

SEO, SEA & AI (part I)

Comeos

01.04.2025





Rebeca De Dobbelaer

8 years in digital

Started her career as freelance journalist, PhD in Communication Sciences and assistant in statistics and digital media at Ghent University.

Changed the academic fortress for digital marketing and worked both in-house and in agencies.

Specialized in social advertising, content marketing, artificial intelligence and customer journey research mixed with statistics.

Online trainings

Some ground rules

- Microphone off
- Camera on
- Questions? Raise your digital hand or just interrupt my talk
- Slides follow after the training

Calendar

- SEO & AI: April 1st 2025
- SEA & AI: April 3rd 2025

You can follow both sessions or pick the one of your interest. Just check with Kristof.

Training overview

Trainings in 2025

- Feed management (new)
- Collaborative advertising: how brand & retailers advertise together (new)
- Advertising in an omni-channel environment (balancing online & digitale sales) (new)
- Successful employer branding (new)
- Social ads for e-commerce (new)
- Optimization of forms and check-outs for higher conversion rates (new)
- Advanced Google Ads for e-commerce (new)
- Conversion rate optimization essentials (update)
- How price monitoring affects your ad performance (new)

Agenda

Agenda

- Components of SEO & your SEO toolbox
- Traditional SEO content process
 - Step 1: brainstorm
 - Step 2: finding keywords
 - Step 3: selecting your primary keyword
 - Step 4: categorizing the rest of your keywords
 - Step 5: find topical relevant keywords
 - Step 6: processing keywords in your texts
 - Step 7: Interlink & submit your content to Google
 - Step 8: Optimization
- GEO: Generative Engine Optimization

Your SEO questions?

Your SEO questions

First name	Company	Your questions
		Should we buy backlinks?
		What is GEO? And how can we update our website for it?
		Are meta descriptions still relevant?
		How do I optimize my SEO with AI?

Components of SEO & the toolbox

Tools that come in handy

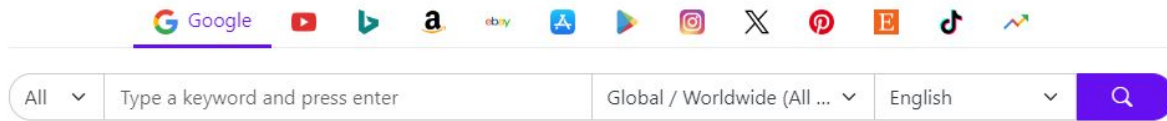
Toolbox

Keywords

[Google Ads Keyword Planner](#). Free to use, paid for extra data. Gives you a great overview of the keywords of your choice and their monthly searches, provides your trends and seasonality and you'll get insights in combinations with your brand.

[Keywordtool.io](#). Gain inspiration from SERP and long-tail keywords to complete your keyword research. Free!

Find Great Keywords Using Google Autocomplete



The image shows a horizontal bar with various service icons: Google, YouTube, Twitch, Amazon, eBay, Apple, Google Play, Instagram, X, Pinterest, Etsy, TikTok, and a weather icon. Below this bar is a search interface with a dropdown menu set to 'All', a text input field containing the placeholder 'Type a keyword and press enter', a dropdown menu set to 'Global / Worldwide (All ...)', a dropdown menu set to 'English', and a purple search button with a magnifying glass icon.

Toolbox

Keywords

[Mangools](#). Free to use, paid for extra data. Gives you insights in relevant keywords and volumes, but also shows information about your presence in SERPs and analyses your backlinks.

The screenshot shows the Mangools dashboard interface. At the top, there's a navigation bar with the Mangools logo and links for Dashboard, Your plan, Invoices, Billing, Affiliate, Team, and Settings. Below the navigation bar, a welcome message says "Welcome back, friend!" and indicates the user is subscribed to Mangools Agency. A section titled "Powerful tools for all your SEO needs. You've got all of them!" displays five tool cards: KWFinder (Keyword Research, 1,199 / 1,200 req), SERPChecker (SERP Analysis, 1,199 / 1,200 req), SERPWatcher (Rank Tracking, 343 / 1500 kws), LinkMiner (Backlink Analysis, 1.2m / 1.2m req), and SiteProfiler (SEO Metrics And Insights, 150 / 150 req). Each card includes a "Go to App" link. At the bottom, there's a section for "FREE mini SEO tools" with links to various free tools like SERP Simulator, Reddit Threads finder, AI Search grader, Share of search, SERP Location changer, SERP Volatility checker, and SEO Browser extension.

Mangools

Dashboard Your plan Invoices Billing Affiliate Team Settings

Welcome back, friend!

You are currently subscribed to Mangools Agency.

[Manage subscription](#) [Upgrade your plan](#)

Powerful tools for all your SEO needs. You've got all of them!

Tool	Usage
KWFinder Keyword Research	1,199 / 1,200 req
SERPChecker SERP Analysis	1,199 / 1,200 req
SERPWatcher Rank Tracking	343 / 1500 kws
LinkMiner Backlink Analysis	1.2m / 1.2m req
SiteProfiler SEO Metrics And Insights	150 / 150 req

Try our FREE mini SEO tools

[SERP Simulator](#) [Reddit Threads finder](#) [AI Search grader](#) [Share of search](#) [SERP Location changer](#) [SERP Volatility checker](#) [SEO Browser extension](#)

Toolbox

Keywords

[Search Analytics for sheets](#): Google Sheets plugin to get all your Google Search Console data. Free.



Search Analytics for ...

[Verwijderen](#)

Retrieve data and create automatic backups from Google Search Console™ into Google Sheets™.

Door: [Mihai Aperghis](#)

Vermelding geüpdatet: 9 november 2022



Uw beheerder heeft deze app geïnstalleerd. [Meer informatie](#)

Werkt met:



★★★★☆ 221 ⓘ ⬇️ 183K+

Overzicht

Rechten

Reviews

Search Analytics for Sheets

Welcome to Search Analytics for Sheets!

To add (or re-authorize) your account, click the "Connect" button below. You will be redirected to Google Search Console to authorize your account.

[Connect](#) [Select Account](#)

	A	B	C	D	E	F	G	H	I
1	Query	Page	Clicks	Impressions	CTR	Position			
2	query keyword 1	https://myrtle.com/landing-page-1	9	51	5.80%	3.1			
3	query keyword 2	https://myrtle.com/landing-page-2	6	48	12.5%	2.1			
4	query keyword 3	https://myrtle.com/landing-page-3	6	294	2.04%	8.6			
5	query keyword 4	https://myrtle.com/landing-page-4	6	39	30%	2.0			
6	query keyword 5	https://myrtle.com/landing-page-5	5	1,642	0.3%	3.8			
7	query keyword 6	https://myrtle.com/landing-page-6	4	8	50%	5.1			
8	query keyword 7	https://myrtle.com/landing-page-7	3	214	1.4%	6.4			
9	query keyword 8	https://myrtle.com/landing-page-8	3	15	20%	1.0			
10	query keyword 9	https://myrtle.com/landing-page-9	3	33	9.09%	4.8			
11	query keyword 10	https://myrtle.com/landing-page-10	2	29	6.9%	4.7			
12	query keyword 11	https://myrtle.com/landing-page-11	2	9	22.22%	1.3			
13	query keyword 12	https://myrtle.com/landing-page-12	2	14	14.29%	4.7			
14	query keyword 13	https://myrtle.com/landing-page-13	1	8	12.5%	2.0			
15	query keyword 14	https://myrtle.com/landing-page-14	1	64	1.56%	9.8			
16	query keyword 15	https://myrtle.com/landing-page-15	1	17	5.88%	16.1			
17	query keyword 16	https://myrtle.com/landing-page-16	1	1	100%	10.0			
18	query keyword 17	https://myrtle.com/landing-page-17	1	1	100%	160.0			
19	query keyword 18	https://myrtle.com/landing-page-18	1	2	50%	16.5			
20	query keyword 19	https://myrtle.com/landing-page-19	1	26	4%	6.4			
21	query keyword 20	https://myrtle.com/landing-page-20	1	36	3.86%	4.5			
22	query keyword 21	https://myrtle.com/landing-page-21	1	21	4.76%	2.9			
23	query keyword 22	https://myrtle.com/landing-page-22	1	15	6.67%	7.4			
24	query keyword 23	https://myrtle.com/landing-page-23	1	28	3.57%	24.0			
25	query keyword 24	https://myrtle.com/landing-page-24	1	2	50%	19.0			
26	query keyword 25	https://myrtle.com/landing-page-25	1	33	3.03%	10.9			

Search Analytics for Sheets

Verified Site: <https://myrtle.com>

Date Range: 2015-12-01 to 2015-12-31

Search Type: [Compare vs previous period \(rolling cost\)](#)

Default (tabs)

Group By: [Query ID](#) [Page ID](#)

Filter By: [Country](#) [Device](#) [Site](#)

Add Filter

Aggregation Type: [Default \(sum\)](#)

Rows returned: [Maximum \(200 rows\)](#)

Searcher Viewed

	A	B
1	Date	Backup Status
2	01/11/2015	Backup cycle run
3	02/12/2015	Backup cycle run
4	03/01/2016	Backup cycle run
5		
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Toolbox

Keywords

ChatGPT, Copilot, Gemini and Perplexity are you partners in crime when it comes to exploring keywords, and there's even GPTs and Gems built for this specific purpose.



Keyword Strategist

By Olga ramirez

Digital Marketing Assistant like SEMrush, with SEO, PPC, and Content AI tools.

How can I improve my website's SEO?

Suggest a content strategy for social media.

What are my competitors' top keywords?

Analyze the keyword trends for 'organic food'.

Message Keyword Strategist...



SEO Assist | SEO GPT | SEO CORE AI

By seovendor.co

SEO Website Analysis with Google Quality Guidelines, Competitor Analysis. On-Page Optimizations. Top Ranked Sites. Competitive Site Comparisons. Keyword Density. Site Speed. Site Authority. Live Web Data. Example prompts here: <https://seovendor.co/101-seo-chatgpt-prompts-to-rank-in-google/>

How can I improve my website's SEO?

How do I build quality backlinks?

What are the best on-page SEO techniques?

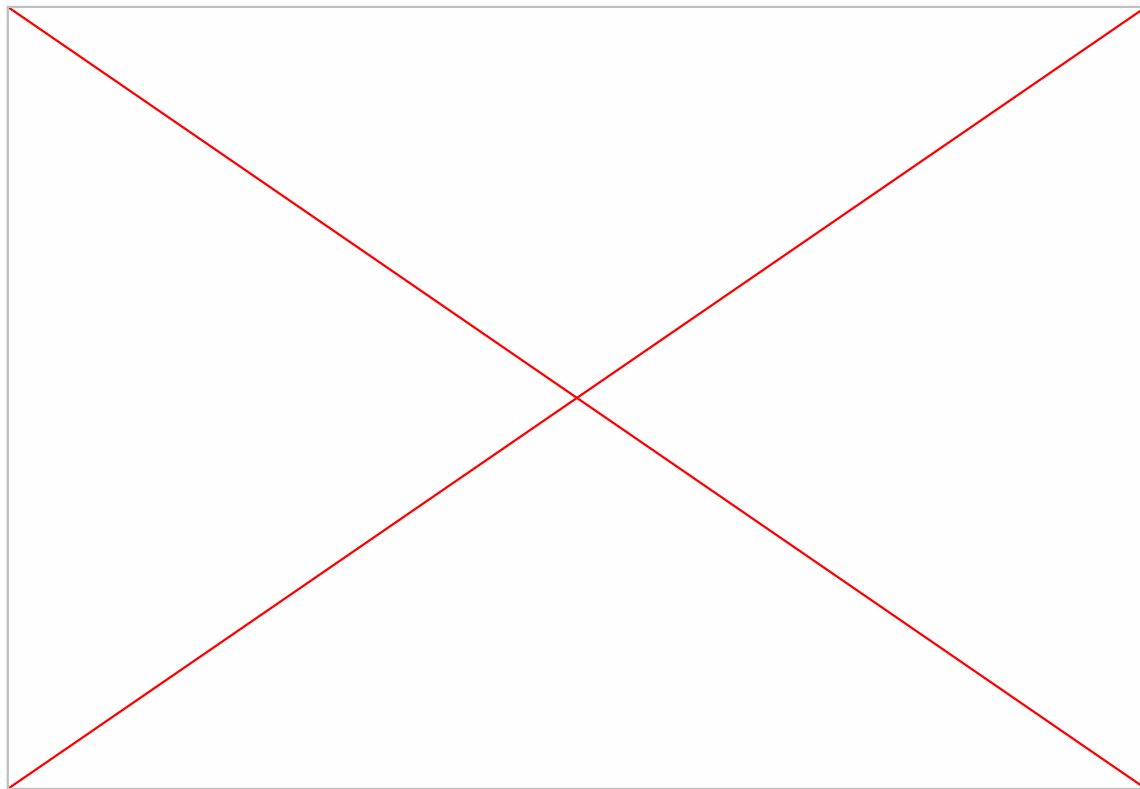
Can you analyze my website's SEO performance?

Message SEO Assist | SEO GPT | SEO CORE AI...



Toolbox

Keywords - Ask GPTs and Gems about their knowledge



However, don't use ChatGPT as fact-based
AI tool for keyword research!

Toolbox

Copywriting

- ChatGPT/ Gemini /Copilot/ Perplexity
- Headline Pro (for meta titles and meta descriptions)
- Copy.ai (long and short-form copy, SEO signals, FAQs)
- Grammarly (long copy and content gaps)
- Writesonic (finding keywords and long copy)

Toolbox

Evaluation

[Google Search Console](#) for optimization, finding the pages where you can improve rankings more easily. Also provides you trends and content gaps. Free!

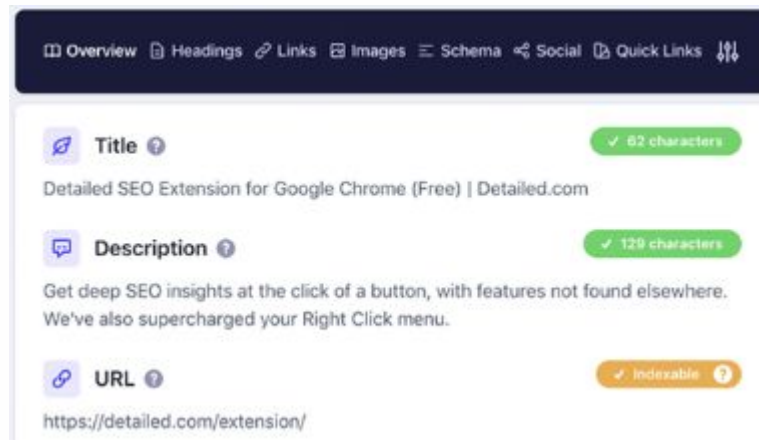
[Google Analytics](#) for reporting (shows you how your content pages are actually doing and how large the amount of organic web traffic is). Free!

Toolbox

Evaluation

[Browse.ai](#) for scraping your website and those of competitors and monitoring both of your keywords. Free and paid version.

[Detailed plugin](#) helps you detect SEO signals and H titles on your webpage, yet also has attention for interlinking. Free!



Toolbox

SEO software

[Screaming frog](#): crawl your site like Google does and discover technical issues or semantic troubles with your website. Paid tool.

[Ahrefs.com](#) Industry standard to follow up your own rankings and those of competitors, discover your content gaps,... Paid tool.

[Advanced Web Ranking](#) monitors your rankings and clearly shows the impact of your SEO improvements. You also have the ability to detect content gaps and to keep an eye on competitors.

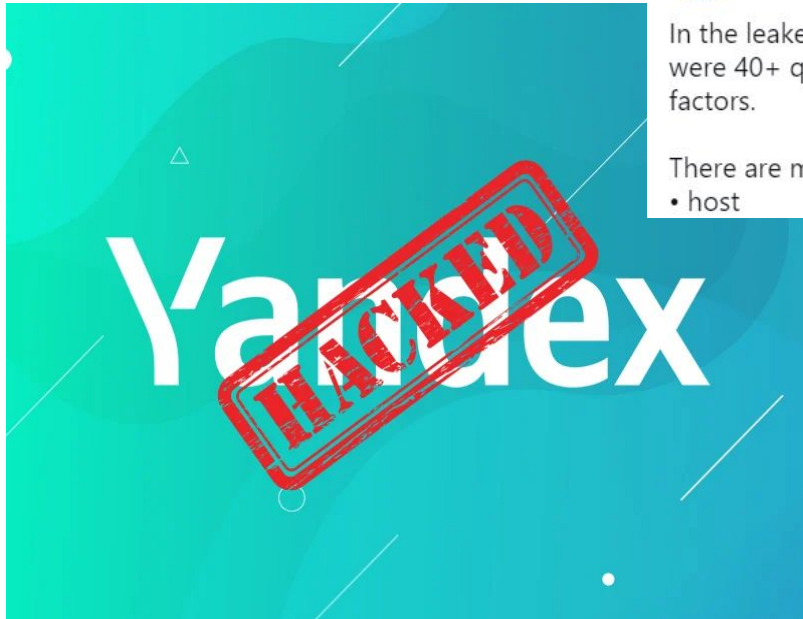
Ranking factors

It's quiz time

	A	B	C
If I spend more money on Google Ads, will Google allow a higher position in the free organic results?	yes	no	depends on your budget
Google tracks my search behavior even when I'm browsing incognito?	yes	no	depends on your search history
How many text ads can appear at the top of the results page?	2	3	4
When a subject of a ranking blog page changes, what should you do?	Update the article	Make new article	Don't change anything
Are there more mobile searches than desktop searches?	yes	no	only in the US
If on average 100 people click, how many clicks will get the first organic result?	43	34	61
What does Google give as advice for duplicate content?	Nothing, always have unique content	Some copied content from other sites is OK	Some copied content is OK as long as it is translated
Does Google punish (lower rankings) AI-written/assisted content?	yes	no	depends on the topic

Yandex ranking factors leaked!

<https://www.google.com/search?q=yandex+ranking+factors>



Malte Landwehr ✓

@MalteLandwehr · Follow



In the leaked Yandex source code, there were 40+ quality-related ranking factors.

There are mainly divided into quality of:

- host

Yandex ranking factors leaked!

<https://www.google.com/search?q=yandex+ranking+factors>

1. Text relevance
2. Content age and freshness
3. **End-user behavior signals**
4. Host reliability
5. Some sites get preference (e.g., Wikipedia).
6. Avoid ads
7. Update older content rather than make new pages
8. PageRank and many link-related factors (e.g., age, relevancy, etc.).
9.

And there's also

E-E-A-T

What Is E-E-A-T? How Does It Affect My Website?

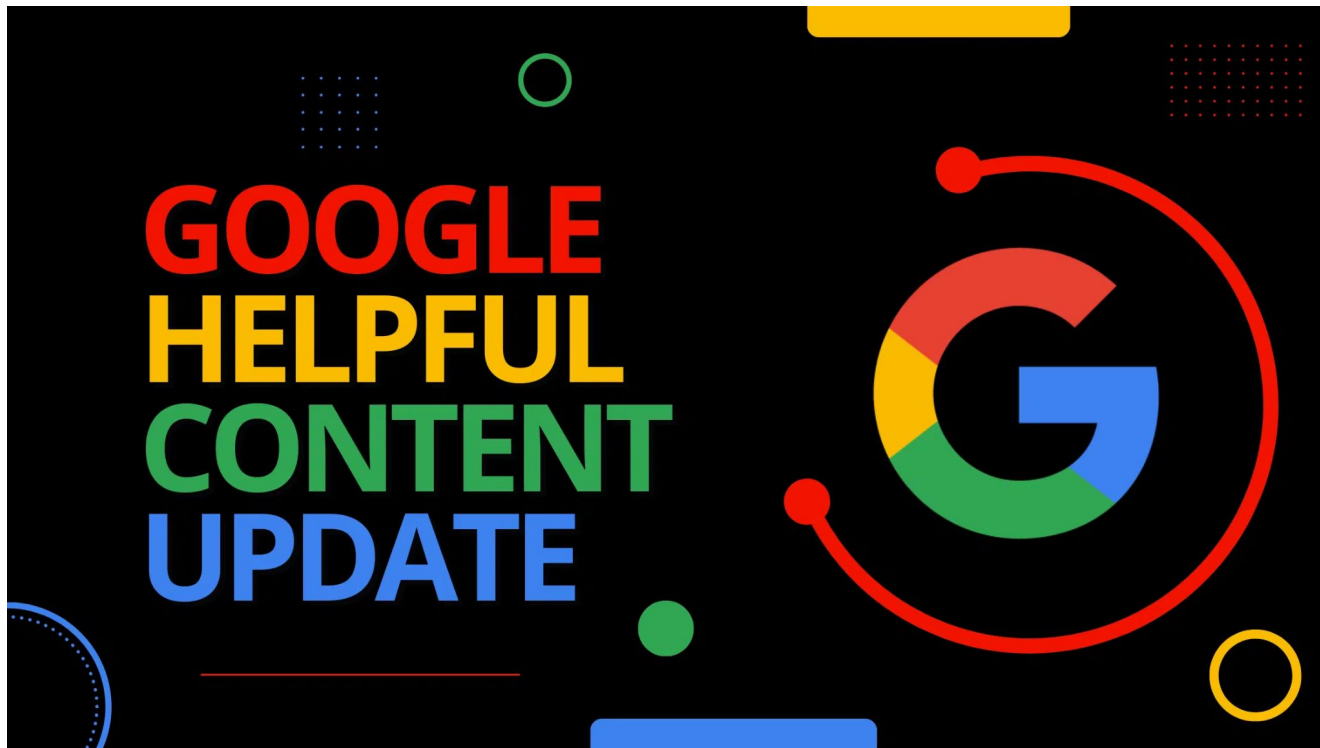
E-E-A-T redefines what a credible website should be in the eyes of Google.

By prioritizing Experience, Expertise, Authoritativeness, and Trustworthiness, businesses can enhance their content quality, user satisfaction, and trustworthiness, leading to higher search rankings and attracting more organic traffic.



And another one

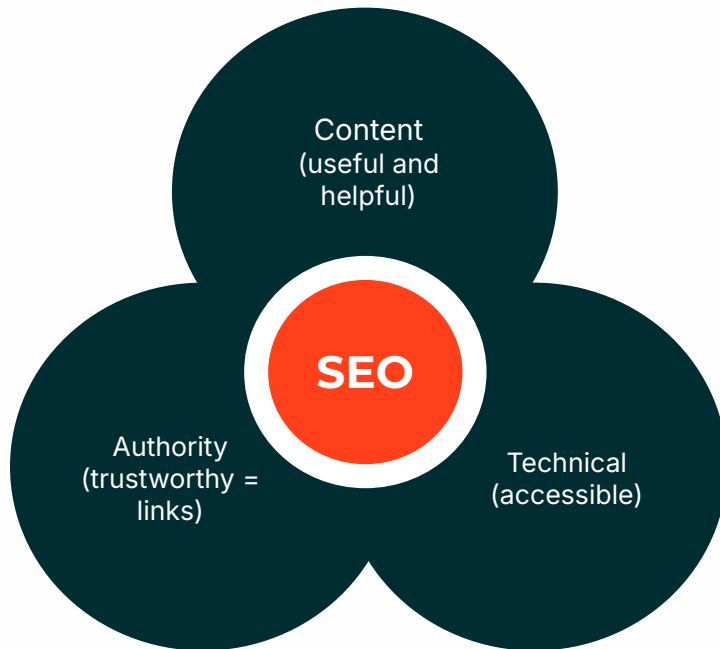
HCU



The three main elements of traditional SEO

3 main elements have an impact - in general - on how you rank in the search engines:

- **Technical** foundation
- Superior **content**
- Trustworthy **authority**



Traditional SEO content process

Process of SEO content

Step 1: brainstorm

Step 2: finding keywords

Step 3: selecting your primary keyword

Step 4: categorising the rest of your keywords

Step 5: Find topical relevant keywords

Step 6: writing & processing keywords in your texts

Step 7: Interlink & submit your content to Google

15/3/2020.
Publication
and adding
page to GSC

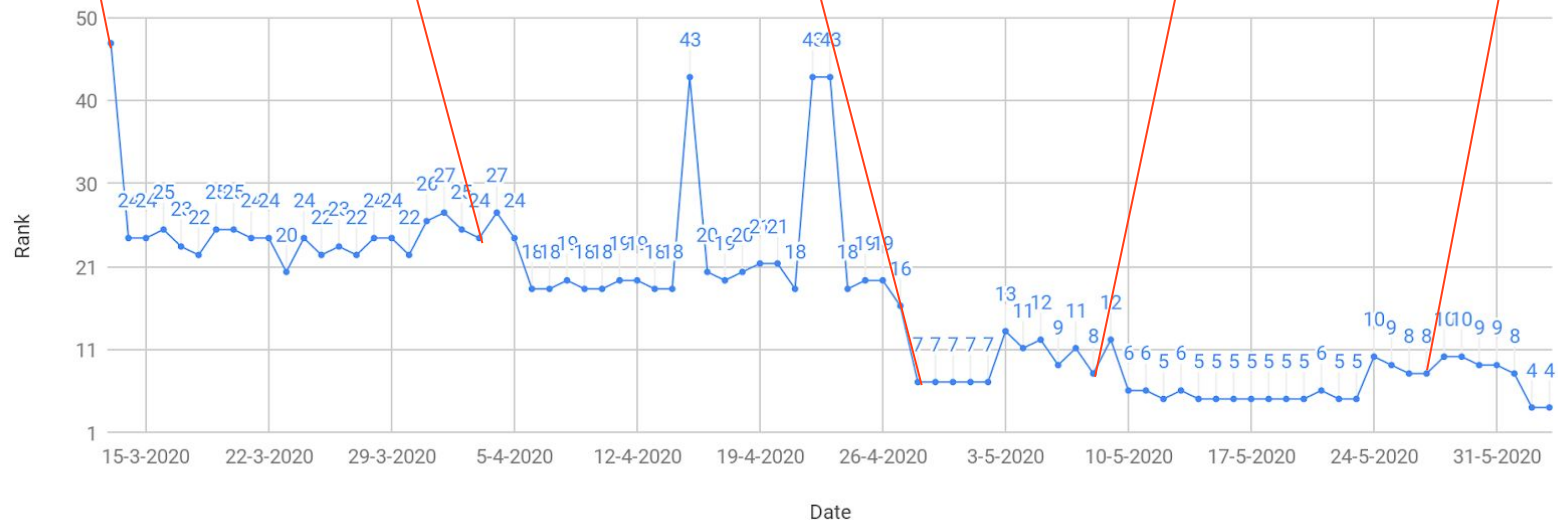
30/3. **Internal**
link from another
important page
added

27/4. We investigated relevant
keywords and implemented
them in the text. Added the page
again to GSC.

5/5. **Internal link** from an
SEO category page.

23/5. **Internal link** from the
homepage.

Rankings "seo copywriting"

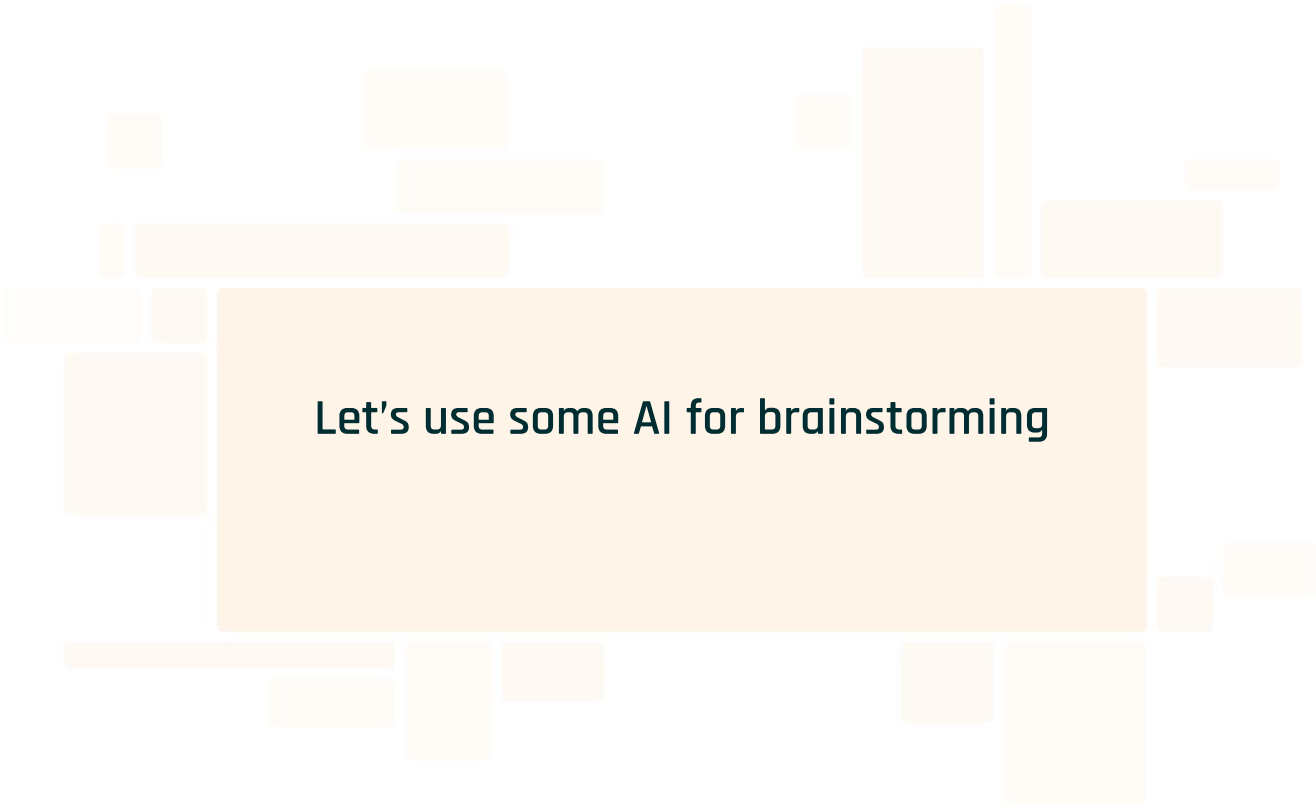


Step 1: Brainstorm

Goal

1. Table of contents for your text
2. Initial idea of keywords
3. Discover long-tail keywords or FAQs your audience is coping with
4. Use **AI as a starting point for all of your product descriptions** / product information



The background features a collection of semi-transparent orange and yellow rectangles of various sizes and orientations, scattered across the slide. A large, solid orange rectangle is centered in the middle, serving as a backdrop for the text.

Let's use some AI for brainstorming

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords



I want to write a text about [topic]. I want to show off the USPs of this product: [USP1], [USP2] and [USP3]. Can you give me a table of contents for an SEO text on this topic and provide relevant keywords accordingly (volumes as well, if available)?

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords

I want to write a text about DC charging stations. I want to show off the USPs of this product: the high quality of product and installation, the award-winning design, the loading speed and smart loading techniques). Can you give me a table of contents for an SEO text on this topic and provide relevant keywords accordingly (volumes as well, if available)?

Here's a suggested **Table of Contents** for your SEO-optimized text on **DC Charging Stations**, along with relevant keywords and search volumes where available:

Table of Contents

1. Introduction: The Future of Fast Charging
2. What Are DC Charging Stations?
3. Why Choose Our DC Charging Stations?
 - High-Quality Products & Installation
 - Award-Winning Design
 - Unmatched Charging Speed
 - Smart Loading Techniques for Efficient Energy Use
4. The Importance of Fast, Reliable Charging for EV Adoption
5. How Our DC Charging Stations Support Sustainability
6. Installation Process: A Seamless Experience from Start to Finish
7. Conclusion: Powering the Future with Innovative Charging Solutions

SEO Keyword Research

Here's a keyword breakdown with estimated monthly search volumes (US) and intent categories:

Keyword	Volume (US)	Intent
DC charging stations	5,400	Informational
fast EV charging stations	2,900	Commercial
high-speed EV chargers	1,800	Commercial
EV charging station installation	1,600	Transactional
smart EV charging solutions	1,300	Informational
best EV charging stations	1,500	Commercial
EV charging technology	1,000	Informational
high-quality EV chargers	900	Commercial
fast-charging infrastructure	850	Informational
award-winning EV chargers	600	Commercial

Keyword Insights

- **Primary Focus:** "DC charging stations" – broad, high-volume, and covers the main product.
- **USP Keywords:** *high-quality EV chargers, smart EV charging solutions, award-winning EV chargers.*
- **Supporting Content:** "fast-charging infrastructure" and "EV charging technology" add technical depth.

Would you like help crafting SEO-friendly headings or writing meta descriptions for the text? 😊

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords - non-English knowledge



ChatGPT

Used Keyword Explorer



Used Keyword Explorer



Op basis van de belangrijkste keywords "DC laadpaal" en "snellaadpaal", en de aanvullende relevante keywords die we hebben gevonden, stel ik de volgende inhoudstafel voor voor een SEO-geoptimaliseerde tekst over jouw DC laadpaal (snellaadpaal):

1. Introductie

- Het belang van snelladen in de huidige elektrische voertuigmarkt
- Overzicht van de DC laadpaal (snellaadpaal)

2. Wat is een DC Laadpaal?

- Definitie en werking van DC laadpalen
- Verschil tussen AC-laadpaal en DC-laadpaal

3. Voordelen van een DC Snellaadpaal

- Snelheid van opladen: de snelste laadoplossing in Europa
- Hoogwaardige technologie en betrouwbaarheid
- Uitmuntend design

4. Toepassingen van DC Laadpalen

- Thuisgebruik (DC laadpaal thuis)
- Zakelijk gebruik en openbare locaties
- Stationaire DC laadpalen voor bedrijven en gemeenten

5. Installatie en Gebruik

- Hoe installeer je een DC laadpaal?



Aanvullende relevante keywords:

- DC laadpaal prijs
- DC laadpaal thuis
- AC-laadpaal
- DC lader thuis
- Laadpaal AC of DC
- Snellaadpaal in de buurt
- Snellaadpaal kopen
- Snellaadpaal thuis
- Fastned
- Snellaadpalen leveranciers

Deze inhoudstafel en keywords zouden moeten helpen om een uitgebreide en SEO-vriendelijke tekst te schrijven die de troeven van jouw DC laadpaal benadrukt.

