- Trends



What is search for by google?

Analytics of:

- Search volume
- Search intent
- saisonality

Relevance, holism and user-centeredness

emerge from this deep understanding

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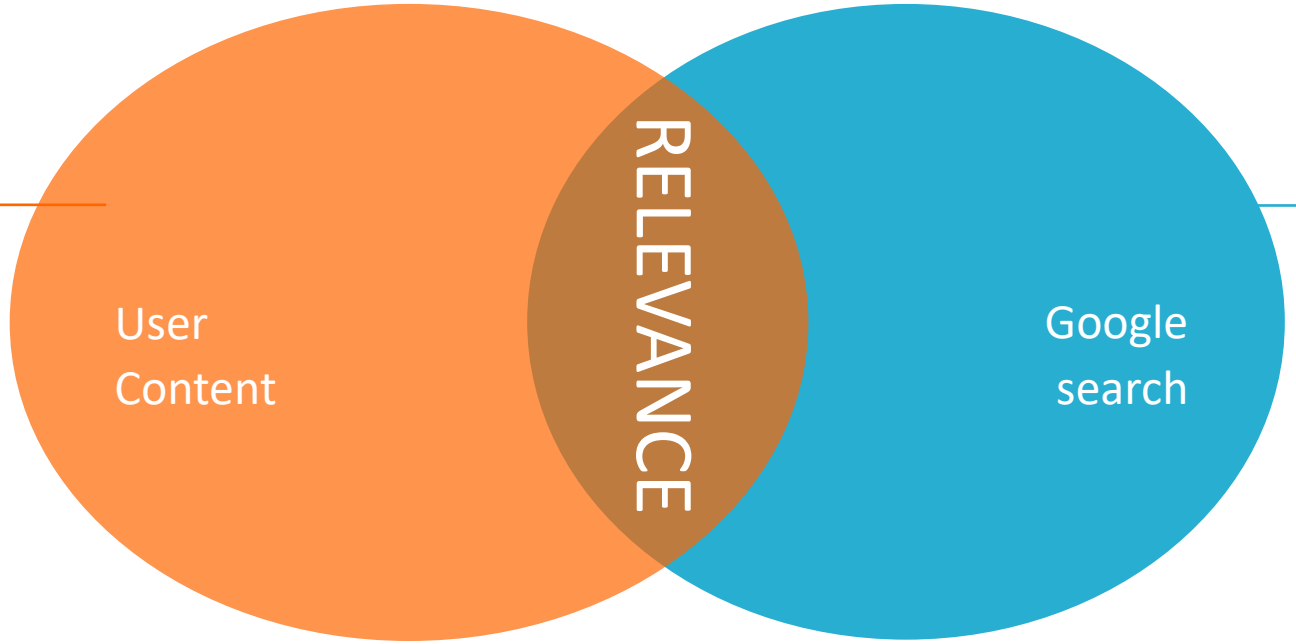
Content Hub – ex. „Company car“



AI based analytics

Topics, discussed by users in forums, blogs, communities

- Taxes
- 1 percent rule
- Insurance
- Employees
- Funding
- Logbook
- Private use



Core topic:

Taxes

SEO tool based analytics

Search phrases, search by users at google

- Company car and taxes
- Company car benefit in kind
- Company car advice
- Which company car
- Company car tax rates
- Company car tax rules
- Company car tax explained

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Content Hub – ex. „Company car“

