

SEO – Visibility on the Internet

YOU WANT TO BE FOUND MORE EASILY ON THE WWW? MORE VISIBILITY

This requires a set of measures that begin with structuring the pages and the text content. An

additional important component is the so-called sitemap, a „map“ of your Internet presence, which can be automatically transmitted to the popular standard search engines.

SITEMAP FOR YOUR WEBSITE

All contents of a website are listed in a structured overview. This generates a sitemap of the individual pages.

A sitemap can be used by visitors to find their way through the website more easily. We create a sitemap for you with a link in your menu structure.

An additional sitemap of a website is generated for an easier indexing by search engines such as Google, Bing, Yahoo. The search engines can thus include the website with its keywords and display it in their search results. This is done in an XML format standardised for search engines.

We create a „sitemap.xml“ with links to all pages of your website in a form optimised for search engines. With an entry of the sitemap in a search engine information file (robots.txt) in your website, finding and indexing for search engines is optimised. The „robots.txt“ is a standard file for search engines. If the file does not yet exist on the website, it will be generated.




BE FOUND MORE EASILY

After updating your website, the search engines should be notified. New content is integrated faster into the search results and can be found more easily. We update your sitemap (sitemap.xml), notify the search engines and make the new sitemap available for reading out.

If a password-protected administration area is set up for the website, a button is created that allows the user to trigger the notification at any time. For this purpose a script is provided on the server, which is activated via the button. The script then carries out the notification. Alternatively, the script can also automatically notify the search engines after a change. The variant used depends on your website.

MOIN.

**ARE YOU ALREADY
VISIBLE?**

SERVICES & PRICES SITEMAP	 PAKET S 195,00 €	 PAKET M 480,00 €	 PAKET L 675,00 €
Homepage			
Preparation of the „Sitemap“ page	✓	✓	✓
Linking in your layout	✓	✓	✓
HTML & CSS	✓	✓	✓
Search engines			
Sitemap as XML	—	✓	✓
Entry in the robots.txt ¹⁾	—	✓	✓
Notification			
Updating the sitemap	—	—	✓
Notification button ²⁾	—	—	✓
Automatic Notification ²⁾	—	—	✓

¹⁾ENTRY IN THE ROBOTS.TXT

The „robots.txt“ is a standard file for search engines. If the file does not yet exist on the website, we will create it.

²⁾NOTIFICATION OF SEARCH ENGINES

Whether an automatic notification of the search engines is possible depends on the website. If the website contains an admin area, a notification button for search engines can also be set up if necessary.

TIP GOOGLE WEBMASTER-TOOLS

You can register for free on Google with your site to find out how you are ranking in the Google search results. Google is the most popular search engine in the world. Most visitors of your website probably come to you via Google. Use the Webmaster Tool to learn more about potential problems on your site and get tips on how to improve the site's visibility. We will be pleased to help you with training.



All prices excl. the official value added tax of 19% .