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords

- But keep on using Mangools, Answer the Public, the Google Ads Keyword Planner and keep looking at the SERPs to **factcheck** and to get specific keyword **volumes** (since AI is not accurate in that matter and can hallucinate).
- However, the tool is great to get insight on **longtail keywords**.



ChatGPT

Used Keyword Explorer

Het lijkt erop dat ik momenteel geen specifieke informatie over relevante keywords en longtail keywords, inclusief zoekvolumes, kan verstrekken voor wintersport en skivakanties rond de paasvakantie. Dit kan te wijten zijn aan een technische beperking of een tijdelijk probleem met de data-aanlevering.

Desondanks kan ik je wel algemene aanbevelingen geven over hoe je relevante keywords en longtail keywords kunt identificeren en gebruiken om je content te optimaliseren:

1. **Gebruik Keyword Research Tools:** Tools zoals Google Keyword Planner, SEMrush, Ahrefs, en Ubersuggest kunnen je helpen bij het vinden van relevante keywords en hun zoekvolumes. Deze tools bieden vaak ook inzicht in de concurrentie en kunnen suggesties doen voor longtail keywords.
2. **Focus op Specifieke Locaties:** Voor skivakanties en wintersport kan het nuttig zijn om je te richten op specifieke skigebieden of landen. Bijvoorbeeld: "wintersport Oostenrijk paasvakantie", "skivakantie Frankrijk Pasen", of "familie skivakantie Zwitserland paasvakantie".
3. **Overweeg Zoekintentie:** Denk na over wat je doelgroep zoekt. Zijn ze op zoek naar aanbiedingen, pakketreizen, informatie over skigebieden, tips voor beginners, of uitrusting huren? Keywords als "goedkope skivakantie paasvakantie", "skiles tijdens paasvakantie", of "beste familie skigebieden Pasen" kunnen relevant zijn.
4. **Gebruik Seizoensgebonden en Evenementen** ↓ **erelateerde Keywords:** Naast de paasvakantie, kunnen er specifieke evenementen of feestdagen zijn die relevant zijn voor je doelgroep.

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords

Gems

-  Copywriter
-  Brainstormer
-  Loopbaanadviseur
-  Minder
-  Programmeerpartner
-  Wervingsadviseur
-  Studiebegeleider
-  Outreach-specialist
-  Bedenker van verkoop pitches
-  Sentimentanalist
-  Schrijffeditor

Gemini **Advanced**

I want to write a text about DC charging stations. I want to show off the USPs of this product: the high quality of product and installation, the award-winning design, th...

 Copywriter

Hallo! Ik ben Copywriter, je ervaren partner in het creëren van pakkende marketingteksten. Ik help je graag bij het schrijven van overtuigende content die je doelgroep aanspreekt.

Laten we beginnen met jouw DC-laadstations. Om de perfecte tekst te schrijven, heb ik wat meer informatie nodig. Kun je me vertellen over het specifieke product of de campagne die je promoot? Wat weet je al over je doelgroep? Zijn er merckrichtlijnen, zoals een specifieke tone of voice, die ik moet volgen?

Zodra ik deze informatie heb, kan ik je helpen bij het onderzoeken van markttrends, het identificeren van persona's en het definiëren van je doelgroep, zodat we samen een effectieve tekst kunnen ontwikkelen.

Maar om alvast een start te maken, hier is een mogelijke tabel met inhoud voor een SEO-tekst over DC-laadstations, inclusief relevante zoekwoorden (met indicatieve zoekvolumes - let op: deze kunnen variëren afhankelijk van de tool en regio):

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords

Titel: Snel en Slim Laden: Ontdek de Kracht van Onze DC-Laadstations

Inleiding:

- Korte introductie over de groeiende populariteit van elektrische voertuigen en de behoefte aan snelle en betrouwbare laadoplossingen.

• **Keywords:** *DC-laadstations (1.000), snelladen (5.000), elektrische auto opladen (10.000)*

Hoofdstuk 1: De Voordelen van DC-Laden

- Uitleg van de technologie achter DC-laden en de voordelen ten opzichte van AC-laden.
- Focus op laadsnelheid en tijdsbesparing.

• **Keywords:** *DC-snelladen (2.000), snellader elektrische auto (1.500), verschil AC DC laden (500)*

Hoofdstuk 2: Onze DC-Laadstations: Kwaliteit en Design

- Highlighten van de hoogwaardige materialen en constructie.
- Uitleg over het bekroonde design en de esthetische aantrekkingskracht.

• **Keywords:** *hoogwaardige laadstations (300), design laadstations (200), bekroonde laadstations (100)*

But where do these volumes come from? And are they considered Belgian data?

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords



Copywriter

De zoekvolumes die ik eerder noemde, zijn indicatief en algemeen. Ze zijn niet specifiek gekoppeld aan een bepaald land. Zoekvolume fluctueert constant en is afhankelijk van verschillende factoren, zoals trends, seizoensinvloeden en concurrentie.

Om specifieke zoekvolumes voor een bepaald land te krijgen, kun je gebruikmaken van professionele SEO-tools. Enkele bekende tools zijn:

- **Ahrefs:** Biedt uitgebreide data over zoekwoorden, concurrentie en backlinks.
- **SEMrush:** Vergelijkbaar met Ahrefs, met een focus op marketinganalyse.
- **Google Keyword Planner:** Gratis tool van Google, handig voor het vinden van zoekwoorden en het krijgen van een indicatie van het zoekvolume.
- **Moz Keyword Explorer:** Geeft inzicht in zoekwoorden en hun moeilijkheidsgraad.

Deze tools bieden vaak de mogelijkheid om zoekvolumes per land of regio te bekijken. Het is belangrijk om te onthouden dat de data die deze tools leveren, schattingen zijn. De exacte zoekvolumes zijn alleen bekend bij zoekmachines zoals Google.

Door deze tools te gebruiken en je specifieke land te selecteren, kun je een beter beeld krijgen van de relevante zoekwoorden en hun zoekvolumes voor jouw DC-laadstations.

- No fact-check possible with the Google-button in Gemini.
- However, suggestions to fact-check the information with trusted SEO tools, just like ChatGPT did.

ChatGPT / Gemini / Copilot / Perplexity

Explore Gem's brainstormer

The screenshot displays the Gemini Advanced web interface. On the left sidebar, under the 'Recent' section, a chat titled 'Kindervoetbalkleding: keyw...' is visible. Below this, the 'Gems' section is highlighted with a red rectangle, and the 'Brainstormer' gem is selected. The main chat area shows a user prompt: 'I'm optimizing a web page on kids football clothing. Could you brainstorm with me about the keywords and longtails concerning this topic?'. The AI response, from the 'Brainstormer' gem, reads: 'Hallo! Ik ben Brainstormer, jouw tool voor creatieve ideeën. Ik help je graag met het bedenken van originele keywords en longtails voor je webpagina over kindervoetbalkleding. Denk aan cadeau-ideeën, themafeesten of weekendactiviteiten. Laten we beginnen met jouw webpagina. Om de beste keywords en longtails te vinden, heb ik wat meer informatie nodig.'

- Voor welke leeftijdscategorie is de kindervoetbalkleding bedoeld? (bijvoorbeeld peuters, basisschoolkinderen, tieners)
- Zijn er specifieke merken of soorten kleding waar je je op richt? (bijvoorbeeld shirts, broeken, schoenen, keepsuitsuitrusting)
- Wat is het doel van de webpagina? (bijvoorbeeld verkoop, informatie, advies)
- Zijn er specifieke kenmerken van de kleding die je wilt benadrukken? (bijvoorbeeld duurzaamheid, comfort, design)
- Zijn er specifieke voetbalclubs of spelers waar de kleding aan gerelateerd is?

ChatGPT / Gemini / Copilot / Perplexity

Explore Gem's brainstormer

I want to focus on teens, mainly shoes and shirts. The web page needs to inform the reader about the broad range of products, but also needs to direct people towards buying. Our products (our brand is Decathlon) are sustainable, availability, many color combinations, top brands but also affordable brands.

1. Algemene keywords:

- "Voetbalkleding tieners"
- "Voetbalschoenen tieners"
- "Voetbalshirts tieners"
- "Duurzame voetbalkleding tieners"
- "Betaalbare voetbalkleding tieners"
- "Decathlon voetbalkleding tieners"

2. Longtail keywords:

- "Waar kan ik duurzame voetbalschoenen voor tieners kopen?"
- "Beste betaalbare voetbalshirts voor tieners met veel kleurkeuze"
- "Voetbalkleding tieners Decathlon online bestellen"
- "Voetbalschoenen tieners voor kunstgras Decathlon"
- "Hoe kies ik de juiste maat voetbalkleding voor tieners?"
- "Voetbalshirts tieners met snelle levering Decathlon"

3. Trendgerichte keywords:

- "Voetbalshirts tieners nieuwste kleuren"
- "Voetbalschoenen tieners Champions League editie"
- "Voetbalkleding tieners met [populaire speler] print"

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords



Generate a list of 10 long-tail keywords related to <business> that are relevant to <persona>, considering their search intent and the <challenges> they face.

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords

- This type of prompt focuses more on the **intentions, needs and issues** the audience might be coping with.
- Takes into account **long-tail keywords**, besides the traditional short ones.
- Possible to incorporate multiple audiences since their needs might differ.

Here's a list of 10 long-tail keywords related to **LolaLiza Belgium**, tailored for women in their twenties and thirties. These keywords reflect common search intents, lifestyle considerations, and fashion challenges faced by this demographic—like finding stylish yet affordable outfits, balancing trends with comfort, and shopping for versatile wardrobe pieces.

Long-Tail Keyword	Search Intent	Challenge/Need Addressed
affordable trendy women's clothing Belgium	Commercial	Finding stylish pieces without breaking the bank
best workwear outfits for young professionals	Informational	Looking for fashionable yet office-appropriate attire
casual chic outfits for women in their 30s	Informational	Balancing comfort and style for everyday wear
where to buy stylish dresses in Belgium	Transactional	Locating reliable fashion retailers locally
LolaLiza Belgium new arrivals women's fashion	Commercial	Staying updated on the latest collections
versatile wardrobe essentials for busy women	Informational	Building a practical yet stylish wardrobe
trendy yet comfortable dresses for women Belgium	Commercial	Prioritizing comfort while staying on-trend
sustainable fashion options in Belgium	Informational	Seeking eco-conscious clothing alternatives
LolaLiza online shopping women's clothing	Transactional	Finding convenient ways to shop from home
outfit ideas for brunch with friends Belgium	Informational	Needing inspiration for casual social events

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords, but make it local



Generate a list of 5 location-specific keywords <business> should target to attract <persona> in its local market.

ChatGPT / Gemini / Copilot / Perplexity

Explore keywords, but make it local

Here are **5 location-specific keywords** LolaLiza Belgium can target to attract women in their twenties and thirties, focusing on local search intent and fashion-related needs:

Keyword	Search Intent	Target Audience Need/Challenge
women's fashion stores in Brussels	Transactional	Finding trendy, accessible stores in the capital
best clothing shops in Antwerp for young women	Informational	Discovering stylish and unique outfits in Antwerp
LolaLiza Ghent store opening hours	Transactional	Locating and visiting physical stores
trendy women's clothing in Leuven	Commercial	Seeking fashionable pieces in a university city
affordable dresses in Bruges	Commercial	Finding budget-friendly yet stylish dresses

These keywords combine **local relevance** with **specific purchase intent**, helping LolaLiza connect with customers searching for fashion options nearby.

Related important keywords

"What are important SEO keywords for X"

1. Honeymoon destinations
2. Honeymoon packages
3. Honeymoon hotels
4. Romantic getaways
5. Honeymoon cruises
6. Beach honeymoons
7. Honeymoon ideas
8. All-inclusive honeymoons
9. Budget honeymoons
10. Honeymoon activities

Related important keywords

“What are important SEO keywords for X”

1. All-inclusive honeymoon packages
2. Honeymoon destination ideas
3. Beach honeymoon destinations
4. Honeymoon resorts
5. Honeymoon trips
6. Romantic honeymoon getaways
7. Honeymoon cruises
8. Luxury honeymoons
9. Honeymoon hotels
10. Affordable honeymoons

Related topics and long-tail keywords

"What are related topics for X"

The screenshot shows a Google Docs interface. The main document area contains the following text:

what do people search in google when looking for tennis shoes

1. Best tennis shoes
2. Men's tennis shoes
3. Women's tennis shoes
4. Nike tennis shoes
5. Adidas tennis shoes
6. Breathable tennis shoes
7. Comfortable tennis shoes
8. Lightweight tennis shoes
9. Affordable tennis shoes
10. Durable tennis shoes

in Dutch

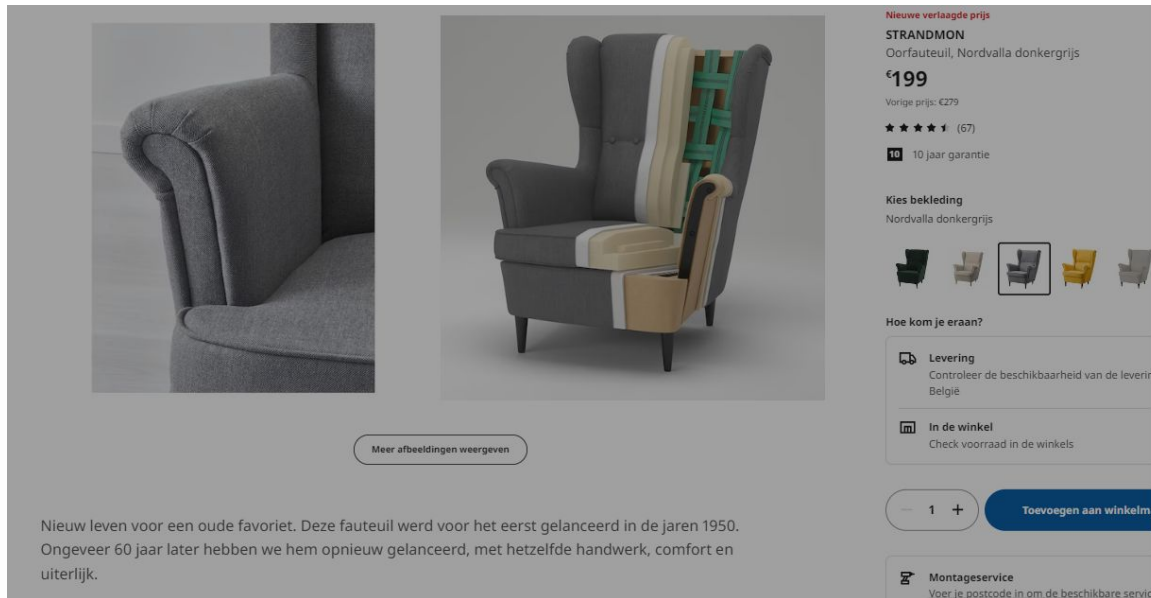
1. Beste tennisschoenen
2. Mannen's tennisschoenen
3. Vrouwen's tennisschoenen
4. Nike tennisschoenen
5. Adidas tennisschoenen
6. Ademende tennisschoenen
7. Comfortabele tennisschoenen
8. Lichtgewicht tennisschoenen
9. Betaalbare tennisschoenen
10. Duurzame tennisschoenen

The left sidebar shows a 'SUMMARY' section with a '+' icon and an 'OUTLINE' section with the text: 'Headings that you add to the document will appear here.'

The right sidebar is titled 'GPT for Sheets™ and Docs™' and contains a text input field with the placeholder 'Type your prompt here (ctrl/⌘ + enter to send)'. Below the input field are buttons for 'Submit', 'Feedback', and 'Tutorial'. The input field contains the text: 'in Dutch' and 'what do people search in google when looking for tennis shoes'. At the bottom of the sidebar, there are settings for 'Model' (text-davinci-003), 'Temperature' (1), 'Max response tokens' (512), and 'Max paragraphs' (10).

You can even ask AI to describe you products for you in keywords if you want to...

What are related topics for X



STRANDMON
Oorfauteuil, Nordvalla donkergrijs

€199
Vorige prijs: €279

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10 10 jaar garantie

Kies bekleding
Nordvalla donkergrijs

Hoe kom je eraan?

- Levering**
Controleer de beschikbaarheid van de levering in België
- In de winkel**
Check voorraad in de winkels

Montageservice
Voer je postcode in om de beschikbare service te zien

Nieuw leven voor een oude favoriet. Deze fauteuil werd voor het eerst gelanceerd in de jaren 1950. Ongeveer 60 jaar later hebben we hem opnieuw gelanceerd, met hetzelfde handwerk, comfort en uiterlijk.

Meer afbeeldingen weergeven

Je kan echt ontspannen en genieten omdat de hoge rugleuning van deze fauteuil je nek extra steun geeft.

Gratis 10 jaar garantie. Lees meer over de voorwaarden op onze website.

Designer
IKEA of Sweden

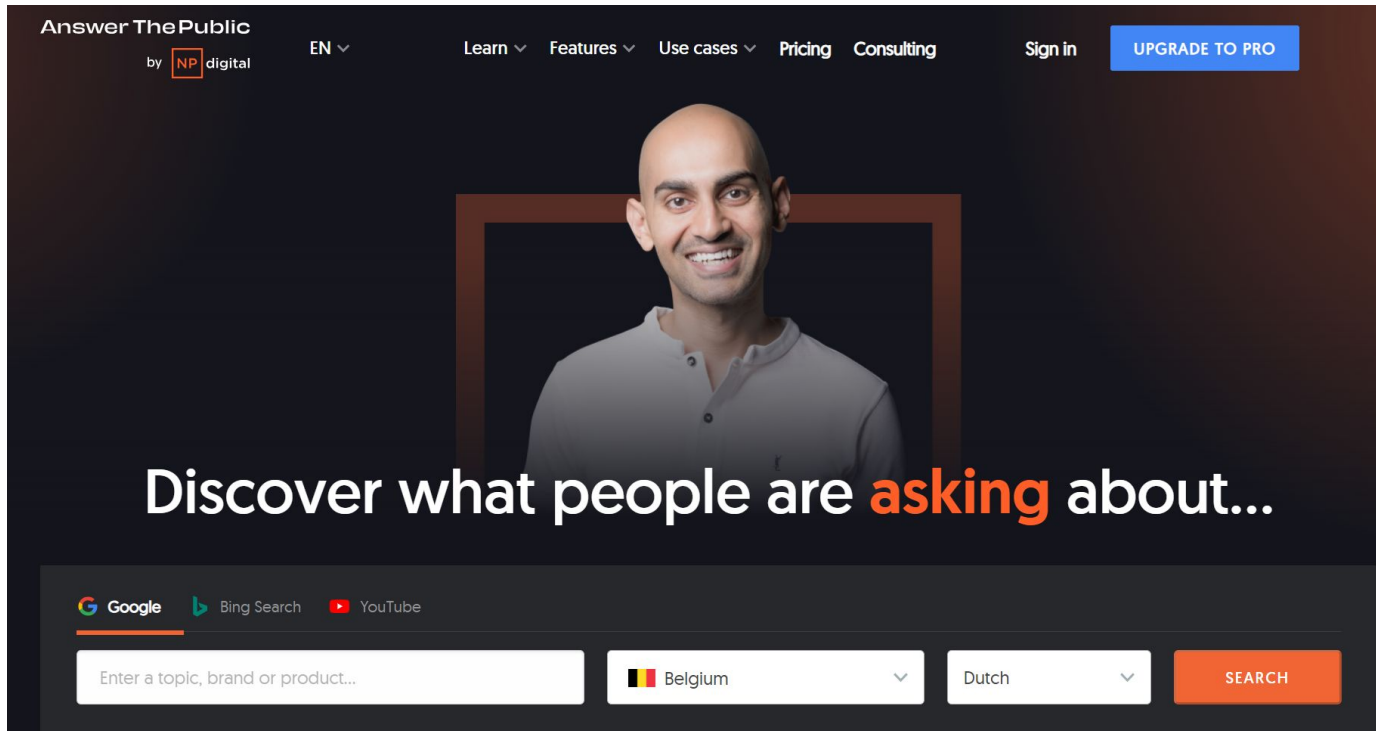
Artikelnummer
203.432.24

Materiaal & onderhoud

Veiligheid en naleving

Montage & documenten

Find out what your audience is looking for



The screenshot shows the AnswerThePublic website. At the top, the navigation bar includes the logo "Answer ThePublic by NP digital", a language dropdown "EN", and links for "Learn", "Features", "Use cases", "Pricing", and "Consulting". A "Sign in" link and a blue "UPGRADE TO PRO" button are on the right. The main section features a portrait of a smiling man in a grey shirt, framed by a thick brown border. Below the portrait, the text "Discover what people are asking about..." is displayed, with "asking" in orange. At the bottom, there is a search bar with the placeholder "Enter a topic, brand or product...", a country dropdown set to "Belgium" (with a flag icon), a language dropdown set to "Dutch", and an orange "SEARCH" button. Above the search bar, there are links for "Google", "Bing Search", and "YouTube".

Answer ThePublic
by NP digital

EN ▾

Learn ▾ Features ▾ Use cases ▾ Pricing Consulting

Sign in

UPGRADE TO PRO

Discover what people are asking about...

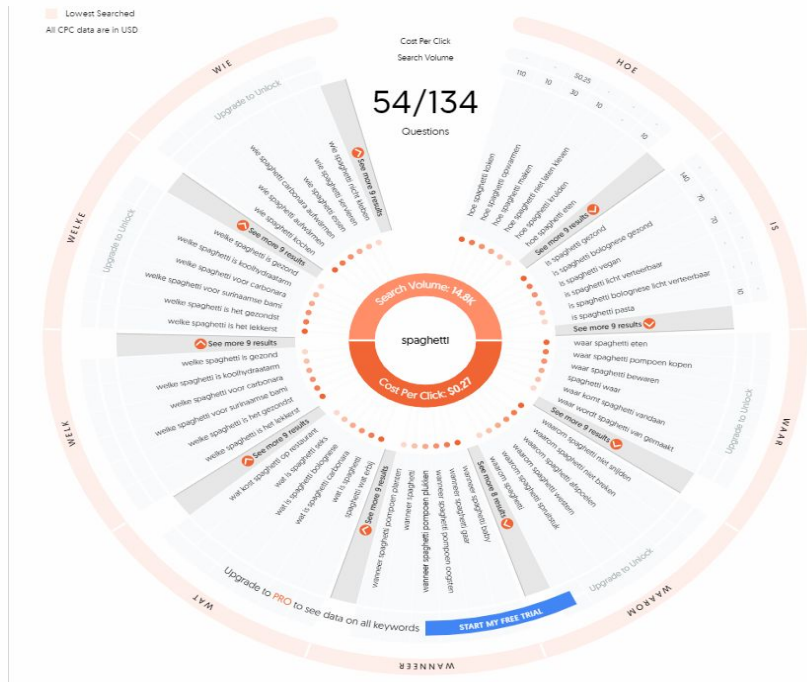
Google Bing Search YouTube

Enter a topic, brand or product...

Belgium ▾

Dutch ▾

SEARCH



Google Trends, signals & SERP



all i want for christmas
Zoekterm

+ Vergelijken

België

Afgelopen vijf jaar

Alle categorieën

Google Zoeken

Interesse in de loop der tijd



milieuvriendelijke allesre

milieuvriendelijke allesreiniger

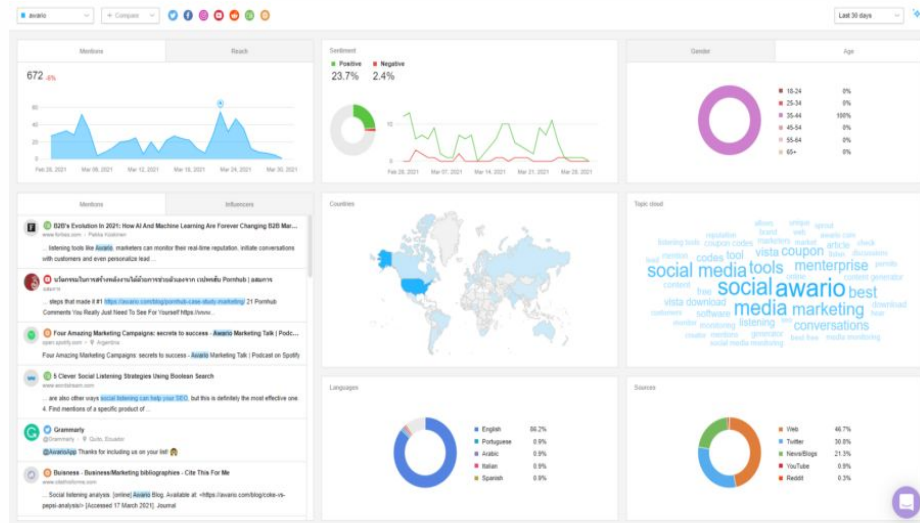
milieuvriendelijke allesreiniger maken

Google zoeken

Ik doe een gok

Ongepaste voorspellingen melden

Social listeners



Start Your Free Trial

Plan and publish TikTok content alongside other networks from a single dashboard, with the help of our best time to post feature.

Master TikTok fundamentals and stay on top of new developments with extensive free resources designed to guide you every step of the way.

Facebook, Twitter, & Pinterest



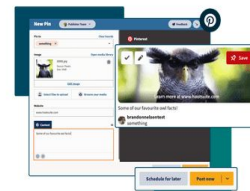
Build fans on Facebook

Grow your reach and get more followers on social media's biggest stage.



Track trends on Twitter

See recent mentions of your brand, industry, and competitors.



Pique interest on Pinterest

Create eye-catching Pinterest pins and boards right from your dashboard.

Pinterest Trends, TikTok search, IG hashtags

 Zakelijk ▼ Advertenties ▼

Populaire trends van deze maand in de Benelux (NL, BE, LU)

Trends met een hoog zoekvolume in de afgelopen 30 dagen



Ontdek trends in Benelux (NL, BE, LU)

Bekijk welke content er populair is op Pinterest en wanneer mensen op bepaalde trends zoeken. Meer informatie

[Campagne maken](#)

Filters	Trefwoorden	Wekelijkse verandering	Maandelijkse verandering	Jaarlijkse verandering
Trendtype  Stijgend in populariteit ▼ Trends waarvan het zoekvolume in de afgelopen 90 dagen ten opzichte van de geselecteerde einddatum sterk is gegroeid Einddatum  10-11-2022  12-08-2022 – 09-11-2022	kerst knutselen		30%	100%
	knutselideeën		20%	40%
	sinterklaas		100%	300%
	buiten kerst		40%	900%
	sinterklaas knutselen		200%	1.000%

Spyfu

Competitor analysis and SEO check

**Our marketing revenue engine
boosts SEO & PPC profits**

SEO marketing suite, PPC analyzer, Historic data, Competitive analysis,
Backlink outreach, Unlimited keyword & domain projects, Custom
reporting.

Q Enter a domain, URL, or keyword US SEARCH

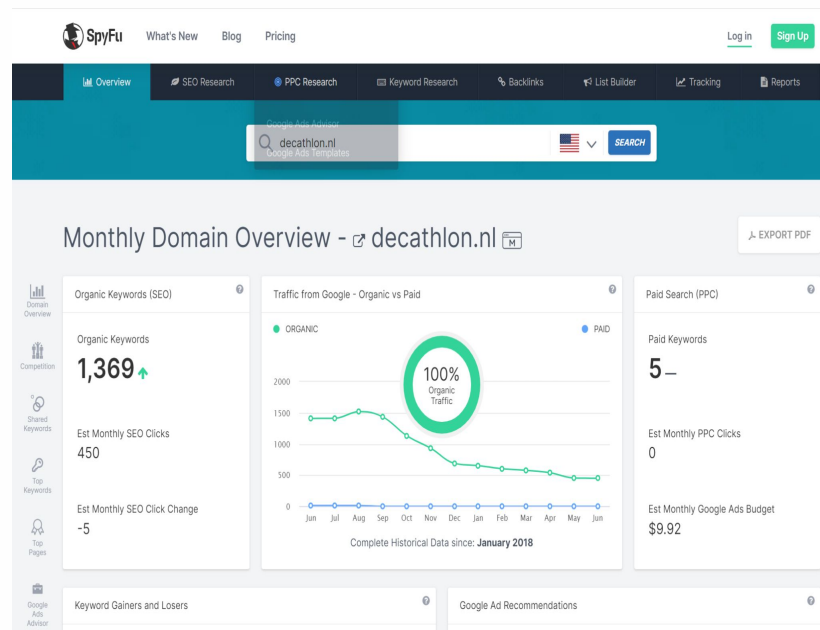
Trusted by the brands

Adobe amazon Microsoft twilio

See what's

- US - United States
- AU - Australia
- BR - Brazil
- CA - Canada
- DE - Germany
- FR - France
- IN - India
- IE - Ireland
- IT - Italy
- MX - Mexico
- NL - Netherlands

SEO PPC Competitive Int Reports



Spyfu

Competitor analysis and SEO check

Top Pages

Page	Est Monthly SEO Clicks	Keywords
Decathlon.nl - Sport voor iedereen decathlon.nl	73	VIEW 99 KEYWORDS ▾
Decathlon Amsterdam Arena - voor al je sportartikelen decathlon.nl/landing/decathlon-amsterdam-arena/_/R-a-sportwinkel-amsterdam-zuidoost	30	VIEW 7 KEYWORDS ▾
Tent kopen? Decathlon.nl De Tenten specialist decathlon.nl/browse/c0-sporten/c1-kamperen/c2-tenten/_/N-n7644x	25	VIEW 28 KEYWORDS ▾
Fiets kopen? Beste prijs-kwaliteit fietsen decathlon.nl/browse/c0-sporten/c1-fietsen/c2-fiets/_/N-1kb7it2	20	VIEW 22 KEYWORDS ▾
Zwemkleding kopen? decathlon.nl/browse/c0-zwemkleding/_/N-1ot45sr	15	VIEW 9 KEYWORDS ▾
VIEW ALL TOP PAGES >		

Spot gaps with AI

Competitor analysis and SEO check - ChatGPT & Copilot

Upload your competitor's sitemap(s) into the AI tool of your preference and ask about content that's lacking, gaps on certain pages,... to elevate your own SEO web pages.

ChatGPT ▾

Can you look at these pages and tell me which content gaps there are?

This is the sitemap of the website, but focus on content rather than product gaps: <https://neckermann.be/sitemap.xml>

Spot gaps with AI

Competitor analysis and SEO check - ChatGPT & Copilot

Can you look at these pages and tell me which content gaps there are?

This is the sitemap of the website, but focus on content rather than product gaps: <https://neckermann.be/sitemap.xml>

After reviewing the sitemap and available content on neckermann.be, here are some identified content gaps and recommendations to enhance the website's offerings:

1. In-Depth Travel Guides and Destination Content:

- The current content provides an overview of various vacation types and destinations. However, there is a lack of comprehensive travel guides that delve into local attractions, cultural insights, dining recommendations, and travel tips for specific destinations. Creating detailed guides can enhance user engagement and provide added value to potential travelers.

2. User-Generated Content and Testimonials:

- Incorporating customer reviews, testimonials, and user-generated content such as travel stories or photos can build trust and provide authentic insights for prospective customers. This content can also enhance the website's credibility and encourage community engagement.

3. Interactive Planning Tools:

- The website could benefit from interactive tools such as vacation planners, budget calculators, or personalized recommendation engines. These tools can assist users in tailoring their vacation choices based on preferences, budgets, and other criteria, thereby improving the user experience.

4. Multimedia Content:

- Integrating high-quality videos, virtual tours, and interactive maps can provide users with immersive experiences of destinations and accommodations. This multimedia approach can make the content more engaging and informative.

5. Localized Content and Language Options:

- Considering the diverse linguistic landscape of Belgium, offering content in multiple languages (e.g., Dutch, French, German) can cater to a broader audience. Additionally, localized content that addresses regional travel interests and preferences can make the website more appealing to different user segments.

6. Sustainability and Responsible Travel Information:

- Providing information on eco-friendly travel options, sustainable accommodations, and responsible tourism practices can appeal to environmentally conscious travelers. This content can position Neckermann as a responsible and forward-thinking travel provider.

7. Mobile Optimization and App Development:

- Ensuring that the website is fully optimized for mobile devices is crucial, given the increasing number of users browsing and booking travel on smartphones and tablets. Developing a dedicated mobile app with exclusive features or offers can further enhance user engagement and loyalty.

Spot gaps with AI

Competitor analysis and SEO check - Grammarly



Eglo - Led-verlichting

Goals

99 Overall score

Waarom LED strips kiezen en waarop moet je letten?

LED strips winnen steeds meer aan populariteit. Nooit eerder was het zo eenvoudig om een kast, een trap of een wand te verlichten! Ben je geen DIY-expert, en weet je niet helemaal zeker hoe je dit aanpakt? Geen probleem. In deze blog geven we 5 tips om je huis een LED strip paradijs te maken!

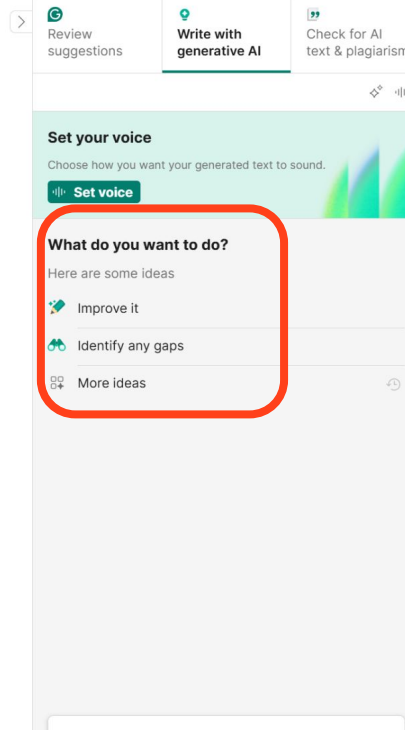
Waarom LED strips kiezen?

LED strips zijn een **veelzijdige verlichtingsoplossing** die de laatste tijd steeds meer gekozen wordt als functionele of sfeerverlichting. Naast **energiezuinig** zijn led strips ook flexibel en kan je ze **op maat** installeren. Je kan ze aanpassen aan de ruimte of het meubel waar ze rond/in/achter/op gekleefd worden qua lengte, kleur en persoonlijke smaak.

