

SEO AND WEB DEVELOPMENT

BE THERE WHEN PEOPLE NEED YOU

How to get visibility on Google
search result pages



BARBARA SLADE JAGODIC

**MAKING WEB
DEVELOPERS ANGRY
SINCE 1999.**

[LINKEDIN.COM/IN/BARBARASLADE](https://www.linkedin.com/in/barbaraslade)

L:



Barbara Slade Jagodic | **slade**

🔍 barbara slade jagodić

CONTENTS:

Session 1: Basics of Search Engine Optimisation (SEO)

10:00 – 11:30

Session 2: Defining keywords and themes

How to use SEO tools to create targeted messages for your audiences

11:50 – 13:30

Session 3: How to write Google- and user-friendly content

14:30 – 15:30

A man with short dark hair, wearing a dark blue suit jacket over a light blue patterned shirt, is shown from the chest up. He is looking slightly to his left and has a slight smile on his face. The background is a warm, textured wall, possibly stone or plaster. To the left of the man is a decorative metal screen with a repeating circular pattern, and a green plant is partially visible behind it. To the right, there is a window with horizontal blinds, through which some light is visible.

**EVERYTHING IS
ABOUT TO CHANGE!**


*“Nowadays, where do
you go to ask questions?”*

*The answer starts with
‘GO’, and it’s not God.”*

Steve Wozniak



🔍 how can i get a job as an immigr ✕ 

- 🔍 how **to** get a job as an immigrant 30/mo - 
- 🔍 how **to** get a job as an **undocumented** immigrant
- 🔍 how **to** get a job **in vancouver** as an immigrant
- 🔍 how **to** get a job **in usa** as an immigrant

Google Search I'm Feeling Lucky

Report inappropriate predictions

SEO – **search engine optimization**

SEO is the process of taking steps to help a website or piece of content **rank higher on Google result page** by **making improvement on-site and off-site.**



SERP
SEM
PPC
SEO

search engine results page (SERP)

SEM- search engine marketing includes PPC i SEO

PPC

SEO

The screenshot shows a Google search for "employment discrimination attorney near me". The search bar is at the top with a volume icon and search button. Below the search bar, there are filters for "All", "News", "Maps", "Images", "Videos", and "More". The search results are categorized into three main sections:

- Ads:** Two paid search results are shown. The first is for "RA Mag. Christian Lackner - Rechtsanwalt in Wien" with a profile picture and a brief description of services. The second is for "Anwalt Wien Unternehmensrecht - Dienstvertrag aufsetzen" with a description of their expertise.
- Lawyers:** A map of Vienna is shown with several lawyer locations marked. Below the map, three lawyer profiles are listed with their ratings and contact information:
 - Law and Beyond - Kainz Kamp Rechtsanwält:innen OG / A...**: 5.0 stars (39 reviews), Lawyer, 3+ years in business, Lederergasse 22/3, 0884 9173815. Website and Directions buttons are present.
 - CMS Reich-Rohrwig Hainz Rechtsanwälte GmbH**: 4.5 stars (21 reviews), Lawyer, 7+ years in business, Gauermannngasse 2, Near Secession Building, Wien... Website and Directions buttons are present.
 - DORDA Rechtsanwälte GmbH**: 4.4 stars (35 reviews), Lawyer, 10+ years in business, Universitätsring 10, 01 53347960. Website and Directions buttons are present.
- Organic Results:** At the bottom, a link to "https://www.lawandbeyond.at" is shown for "Lawyer for Employment Law in Vienna/Austria". The snippet describes services like employment agreements, terminations, and legal disputes. Below the snippet, Moz DA (18/100), Ref Dom (43), Ref Links (172), and Spam Score (-) are displayed.

SERP
SEM
PPC
SEO

search engine results page (SERP)

SEM- search engine marketing includes PPC i SEO

PPC

SEO

The screenshot shows a Google search for "employment discrimination attorney near me". The search bar at the top shows the query and search icons. Below the search bar, it indicates "About 65.600.000 results (0,57 seconds)".

