

SEO Packages

SEO Manager: Eva Gundermann



The image is a screenshot of a Google search results page for the query "search engine marketing". The search bar at the top shows the query and a "Search" button. Below the search bar, it indicates "About 96,900,000 results (0.23 seconds)".

On the left side, there is a sidebar with navigation links: "Everything", "Blogs", "Books", "Discussions", "News", and "More". Below these are filters for "Any time", "Past 3 weeks", "All results", "Related searches", "Wonder wheel", and "Timeline".

The main content area displays search results. The top result is a sponsored link for "Nett Solutions" with the text "Nett Solutions offers Guaranteed Top 3 Placement for a Flat Fee." Below this is another sponsored link for "Search Engine Marketing" from "www.CustomerMagnetism.com/SEM" with the text "Full Service SEM Solutions - You Can Focus on Growing Your Business!".

The word "PPC" is written in large, stylized, handwritten letters across the top of the search results.

Below the sponsored links, there are several organic search results. The first is a Wikipedia entry titled "Search engine marketing - Wikipedia, the free encyclopedia" with a brief description of SEM. The second is "Search Engine Marketing - Search Engine Guide Blog" with a description of a library of search marketing articles. The third is "Search Engine Marketing Professional Organization - SEMPO" with a description of a non-profit organization. The fourth is "SEO.com | Search Engine Optimization SEO - Internet Marketing Company" with a description of a search engine optimization and internet marketing company. The fifth is "Search Engine Marketing, Search Engine Optimization (SEO) and Paid ..." with a description of a search engine watch.

The word "Organic" is written in large, stylized, handwritten letters across the middle of the search results.

On the right side, there is a "Sponsored links" section with several links for "Search Engine Marketing", "Search Engine Strategies", and "Search Engine Marketing".

Search engine optimization= to prepare the website in order to be on the top pages in Google

1. **Italian Rentals 4U - Holiday villas and apartments rentals in Italy.**

www.italianrentals4u.com/ Traducir esta página

holiday rentals villas and apartments all around Italy.

SEOquake | PR: n/a | I: 221 | L: 0 | LD: 0 | I: n/a | Rank: 825448 | Age: noviembre 25, 2011 | whois

2. **Italy Vacation Rentals: Villas, Apartments & more | HomeAway**

www.homeaway.com > World > Europe Traducir esta página

Find and book an Italy vacation rental from HomeAway. Choose from villas, apartments, homes, farmhouses and more. Enjoy space, privacy and savings!

SEOquake | PR: 5 | I: 470,000 | L: 11 | LD: 376962 | I: n/a | Rank: 3186 | Age: n/a | whois | source | Rank: 588 | tylevillas.com/

3. **Maria Bandoni's Italian Rentals: Rent villas and apartments in Italy**

www.italianrentals.com/ Traducir esta página

Italian rentals by Maria Bandoni in Tuscany, Rome, Venice – Lucca a specialty – Rent a villa, farmhouse, apartment by week, month, or long term.

SEOquake | PR: 3 | I: 75 | L: 1 | LD: 4 | I: n/a | Rank: 13899621 | Age: abril 29, 1999 | whois | source | Rank: 2993429

Lievate Hoy la mejor oferta!

ItalyVilla for rent Padua

www.italy-vacation-rentals.net/

We offer well-equipped apartments

source | Rank: 2828094

Paris Apartment Rentals

www.parisholidayapts.com/

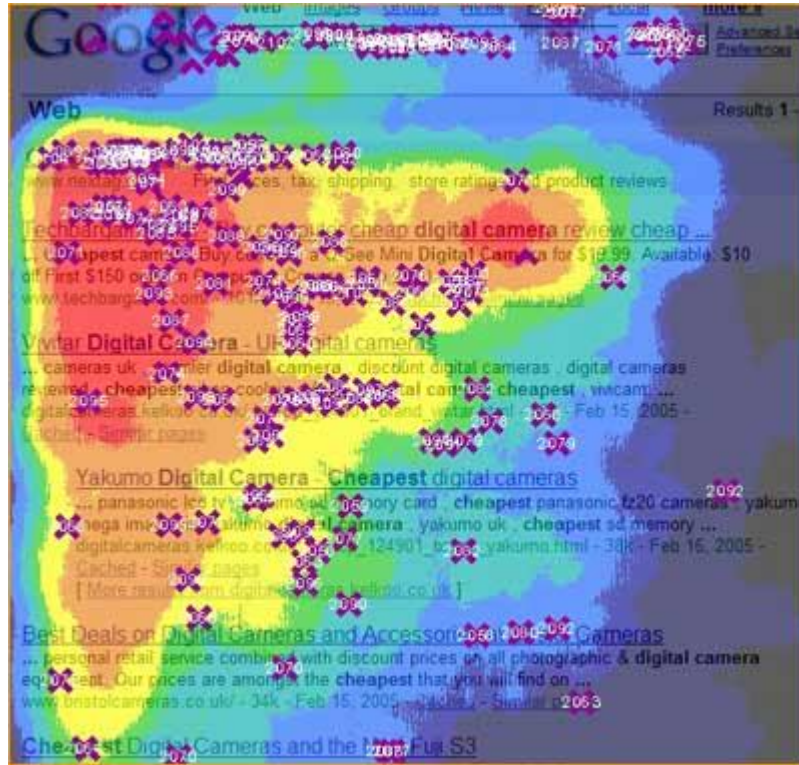
Rent central Paris, fully furnished apartments. Great locations/rates.

Italy Rentals

The best available rates

for a selection of exclusive villas

¿Quiere ver su anuncio aqui? »



- More Visits
- More contacts or sales
- More visibility
- More ROI on the long run

YAHOO! 搜尋 網站 知識+ BLOG 討論區 圖片 VIDEO 新聞 綜合beta 更多

汽車 Yahoo! 搜尋

搜尋結果 相關搜尋: [豐田汽車](#) 0.06 秒完成。

Pay Per Click (PPC)
You Pay for the Traffic

- [環保車輛回收中心 - 汽車](#)
元朗二手車買賣, 回收新舊車輛, 設維修汽車驗車等一站式服務。
[www.motorvehicle.biz.com.hk](#)
- [尚域汽車](#)
前身為域高汽車, 旗艦店設於美國萬通中心地下, 為客人帶來全新汽車買賣體驗。
[www.vgomotor.com](#)
- [全城最平 日日](#)
浩偉汽車在線, 不
[www.harway.hk](#)

No Cost Per Click
There is no Cost for the Traffic

1. [Car8.com](#)
提供新車及二手車、零件、車牌、汽車產品及維修保養服務搜尋。... 洪偉汽車 - 9401 0132 曹生. 05/05 BMW 325iA \$319,000 (+/-波) ... 振興汽車 - 96696949 Ken. 04/06 Honda odyssey absolute \$168,000 (+/-波) ...
[www.car8.com](#) - 94k - [網頁紀錄](#) - [更多此站結果](#)
2. [大昌行\(汽車租賃服務\)有限公司](#)
提供長短期租車、機場接送及客貨車租賃服務。... © 2008 大昌行 (汽車租賃服務) 有限公司版權所有 細則 使用條款 > ... 新會員登記 > 會員優惠 > 短期汽車租

