



Trond Lyngbø
Search Planet

“Hvordan jobbe effektivt med SEO i innholdsmarkedsføring?”

Trond Lyngbø



Senior SEO Consultant

E-handel - Omnikanal - Analyse

Search Engine Land

Forbes

Kapital

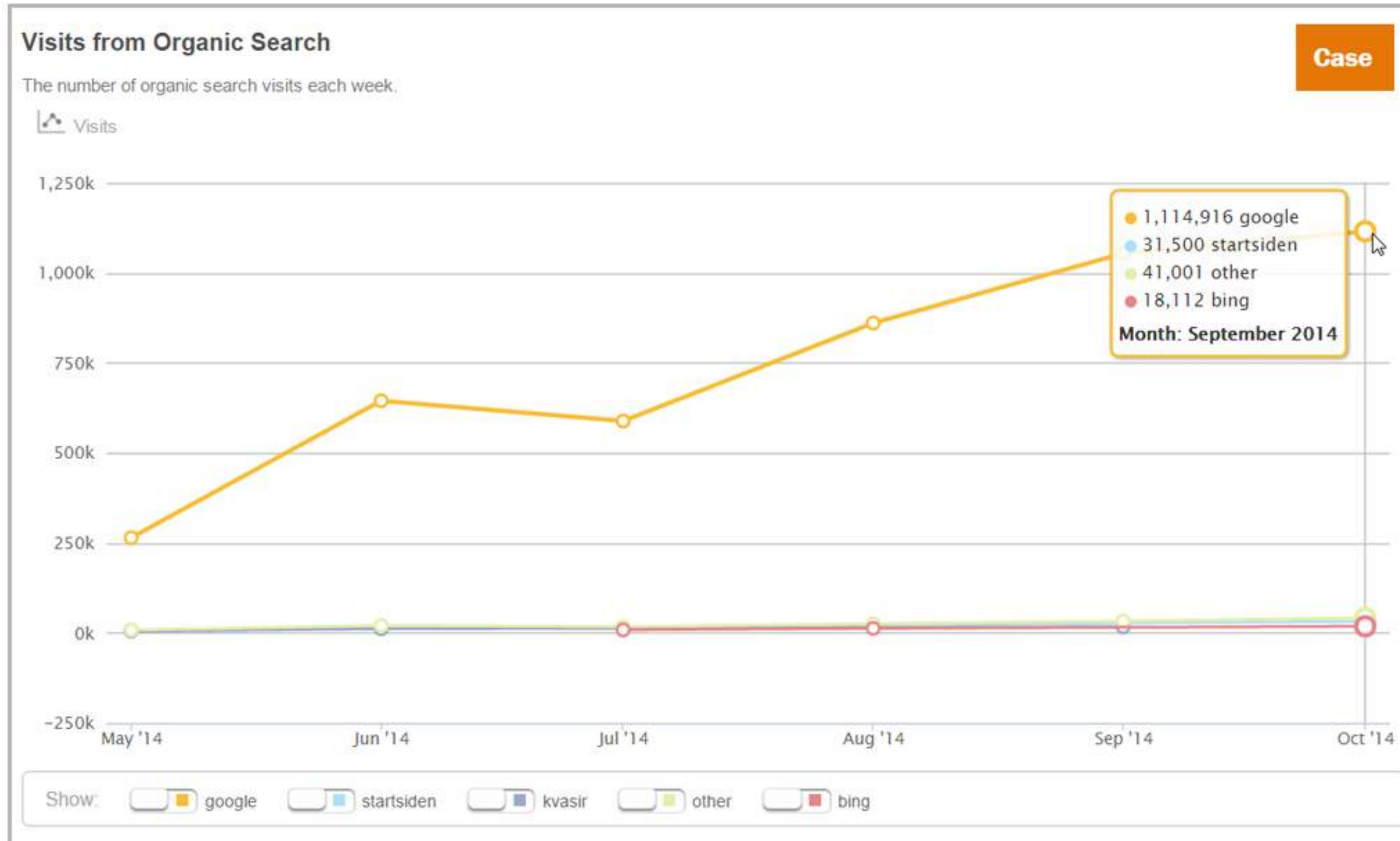
Marketing Land



Springer



Formel som fungerer



Organic Search Traffic

Jan 1, 2013 - Mar 31, 2013

Compare to: Jan 1, 2012 - Mar 31, 2012

Advanced Segments | Customize | Email | Export | Add to Dashboard | Shortcut

change in % of visits: +2.19%

Explorer

Site Usage | Goal Set 2 | Goal Set 3 | Ecommerce

Visits vs. Select a metric

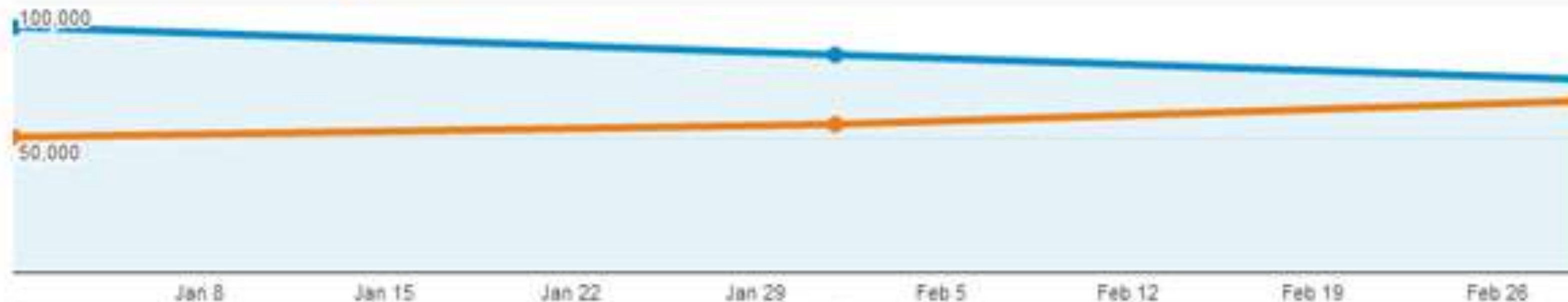
Day

Week

Month

Jan 1, 2013 - Mar 31, 2013: Visits

Jan 1, 2012 - Mar 31, 2012: Visits



Visits

44.37%

242,608 vs
