



Got it all wrong?

How to optimize your digital business with SEO and a data-driven mindset



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OUR GOAL FOR THE UPCOMING 30 MINUTES

Inspire within SEO and datadriven
decision-making.

Challenge traditional approaches to SEO

Who are you? :)

Agenda

Intro

A CX-mindset as a foundation

SEO cornerstones

Challenge traditional approaches to SEO

How to implement a data driven way of work



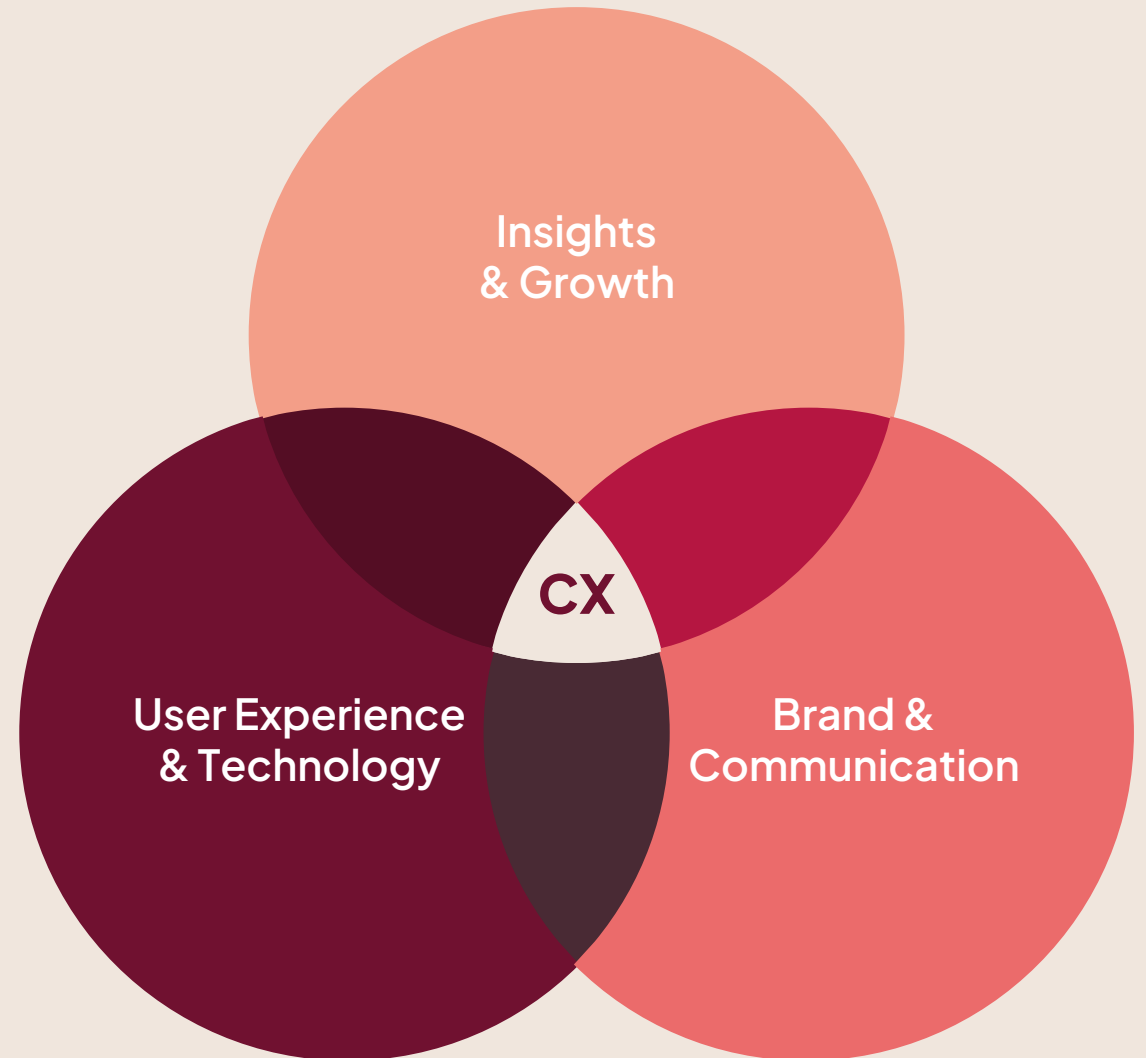
A CX-mindset in everything we do

By combining data and technology with a customer-centric approach, we design and create exceptional experiences that help brands stand out from the competition.

OUR OFFERING

Ready to take your customer experience to the next level?

Our CX offering combines insights & growth, brand & communication, and user experience & technology into a powerful solution that will revolutionize your business.