贊助網站

- [歡記一汽車服務](#)
專營拆車配件、吊運服務、五金廢鐵、高價收車。
[www.yp.com.hk](#)
- [友誠汽車維修服務中心](#)
提供汽車維修工程服務, 擁有專業團
式維修及保養服務, 歡迎
[ing.iyp.hk](#)
- [汽車擋風玻璃](#)
專營安裝汽車及挖泥機玻璃, 其中尤
以隔熱玻璃及修補技術稱著。
[www.yaubongautoglass.com.hk](#)
- [金時保險顧問公司](#)
提供個人及商業保險服務, 如醫療、
現金、家居、汽車保險等。
[www.now-insure.com](#)

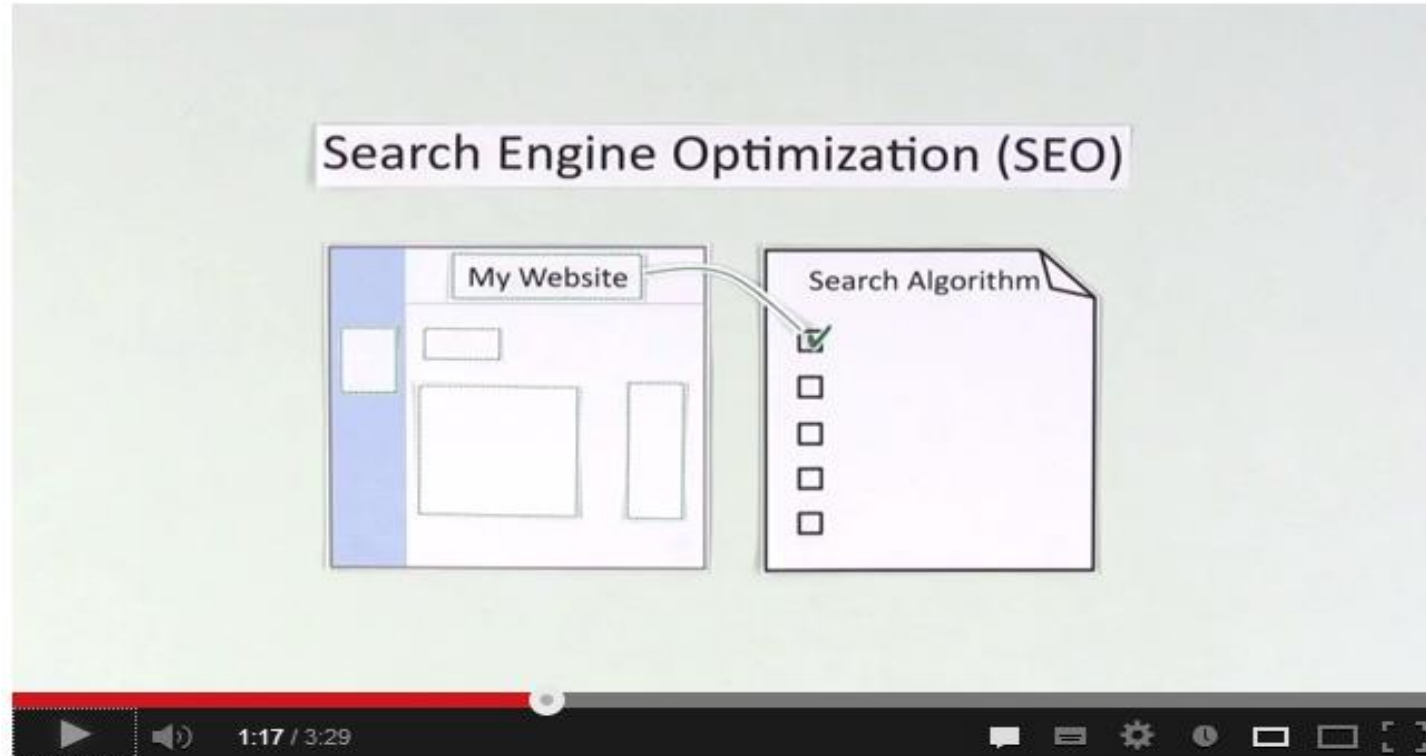
SEO Advantages



PPC Advantages



Source : <http://blog.positionly.com/>



http://www.youtube.com/watch?feature=player_embedded&v=hF515-0Tduk

ON-page SEO


= all that can
be optimised
ON the
website

OFF-page SEO

= all that can
be optimised
OUTSIDE
the website




Cefalu Villas




Villa Mediterranea
from 250 € per night

New in Puglia



Masseria Gialli
from 190 € per night

South Sardinia Villas



Villa Elios
from 165 € per night

The finest collection of Hand-picked Italian **villas** and apartments. We are a British company that brings you the very finest accommodation there is on offer. We are proud to showcase our portfolio on an easy-to-use site designed for the discerning traveller seeking authentic experiences throughout Italy.

We offer properties which range greatly in style size and location and there is something for everyone. Our properties are hand-picked to the highest specifications by one of our expert Travel Advisors.

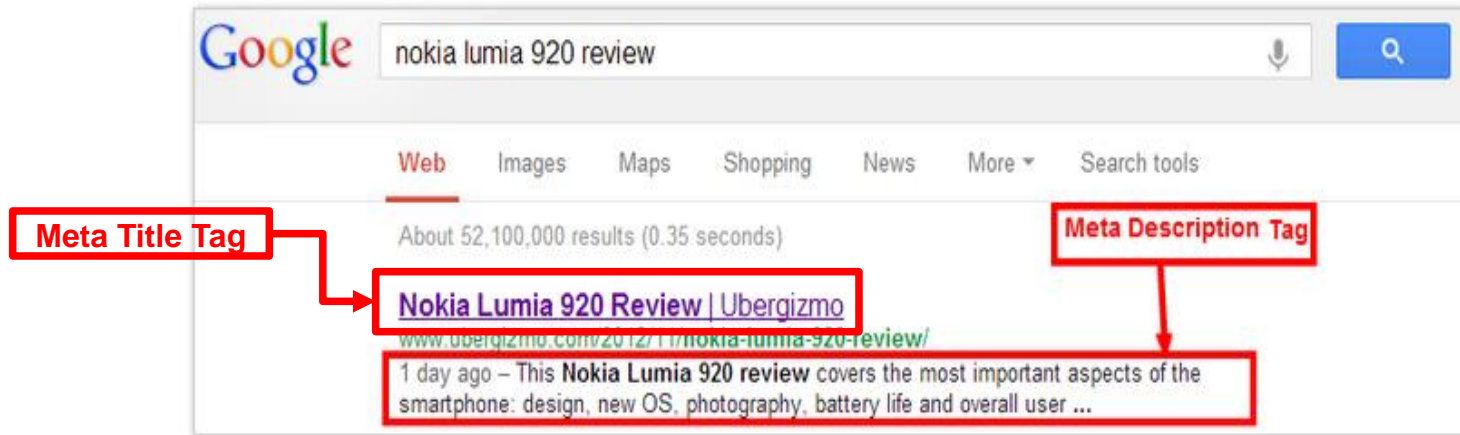
You can trust us to give you good service and share our extensive knowledge when booking as our team of Travel Advisors regularly visit our destinations and **villas**, which ensure that you will receive accurate information and advice from a team who can draw from their very own experiences.

