



# ON-PAGE MEASURES CATALOG

BY MARCO PIEPER

# TABLE OF CONTENTS

1. Introduction - Search Performance
2. Technology
3. Crawling and Indexing
4. Information & URL Architecture
5. Content
6. Meta Data & Snippet Optimization
7. Summary of the Measures

# TABLE OF CONTENTS

1. Introduction - Search Performance
2. Technology
3. Crawling and Indexing
4. Information & URL Architecture
5. Content
6. Meta Data & Snippet Optimization
7. Summary of the Measures

# INTRODUCTION

- This SEO analysis examines the current status and errors regarding the relevant On-Page factors of the domain fink.hamburg.
- The catalogue of measures serves the hypothetical and practical optimisation of the website in terms of SEO criteria which in addition also lead to an increase in usability and user-friendliness.
- The tools Screaming Frog SEO Spider, SISTRIX, Google Trends, SERP Simulator as well as various Firefox SEO plugins were used for this analysis.
- The following slides of the search performance give an overview of keywords performance and general ranking of fink.hamburg, as well as a competition analysis within the most important market segments.

# KEY FIGURES

IS

- Google Search Results in Total: 10.800
- Keywords in Total: 29.219
- Keywords in the Google Top 10: 2.454
- Ø Position of Keywords: 54

# TOP KEYWORDS PERFORMANCE 1

IS

- Hardly any of these keywords meet the criteria of an evergreen keyword - especially keywords limited by a year.
- Despite their perfect Google search positions, these Top-10 keywords generate only little traffic, as indicated by the low monthly search volumes.
- Every keyword focuses on Hamburg.
- All but one keyword have a "medium" competition level.

Top-10 Keywords on Position 1 in Google search

Keyword	Search Volume (MLY)	Competition (1-100)
soulkitchen hamburg	201-500	47
fink hamburg	201-500	45
s32	201-500	54
u3 hamburg sperrung	101-200	43
neues musical hamburg 2019	101-200	49
bauwagenplatz hamburg	101-200	39
wagenplatz hamburg	101-200	29
babystirch hamburg 2018	26-100	43
u3 sperrung hamburg	26-100	41
studentenwohnheim hamburg kosten	26-100	38

# TOP KEYWORDS PERFORMANCE 2

IS

- SISTRIX lists these keywords in Google search on page 1, But this is no longer the case for "babo" and "hamburg marathon 2019".
- Nevertheless, these are good examples for a potential growth that could be fulfilled relatively easy.
- Only a few of these keywords have a truly evergreen character.
- All keywords have a "medium" competition level. Nearly every keyword has a direct Hamburg connection.

Top-10 Keywords on position 1 - 10 in Google search

Keyword	Search Volume	Position	Competition
fink	10 K - 20 K	10	54
airbnb hamburg	5 K - 10 K	9	59
holikino	5 K - 10 K	9	55
oh schon hell	5 K - 10 K	7	39
buchhandlungen hamburg	2.5 K - 5 K	2	50
hamburg marathon 2019	2.5 K - 5 K	9	47
mobyklick	1 K - 2.5 K	9	38
babo	1 K - 2.5 K	10	55
online marketing rockstars	1 K - 2.5 K	10	42
feldstraße	1 K - 2.5 K	5	40

# TOP KEYWORDS PERFORMANCE 3

IS

- Just three keywords have a direct connection to Hamburg.
- All keywords have a “medium” competition level.
- With exception of the recently deceased actor Jan Fedder, all keywords meet the criteria of an evergreen keyword.
- Because of the poor Google positions of the keywords, only very little of the high monthly search volume flows into fink.hamburg.

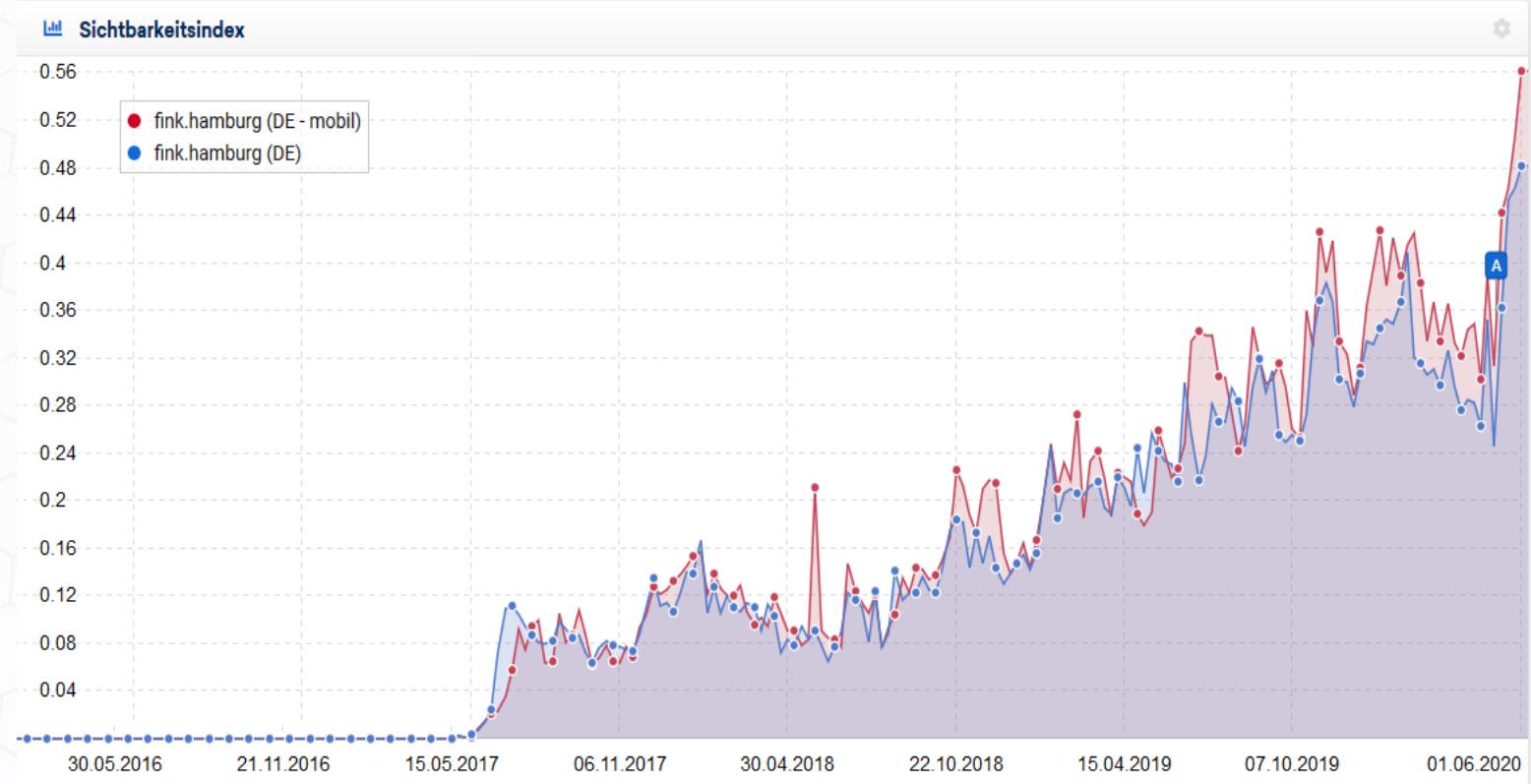
Top-10 Keywords with overall highest monthly search volume