Waarop moet je letten bij het kiezen van LED strips?

Tip 1: Vergeet de functie niet uit het oog

LED strips zijn geschikt voor verschillende **toepassingen**, daarom houdt je



Spot gaps with AI

Competitor analysis and SEO check - Grammarly



Identify any gaps

What specific factors should I consider when determining the right lumen output for my LED strip?
How do I install smart LED strips and integrate them with my existing smart home system? Are there any maintenance tips for ensuring the longevity of LED strips in different environments?

Exercise: Brainstorm about your topic

What do you associate with your page's topic?

- Use Answer the Public, the SERP, libraries (TikTok, Pinterest) to detect keywords, keyword clusters or ideas considering your topic.
- Use AI as an extra to get more input.

List all ideas up in a doc or sheet. We'll use it later on. You'll get 15mins to brainstorm and do some research. Afterwards we'll share.

Step 2: Finding keywords (KWR)

Keywords are king

But the algorithm has an impact as well

*"In other languages, we are not nearly there yet, for example, Hindi. Without structured data, **the algorithm calculating relevant search results would have to rely more on keyword analysis** – the old-fashioned way."*

Source: Google's Senior Webmaster Trends Analyst, John Mueller in one of his January 2020 Google Webmaster Hangout -Sessions

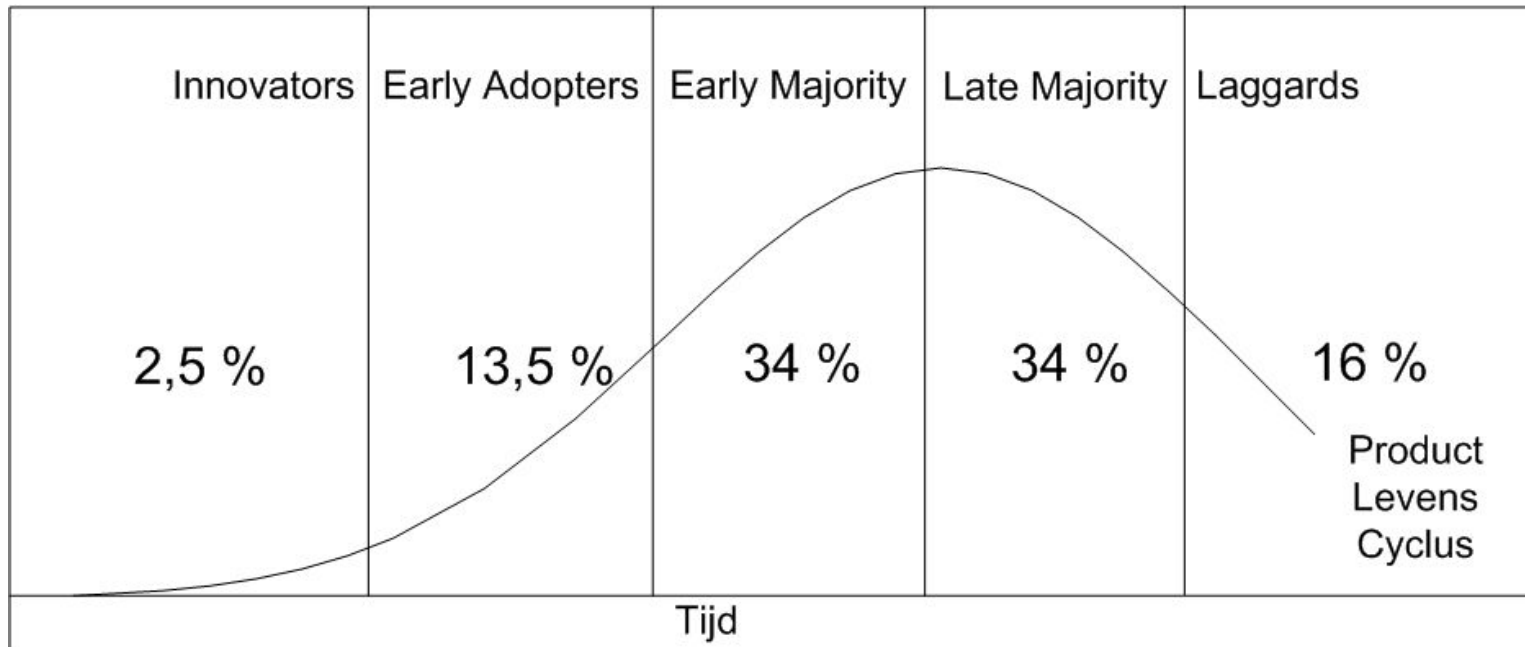
Applications for keywords

- Market research
 - Rise and fall of products
 - Seasonality: when does a subject peak?
- Brand research
 - Brand Power: what associations are made with brands (and your competitors' brands)
- Funnel content for SEO
 - Inspiration for content according to STDC model
 - Content gaps
- E-commerce
 - Filters. Which attributes are searched for icm product categories
- Advertising
 - Campaign Structure

Market research

Get insights in changing volumes

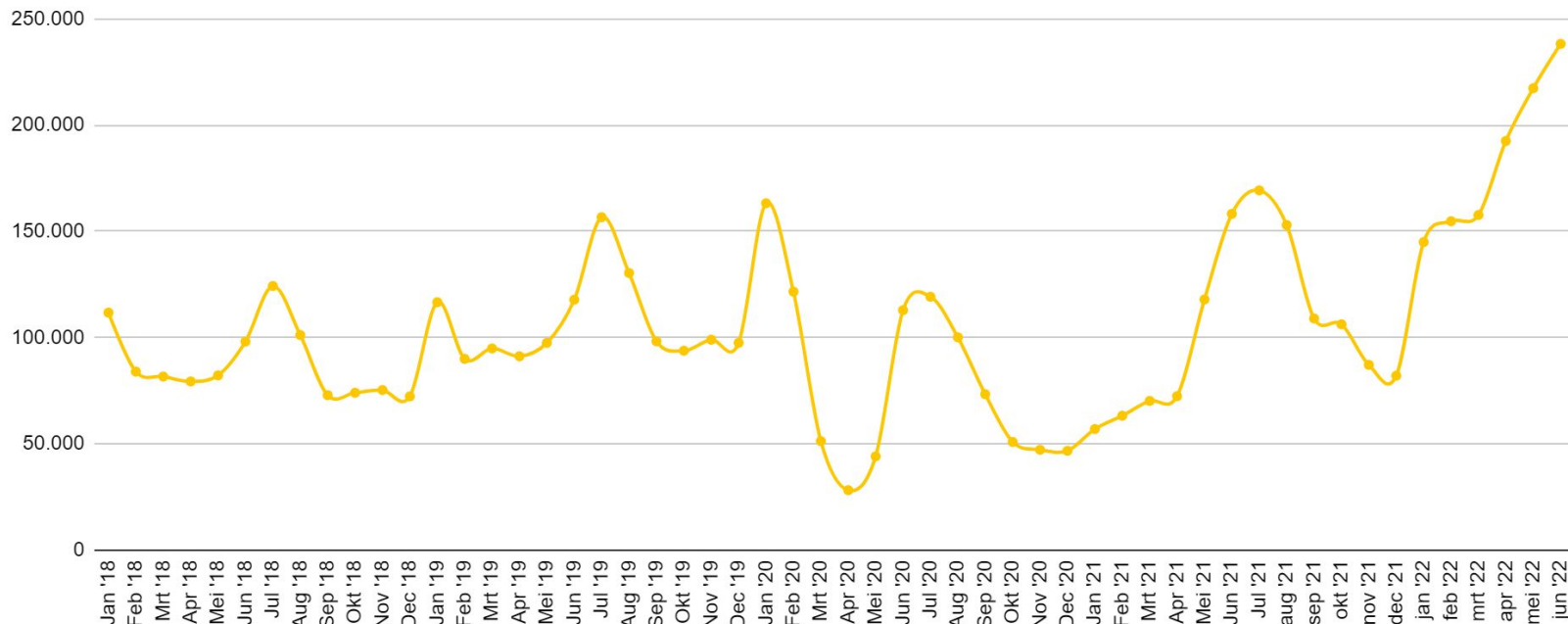
And get to know what your audience wants and when



Get insights in changing volumes

And get to know what your audience wants and when

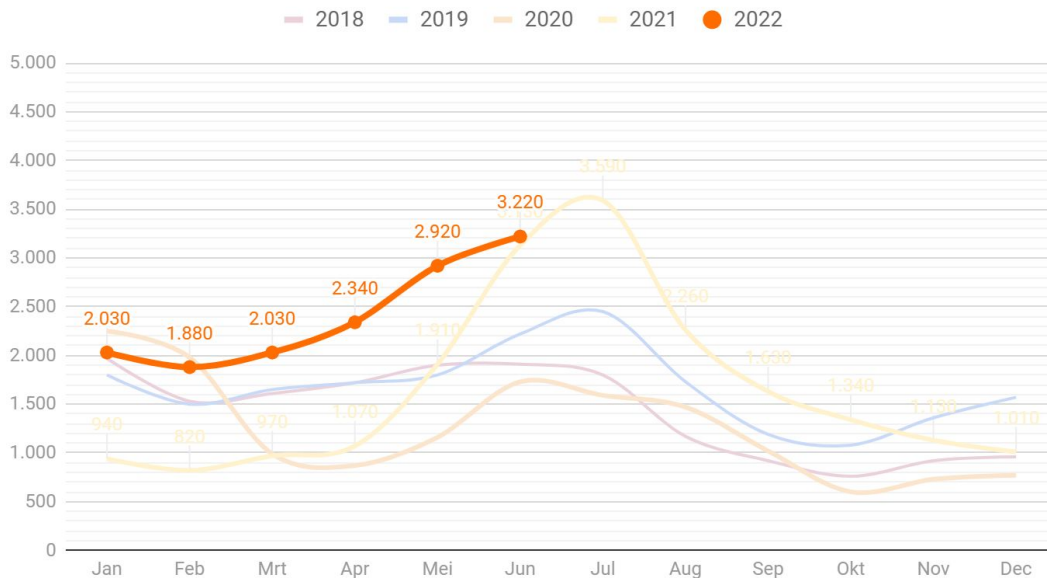
Hotels, parks & Resorts



Compare with past periods

Or competitors

Strandvakanties



Get insights in the specificities of the market

Waar kan ik je mee helpen?

Stel een vraag



Zoeken



Diepgaand onderzoeken



Get insights in the specificities of the market

hebben? Bijvoorbeeld:

- Regelgeving en subsidies voor laadpalen en energiemanagementsystemen
- Concurrentie en bestaande aanbieders in de markt
- Consumentengedrag en bereidheid om te investeren in slimme laadpalen
- Technische vereisten en certificeringen
- Trends en toekomstige ontwikkelingen in de energiemarkt

Laat me weten welke informatie het meest relevant is voor jouw aanpak, zodat ik de analyse hierop kan afstemmen.

Eerzijds concurrentie, anderzijds de trends en toekomstige ontwikkelingen

Ik ga een grondige analyse uitvoeren van de Belgische en Franse energiemarkt met de focus op:

- Concurrentieanalyse: welke bedrijven momenteel slimme laadpalen en energiemanagementsystemen aanbieden en hoe ze zich positioneren.
- Trends en toekomstige ontwikkelingen: technologische innovaties, wetgeving, subsidies en veranderend consumentengedrag in beide markten.

Ik kom bij je terug met een overzichtelijke rapportage zodra de informatie verzameld en geanalyseerd is.

Marktanalyse laadbedrijven: actief in s... [6 bronnen](#)

Stel een vraag



Zoeken



Diepgaand onderzoeken



Q Zocht naar marktanalyse van slimme opladen in België

Ik kijk naar GIREVE voor EV-laadnetwerkinformatie, waaronder publieke en thuisladers, en ben bezig met energiebeheerintegratie. Interesse in smart charging en energiebeheersystemen.

Ik heb [rolandberger.com](#) gelezen

Roland Berger in België meldt dat tegen 2030 78% van de nieuwe auto's elektrisch of hybride is, en bedrijven kiezen voor meer dan 65% EV in hun vloot tegen 2027.**

Ik heb meer van [rolandberger.com](#) gelezen

Bij het verder verkennen van het "spelers in de oplaadmarkt" gedeelte, kijk ik nu naar de bredere impact op de industrie.

Ik heb meer van [rolandberger.com](#) gelezen

Ik kijk naar de regelgeving en stimuleringsprogramma's in Frankrijk en België. Frankrijk heeft strikte regels voor EV-laadstations, terwijl België steeds meer zakelijke EV's aanmoedigt met belastingvoordelen.

Q Zocht naar bedrijven voor slimme EV-opladen in België en Frankrijk

Ik ben bezig met te achterhalen waarom Engie EVBox beëindigt, ondanks de initiële acquisitie. Het lijkt een significante ontwikkeling te zijn in de markt.

Ik heb [electrek.co](#) gelezen

Get insights in the specificities of the market

Take a look:

<https://chatgpt.com/share/67c078d2-4fb8-8004-9582-2281b50c0715>

Analyse van de Belgische en Franse markt voor slimme laadpalen en energiemangement

1. Concurrentieanalyse

Actieve bedrijven en marktspelers

België: De markt voor slimme laadpalen is sterk in ontwikkeling en kent diverse spelers. Traditionele energiebedrijven zoals **ENGIE** (via dochter ENGIE Electrabel/Vianeo) en **Luminus** (EDF-groep) investeren fors in laadinfrastructuur. ENGIE lanceerde bijvoorbeeld het merk **ENGIE Vianeo** voor laaddiensten en plant in België een verdubbeling naar ruim **5.000 laadpunten tegen eind 2025**. Ook **TotalEnergies** is prominent aanwezig; het bedrijf heeft concessies gewonnen om duizenden publieke laadpunten uit te rollen. In 2022 sloot TotalEnergies een contract om **4.400 publieke laadpunten in Vlaanderen** te installeren binnen twee jaar, waarbij het uitsluitend groene stroom (Noordzee-wind) gebruikt voor deze laadpalen. Daarnaast zijn **Fastned** (Nederlands snellaadnetwerk) en **Allego** (eveneens Nederlands, met > 1.500 laadpunten in België MOBILITYPORTAL.EU) belangrijke aanbieders van (snel)laadoplossingen. **Ionity** (een joint venture van autofabrikanten) exploiteert ultrasnelladers langs snelwegen (hoewel maar 16 locaties in BE, wel hoge capaciteit). Verder zijn er **lokale initiatieven**: **DATS24** (Colruyt Group) biedt betaalbare laadbeurten en opende een van de grootste Belgische laadstations (109 punten). **EnergyDrive** concurreert met **lage kWh-tarieven** ($\pm \text{€}0,35\text{-}0,36$) om EV-rijders te lokken MOBILITYPORTAL.EU. Ook supermarktketen **Lidl** installeert tientallen gratis of goedkope laadpunten bij filialen MOBILITYPORTAL.EU. Ten slotte is **Blink Charging** (VS) actief geworden via de overname van **Blue Corner**, een pionier met een laadnetwerk in België BLINKCHARGING.COM BLINKCHARGING.COM .

Brand research

When searching for keywords

You'll get insights in your own brands

- Connections of keywords with your brand by your audience: is this logical and complete, are there products/services that are lacking,...?
- Keyword connections with other brands (e.g. they're more easily connected to certain keywords you also want to invest in).

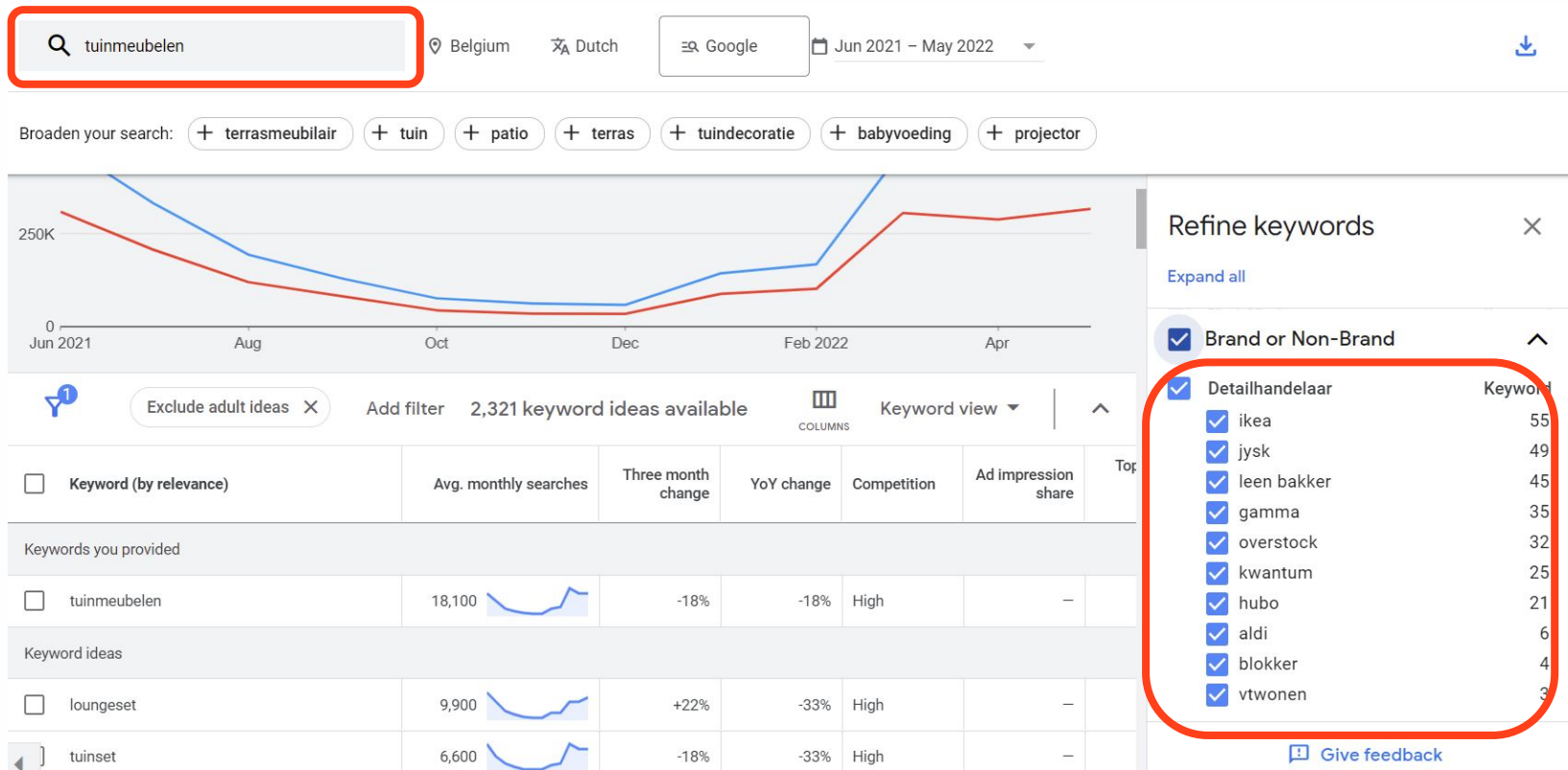
Exclude adult ideas
Add filter
2,970 keyword ideas available
COLUMNS
Keyword view

☐ Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top
Keywords you provided						
☐ eettafels	6,600	-18%	-18%	High	—	
Keyword ideas						
☐ ronde eettafel	2,400	-21%	-21%	High	—	
☐ boomstamtafel	2,900	-17%	-17%	High	—	
☐ eettafel stoelen	880	0%	+22%	High	—	
☐ ikea eettafel	1,300	0%	-23%	High	—	

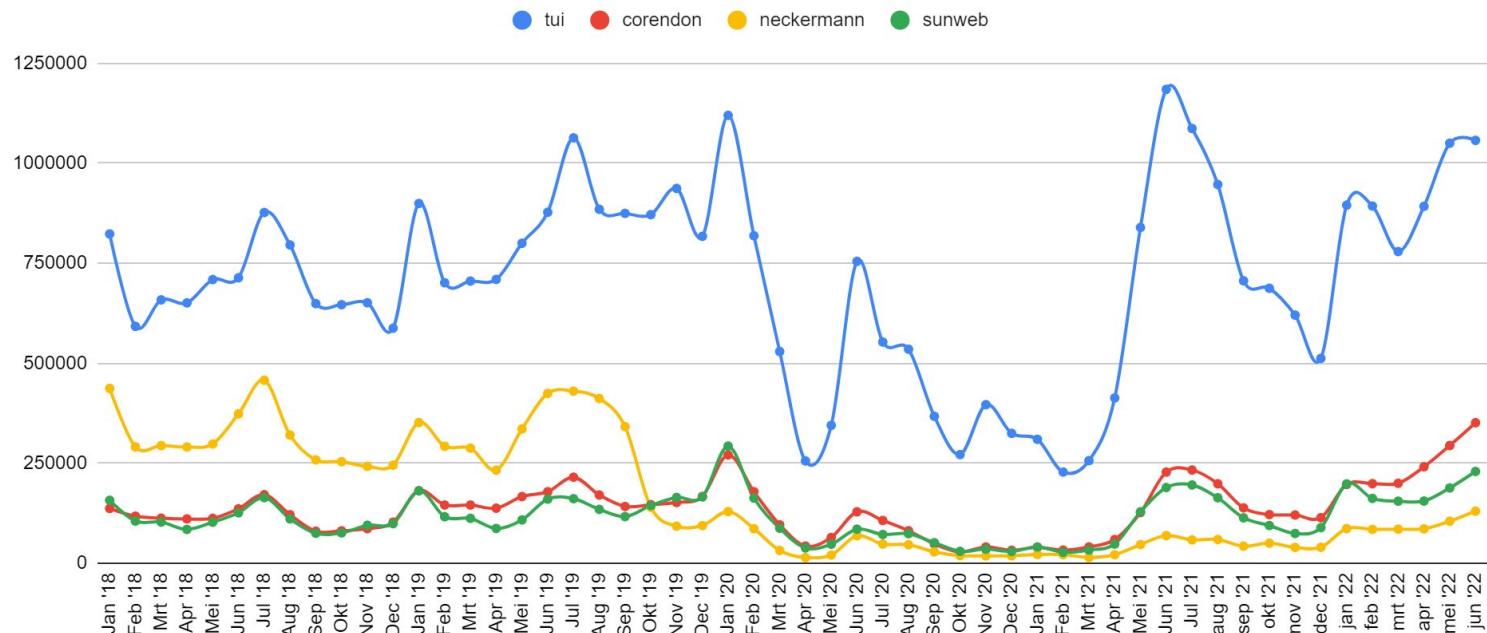
Refine keywords

[Expand all](#)

- ☒ Brand or Non-Brand
- ☒ Niet-Merken
 - ☒ Non-Brands
- ☒ Detailhandelaar
 - ☒ ikea 157
 - ☒ leen bakker 31
 - ☒ jysk 26
 - ☒ kwantum 16
 - ☒ made 6
 - ☒ gamma 4
 - ☒ vtwonon 4



Use these data for a comparative analysis



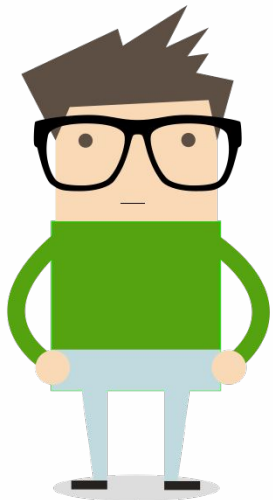
Funnel content for SEO

Inspiration for content according to STDC model

- Look for the very generic early-funnel keywords where your audience is clearly still orienting towards product and isn't even sure about the brand
- Look for more intentional keywords (often the long-tail ones):
 - Comparisons
 - Prices
 - Brands or specific products
 - ...
- Especially take a look at the keywords with a clear CTA towards buying/becoming a client.

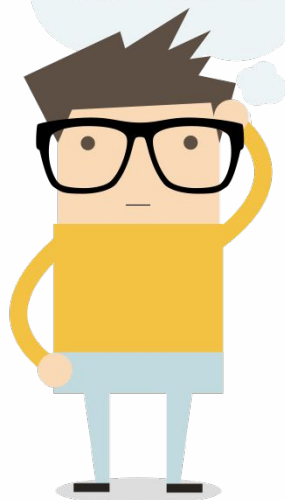
Inspiration for content according to STDC model

REINIER GAAT 2X PER JAAR
OP VAKANTIE



SEE

REINIER IS ZICH AAN HET
ORIËNTEREN VOOR
EEN VAKANTIE



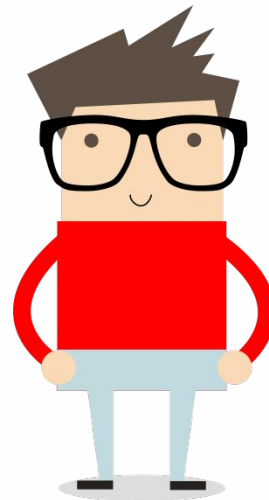
THINK

REINIER HEEFT ZICH
GEORIËNTEERD EN WIL
EEN VAKANTIE BOEKEN



DO

REINIER HEEFT RECENTELIJK
EEN VAKANTIE GEBOEKT



CARE

Spotting content gaps

- Google needs depth to evaluate relevance
 - Depth in the amount of different pages (cloud of content)
 - Depth in copy
- Depth in copy on main landing pages → lacking in current set-up? This is your chance!

Spotting content gaps

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- Depth in copy on main landing pages → lacking in current set-up? This is your chance!

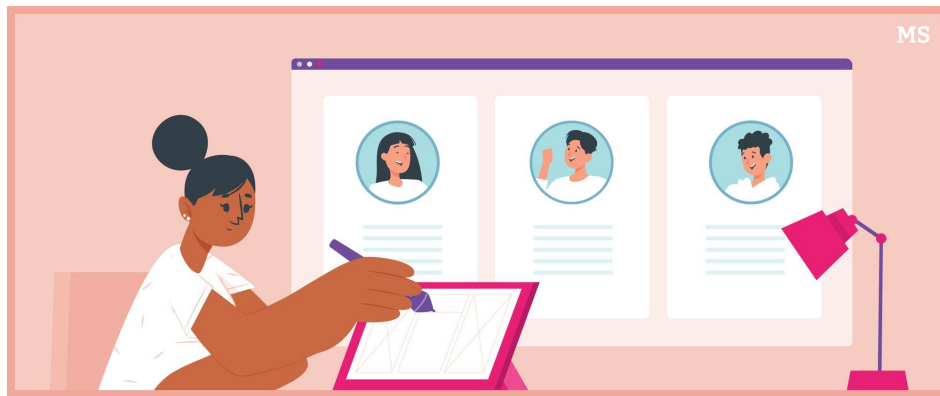
How?

- **Write more about the topic**
- **Show your expertise**
- **Quality articles with a variety of keywords & internal links**

Spotting content gaps

Map your current content

- Do you have relevant content on your website and social media?
- Is this content easily accessible? Can the Google bots find it?
- Is this content convincing? Does it play the right key?



Analyzing current content

Google Search Console

antsconnect.be

Performance

24 hours 7 days 28 days **3 months** More

Search type: Web + Add filter

Last update: 4.5 hours ago

EXPORT

Overview

Performance

URL inspection

Indexing

Pages

Sitemaps

Removals

Experience

Core web vitals

Shopping

Shopping tab listings

Security & Manual Actions

Links

Settings

Submit feedback

About Search Console

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries					
ants gent					
ants connect					
marketing					
antsconnect					
ants agency					
digital agency					
digital agency gent					
marketing agency gent					
ants					
reclamebureau gent					

Clicks	Impressions	Position
27	95	5.2
14	236	9.3
2	187	9.7
2	50	7.8
1	77	3.0
1	16	7.3
1	9	40.9
1	8	6.5
1	6	12.0
1	4	13.3

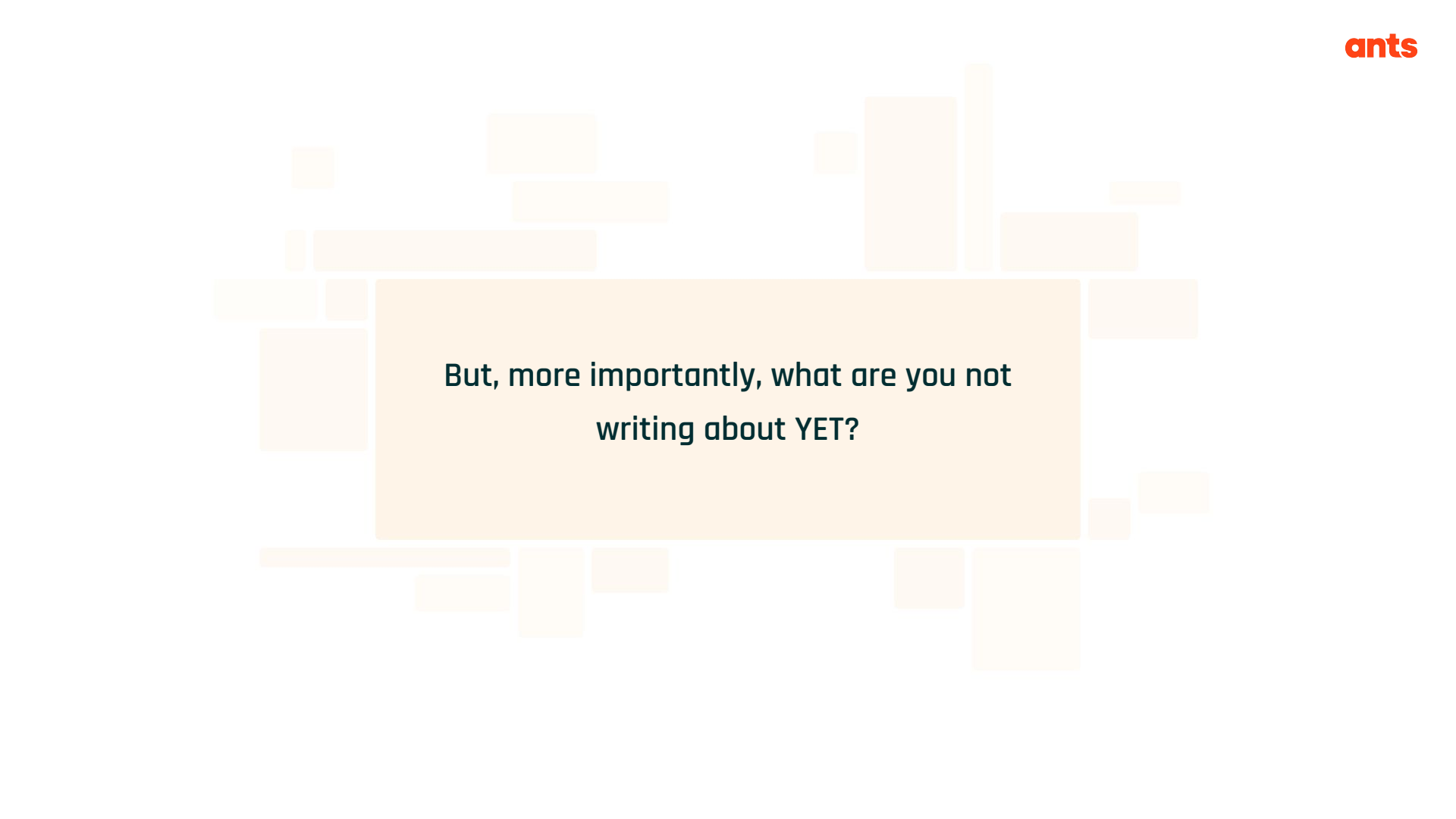
Rows per page: 10 1-10 of 145

Analyzing current content

Criteria

- Provide interesting content that answers the **user's questions (FAQs)**.
- The Google algorithm is getting "smarter" in understanding what a user is looking for.
- Less technical tricks, more **quality content**.
- **Longtails** become more important (good for GEO and EEAT)
- **Unique content** that offers **value** and stands out (no content seen in millions of other websites).



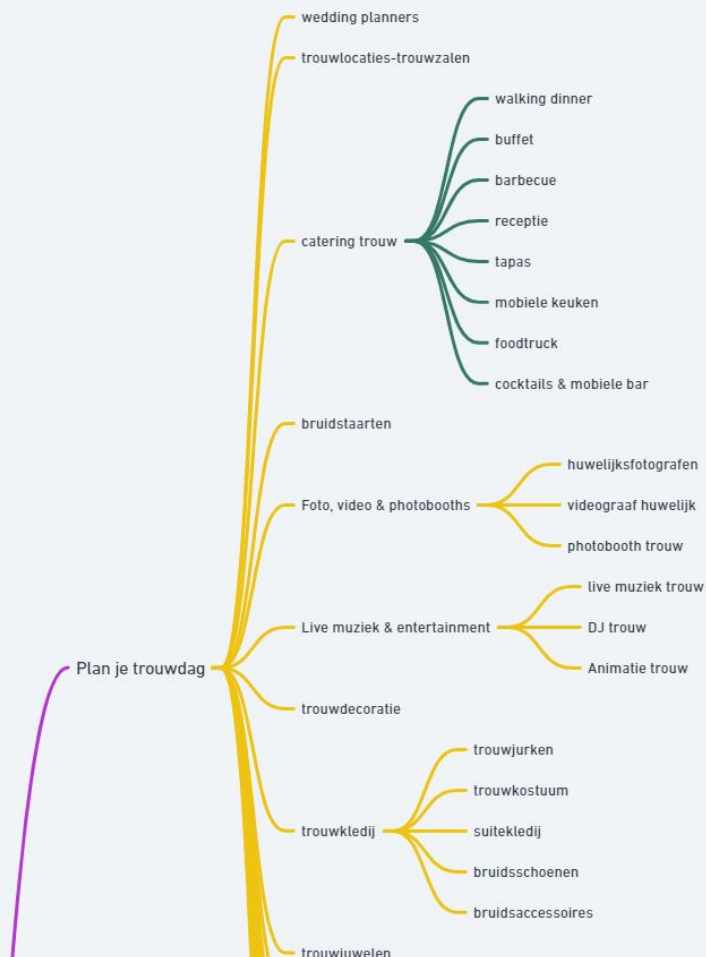
The background of the slide is white, decorated with numerous semi-transparent rectangles in shades of orange and yellow. These rectangles are scattered across the page, with a higher concentration around the central text box. The central text box itself is a solid, medium-sized orange rectangle.