Get social
Like us on Facebook

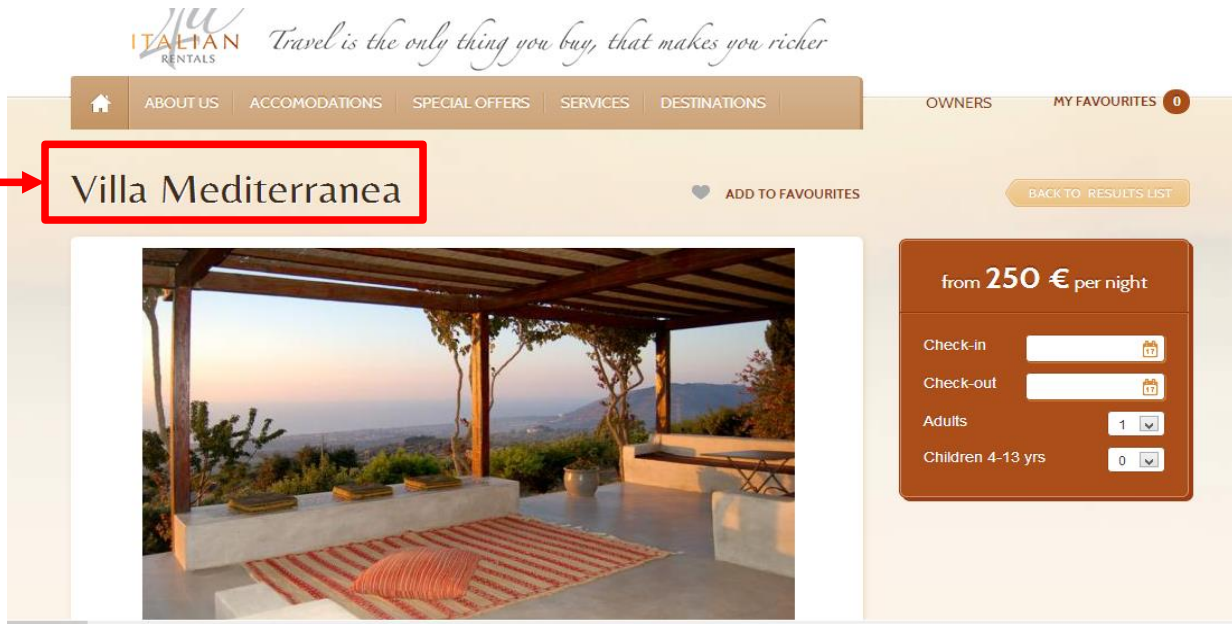
Keywords / Keyword density : Most important and relevant terms for the business. How often they are used.

Metatags :

