



Ströer SEO Premium

With search engine optimization (SEO), you improve the long-term position of your website in the results of organic searches, i.e. in the non-paid search results. The optimization is divided into two areas: On-Page and Off-Page optimizations. On-Page includes those optimizations that are implemented directly on the page, such as optimizing the loading time, creating a smartphone-compatible page or writing texts. The Off-Page area includes all optimizations that take place outside the page. For example, the Google company profile entry and the entry of your company in over 40 other relevant industry portals will optimize the local findability of your company. In addition, trustworthy links are established from relevant pages. This will make your site more trustworthy. Through the combination of On-Page and Off-Page and monthly monitoring of keywords, we optimize your keyword to the top positions.

Ströer SEO Premium service description

1. Services included in the set-up fee:

- ★ Content review on the customer side
- ★ Briefing on the campaign concept and definition of advertising objectives / briefing meeting SEO specialist/account manager and customer
- ★ Geographical focus of the campaign on the target group
- ★ Set up a keyword set based on the customer briefing
- ★ Consideration of change requests (max. 3 change loops)
- ★ Setting up the customer center

2. Basic services included in the advertising costs:

- ★ Consulting services for implementing optimization measures in the On-Page and Off-Page areas of your website with a view to the defined target groups and topics

- ★ Support from a team of experts
 - ★ All optimizations and changes are displayed in real time in your customer center
 - ★ All changes to your search terms in the search engine are displayed in real time in your customer center
 - ★ Set up and use SEO tools to derive action measures
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3. Individual services depending on the advertising costs (depending on your needs and advertising costs*):

- ★ Phase 1: On-Page & technology
 - Search term analysis: planning and conception
 - Competitor analysis of the most important terms
 - Creation of SEO pages for all subject areas and graphic target areas, technically optimized
 - Optimization of relevant Google factors
 - Integration of structured data
- ★ Phase 2: Local optimization
 - Setup of Google MyBusiness
 - Submission to directories, map services, and navigation systems (e.g., Google Maps)
 - Checking directory entries for incorrect addresses, if necessary submission of corrected data to directory services to ensure data consistency
 - Review & submission of deletion requests for duplicates
 - Creation of press releases & specialist articles
- ★ Phase 3: Off-page optimization
 - Backlinks: Creation of relevant content on external websites
 - Reputation management firewall: Positioning of the company on relevant channels
 - Creation of special content to improve the position of your search terms on Google Maps
- ★ Afterwards:
 - Regular review to maintain the position of your search terms: Google updates, keyword monitoring, optimization of search results display

*Based on the goals you defined during the consultation (search terms/search term combinations), RegioHelden GmbH will create a project plan with the planned optimization measures and the estimated time frame for these measures, depending on the agreed advertising costs. However, the project plan may change at any time for various reasons (e.g., changes to the Google algorithm, changes to client's competitive environment,

rescheduling after consultation, etc.). In this respect, the services listed here are merely an enumeration of the existing optimization measures. RegioHelden GmbH will decide at its own discretion, according to your individual needs, the current circumstances, and the advertising costs, which services will be performed, when, and to what extent.

The project plan may change during the course of the campaign; reasons for this include changes to the Google algorithm, customer requests, or new competitive situations or market requirements. Optimization is carried out using optimization measures on the website (on-page) and on other websites (off-page) and is tailored to requirements and advertising costs. All optimization measures will be carried out at the discretion of RegioHelden GmbH with the aim of improving the website's findability on Google.

RegioHelden GmbH will carry out the tasks assigned to it to the best of its knowledge and belief, adapted to the respective state of the art. However, RegioHelden GmbH does not guarantee the client inclusion or a specific placement of the website on Google. For the sake of clarity, it is noted that RegioHelden GmbH does not owe any specific placement or concrete success in this regard. The client is also aware that a specific placement can change at any time.

Customer responsibilities:

If RegioHelden GmbH is to implement parts of the optimization measures, the client must provide the corresponding access data:

- Access data to your CMS system (content management system), e.g., Typo3 or WordPress
- Access data to your web hosting (where is the website located, e.g., 1&1 or Strato)
- FTP access: the client's web host/web agency will create this if it is not known/available
- Access data for your Google MyBusiness entry
- Google Analytics (if available)

Upon conclusion of the contract within the scope of search engine optimization, the client authorizes RegioHelden GmbH to request the necessary access data (CMS, FTP server) from external service providers.

The client also approves press releases after consultation and gives consent to various measures (e.g., conversion to HTTPS, information for creating texts/blog entries, image material such as reference examples, topic research for a blog editorial plan, removal of content from the website).

Entry in web directories:

Upon placing an order, RegioHelden GmbH is entitled to register the client's domain with web directories. However, these directories are entitled to delete individual websites and content from their system at any time. RegioHelden GmbH has no influence over this.

Likewise, entries in web directories can in principle be made by any person; this is beyond the control of RegioHelden GmbH.

Making changes to the website:

The client shall be informed of any changes to texts on the website. With each notification, a deadline of 2 weeks is set for submitting requests for adaptation of the text amendments. Once the deadline has passed, the text amendment is implemented, but can also be subsequently reversed.