168,046

Revenue

116.80%

NOK16,692,746.00 vs
NOK7,699,617.00

Transactions

125.25%

8,217 vs
3,648

Average Value

-3.75%

NOK2,031.49 vs
NOK2,110.64

Ecommerce Conversion
Rate

56.02%

3.38% vs 2.17%

Per Visit Value

50.17%

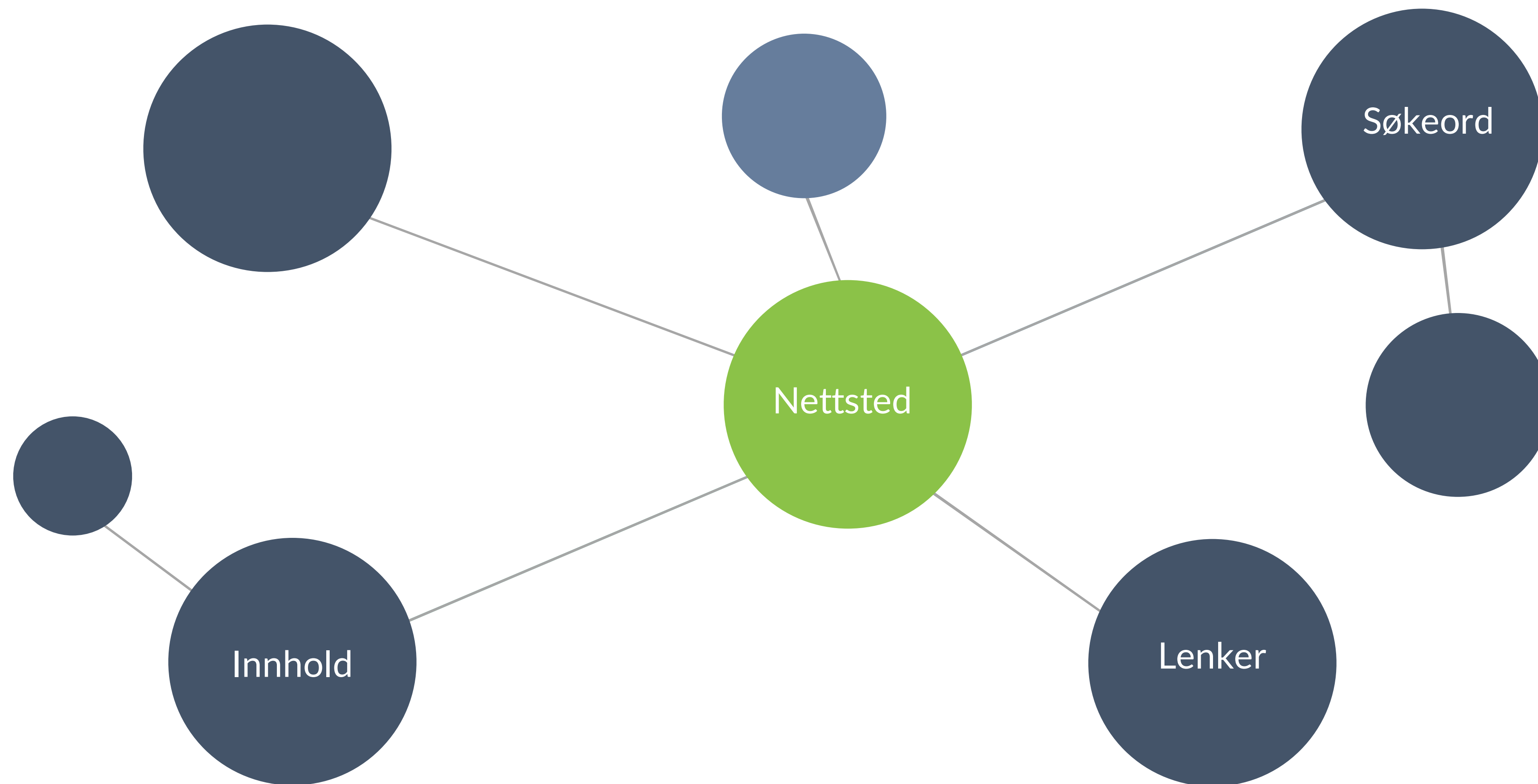
NOK68.81 vs
NOK45.82



*“En av de mest kritiske suksessfaktorene
for fremtidens vinnere vil være **evnen til
å prioritere**”*

Google Search Timeline







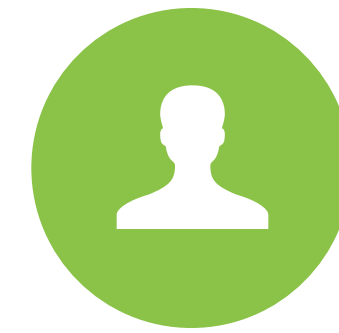
Tviholder på de gamle reglene



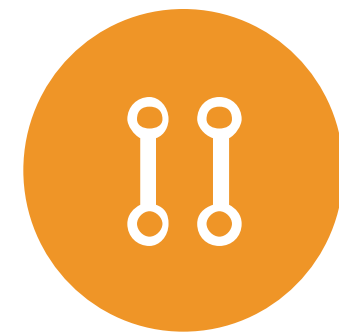
Sjekklister



Topp 10-lister



Magefølelse



Improvisasjon

5%
SYNLIG

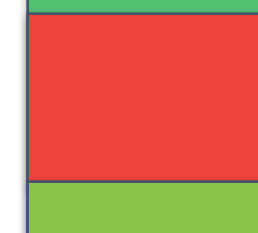
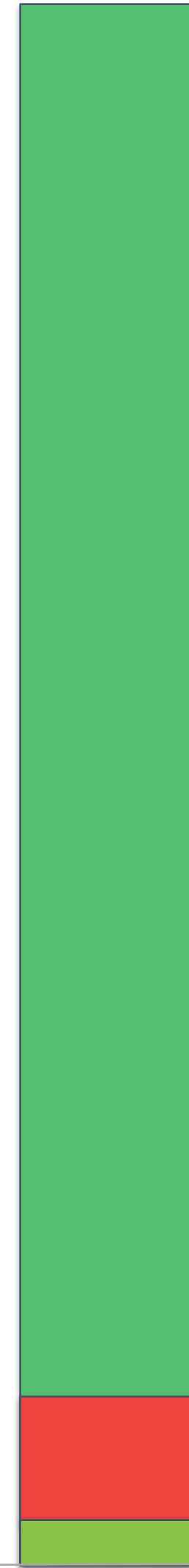
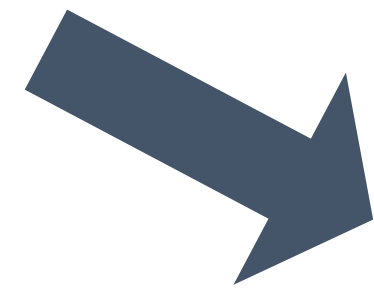