Meta Title + Meta description + keywords



H1 Tags: The main title of the page



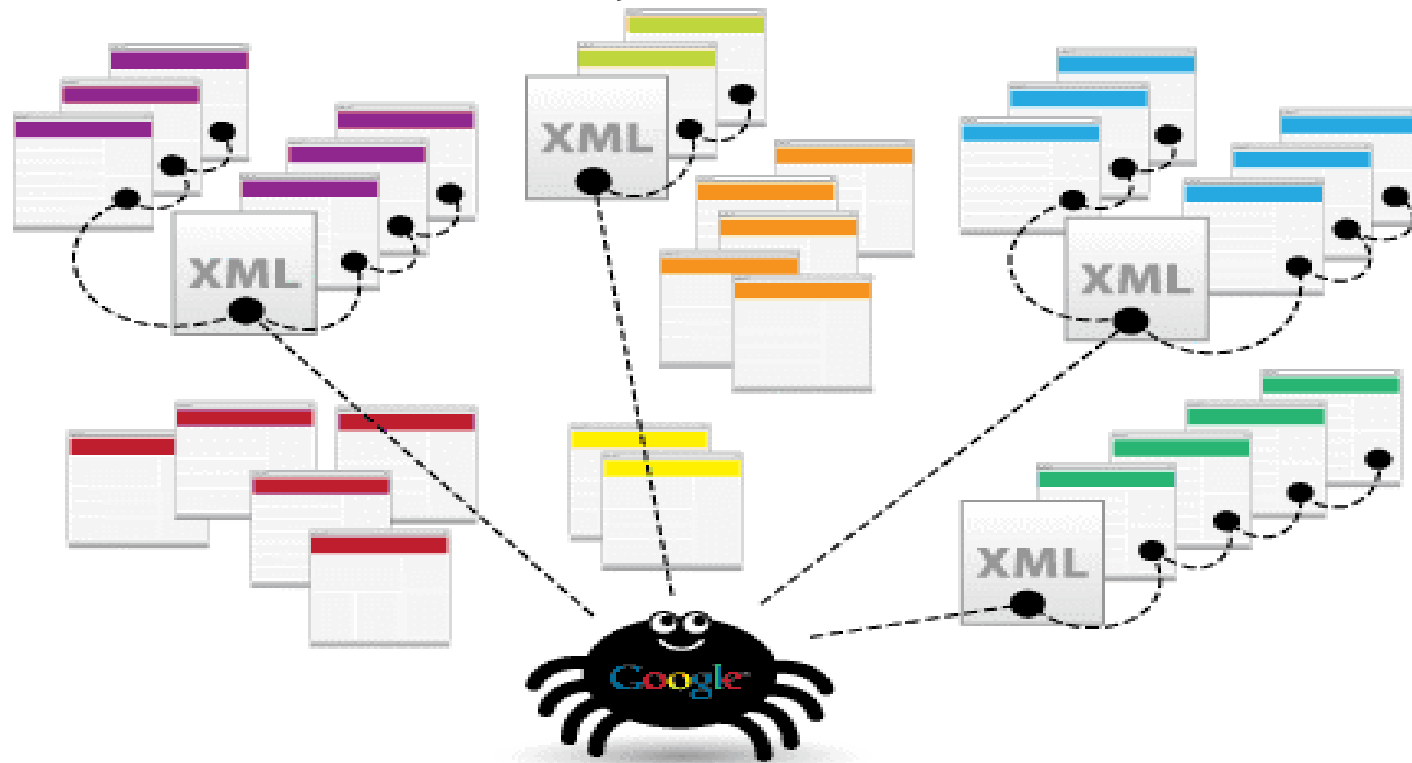
Alt Tags



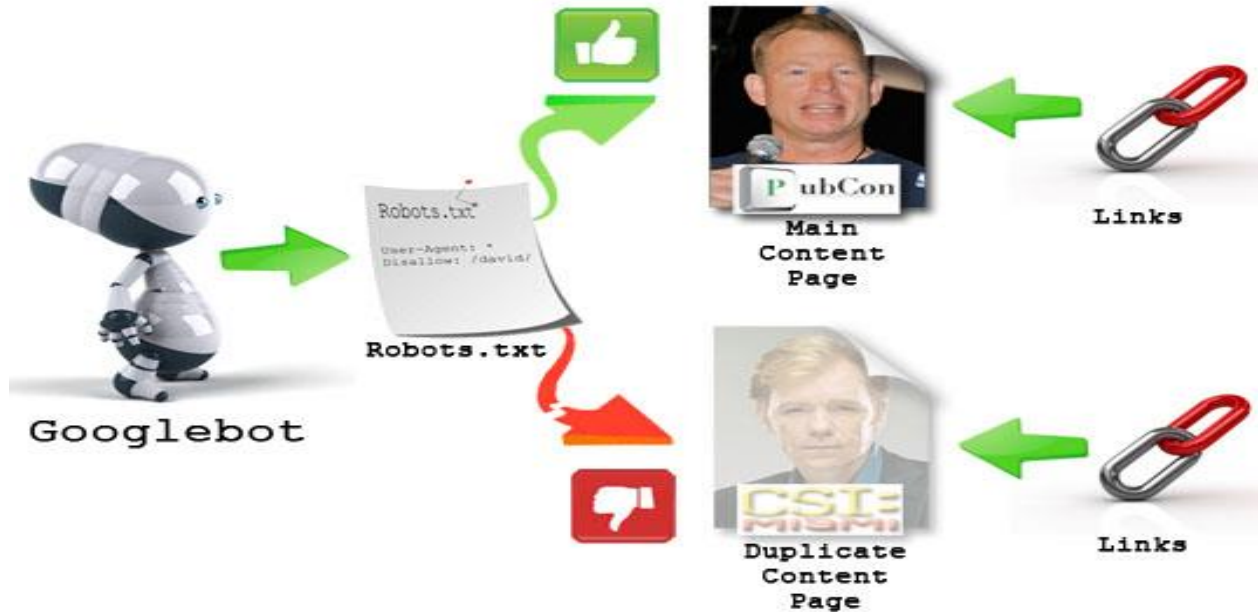
The title of the image in the programming code.

```
<ul class="tabs-right">
  <li>
    <a href="http://www.italianrentals4u.com/Villa-Talia.html">
      
      <span>
        <strong>Villa Talia</strong>
        Sicily
      </span>
    </a>
  </li>
```


Sitemap : List of URLs sent to Google, so Google knows how many pages we have and how they are structured. It's like telling Google: Look, this is what I have on my site.



Robots.txt : We tell Google which parts of the website to visit and which others to avoid. It's like a sign pointing towards the direction to follow and the direction which is forbidden.





- Domain
- Website structure
- Web content
- Keywords

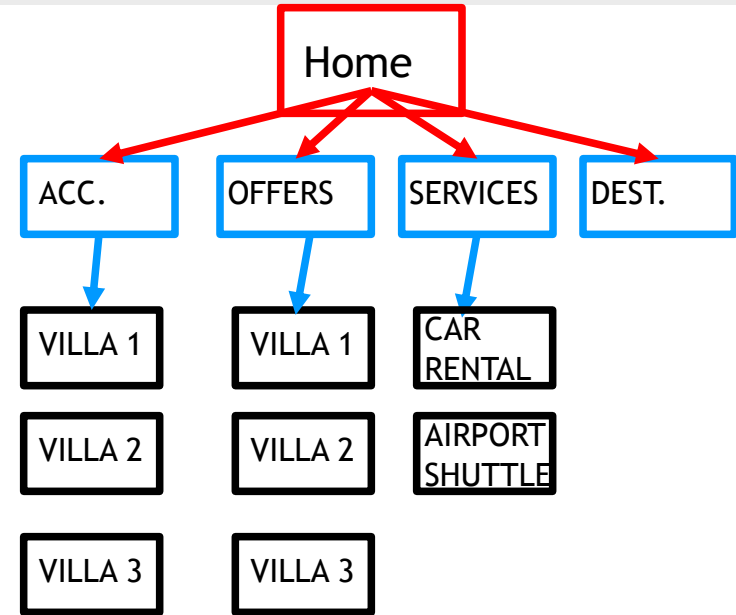
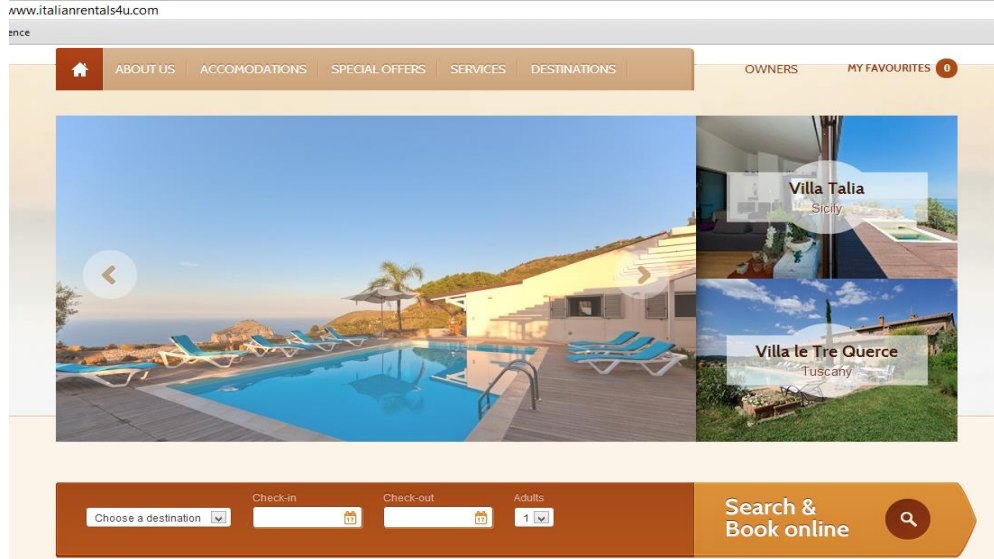
✓	Domain 1st Registered	2 years 4 Month 4 Days ago
		○○○
✗	Domain Expiration	0 Year(s) 8 Month(s) 26 Day(s)
		○○○ ⚙○○
👁	Popular Pages	Italian Rentals 4U → Holiday villas and apartments rentals in Italy Puglia → Italian Rentals FAQ → Italian Rentals Sardinia → Italian Rentals

Domain:

When was it first created?

When will it expire ?

Are any pages being redirected or sent to another URL ? If so, how ?



Website structure:

How easy is it to use it ? Do clients find the content easily ?

Are there headers (H1) and metatags ?

Is there an error page ? Is there a list of URLs (sitemap) ? Is the tracking code of Google Analytics inserted ?