CUSTOMER EXPERIENCE

A brand is a promise of experiences

We make that promise come true by leveraging design and technology to create seamless and engaging experiences

+40%

SEO cornerstones

The fundamentals that **you need to know**



Technical SEO



Content SEO



Off-page SEO

SERP

The search engine results page

The screenshot shows a Google search for 'optimizely' on the Swedish domain (google.se). The search results are categorized into 'Paid' (top) and 'Organic' (bottom) sections, indicated by red and green arrows on the left.

Paid Results:

- Sponsored**
 - Optimizely**
https://www.optimizely.com
Optimizely - Optimizely Official Site
Deploy Winning Digital Experiences, Every Time. See How in Our Demo Video. Leaders Turn to Experimentation to Compete and Get a Step Ahead. 24/7/365 Customer Service. Worldwide support. Advanced...
[Plans & Pricing](#)
View Our Solutions Compare Our Products
[See How Optimizely Works](#)
View Our Demo Get Access Now
 - Sponsored**
 - impactcommerce.com**
https://www.impactcommerce.com › optimizely
Optimizely Partner - Över tio års erfarenhet
Över 200 handelsprojekt. Upptäck hur vi arbetar med branschens bästa plattformar. Se hur vi tillsammans med Europas starkaste varumärken formar framtidens handel. Excellent brugeroplevelse. Stabil og skalerbar. Integreret platform. Gold Solution Partner 21.
 - Sponsored**
 - LaunchDarkly**
https://www.launchdarkly.com ›
LaunchDarkly Feature Mgmt - Request a Live Demo
Get control of your code to ship fast, reduce risk, and reclaim your nights and weekends.

Organic Results:

- Optimizely**
https://www.optimizely.com › ...
Optimizely: Digitala upplevelser som dina kunder kommer att ...
För att skapa enastående digitala upplevelser som transformerar ditt företag behövs datadrivna beslut, kontinuerliga experiment och ständig innovation.
[Digital Experience Platform](#) · [Web Experimentation](#) · [Orchestrate](#) · [Insights](#)
- Fler frågor du kan ställa**
Vad gör Optimizely?
Feedback
- Optimizely**
https://www.optimizely.com › b...
Episerver is now Optimizely CMS
Episerver is now Optimizely CMS · 1. Raving fans · 2. Ease of use · 3. Open yet integrated · 4. Rapid time-to-value · 5. Best-in-class optimization helps you ...

Right Sidebar:

- Optimizely**
Företag
Översatt från engelska - Optimizely är ett amerikanskt företag som tillhandahåller programvara för digital upplevelseplattform som en tjänst. Optimizely tillhandahåller A/B-testning och multivariata testverktyg, webbplatspersonalisering och funktionsväxlingsfunktioner, såväl som webbinnehållshantering och digital handel.
[Wikipedia \(engelska\)](#)
Läs beskrivningen på originalspråket
Överordnade organisationer: Episerver, Insight Partners, Episerver Inc.
Grundare: Dan Siroker, Pete Koomen
Dotterbolag: NewsCred, Inc., Zaius, Inc., Experiment Engine, Inc., Synference Ltd.
Grundades: januari 2010
Huvudkontor: USA
Ansvarsfriskrivning
Feedback

Common issues we often see

Common issues we often see



| Indexing issues

| Canonicals are missing

| Sitemap missing, or it has errors

| Low site speed

| 301 redirects & redirects from www
to none www urls

| The header structure is wrong

| Bread crumbs

| Image alt tags are missing/not SEO friendly

| Meta title and descriptions

Tech SEO

A few examples

Robots.txt

```
User-agent: *  
  
Sitemap: http://www.riksbyggen.se/sitemap.xml  
  
Disallow: /sidan-kan-inte-hittas/  
Disallow: /system/sidan-kan-inte-hittas/  
Disallow: /nagot-gick-fel/  
Disallow: /system/nagot-gick-fel/
```

Optimizely CMS

Robots.txt Management

Site Name	Site Url	Actions
		Edit
		Edit

Dashboard
Edit
Reports
Audiences
Settings
Add-ons
NotFound handler
SEO Sitemaps
Robots

Add-ons / Robots

The screenshot shows the Optimizely CMS interface. On the left sidebar, the 'Add-ons' menu item is highlighted, and a red arrow points to it with the text 'Add-ons / NotFound handler'. The main content area displays a table of custom redirects. The table has columns for 'Old URL', 'New URL', 'Wildcard', and 'Redirect Type'. There are 10 rows of redirects listed, each with a 'delete' button. The top of the page shows a search bar and a message: 'There are currently stored 47 custom redirects.'

