



# Ströer Content Boost

With our Content Boost, we continuously add relevant topics to your Ströer Premium or Professional website through keyword-optimized text creation. By setting up a blog, the website is expanded with content on predetermined focus topics and its relevance is strengthened. Building on this, we offer a solid solution with monthly on-page optimizations to sustainably strengthen the visibility of your Ströer website.

## Ströer Content Boost service description

### 1. Services included in the set-up fee:

- ★ Content review of the Ströer website
- ★ Setting up an editorial plan
- ★ Research suitable topics based on the selected focus topics
- ★ Consideration of change requests (max. 2 change loops)
- ★ Setting up the customer center

### 2. Services included in the advertising costs:

- ★ Creating a blog on the booked Ströer website
- ★ Creation of one text per month
- ★ Installation of the created texts
- ★ Implementation of an SEO optimization in the scope of approx. 30min per month, e.g. optimization of Titles/descriptions on the website

### Customer responsibilities:

Before the campaign starts, the client receives a list of topics for approval in the editorial plan. If approval is not given before the agreed campaign start date, we will assume your acceptance and the campaign will start at the agreed time. The client shall be informed of any changes to texts on the website and the creation of new texts. With each notification, a deadline of 2 weeks is set for submitting requests for adaptation of the text amendments.

The following types of costs will be invoiced as listed:

- Setup fee: one-time fee after completion of the campaign briefing
- Advertising costs: monthly from the start of the campaign (pro-rated in the starting month, if applicable)

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Once the deadline has passed, the changed text is implemented or the text is incorporated, but can also be subsequently reversed. However, if the client does not provide feedback until after the deadline has expired, the installation of the text amendment in question cannot be guaranteed within the originally planned period - in particular in the same calendar month. In this case, late feedback shall not constitute a delay in performance on the part of the contractor and shall not justify any claim for compensation, rectification or a postponement of the performance period.

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