Keywords density:**Total number of words: 513**

Keyword	Found in	Repeats	Density
villa	K	8	1.56%
details		7	1.36%
italy	T, D	7	1.36%
travel		5	0.97%
share		5	0.97%
services		4	0.78%
villas	T, D, K	4	0.78%
destinations		4	0.78%
inquiry		3	0.58%
offer		3	0.58%
italian	T, K	3	0.58%
rentals	T, D, K	3	0.58%
favourites		3	0.58%
add		3	0.58%
calendar		3	0.58%
availability		3	0.58%
car		3	0.58%
region		3	0.58%
city		3	0.58%
night		3	0.58%
per		3	0.58%

Content and keywords:

How is the content organized ?

Are there links between the inner pages of a website ?

How often do the keywords appear ?

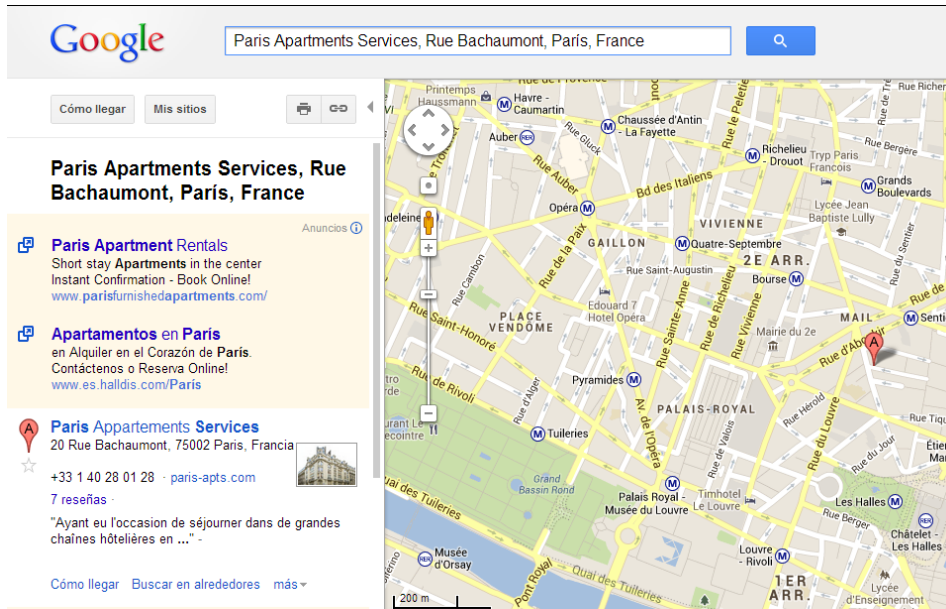
Do images contain keywords in the alt texts ?

Are the keywords connected to business goals ?

Is there a high search volume for the keywords ?



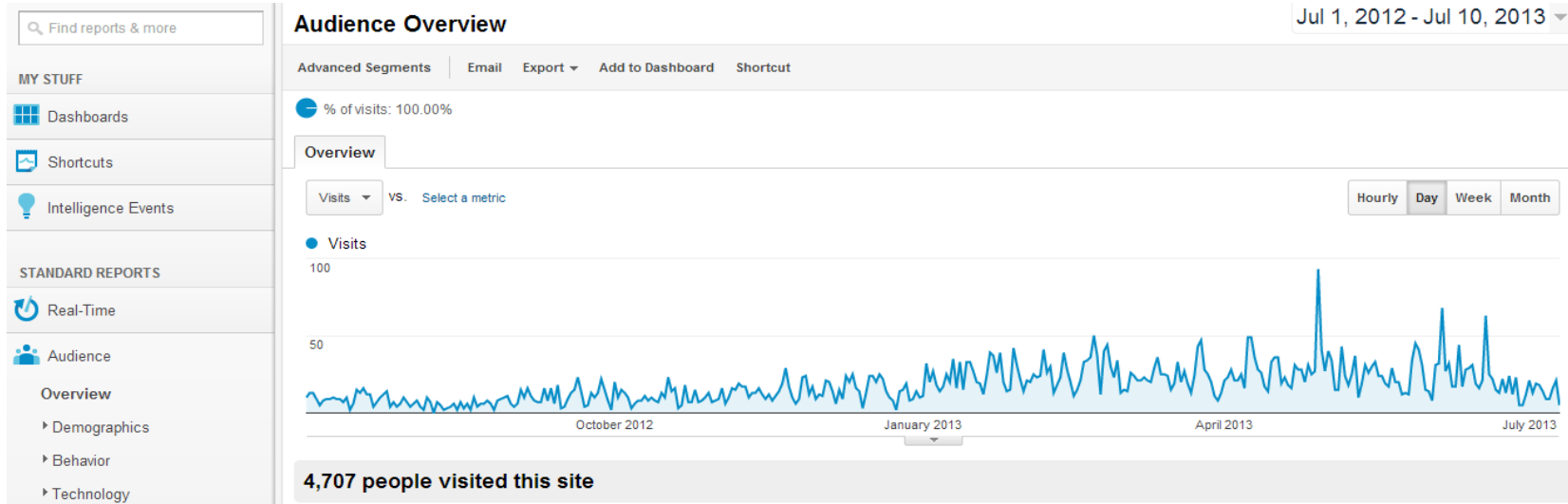
- Social media
- Related relevant sites like Google Places
- Links from blog posts, articles



- Insertion into Google Places
- Check for listed pages in Google
- Check for the page rank, the value Google gives to the page from 0 to 10
- Verify links from other sites to the website



- More and more relevant
- Links from social media count more
- Shares and likes



Google Analytics : How many visits ? How long do they stay ? What is their bounce rate or percentage of people who leave after visiting ?

Demographics

Language

Country / Territory ▶

City

System

Browser

Operating System

Service Provider

Mobile

Operating System

Service Provider

Screen Resolution

Country / Territory**Visits % Visits**

1. Spain	5,919	<div></div>	88.19%
2. Mexico	108		1.61%
3. United States	108		1.61%
4. Argentina	60		0.89%
5. Peru	60		0.89%
6. Germany	54		0.80%
7. Colombia	52		0.77%
8. United Kingdom	37		0.55%
9. Chile	33		0.49%
10. Venezuela	33		0.49%

[view full report](#)

Google Analytics : Visitors from where ? In which language ?

PARIS
Serviced
APARTMENTS
THE APARTMENT MATCHMAKERS

The specialist in corporate and family travel.

julia@paris-serviced-apartments.com

[Home](#) [Map](#) [Reservations](#) [Favourites](#) [Special offers](#) [What's On](#) [About us](#) [Julia's Profile](#) [Contact us](#) [Paris Districts](#)

List by range...

- Luxury (7)
- Midrange (11)
- Economy (11)

Search **Favourites**

Find apartments...

By range...
-- select --

By apartment type...
-- select --

By district...
-- select --

By name...

Interactive map...

List by district...

- 8 Élysée (7)
- 1 Louvre (4)
- 14 Observatoire (2)
- 17 Batignolles-Monceau (2)
- 21 La Défense (2)

Welcome to Paris Serviced Apartments

Use [Paris Serviced Apartments](#) and live like a Parisian in our serviced apartments in Paris! We proudly offer selected Serviced Apartments all over Paris.