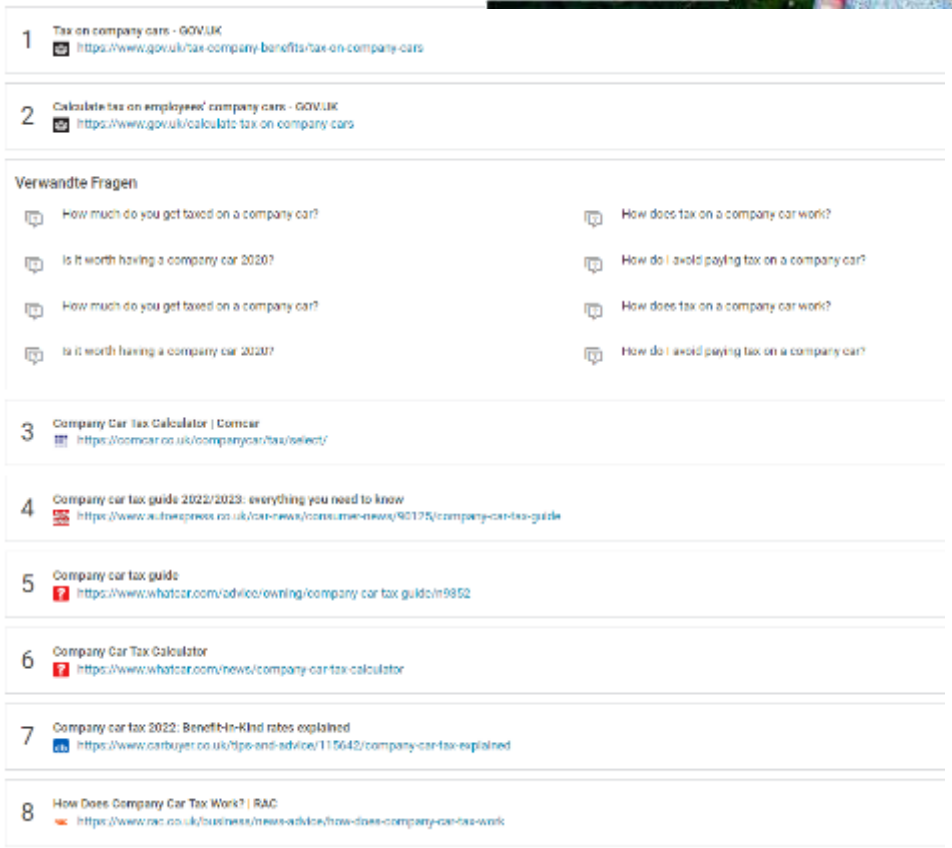


- You got the most relevant topics, users discussed about in web
- You got the most relevant search phrases with concrete needs at google with high search volume (31.000 in UK)

➢ You are able to build a micro ecosystem at „taxes“ within content hub

➢ You make your page a most relevant page for the topic „taxes“ contextual to „company car“

➢ Google understands that and will present your page most popular at search engine result page



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Content Hub – ex. „Company car“



1. First you have to priorize the relevant topics
   - Popularity of network and author
   - Search volume of associated search terms
   - Match with company strategy – what are you willing to discuss
2. Then you have to look at saisonality and possible upcoming trends and political decisions
3. Last you have to brief your authors using the right keywords and the right user questions within the content

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Content Hub – ex. „Company car“



car subscription	car sharing	fleet management	leasing	
selection of possible topics	selection of possible topics	selection of possible topics	selection of possible topics	
what is car subscription?	what is car sharing?	what is fleet management?	what is leasing?	
how does car subscription work?	since when car sharing?	wow does fleet management work?	how does leasing work?	
what does car subscription cost?	who invented car sharing?		what do i need to know about leasing?	who is looking for a ride?
when is it worth subscribing to a car?	why does car sharing exist?	fleet management	what do you need for leasing?	
who offers car subscription?	why is car sharing environmentally friendly?	fleet management system		carpooling
	who uses car sharing?		what types of leasing are there?	what to look for?
car subscription in semantic context	where is car sharing available?	fleet management		which portal?
subscribe to a car		provider	leasing contract	how much to pay?
car flatrate	car sharing	app	leasing market	calculate price
news	what to consider?	tasks	leasing of the future	receipt
future	what is needed?	car	leasing rate	tax
	which cars?	germany	leasing return	contract
car subscription for target groups	who fills up?	definition	leasing down payment	insurance
novice drivers	who is allowed to drive?	electromobility	special leasing payment	
young drivers	how expensive?	electric vehicles	leasing company	carpooling
company	how does it work?	driving licence check	leasing term	good or bad?
trainees	where to park?	release	leasing factor	advantages and disadvantage
business		bicycle	leasing kilometres	
private customers	car sharing	forms	leasing insurance	carpooling
business customers	without credit card	gps monitoring		offer
	without schufa	craft	when to lease, when to finance?	car
car subscription for periods of	without driving licence	hardware	when does leasing make sense?	with corona
one month	without probationary period	hybrid	why leasing instead of buying?	insurance in case of accident
three months	without deductible	challenges	why leasing is cheaper for businesses?	distance allowance
without minimum term	without basic fee	iot	why leasing for companies?	experience
during the trial period	without one year driving licence	costs		travel costs
		concept	leasing	find
car subscription with special parameters	car sharing	artificial intelligence	for frequent drivers	earn money
refuelling	for new drivers	logistics	what income?	international
age	for business customers	open source	who is allowed to drive?	masks
insurance	for companies	outsourcing	how to book?	furniture
	for one day	processes	balance	commuter
car subscription and service	for companies	tyre partner	to company/commercial/small business	security
accident	for commuters	tyres	on other person	transport
return	for one month	tool	for self-employed	test