Add-ons / NotFound handler

Sitemap

This XML file does not appear to have any style information associated with it. The document tree is shown below.

```
<?xml version="1.0" encoding="UTF-8" standalone="yes"?>
<urlset xmlns:image="http://www.google.com/schemas/sitemap-image/1.1" xmlns:sitemap="http://www.sitemaps.org/schemas/sitemap/0.9">
  <url>
    <loc>https://www.riksbyggen.se/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/sok-bostad/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/vannerna-blev-grannar/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/grannar-i-uppstala/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/bostad/skane/malmo/bonum-brf-sangstenen-324/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/bostad/skane/malmo/bonum-brf-sangstenen-323/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/bostad/skane/helsingborg/bonum-brf-palsjoro-322/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/bostad/skane/helsingborg/bonum-brf-palsjoro-541/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/bostad/skane/helsingborg/bonum-brf-palsjoro-553/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/bostad/stockholm/broma-brf-tranebergsangen-301/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/bostad/sodermanland/eskilstuna-brf-astraket-1002/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
  <url>
    <loc>https://www.riksbyggen.se/bostad/inflyttningsklart/bostad/sodermanland/eskilstuna-brf-astraket-1004/</loc>
    <lastmod>2023-11-14</lastmod>
  </url>
</urlset>
```

Optimizely

CMS

Dashboard

Edit

Reports

Audiences

Settings

Add-ons

NotFound handler

SEO Sitemaps

Robots

+ New sitemap

Host	Path to include	Path to avoid	Root page ID	Debug info	Format	
https://www.arbetsgivarverket.se/sitemap.xml			-1	False	Standard	<div>EditDeleteView</div>

Add-ons / SEO Sitemaps

Simple address ?

714, Landningsida

Change

Tools

☒ Display in navigation ?

Områdesrubrik

Content

Settings

Meta

Sitemap

SEOSitemaps

Enabled ☒

Change frequency Weekly

Priority Medium (0.5)

Content SEO

A few more examples

Meta title & description

...

Name in URL ?
arbetsgivarguiden [Change](#)

Simple address ?
[Change](#)

☒ Display in navigation ?

sv

ID, Type
178, Guidelista

Tools ▼

Områdesrubrik

Content

Settings

Egenskaper i lista

Meta

Sitemap

Title

Description

Keywords

Meta title & description



Consid

<https://www.consider.com> › References



Bilmetro - 74% lower Ad Spend with maintained traffic

We helped Bilmetro increase the quality of organic & paid traffic through **SEO** & SEM. The result: 74% less Ad Spend, with maintained traffic.

Meta title & description

from this...

www.bilmetro.se › sok-bil › bilsida ▼

Volkswagen T6 Transporter Skåp | TDI 150 DSG - Bilmetro

Diesel; Automatisk; 1 mil; 2020; Ludvika ... Effekt. **150hk** ... Drivmedel. **Diesel** ... för omgående leverans; Ludvika; Dalarna; Din **Volkswagen** återförsäljare sedan ...



... to this

https://www.bilmetro.se › sok-bil › bilsida ▼

Volkswagen Golf 2018 till salu, Mora | Bilmetro

Volkswagen Golf 1,4 TSI 150 HK till **salu** i Mora. Köp ny eller begagnad bil hos **Bilmetro** – Sveriges ledande bilföretag! Vi hjälper dig till en trygg bilaffär.