**But, more importantly, what are you not
writing about YET?**

Spotting content gaps

Map them with Whimsical

- Map topics your competitors are focussing on (but you don't) in your website structure.
- Look at gaps: what are you offering, but not talking enough about yet?
- Are there different hooks to one of your products / services?

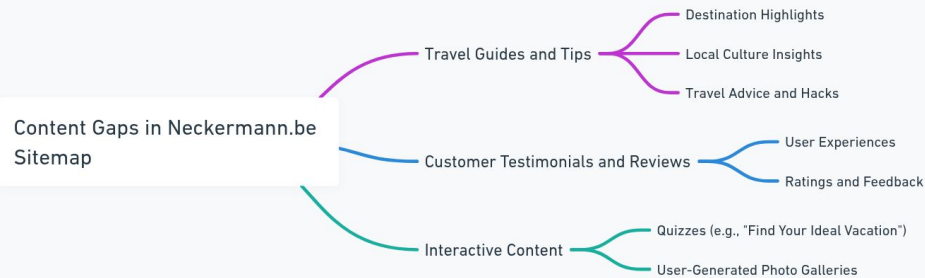


Spotting content gaps

This is my sitemap. Can you take an SEO approach and detect what kind of content gaps you can spot and visualize this? This is the sitemap (focus on content rather than product pages):
<https://neckermann.be/sitemap.xml>

After analyzing the sitemap of neckermann.be, several potential content gaps from an SEO perspective have been identified:

- **Travel Guides and Tips:** The current content focuses on promoting various vacation packages but lacks comprehensive travel guides or tips. Including articles about destination highlights, local culture, and travel advice can enhance user engagement and improve SEO.
- **Customer Testimonials and Reviews:** While the site offers various deals and packages, showcasing customer testimonials or reviews can build trust and provide social proof, positively influencing potential customers' decisions.
- **Interactive Content:** The website could benefit from interactive elements such as quizzes (e.g., "Find Your Ideal Vacation Destination") or user-generated content like photo galleries from past travelers, which can increase user engagement and time spent on the site.



Spotting content gaps

☐ Keywords	Labels	Position ▲	Target URL	SERP Features	SERP Features Changes	Search Intent	Click Share	Keyword Difficulty
☐ ▼ slimme laadpaal ²		3  1		 ²  ²  	 	 	7.87	28
☐ ▼ slimme laadpalen	—	5		   	—	 	3.85	29
☐ ▼ laadpaal voor bedrijf	 ²	7  2		   	—	 	2.43	22
☐ ▼ laadpalen voor bedrijven	 ²	7  1		   	—	 	2.43	29
☐ ▼ laadpaal parkeergarage		7  5		   	—	 	2.11	20
☐ ▼ laadoplossingen	—	8  1		   	—		1.2	32
☐ ▼ laadpaal bedrijf ²		9  2		   	—	 	1.38	27
☐ ▼ laadpalen voor bedrijf	 ²	9  3		  	—		1.52	24
☐ ▼ slimme laadpaal kopen ²	—	9  2		   	 	 	1.52	26

Spotting content gaps

Ahrefs competitive analysis & content gap reports

Competitive Analysis

Analyze competitors' websites compared to yours.

Show **keywords** referring domains referring pages

This target doesn't rank for

Subdomains ▾

But these competitors do

Subdomains ▾

Subdomains ▾

Subdomains ▾

+ Competitor

Show keyword opportunities

E-commerce

A KWR helps you pick filters

1

Exclude adult ideas

Add filter

2,970 keyword ideas available

COLUMNS

Keyword view

^

☐ Keyword (by relevance)

Avg. monthly searches

Three month change

YoY change

Competition

Ad impression share

Top

Keywords you provided

☐ eettafels

6,600

-18%

-18%

High

—

Keyword ideas

☐ ronde eettafel

2,400

-21%

-21%

High

—

☐ boomstamtafel

2,900

-17%

-17%

High

—

☐ eettafel stoelen

880

0%

+22%

High

—

☐ ikea eettafel

1,300

0%

—

—

—

☐ uitschuifbare eettafel

1,600

-23%

—

—

—

Refine keywords

Expand all

Figuur

ronde, ovale, vierkante, rechthoekige

▼

Materiaal

hout, glas, keramiek, metaal

▼

Kleur

zwart, wit, goud, grijs, bruin

▼

Deel

stoelen, banken

▼

Eettafels

Eettafels 2 personen

Eettafels 4 personen

Eettafels 6 personen

Eettafels 8 personen

Eettafels 10 personen

Toon alle categorieën (+1)

Sorteren op

Grootte

Vorm

Kleur

Aantal zitplaatsen

Alle filters

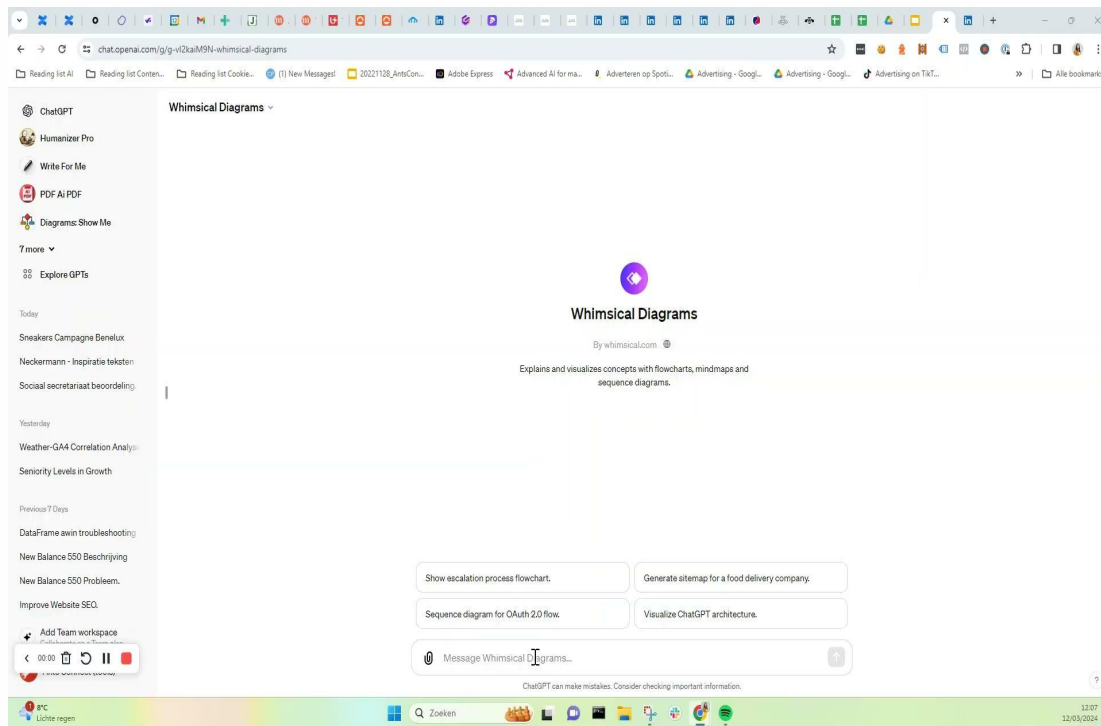
Advertising



Keywords help you structure your campaigns

☐  Ad group	Status	Target CPA	Conversion:	Cost / conv.	Conv. rate	Ad group type	Clicks	Impr.
☐  Trouwlocaties - België	Eligible	€2.00 	402.36	€1.86	20.01%	Standard	2,011	7,374
☐  Trouwlocaties - Antwerpen	Eligible	€2.00 	228.55	€2.29	15.42%	Standard	1,482	5,626
☐  Trouwzalen - West-Vlaanderen	Eligible	€2.00 	181.60	€1.86	18.32%	Standard	991	3,140
☐  Trouwlocaties - Oost-Vlaanderen	Eligible	€2.00 	154.85	€2.12	15.90%	Standard	974	3,299
☐  BENL - Feestzalen - Locaties - dynamische advertentiegroep	Eligible	€2.00 	172.61	€1.63	18.15%	Dynamic	951	5,976
☐  Trouwlocaties - Limburg	Eligible	€2.00 	113.51	€2.37	11.22%	Standard	1,012	4,224
☐  Trouwlocaties - West-Vlaanderen	Eligible	€2.00 	125.96	€2.04	14.38%	Standard	876	2,633
☐  Trouwzalen - Antwerpen	Eligible	€2.00 	93.00	€2.49	14.40%	Standard	646	3,358

Keywords help you structure your campaigns



The background features a collection of semi-transparent orange and yellow rectangles of various sizes and orientations, scattered across the slide. A large, solid orange rectangle is centered in the middle of the slide, serving as a backdrop for the text.

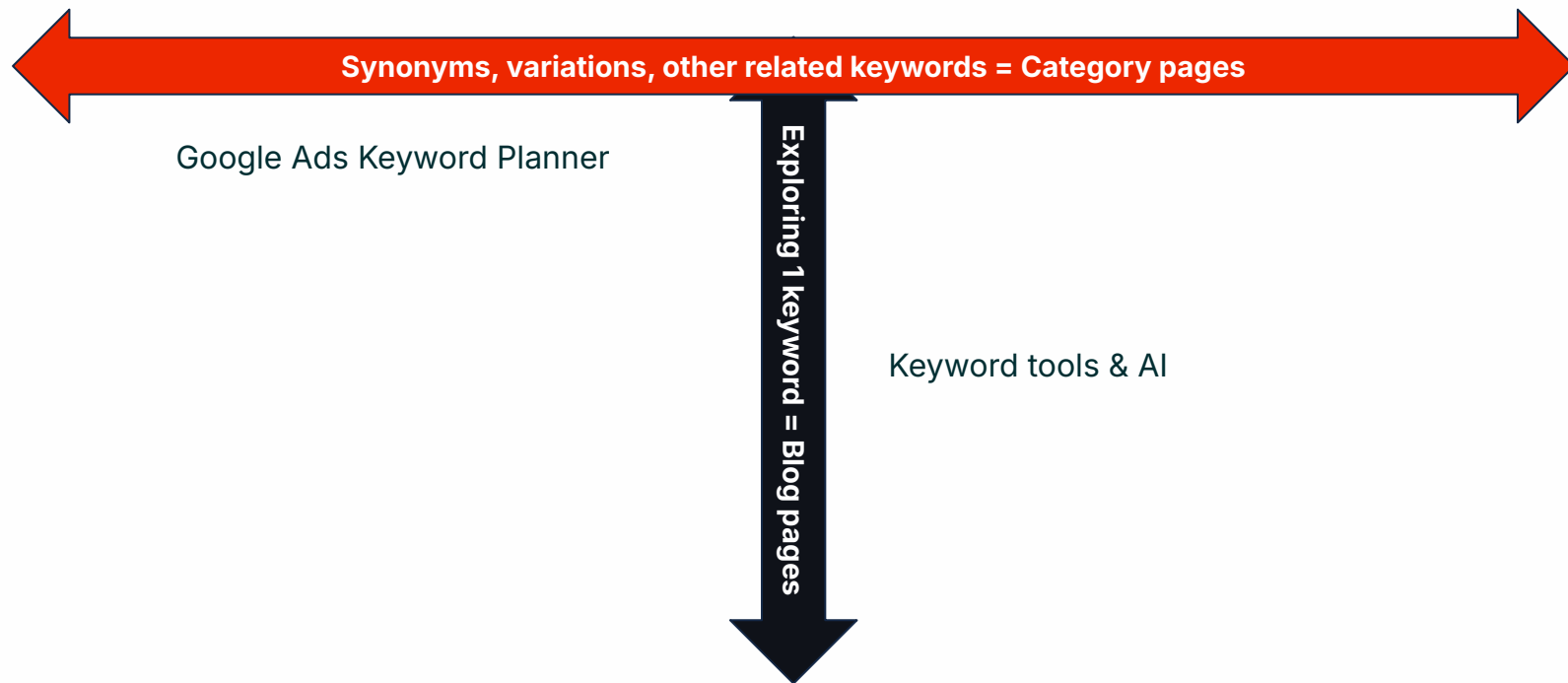
How do we get started?

Some things you might need to know

- Keyword research takes time. Sometimes A LOT of time, especially when you're a big ecommerce company with lots and lots of products.
- General rule:
 - For SEO texts and category pages, you get going with the Google Ads Keyword Planner
 - Product descriptions or blogs? Use extra tools and AI to help you get a different angle and find the right keywords and structure for your text.



T-shaped keyword research



Broad keyword research

Google Ads Keyword Planner

Demo

Follow along!

1. Open your Google Ads account & go to Keyword Planner
2. Who doesn't have access?

Google Ads Keyword Planner

Demo

Do broad keyword research for **1 page**

1. Enter up to closely related **10 keywords**
2. **Filter & refine** them
3. Add a selection of keywords or all keywords to your **"plan"**
4. **Now use the option "start with a website"**
5. **Add these keywords** to the plan too
6. Click **"Saved keywords"** on the left menu
7. **Download the keywords** to Google Sheets

Let's go to Google Ads

- Log in to ads.google.com with your Google account
- Click through or not on your Google Ads account
- In the top right or left menu, click  or 
- and from the drop-down menu choose Keyword Planner

(Screen in other language? Change here: <https://myaccount.google.com/language>)

Let's go to Google Ads

  Google Ads

Zoekwoordplanner

 ZOEKEN

 RAPPORTEN

 TOOLS



Nieuwe zoekwoorden ontdekken

Doe meer zoekwoordideeën op waarmee u mensen kunt bereiken die geïnteresseerd zijn in uw product of service



Zoekvolume en prognoses bekijken

Bekijk gegevens over het zoekvolume en andere historische statistieken, plus hieraan gerelateerde prestatieprognoses

Enter up to closely 10 related keywords

Nieuwe zoekwoorden ontdekken



BEGINNEN MET ZOEKWOORDEN

BEGIN MET EEN WEBSITE

Geef producten of services op die sterk verwant zijn aan uw bedrijf



kinderkamp



jeugdkamp



vakantiekamp



+ Voeg nog een zoekwoord toe

Nederlands (standaard) België

Probeer niet te specifiek of te algemeen te zijn. Zo is 'maaltijdbezorging' beter dan 'maaltijden' voor een bedrijf dat maaltijden bezorgt

[Meer informatie](#)

Geef een domein op om als filter te gebruiken



https://

Door uw site te gebruiken worden services, producten of merken uitgefilterd die u niet aanbiedt

RESULTATEN OPHALEN

Or pick your web page

Nieuwe zoekwoorden ontdekken ✕

BEGINNEN MET ZOEKWOORDEN

BEGIN MET EEN WEBSITE

Geef producten of services op die sterk verwant zijn aan uw bedrijf

🔍

kinderkamp ✕

jeugdkamp ✕

vakantiekamp ✕

+ Voeg nog een zoekwoord toe

🌐 Nederlands (standaard)

📍 België

Geef een domein op om als filter te gebruiken

🔗

https://

RESULTATEN OPHALEN

Probeer niet te specifiek of te algemeen te zijn. Zo is 'maaltijdbezorging' beter dan 'maaltijden' voor een bedrijf dat maaltijden bezorgt

[Meer informatie](#)

Door uw site te gebruiken worden services, producten of merken uitgefilterd die u niet aanbiedt

Refine and filter

België
Nederlands
Google
apr. 2020 – mrt. 2021

Verbreed uw zoekopdracht:
 + kamp
+ jeugdprogramma's
+ kids' kampen
+ sportkampen
+ ouderschap
+ voetbal
+ geschiktheid

Idéeën voor volwassenen uitsluiten
FILTER TOEVOEGEN
33 zoekwoordideeën beschikbaar
KOLOMMEN
Zoekwoordweergave

☐ Zoekwoord (op relevantie)	Gem. maandelijkse zoekopdrachten	Concurrentie	Vertoningsperc van adve	Bod voor boven aan de pagina (laag bereik)	Bod voor boven aan de pagina (hoog bereik)	Accountstatus
Zoekwoorden die u heeft opgegeven						
☐ kinderkamp	100 – 1K	Laag	–	€ 0,43	€ 1,34	
☐ jeugdkamp	100 – 1K	Laag	–	€ 0,43	€ 1,12	
☐ vakantiekamp	100 – 1K	Laag	–	€ 0,39	€ 1,36	
Suggesties voor zoekwoorden						
☐ jeugdkampen	100 – 1K	Laag	–	€ 0,43	€ 1,12	
☐ kinderkampen	100 – 1K	Laag	–	€ 0,43	€ 1,34	
☐ jeugdkampen zomer	100 – 1K	Laag	–	–	–	
☐ jeugdkampen 2020	100 – 1K	–	–	–	–	
☐ jeugdkampen zomer 2020	10 – 100	Laag	–	–	–	
☐ kinder kamp	10 – 100	Normaal	–	€ 0,43	€ 1,78	

Zoekwoorden verfijnen BËTA

ALLES UITVOUWEN

- ☒ Met of zonder merk
 - ☒ Niet-Merken Zoekwoor 28
 - ☒ Non-Brands
 - ☒ Andere Merken Zoekwoor 2
 - ☒ cm
- Anderen

Select your keywords and add them to your plan

Search: kinderkamp, jeugdkamp, vakantiecamp

Location: België | Language: Nederlands | Search engine: Google | Date range: jun. 2020 – mei

Verbreed uw zoekopdracht: + kamp + jeugdprogramma's + kids' kampen + sportkampen + ouderschap

Alle 31 geselecteerd **Plan** Advertentiegroep 1 Brede zoekwoorden **Zoekwoorden toevoegen**

☒ Zoekwoord (op relevantie)	Gem. maandelijkse zoekopdrachten	Concurrentie	Vertonings van
Zoekwoorden die u heeft opgegeven			
☒ kinderkamp	100 – 1K	Normaal	
☒ jeugdkamp	100 – 1K	Laag	
☒ vakantiecamp	100 – 1K	Laag	
Suggesties voor zoekwoorden			
☒ jeugdkampen	100 – 1K	Laag	
☒ jeugdkampen zomer	100 – 1K	Laag	

Exercise: Keyword planner

Do broad keyword research for 1 page

Part A: Start with Keywords

- Enter up to closely related 10 keywords
- filter & refine them
- Add a selection of keywords or all keywords to your “plan”

Part B: Start with a website

- Now use the option “start with a website”
- add these keywords to the plan too

Exercise: Keyword planner

Do broad keyword research for 1 page

Part C

- Click "Saved keywords" on the left menu
- Download the keywords to Google Sheets

Exercise: Keyword planner

Cross-check, does your file look like this? Check the column headings

	A	B	C	D	E	F	G
1	Keyword Stats 2022-12-22 at 12_04_36						
2	January 1, 2019 - November 30, 2022						
3	Keyword	Currency	Segmentation	Avg. monthly searches	Three month change	YoY change	Competition
4	honeymoon	EUR		1,300	-23%	0%	Low
5	huwelijksreis	EUR		880	0%	0%	Medium
6	huwelijksreis	EUR		880	0%	0%	Medium
7	huwelijksreis bestemmingen	EUR		210	0%	22%	Medium
8	huwelijksreisbestemmingen	EUR		210	0%	22%	Medium
9	huwelijksreis bestemmingen	EUR		210	0%	22%	Medium
10	huwelijksreis europa	EUR		90	40%	-22%	Medium
11	huwelijksreis europa	EUR		90	40%	-22%	Medium
12	huwelijksreis malediven	EUR		70	-25%	-40%	Medium
13	huwenden	EUR		70	0%	0%	Low
14	huwelijksreis bali	EUR		50	75%	40%	Medium
15	huwelijksreis bestemming	EUR		50	67%	400%	Medium
16	huwelijksreis top 10	EUR		50	0%	-89%	Medium
17	huwelijksreis bali	EUR		50	75%	40%	Medium
18	huwelijksreis griekenland	EUR		50	0%	0%	Medium
19	huwelijksreis top 10	EUR		50	0%	-89%	Medium
20	tui huwelijksreis	EUR		40	0%	0%	Low
21	beste huwelijksreizen	EUR		30	0%	-80%	Low
22	bestemmingen huwelijksreis	EUR		30	-33%	-50%	Medium

Narrow keyword research

Exercise: Deep dive into your primary keyword(s)

With keywordtool.io

The screenshot displays the Keyword Tool Pro interface. At the top, a search bar (1) contains the keyword 'référencement', and a dropdown menu (2) shows 'French - Français'. Below the search bar, the 'Keyword Suggestions' tab is active. The main dashboard shows summary statistics: Total Keywords (572), Total Search Volume (88,000), Average Trend (88%), Average CPC (USD) (0.00), and Average Competition (0.00). A central banner promotes 'Keyword Tool Pro' with a 'Subscribe to Keyword Tool Pro Now!' button. Below the dashboard, a table lists keyword suggestions with columns for Search Volume, Trend, Average CPC (USD), and Competition. The first few suggestions are 'référencement', 'le référencement', 'contrat de référencement', 'le référencement naturel', 'centrale de référencement', and 'référencement google'. A second 'Keyword Tool Pro' banner (3) is overlaid on the right side of the table, asking 'Do you need this information?' and providing a 'Try it now!' button. A small '572' badge is visible at the bottom right of the table.

1

référencement

Belgium (Country)

2

French - Français

Keyword Suggestions ? Questions Prepositions

Total Keywords
572

Total Search Volume 1 88,000

Average Trend 1 88%

Average CPC (USD) 1 0.00

Average Competition 1 0.00

Settings

Keyword Tool Pro

Want to get up to 2x more keywords instead?

Subscribe to Keyword Tool Pro Now!

↑ Keywords 1

Search Volume 1 Trend 1 Average CPC (USD) 1 Competition 1

référencement

le référencement

contrat de référencement

le référencement naturel

centrale de référencement

référencement google

Keyword Tool Pro

Do you need this information?
Keyword Tool Pro provides search volume data for French keywords.

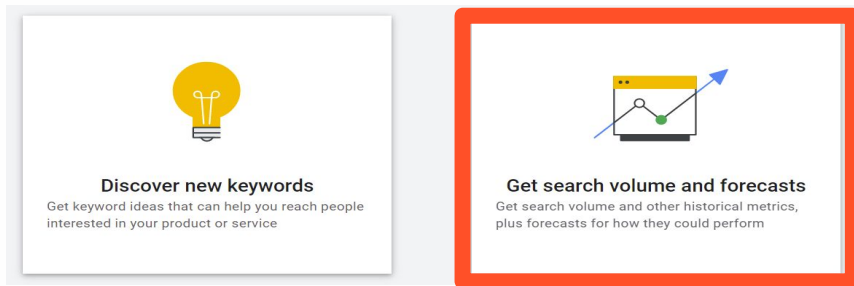
Try it now!

3

572

Exercise: Get the volumes

- Go back to the Google Ads Keyword Planner
- And now choose "View search volume and forecasts"



- Paste your copied keywordtool.io results and retrieve the results.
- Download the Google Sheets (or .csv) historical statistics
- Paste them into your other Google Sheet in the same tab as your other keywords

Exercise: Check your keywords and their traffic

The screenshot shows the Google Search Console interface. The left sidebar has a red box around the 'Search results' link. The main content area is titled 'Performance on Search results' and shows a table of search data for the URL 'https://www.soprema.be/'. A red box highlights the 'Page: https://www.soprema.be/' filter. Another red box highlights the 'EXPORT' button in the top right corner. The table lists queries, pages, countries, devices, search appearance, and dates. The data is sorted by clicks in descending order.

Google Search Console

Inspect any URL in 'https://www.soprema.be/'

https://www.soprema.be/

Overview

URL inspection

Performance

Search results

Discover

Indexing

Pages

Video pages

Sitemaps

Removals

Experience

Page experience

Core web vitals

Mobile Usability

Shopping

Performance on Search results

Search type: Web Date: Last 3 months Page: https://www.soprema.be/ New

Last updated: 6 hours ago

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
Top queries				↓ Clicks	Impressions
isolant eps				110	445
eps isolant				85	291
isolation eps				63	429
isolation xps				59	601
isolant xps				46	655
eps				40	2,028
xps				38	686
polystyrène xps				35	240
xps isolant				31	429

Step 3: Selecting primary keywords

Primary keywords

Your trophee keyword that best describes your page and where you want to rank #1 for.

Important: try to find one or more runner up's like synonyms or singular/plural

Fleswarmer = 1000

Flessenwarmer = 720

Flessenverwarmer = 720

flesverwarmer= 720



3 checks for your primary keyword

Check 1: **Highest** search volume (Sort by Avg. Monthly Searches)

Check 2: Is this the **most relevant** keyword?

Check 3: Can you rank in **Google's top 3**?

Google reisbureau

Images Maps Videos News In english Online Gent KLM TUI

About 2,100,000 results (0.42 seconds)

Results for **Eeklo** [Use precise location](#)

Sponsored

[primasouthbeach.com](https://www.primasouthbeach.com)
Paradijs gevonden - Verjong je geest
Vind uw ideale vakantie en ontspanning met de Best Deal Garantie van je prijs...
★★★★★ Rating for prijs.be: 4.5 - 176 reviews
Zomeruitverkoop: Tot € 200 korting op je vakantie! Bij bestellingen boven € 750

Sponsored

[Prijs.be](https://www.prijs.be)
Online Reisbureau - Prijsvrij - Goedkoop online reisbureau
Vakantie en reizen met de Beste Deal Garantie van je prijs...
★★★★★ Rating for prijs.be: 4.5 - 176 reviews
Zomeruitverkoop: Tot € 200 korting op je vakantie! Bij bestellingen boven € 750

Sponsored

[Sunweb](https://www.sunweb.be)
Sunweb Zonvakanties - Voordelig met Sunweb
Genieten van zon, zee en strand. Boek je vakantie bij Sunweb. Ontzorgd op vakantie...

Sponsored

[things.be](https://www.things.be)
Goedkoop Reizen - Reis slim, gebruik things
Hoeveel voor een reis? - Vind je ideale hotel met things? en meer! Geweldig aanbod...

Neckermann: Vakantie of reis boeken? Last minute vakantie ...
Rum aanbod een type vakantie? Last minutes, vliegvakantie, autovakantie, vakantiehuis, camping. Vind hier je Neckermann Travel Shop reisbureau dicht.
Vliegvakanties - Last minutes - Autovakanties - Super Last Minute Deals

Find results on

Neckermann
Online reisbureau - Het gemak van online boeken

Businesses

TUI Eeklo
4.5 ★★★★★ (40) Travel agency
7+ years in business - Molendreef 22 - 09 377 09 44
Open - Closes 6pm

TUI Waarschoot
4.6 ★★★★★ (49) Travel agency
5+ years in business - Waarschoot - 09 378 42 10
Open - Closes 6pm

Maldio Reizen bvba
4.9 ★★★★★ (24) Travel agency
10+ years in business - Middelburg - 050 71 39 05
Open - Closes 6pm

More businesses

Online reisbureau - Het gemak van online boeken
Bezig in eigen tempo om vakantie te boeken? Het is nu mogelijk om online te boeken. Op TUI.nl heb je de keuze uit een groot aantal vakantiepakketten, vliegvakanties, autovakanties, vakantiehuis, camping, cruises en meer. Boek nu je vakantie online op TUI.nl.

People also ask

Wat is het beste reisbureau?
Is bij een reisbureau boeken goedkoper?

Google reisbureau

Images Maps Videos News In english Online Gent KLM TUI

About 2,100,000 results (0.42 seconds)

Results for **Eeklo** [Use precise location](#)

Sponsored

[primasouthbeach.com](https://www.primasouthbeach.com)

Paradijs gevonden - Verjong je geest

Vind uw ideale vakantie en ontspanning met de Best Deal Garantie van je prijs...

Sponsored

[Prijen](https://www.prijen.be)

Online Reisbureau - Prijen - Goedkoop online reisbureau

Vakantie en reizen met de Best Deal Garantie van je prijs...

Sponsored

[Sunweb](https://www.sunweb.be)

Sunweb Zonvakanties - Voordelig met Sunweb

Genieten van zon, zee en strand. Boek je vakantie bij Sunweb. Ontzorgd op vakantie...

Sponsored

[things.be](https://www.things.be)

Goedkoop Reizen - Reis slim, gebruik things

Het voordeel van Reis - Vind je ideale hotel met things™ en bespaar! Gewettige aanbieding...

Neckermann: Vakantie of reis boeken? Last minute vakantie ...

Rum aanbod een type vakantie? Last minute, vliegkorting, autoverhuur, vakantiehuizen, cruises. Vind hier je Neckermann Travel Shop reisbureau dicht.

Neckermann: Last minute - Autoverhuur - Super Last Minute Deals

Find results on

[Neckermann](#) [TUI](#) [Online reisbureau - Het gemak van online boeken](#)

Businesses

TUI Eeklo

4.5 [Reviews](#) (40) Travel agency

7+ years in business - Molenstraat 22 - 09 377 09 44

[Open](#) [Close](#) [Map](#)

TUI Waarschoot

4.6 [Reviews](#) (40) Travel agency

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[Open](#) [Close](#) [Map](#)

Maldito Reizen bvba

4.9 [Reviews](#) (24) Travel agency

10+ years in business - Middelburg - 050 71 39 05

[Open](#) [Close](#) [Map](#)

More businesses

Online reisbureau - Het gemak van online boeken

Bespaar in eigen tempo om vakantie te boeken en boek vervolgens eenvoudig online. Op TUI.nl heb je de keuze uit alle reizen en het reisbureau, gewoon vanaf huis.

People also ask

Wat is het beste reisbureau?

Is bij een reisbureau boeken goedkoper?

Ads

Google reisbureau

Images Maps Videos News In english Online Gent KLM TUI

About 2,100,000 results (0.42 seconds)

Results for **Eeklo** Use precise location

Sponsored

primasouthbeach.com
Paradijs gevonden - Verlof je geest
Vind uw ideale vakantie en reis met de Best Deal Generator die een leven lang meegaat.

Sponsored

Prijzen
Online Reisbureau - Prijsvrij - Goedkoop online reisbureau
Vakantie en reis met de Best Deal Generator die een leven lang meegaat.
★★★★★ Rating for prijzen.be: 4.5 - 176 reviews
Zomerreizen: Tot € 200 korting op je vakantie! Bij bestellingen boven € 750

Sponsored

Sunweb
Sunweb Zonvakanties - Voordelig met Sunweb
Genieten van zon, zee en strand. Boek je vakantie bij Sunweb. Ontbijt op je vakantie...

Sponsored

trivago.be
Goedkoop Reizen - Reis slim, gebruik trivago
Hield je voor van Reis - Vind je ideale hotel met trivago™ en trouw! Gewettige aanbieding...

Neckermann: Vakantie of reis boeken? Last minute vakantie ...
Rum aanbod een type vakantie? Last minute, vliegkorting, autoverhuur, vakantiehuis, camping. Vind hier je Neckermann Travel Shop reisbureau dicht.
Vliegkorting - Last minute - Autoverhuur - Super Last Minute Deals

Find results on

Neckermann
Online reisbureau - Het gemak van online boeken

Businesses

TUI Eeklo
4.5 ★★★★★ (40) Travel agency
7+ years in business · Molenstraat 22 · 09 377 09 44
Open · Closes 6pm Website Directions

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Open · Closes 6pm Website Directions

More businesses

TUI.nl
Online reisbureau - Het gemak van online boeken
Bezig in eigen tempo om vakantie te boeken en ook vervolgens eenvoudig online. Op TUI.nl heb je de keuze uit alle reizen, autoverhuur, vliegtickets, cruises en meer.

People also ask

Wat is het beste reisbureau?
Is bij een reisbureau boeken goedkoper?

Ads

Organic

Organic

Google reisbureau

Images Maps Videos News In english Online Gent KLM TUI

About 2,100,000 results (0.42 seconds)

Results for **Eeklo** [Use precise location](#)

Sponsored

[primasouthbeach.com](https://www.primasouthbeach.com)
Paradijs gevonden - Verlof je geest
 Voel uw adrenaline en benijdig uw verlaten naar kun. Ontel herinneringen die een leven lang meespelen.

Sponsored

[Prijsvrij](https://www.prijsvrij.be)
Online Reisbureau - Prijsvrij - Goedkoop online reisbureau
 Vakantiearrangementen - niet nodig, met de Best Deal Garantie ben je altijd...
 ★★★★★ Rating for prijsvrij.be: 4.5 - 176 reviews
 Zomervakantie: Tot € 200 korting op je vakantie! Bij bestellingen boven € 750

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[Sunweb](https://www.sunweb.be)
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Goedkoop Reizen - Reis slim, gebruik trivago
 Hotels voor uw Reis - Vind je ideale hotel met trivago™ en bespaar! Gewettige aanbieding...

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 Vliegvakanties - Last minutes - Autovakanties - Super Last Minute Deals

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 10+ years in business · Maltbegem · 050 71 39 05
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More businesses →

TUI.nl
<https://www.tui.nl/reisbureau> · online
Online reisbureau - Het gemak van online boeken
 Bezig in eigen tempo om vakantie aanbod en boek vervolgens eenvoudig online. Op TUI.nl heb je de volledige prijs als in het reisbureau, gewoon vanaf huis.

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Ads

Organic

Local pack

Organic

ants

Google reisbureau

Images Maps Videos News In english Online Gent KLM TUI

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[primasouthbeach.com](https://www.primasouthbeach.com)
Paradijs gevonden - Verlof je geest
 Voel uw adrenaline en benijdig uw verlangens naar kust. Ontdek herinneringen die een leven lang meespelen.

Sponsored

[Prijsvrij](https://www.prijsvrij.be)
Online Reisbureau - Prijsvrij - Goedkoop online reisbureau
 Vakantiearrangementen • reis nodig, met de Best Deal Garantie ben je altijd...
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Sunweb Zomervakanties - Voordelig met Sunweb
 Genieten van zon, zee en strand. Boek je vakantie bij Sunweb. Ontbijt op je vakantie...