95%
USYNLIG

Google
12500 unike søkefraser
Søkevolum 12 mnd

50 millioner søk

Synlighet

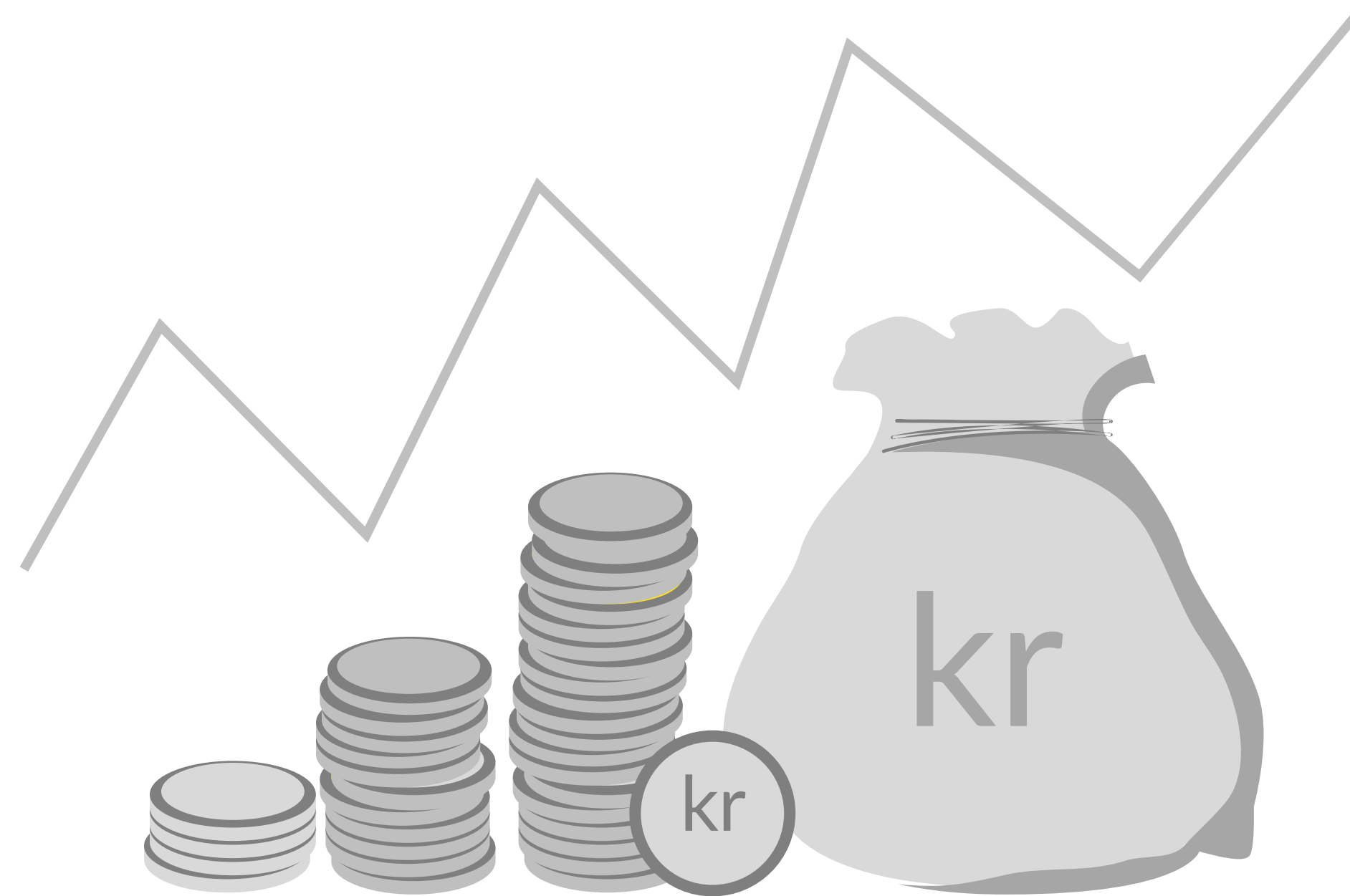


Urealisert / svinn
8.000.000

200.000 BUSSE



Lekker kunder, salg og omsetning



300%



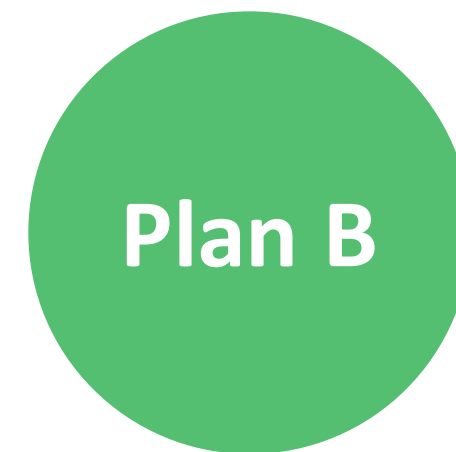
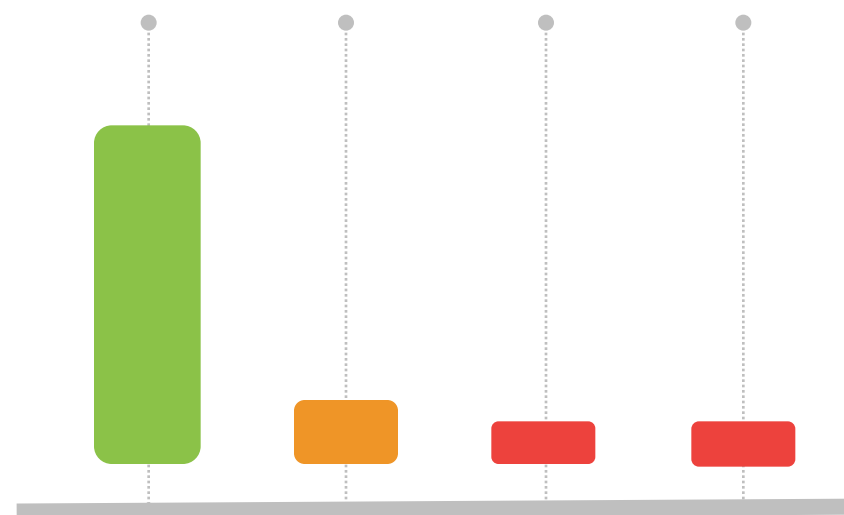
Vekstpotensial

30%

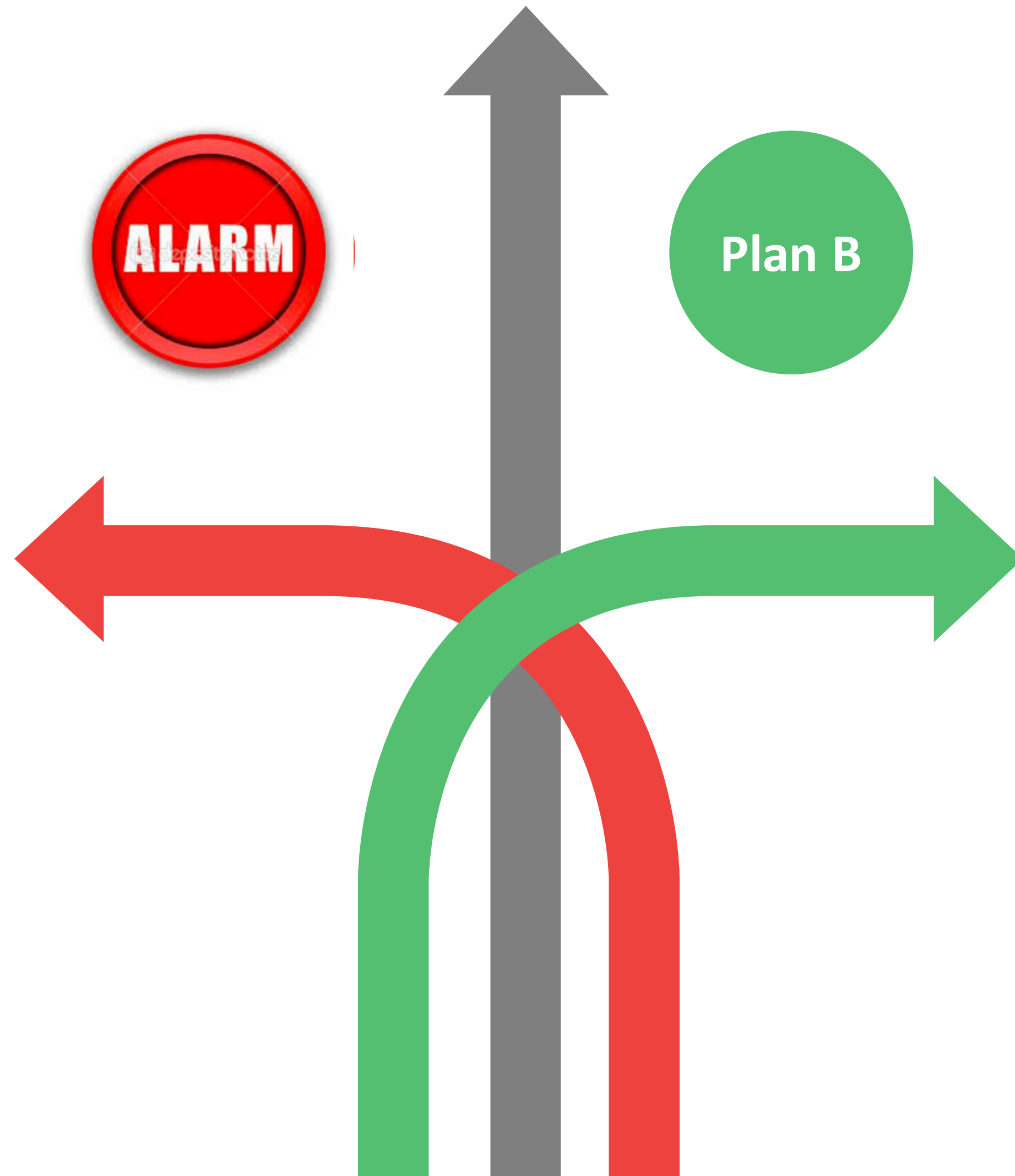
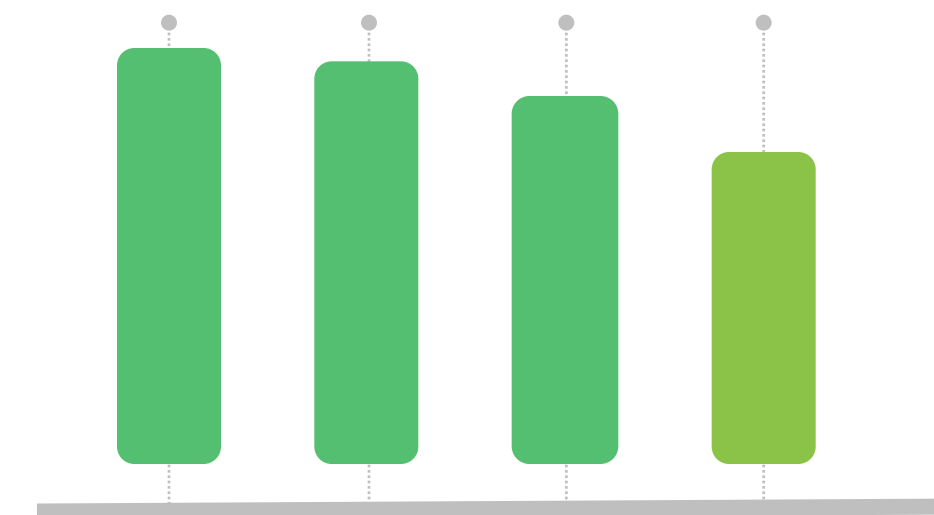


Realisert vekst

Potensial: 30%



Potensial: 300%



Morgendagens styremøte



Sparken!