Meta title & description

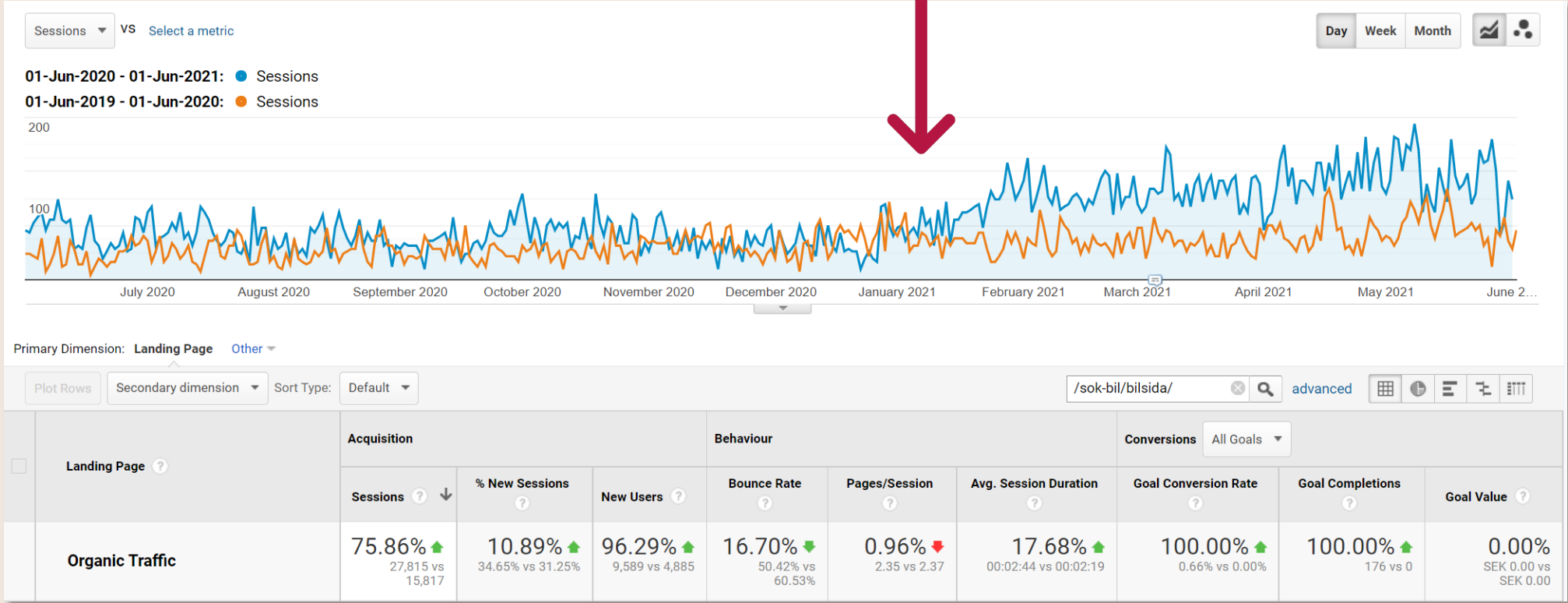
from this...

[www.bilmetro.se](#) > sok-bil > bilsida ▾
Volkswagen T6 Transporter Skåp | TDI 150 DSG - Bilmetro
Diesel; Automatisk; 1 mil; 2020; Ludvika ... Effekt. 150hk ... Drivmedel. Diesel ... för omgående leverans; Ludvika; Dalarna; Din Volkswagen återförsäljare sedan ...



... to this

<https://www.bilmetro.se> > sok-bil > bilsida ▾
Volkswagen Golf 2018 till salu, Mora | Bilmetro
Volkswagen Golf 1,4 TSI 150 HK till salu i Mora. Köp ny eller begagnad bil hos Bilmetro – Sveriges ledande bilföretag! Vi hjälper dig till en trygg bilaffär.



Img alt tags

Content

Settings

Category ?

Add one or more categories ...

Alt text *

En flodhäst simmar i ljusblått vatten.