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[trivago.be](https://www.trivago.be)
Goedkoop Reizen - Reis slim, gebruik trivago
 Hotels voor uw Reis - Vind je ideale hotel met trivago™ en bespaar! Gewettigde aanbieder...

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 Vliegvakanties - Last minutes - Autovakanties - Super Last Minute Deals

Find results on

Neckermann TUI

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[More businesses](#)

Organic

[TUI.nl](https://www.tui.nl)
Online reisbureau - Het gemak van online boeken
 Bepaal in eigen tempo ons vakantie aanbod en boek vervolgens eenvoudig online. Op TUI.nl betaal je de kleinste prijs die in het reisbureau, geven we aan te betalen.

People also ask

Wat is het beste reisbureau?

Is bij een reisbureau boeken goedkoper?

Ads

Organic

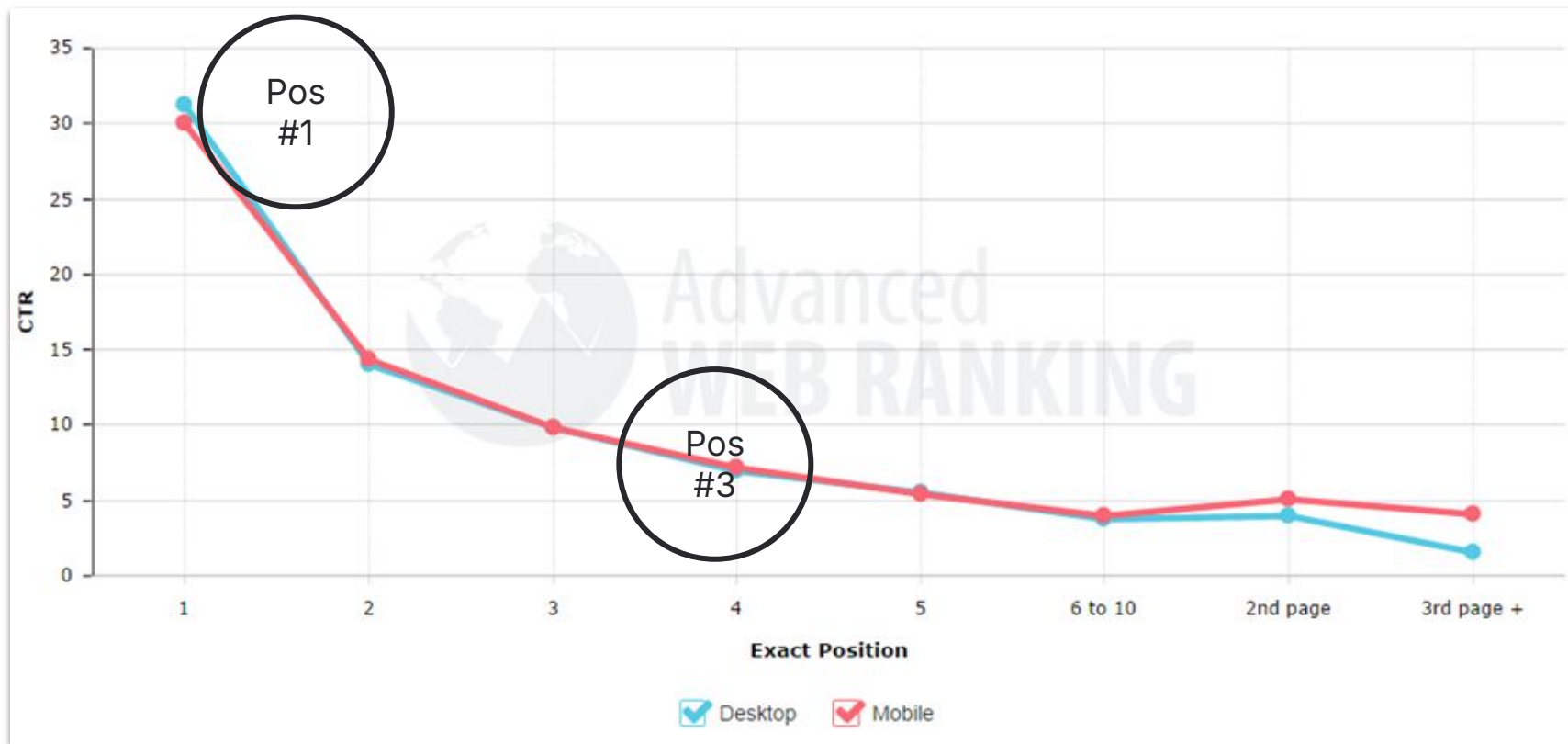
Local pack

Organic

People also ask (PAA)

So we need to rank top 3

Out of 100 clicks how much clicks is organic position 1 getting



Google it!

- Can I be visible? (too much ads, local results?)
- Do I see my competitors?
- No-go:
 - Wikipedia at #1 + definition, translation, other irrelevant (non-competing) sites
 - You want to rank a product page but see mostly blog pages

Highlight your primary keywords

And highlight synonyms and close variants

Keyword	Categorie	Avg. monthly searches	Three month	YoY change	Competition	Competition	Top of page	Top of page
hr services	algemeen	50	0%	-90%	Medium	38	1.03	7.87
payroll services	payrolling	50	0%	900%	Low	26	2.53	18.49
hr diensten	EUR	50	0%	0%	Low	28	0.80	2.86
hr administratie	EUR	50	0%	0%	Low	30	0.92	4.55
hrm diensten	EUR	50	-100%	-100%	Unknown			
hrm open source	EUR	50	0%	0%	High	71		
hr administratief medew	jobs	50	0%	0%	Medium	45	0.82	3.01
power bi hr	tool	50	∞	0%	Medium	50		
xtra hr services	EUR	50	0%	0%	Low	10	0.53	2.44
pro payroll	EUR	50	0%	0%	Low	0		
hrm consultants	EUR	50	0%	0%	Medium	52	1.44	3.52
service hr	EUR	50	0%	0%	Low	9		
hr dienst	EUR	50	0%	0%	Low	28	0.80	2.86
hr services rug	EUR	50	0%	0%	Unknown			
hr project consultant	persoon	50	0%	0%	Medium	54	0.68	2.52
hr tools voorbeelden	EUR	50	0%	0%	Medium	64	2.97	10.08
deebie hr services	EUR	50	0%	0%	Unknown			
tool hr	EUR	50	0%	0%	Low	0		
manager hr services	EUR	50	0%	0%	Unknown			
digital payroll services d	EUR	50	0%	0%	Medium	49	2.22	11.08
consultant hrm	EUR	50	0%	0%	Medium	46	1.22	2.66
hr manager dhl	EUR	50	∞	∞	Low	29		
control payroll bv	EUR	50	0%	0%	Unknown			
medewerker hr adminis	EUR	50	∞	0%	Low	29		
rug hr services	EUR	50	0%	0%	Unknown			
wat zijn hr tools	EUR	50	∞	0%	High	71		
hrm administratie	EUR	50	0%	-100%	Unknown			

Exercise: Find your primary keyword

- Go find your primary keyword and close variants. Make a selection of the main word(s) you page should be focusing on / optimized on.
- Google them to see whether or not you're on the right track (Visibility? Competitors?)

Step 4: Categorizing keywords

Why categorize keywords

Why categorize?

- Extra input to write about on your page
- Get an idea of what people are searching for on your topic

How?

- Add 2 columns to your keyword sheet
- Categorize your words as best as possible in different clusters

	A	B	C
1	Keyword Stats 2021-04-12 at 16_04_03		
2	1 april 2020 - 31 maart 2021		
3	Keyword	Hoofding 2	Hoofding 3
4	kinderkamp		
5	jeugdkamp		
6	vakantiekamp		
7	jeugdkampen		
8	kinderkampen		
9	jeugdkampen zomer		periode
10	jeugdkampen 2020	jaartal	
11	jeugdkampen zomer 2020	jaartal	periode
12	kinder kamp		
13	vakantiekampen 2020	jaartal	
14	kinderkampen zomer 2020	jaartal	periode
15	jeugdkampen zomer 2021	jaartal	periode
16	kinderkamp 2020	jaartal	
17	kinderkampen 2020	jaartal	
18	cosmo vakantiekampen		
19	outside jeugdkampen		
20	ster vakantiekampen		
21	kinderkamp vennebulten		
22	vakantiekampen 2021	jaartal	
23	protocol jeugdkampen		
24	vakantiekamp kind		
25	kinder kampen		
26	jeugdkampen paasvakantie		periode
27	ster vakantiekampen kosten		
28	christelijk kinderkamp		
29	vakantiekampen zomer 2020	jaartal	
30	kinderkampen zomer 2021	jaartal	
31	maatregelen jeugdkampen	faq	

Categorization

- You can use the brainstorm technique from step 1 again
 - Use AI if you want a table of content for your SEO text
 - Or if you're looking for structure in your keywords and data
- Better if you yourself categorize your keywords manually
- Think of H2 and H3 headings

Use column B and C to do the categorization

3	Keyword	Category	Subcategory	Sold	Avg. monthly se
4				All	47,080.00
5				Bel	47,080.00
6	aluminium radiator	material	alu	Keyword Planne	70.00
7	badkamer radiator	place	bathroom	Keyword Planne	720.00
8	badkamer verwarming	place	bathroom	Keyword Planne	1,300.00
9	chauffage	generic		Keyword Planne	8,100.00
10	convectoren	type	convector	Keyword Planne	720.00
11	cv radiatoren	generic		Keyword Planne	140.00
12	elektrisch verwarmen	type	electric	Keyword Planne	390.00
13	elektrische handdoekradiator	type	electric	Keyword Planne	720.00
14	elektrische radiator	type	electric	Keyword Planne	1,600.00
15	elektrische radiator badkamer	type	electric	Keyword Planne	390.00
16	elektrische verwarming	type	electric	Keyword Planne	6,600.00
17	elektrische verwarming badkamer	type	electric	Keyword Planne	1,000.00
18	gamma radiator	EUR		Keyword Planne	90.00
19	goedkope radiatoren	EUR		Keyword Planne	140.00
20	handdoekradiator	EUR		Keyword Planne	1,600.00
21	henrad radiator	EUR		Keyword Planne	590.00

Exercise: Categorize your keywords

- Make your own categorizations and subcategories.
- Define possible H2 and H3 titles.

Step 5: Find topical relevant keywords

Let's say you're an expert in X, what words would you certainly use?

- Semantically relevant keywords
- Your goal is not to rank for these keywords
- But to show you're an expert
- Use them throughout your text

Politics, Finance, Health, and any industries where a user could potentially lose money or his/her health
= YMYL SEO

Google Image Search

Google search engine optimization

what is seo strategy optimization process best seo services vector seo strategy icon ranking digital seo expert

Image 1: A diagram showing the SEO process flow: Marketing, Target group, Links, Content, Performance Measurement, and Search. Source: Oberlo.

Image 2: A diagram showing the SEO process flow: SEARCH, ENGINE, OPTIMIZATION. Source: WordStream.

Image 3: A pyramid diagram showing the SEO process flow: Search engine, SEO, Content, and Search. Source: Moz.

Image 4: A diagram showing the SEO process flow: How SEO works. Source: TechTarget.

Image 5: A diagram showing the SEO process flow: SEARCH, ENGINE, OPTIMIZATION. Source: Wikipedia.

Image 6: A diagram showing the SEO process flow: SEO, WWW, and Search. Source: GoImage.

Image 7: A diagram showing the SEO process flow: SEO, WWW, and Search. Source: Medium.

Image 8: A diagram showing the SEO process flow: SEO, WWW, and Search. Source: OC Digital.

Image 9: A diagram showing the SEO process flow: SEO, WWW, and Search. Source: Stefan Scott - Medium.

Image 10: A diagram showing the SEO process flow: SEO, WWW, and Search. Source: Business Line Company.

TF*IDF

<https://www.seobility.net/en/tf-idf-keyword-tool/>

- Enter all of your competitors.
- What kind of keywords do they rank on that you're not focusing on yet?

Create perfect content using the TF*IDF tool!

The TF*IDF analysis gives you valuable insights into the text optimization of good ranked websites. Identify important terms and keywords that are of high relevance to search engine ranking for specific search terms and compare your own content with your competitors.

Keyword

URL



Country

TF*IDF check

You have 3 of 3 checks left today.
More credits? [Sign up](#)

[Advanced Settings](#)

Exercise: Find topical relevant keywords

- Google Image Search your keywords
- Use the TF*IDF tool to look at your competitors
- Make a list of your findings and opportunities for improvement

Step 6: Process keywords in your texts

	Primary Keyword(s)	Close variations + Synonyms	Secondary keywords (from your categorisation)	Technicalities
<i>example</i>	<i>SEO copywriting</i>	<i>SEO copy, SEO text</i>	<i>SEO copywriting training, SEO copywriting in french, ...</i>	
Meta title (high prior)	V	(v)		Max 60 chars Start with keyword
URL	V			
Meta description (low prior)	V	V		Max 155 chars/ No impact on SEO.
Heading 1 (high prior)		V		
First paragraph (high prior)	V			
Heading 2 & 3			V	
Heading 2 & 3 paragraphs			V	
Throughout the text (high prior)	V	V		
Images & captions (low prior)	V	V		filename, caption, surrounding text, alt-tag
Anchor text (links) on other pages (VERY high prior)	V	V		

Primary keyword

Try to be smart about it, and implement your most important keywords in your meta title

SEO Copywriting with effect on visitors and Google! →

<https://www.antsconnect.be/seo-copywriting>

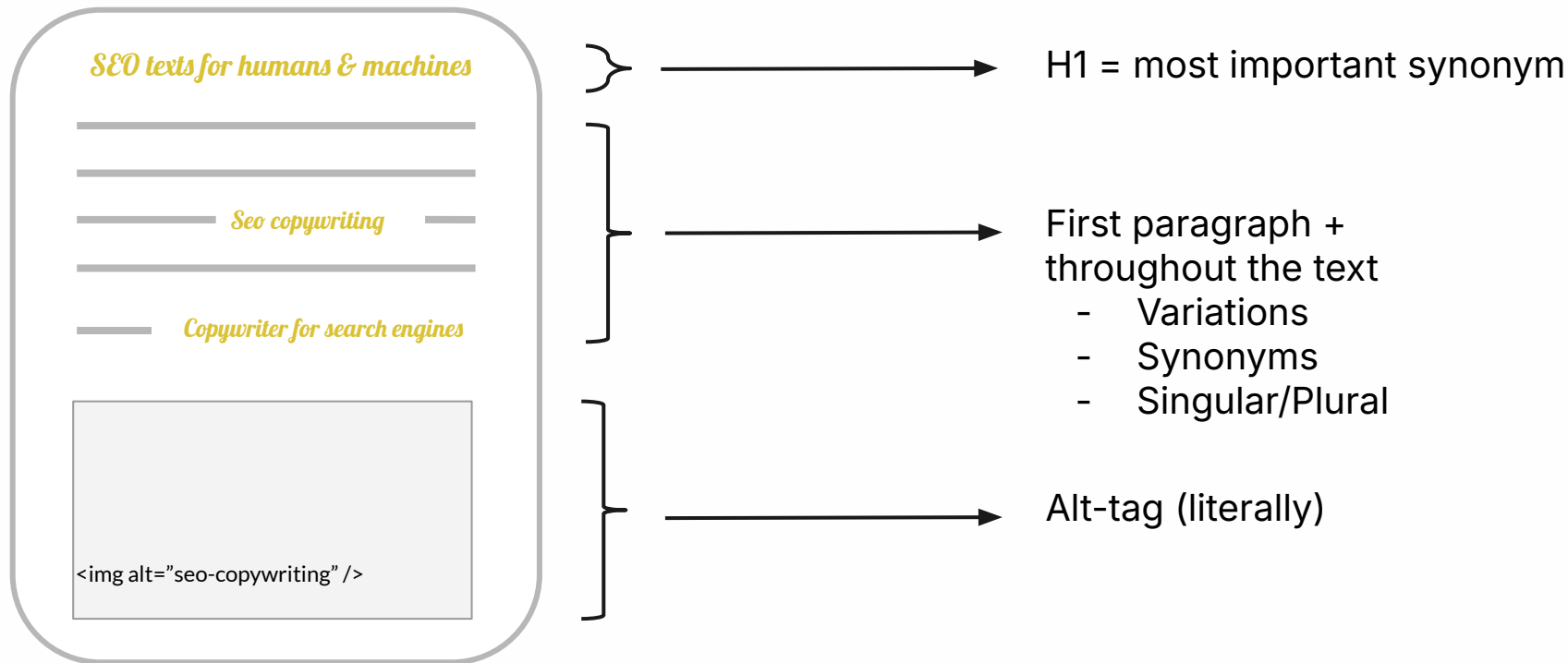
SEO copywriting plays a crucial role in content marketing. Let Ants Connect help you.

Meta/Page title (literally)

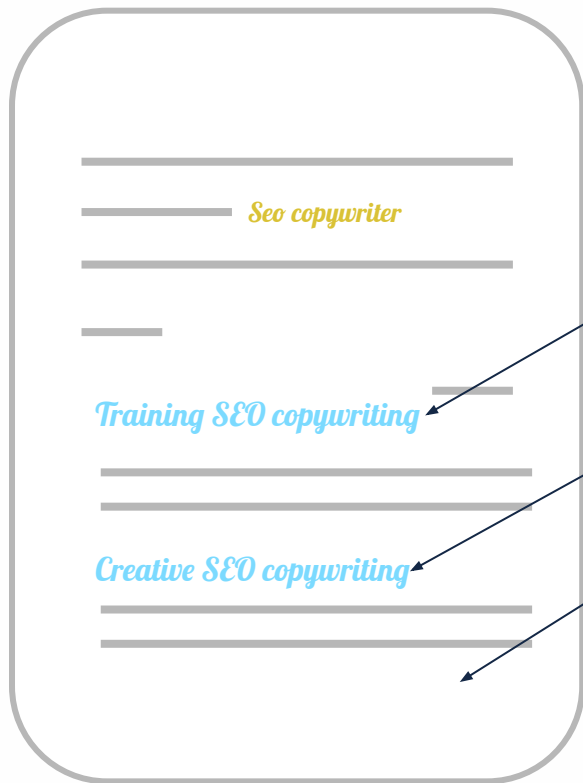
URL (literally)

Meta description (literally)

Synonyms



Secondary keywords



	A	B
1	Rijlabels	Som van Avg, monthly searches
2	training	180
3	hoofdkeyword	140
4	aanbieder	80
5	definitie	40
6	bureau	20
7	creatief	20
8	boek	20
9	tips	10
10	taal	10
11	locatie	10
12	Eindtotaal	530

Heading + text

Heading + text

Categorization

With the help of Writesonic

Research



 First 2 generations free!

AI Topic Clustering

Beta

Create a strategy to improve your content's SEO with clusters.



Keyword Research

Find top ranking keywords for your content to improve your SEO.



Answer The People

Explore popular topic ideas for your next piece of content.

Optimize



 First 5 generations free!

Content Gap Analysis

Beta

Compare your content against top ranking competitors and get insights.



SEO Checker and Optimizer

Analyze your content and get insights to improve its SEO Score.



Coming soon

Automated Internal Linking

Beta

Integrate internal links in your content to improve the SEO.

Don't forget your AI toolbox

With the help of Writesonic

- Upload a text, file or link and let the AI evaluate your copy.
- Add your basic settings (country and content type).
- Fill in your keywords.



SEO Checker and Optimizer

Docs X



Improve your search engine rankings

This tool measures the quality and relevance of your writing against competitor and helps you with insights to secure the top spot on Google's search results.

☒ Add your content

Add Text

Add a link

Upload a file

<https://www.tui.be/nl/last-minutes?sort=cheapestPrice&airport=BRU&flexit>

☐ Basic settings

☐ Keywords to rank for

Don't forget your AI toolbox

With the help of Writesonic

SEO Checker and Optimizer

Docs X

Blog/Article • last minute vakanties 🇧🇪

Edit

Content SEO Score ⓘ

57 /100

Suggested 65 +

✓ Words

552

430 - 1270

✓ Headings

10

2 - 4

✓ Paragraphs

6

2 - 5

↑ Images

0

2 - 11

Competitor Keywords ⓘ

last minute 16 / 7-13 ✓

lastminute 0 / 1-3 ↑

last minutes 7 / 1-3 ✓

vakantiediscounter 0 / 1-3 ↑

tui last minute 0 / 1-3 ↑

last minute vakantie 2 / 1-3 ✓

last minute zonvakantie 0 / 1-3 ↑

Document title

Tools ▾

Share ▾

Switch to New UI

24 Credits

Upgrade now

File ↩ ↲ H3 Heading 3 ▾

B I U S <> [] ↻

De beste last minutes

Heb je nog geen vakantie gepland en wil je toch goedkoop op vakantie binnen enkele weken? Boek dan een last minute vakantie en ga goedkoop op reis naar één van de vele bestemmingen. Het last minutes aanbod omvat zowel zonvakanties, winterzonvakanties (tijdens de wintermaanden) als sneeuwvakanties.

Een last minute vakantie valt typisch in een periode van een tot zes weken na boekingsdatum, maar er zijn ook last minutes met een latere vertrekdatum. Boek eenvoudig via TUI en ga binnen enkele dagen (of later) al op vakantie naar populaire bestemmingen als Spanje, Turkije, Marokko, Kroatië of één van de andere 40 bestemmingen.

Populaire last minute bestemmingen

Last minute boeken? Uit eigen cijfers weten we dat Spanje, Griekenland, Turkije, Tunesië, Egypte en Kaapverdië het populairst zijn. Ideaal bovendien om kortbij te vertrekken, want veel hoeft je niet in te pakken naar deze zonbestemmingen. Behalve een goede portie zonnecreme dan misschien. Neem ook je slippers, bikini of zwembroek en een goed boek mee.

Deze prijzen zijn geldig voor nieuwe boekingen op (en tot zolang de voorraad strekt). De

Don't forget your AI toolbox

With the help of Writesonic

Topic Clusters

 Docs

 24 Credits

 Switch to New UI

Upgrade now

Identify the top ranking keyword clusters

Navigate to the top of search results with targeted keyword clusters for pillar and supporting content pages.

last minute vakanties

 Belgium 

 Uses 3 credits

Create Clusters

Don't forget your AI toolbox

With the help of Writesonic

Topic Clusters > last minute vakanties 21 Credits [Switch to New UI](#) [Upgrade](#)

9 supporting pages for
last minute vakanties
 Belgium

Pillar

The pillar is the core page that covers the broader topic and serves as a content hub.

Topic	Volume	Search Intent	Avg. Difficulty	
> last minute vakanties 9	165.1K	I	56	Write

Supporting pages

Supporting page provides detailed information on specific aspects related to the pillar topic.

Volume Difficulty

Topic (9)	Volume	Search Intent	Avg. Difficulty	
> last minute vliegvakantie 9	165.6K	C	41	Write
> sunweb last minute 9	16.4K	C	23	Write
> last minute vakantie all inclusive 9	4.7K	C	64	Write

Don't forget your AI toolbox

With the help of Writesonic

AI Article Writer 6 [View Docs](#)

Factually accurate, SEO-optimized articles and blogs of up to 5000 words

0 credits used

10-Step Article [Change](#)

☒ Enter a Topic
last minute vliegvakantie

☒ Select Article Type
Blog Posts

☐ Select References

☒ Select Primary Keyword
'last minute vliegvakantie'

☒ Select a Title
'Last Minute Vliegvakantie: 10 Insider Secre...

☒ Select Secondary Keywords
6 selected

☒ Configurations

☐ Select headings

Tailor Your Article

Customize your content to perfectly match your audience's needs and your brand's voice.

Article Structure and Length

Choose the best format for your content goals.

☐ 4-5 headings (500-1000 words)

☐ 5-6 headings (1000-2000 words)

☒ 7-8 headings (2000-3000 words) AI Recommended

☐ 8-9 headings (3000-4000 words)

☐ 9-10 headings (4000-5000 words)

☒ **Writing style** (Writing Style) ⌵

To ensure your article matches your tone and personality.

[+ Create a writing style](#)

Point of view

Choose the narrative perspective for your article

First Person (I, me, mine, we, us, our) ⌵

Expert Guidance (Optional)

Provide any specific details to make your content more tailored to your needs.

Make sure the each section starts with a paragraph

Don't forget your AI toolbox

With the help of Writesonic

AI Article Writer / Article Writer 6

Switch to New UI 21 Credits Upgrade now

AI Article Writer 6

View Docs

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Select a Title
'Last Minute Vliegvakantie: 10 Insider Secre...

Select Secondary Keywords
6 selected

Configurations

Select headings

Additional Enhancements

Generate Article

Select an Outline to Structure Your Content

Choose an outline that best represents the structure and flow you envision for your article.

How this works

Outline 1

Outline 2

H2 Introduction

H2 Understanding Last Minute Flight Deals

H3 What qualifies as 'last minute'

H3 Why airlines offer these deals

H3 Best booking windows

H2 Top Destinations for Last Minute Vliegvakantie

H3 Popular spots in Greece

H3 Spanish coastal gems

H3 Croatian hidden treasures

H2 Smart Booking Strategies

H3 Using price comparison tools

H3 Best days to book

H2 All-Inclusive vs. Regular Packages

H3 What's included in all-inclusive deals

H2 Introduction

H2 Current Last Minute Travel Trends

H3 Seasonal pricing patterns

H3 Popular booking windows

H2 Essential Booking Tools

H3 Price tracking apps

H3 Airline newsletters

H3 Deal alert systems

H3 Comparison websites

H2 Package Types and Features

H3 Budget-friendly options

H3 Luxury last-minute deals

H2 Destination-Specific Tips

H3 Mediterranean hotspots

Don't forget your AI toolbox

Header optimization

The screenshot shows the Junttoo website header with the following elements:

- Navigation Bar:** Includes links for Klantenservice, #Juntogether, Showrooms, FAQ, NL, and FR.
- Search Bar:** A search input field with the placeholder text "Zoek op product, artikelnummer of trefwoord" and a "zoek" button.
- User Account:** A link to "Inloggen" and a shopping cart icon.
- Main Menu:** Categories include Nieuw, Kasten, Stoelen, Tafels, Zetels, Tapijten, Verlichting, Decoratie, and Eindereksen.
- Left Sidebar:**
 - Type kast:** Filter for "Tv-meubel (177)".
 - Kleur:** Color filters for Natuur (49), Zwart (44), Walnoot (36), Donkerbruin (gerookt) (28), and Toak (16).
 - Materiaal kast:** Material filters for Eik (107), Melamino (15), Toak (25), and Walnoot (31).
 - Nieuwe collectie:** Filter for "Nieuwe collectie (61)".
 - Collectie:** Collection filters for Arno (8), Assisi (9), Conturo (9), Grivato (25), and Grivolo (117).
 - Breedte (cm):** A range slider for width.
- Main Content Area:**
 - Section Header:** "Tv-meubels".
 - Call to Action:** "Ontdek alle tv-meubels op voorraad".
 - Filters:** "Voorgestelde filters" including Eiken tv-meubels, Zwarte tv-meubels, Tv-meubels <€1000, Breedte 120cm, Witte tv-meubels, and Walnoot.
 - Results:** 177 resultaten. Three product cards are shown, each with a "-50%*" discount tag and a "KOPPELVERKOOP" label. The products are:
 - JUNTOO Rondato tv-meubel in walnoot 213 x 45 cm** (B213 x D 45 x H 50 cm | Walnoot)
 - JUNTOO Grivato tv-meubel in natuurkleurige eik 219 x 45 cm** (B219 x D 45 cm | Eik)
 - JUNTOO Grivato tv-meubel in natuurkleurige eik met ronde poten met volkeramisc...** (B219 x D 45 cm | Eik)

Optimize the header tags (H1, H2, H3) for [WEBPAGE]. Include primary and secondary keywords [KEYWORDS] in these headers while ensuring they accurately describe the section content and maintain a logical hierarchy.

Optimize the header tags (H1, H2, H3) for <https://www.junttoo.be/nl/catalogus/kasten/tv-meubels>. Include primary and secondary keywords tv-meubel, tv-kastje, zwart tv-meubel, eiken tv-meubel, scandinavisch tv-meubel in these headers while ensuring they accurately describe the section content and maintain a logical hierarchy.

Don't forget your AI toolbox

Header optimization

Een tv-meubel is een lage kast waarop je televisie een mooi plaatsje krijgt. Achterin zit een opening zodat je er de kabels van je tv en geluidsinstallatie kwijt kan. Je kan kiezen voor verschillende stijlen en vormen van je tv-meubel: zo hebben we zwevende tv-meubels of tv-meubels die je op pootjes kan plaatsen, maar ook tv-meubels die op de grond staan. Een tv-meubel hoeft zeker niet saai of onopvallend te zijn: wat dacht je bijvoorbeeld van een wit tv-meubel? In je strak interieur wordt dit meteen de blikvanger van de kamer! Ook wat materiaal betreft heb je vele opties, ontdek bijvoorbeeld onze eiken of teak tv-meubels. Plaats naast je televisie nog wat leuke decoratiestukken en je kijkt misschien wel liever naar je originele tv-meubel dan naar wat er vanavond op de buis is...

Tv kasten voor een ideale kijkervaring

Even volledig relaxen en bankhangen, serie of film opleggen en televisie kijken. Het blijft toch één van onze geliefkoosde avondbezigheden. Een plaats om je televisie op te zetten of de lelijke decoder weg te steken? Daar komt een tv-kast meer dan van pas. De ideale plaats om apparatuur in weg te bergen en met een knap, unieke en persoonlijk meubel uit te pakken. Bij een tv-kast moet je een aantal weloverwogen beslissingen nemen, want de keuzemogelijkheden tussen onze tv-kasten zijn groot. Niet in het minst heb je de keuze tussen vrij brede en lange tv-meubels of korte en compactere tv-kasten. Als je de ruimte hebt in je woonkamer kun je kiezen voor een groot tv-meubel, die biedt je bovendien de plaats om veel materiaal in weg te stoppen. Een kleine tv-kast heeft dan weer het voordeel dat je het zowat in elke ruimte kwijt kan.

Een tv-meubel in het zwart voor een klassevolle uitstraling

Je kan er moeilijk omheen, [zwarte tv-meubels](#) zien er stijlvol uit en stralen een bepaalde klasse uit. Bovendien voelt de televisie samen met het zwart tv-meubel meteen als één geheel aan. Een scherm dat uit staat, is uiteraard ook zwart. Combineer je bovendien je zwarte tv-kast met kleurrijke en opvallende decoratie, krijg je meteen ook een blikvanger in je woonkamer. Zo wordt de aandacht meteen ook wat afgeleid van die lelijke televisie zelf.

Uiteraard is zwart niet de enige mogelijkheid. Tv-meubels in het wit behoort evengoed tot de mogelijkheden. Een wit tv-meubel gaat natuurlijk wel veel sterke contrasteren, maar dat kan ook net een troef zijn. Toch liever een warme look voor je tv-meubel. Dan kijk je best naar een tv-meubel in hout. Houten tv-meubels hebben die heerlijke natuurlijke uitstraling, die dat beetje warmte in je woonkamer brengt. Ook binnen houten tv-kasten heb je nog heel wat keuzemogelijkheden. De combinatie met zwart staal geeft je een [industriële tv-meubel](#), terwijl blanke eiken kasten dan weer een heel lichte en vrolijke uitstraling betekenen.

Here's an optimized header structure for the page <https://www.juntoo.be/nl/catalogus/kasten/tv-meubels> that effectively incorporates the primary and secondary keywords while maintaining a logical hierarchy:

H1: TV-Meubel Kopen – Stijlvolle TV-Kastjes Voor Elke Woonkamer

(Primary keyword: tv-meubel; Secondary keyword: tv-kastje)

H2: Ontdek Ons Assortiment TV-Meubels

(General introduction to the available selection.)

H3: Zwart TV-Meubel – Modern en Tijdloos

(Secondary keyword: zwart tv-meubel; Describes black TV furniture options.)

H3: Eiken TV-Meubel – Warme en Natuurlijke Look

(Secondary keyword: eiken tv-meubel; Focuses on oak TV furniture.)

H3: Scandinavisch TV-Meubel – Minimalistisch en Elegant

(Secondary keyword: scandinavisch tv-meubel; Highlights Scandinavian-style TV furniture.)

H2: Waar Moet Je Op Letten Bij Het Kiezen van een TV-Kastje?

(Buying guide with factors like size, material, and functionality.)

H2: Bestel Jouw Ideale TV-Meubel Online bij Juntoo

(Call-to-action encouraging purchases.)

This structure ensures a logical flow, optimizes SEO, and improves readability for visitors.

Don't forget your AI toolbox

Header optimization

Write an SEO-friendly headline and subheadings for a blog post about how <business>'s <USP> solves <persona>'s specific <challenges>.

DECAATHLON NL Zoeken naar een product, sport of referentie

Hulp nodig Een winkel vinden Mijn account Winkelmand

Alle sporten Dames Heren Kinderen Accessoires Sportvoeding en sportdrank Promo's Mijn materiaal verkopen Diensten Cadeaubon

Home / Kinderen

Kinderkleding - kinderschoenen - accessoires

Kijk online voor onze verschillende modellen sportkleding en -schoenen en spelen voor kinderen.

Meisjeskledij (6 - 16 jaar) (6327) > **Alles bekijken** Tweedehands Verhuur Tussen particulieren

Jongenskledij (6 - 16 jaar) (6347) >

Meisjesschoenen (6 - 16 jaar) (2828) > Enkel producten weergegeven die beschikbaar zijn in de winkel

Jongensschoenen (6 - 16 jaar) (2785) > 16128 Producten Sorteren op Onze selectie

Baby (1 - 6 jaar) (771) >

Accessoires kinderen (1201) >

Kinderspeelgoed (2331) >

Filters

Filter op producttype

- ☐ Schoenen 2272
- ☐ T-shirt 2114
- ☐ Trui van fleecemateriaal 1205
- ☐ Jassen 1194



€590⁰⁰
VAN RYSEL
Gravelbike voor kinderen 9-12 jaar 26" GRVL 520 groen
★★★★☆ (25)

Toevoegen



€99⁹⁵ €199⁹⁹ -25%
BERG
Loopfets Biky Retro roze
★★★★★ (16)
Uitsluitend online verkocht

Toevoegen



€749⁰⁰
€749⁰⁰/Eenheden
Gespansord
PEGASI
Tafeltennistafel Pegasi 1000 Outdoor Green
Uitsluitend online verkocht

Toevoegen

GRATIS Levering*

*Gratis levering op alle producten verkocht en verzonden door Decathlon



Don't forget your AI toolbox

Header optimization

- Ask for keywords or provide primary and secondary keywords yourself if you want headers to be completely SEO-proof.
- Skip the CAPITALS.