We have over 10 years experience in the service apartment industry. We pride ourselves in providing the most competitive rates and highest customer service. [Find out more.](#)

Enjoy the space and freedom of our hand picked selection of [Parisian Serviced Apartments](#). Short and long stays, family and corporate travel.

Not sure where in Paris to stay? Check out our [guide to the districts of Paris](#).

Payment upon arrival for most apartments!

Selected apartments [more...]

Alma Marceau, 16 Passy

The apartments of the Residence Alma Marceau are ideally situated, a few steps away from the Champs Elysees and the Arc de Triomphe, in the heart of this important business, Haute ...
[More](#) | [Map](#) | [Add to favourites](#)

Bastille Marais, 17 Batignolles-Monceau

Ideally situated halfway between the Bastille area, one of the liveliest in the capital, and the Marais, an historical centre of Paris. Narrow streets and passages and 17th century...
[More](#) | [Map](#) | [Add to favourites](#)

Why use an agent?

We have done all the leg work for you by gathering together in one place the best serviced apartments in Paris and then obtained the best rates which we can pass on to you. Whether you are visiting Paris for a brief holiday or a business trip we can help you find the perfect place to stay and even better our service is free!

PSA: for independent advice

We are independent of the serviced apartments in Paris that we list and recommend for your stay. This independence enables you to feel assured that the apartments listed have facilities and comfort detailed ensuring that your visit to Paris is an enjoyable one.