File size (kb) ✂

728,14

File size formatted ✂

728,14 Kb

Image height

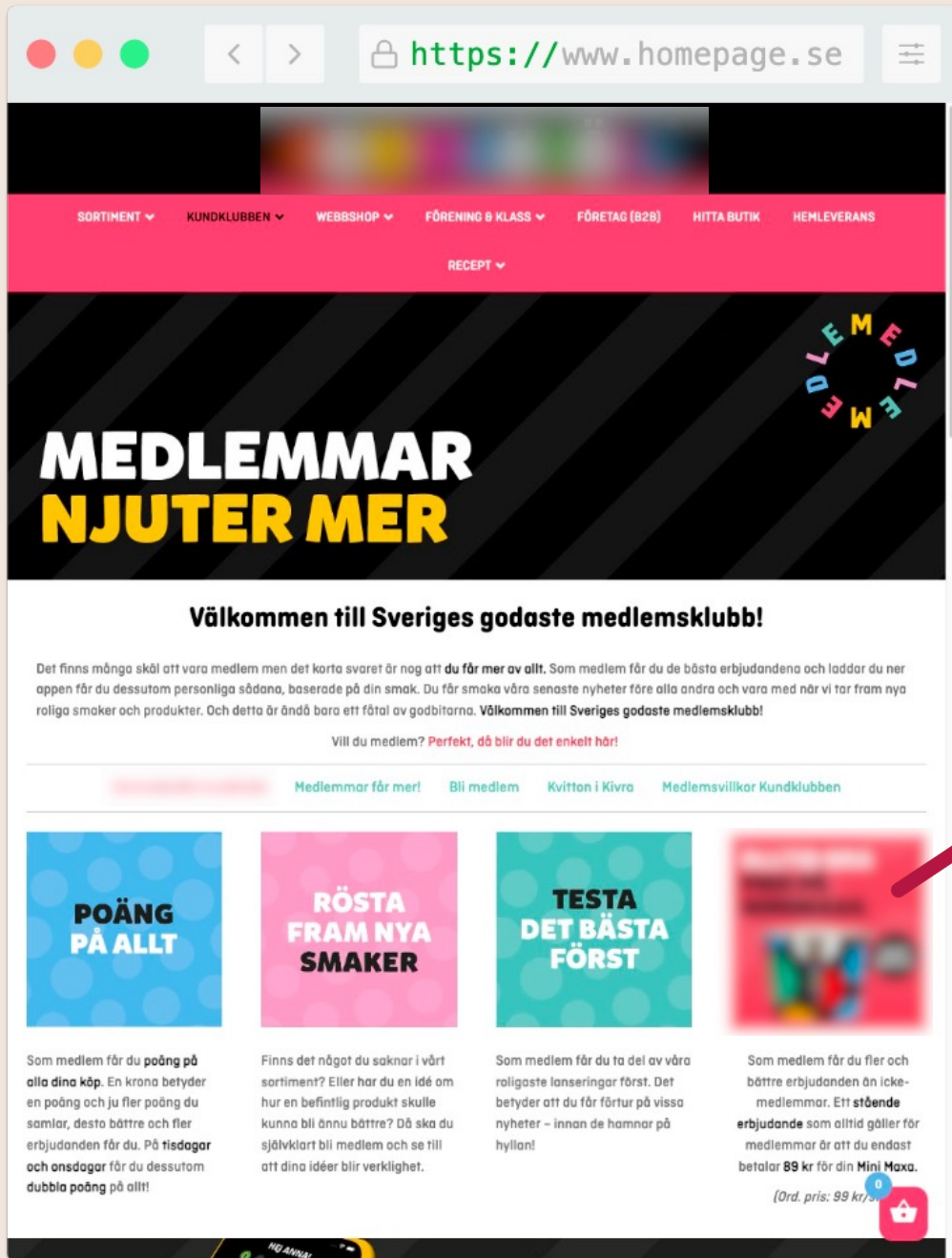
1,723 ^
v

Image width

3,065 ^
v

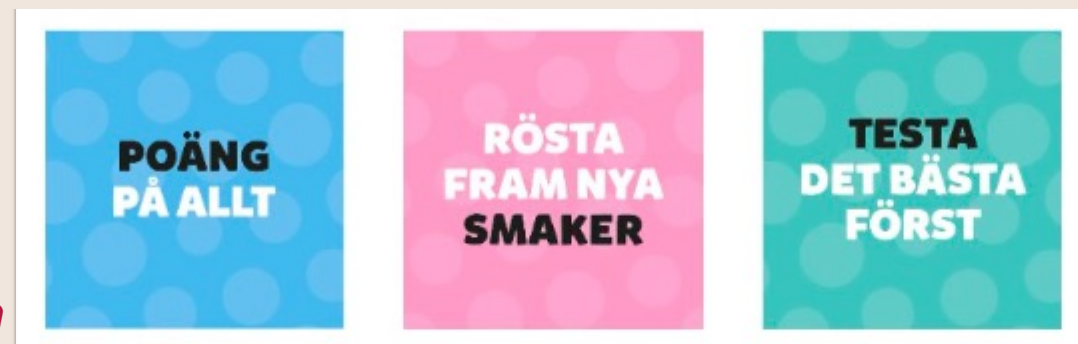
Title

Inte vilka hästar som helst...