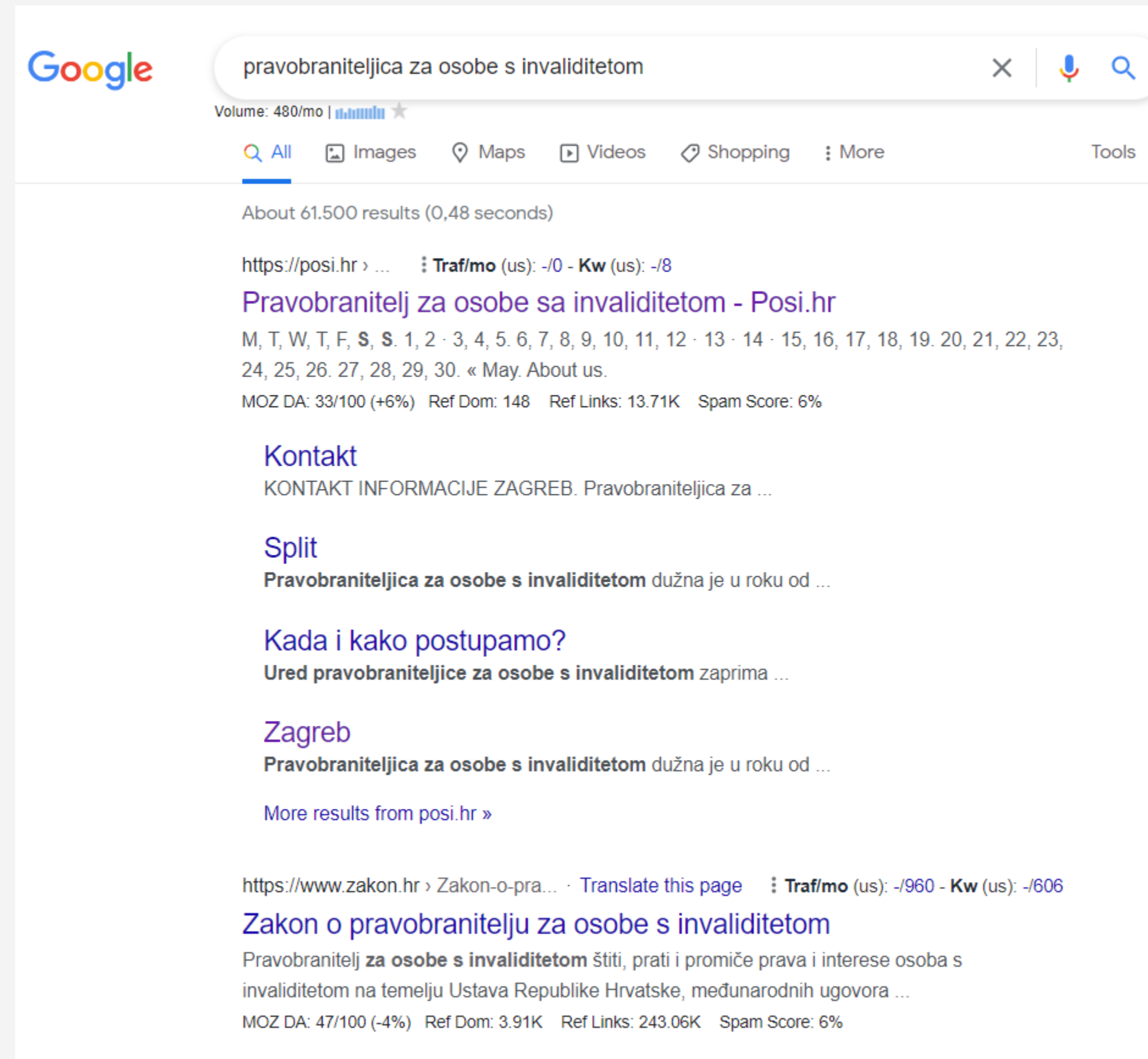
The results are categorized into three main sections:

- PPC (Pay-Per-Click):** Two paid advertisements are shown at the top, enclosed in a red box. The first is for "RA Mag. Christian Lackner - Rechtsanwalt in Wien" with a profile picture. The second is for "Anwalt Wien Unternehmensrecht - Dienstvertrag aufsetzen".
- Local SEO (Google Business):** A "Lawyers" map section is shown in the middle, enclosed in a red box. It displays a map of Vienna with several lawyer locations marked. Below the map, three business listings are shown, each with a star rating, number of reviews, and "Website" and "Directions" buttons. The listings are: "Law and Beyond - Kainz Kamp Rechtsanwält:innen OG / A..." (5.0 stars, 39 reviews), "CMS Reich-Rohrwig Hainz Rechtsanwälte GmbH" (4.5 stars, 21 reviews), and "DORDA Rechtsanwälte GmbH" (4.4 stars, 35 reviews).
- Organic Results (SEO):** At the bottom, a search result for "Lawyer for Employment Law in Vienna/Austria" is shown, enclosed in a red box. It includes the URL "https://www.lawandbeyond.at", a snippet of text, and meta-information like "MOZ DA: 18/100 (+29%) Ref Dom: 43 Ref Links: 172 Spam Score: -".

Google business
(local SEO)

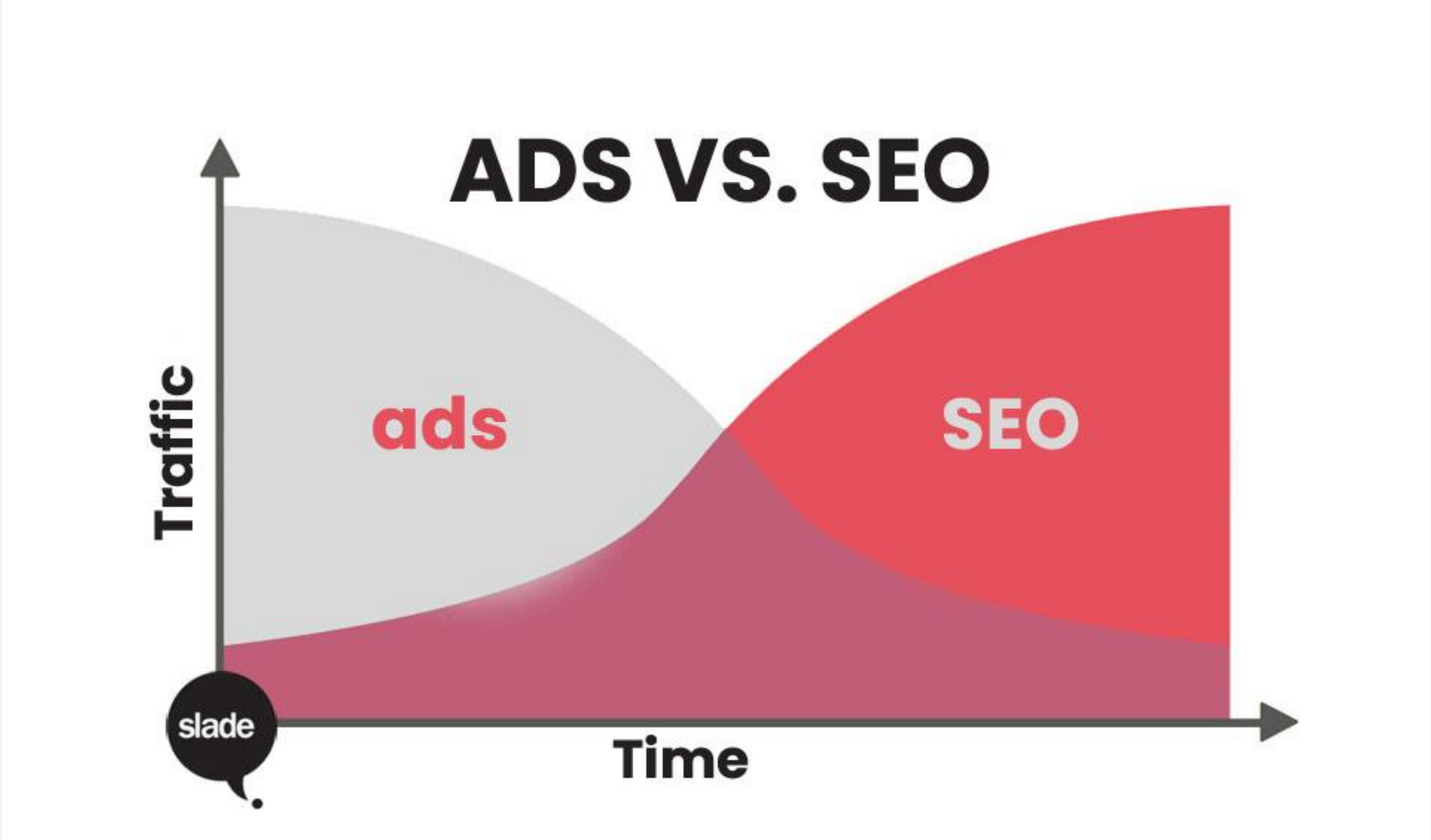
How many people
google it monthly

SEO organic
result