Currency converter

Not easy to use

Too many menus

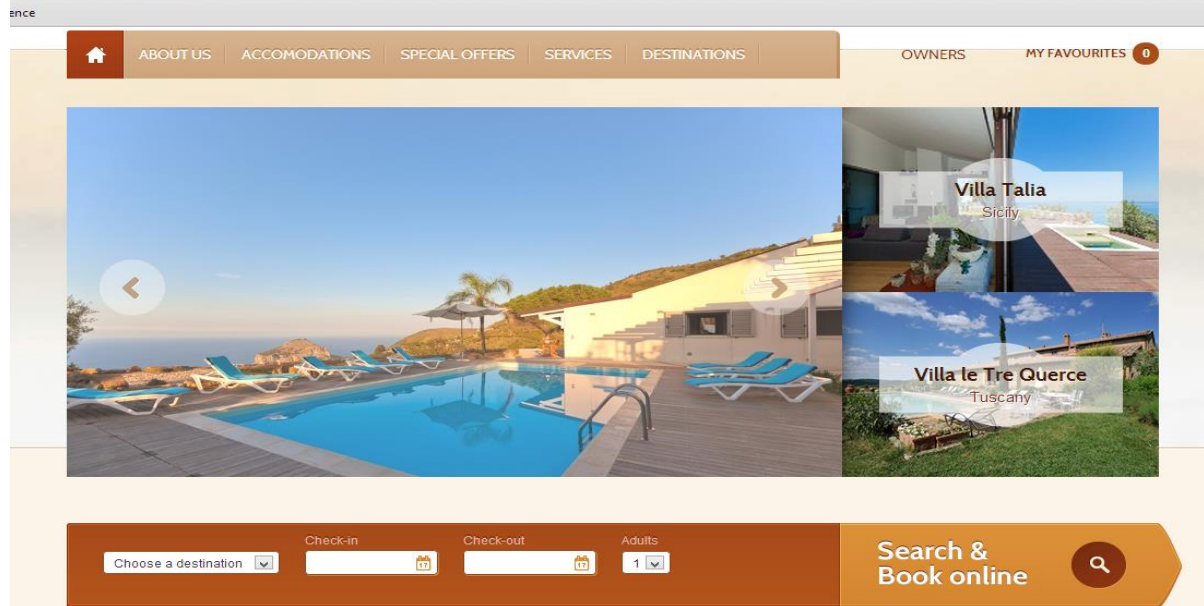
The content is badly organized

There is no keyword density for paris apartments

Paris serviced apartments does not have a high search volume

The alt texts like apartments or paris are too generic

www.italianrentals4u.com



Easy to find apartments

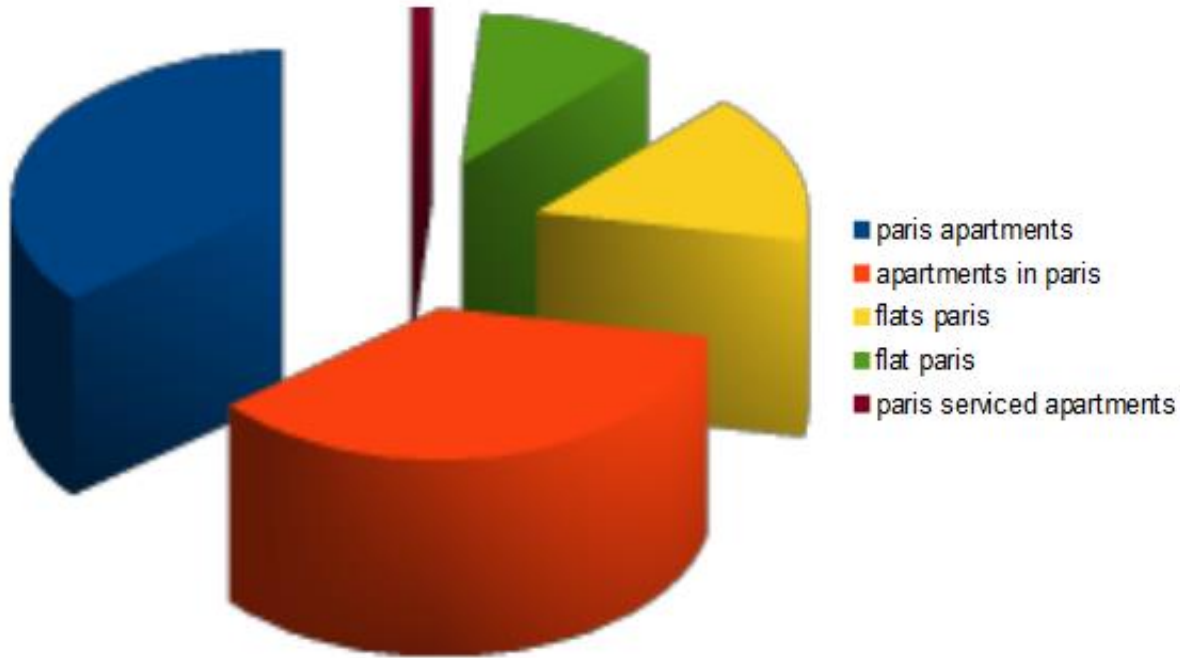
One menu with main points

The content is well organized

The domain name contains the keywords italy for rentals

There is keyword density for villas italy and italian rentals

Italian rentals has a high search volume and is not too generic



Monthly search volume

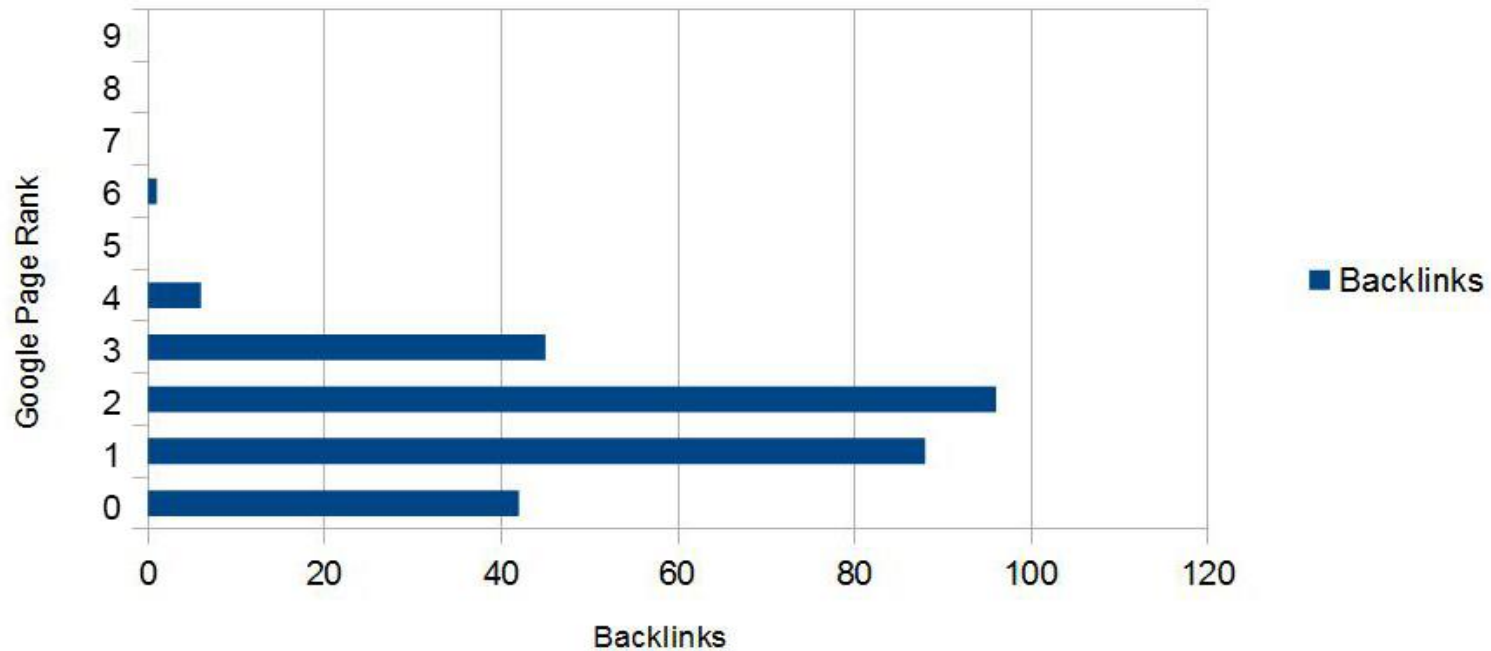
The keywords with the highest search volume are

- Paris apartments
- Apartments in paris
- Flats paris

The keyword with less search volume is

paris serviced apartments

Distribution of Links with Google Page Rank



[Let Interflora Save the Day this Valentines | This is South Devon](http://www.thisissouthdevon.co.uk/...Interflora...Day-Valentines/.../st...)

www.thisissouthdevon.co.uk/...Interflora...Day-Valentines/.../st...

Jan 8, 2013 – **Advertorial** feature. Did you know that last year 14% of people forgot to send their loved one a **Valentine's Day** gift? If February 14th dawns with ...

[Make Valentine's Day Unforgettable with Interflora | This is Essex](http://www.thisistotalessex.co.uk/Make-Valentine...Day.../story.html)

www.thisistotalessex.co.uk/Make-Valentine...Day.../story.html

Jan 8, 2013 – **Advertorial** feature. This year, make **Valentine's Day** a day to remember with a special gift from **Interflora**. Inspired by the age of Sacred Love, ...

[Get Personal this Valentine's Day with a gift from Interflora | Totnes ...](http://www.totnespeople.co.uk/...Valentine...Day...Interflora/.../story...)

www.totnespeople.co.uk/...Valentine...Day...Interflora/.../story...

Jan 8, 2013 – **Advertorial** feature In a world where, regardless of seasonality, almost any plant or ... Get Personal this **Valentine's Day** with a gift from **Interflora** ...

[Find the Perfect Valentine's Gift with Interflora | Tunbridge Wells ...](http://www.tunbridgewellspeople.co.uk/...Valentine...Interflora/.../st...)

www.tunbridgewellspeople.co.uk/...Valentine...Interflora/.../st...

Jan 8, 2013 – **Advertorial** feature From the traditional dozen red roses, to a personalised, scented candle and a relaxing spa **day** away, Interflora's **Valentines** ...

[Latest Discussions in Advertorial - Truro People](http://www.truropeople.co.uk/advertorial?listName=latestPaged)

www.truropeople.co.uk/advertorial?listName=latestPaged

Advertorial feature This **Valentine's Day** **Interflora** will deliver more than one million roses across the UK as thousands of people put their trust in the flower ...

[Valentine's Day Flowers from the Experts | Truro People](http://www.truropeople.co.uk/Valentine-8217-s-Day.../story.html)

www.truropeople.co.uk/Valentine-8217-s-Day.../story.html

Jan 8, 2013 – **Advertorial** feature This **Valentine's Day** **Interflora** will deliver more than one million roses across the UK as thousands of people put their trust in ...

[Latest Advertorial news in Tring - News Stories & Events | Tring People](http://www.tringpeople.co.uk/advertorial?listName=latestPaged)