Img alt tags

1. Text in picture, the searchengine cant read it.
2. Not optimal img alt tags



alt=poäng

alt=rosta

alt=testa

Traditional approaches to SEO

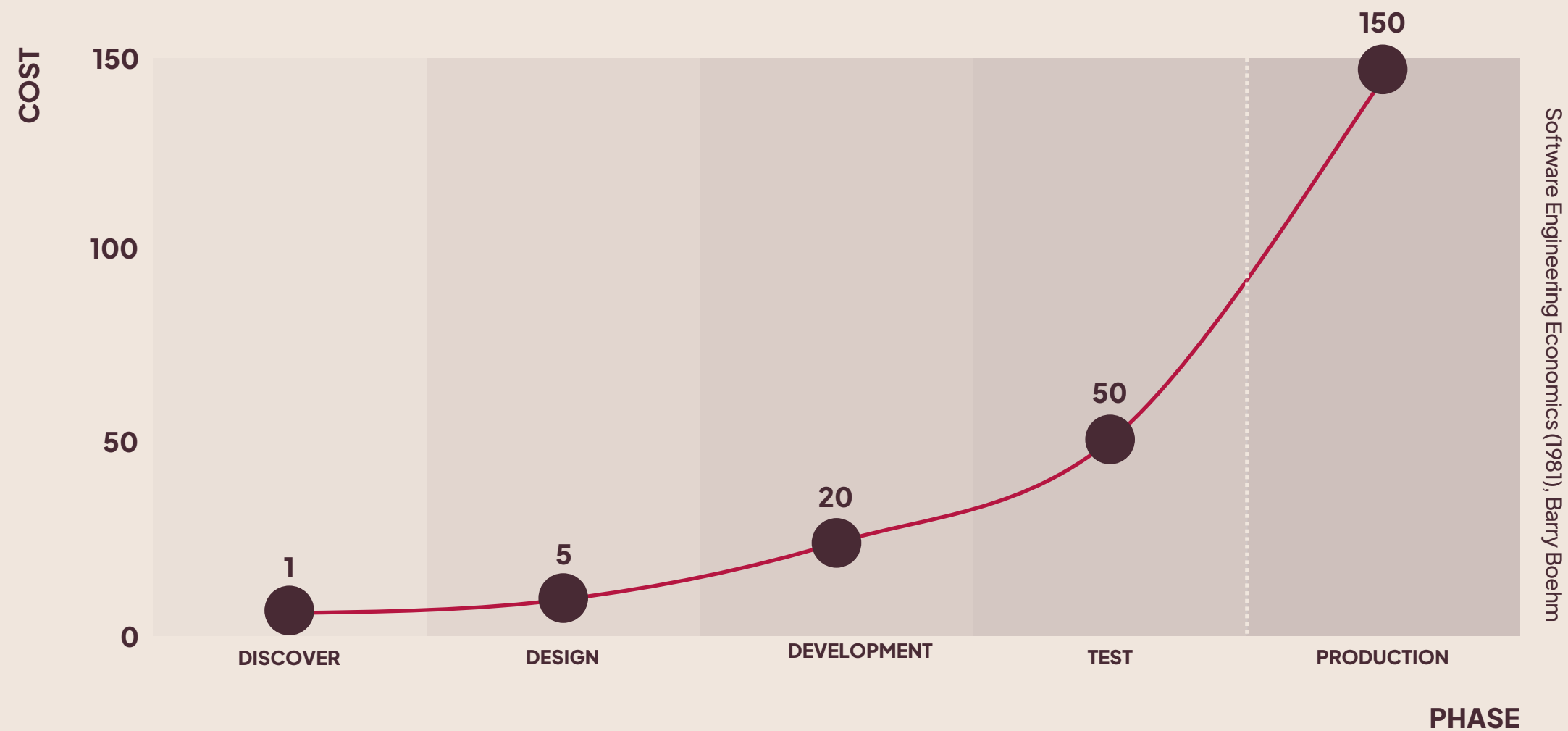