The image shows a Google search interface. At the top left is the Google logo. The search bar contains the text "pravobraniteljica za osobe s invaliditetom". Below the search bar, it says "Volume: 480/mo" with a small bar chart. Navigation links for "All", "Images", "Maps", "Videos", "Shopping", and "More" are visible, along with a "Tools" link on the right. The search results show "About 61.500 results (0,48 seconds)". The first result is from "https://posi.hr" with a Moz DA of 33/100 (+6%), 148 Ref Dom, 13.71K Ref Links, and a 6% Spam Score. The title is "Pravobranitelj za osobe sa invaliditetom - Posi.hr". The snippet includes a calendar for May and a list of days from 1 to 30. Below the title are links for "Kontakt", "Split", "Kada i kako postupamo?", and "Zagreb", each with a snippet. A "More results from posi.hr" link is also present. The second result is from "https://www.zakon.hr" with a Moz DA of 47/100 (-4%), 3.91K Ref Dom, 243.06K Ref Links, and a 6% Spam Score. The title is "Zakon o pravobranitelju za osobe s invaliditetom". The snippet describes the law's purpose: "Pravobranitelj za osobe s invaliditetom štiti, prati i promiče prava i interese osoba s invaliditetom na temelju Ustava Republike Hrvatske, međunarodnih ugovora ...".

Short term vs long term



Search Engine Marketing (**SEM**)

```
graph TD; SEM[Search Engine Marketing (SEM)] --> SEO[Search Engine Optimization (SEO)]; SEM --> PPC[Pay-Per-Click Advertising (PPC)];
```

Search Engine Optimization (**SEO**)

