



Technisches SEO (German Edition)

Dominik Wojcik, Stephan Czysch, Benedikt Illner

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Eine gute Platzierung in den Suchmaschinen ist für den Erfolg eines Webauftritts von größter Bedeutung, deshalb hat die Suchmaschinenoptimierung längst einen festen Platz im Online-Marketing. Viele SEO-Maßnahmen greifen jedoch erst dann richtig, wenn der Webauftritt die entsprechenden technischen Voraussetzungen aufweist. Das beginnt bei einer für SEO optimierten Informationsarchitektur und reicht bis zur Kommunikation zwischen dem Webserver und dem Suchmaschinen-Bot (Crawler). Somit ist Technisches SEO ein großer und wichtiger Teil des Onpage-SEO, also der Optimierung innerhalb der eigenen Website. Es sorgt dafür, dass Suchmaschinen und auch Nutzer die Inhalte eines Webauftritts besser finden und einordnen können, und schafft das Fundament, auf das die weiteren SEO-Maßnahmen aufbauen sollten. Die Maßnahmen des Technischen SEO wirken langfristig. Idealerweise werden sie bereits bei der Entwicklung eines Webauftritts berücksichtigt, sie lassen sich aber auch nachträglich, Stück für Stück, umsetzen. Wer sich diese Mühe macht, ist auch für die Zukunft bestens gerüstet.

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