Keyword	Search Volume	Position (Google)	Competition
wetter hamburg	≥ 250 K	38	47
mopo	≥ 250 K	44	59
hvw	≥ 250 K	66	53
tag der arbeit	100 K - 250 K	83	50
hamburg wetter	100 K - 250 K	38	47
deutschlandkarte	100 K - 250 K	87	52
dvb	100 K - 250 K	91	62
Jan fedder	100 K - 250 K	81	54
smiley	100 K - 250 K	59	62
siebenschlaefer	50 K - 100 K	58	58

# OVERALL VISIBILITY OF FINK.HAMBURG

IS

- The deepest cuts in the SISTRIX Visibility Index graph reflect the semester breaks and other lecture-free periods.
- With a current index position of 0.5524 on mobile and 0.4861 on desktop, fink.hamburg is on an all time high.
- Practically, since the start of the master's course in the summer of 2017, the mobile version of its website has been ranking better than the desktop version.

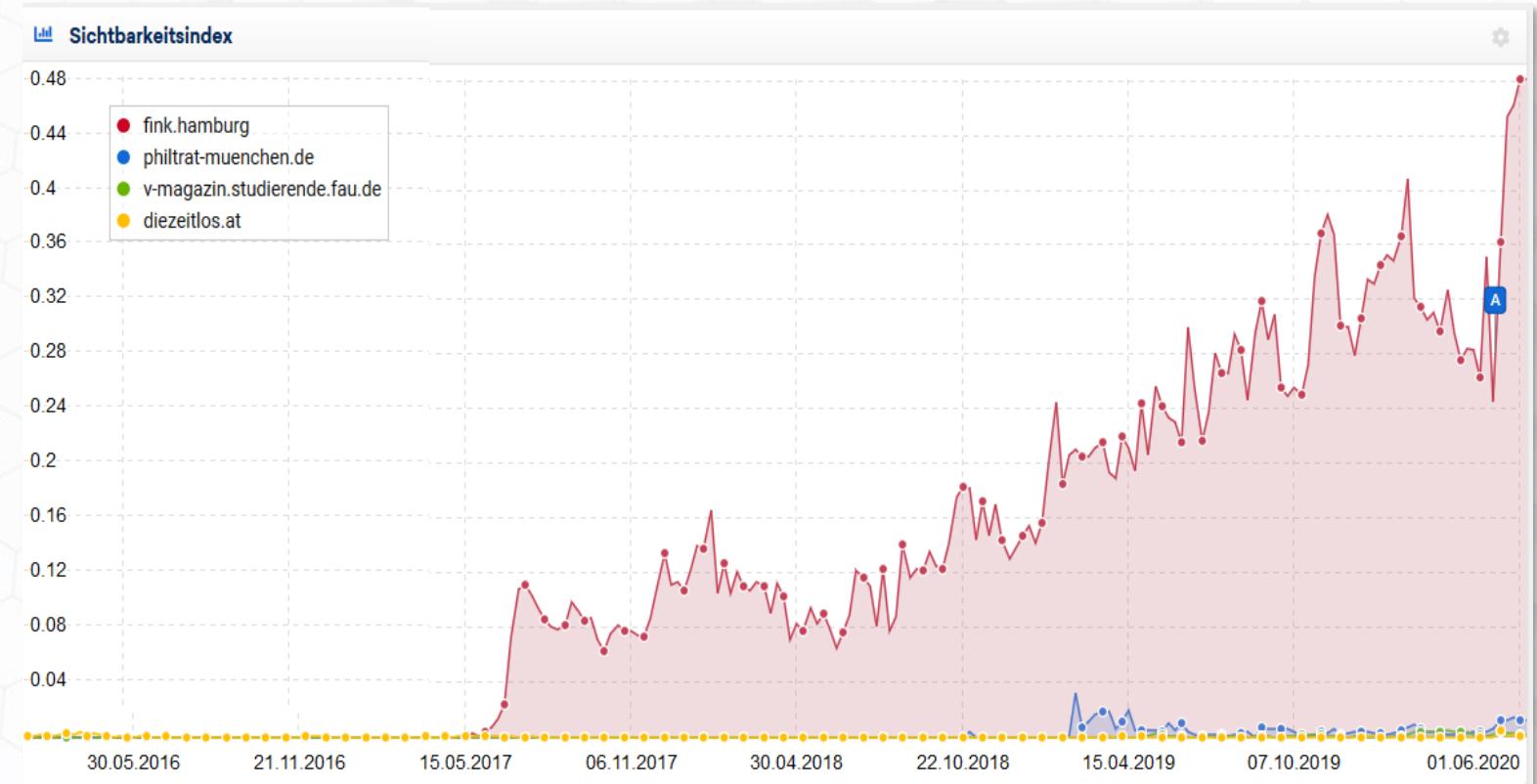


## SEARCH PERFORMANCE

# COMPETITION ANALYSIS: ACADEMIC CITY MAGAZINES

IS

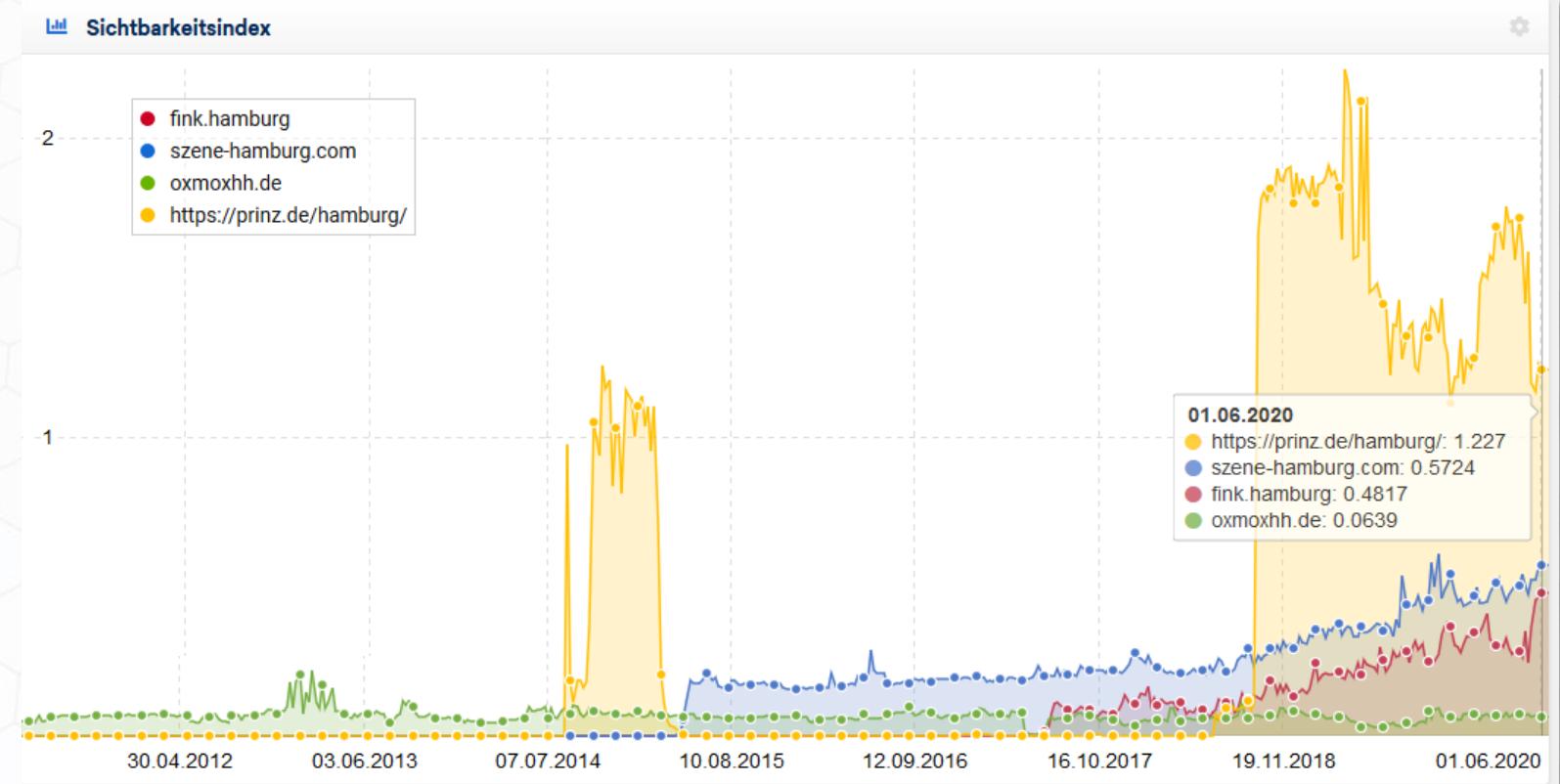
- In comparison with the biggest academic competition in the German speaking student city magazine segment, fink.hamburg performs extremely well.
- However, the other three websites don't mirror fink.hamburg's unique approach of being the compulsory main project of a four-semester long master. The other websites are university-related web platforms where students can post articles voluntarily. Therefore, they have far less content and visibility.



# COMPETITION ANALYSIS: COMMERCIAL CITY MAGAZINES 1

IS

- In comparison with the biggest traditional (original print) commercial competition in the hamburg city magazine segment, fink.hamburg performs rather well.
- Especially if one considers the extreme head start of the competition in terms of time, professionalism and brand power.
- Within only 3 years Fink Hamburg has managed to overtake Oxmox and even get close to Hamburg Szene.