Kjetil Rekdal



VIF



**IKKE SETT,
IKKE
SAVNET**

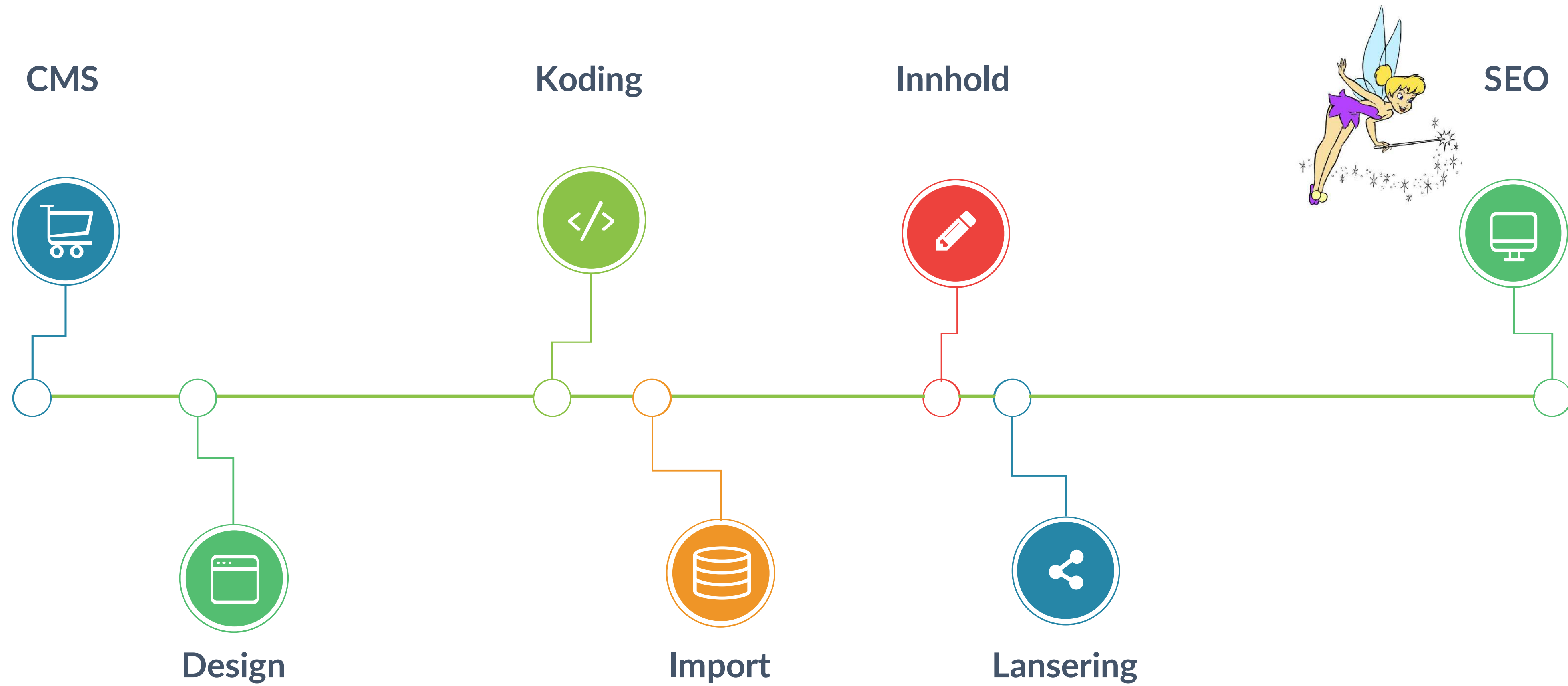
No Thanks!

**We are
too busy**





@TrondLyngbo



Innholdsfylting





out of stock



internal link building



mobile devices



internal search



seasonal

Top tips for S E O commerce



category

picture and video



new products

security



misspelling

site navigation



variations



For å kunne vise deg de mest relevante resultatene har vi utelatt enkelte oppføringer som var svært lik de 80 som allerede er vist. Hvis du vil, kan du [gjenta søket med de utelatte resultatene inkludert](#).







Hot Dogs

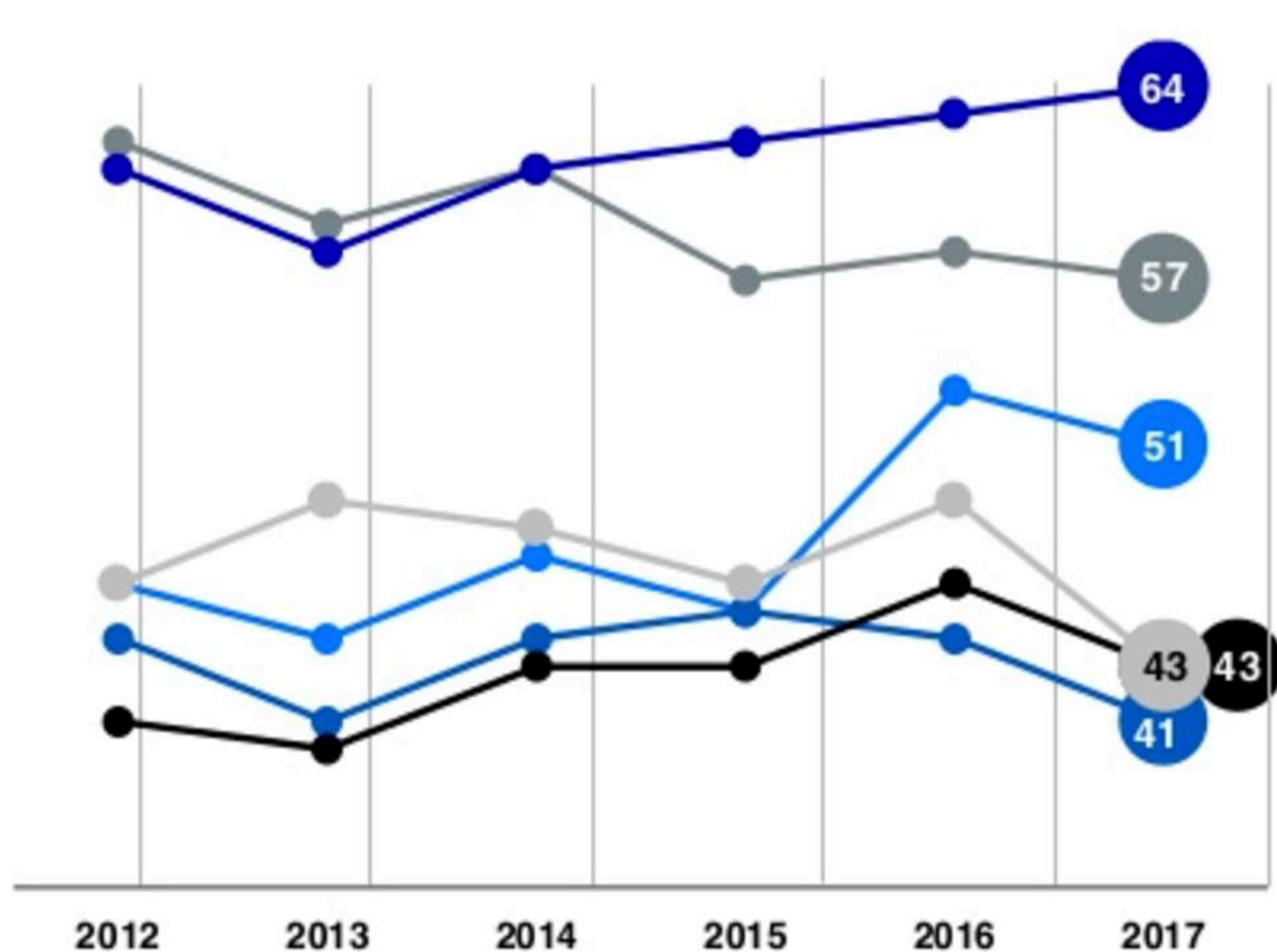
Hot Dogs

- handler om **mennesker**
- baserer seg på **psykologi**
- handler om å **forstå**



Traditional Media Shows Steepest Decline

Percent trust in each source for general news and information



	2012	2017	Change, 2012 - 2017
Search engines*	61	64	+3
Traditional media	62	57	-5
Online-only media**	46	51	+5
Owned media	41	43	+2
Social media	44	41	-3
Media as an institution	46	43	-3

Traditional media
down 5 points

Owned media now
as trusted as media
as an institution

Source: 2017 Edelman Trust Barometer Q178-182. When looking for general news and information, how much would you trust each type of source for general news and information? Please use a nine-point scale where one means that you "do not trust it at all" and nine means that you "trust it a great deal." (Top 4 Box, Trust) General Population, 25-country global total, question asked of half the sample.

*From 2012-2015, "Online Search Engines" were included as a media type. In 2016, this was changed to "Search Engines."

**From 2012-2015, "Hybrid Media" was included as a media type. In 2016, this was changed to "Online-Only media."

Mobilsøk – kjedene kollapser!