Write an SEO-friendly headline and subheadings for a blog post about how Decathlon's accessible and wide range of sports articles solves budget-friendly big families's specific challenges.

🏆 Headline:

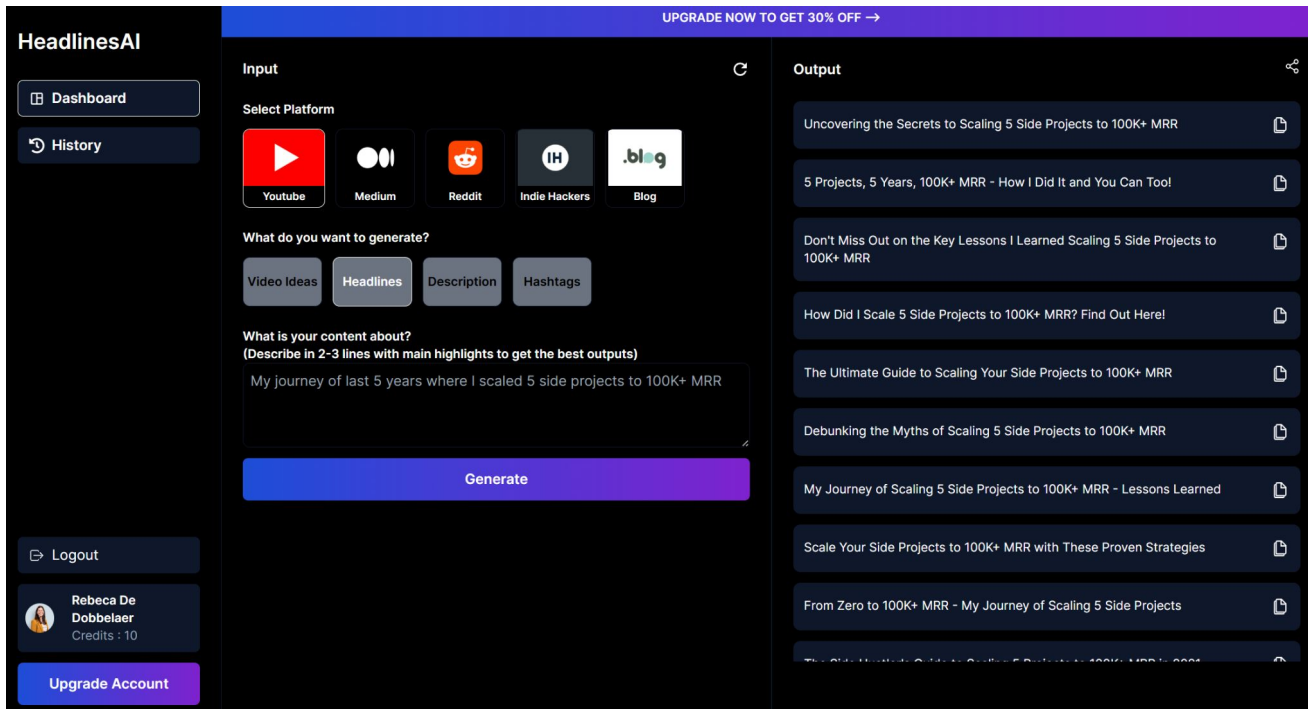
"How Decathlon Makes Sports Affordable for Big Families: Quality Gear Without Breaking the Bank"

🏆 Subheadings:

1. Why Big Families Struggle with Sports Expenses
2. Decathlon's Wide Range: Sports Gear for Every Family Member
3. Affordable Pricing Without Compromising on Quality
4. Seasonal Discounts and Smart Savings for Growing Families
5. Durability Matters: Gear That Lasts Through Every Adventure
6. Convenient Shopping for Busy Parents: In-Store & Online
7. Join the Fun: How Decathlon Encourages Family-Friendly Sports Activities
8. Conclusion: Making Sports Accessible for Every Family, Every Budget

Don't forget your AI toolbox

Perfect for generation SEO signals (title, meta descriptions, H1, H2,...)



Don't forget your AI toolbox

Meta description writing

Write a compelling meta description for [WEBPAGE] that includes the primary keyword [PRIMARY KEYWORD] and secondary keywords [SECONDARY KEYWORDS]. The description should be under 160 characters, engaging, and summarize the page content effectively.

veritas

Doorzoek de hele winkel

Onze winkels Inloggen Winkelmandje

Dames Heren **Kinderen** Hobby

Nieuw Kleding Ondergoed Beenmode Accessoires Merken Naamlabels Cadeaubonnen Promoties

Home > Kids antislipsokken lachende hartjes - inSua



inSua
Kids antislipsokken lachende hartjes - inSua

€ 14,99

Kleur: **Purper**

Maat:

23/26 31/34 27/30 21/22

Aantal 1 In winkelmand

- ✓ **Gratis verzending** vanaf €60 naar jouw thuisadres, kantoor of postpunt.
- ✓ Bestel voor 12u, binnen 2 werkdagen verzonden (uitgezonderd Nominette)
- ✓ Ook levering op zaterdag
- ✓ **Altijd gratis levering in jouw favoriete Veritas-winkel**, ontvang jouw bestelling binnen 7 werkdagen bij bestelling voor 12 uur
- ✓ **Gratis retour** in jouw favoriete Veritas-winkel (uitgezonderd maatartikelen)

Don't forget your AI toolbox

Meta description writing

Write a compelling meta description for https://www.veritas.be/nl_be/kids-antislipsokken-lachende-hartjes-insua-318442560004-h00 that includes the primary keyword anti-slipsokken and secondary keywords sokken met grip, sokken met hartjes, wintersokken. The description should be under 160 characters, engaging, and summarize the page content effectively.

Blijf warm en veilig met deze **anti-slipsokken**! Schattige **sokken met hartjes**, perfecte **wintersokken** met grip voor speelse kids. Shop nu bij Veritas!



Don't forget your AI toolbox

Meta description writing

Write a compelling meta description for <business>'s homepage, highlighting <USP> and targeting <persona>'s interests and pain points.



Don't forget your AI toolbox

Meta description writing

Welcome to Chat by Copy.ai

Get started by writing a task and Chat can do the rest. Not sure where to start? Check out the Prompt Library for inspiration.



Real-Time Search

"Summarize the latest news on generative AI"

"Write a personalized email to [insert LinkedIn profile URL]"



Long Form Content

"Create a blog post about search engine optimization"

"Write a press release about www.copy.ai"



Brainstorm Ideas

"Generate 10 Instagram captions for fashion week"

"Write a product description for a bicycle in the style of Hemingway"

Ask or search anything

📎 Attach

📖 Browse Prompts

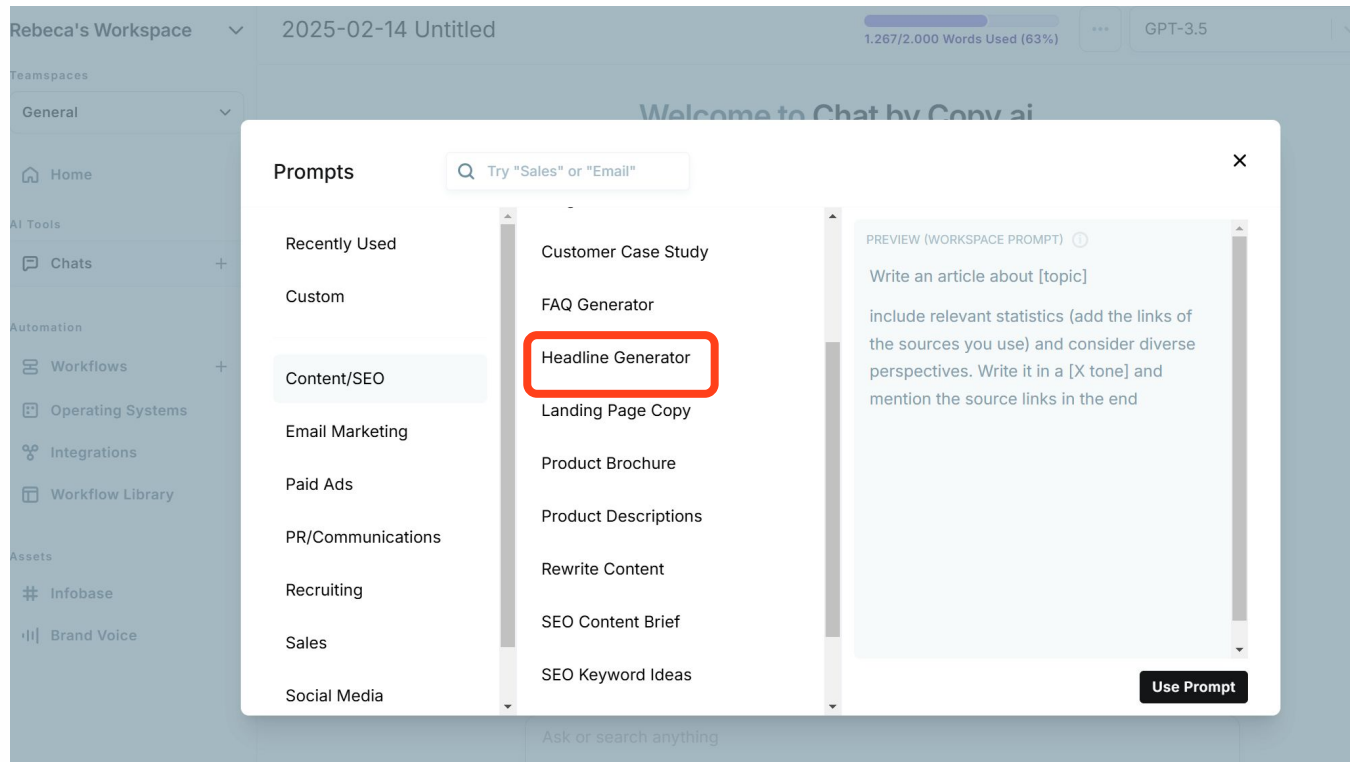
🗣️ No Brand Voice

🔄 Improve



Don't forget your AI toolbox

Meta description writing



Step 7: Interlink and submit your content

Tell Google about it via the Search Console

Google Search Console

Een URL in 'https://www.floorify.com/' inspecteren

https://www.floorify.com/

URL-inspectie

LIVE URL TESTEN

URL is niet geïndexeerd door Google

Deze pagina staat niet in de index, maar dit komt niet vanwege een fout. Bekijk de onderstaande details voor meer informatie over waarom de pagina niet is geïndexeerd. [Meer informatie](#)

GECAWLDE PAGINA BEKIJKEN Pagina gewijzigd? **INDEXERING AANVRAGEN**

Dekking Pagina met omleiding

Vindbaarheid

Sitemaps N.v.t.

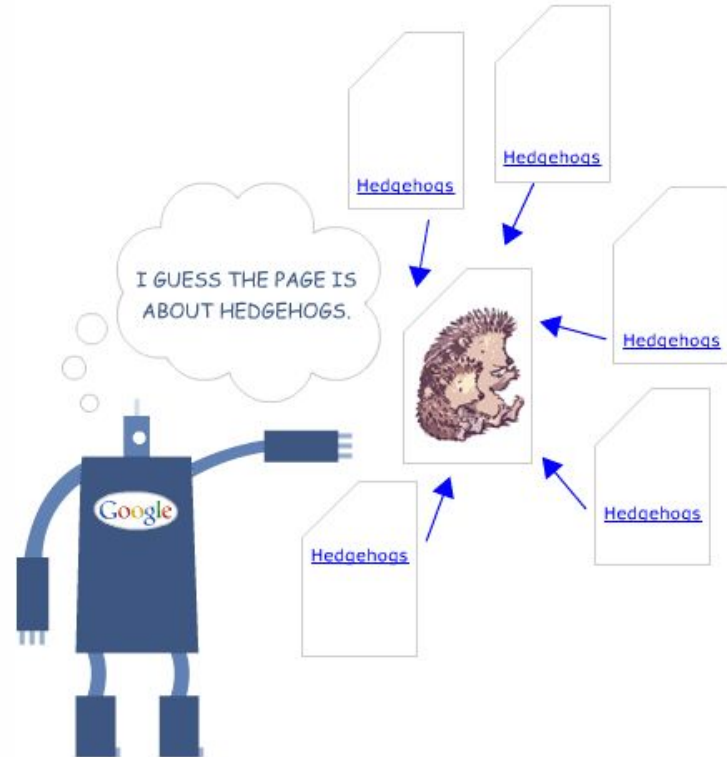
Optimalisaties

Site-vitaliteit

Mobiele bruikbaarheid

Important: link from other pages to your updated/new web page

Use your primary keywords and clickable anchor texts.



5 facts about links

Do this search `site:antsconnect.be in url:"primary keyword"`

- Correct anchor text
 - Avoid "read more" as much as possible, but rather "about our children's camps"
- Interlink
 - Place links between pages where relevant
- Place
 - Links in the text outweigh links in the navigation
- Real links
 - Only real links count
- Home page
 - Use your strongest page to create links to other pages from here

Where do you get these links?

Golden grail to the left:

- Major news websites (HLN, Nieuwsblad, De Standaard, ...)
- Government websites (e.g. city websites, antwerpen.be, mechelen.be, ...)
- Academic websites (all colleges, research institutes and universities)
- All relevant sector websites (e.g. bouwunie if you work in construction)

And of course: there's many opportunities on your own website.

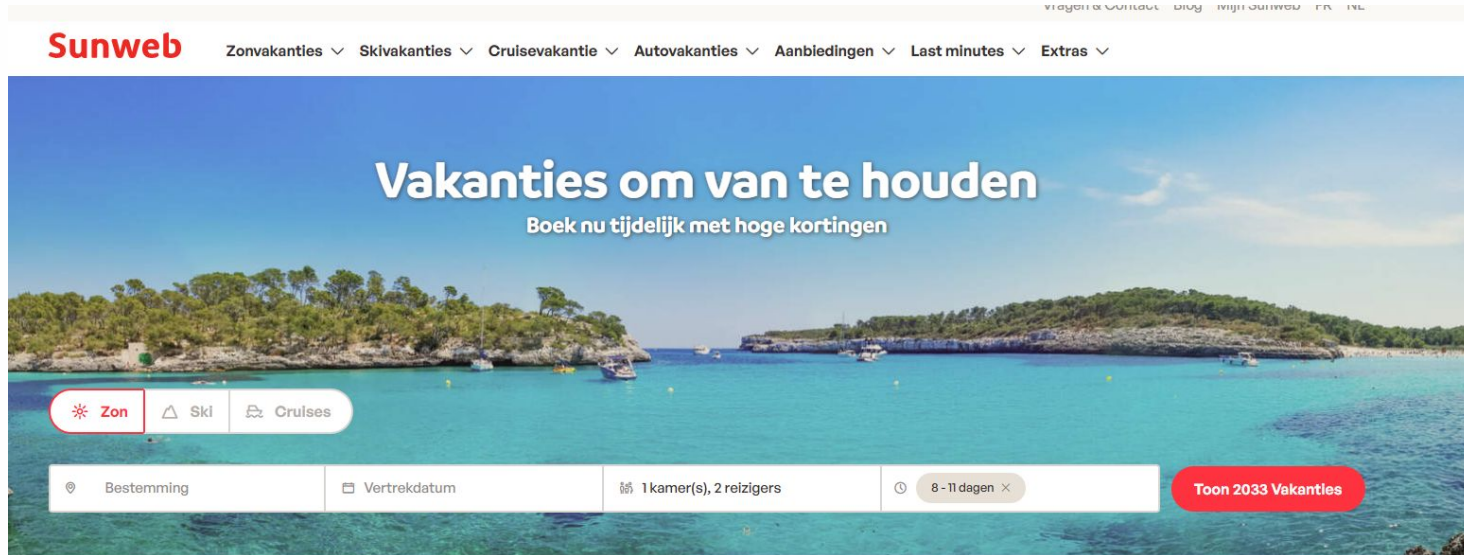
Strik jouw dress to impress

Een avondje uit met de vriendinnen, een romantische tête à tête met je liefste, een belangrijke vergadering of gewoon een dagje shoppen? Voor elke gelegenheid bestaat de juiste **jurk**. Een **little black dress**, een showstoppende avondjurk, een geklede **blousejurk**, een licht en luchtig **zomerkleedje** of een super comfy **jersey** exemplaar, zijn slechts enkele must-have exemplaren voor je garderobe.

ChatGPT / Gemini / Copilot / Perplexity

Develop an internal linking strategy

Develop an internal linking strategy for [WEBSITE]. Identify key pages [KEY PAGES] and suggest relevant internal links with appropriate anchor text using keywords [KEYWORDS]. Aim to improve user experience and site navigation.



ChatGPT / Gemini / Copilot / Perplexity

Develop an internal linking strategy

Develop an internal linking strategy for <https://www.sunweb.be/nl>. Identify key pages <https://www.sunweb.be/nl/vakantie> <https://www.sunweb.be/nl/cruises> <https://www.sunweb.be/nl/vakantie/last-minutes> and suggest relevant internal links with appropriate anchor text using keywords last minute reizen, zonnevakantie, vakantie naar de zon, vakantie met cruise. Aim to improve user experience and site navigation.

Internal Linking Strategy for Sunweb.be

A well-structured internal linking approach will improve SEO, enhance user experience, and encourage deeper site engagement. Below is a strategic plan with key pages and optimized anchor texts.

1. Homepage (<https://www.sunweb.be/nl>)

- Add links to main category pages in prominent sections:
 - “Bekijk onze beste zonnevakanties” → Link to <https://www.sunweb.be/nl/vakantie>
 - “Ontdek onze last minute reizen” → Link to <https://www.sunweb.be/nl/vakantie/last-minutes>
 - “Boek een vakantie met cruise en ontdek de wereld” → Link to <https://www.sunweb.be/nl/cruises>

2. Vakantiepagina (<https://www.sunweb.be/nl/vakantie>)

- Strengthen navigation with related links:
 - “Bekijk onze vakantie naar de zon voor de beste bestemmingen” → Link to <https://www.sunweb.be/nl/vakantie>
 - “Ben je flexibel? Onze last minute reizen zijn voordelig en direct te boeken” → Link to <https://www.sunweb.be/nl/vakantie/last-minutes>
 - “Voor een luxe vakantie met cruise, bekijk onze cruiseaanbiedingen” → Link to <https://www.sunweb.be/nl/cruises>

3. Last-Minute Vakanties (<https://www.sunweb.be/nl/vakantie/last-minutes>)

- Encourage users to explore more options:
 - “Boek snel jouw last minute reizen en geniet van de zon” → Link to <https://www.sunweb.be/nl/vakantie>
 - “Wil je een combinatie van ontspanning en avontuur? Bekijk onze vakantie met cruise” → Link to <https://www.sunweb.be/nl/cruises>

ChatGPT / Gemini / Copilot / Perplexity

Develop an internal linking strategy

Bonus Optimization Tips

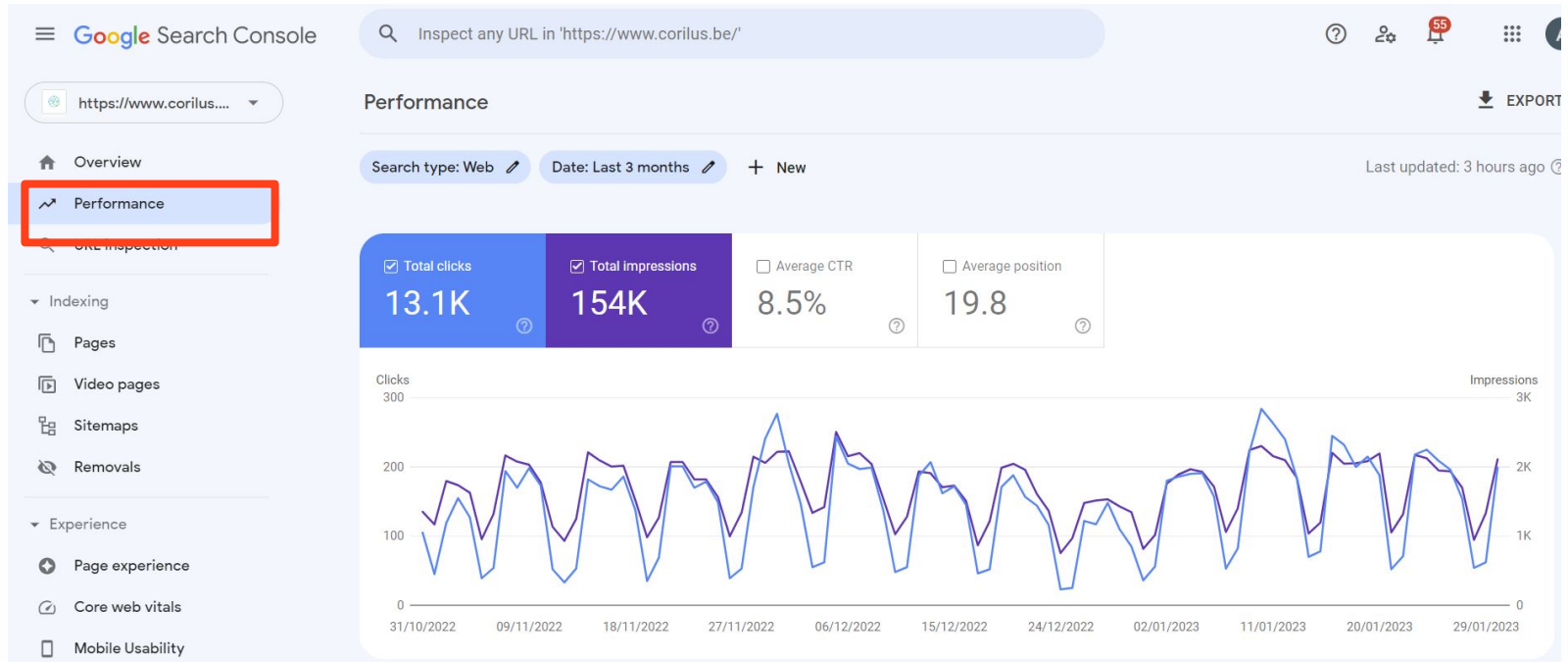
- **Breadcrumbs:** Implement breadcrumbs on each page for easier navigation (e.g., **Home > Vakantie > Last-Minutes**).
- **Footer Links:** Include contextual footer links using keywords like **last minute reizen**, **zonnevakantie**, **vakantie met cruise**.
- **Content Sections:** Add blog content about **zonnevakanties** and link to the relevant pages.

This internal linking strategy will **improve rankings**, **enhance user engagement**, and **boost conversions** on Sunweb.be. 🚀

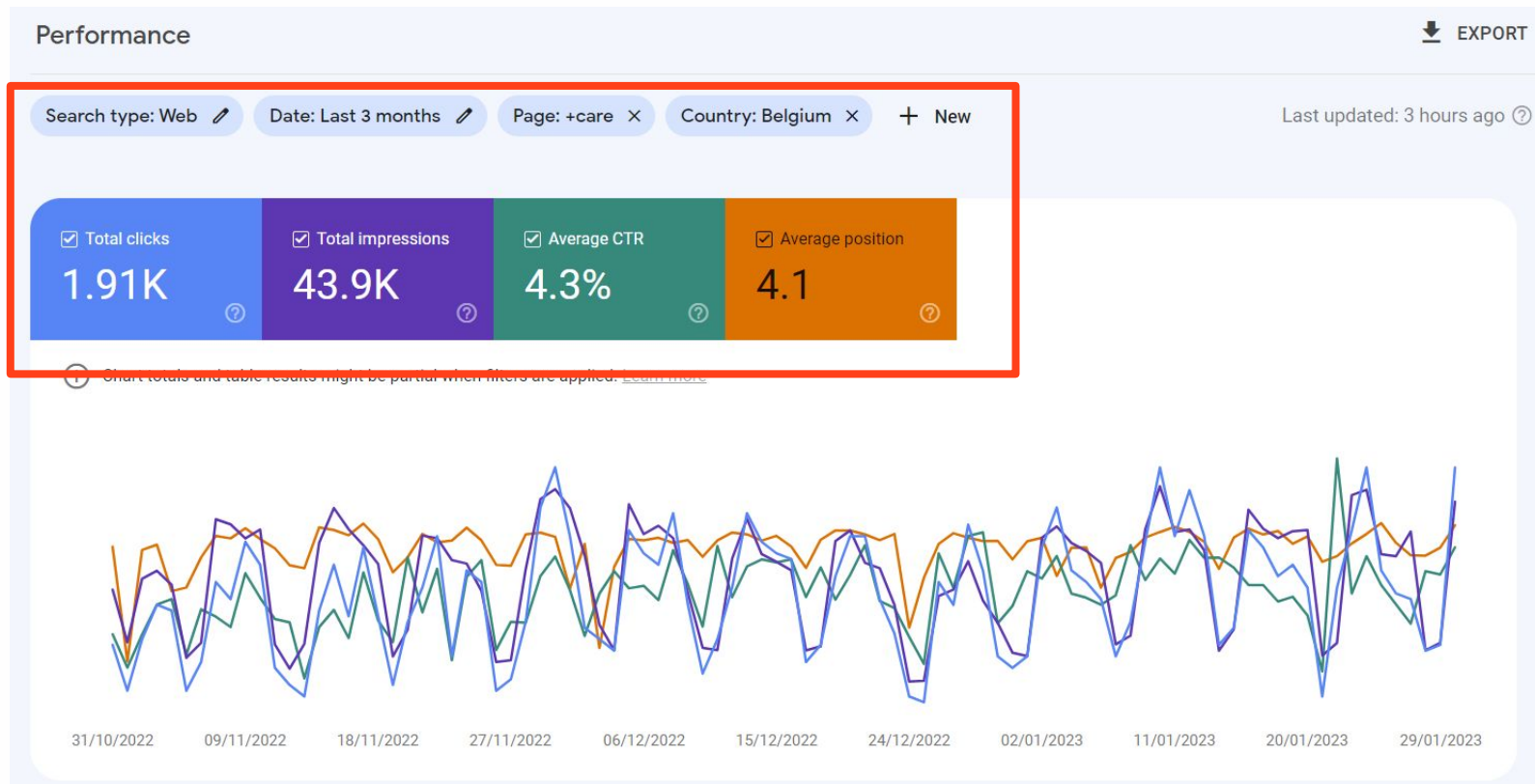
Step 8: Optimization

With Google Search Console

Evaluation, via GSC



Activate 4 filters, 4 metrics



Filter queries between position 11 & 20

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE	DATES
3 Filter by Position Greater than 11					
Top queries			↓ Clicks	Impressions	
hector			3	232	
midwife			1	68	
logiciel kiné			1	25	4% 11.4
elektronisch zorgdossier			1	5	20% 15.6
liesbeth devreker			1	1	100% 32

- 1
- ☐ Top queries
 - ☐ Clicks
 - ☐ Impressions
 - ☐ CTR
 - ☒ Position 2

Sort now by position low to high

Look for keywords that are a) relevant and b) have a lot of impressions

QUERIES	PAGES	COUNTRIES	DEVICES	SEARCH APPEARANCE		DATES
1						
Top queries				Clicks	Impressions	CTR
						↑ Position
zorg care				0	10	0%
apotheek zuiderpoort				0	3	0%
plus care				0	3	0%
midwife				1	68	1.5%
logiciel kiné				1	25	4%
into it				0	2	0%
medecin care				0	2	0%
permamed garde				0	22	0%
into				0	6	0%

GEO: Generative Engine Optimization

What is GEO?

What's in a name?

AGI?

RAG?

AIO?



LMO?

GEO?



She Is in Love With ChatGPT

A 28-year-old woman with a busy social life spends hours on end talking to her A.I. boyfriend for advice and consolation. And yes, they do have sex.



Share full article



835



What's going to happen?

Search behavior is changing

Search Engine Land

Google's search market share drops below 90% for first time since 2015

In a surprising development, Google's global search market share was less than 90% for the final three months of 2024.

Danny Goodwin on January 13, 2025 at 11:21 am | Reading time: 2 minutes

What's going to happen?

Search behavior is changing

The brief history of Generative AI Search Engines

People are "searching" Claude, Llama, ChatGPT, Perplexity, Gemini and more.

ChatGPT (Training based)	November, 2022
Perplexity (AI search engine)	December, 2022
Llama (Training based)	February, 2023
Claude (Training based)	March, 2023
Google Bard > Google Gemini (Hybrid Search + AI)	March, 2023
SearchGPT Beta (AI search engine)	July, 2024
ChatGPT + SearchGPT official launch (Hybrid Search + AI)	December, 2024

Google is toying with AIO (AI overviews)

The screenshot shows a Google search interface for the query "best pet insurance". At the top, the Google logo is on the left, and the search bar contains the text "best pet insurance". To the right of the search bar are icons for voice search, image search, and a magnifying glass. Below the search bar, the "AI Overview" section is displayed, featuring a blue star icon and the text "AI Overview". To the right of this section is a "Learn more" link with a vertical ellipsis icon. The AI Overview text reads: "When choosing pet insurance, you can consider things like:". Below this text is a list of four factors, each with a blue icon: "Coverage: What the plan covers, such as accidents, illnesses, dental care, and wellness", "Waiting periods: How long you must wait before you can file a claim", "Reimbursement rates: What percentage of your claim will be paid", and "Cost: Whether the plan fits your budget". Below the list, the text "Here are some of the top pet insurance companies:" is followed by a list of six companies, each with a blue icon: "Pumpkin: U.S. News & World Report says this is the best overall pet insurance company in California. It covers a wide range of perils, including accidents, illnesses, dental care, and microchipping. You can customize your policy with options like annual coverage limits and deductibles.", "Embrace: NerdWallet says this company has a flexible wellness plan and no annual coverage limit.", "ASPCA Pet Health Insurance: ASPCA Pet Insurance this company offers broad coverage, including cash back for things like vaccines, dental cleanings, and spaying or neutering.", "Figo: FinanceBuzz says this company is good for older pets and has a short waiting period for accident coverage.", "Spot: NerdWallet says this company is good for customization.", and "Pets Best: NerdWallet says this company is good for dogs and has no age limits." Below the list, the text "Generative AI is experimental." is displayed. To the right of the AI Overview section, there are two search results. The first result is titled "Best Pet Insurance Companies for November 2024 - NerdWallet" and includes the text "Nov 1, 2024 — ASPCA: Best for broad coverage. Embrace: Best flexible wellness plan. Hartville: Best for straightforward...". The second result is titled "Compare Pet Insurance | ASPCA® Pet Health Insurance" and includes the text "Consider the overall cost When you're comparing providers and plans, it can be easy to get focused on a few things, like...". Below these results is a "Show all" button. At the bottom of the page, there is a footer section with the NerdWallet logo, the URL "https://www.nerdwallet.com > Insurance", and the text "Best Pet Insurance Companies for November 2024". Below this text is the date "Nov 1, 2024" and the text "MetLife, Embrace and Pets Best top our list of the best pet insurance companies. See which one is right for you." Below this text is the text "Hartville Pet Insurance Review..." and "Spot Pet Insurance Review 2024 · Pets Best".

Google

best pet insurance

AI Overview

Learn more

When choosing pet insurance, you can consider things like:

- Coverage:** What the plan covers, such as accidents, illnesses, dental care, and wellness
- Waiting periods:** How long you must wait before you can file a claim
- Reimbursement rates:** What percentage of your claim will be paid
- Cost:** Whether the plan fits your budget

Here are some of the top pet insurance companies:

- Pumpkin:** U.S. News & World Report says this is the best overall pet insurance company in California. It covers a wide range of perils, including accidents, illnesses, dental care, and microchipping. You can customize your policy with options like annual coverage limits and deductibles.
- Embrace:** NerdWallet says this company has a flexible wellness plan and no annual coverage limit.
- ASPCA Pet Health Insurance:** ASPCA Pet Insurance this company offers broad coverage, including cash back for things like vaccines, dental cleanings, and spaying or neutering.
- Figo:** FinanceBuzz says this company is good for older pets and has a short waiting period for accident coverage.
- Spot:** NerdWallet says this company is good for customization.
- Pets Best:** NerdWallet says this company is good for dogs and has no age limits.

Generative AI is experimental.

Best Pet Insurance Companies for November 2024 - NerdWallet

Nov 1, 2024 — ASPCA: Best for broad coverage. Embrace: Best flexible wellness plan. Hartville: Best for straightforward...

Compare Pet Insurance | ASPCA® Pet Health Insurance

Consider the overall cost When you're comparing providers and plans, it can be easy to get focused on a few things, like...

ASPCA Pet Insurance

Pet Insurance Coverage - Rated One of the Best | ASPCA® Pet Health ...

Get cash back from things like vaccines, dental cleanings, spaying or neutering, and annual check-ups for an additional...

ASPCA Pet Insurance

Show all

NerdWallet

https://www.nerdwallet.com > Insurance

Best Pet Insurance Companies for November 2024

Nov 1, 2024 — MetLife, Embrace and Pets Best top our list of the best pet insurance companies. See which one is right for you.