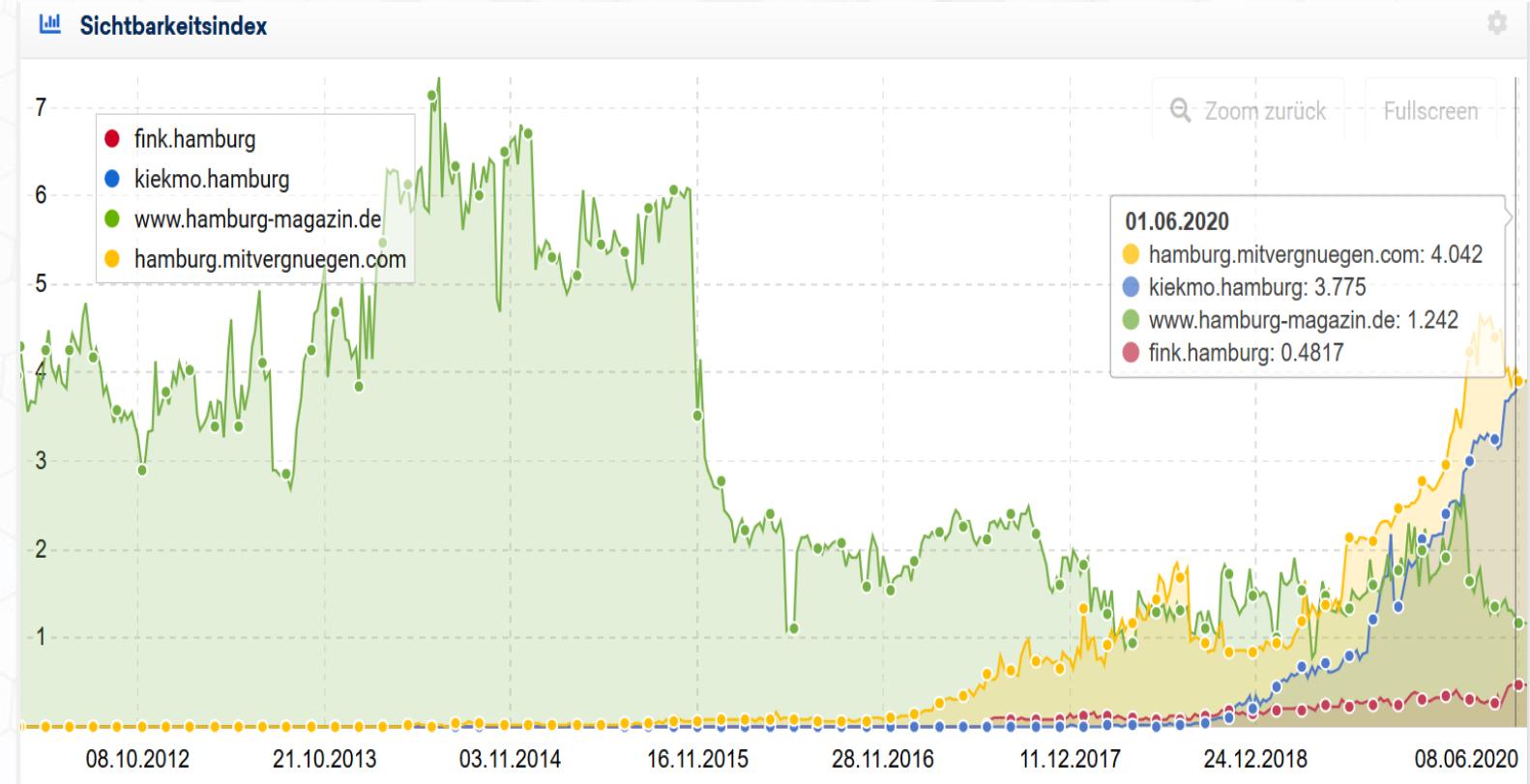


## SEARCH PERFORMANCE

# COMPETITION ANALYSIS: COMMERCIAL CITY MAGAZINES 2

IS

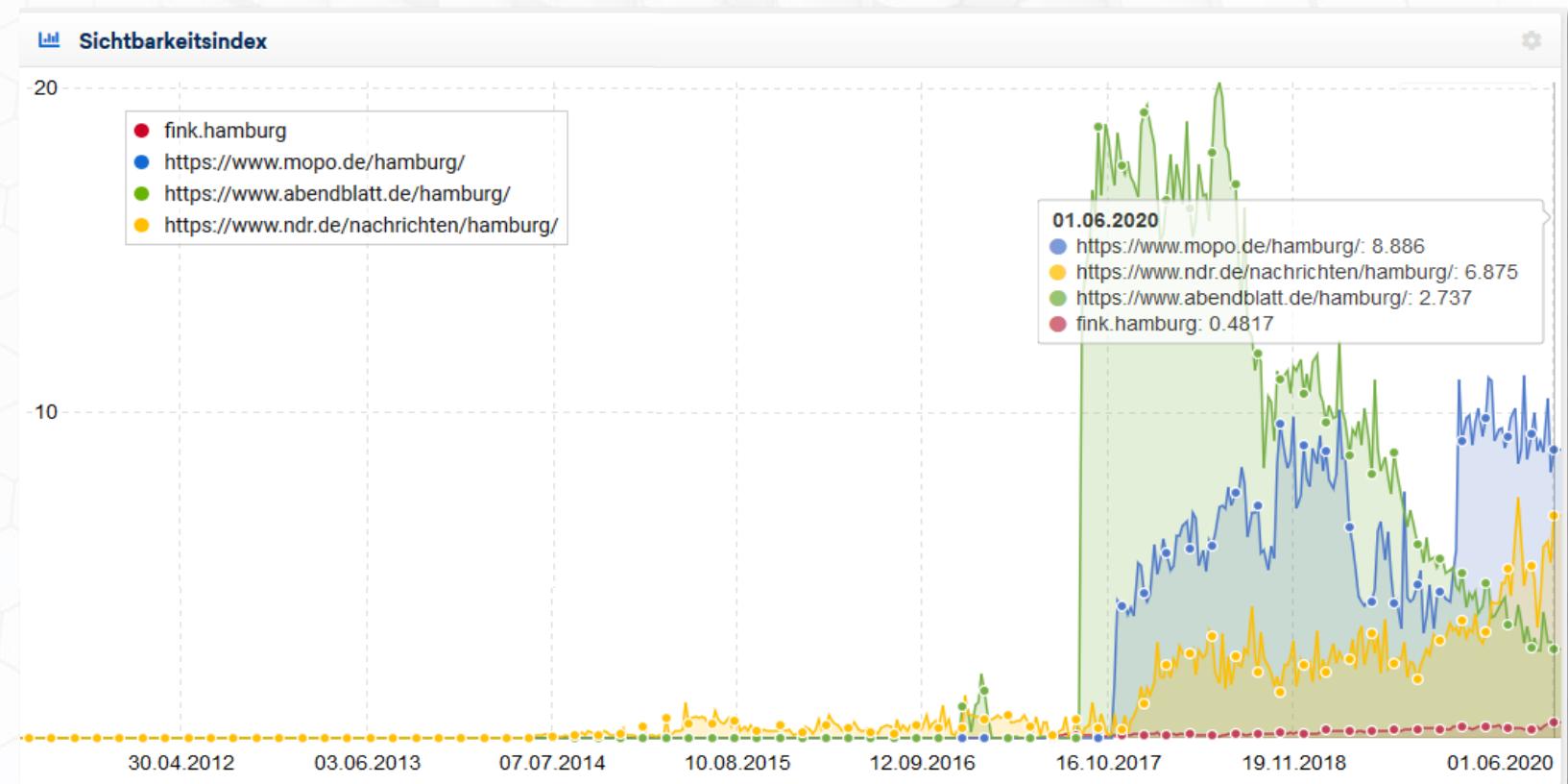
- In comparison with the biggest (always only online) commercial competition in the hamburg city magazine segment, fink.hamburg performs rather badly.
- Of course, most of the competition has a head start, but with exception of hamburg.magazine.de it is by no way as big as big as the one from the traditional city magazines.
- The best comparison to Fink Hamburg is that of Hamburg Mit Vergnügen as both have similar editorial sizes (fink= 24 writers, mitvergnuegen = 17 writers). Yet Hamburg mit Vergnügen manages to be 8 times more visible than Fink Hamburg.



# COMPETITION ANALYSIS: COMMERCIAL LOCAL NEWS

IS

- In comparison with the biggest commercial competition in the hamburg local news segment, fink.hamburg performs expectedly bad.
- This comparison serves primarily as a benchmark to show the theoretically possible, though in practice unlikely, potential of Fink Hamburg.
- The jump in the curves is because of the technological leap from http to https,



# CONCLUSION

## OUGHT TO BE

- Even if fink.hamburg, despite its disadvantageous starting position, is doing surprisingly well in some market segments, it is clear that there is great potential for growth.
- This potential can be tapped into by conducting extensive keyword research via tools like Google Trends and Übersuggest, as well as the analysis of the content of the competition, in order to identify keyword trends and evergreens before writing articles. This approach is also in line with the practical journalistic training of students in preparation for the competitiveness of real-life online journalism.