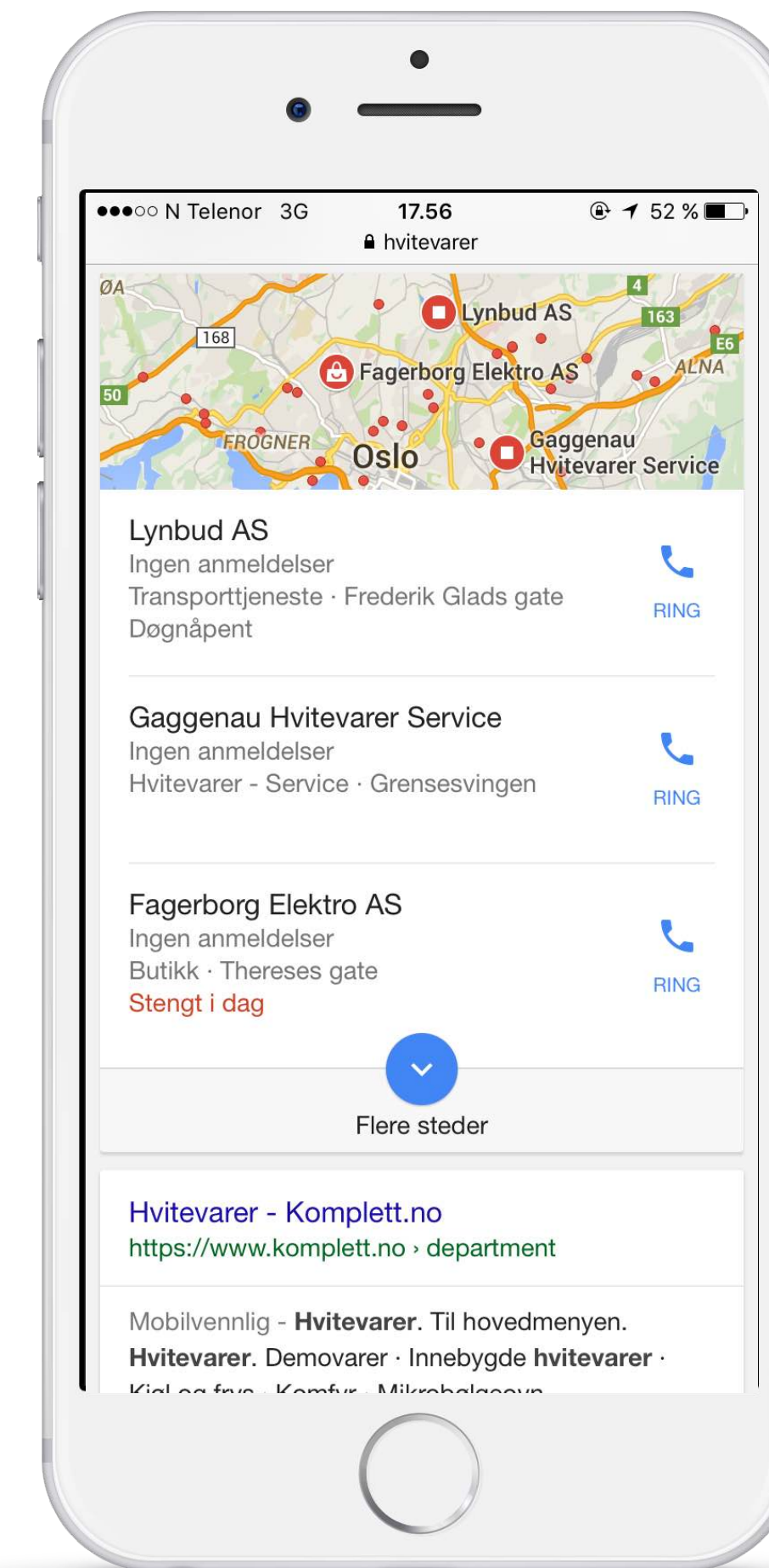
Hyperlokale søkeresultater

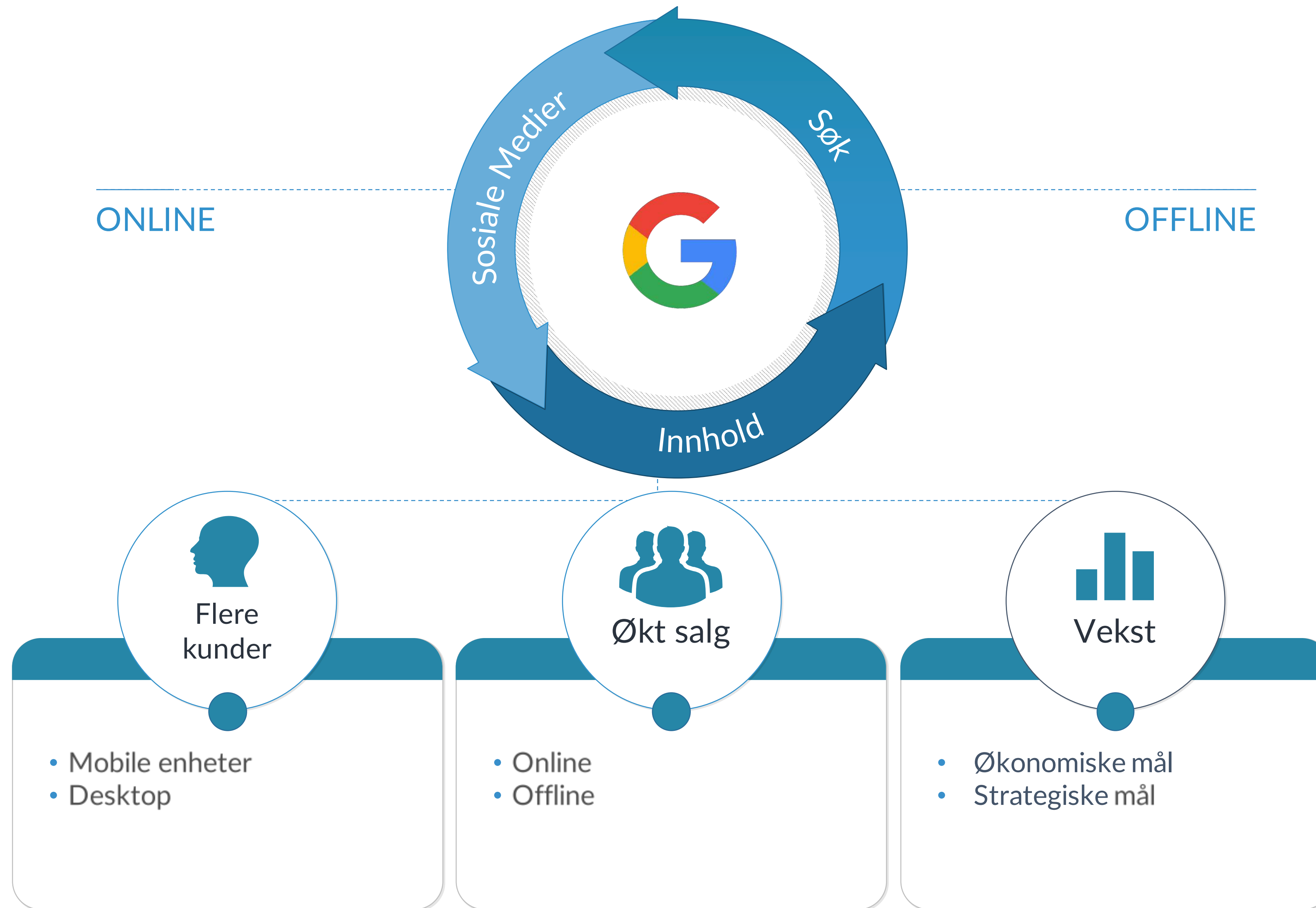


Synlig étt sted, usynlig et annet



Krever bred og dyp tverrfaglig spisskompetanse

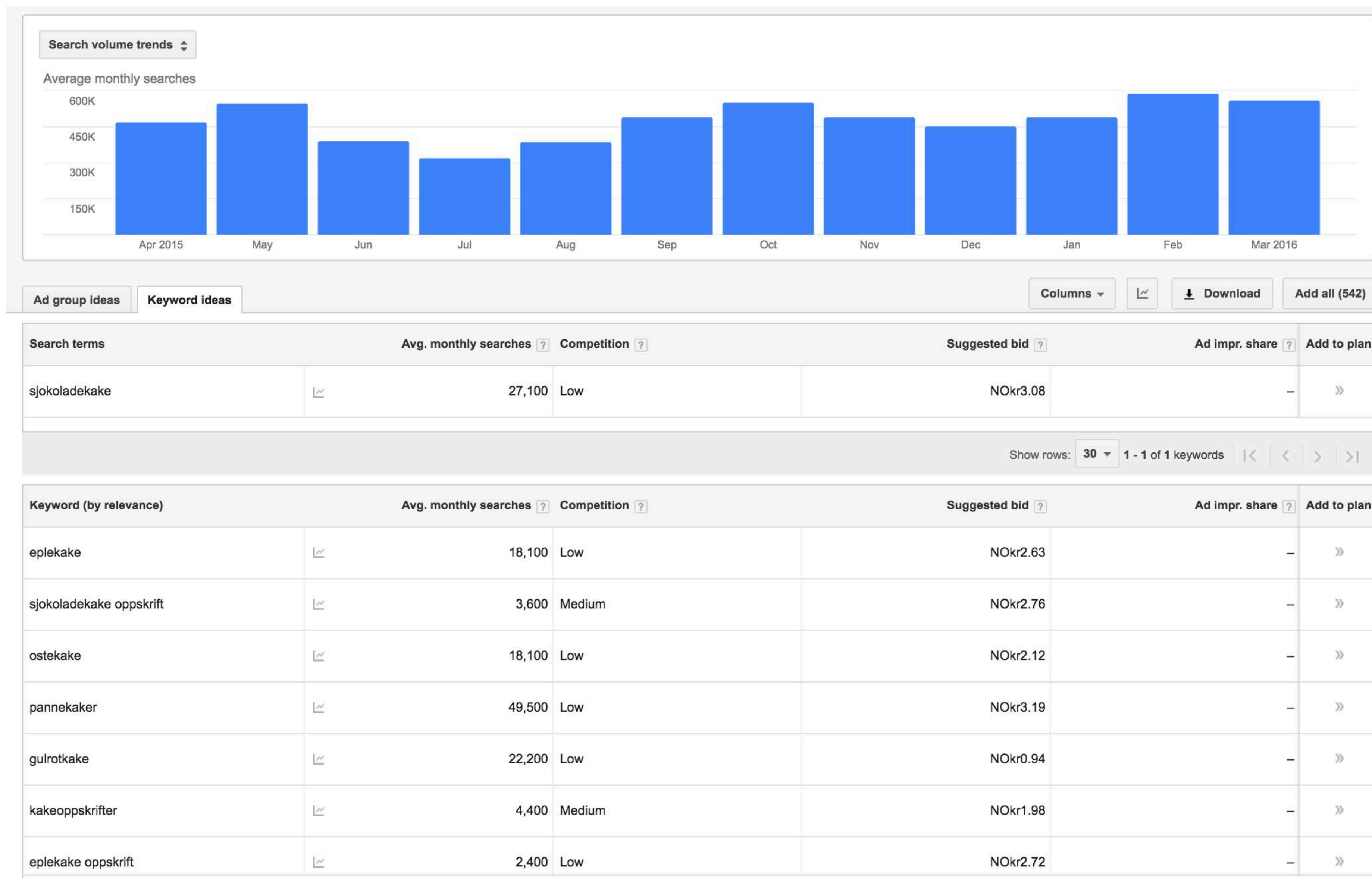






**Utbrent
37 år
Oslo**

Googles verktøy er ikke godt nok



Zoom inn! Hva vil de egentlig ha? Hvorfor?

Pro Plus [Google](#) [YouTube](#) [Bing](#) [Amazon](#) [App Store](#) [Help](#) [Account](#)

Keyword Suggestions

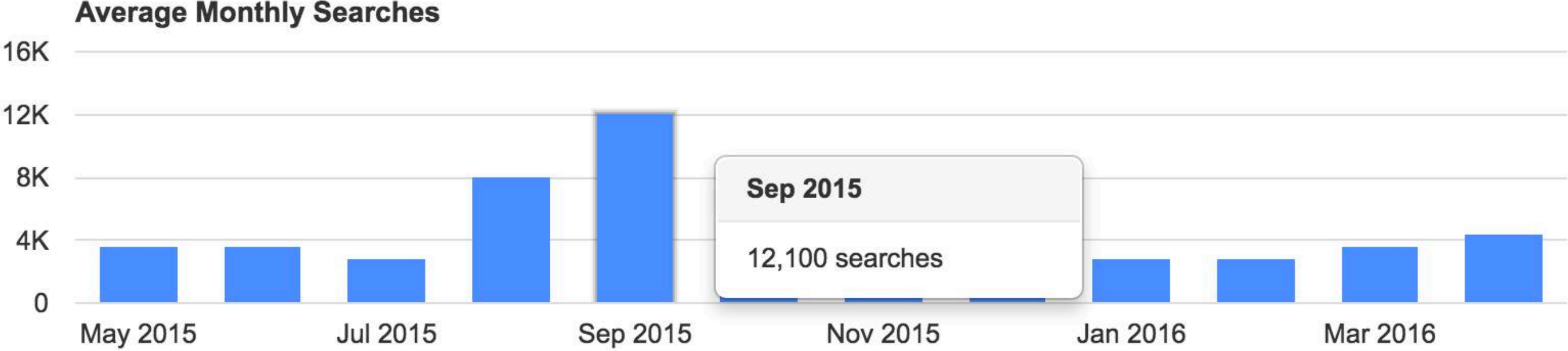
[Negative keywords](#) 0 [Settings](#)

Search for "_sjokoladekake uten_" found **275** unique keywords

[Copy all](#) [Export all](#)

<input type="checkbox"/> Search Terms ?	Keywords ?	▲ Search Volume ?	CPC (NOK) ?	AdWords Competition ?	
<input type="checkbox"/>	_sjokoladekake uten_	n/a ?	n/a ?	n/a ?	
<input type="checkbox"/>	_sjokoladekake uten_	sjokoladekake uten egg	1,600	kr4.83	0.04
<input type="checkbox"/>	_sjokoladekake uten_	sjokoladekake uten melk	590	kr3.15	0.08
<input type="checkbox"/>	_sjokoladekake uten_	sjokoladekake uten mel	260	kr10.81	0.07
<input type="checkbox"/>	_sjokoladekake uten_	sjokoladekake uten egg og melk	210	n/a ?	0.03
<input type="checkbox"/>	_sjokoladekake uten_	sjokoladekake uten sukker	170	kr3.20	0.20
<input type="checkbox"/>	_sjokoladekake uten_	sjokoladekake uten smør	110	kr1.31	0.14
<input type="checkbox"/>	_sjokoladekake uten_m	sjokoladekake uten melk og egg	70	kr12.54	0.04
<input type="checkbox"/>	_sjokoladekake uten_	sjokoladekake uten hvetemel	40	n/a ?	0.11
<input type="checkbox"/>	_sjokoladekake uten_	sjokoladekake uten bakepulver	40	n/a ?	0.05
<input type="checkbox"/>	_sjokoladekake uten_	sjokoladekake uten egg langpanne	40	kr0.42	0.05

Manuell vasking av data er nødvendig

<input type="checkbox"/> Keywords ?	▲ Search Volume ?	CPC (NOK) ?	AdWords Competition ?																										
<input type="checkbox"/> sopp	5,400	kr10.69	0.01																										
Average Monthly Searches																													