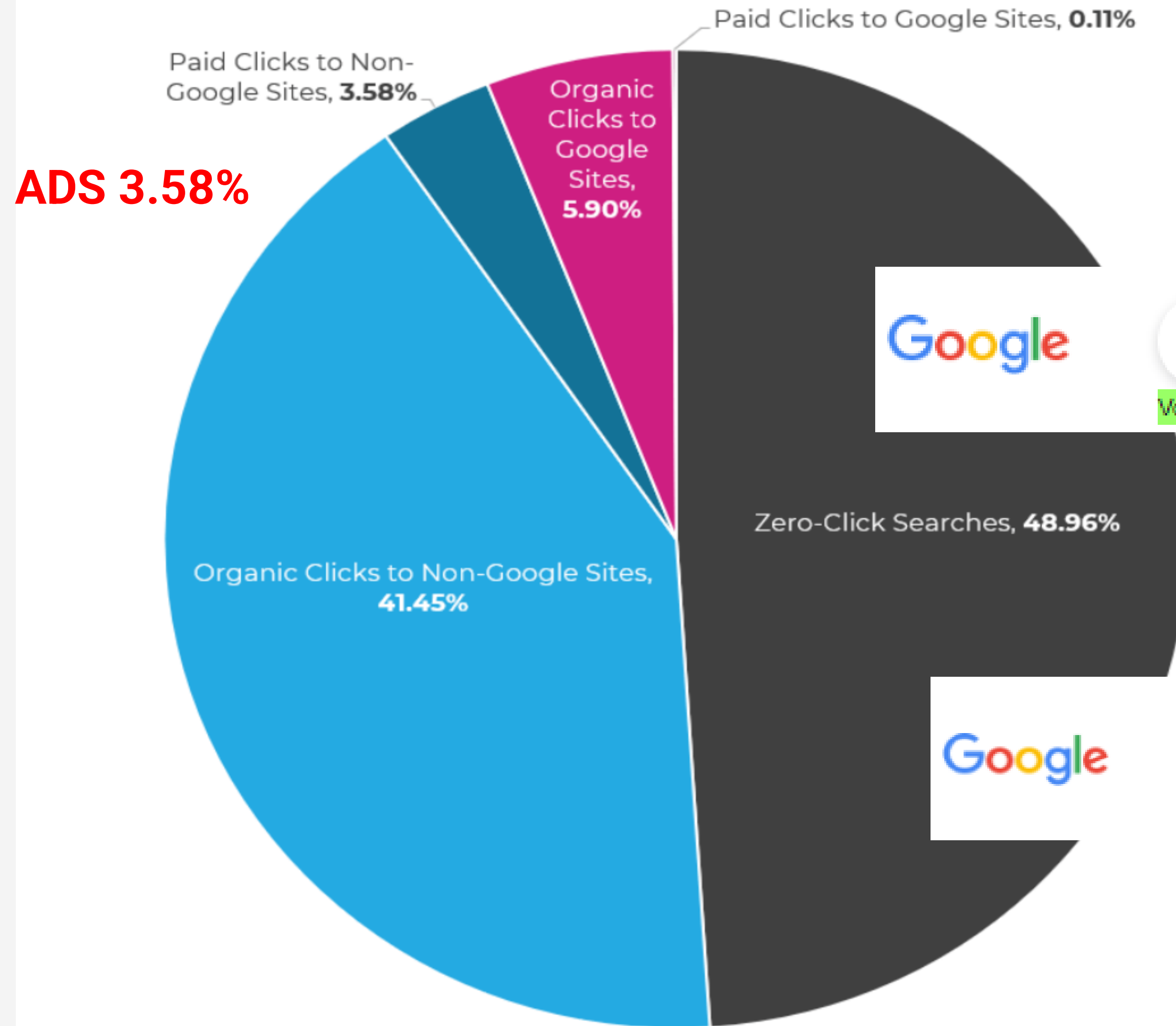
- Slow
- + "Free" (earned)
- + Durable

Pay-Per-Click Advertising (**PPC**)

- + Fast
- Expensive (paid)
- Temporary

Where Users Click After Searching Google (Q1 2019)

(data from 1B+ searches on 10M+ US mobile & desktop devices)



ADS 3.58%

**41.45%
OF ALL ACLICKS GO
TO NON PAID SEO
RESULTS**

Google

spar offnungszeiten

Volume: 74,000/mo | [analyze](#) ★

Zero-Click Searches, 48.96%

Google

lidl radno vrijeme

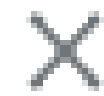
Volume: 33,100/mo | [analyze](#) ★

* Searches & clicks based on US clickstream data, browser searches only, non-iOS devices, on Google.com

Data courtesy of [jumpshot](#)

Assembled by Rand Fishkin at [SparkToro](#)

kako zaraditi novac



Volume: 4,400/mo |

All

Images

Videos

Maps

News

More

About 8,870,000 results (0.45 seconds)

Ad · <https://bit-news.typeform.com/prof/fuller> ▾

Već 72.000 Hrvata na platformi - Kako uložiti novac

Sutra ćete isplatiti 430 kn, a za 30 dana 26000 kn - učinak potvrđen od strane 72000 Hrvat. Već je 72.000 Hrvata ocijenilo platformu na kojoj se može ulagati u Bitcoin!

<https://zeneinovac.com> › 9-nacina-ka... · [Translate this page](#)

9 načina kako zaraditi do više tisuća kuna mjesečno - Žene i ...

Mar 31, 2021 — Jedno od najčešćih pitanja je kako zaraditi novac, posebice onaj neki dodatni koji bi nas gurnuo na višu financijsku razinu i omogućio nam ...