- In addition to identifying new keywords, already used keywords, that have great potential because of their large monthly search volume, should be expended upon. Giving the students dedicated task like "get fink.hamburg with the keyword 'mobyklick' to the first google search position" are suitable for this. Using gamification as a motivational tool is always a good idea.

# TABLE OF CONTENTS

1. Introduction - Search Performance
2. **Technology**
3. Crawling and Indexing
4. Information & URL Architecture
5. Content
6. Meta Data & Snippet Optimization
7. Summary of the Measures

# SITEMAPS

IS

- A Sitemap guides the crawler and makes it more efficient. This can greatly increase the ranking.
- There are a total of 19 sitemaps which are organized rather randomly under rather imprecise names in the Sitemap Index file.
  - For example, one would expect exclusively non-text media in the sitemap <https://fink.hamburg/attachment-sitemap1.xml> but nevertheless there are also articles found. E.g. <https://fink.hamburg/2017/05/inklusion-an-hamburger-schulen-bessere-unterstuetzung-fuer-behinderte-schueler/>
- The sitemaps contain 123 no-indexable links, one with 404 and one with 301 status code.
  - A list of the affected pages can be found in the Excel doc in tab “2. XML Sitemap - Non-Indexables”.

# SITEMAPS

## OUGHT TO BE

- The sitemaps should use concise and relevant keywords as names.
- The sitemap should be broken down by type of media to facilitate the indexation process of the search engine crawlers. Especially the pictures have the potential to increase the ranking, as so many of them are used on the website. That's why they should be easily detected by the crawler.
- No-indexable links should be avoided in the sitemap as they increase the risk that search engines regard the whole sitemap as irrelevant and just ignore it.
- A subsequent fundamental restructuring of the sitemap is unrealistic in view of the time required. Therefore, this point should rather be seen as a suggestion for future web projects of the university.