The **lurking dangers** to avoid in a new website-project.

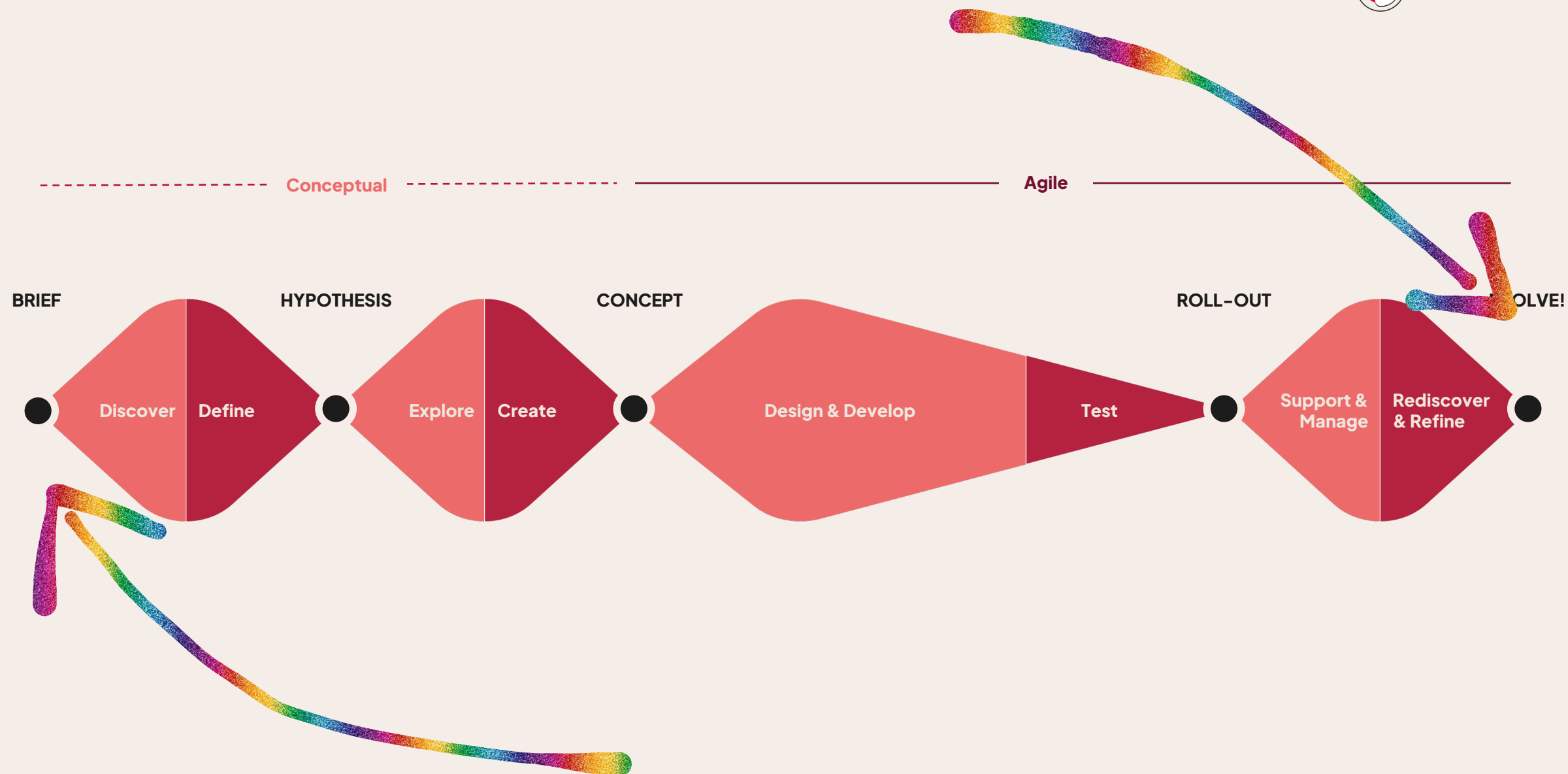
”We plan to add SEO efforts **shortly before or after the launch of the new website**”