 <table><caption>Average Monthly Searches for 'sopp'</caption><thead><tr><th>Month</th><th>Searches</th></tr></thead><tbody><tr><td>May 2015</td><td>4,000</td></tr><tr><td>Jun 2015</td><td>4,000</td></tr><tr><td>Jul 2015</td><td>3,000</td></tr><tr><td>Aug 2015</td><td>8,000</td></tr><tr><td>Sep 2015</td><td>12,100</td></tr><tr><td>Oct 2015</td><td>1,000</td></tr><tr><td>Nov 2015</td><td>1,000</td></tr><tr><td>Dec 2015</td><td>1,000</td></tr><tr><td>Jan 2016</td><td>3,000</td></tr><tr><td>Feb 2016</td><td>3,000</td></tr><tr><td>Mar 2016</td><td>4,000</td></tr><tr><td>Apr 2016</td><td>5,000</td></tr></tbody></table>				Month	Searches	May 2015	4,000	Jun 2015	4,000	Jul 2015	3,000	Aug 2015	8,000	Sep 2015	12,100	Oct 2015	1,000	Nov 2015	1,000	Dec 2015	1,000	Jan 2016	3,000	Feb 2016	3,000	Mar 2016	4,000	Apr 2016	5,000
Month	Searches																												
May 2015	4,000																												
Jun 2015	4,000																												
Jul 2015	3,000																												
Aug 2015	8,000																												
Sep 2015	12,100																												
Oct 2015	1,000																												
Nov 2015	1,000																												
Dec 2015	1,000																												
Jan 2016	3,000																												
Feb 2016	3,000																												
Mar 2016	4,000																												
Apr 2016	5,000																												
<input type="checkbox"/> soppstuing	5,400	kr1.23	0.04																										
<input type="checkbox"/> sopp i underlivet	3,600	kr7.73	0.23																										
<input type="checkbox"/> soppinfeksjon	2,400	kr5.63	0.23																										
<input type="checkbox"/> soleksem	1,900	kr4.57	0.03																										
<input type="checkbox"/> soppsaus	1,900	kr2.78	0.02																										
<input type="checkbox"/> sopp i munnen	1,300	kr2.53	0.36																										
<input type="checkbox"/> soppinfeksjon i underlivet	1,300	kr17.53	0.16																										
<input type="checkbox"/> soppsuppe	1,000	kr2.73	0.03																										
<input type="checkbox"/> sopp kryssord	720	kr18.54	0.04																										