# ROBOTS.TXT

IS

- Noindex, follow is used to exclude irrelevant or redundant content from the crawling of search engines.
- Fink.hamburg inconsistently and inconsequently uses noindex, follow.
  - Just 17 author pages and 4 specific in site search results as well as their complete pagination are marked with noindex, follow.  
E.g. <https://fink.hamburg/page/17/?s=kino>
    - Specific in site search results do not need this as the search function is already marked as noindex, follow by a script.
    - A list of the affected pages can be found in the Excel doc in tab “3. Noindex, follow”.

# ROBOTS.TXT

## OUGHT TO BE

- To avoid duplicated content leading to ranking penalties by Google, a consistent strategy for any type of internal page that groups and links content like articles, pictures etc. should be implemented.
  - This includes author, tag, category and archive pages, as well as side widgets, and search result pages.
- **Strategy Suggestion:** Category pages, side widgets, yearly archives, search result pages, as well as the article headlines and author pages should be automatically marked with noindex, follow. Specific tag pages of high potential tags like “Corona” however should not, as they have the potential to let the site rank in combination with the article teaser text to the tag keyword. This means that special article teasers must be written that are different from the search engine snippet texts to avoid duplicated content.

# STATUS CODE 301

IS

- A total of 318 internal links were identified, which lead to other URLs via 301 redirects. Sometimes the destination link does not even work and produces a 404 status code.
  - These unnecessary detours reduce the link power.
- Example: On the page <https://fink.hamburg/2018/10/sound-design-michael-manzke/> the link <https://fink.hamburg/2018/10/mein-film-hat-fuer-einige-probleme-gesorgt/> is placed which in turn redirects to <https://fink.hamburg/2018/10/heimatfilme-ostafrica-mein-film-hat-fuer-einige-probleme-gesorgt/>.
- A list of the affected pages can be found in the Excel doc in Tab “4. Redirects (301)”.

OUGHT TO BE

- There should not be unnecessary detours through redirects.
- Overall, only URLs with status code 200 should be linked.
- Replacing all the 318 links would take too much time. If at all, one should concentrate on the articles with the greatest potential.

# STATUS CODE 404

IS

- Screaming Frog has identified a total of 528 internal links that generate 404-response codes.
  - But when manually searching for the links in the page source code, these links could not be found.
- Apparently Screaming Frog has trouble separating links and script elements like "%url%", which indicates a flawed script/link/plugin architecture.
- An additional check with <https://www.brokenlinkcheck.com/> gave similar results regarding the internal links, so Screaming Frog can be ruled out as faulty.
- **Example:** In the article <https://fink.hamburg/2019/11/debatte-ueber-flugreisen-an-hamburger-schulen/> the tools find the 404-link <https://fink.hamburg/2019/11/debatte-ueber-flugreisen-an-hamburger-schulen/www.fb.com/behniee> even though there are several script/HTML elements between the two URLs in the page source code.
- A list of the affected pages (internal) can be found in the Excel doc in the Tab “5. Client Errors (404)”.
- Btw. <https://www.brokenlinkcheck.com/> found nearly 200 faulty external links within its 3000 pages cap.

# STATUS CODE 404

OUGHT TO BE

- 404 status code should always be avoided, as they not only can lower the ranking but also the usability of a website.
- A systematic problem within the script/link/plugin architecture seems to be behind the many 404 status codes of fink.hamburg. IT/WordPress professionals should investigate this.
- The faulty external links, which were not stored in the Screaming Frog file, should, be detected, if necessary, by other tools, and be replaced.
  - Of course, the systematic cleaning up of every external 404-link would be too time consuming, so one should, if at all, focus on the articles with the greatest potential.

# TABLE OF CONTENTS

1. Introduction - Search Performance
2. Technology
- 3. Crawling and Indexing**
4. Information & URL Architecture
5. Content
6. Meta Data & Snippet Optimization
7. Summary of the Measures

# DEPTHS OF INDEXATION

IS

- As of 05.06.2020 fink.hamburg is represented in the Google index with 10.800 URLs. This stands in stark contrast to the 22.188 total content elements of the site.
  - The reasons for this are not the few “noindex, follow” commands, but the crawler unfriendly site architecture and metadata usage. This prevents fink.hamburg from being completely indexed.

OUGHT TO BE

- The indexing depth should definitely be increased, otherwise lots of ranking potential is lost.
- A very important step to increase the index depth is noted in the section Sitemap, but more steps will be presented in the following slides.

# PAGES WITH HTTP

IS

- 9 URLs are still in the outdated and unsecure http-encryption. One of them is this version of the homepage: <http://fink.hamburg/>
- A list of the affected pages can be found in the Excel doc in the tab " 6. http URLs."

OUGHT TO BE

- The corresponding pages should not rely on 301 redirects but should be equipped with https instead.

# CRAWLING AND INDEXING CANONICALS

IS

- In 49 cases canonical were missing. Two of those are indexable pages.
  - A list of the affected pages can be found in the Excel doc in the tab "7. Canonicals (missing)".
- in 117 cases the canonicals were non-Indexable because they referred to links that redirected (301 status codes) or did not work (404 status codes).
  - A list of the affected pages can be found in the Excel doc in the tab "8. Canonicals (non-Indexable)"

OUGHT TO BE

- The canonical connection with 404 and 301 status codes should be substituted and in the case of the missing 49 canonicals, canonicals should be placed.