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Kinto-mobility.eu/

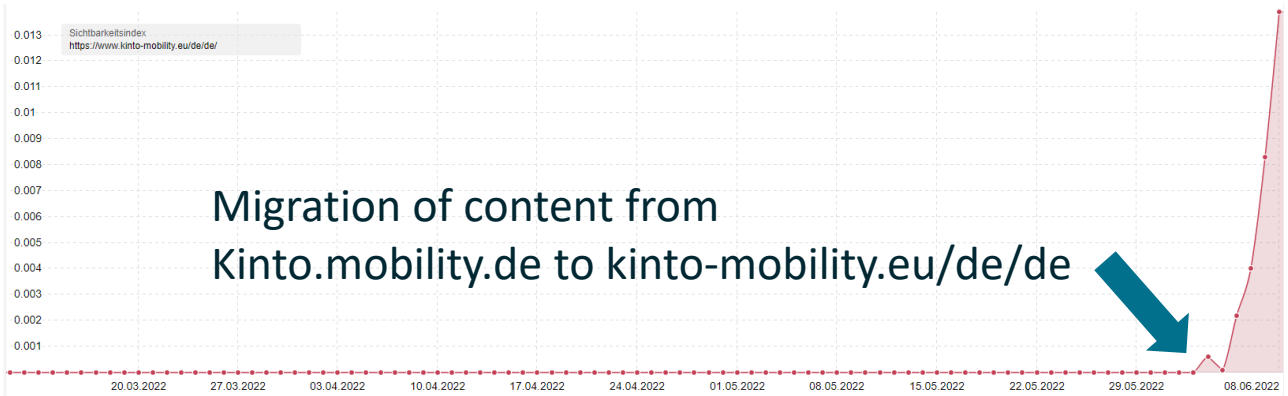
03



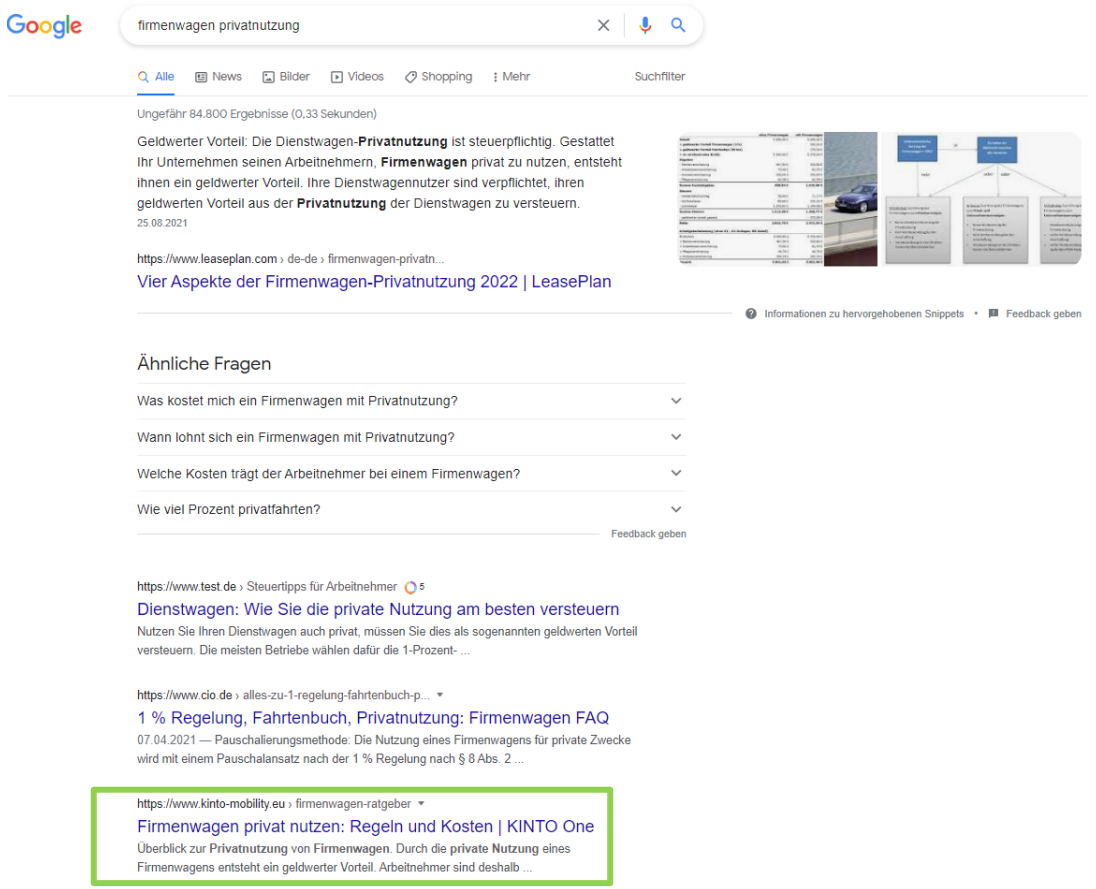
A. Content Optimi-zation

B. Traffic Evaluation

Keyword	Ran...		Klicks	Such...	Wettbewerb	CPC	URL
firmenwagen privatnutzung	4	NEU	85	1.200	43%	1,40 €	www.kinto-mobility.eu/de/de/kinto-one/firmenwagen-ratgeber/firmenwagen-privatnutzung
private nutzung firmenwagen	4	NEU	5	60	27%	1,70 €	www.kinto-mobility.eu/de/de/kinto-one/firmenwagen-ratgeber/firmenwagen-privatnutzung
kinto leasing jobs +1 Rankings	4	NEU	4	40	20%	-	www.kinto-mobility.eu/de/de/Jobs
firmenfahrzeug private nutzung	5	NEU	4	80	20%	-	www.kinto-mobility.eu/de/de/kinto-one/firmenwagen-ratgeber/firmenwagen-privatnutzung
private nutzung firmenfahrzeug	6	NEU	4	90	29%	2,40 €	www.kinto-mobility.eu/de/de/kinto-one/firmenwagen-ratgeber/firmenwagen-privatnutzung
firmenfahrzeuge private nutzung	6		3	60	26%	2,40 €	www.kinto-mobility.eu/de/de/kinto-one/firmenwagen-ratgeber/firmenwagen-privatnutzung
kinto	7	NEU	59	1.550	53%	0,40 €	www.kinto-mobility.eu/de/de/kinto-one
privatnutzung	7	NEU	4	90	27%	-	www.kinto-mobility.eu/de/de/kinto-one/firmenwagen-ratgeber/firmenwagen-privatnutzung
dienstwagen zur privaten nutzung	7	NEU	4	100	19%	-	www.kinto-mobility.eu/de/de/kinto-one/firmenwagen-ratgeber/firmenwagen-privatnutzung
firmenwagen leasing ohne schufa	7		3	70	28%	3,30 €	www.kinto-mobility.eu/de/de/kinto-one/firmenwagen-ratgeber/leasing-voraussetzungen



