

# Stichwortverzeichnis

## **a**

A-/B-Testing 24, 32, 34, 36, 38, 42–43  
Abbruchkriterien 39

## **b**

Backlinks 27–28, 30, 32  
Bounce Rate 25

## **c**

Citation Flow 28, 31  
Click 23–24, 35  
Content 11, 15, 27, 30–32, 34, 46–47  
Conversion-Rates 25  
CPC 24, 35–36, 38–40, 47–49

## **d**

Doorway Pages 11–12

## **e**

E-Mail-Controlling 10, 43  
E-Mail-Marketing 9, 19–21, 41–42, 48–49  
Earnings per Click 35  
EPC 23–25, 35–36, 38–40, 48–49  
EPS 18  
EU-DSGVO 50

## **f**

Follower 48

## **g**

Google AdWords 17, 20, 25, 35, 37, 39, 47  
Google Analytics 23, 25–26, 34  
Google-Ranking 16, 18, 28, 34, 36

## **k**

Kanäle 9–11, 20–21, 42–43, 46, 49–51  
Kennzahlen s. Kennzahl  
Keyword-Stuffing 19  
Keywords 17–19, 29, 31–32, 34–40  
Klickrate 25, 33, 42–43, 48

## **l**

Landingpages 11–12, 15, 24, 35–42, 46–47  
Leads 23, 25, 38–39, 48  
Link 11, 25, 28–29, 32–33, 42, 45

## **m**

Marktanteil 36  
Meta-Daten 24, 31–33

## **o**

Offpage-Optimierung 30–32  
Onpage-Optimierung 30–31

## **p**

Pole Position 17

## **r**

Ranking 27–28, 31–32, 34, 36, 39, 45, 51  
Reporting 23, 48  
responsives Webdesign 24

## **s**

Sale 23, 38  
SEA s. Suchmaschinenwerbung  
SEA-Controlling 10, 35, 42, 47

Search Engine Advertising s.

Suchmaschinenwerbung

Search Engine Optimization s.

Suchmaschinenoptimierung

Searchmetrics 33

Seitenaufufe 23, 25

SEO s. Suchmaschinenoptimierung

SEO-Controlling 10, 27, 39

Sistrix 18, 29–30, 33

Social-Media-Controlling 10, 45–46

Suche 9, 15–17, 30–31, 35–36, 49

Suchmaschinenoptimierung 9, 11, 30, 45

Suchmaschinenwerbung 9, 35

## **t**

Tools 9, 11, 17–18, 23, 32, 40, 42, 46, 48, 56

Traffic 11–12, 20–21, 24–25, 28, 33, 35, 37, 40,  
45, 47–49

Trust Flow 28, 31

## **u**

User-Journey 26

## **w**

WDF/IDF-Tools 18

Webdesign 21, 27, 30–31, 37

Website-Controlling 10, 21, 25–26, 38, 42

## **z**

Zielgruppe 10, 15–17, 19–20, 45–47

Zielgruppen-Potenzial 16

Zielthemen 15