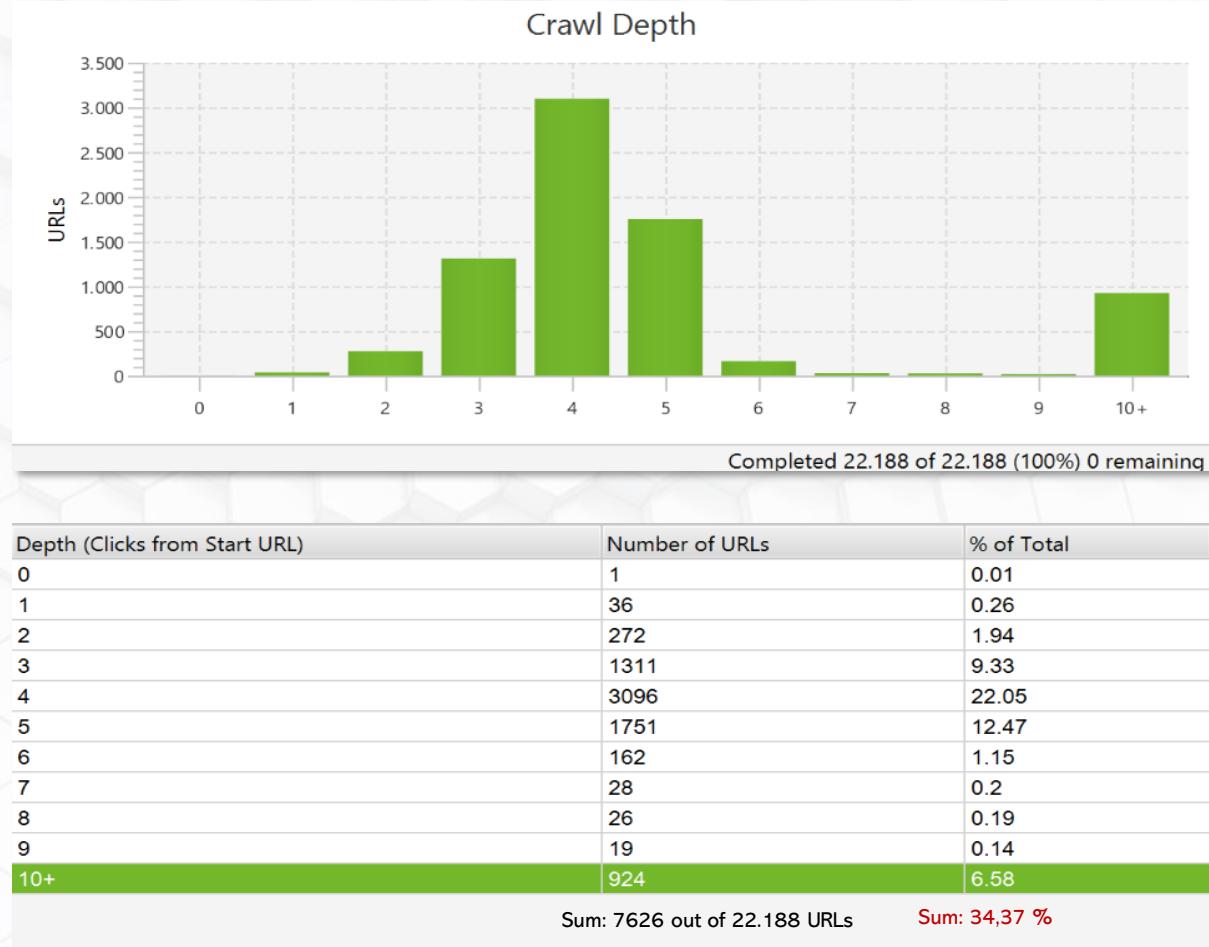
# TABLE OF CONTENTS

1. Introduction - Search Performance
2. Technology
3. Crawling and Indexing
- 4. Information & URL Architecture**
5. Content
6. Meta Data & Snippet Optimization
7. Summary of the Measures

# OVERALL SITE STRUCTURE

IS

- According to Screaming Frog most of the reachable content through clicks lays behind the 3<sup>rd</sup> level, which means that only little link power is inherited.
- Comparing the sum of the content accessible by clicks (7,626 URLs) with the total amount of content (22,188 URLs) it becomes clear that only 34% of the content is accessible via click. This is a huge problem, as it can prevent crawlers from reaching and indexing the entire content of the website.



# OVERALL SITE STRUCTURE

## OUGHT TO BE

- A flat site hierarchy is always recommended, as it not only increases usability but also indexing rate.
- Overall, the page hierarchy should be fundamentally reconsidered, since the current one means that 66% of URLs have a great risk for not being found and indexed by crawlers, as they are not accessible by clicks. IT/WordPress professionals should investigate why so much content is not accessible by clicks.
- Currently a standard pagination is used, which means that older content is hidden behind many levels and clicks.
- Innovative pagination methods like Logarithmic Pagination or Ghostblock Pagination can greatly reduce the levels and would be suited to the kind of content featured on fink.hamburg according to [Audisto](#).

# GROSS URL STRUCTURE

IS

- In fink.hamburg article URLs are, with a few exceptions, only structured by a year/month dating, but not by category. Therefore they don't rank as much as they should do to their respective category keywords.

Article example: fink.hamburg/2020/06/schutzausruestung-aus-dem-3d-drucker/  
Date Article title

- Images, audio, video and pdf files have even worse URL Structures. As they have all the same redundant and neither for the user nor for the search engines relevant URL elements.

Image example: fink.hamburg/wp/wp-content/uploads/2020/06/Bild-01.06.20-um-9.49-PM.jpg

Redundant Date

# GROSS URL STRUCTURE

## OUGHT TO BE

- The complicated media file URLs result from the WordPress management of uploaded media data. IT/WordPress Professionals should investigate if the redundant “wp/wp-content/uploads” can be eliminated.
- To structure the URLs by date is neither necessary for the user nor for the search engine. A structure by categories would be better, as it not only guides the user, but also the crawler and therefore leads to better indexation and ranking of specific keywords.  
E.g. mopo.de/hamburg/polizei/raserei-in-hamburg...
  - To retroactively change the entire URLs structure form a date-based system to a category-/menu-based system like “mopo” has, is neither practical nor realistic as it would create immense amounts of work and a long-lasting reduction of the ranking because of loosing link juice.
  - These URL structure suggestions are therefore more appropriate for future university web projects, such as a new website for reformed masters of Digital Communication scheduled for 2022.
  - Of course from the SEO site of view nothing speaks against the incorporation of URLs structured by category/menus for upcoming fink.hamburg content.

# URL IN DETAIL 1: ARTICLES, IMAGES, AUDIO ETC.

IS

- Article URLs always use the complete article title with all its irrelevant fill words. Therefore the keywords appear much further back as they could.  
E.g. fink.hamburg/2020/06/mehr-muell-das-coronavirus-bringt-hamburgs-muelleimer-zum-platzen/
- Although many images, audio and video files have individual and far more concise URLs than the articles, many others have only the original cryptic file name rather than a description in the URL.  
E.g. fink.hamburg/wp/wp-content/uploads/2017/10/IMG\_3700.jpg
  - A fragmentary list of 668 similar cases can be found in the Excel doc in Tab “9. URLs Media Cryptic Names”.

# URL IN DETAIL 2: SYNTAX PROBLEMS

IS

- 927 URLs that have over 115 Characters.
  - A List of the affected cases can be found in the Excel doc "10. URLs - Over 115 Characters".
- 1025 URLs use Non-ASCII Characters.
  - A List of the affected cases can be found in the Excel doc "11. URLs - Non-ASCII Characters".
- 2732 URLs use Underscores.
  - A List of the affected cases can be found in the Excel doc "12. URLs – Underscores".
- 146 URLs use Parameters like "id=..."
  - A List of the affected cases can be found in the Excel doc "13. URLs – Parameters".