”SEO was **removed** from the web project due to budget restrictions”

”We have **not involved** agencies or other in-house departments in the web project. We will **brief them before the launch**”

Higher costs, delayed launch, immediate changes etc.





Negative consequences

Examples of what will happen when search engines are overlooked.

Lost organic visibility

Example: 66% loss in organic traffic due to bad content migration and poor redirects.



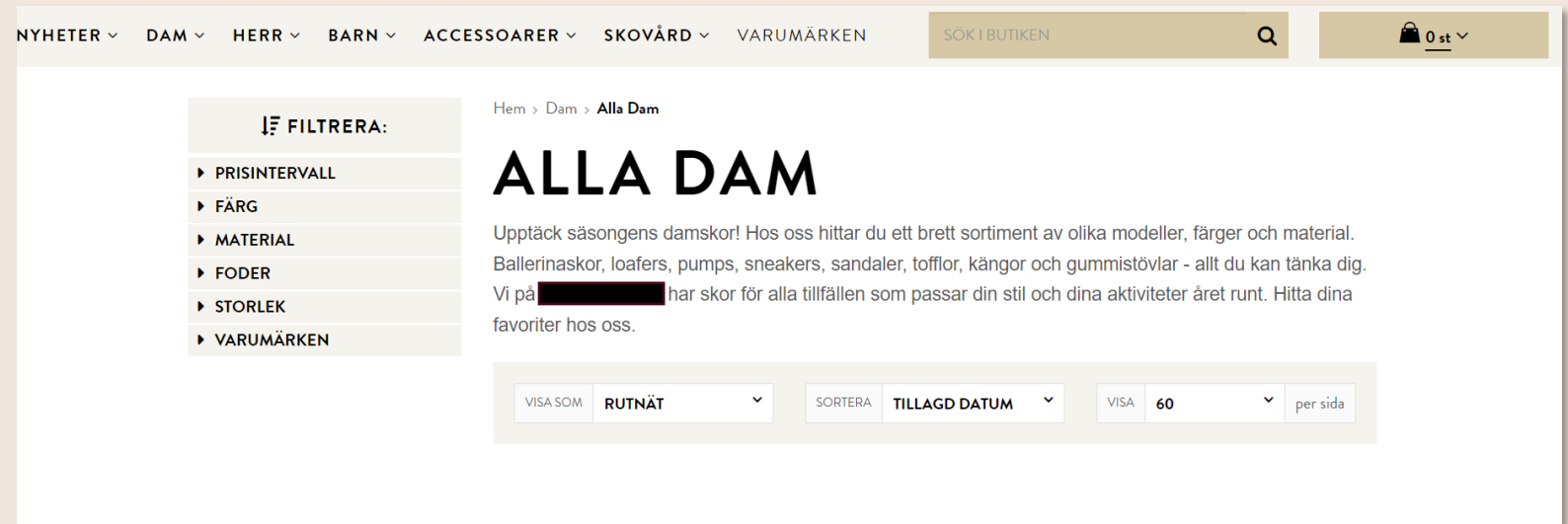
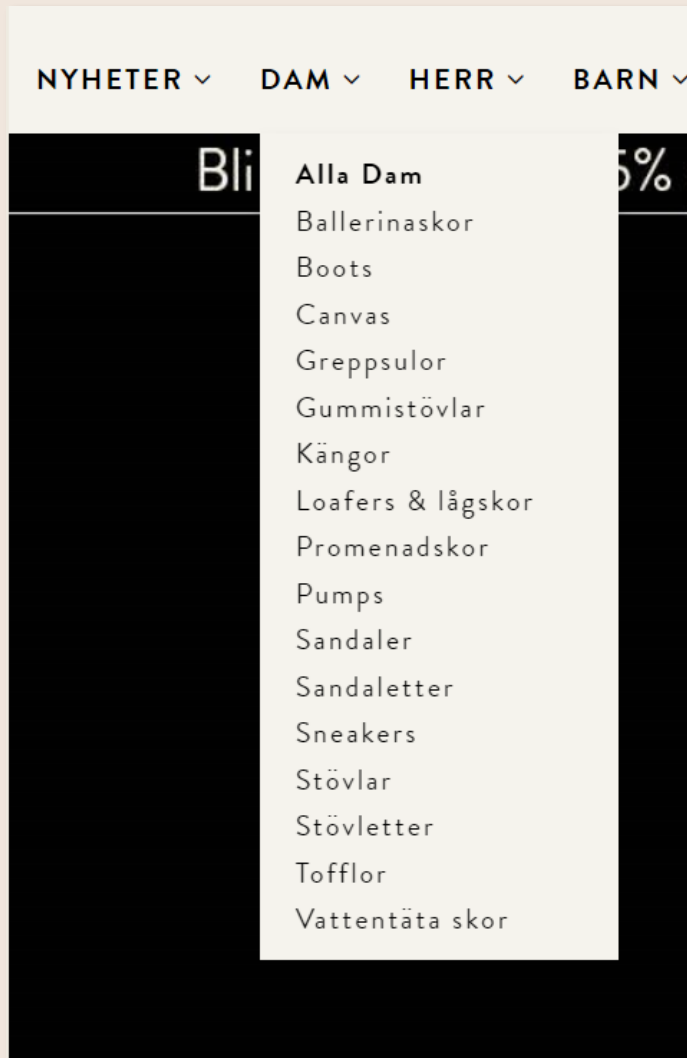
User experience
suffers

Ojdå!
Den sidan har nog
sopats bort av
misstag.

Testa att söka på något eller gå [tillbaka till startsidan](#)

Sök

The user experience suffers







Bad SEO affects paid search campaigns

SEM is heavily affected by how “likeable” the site is by the search engine. To put it simply; An optimized site regarding tech, content & off-page SEO will increase the sites quality score and help lower bid prices.

Good SEO → Higher QS



	Max CPC	Quality score	Adrank	Position
 MARTIN	4 SEK	Low	Low	4 TH
 SARA	3 SEK	High	Low	2 ND
 ANNA	2 SEK	High	High	1 ST
 TOM	1 SEK	Medium	Medium	3 RD

How to implement a datadriven way of work

Do this instead!

What you should do instead

Make sure to involve SEO resources as early as possible

When launching a new website, ensure that a traffic analysis of the old web is carried out to ensure that popular content is not lost.
Avoid 1:1 migration

Before setting the navigation structure, a keyword analysis should be carried out which can provide insights into content needs.

Train copywriters in using the keyword analysis before content creation. (Cooperate within the organization)

Create an in-house focus group that can continuously analyze the collected data and act on it.

Involve a web analyst in discussions about technical solutions for e.g. contact forms and other important flows on the website (to not lose possibilities for tracking/insights).

Avoid working in silos. Interlink all applicable departments and external agencies and gain from a CX perspective. (It can lower the click price in Google Ads, increase the organic visibility and lead to a lot of great insights).

Key take aways

Examine the SEO needs in all parts of your web project and make sure the SEO essentials are in place.

Create a CX-team to bridge any knowledge gaps, and to share insights

Don't make decisions based on guesses or "inside-out" mentality. Support arguments with facts!

Create a template for your meta titles and improve the brand experience,

Be sure to redirect in a smart way (don't point all old pages to the home page)

Create an in-house focus group that can continuously analyze the collected data and act on it.