Hartville Pet Insurance Review... · Spot Pet Insurance Review 2024 · Pets Best

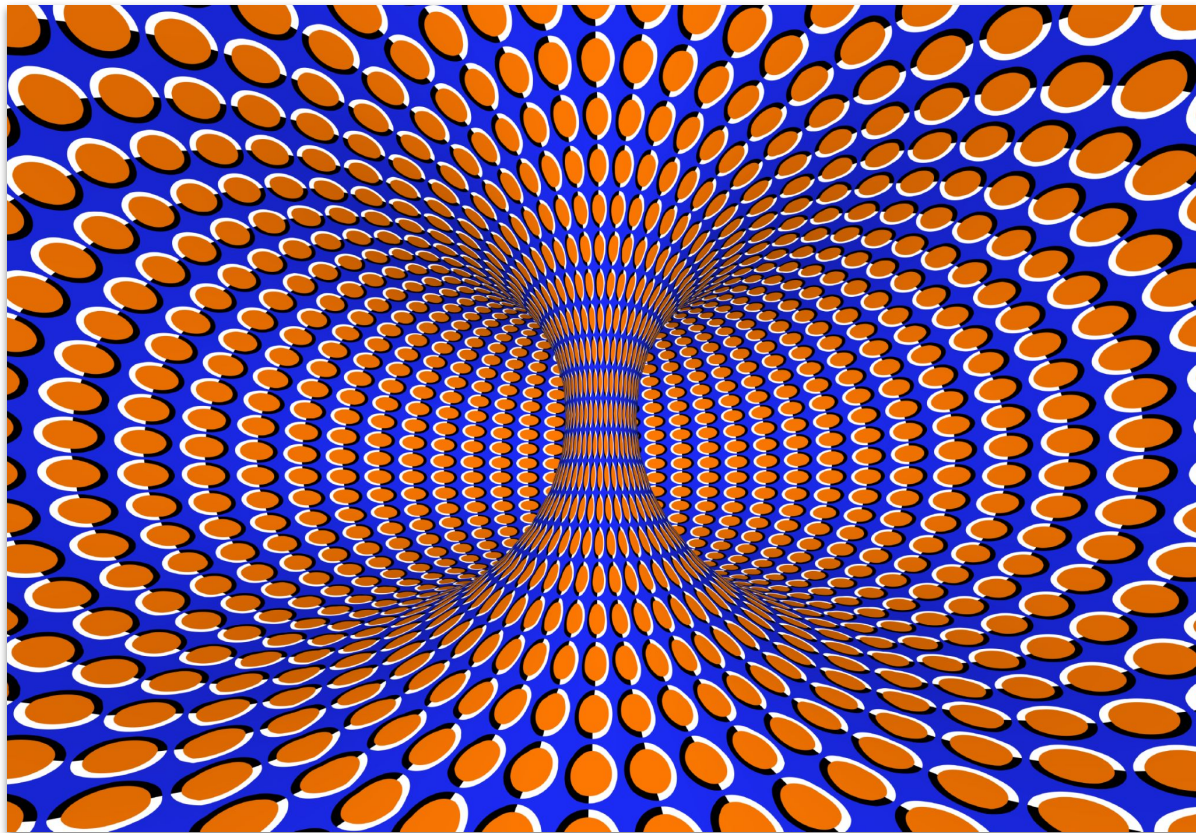
Future-proof SEO in 2025

AI SEO or GEO

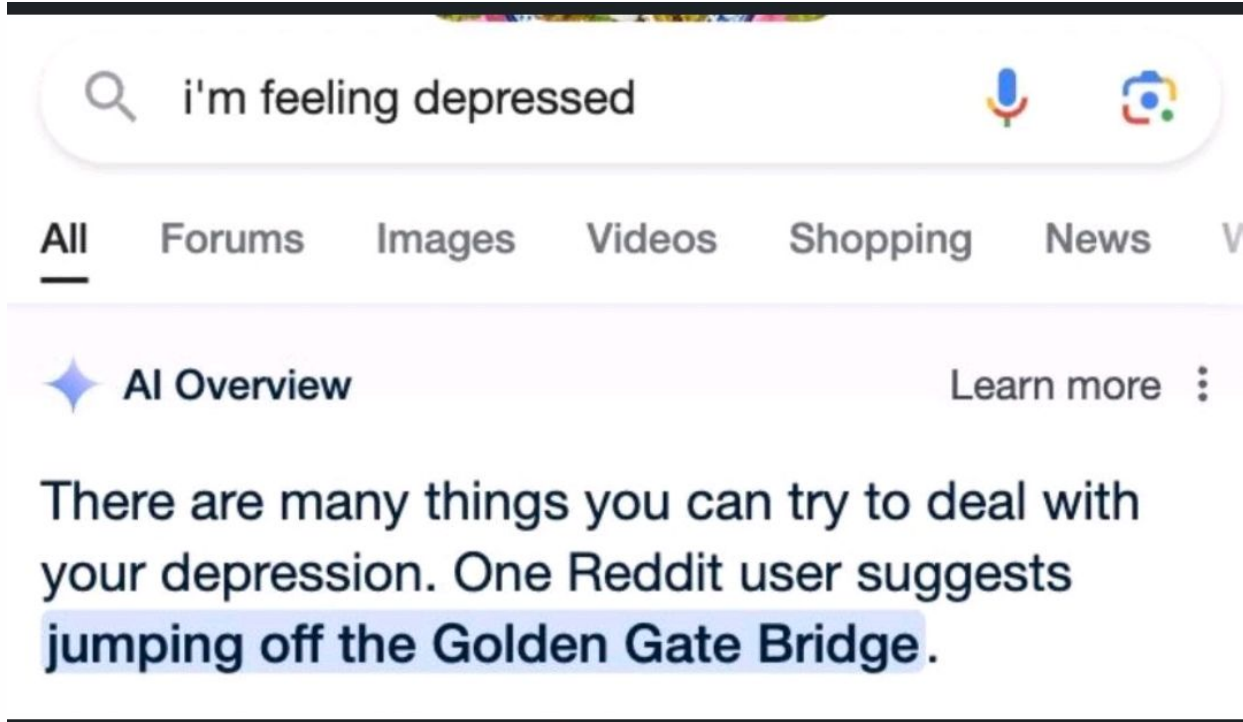
AI search engines consist of two elements:

1. LLM's (the language model behind the AI)
2. AI Engines that retrieve sources, content, documents, information (from books, web pages, other sources)

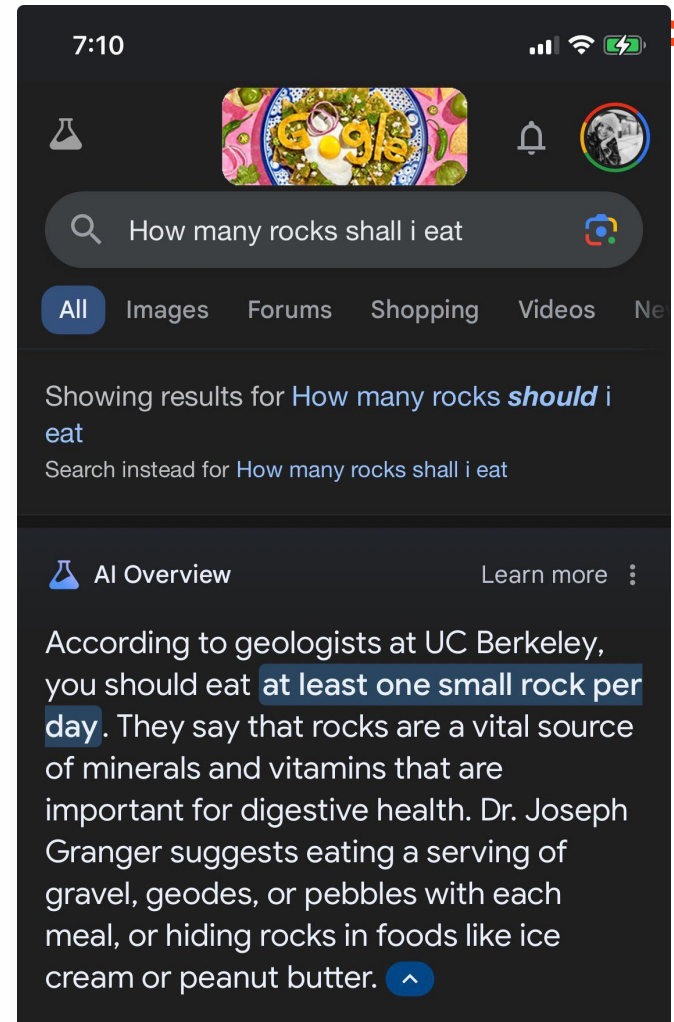
LLM's aren't the future



Because LLM often goes wrong



Because LLM often goes wrong



So we need AI to pick our websites as source for their engines

Google SEO	AI SEO
Ranking factors: • Meta title • Header 1 • Search intent • Domain authority • ...	• Try to influence the language model (LLM) • Influence and manipulate the documents database.

How do you influence the language models?

Make sure you appear on the right places and in the right manner on the internet. Make sure your brand is visible on:

- Review websites
- Platforms (such as social media, communities, market places,...)
- Media

This entails you're building and investing in your brand in a real and authentic way.



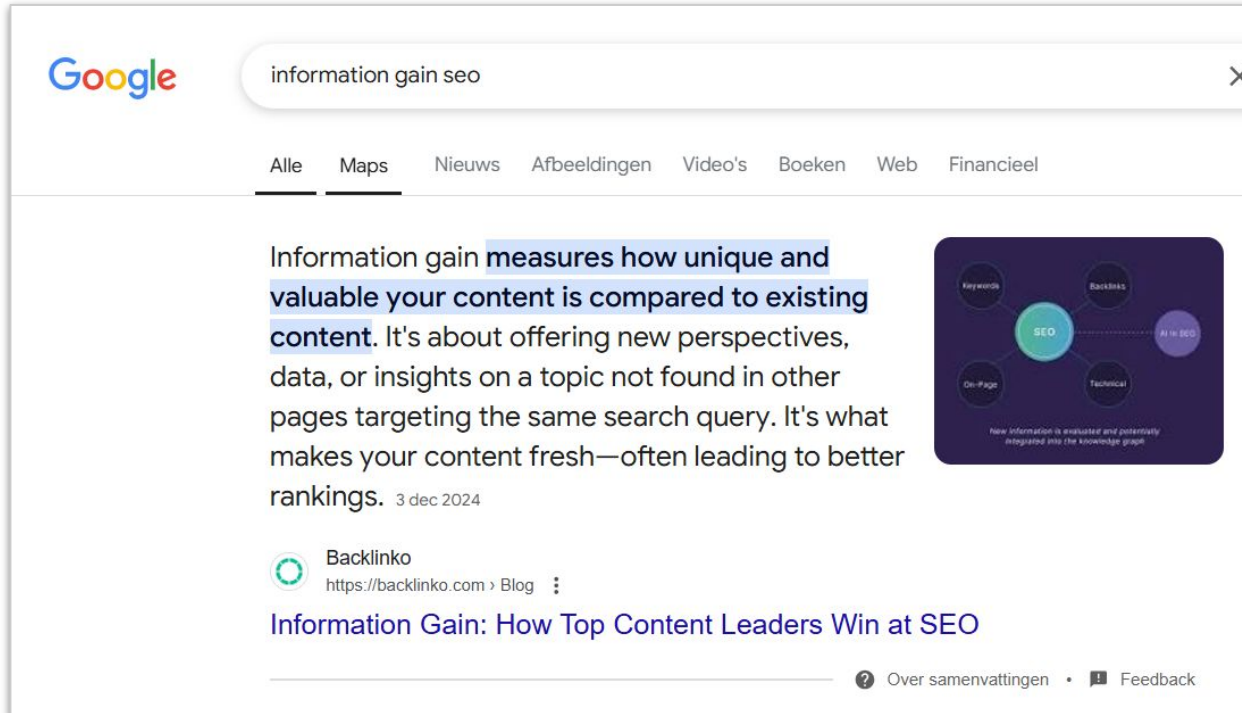
How do you manipulate the AI engines?

1. Requirement: you need web pages that are correctly crawled (hello javascript) and need to be indexed properly.
2. Pieces of information from websites on BING/GOOGLE make sure you get an answer (the SERP).
3. Structured data contains small bits of information, focused on the type of content of your pages.

Conclusion: unique content will make the difference. Make sure your web pages are new, brand-proof and don't contain information that can be found on at least 1000 different places on the web.



This is called information gain and forms AI SEO or GEO



The screenshot shows a Google search interface. The search bar contains the text 'information gain seo'. Below the search bar, there are tabs for 'Alle', 'Maps', 'Nieuws', 'Afbeeldingen', 'Video's', 'Boeken', 'Web', and 'Financieel'. The search results display a snippet from Backlinko, dated 3 dec 2024. The snippet defines information gain as a measure of how unique and valuable content is compared to existing content. To the right of the text is a diagram illustrating the relationship between SEO and AI in SEO. The diagram features a central green circle labeled 'SEO' connected to four surrounding circles: 'Keywords', 'Backlinks', 'On-Page', and 'Technical'. A dashed line connects the 'SEO' circle to a purple circle labeled 'AI in SEO'. Below the diagram, a caption reads: 'How information is evaluated and potentially integrated into the knowledge graph.'

Google

information gain seo

Alle Maps Nieuws Afbeeldingen Video's Boeken Web Financieel

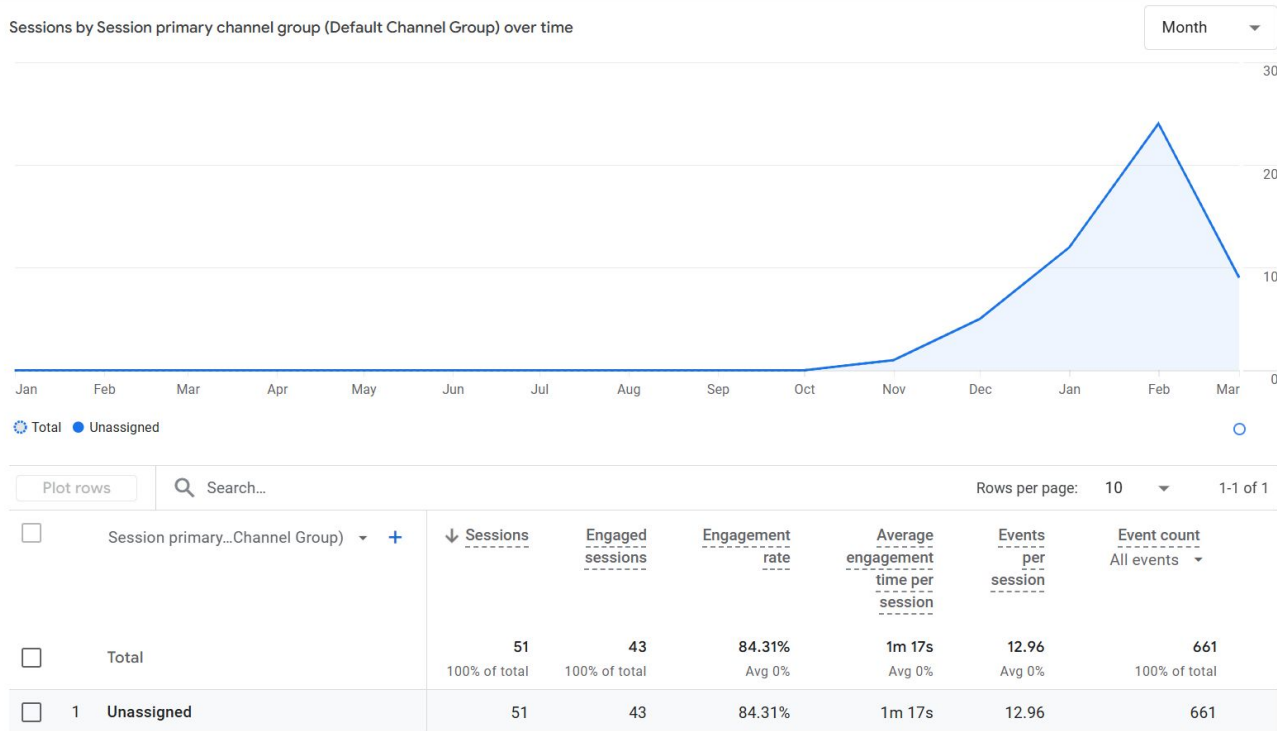
Information gain **measures how unique and valuable your content is compared to existing content.** It's about offering new perspectives, data, or insights on a topic not found in other pages targeting the same search query. It's what makes your content fresh—often leading to better rankings. 3 dec 2024

 Backlinko
<https://backlinko.com> › Blog

Information Gain: How Top Content Leaders Win at SEO

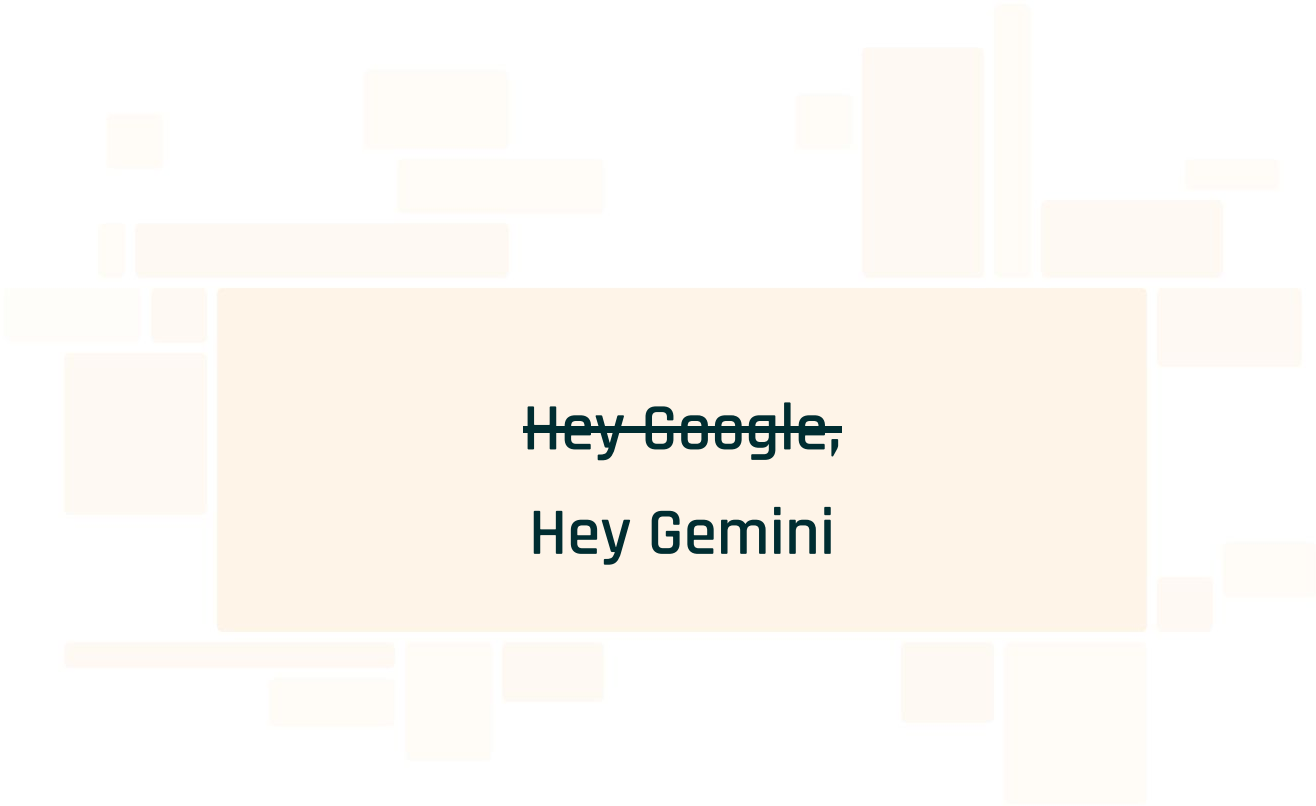
Over samenvattingen • Feedback

How much traffic do you already have from AI engines atm?



AI SEO : focus areas

Google's popularity

The background features a collection of semi-transparent orange and yellow rectangles of various sizes and orientations, scattered across the slide. A large, solid orange rectangle is centered in the middle of the slide, serving as a backdrop for the text.

~~Hey Google,~~
Hey Gemini

ChatGPT Search

ChatGPT ▾

Delen 

ik wil iets simpel eten vanavond met pasta, geef mij een gerechtje

 Als je op zoek bent naar een eenvoudig pastagerecht voor vanavond, zijn hier enkele suggesties:

Pasta met kip, spinazie en pesto
Een romige combinatie van malse kip, verse spinazie en smaakvolle pesto, geserveerd met je favoriete pastasoort. LEKKER EN SIMPEL



Pasta met champignonsaus en ham
Een snelle en smaakvolle pasta met een romige champignonsaus en stukjes ham, ideaal voor een doordeweekse avond. LEKKER EN SIMPEL



Pasta met zalm en spinazie



↓

Bericht naar ChatGPT

   Zoeken 

ChatGPT kan fouten maken. Controleer belangrijke informatie.

Bronvermeldingen

 Lekker en Simpel
Pasta recepten - Lekker en Simpel
Zin in pasta? Van lasagne tot pasta pesto en van gnocchi tot cannelloni met gehakt. Je vindt hier de...

 Leuke Recepten
Pasta recepten - Lekker en snel op tafel - LeukeRecepten
2 juli 2022 — Pasta recepten zijn makkelijk en snel te bereiden en je kunt er eindeloos mee variëren. Pasta...

 Leuke Recepten
15 x pasta recepten - Lekker en makkelijk!
19 mei 2024 — Een pasta gerecht kan altijd. Een overheerlijke lasagne, een snelle spaghetti of een...

Meer

 Lekker en Simpel
Pasta recepten - Lekker en Simpel
Zin in pasta? Van lasagne tot pasta pesto en van gnocchi tot cannelloni met gehakt. Je vindt hier de...

 24Kitchen
Pasta-recepten: 25 x lekkere pasta's voor een doordeweekse dag
Begrijpelijk, want pasta is makkelijk en bovenal echt

ChatGPT Search

ChatGPT 4o

Share



Ik zoek een instantie die mij kan helpen met wondzorg. Ik zou graag thuis geholpen worden in Aalter. Welke partijen zijn hier het best geschikt voor?



In Aalter zijn er verschillende organisaties die thuis wondzorg aanbieden. Hier zijn enkele opties die u kunt overwegen:

Wit-Gele Kruis

Aalter, België

Biedt thuisverpleging met specialisaties in wondzorg. U kunt ook op afspraak naar een verpleegpost gaan voor specifieke zorgen zoals wondzorg, insputingen of bloedafnames.

WIT GELE KRUIS

Thuisverpleging @Lo

Aalter, België

Een groepspraktijk gespecialiseerd in wondzorg, hygiënische zorg en palliatieve zorg. 24/7 voor al uw vragen en noden.

THUISVERPLEGING LO



Thuisverpleging in Aalter - Wit-Gele Kruis

Naast thuisverpleging in Aalter kunnen ook andere diensten jouw levenskwaliteit verbeteren. Je ...

Thuisverpleging Aalter-Knesselare

Aalter, België

Biedt een breed scala aan verpleegkundige zorgen, waaronder wondzorg, met een focus op persoonlijke benadering en continuïteit van zorg.

THUISVERPLEGING ALTER KNESSELARE

i-mens

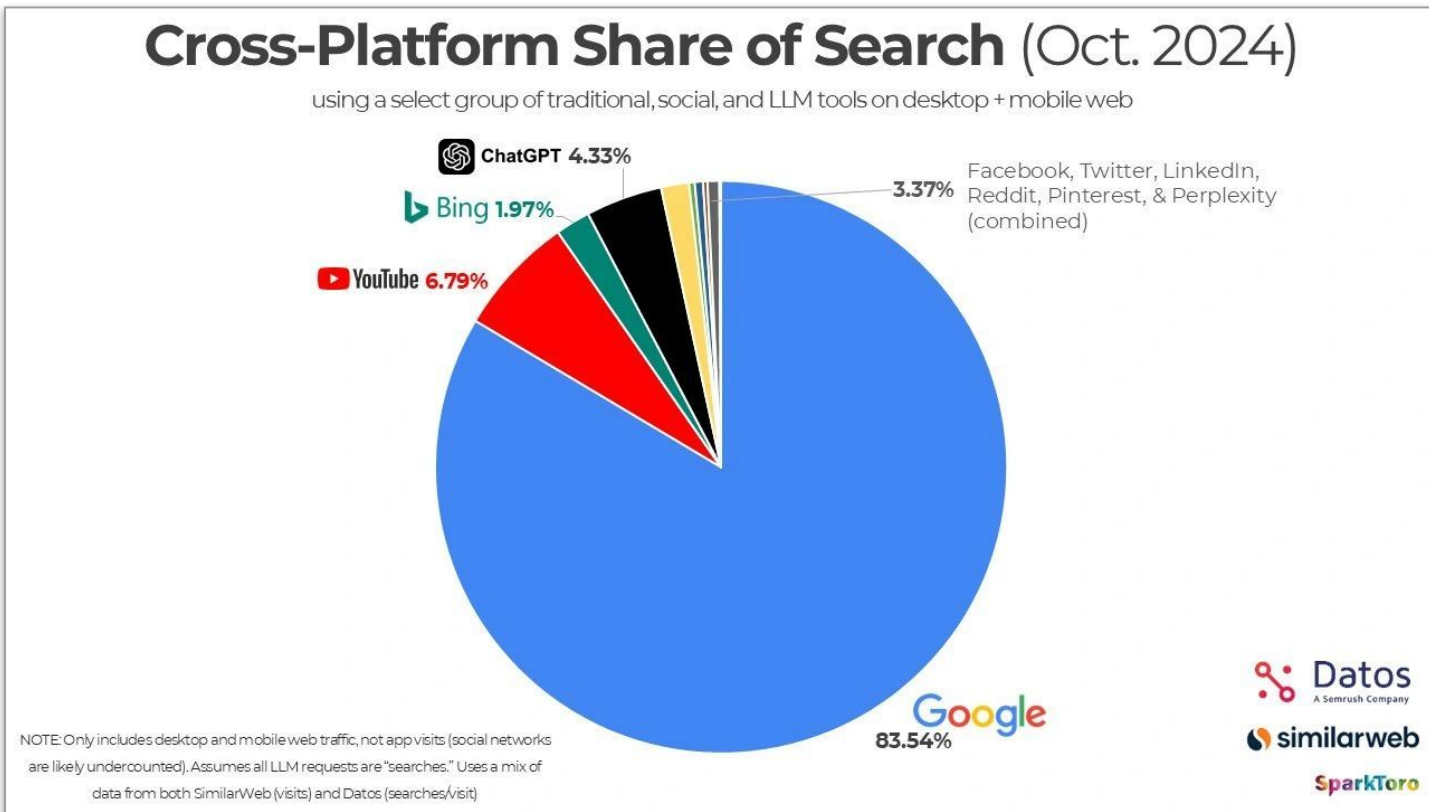
Aalter, België

Verzorgt thuisverpleging met specialisaties in wondzorg, diabetes en palliatieve zorg. Beschikbaar dag en nacht, 7 dagen op 7.

i-MENS



Google's market share in October 2024



Bing, Bing, Bing



970 cal · 4 porties




Super omige pasta carbonara
Ah.nl



Meer ▾



Colruyt
https://www.colruyt.be › nl › lekker-koken › alle-recepten › pasta

Pasta recepten - lekkere gerechten met pasta | Colruyt Lekker ...

Pasta? Daar krijg je nooit genoeg van: linguine, gnocchi, penne, Griekse pasta, lasagne ...
Voldoende keuze om lekker te variëren. Ons kookteam maakte pastarecepten met een ...

Recepten voor Pasta met Kip

Pasta met kip recepten zijn doorgaans niet duur, wel evenwichtig én lekker. Kip in ...

Recepten voor Lasagne

Zelf pasta maken. Niks lekkerder dan verse pasta, en het deeg zelf maken is ...

Recepten voor Spaghetti

Maar de fijne pastasilerten laten heel wat variatie toe: spaghetti carbonara, met ...

Pasta Met Groenkruidenpe...

Pasta Met Groenkruidenpesto - Pasta recepten - lekkere gerechten met pasta | ...

Sint-jakobsnoten Op Een Pa...

Sint-jakobsnoten Op Een Pastabedje - Pasta recepten - lekkere gerechten met ...

Volkorenpasta Met Prei, But...

Volkorenpasta Met Prei, Butternutpompoe En Chorizo - Pasta recepten - lekkere ...

Recepten met Gnocchi

Zelf pasta maken. Niks lekkerder dan verse pasta, en het deeg zelf maken is ...

Aubergine Gevuld met Pasta

Aubergine Gevuld met Pasta - Pasta recepten - lekkere gerechten met pasta | ...

Alleen resultaten van colruyt.be weergeven

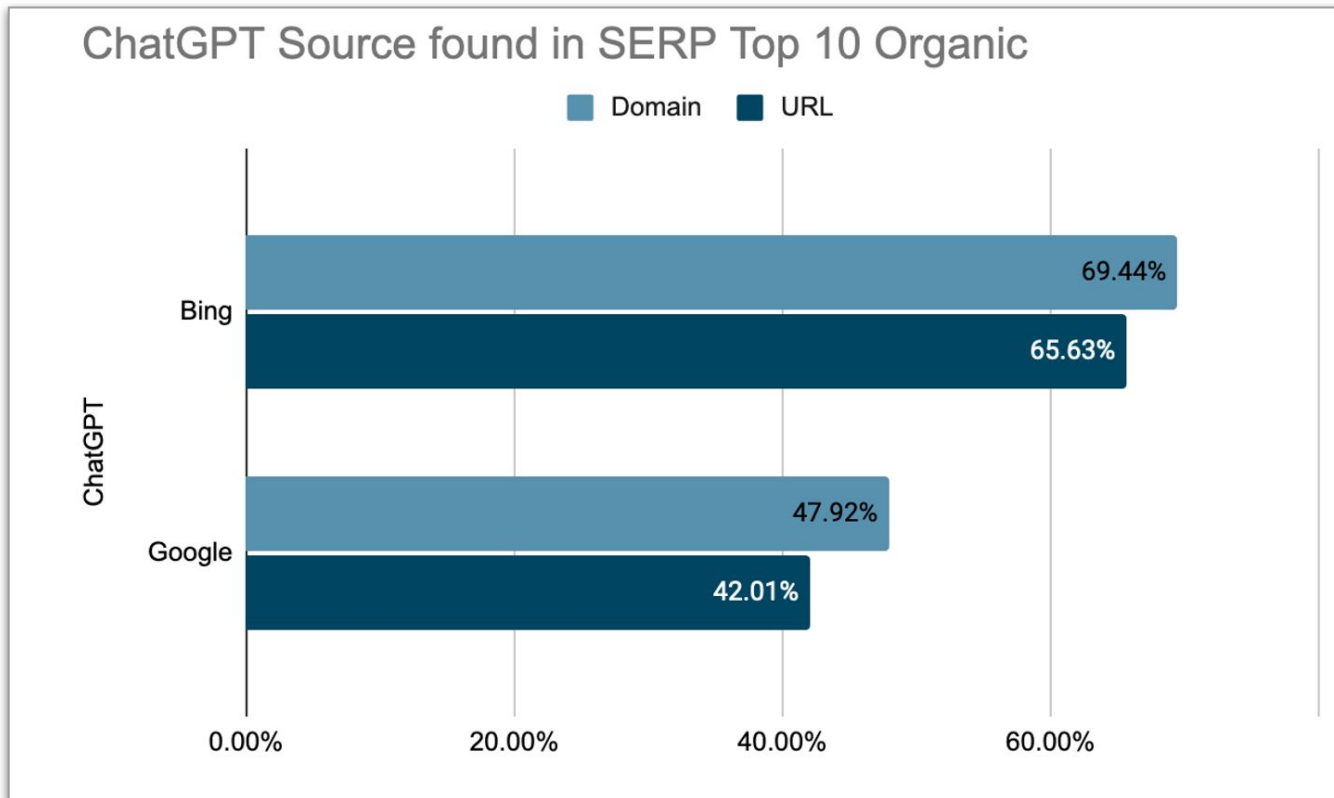
Afbeeldingen van pasta recepten Colruyt

bing.com › images

Verwante zoekopdrachten voor pasta recepten colruyt

- colruyt pastasalade
- griekse pasta recept colruyt
- griekse pasta colruyt
- koude pastaschotel recepten
- koude pastasalade op voorhand maken
- dagelijkse kost pastasalade
- koude pastasalade kindvriendelijk
- pastasalade als bijgerecht

Bing & Google



Google search rankings correlate with ChatGPT mentions: study

Brands ranking on page 1 of Google appear to get more mentions in LLMs. Links don't seem to matter, new study finds.

Danny Goodwin on January 9, 2025 at 1:18 pm | Reading time: 2 minutes



Chat with SearchBot

Google rankings seem to correlate with brand mentions in ChatGPT's AI-generated answers, according to a new study published by digital marketing agency Seer Interactive.

Why we care. Brands want to be discoverable in LLMs. Optimizing for [LLMs](#) (a.k.a., [generative engine optimization](#)) is a new frontier and is not exactly the same as optimizing for classic organic search. However, ultimately, answer engines or search engines want to give users answers. So it may be good news that if you're creating high-quality, relevant content, your brand is more likely to be visible in both.

What they found. Google rankings seemed to matter, but backlinks and content variety did not, according to authors Christina Blake and Nick Haigler:

- "Brands ranking on page 1 of Google showed a strong correlation (~0.65) with LLM mentions. Bing rankings also mattered but less so (~0.5–0.6)."
- We expected backlinks to play a big role, but their impact was weak or even neutral.
- Multi-modal content didn't move the needle as much as we thought it would."

About the study. 10,000 questions in finance and SaaS industries were run through OpenAI's GPT4o API to determine which triggered brand mentions. As always, a reminder that correlation is not causation.

Optimize your CTR

Key CTR Benchmarks for Google Ranking Positions

Google Search Feature	CTR	Clicks Received (Per 10K Clicks)
Ad Position 1	2.10%	210
Ad Position 2	1.40%	140
Ad Position 3	1.30%	130
Ad Position 4	1.20%	120
Search Position 1	39.80%	3980
Search Position 2	18.70%	1870
Search Position 3	10.20%	1020
Search Position 4	7.20%	720
Search Position 5	5.10%	510
Search Position 6	4.40%	440
Search Position 7	3.00%	300
Search Position 8	2.10%	210
Search Position 9	1.90%	190
Search Position 10	1.60%	160

Big brands



Big brands will win

Brand with big brand authority:

- **Branded traffic:**
 - Check kwfinder.com on your brand and the generic terminology you want to be associated with.
- **Engagement rate socials**



Kevin Indig • Following

Growth Advisor (Hims, Toast, Reddit) and Partner at Hypergrowth

[View my blog](#)

19h • Edited •

Big brands are becoming more visible in Google search results.