Migration of content from
Kinto.mobility.de to kinto-mobility.eu/de/de



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03

A. Content Optimi-
zation

B. Traffic Evaluation

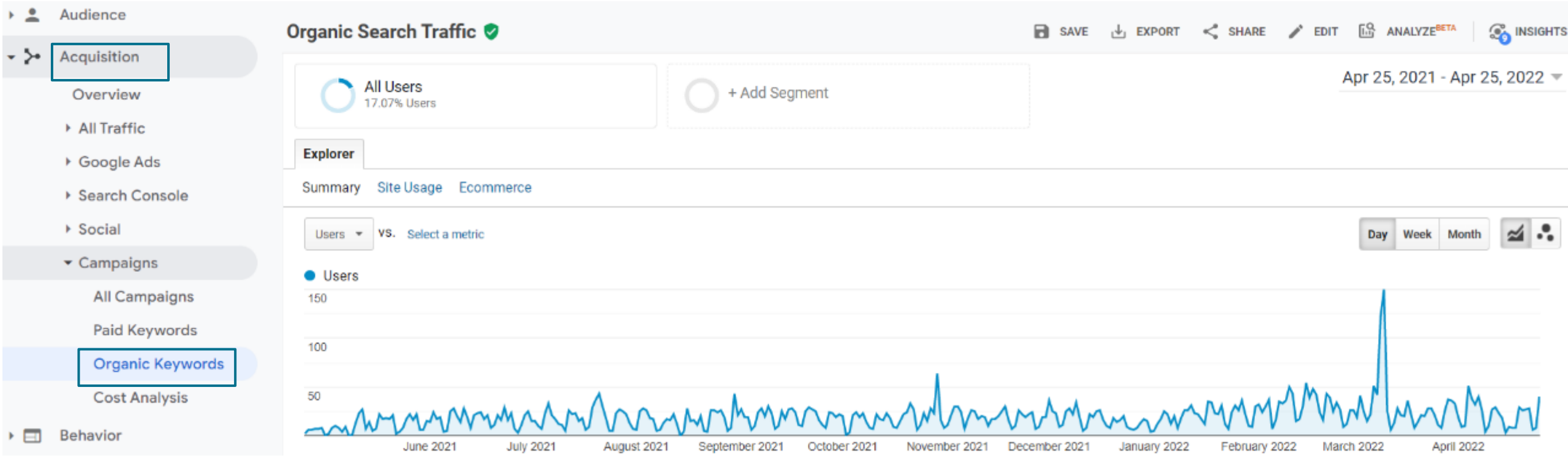


Traffic evaluation

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Google Analytics

- Check the amount of users landing on your website from various traffic channels. Evaluate their engagement!



