

## Identification of relevant topics and trends leads to more demand and conversion

We analyze your market and competitors and evaluate your "up-to-date SEO results"

We identify weaknesses on competitors' websites and draw conclusions for your content

We provide you with insights on the current search landscape around your business

We identify areas of improvement in your existing SEO strategy

Suchterm	Position	Suchvolumen	Schwierigkeitsgrad	Cluster
google search console	10	60500	71	KPI
search console	9	40500	70	KPI
seo manipulation	9	3600	38	SEO
wird auch oft gesucht	2	3600	30	Topic Ideation
wird auch oft gesucht	3	3600	30	Topic Ideation
google update	8	2900	49	google update
google update	9	2900	49	google update
core web vitals	6	2400	45	Technical SEO
	10	2400	50	Bilder
	10	1900	20	Machine Learning
	6	1900	34	Google Ranking
	7	1300	45	KPI
	5	1300	61	Content SEO
	6	1000	50	Google Suche
	4	1000	13	Topic Ideation
	5	880	42	Webentwicklung
	7	880	46	Google Suche
	8	720	21	Webentwicklung
	3	590	24	Content Creation
	1	590	43	SEO

Thematic preparation and relation to search volumes and visibility

Identification of more relevant topics & higher demand

ID	Cluster	Article name	Content
#001	Search Engine Optimization	Organic traffic	What is organic traffic? What is organic search? What is organic search engine optimization? What is better organic/paid traffic?
#002	Search Engine Optimization	Factors for a good Google Ranking	What are the factors for a good ranking? Is good content sufficient for page 1?
#003	Search Engine Optimization	Index Websites properly	Why is my homepage not visible on Google? How long does it take for a page to rank? What can I do when my website is not visible?
#004	Search Engine Optimization	Everything you need to know about the Google Crawling	How long does Google crawling take? How does Google crawl? What is Google Crawling?
#005	Keywords	What are Long Tail Keywords	Long tail keywords Advantages/disadvantages/definition
#006	KPI	SEO Monitoring	What platforms can I use for KPI tracking? What are the differences? Advantages/disadvantages

Together with you, we define relevant topics based on the search volumes of your target group.

We determine the questions of your target group and thus ensure relevant content

Contact your rellify consultant today for a personal presentation: [info@rellify.com](mailto:info@rellify.com)