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Suchmaschinenoptimierung: Betrachtung Des Online-Marketing-Tools Am Praxisbeispiel Eines Internet-Portals (German Edition)

Felix Baumann

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In der vorliegenden Arbeit wird der Status Quo der empirischen Erkenntnisse zur Suchmaschinenoptimierung als Teil des Online-Marketings beschrieben. Als Praxisbeispiel dient das Internet-Portal 'Wohnen-im-Alter.de'. Zunächst werden wichtige Begrifflichkeiten definitorisch abgegrenzt und Mehrdeutigkeiten erläutert. Im Anschluss erfolgt eine Einführung in das innovative Geschäftsfeld Internet. Der Suchmaschinen-Zielmarkt wird mit Hilfe einer SEO-Branchenstrukturanalyse genauer beschrieben. Ein besonderer Fokus der Arbeit liegt auf einer Analyse der wichtigen Rankingfaktoren, die am Praxisbeispiel verdeutlicht werden. Dabei wird der Prozess der Optimierung von Keyword-Analyse bis hin zu On- und Off-Page Methoden verfolgt und die Richtlinienkonformität kritisch hinterfragt. Abschließend werden verschiedene Datenquellen betrachtet, um die Relevanz einzelner Optimierungsmaßnahmen abwägen zu können.

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