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Google Search Console

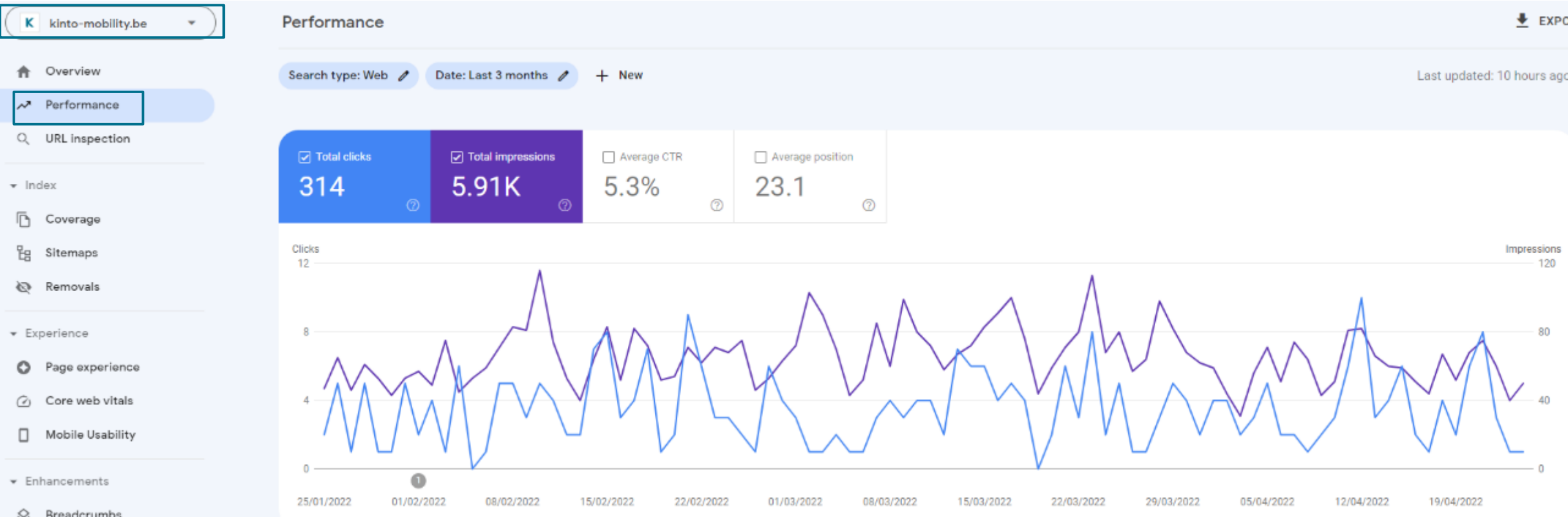
03

A. Content Optimi-zation

B. Traffic Evaluation



- Evaluate the presentation of your Website in Google's search results. You can find ways to improve!



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Google Search Console

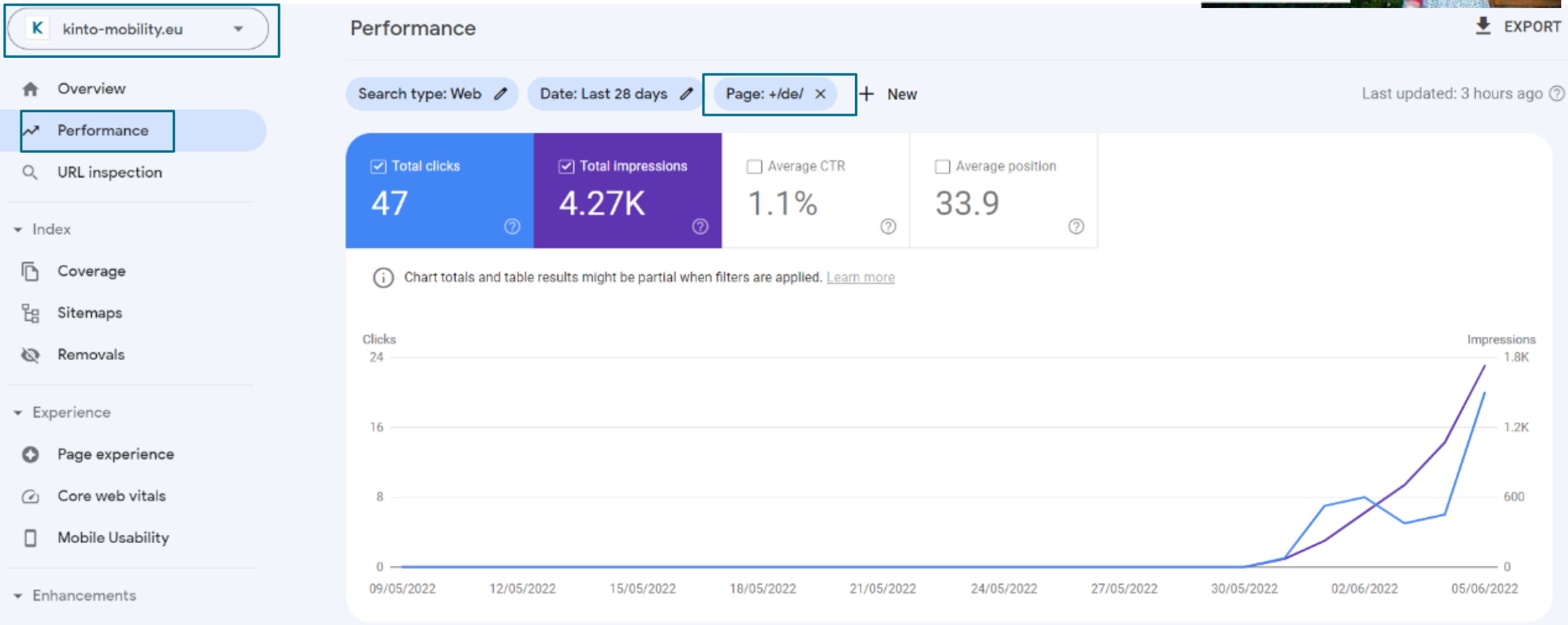
- Evaluate the presentation of your website in Google's search results. You can find ways to improve!

03

A. Content Optimi-zation

B. Traffic Evaluation





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Next steps

Localize the provided content from the content hub

Make sure you use the keywords which were shared with you!

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Questions?

Thank you

Need assistance?

Contact Digital Team:

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