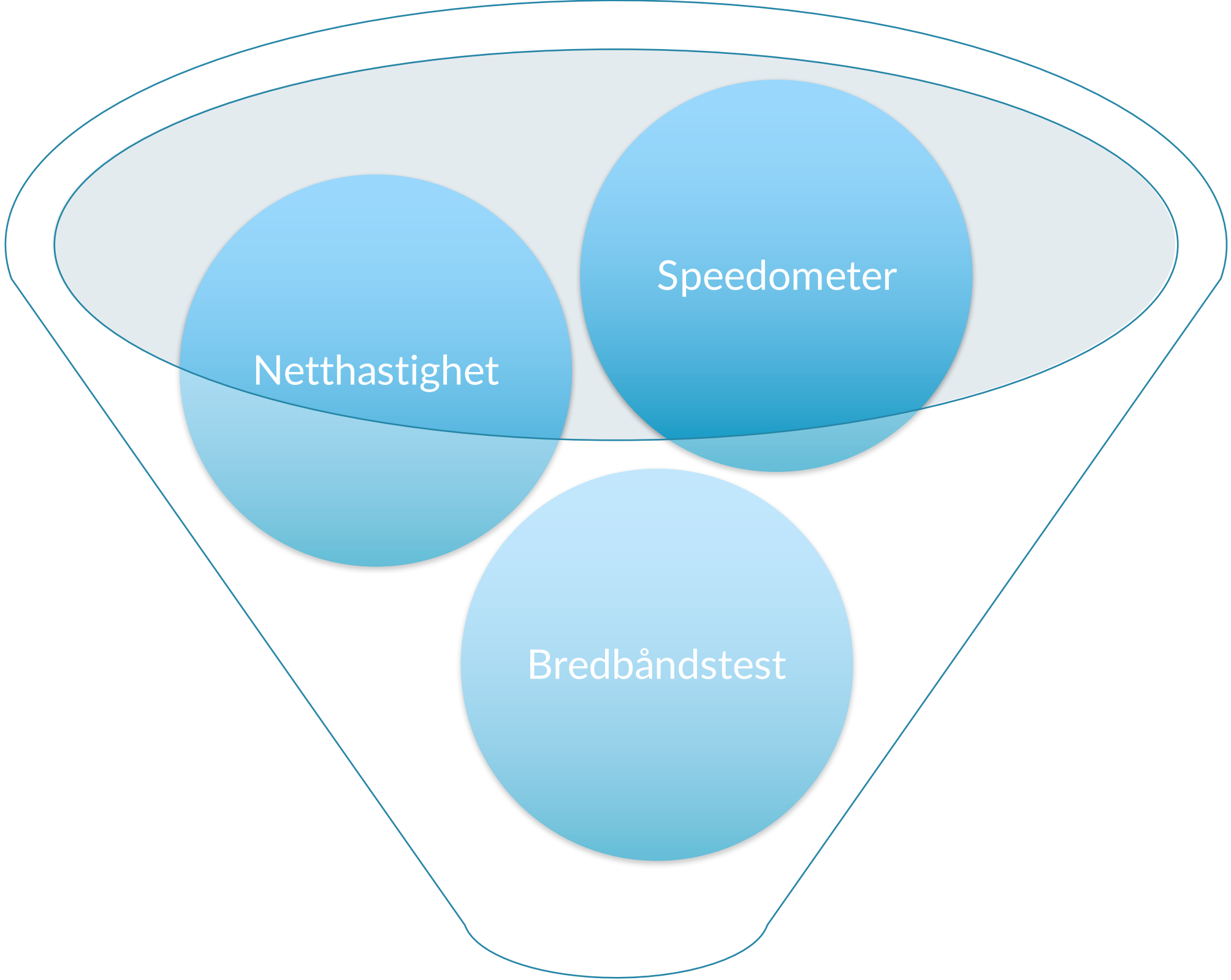
Behov for omfattende manueelt arbeid

Hummer?



Indrefilét?





Bredbånd

Hvilken dør er dette?

Inngangsdør?



Pris fra kr 10 298,-

[🛒 Konfigurer og kjøp](#)

Utgangsdør?



Pris fra kr 10 298,-

[🛒 Konfigurer og kjøp](#)

Ytterdør?

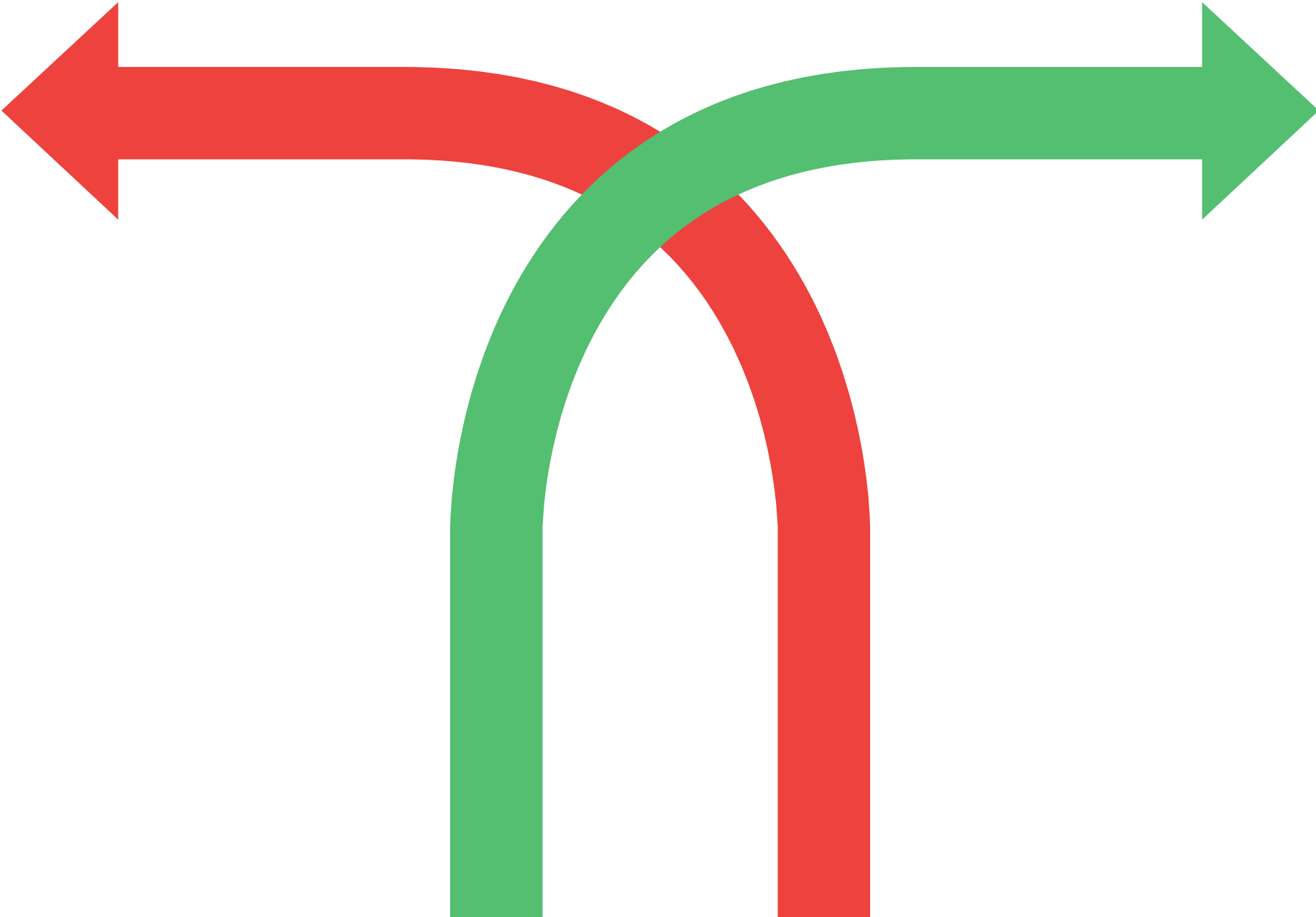


Pris fra kr 10 298,-

[🛒 Konfigurer og kjøp](#)

Feil spørsmål!