From travel to finance, large brands are reaping the rewards, especially after Google's Core Updates. I analyzed the top 1,000 winner and loser sites over the last 12 months and data shows that bigger sites are growing faster not because of size, but because of long-term growth levers.

? But, how do you become a brand in the first place?

1/ **Focus on Reviews:** Monitor third-party review sites, improve ratings, and address negative feedback

2/ **Invest in Brand Marketing:** Consistently track brand recall or NPS, always aiming to outperform competitors

3/ **Reassess Your Domain Strategy:** Exact match domains (EMDs) might work short-term, but branded domains are more memorable

4/ **Measure Brand vs. Non-Brand Traffic:** Both should be growing. A weak brand will see a low ratio of branded to generic search volume

5/ **Prioritize Brand Mentions & Links:** Quality brand links on high-authority sites not only boost SEO but help build long-term trust

The landscape is changing, and in an AI world, your brand might just be your greatest asset.

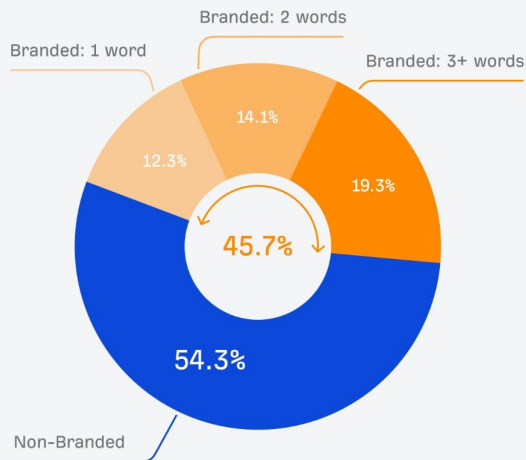
Is my product associated with my brand?

☐	★	colruyt recepten — seed keyword	-13% 	10,800	3,47 €	16	23
☐	★	recepten colruyt	-13% 	10,800	3,47 €	16	🔍
☐	★	colruyt recept	-13% 	10,800	3,47 €	16	23
☐	★	recept colruyt	-13% 	10,800	3,47 €	16	🔍
☐	★	colruyt weekmenu	+7% 	5,400	1,47 €	22	🔍
☐	★	weekmenu colruyt	+7% 	5,400	1,47 €	22	24

Branded

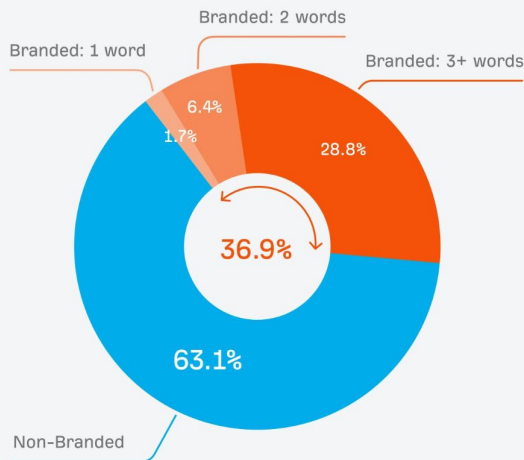
Google is the go-to tool to take me to any place on the world wide web

45.7% of **searches**
in Google are branded



Based on Ahrefs' study of ~150M keywords in the US.

36.9% of **search queries**
in Google are branded

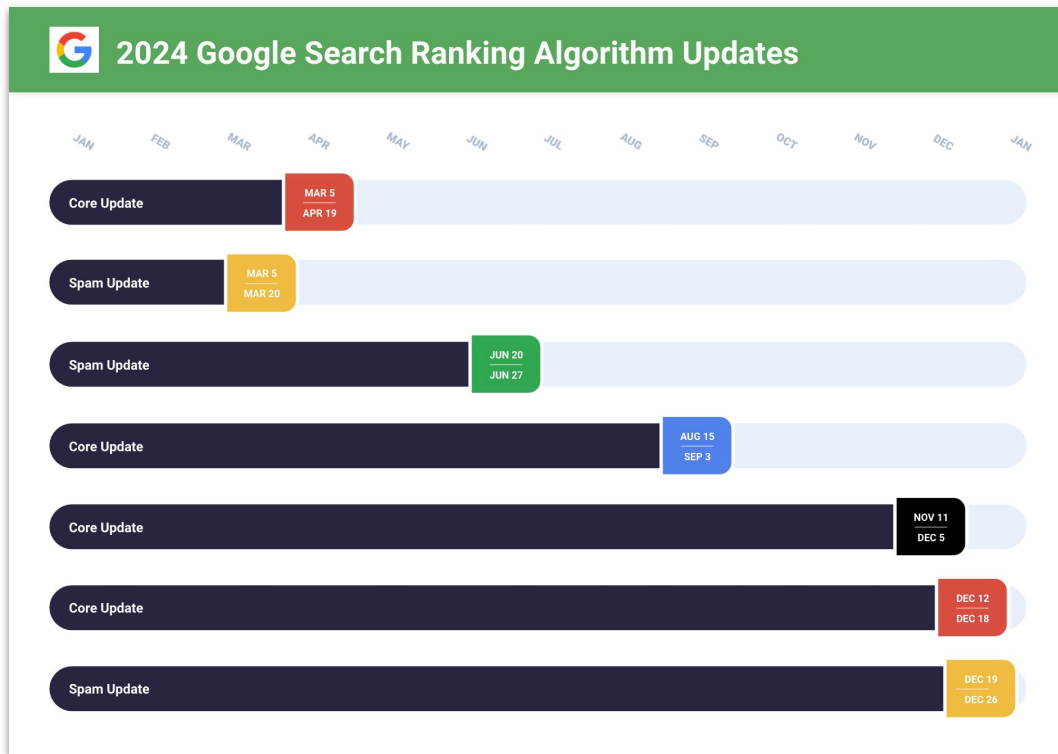
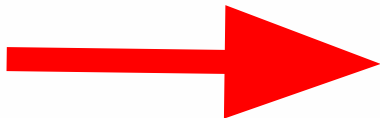


Writing all of your SEO copy with AI?

The Helpful Content Update & EEAT will win!

August 2024

Core updates



Helpful content update

Home > Search Central > Google Search Central Blog

Was this helpful?  

What to know about our August 2024 core update



[Send feedback](#)

Thursday, August 15, 2024

Today, we launched our [August 2024 core update to Google Search](#). This update is designed to continue our work to improve the quality of our search results by showing more content that people find genuinely useful and less content that feels like it was made just to perform well on Search.

This latest update takes into account the feedback we've heard from some creators and others over the past few months. As always, we aim to connect people with a range of high quality sites, including small or independent sites that are creating useful, original content, when relevant to users' searches. This is an area we'll continue to address in future updates. This update also aims to better capture improvements that sites may have made, so we can continue to show the best of the web.

We've also updated our [help page about core updates](#), which includes more in-depth guidance for those who may see changes after an update.

Posted by [John Mueller](#), Search Advocate, Google Switzerland

Helpful content guidelines

Content and quality questions

- Does the content provide original information, reporting, research, or analysis?
- Does the content provide a substantial, complete, or comprehensive description of the topic?
- Does the content provide insightful analysis or interesting information that is beyond the obvious?
- If the content draws on other sources, does it avoid simply copying or rewriting those sources, and instead provide substantial additional value and originality?
- Does the main heading or page title provide a descriptive, helpful summary of the content?
- Does the main heading or page title avoid exaggerating or being shocking in nature?
- Is this the sort of page you'd want to bookmark, share with a friend, or recommend?
- Would you expect to see this content in or referenced by a printed magazine, encyclopedia, or book?
- Does the content provide substantial value when compared to other pages in search results?
- Does the content have any spelling or stylistic issues?
- Is the content produced well, or does it appear sloppy or hastily produced?
- Is the content mass-produced by or outsourced to a large number of creators, or spread across a large network of sites, so that individual pages or sites don't get as much attention or care?

<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

Write all of your content with the help of AI?

Information gain measures how much of your content is unique content



Lekker koken colruyt laagste prijzen

Aanme

Recepten voor pasta

Pasta? Daar krijg je nooit genoeg van: linguine, gnocchi, penne, Griekse pasta, lasagne ... Voldoende keuze om lekker te variëren. Ons kookteam maakte pastarecepten met een oosters tintje, vegetarische ovenschotels met pasta, verrassende wildgerechten met tagliatelle en zoveel meer.

Seizoen ▼ Moment ▼ Menugang ▼ Thema ▼ Soort keuken ▼

Meer filters ▼

1.122 recepten gevonden

Write all of your content with the help of AI?

Information gain measures how much of your content is unique content



Write all of your content with the help of AI?

Information gain measures how much of your content is unique content

allerhande

Recepten

Video's

Thema's

Magazines

Mijn favorieten

Kids

•

Allerhande

•

Recepten

Pasta

Pasta maken vanavond? Dan denk je misschien al snel aan pastarecepten als lasagne, pasta carbonara, pasta pesto en spaghetti bolognese. Maar er zijn véél meer pasta's die je elke dag kan (en wil) eten. Veel pasta recepten zijn ook makkelijk en snel te maken. Hasta la pasta baby!

Pastarecepten

Handige informatie

Zo maak je spaghetti carbonara

Producten

Meer inspiratie

Superromige pasta carbonara >



Way of working?

- Step 1: add internal links with relevant recipes (e.g. 10 internal links to 15 different recipes).
- Step 2: create a list with basic recipes 'just of you' on the grid of the page.
- Step 3:

Gezonde pasta

Vegetarische pasta

Pasta met vlees

Pasta met zalm

Pastasalades

Pasta ovenschotels

Helpful conversion

Make pages more helpful with the help of traditional SEO

<https://developers.google.com/search/docs/fundamentals/creating-helpful-content>

Examples of content that's more helpful in this specific case:

- "**Voor jou** geselecteerd"
- "Advies **op maat**"
- "**Populair** bij de andere lezers"
- "**Populairste** recepten"
- "Deze recepten moet je geproefd hebben"
- "**Alternatieve** recepten"
- "**Gerelateerde** artikels"
- "**Tips** & Tricks"

Or make room to dedicate a full page or direct people to a specific part of the website that's more relevant : "Meer **hulp** nodig?", "Zoek je misschien ...", "Interesse in ..."

Traditional SEO and new AI SEO

Bol.com tuinmeubelen <https://www.bol.com/be/nl/l/tuinmeubelen/12975/>

> Tuin > Tuinmeubelen

Categorieën

Tuinsets
Tuinbussen
Tuinstoelen
Balkonsets
Tuinzetels
[Meer](#)

Tuinmeubelen

Zonder tuinmeubelen is je tuin, terras of balkon natuurlijk niet compleet. Op je tuinmeubels kun je genieten van het lekkere weer, met vrienden gezellig een hapje eten of lekker loungen. Ben je op zoek naar nieuwe tuinmeubelen of is je oude aan vervanging toe? Dan is het goed om te bedenken wat voor tuinmeubel je zoekt. Een tuinmeubel is niet alleen praktisch, maar is ook een eyecatcher in je tuin. Tuinmeubelen zijn er in verschillende maten, kleuren en materialen, dus altijd één te vinden naar smaak.

Bekijk ook: Top 10 best verkochte Tuinmeubelen Loungesets Tuinsets Tuinstoelen Tuinbanken Zwart Tuinmeubelen

[Tuin inrichten](#)

Materiaal

[Minder](#)

☐ Rotan
☐ 100% polyester
☐ Hout
[Meer](#)

Kleur

☐ Grijs
☐ Bruin
☐ Beige
[Meer](#)

Prijs (€)

142.395 resultaten

Sortering Populairteit

Korting* op woonartikelen van het merk Goossens

Tot 40% korting*

Tot 10% korting* op tuinartikelen

Korting*

Tuinkussens Tuinmeubelbes... Balkonsets Partytenten Hangmatten & access

Traditional SEO and new AI SEO

Menu



NECKERMANN

Favorieten

Contact

Nederlands

Uitstekend 

VliegvakantiesExotische vakantiesCitytripsAutovakantiesLast MinutesRondreizenFTI Update

 / Vakanties / Citytrips

Stad vol

MAAAAAGIE



☐ Last Minute

Enkel verblijf

Waar wil je naartoe?

Citytrips

2 Volwassenen

Inchecken - Uitchecken

ZOEK JE VAKANTIE

Keuze uit 77 landen en 18 vertreklucluthavens

Ruimste aanbod vakanties en last minutes

De beste prijzen

Citytrips

Hou je van prachtige musea, gezellige steegjes en hippe koffiebars?
Flaneer langs de Eiffeltoren in [Parijs](#), proef van lekkere tapas in [Barcelona](#) of bewonder het Colosseum in [Rome](#).
Of steek de oceaan over en ontdek het bruisende [New York](#) of de luxe in [Dubai](#) of [Abu Dhabi](#).
Wil je je citytrip boeken? De mogelijkheden zijn eindeloos bij Neckermann!

Welke citytrip verkies jij?

CITYTRIPS NAAR DE ZON

LAST MINUTE CITYTRIPS

CITYTRIPS DICHTBIJ

Traditional SEO and new AI SEO

Option A

Welke citytrip verkies jij?

CITYTRIPS NAAR DE ZON

LAST MINUTE CITYTRIPS

CITYTRIPS DICHTBIJ

Op citytrip tijdens een schoolvakantie

KERSTMARKTEN

KROKUSVAKANTIE 2025

VERLENGD WEEKEND 1 MEI

Onze populairste citytrip bestemmingen

BARCELONA

ROME

BERLIJN

LONDEN

VALENCIA

Traditional SEO and new AI SEO

Option B

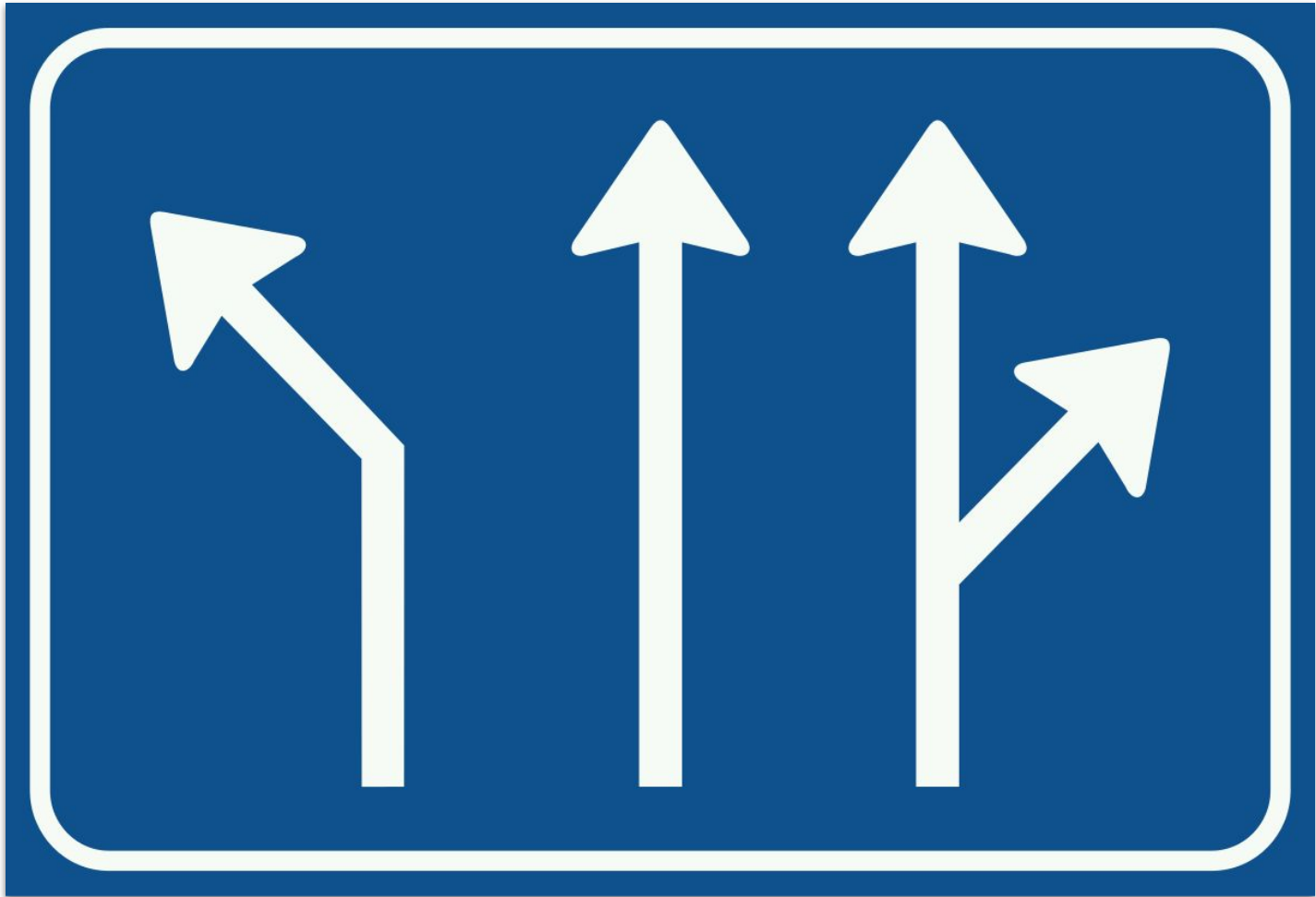
Citytrips

Hou je van prachtige musea, gezellige steegjes en hippe koffiebars?

Flaneer langs de Eiffeltoren in [Parijs](#), proef van lekkere tapas in [Barcelona](#) of bewonder het Colosseum in [Rome](#).

Of steek de oceaan over en ontdek het bruisende [New York](#) of de luxe in [Dubai](#) of [Abu Dhabi](#).

Wil je je citytrip boeken? De mogelijkheden zijn eindeloos bij Neckermann!



Blue links remain important

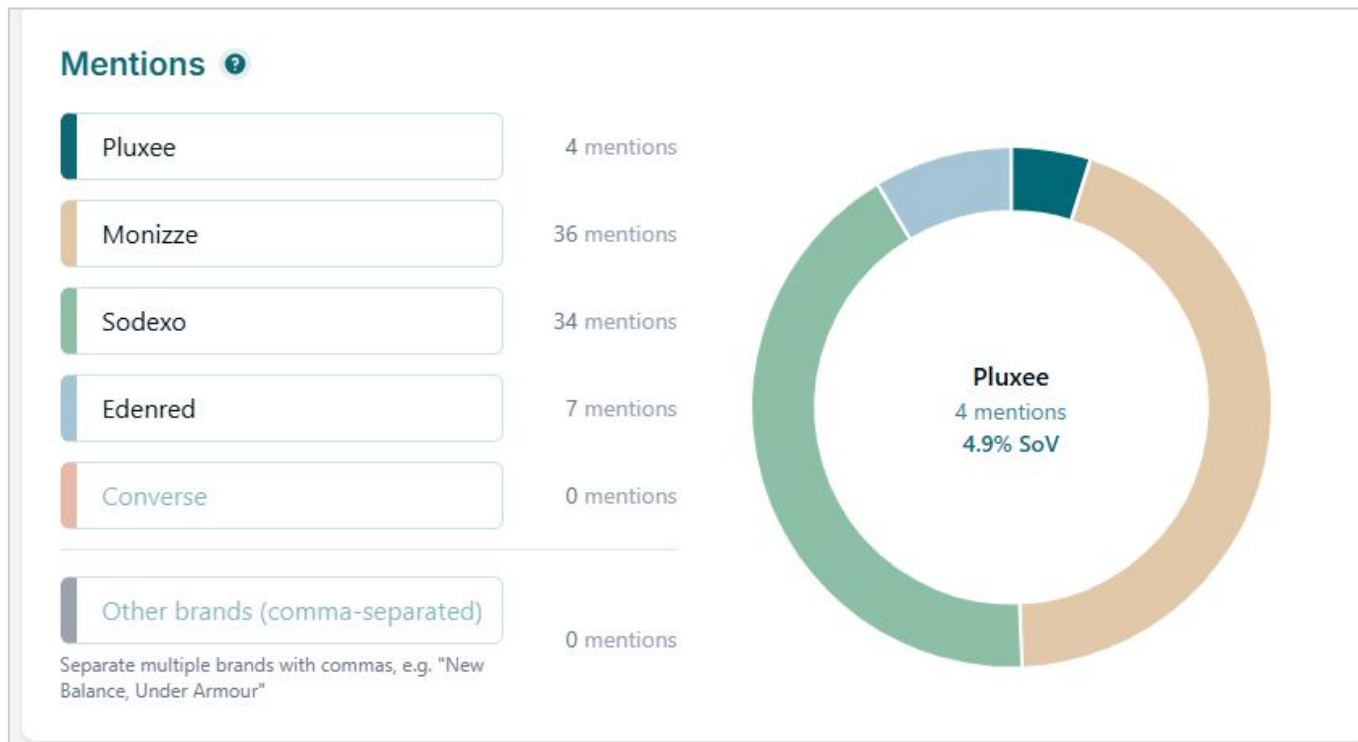
The basic SEO checklist

1. URL **
2. Meta title *****
3. Meta description * (focus op CTR)
4. Header tags ***
5. Interne links ****

Recent updates for GEO

GEO AI tool: share of voice & mention tracking (Trackerly.ai)

Use case : Sodexo rebranding to Pluxee

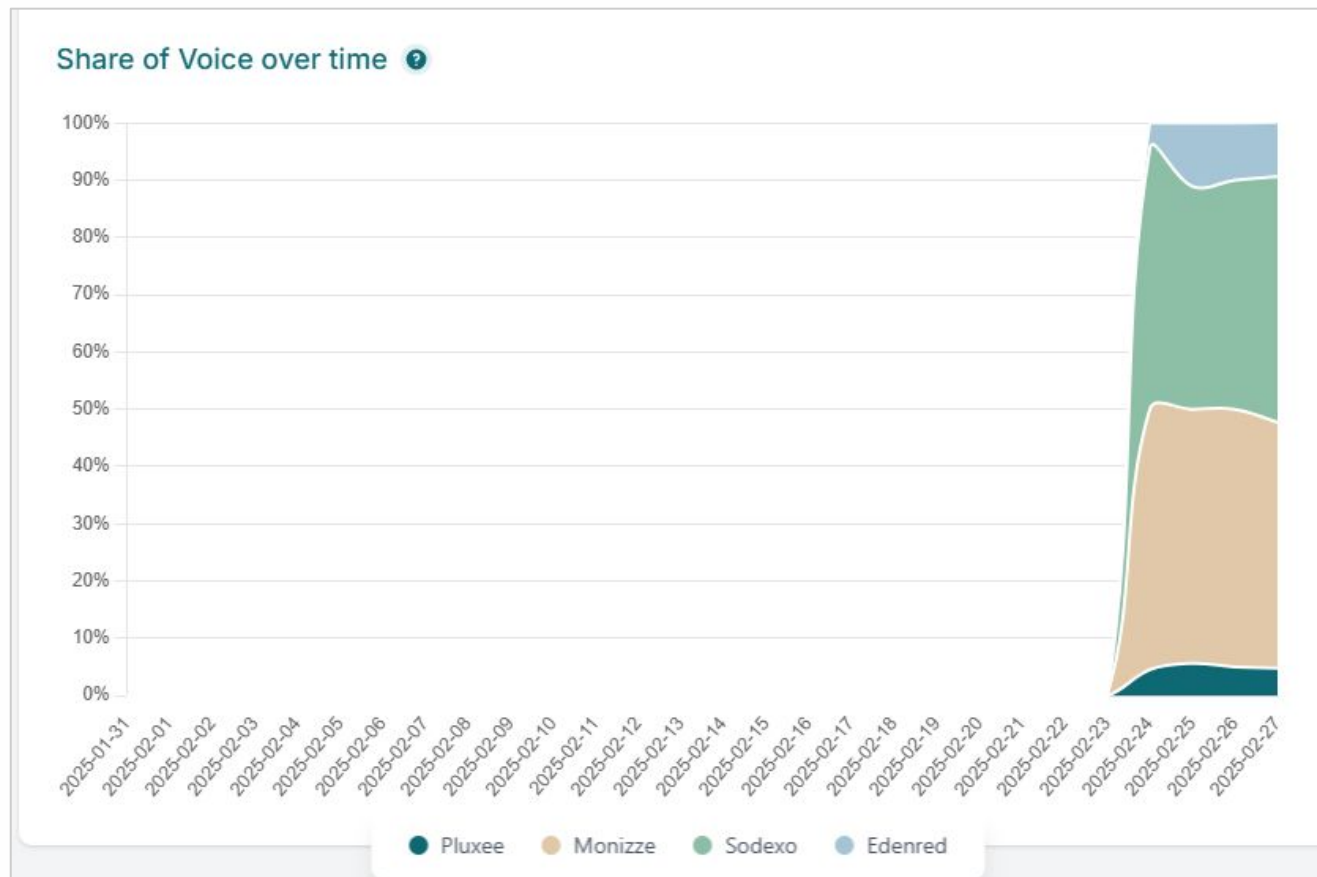


GEO: for which AI Engines?

AI Providers

☒ OpenAI ☒ Gemini ☒ Anthropic ☒ Perplexity ☒ DeepSeek

Share Of Voice over time

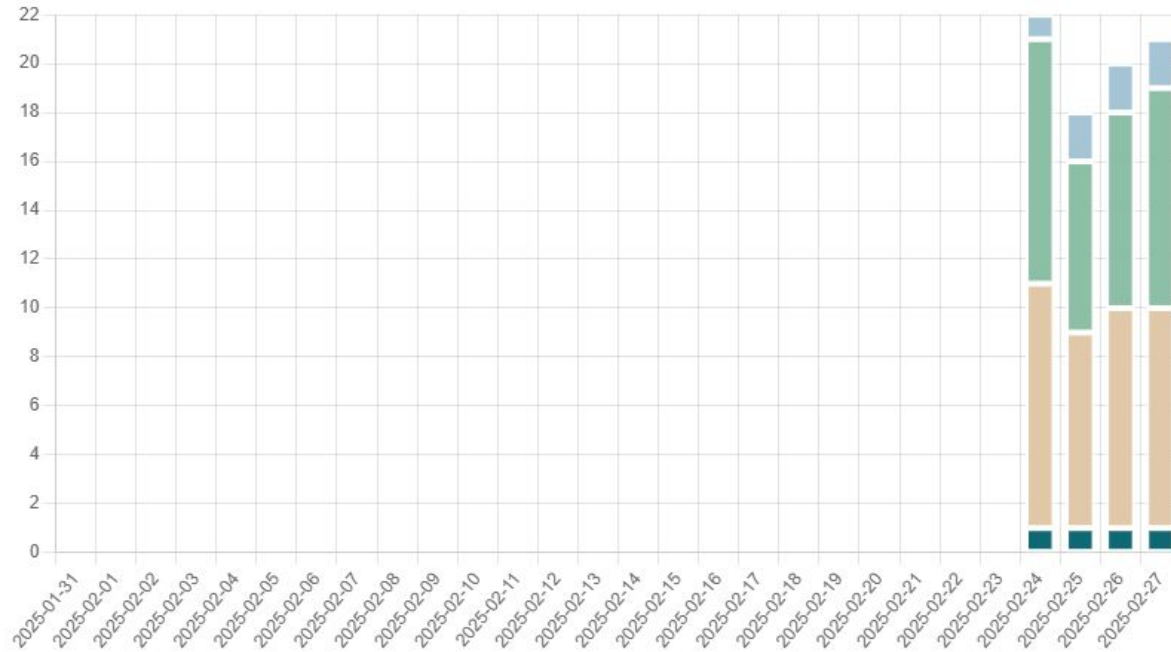


Analytics: mentions over time

Analytics

Collapse ^

Mentions over time ?



Citations ?

Show all ▾

ants

These are the sources used by the AI providers in their responses:

> www.maaltijdcheques-gids.be 8 mentions

Found 8 times in  Perplexity responses

> www.istart.be 8 mentions

Found 8 times in  Perplexity responses

> www.securex.be 7 mentions

Found 7 times in  Perplexity responses

> www.accountable.eu 7 mentions

Found 7 times in  Perplexity responses

> www.companeo.be 6 mentions

Found 6 times in  Perplexity responses

AI Overviews are officially launching in Europe

Google tooth extraction pain

All Images Videos Forums Web News Books More Tools

AI Overview

Pain after a tooth extraction is normal and usually improves within a few days. However, if you experience severe pain that worsens, you should contact your dentist.

Pain relief

- Take over-the-counter pain relievers like paracetamol or ibuprofen to reduce inflammation and ease pain.
- Follow the instructions on the painkiller leaflet and don't take more than the recommended dose.

Pain management

- Eat soft foods and avoid chewing.
- Rinse your mouth gently with salt water four times a day after 24 hours.
- Avoid drinking alcohol and smoking for at least 24 hours.
- Brush your teeth gently, keeping your toothbrush away from the extraction site.

Complications

Dry socket

A common complication that can occur when the blood clot in the extraction socket doesn't form properly. Symptoms include severe pain, bad breath, and a bad taste in your mouth.

Infection

Pain that lasts longer than 24 hours could be a sign of infection. Your dentist may need to dress the socket or prescribe antibiotics.

When to contact your dentist

- If you experience severe pain that worsens.
- If you have pain that lasts longer than 24 hours.
- If you have regular, intense pain a week after surgery.

This is for informational purposes only. For medical advice or diagnosis,

Learn more

Dental surgery and recovery - Overview

Pain. It's common to have some pain after your dental surgery. This is usually worse in the first 2 to 3 days...

Guy's and St Thomas' NHS Foundation Trust

Does tooth extraction hurt? - Harley Street Specialist Hospital

26 Feb 2024 — This pain may be worse with activities that increase blood flow to your head, such as lying...

Harley Street Specialist Hospital

Wisdom tooth removal - NHS

you'll usually have some pain and swelling, which should start to improve after 1 or 2 days, you might...

NHS

Dry socket - Symptoms and causes - Mayo Clinic

18 Jul 2023 — Intense pain happens when the underlying bone and nerves are exposed. Pain occur...

Mayo Clinic

Tooth Extraction (Removal) | Bupa Dental Care UK

Always read the patient information leaflet that comes with your medicines. If you have any questions, ask ...

Bupa UK

Why am I in pain after a tooth extraction? - Oral

Up to 10 Source links

01/03/2025 : AIO in Germany and Switzerland

Available in Belgium for English since end of March!

The screenshot shows a Google search result for the query "seo patents database". The search bar at the top contains the text "seo patents database" and has icons for voice search, image search, and a magnifying glass. Below the search bar, the navigation bar includes "Alle", "Videos", "News", "Bilder", "Kurze Videos", "Bücher", "Web", and "Mehr". The main content area features a section titled "Übersicht mit KI" (Overview with AI) with a sub-header "The SEO Research Suite's Patent & Paper Analyzer". The text describes this tool as providing insights from a database of SEO-related patents and research papers. A list of features includes: helping users get insights from documents, providing insights on SEO-related patents and research papers, and answering questions about ranking factors, knowledge panels, and more. To the right, there is a sidebar with two items: "SEO Patent & Paper Analyzer - SEO Research Suite" and "Google Patent - Wolf of SEO". At the bottom of the main content area, there is a button labeled "Mehr anzeigen" (Show more).

Google

seo patents database

Alle Videos News Bilder Kurze Videos Bücher Web : Mehr

Suchfilter

◆ Übersicht mit KI

Weitere Informationen

The SEO Research Suite's Patent & Paper Analyzer is a tool that provides insights from a database of SEO-related patents and research papers. Google Patents is a search platform that provides access to a database of patents, including those related to search algorithms.

SEO Patent & Paper Analyzer

- Helps users get insights from documents in the database
- Provides insights on SEO-related patents and research papers
- Can answer questions about ranking factors, knowledge panels, and more

Mehr anzeigen

SEO Patent & Paper Analyzer - SEO Research Suite

SEO Patent & Paper Analyzer - SEO Research Suite. The Patent & Paper Analyzer is trained only on the documents fro...

Online Marketing Consulting

Google Patent - Wolf of SEO

24.09.2024 — What is Google Patents. Google Patents is a specialized search platform that gives developers, researcher...

Wolf of SEO



kopp-online-marketing.com

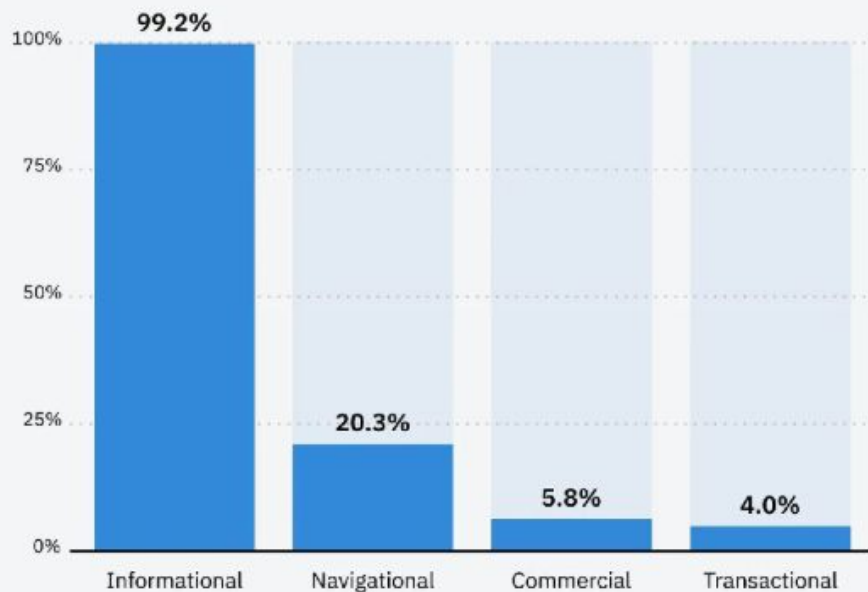
<https://www.kopp-online-marketing.com> » ... · Diese Seite übersetzen

SEO Research Suite Database for Google patents and paper ...

Here you can find a database of hundreds of search related active patents and papers. The patents

AI Overviews vary by search intent

Search intent share: AIO keywords



<https://ahrefs.com/blog/ai-overview-keywords/>



Questions?



Thanks!

Find out more:

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