# URL IN DETAIL

## OUGHT TO BE

- URLs should always be concise, easy to read and interpret for users and search engines. Therefore, URLs should not be too long and not use fill words, underscores, non-ASCII characters and parameters like id-numbers should not be used in URLs.
- To avoid irrelevant fill words and make the URL more concise, article URLs should be set individually.
- Image, audio and video URLs should always feature concise descriptions and not cryptic file names.
- The keyword should always appear at the beginning of the specific URL section.
- As already stated, it does not make sense to retroactively change URLs. Nevertheless, nothing speaks against following these suggestions in combination with the Overall URL structure suggestion for upcoming content on fink.hamburg.  
E.g. fink.hamburg/coronavirus/convid19-erzeugt-mehr-müll/

# TABLE OF CONTENTS

1. Introduction - Search Performance
2. Technology
3. Crawling and Indexing
4. Information & URL Architecture
- 5. Content**
6. Meta Data & Snippet Optimization
7. Summary of the Measures

# SEMANTIC LABELS: HIERARCHY OF H-TAGS

IS

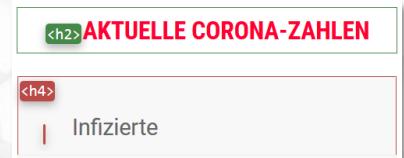
- Due to the erroneous H1 tagging of the logo two H1 headings appear on the home page.
- In total there are 54 cases with multiple H1 headings.
  - A list of these cases can be found in the Excel Doc in tab "14. H1 - Multiple Per Page".
- The sidebar does not respect the chronology of the H-tags.
- H-tags are often skipped in articles.
- There are 51 H2 tags that have more than the recommended limit of 70 characters.
  - A list of these cases can be found in the Excel Doc in tab "15. H2 - Over 70 Characters".



Logo in homepage



Sidebar in homepage



Sidebar in article

# SEMANTIC LABELS: HIERARCHY OF H-TAGS

## OUGHT TO BE

- Multiple H1-Tags per page should not be used as it leads to lower ranking when search engines cannot detect the most important hierarchical element.
- H2 Headlines should not contain more than 70 symbols as it could be interpreted by the search engines as spam.
- The chronological order of H-Tags should always be respected. Skipping H-Tags should be avoided.
- The chronological usage of H-Tags in the side bar should be revised.

# SEMANTIC LABELS: OCCURRENCE AND KEYWORDS

IS

- Semantic labels like bullet points, lists, tables, and italics are rarely used.
- Sometimes the keyword does not occur in semantic labels or it occurs rather late.
- Especially sub headlines lack the keyword.
  - Example: The only subheadline of the article “HVV-Kontrollaktion am 7. Juni” using the high potential keyword “hvv”: **Schwarzfahrer-Rekord**
- Other articles overuse the keyword and ignore synonyms.

# SEMANTIC LABELS: OCCURRENCE AND KEYWORDS

## OUGHT TO BE

- Any kind of text formatting has the potential to increase ranking because search engines interpret formatting and resulting readability as an indicator of content quality.
  - Especially lists are an effective tool to increase ranking.
- The formatting determines the hierarchy of information, which is why keywords should definitely appear in sub-headlines and within other semantic labels.
- Synonyms of keywords extend the thematic field and thus increase the ranking. In a text about the HVV therefore words like "Öffis", "Verkehrsmittel", "Bus", "Bahn" should be included.

# Hyperlinks

IS

- Some article don't enrich their texts with opportune links.
- Sometimes the keyword or its synonyms are not used in the anchor text of the hyperlinks.
- The best example for these two problems is the high potential article about the death of Jan Feeder.  
This is the context of the only link placed in the article:

Fedder statt. Diese wird vom Norddeutschen Rundfunk live übertragen, wie der Sender  
mitteilt. Die Übertragung beginnt um 13:45 Uhr und wird auf der **Website**, in der App und  
über Hörfunk gesendet.

There should have been a hyperlink to the NDR statement – containing the keywords NDR  
and Jan Feeder. A link to the NDR Homepage helps neither the search engine nor the user.

[www.ndr.de](http://www.ndr.de)

# HYPERLINKS

## OUGHT TO BE

- Links are another indicator for quality for crawlers and can lead to better ranking. Therefore links (e.g. to the source of information) should be placed in the text.
- The user should always know where the link will bring him. Therefore the anchor text of the hyperlink should contain the specific keyword.
- It would be far too much work to search for all bad hyperlinks and to replace them.
  - If at all high potential articles should be optimized. Of course, there is nothing speaking against hyperlink optimization in upcoming content.

# IMAGES

IS

- The file size of 6.618 images exceeds the recommended maximum of 100 KB. 1.618 of them are even 1 MB and more.
  - A list of the affected images can be found in the Excel Doc in tab "16. images bigger than 100kb".
- The same images that do not have descriptive URLs do not have descriptive file names and are missing any type of meta information such as description and the Alt Attribute.
  - The affected images are noted in the Excel doc in tab "13. URLs - Cryptic Media Names".



The website version of this image has a file size of 15 MB.

# IMAGES

## OUGHT TO BE

- In any text elements of the images, no matter if description, caption, filename or Alt Attributes, the keyword, or its synonyms should appear - of course with moderation and without indulging in keyword stuffing.
- The text elements of images, such as the Alt Attributes, help e.g. not only visually impaired people to interpret the images but also the search engines, which increases the ranking.
- Too large file sizes slow the loading speed of the page down, which can deter users and lead to poorer ranking.
- Because it would be too time consuming to optimize all faulty images, priorities should be set, if at all. At least the largest images could be compressed while the images of the article with the biggest potential should be fully optimized.

# TABLE OF CONTENTS

1. Introduction - Search Performance
2. Technology
3. Crawling and Indexing
4. Information & URL Architecture
5. Content
- 6. Meta Data & Snippet Optimization**
7. Summary of the Measures

# LENGTHS, OCCURRENCE AND DUPLICATES

IS

- 2,234 page titles are too long.
  - A list of the affected cases can be found in the Excel Doc in tab "17. Page Titles - Over 60 Char."
- 1,735 page titles are duplicates - often because of bad images management.
  - A list of the affected cases can be found in the Excel Doc in tab "18. Page Titles - Duplicates".
- 5.299 meta descriptions are missing,
  - A list of the affected cases can be found in the Excel Doc in tab "19. Meta Description – Missing".
- 302 meta descriptions are too long.
  - A list of the affected cases can be found in the Excel Doc in tab "20. Meta Description – Too long".

Article page title in snippet:

fink.hamburg › Corona-News ▾

Krankenhäuser kehren langsam zur Normalität zurück - FINK ...

Picture page title snippet:

fink.hamburg › 2020/06 › surgery-1822458\_960\_720 ▾

Krankenhäuser kehren langsam zum Normalbetrieb zurück ...

The Page titles are duplicates and so long, that the brand name is cut off.

Article meta description in snippet:

vor 18 Stunden - Zu Hochzeiten der Pandemie waren die Kliniken in Hamburg nur bis zu 60 Prozent ausgelastet. Die Intensivbetten wurden für mögliche Covid-19 ...

The Meta Description is also too long.

# LENGTHS, OCCURRENCE AND DUPLICATES

## OUGHT TO BE

- The page title and the meta description generate the search engine result snippet, based on which users decide which links to click on. Thus, the two elements are of great importance.
- The page title should not be longer than 60 characters, because Google will not display more than that. The limit for the meta description is 155 characters. If Google adds a date, like it does with Fink Hamburg content, its even shorter (142 characters). Tools like <https://www.serpsimulator.com/> should be used to get the optimum result snippet length.
- Duplicate titles should be avoided and will lower the ranking,
- As in the other cases, improving the all individual errors would take too much time. If at all the high potential articles should be optimized.
- Of course, there is nothing against implementing the suggestions for future content.