800 tusen



80 millioner

1. Potensial

2. Nåsituasjon

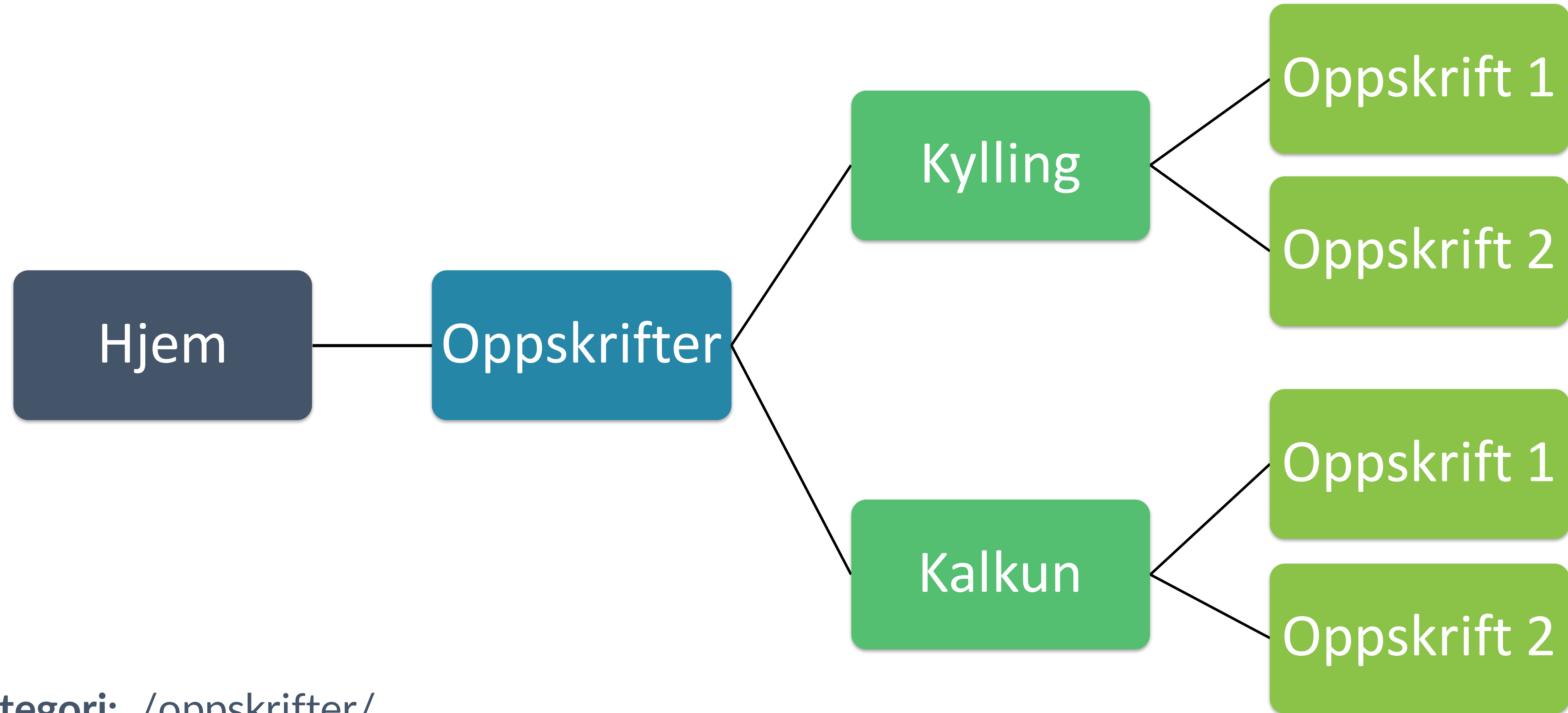
3. Fremover

SØKEORD	SØKEVOLUM	VISNINGER	KLIKK	RANGERING	CTR	JANUAR	FEBRUAR	MARS	APRIL	MAI
PANNEKAKER	546 600	176	30	22,38	17,05 %	40 500	40 500	49 500	49 500	49 500
PAVLOVA	406 800	14 507	280	7,58	1,93 %	22 220	27 100	27 100	33 100	110 000
KALKUN	106 700	0	0	0	0	8 100	2 900	2 900	3 600	1 900
-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-
-	-	-	-	-	-	-	-	-	-	-
	100 MILL									

TEMA

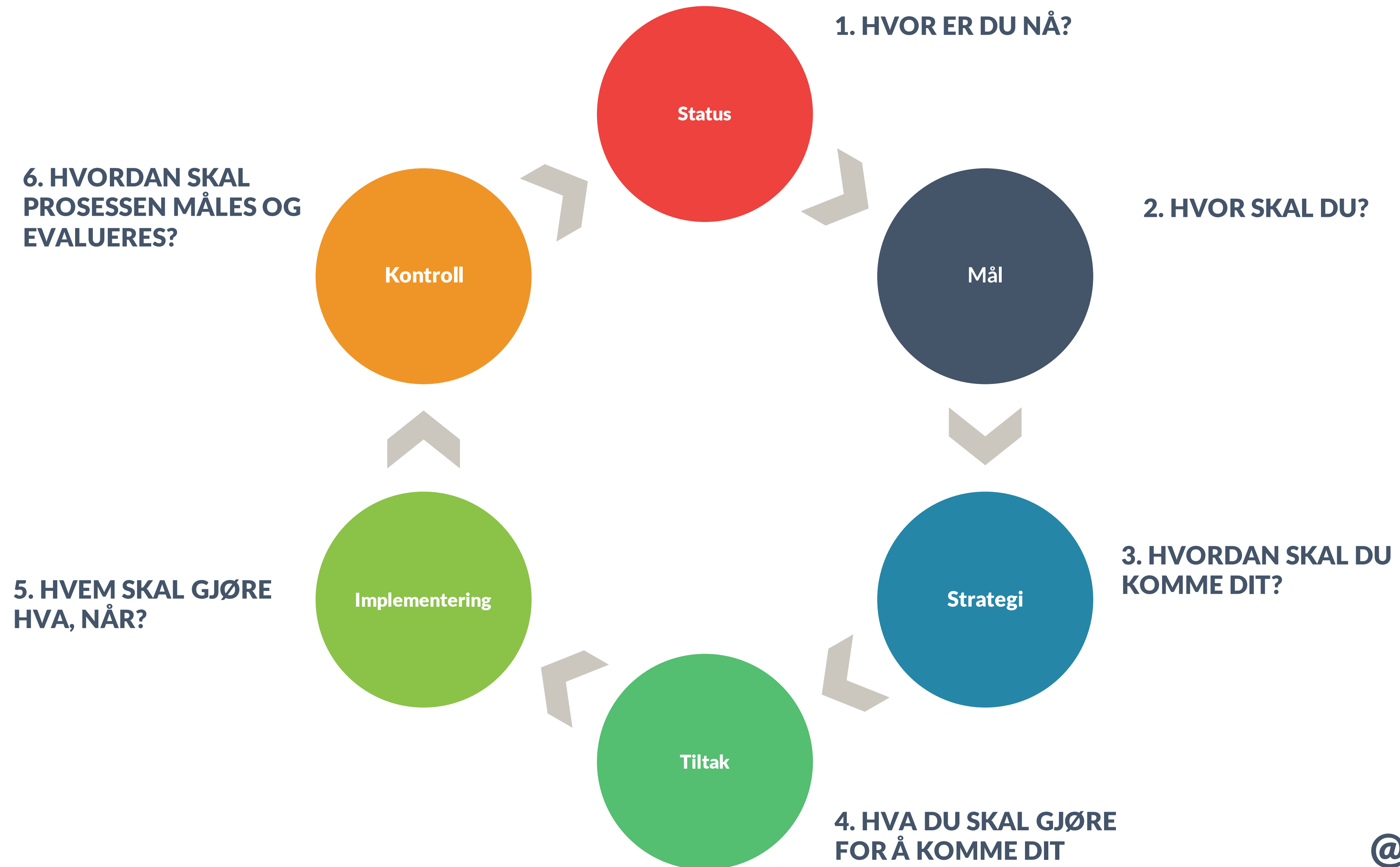
EGG KALKUN SEARCH CONSOLE DATA

Lag en semantisk URL-struktur



- **Kategori:** /oppskrifter/
- **Underkategori:** /oppskrifter/kylling/
- **Oppskrift:** /oppskrifter/kylling/kyllingfilet-i-ovn-med-flote/

Sett ting i system





@TrondLyngbo



TAKK

FOR

MEG!

@TrondLyngbo

Search Planet AS

Spesialist på organisk søk og SEO



OM OSS

Search Planet AS tilbyr premium SEO-tjenester til storbedriftsmarkedet i Norge. Våre typiske kunder er ledende virksomheter, nettbutikker og e-handelsaktører med 500+ millioner kroner i årlig omsetning.



SEARCH PLANET AS

Tjuvholmen Allé 3
0252 Oslo, Norge

Trond.Lyngbo@SearchPlanet.no
(+47) 464 44 999