www.tringpeople.co.uk/advertorial?listName=latestPaged

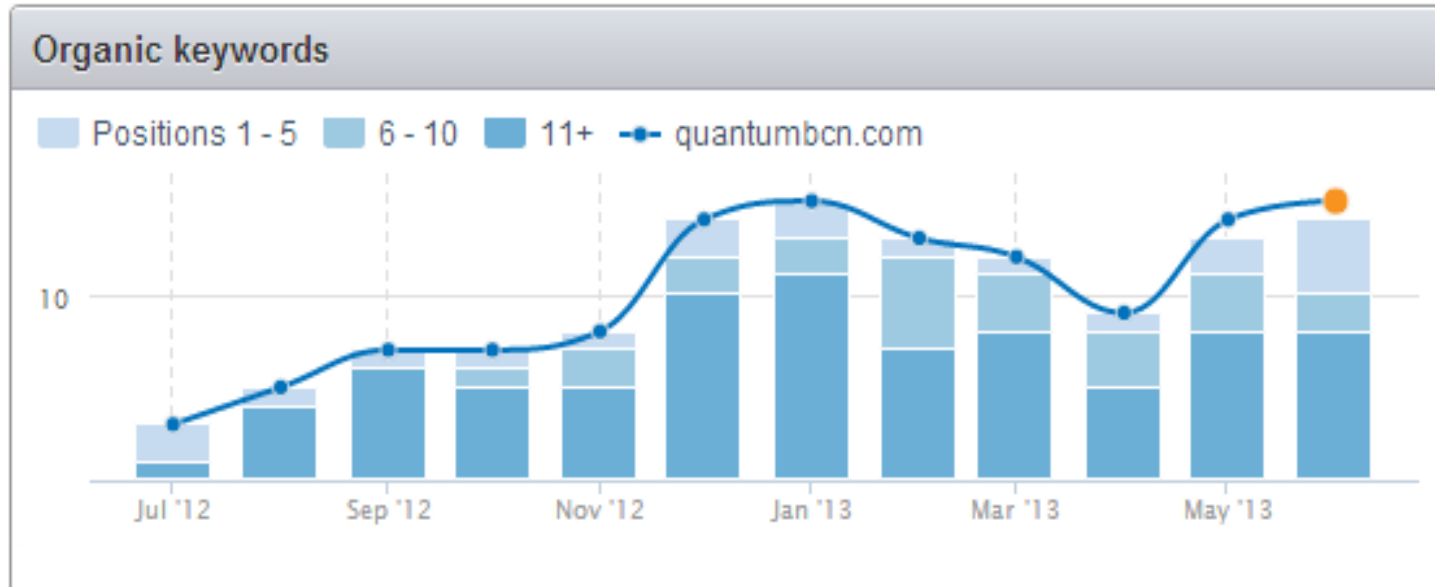
Advertorial feature With **Valentine's Day** fast approaching **Interflora** has undertaken its own customer survey and discovered some interesting facts that show just ...



Interflora was eliminated for two weeks from Google

150 links to the site for Valentines Day

- Identical IPs
- Duplicate content
- Domains with logos from Interflora



www.quantumbcn.com

- On page SEO : metatags, alt tags, H1 tags, keyword research and selection, use
- Optimization of the content, creation of a blog, insertion of blog posts
- More links from social media profiles

http://www.google.de/search?scient=psy-ab&q=opa opatija apartments - Googl... x

Anzeigen zu opatija apartments ⓘ

Opatija ferienwohnung - kroatien-adrialin.de
www.kroatien-adrialin.de/Opatija
 ★★★★★ 207 Bewertungen für kroatien-adrialin.de
 Ferienwohnungen in Opatija. Jetzt buchen - mit Preisgarantie!


Apartments Opatija - booking.com
www.booking.com/Apartments-Opatija
 ★★★★★ 9.138 Bewertungen für booking.com
 Apartments Opatija, Opatija buchen. Schnell und sicher online buchen.
 1.134.226 Personen folgen Booking.com auf Google+
 Gästebewertungen - Fotos des Hotels - Verfügbarkeit prüfen - Bestpreisgarantie

Appartements Opatija - atraveo.de
www.atraveo.de/istrien
 ★★★★★ 3.781 Bewertungen für atraveo.de
 atraveo, der große Ferienhausmarkt: Mehr Auswahl plus Kundenbewertungen

apartments in der Nähe von Opatija, Kroatien

Apartments Opatija www.adriaday.com 2 Google-Bewertungen	A Ulica Maršala Tita 54 Opatija +385 95 811 9998
Villa Palme www.villa-palme.com 1 Google-Bewertung	B Vrutki ulica 8 Lovran +385 51 272 491
Opatija Reservation Center - Hotels, Villas, Apartments, Booking ... www.opatija.net Google+ Seite	C Ulica Maršala Tita 216 Opatija +385 51 272 222

Freibilder für opatija apartments auf einer Karte anzeigen ...



Karte für opatija apartments

Anzeigen ⓘ

87 Hotels Opatija ab 30€
www.trivago.de/Hotels-Opatija
 ★★★★★ 31 Bewertungen für trivago.de
 Top Hotels in Opatija, bis zu -78%.
 Finde das ideale Hotel in Opatija!
 32.616 Personen folgen trivago auf Google+

Günstige Opatija Hotels
opatija.tripadvisor.de/hotel-deals
 Super Opatija Hotel-Angebote!
 27 Opatija Hotels. 1900 Bewertungen
 1.495.634 Personen folgen
 TripAdvisor auf Google+

Ferienhaus in Opatija
www.casamundo.de/
 ★★★★★ 6.554 Bewertungen
 Ferienhausurlaub in Opatija
 günstig hier buchen!

www.adriaday.com

- On first position for opatija apartments, ahead of booking.com
- Does not need to pay for Google Adwords and gets most traffic



SEO audit

- = analysis website
- domain
- web structure
- web content
- keywords
- external links

SEO monthly plan

- = regular tasks on a monthly basis
- Optimizing landing pages & property pages
- monthly reports Google Analytics
- content creation, new texts

Linkbuilding

- = ADDITIONAL
 - strategy
 - external links from social sites
 - quality links from relevant sites
 - social media
- 

Do I have to repeat the SEO audit regularly?

No, the SEO audit is only done **once**. Based on the SEO audit we can roll-out the SEO plan afterwards.

What is included in the SEO audit?

The SEO audit includes an **indepth analysis** of domain, web structure, web content, keywords strategy, the optimization of Google Places and the verification of external links.

When can I see the results of the SEO plan?

As Google visits websites once a month we have to wait for at least **two to three months** for the changes to become effective.

What do I have to do after the SEO audit?

We have a **monthly SEO plan** which includes **regular tasks that need to be performed every month**. As there are new pages and landings created, they need to be optimized as well. The monthly plan includes a monthly report and content creation.

Will I be on the first positions in Google?

No honest SEO manager can guarantee this. You will however be able to see an **increase in traffic** to your website, which will be sustainable on the long run.

Will Kigo do landing pages for me?

Yes, if you have the monthly SEO plan we will create landing pages for you.

What can I do from my part to improve the SEO?

Our SEO package includes a **SEO copywriting guide** and we suggest that you read it and apply the tips included there for your texts. Also we will guide you as to the **seo-friendly URLs**. There will be a **basic SEO guide** included.

Can I see which devices the visitors are using?

Yes, on the monthly Google Analytics reports you can see the devices used in relation to the visitors.

Can I maintain the Google Analytics account?

If you already have a Google Analytics account, you can continue using it.

We will insert it into our system.

<http://support.kigo.net/customer/portal/articles/599850-seo-features-and-best-practices>

<http://www.youtube.com/watch?v=82aTR3nZg5o>

<http://moz.com/beginners-guide-to-seo>

<http://searchengineland.com/library/channel/seo>

<http://katemats.com/what-every-programmer-should-know-about-seo/>

Hubspot: intro to SEO - video <http://bcove.me/copf9p5p>

Video http://www.youtube.com/watch?feature=player_embedded&v=hF515-0Tduk

<http://images.zoso.ro/img/2013/05/infografic-seo.jpg>

http://www.entrepreneur.com/dbimages/article/ranking_factors_infographic_2.jpg

<http://searchengineland.com/seotable>