# KEYWORD USAGE

IS

- Sometimes the keyword does not appear in the meta description or in the page title. This is a waste of potential.

[Krankenhäuser kehren langsam zur Normalität zurück - FINK ...](#)

vor 18 Stunden - Zu Hochzeiten der Pandemie waren die **Kliniken in Hamburg** nur bis zu 60 Prozent ausgelastet. Die Intensivbetten wurden für mögliche Covid-19 ...

Current example

OUGHT TO BE

- The keywords inform the decision of the user to click on the links. This is why keywords and their synonyms should be in the search engine result snippet.

[Corona: Klinken auf dem Weg zur Normalität - FINK HAMBURG](#)

Vor 18 Stunden - Zu Hochzeiten der Coronavirus-Pandemie mussten Krankenhäuser viele Operationen verschieben. Langsam werden diese nun nachgeholt.

The suggestion

# TABLE OF CONTENTS

1. Introduction - Search Performance
2. Technology
3. Crawling and Indexing
4. Information & URL Architecture
5. Content
6. Meta Data & Snippet Optimization
7. Summary of the Measures

# FOREWORD

- Many of the mentioned SEO problems go towards the technical optimization of existing content. This includes areas such as creation of meta descriptions, compressing images, optimization of URLs etc.
- Even if one would only focus on the 1% of content with the greatest potential of fink.hamburg, the optimization process would still be unrealistically time-consuming. Especially since students of the master are supposed to train their journalistic/media skills by producing new content rather than concentrate on the rather tedious task of the technical optimization of e.g. thousands of pictures.
- Of course, for their future journalism education it is not bad at all to practice in isolated individual example tasks the optimization of existing content with great potential.
  - How exactly such a task could look like is described in the slide "Student SEO Practice Task in detail" (page 50).
- All in all, the optimization of existing content is rather unimportant for fink.hamburg, compared to its commercial competitors, since no money is generated with the website and therefore click rates play a minor role.
- If new websites are created in the course of the master reform, this report can of course be used as a guide of what mistakes are to be avoided.
- However, what definitely is worth checking are easy to fix H-tags problems as well as the technical problems that provoke a low indexation depth (especially as individual measures could potentially fix several problems). Especially the probable relevancy for future university web projects, that most likely will be based on a similar WordPress architecture, makes this a high priority.
  - These measures are summarized in the upcoming slide "Systematic Measures".

# SYSTEMATIC MEASURES

- Regarding H-Tags - HIGH PRIORITY:
  - Multiple H1 tags on homepage and unchronological H-Tags on sidebar (slide 36 -37)
- Regarding Indexation depths - HIGH PRIORITY:
  - The discrepancy between the in Google indexed URLs and total content elements on site: "Depths of Indexation" (slide 24)
  - "Overall Site Structure" " (slide 28 – 29) - especially innovative pagination (as rather easy to implement).
- Regarding the management of duplicated content under different categories, tags etc. - HIGH PRIORITY:
  - "Robot txt" (slide 18 -19)
- Regarding provocation of systematic 404 Status code - MEDIUM PRIORITY:
  - "Status Code 404" (slide 20 – 21)
- Regarding the few HTTP pages - LOW PRIORITY:
  - "Pages with Http" (slide 25)

# STUDENT SEO PRACTICE TASK IN DETAIL

1. Use the top keyword tables (slides 6-9) to help identify the articles with the greatest potential. Record the current click rate of these articles in Google Analytics.
2. Optimize text, headings, hyperlinks, and other semantic labels according to the article's keyword and synonyms (slides 38-41).
3. If possible, complement the article with lists and other missing formatting options, as well as updated information, and place relevant hyperlinks.
4. If necessary, compress the used images (slides 41-42) and replace them in the article. Be careful not to replace the original image from the WordPress media folder, otherwise other articles that use the images will be affected.
5. Add relevant meta information according to the image keyword (slides 42-43).
6. Optimize meta description and page titles for the search engine snippet (slides 46-47).
7. Use Google Analytics and if possible SISTRIX to monitor the success of the measures.

# TABLE OF CONTENTS

1. Introduction - Search Performance
2. Technology
3. Crawling and Indexing
4. Information & URL Architecture
5. Content
6. Meta Data & Snippet Optimization
7. Summary of the Measures
8. **Bonus: Networking and Content Strategy Criticism**

BONUS

# NETWORKING

- To benefit from network effects, Fink Hamburg should try to work with the most successful competing platforms, such as Hamburg Mit Vergnügen, Prinz Hamburg and Mopo.
  - A collaboration could not only consist of mutual liking and linking as well as hosting guest articles, but could also take the form of tours of the editorial offices.
    - Especially the latter would have the potential to create great learning effects for the students, as they would get to know many different approaches to the journalistic craft.
- Furthermore, cooperation in niche segments should be expanded. This includes the existing cooperation with Filmfest Hamburg, as well as the obvious, but as of yet not launched cooperation with e.g. the campus near community channel TIDE and interacademic journalistic projects.
  - For example, students of journalism and communication studies from the University of Hamburg could be given the opportunity to send raw texts, which the Fink Hamburg team would then replenish with metadata and formatting before posting on the site. The FINK team could thus train soft skills such as delegation, organization and communication as well as general SEO techniques that are relevant for their future professional careers. The external students would benefit from having another university with another extracurricular activity on their resume.
  - Every Fink.Hamburg student could try to get 3 academic pen pals whose output he would have to manage.
    - This also would have the benefit to expand the academic contacts of the Fink Hamburg students, that with currently only 25 fellow students is rather small for a field where contacts are very important regarding future careers.

BONUS

# CONTENT STRATEGY CRITICISM

Disclaimer: This is a criticism of the content strategy of Fink Hamburg in a hypothetical commercial context

If one visualizes the content of the website and its rather unsuccessful social media branches, it seems like Fink Hamburg produces its content with complete disregard for a real target group, or never has bothered to effectively define one. To answer the question "who do we write for?" with "everybody in Hamburg", does not work in such an over saturated online market.

Especially, if one considers the biggest traditional competitors in the local news segment like Mopo and Hamburger Abendblatt that got sold because they were bleeding money, and the biggest traditional city magazines, like Hamburg Szene and Oxmox, that had to ask for donations or announce insolvency because they are loosing readers and sponsors. The traditional methods of journalism, being the flashing out of news agency notifications with a broad appeal, and the finding and reporting of little stories of inner-city life with little appeal, does not work anymore. If one could give Fink.Hamburg only one suggestion it would be "find your niche and stick to it!"

Because trying to compete in the broad hamburg city magazine segment is a lost course, as new platforms like Hamburg Mit Vergnügen and Hamburg Magazin have perfectionated the modern content formula, consisting mostly of lists and advice-articles about what to do with your free time in Hamburg.