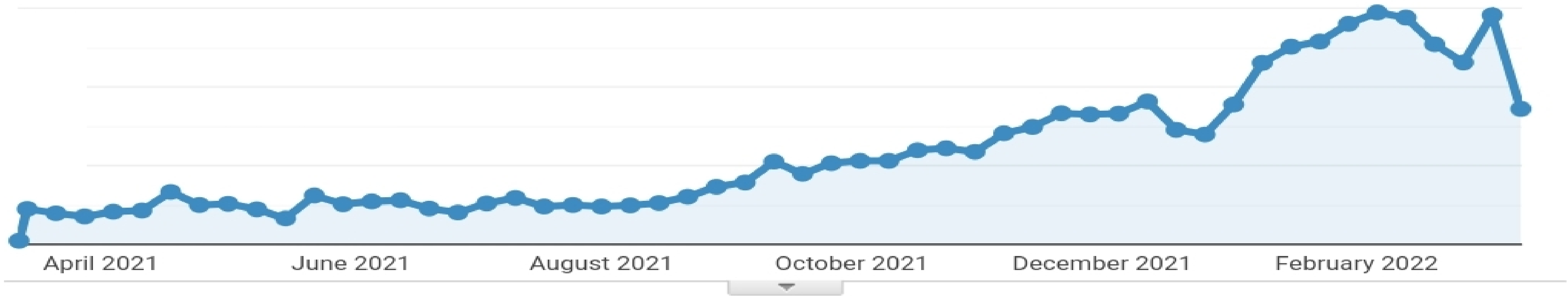


THIS GETS MOST CLICKS – 33% OF ALL ORGANIC CLICKS

Search Console

Clicks vs. [Select a metric](#)

● Clicks



What people read the most the previous year on a website – and SEO blog!

Što ste najviše čitali ove godine?

9 načina kako zaraditi do više tisuća kuna mjesečno

Jedna od najtraženijih tema na portalu, zasigurno je ova o dodatnoj zaradi. Barbara Slade Jagodić, stručnjakinja za SEO i content marketing, u ovom članku donosi načine kako dodatno zaraditi novac.

[PROČITAJ ČLANAK](#)





Jay Desai

@JayAtSwpely



Unless you have a never-ending bag of money for paid acquisition, content should be your biggest marketing play.
Period.

2:06 PM · 2/2/21 · [Twitter for iPhone](#)

121 Retweets **19** Quote Tweets **702** Likes



First 5 TOP SEO RESULTS GENERATE 70% OF ALL CLICKS

Právna pomoc pre ľudí z Ukrajiny

All Images News Maps Videos More Tools

About 295.000 results (0,72 seconds)

<https://www.flaw.uniba.sk> › article · Translate this page
Bezplatná právna pomoc ľuďom z Ukrajiny
3 Apr 2022 — Pre ľudí z Ukrajiny ponúkame pomoc s riešením rôznych právnych problémov súvisiacich s ich pobytom a životnými udalosťami či potrebami na ...

<https://www.ukraineslovakia.sk> › uzit... · Translate this page
Užitočné kontakty - Z Ukrajiny na Slovensko
pomoc@sak.sk. Web. Zoznam advokátov, ktorí poskytujú bezplatnú právnu pomoc pre Ukrajincov ... Informačné webstránky pre ľudí prichádzajúcich z Ukrajiny.

<https://ktopomozeukrajine.sk> · Translate this page
#KtoPomozeUkrajine
Psychologická podpora. Centrum psychologickéj pomoci pre ľudí prichádzajúcich z Ukrajiny. Ak pôsobíte ako dobrovoľníci, alebo ubytovávate ľudí z Ukrajiny a ...

<https://clovekvhrozeni.sk> › pomoc-... · Translate this page
Pomoc pre Ukrajinu - Človek v ohrození
Človek v ohrození poskytuje pre ľudí z Ukrajiny pomoc so sociálnou ... Vostok sme zároveň pomáhali evakuovať ľudí z bojových zón, ale aj poskytovať právnu, ...

<https://www.snslo.sk> › aktualitv › po... · Translate this page
Poskytujeme právnu pomoc pre ľudí z Ukrajiny – SNSLP
Sme pripravení poskytnúť pomoc všetkým, ktorí sa v dôsledku vojnového konfliktu cítia v ohrození. Pre ľudí z Ukrajiny, ktorí prichádzajú na Slovensko, ...

<https://fr.facebook.com> › posts · Translate this page

OUR GOAL – first page of SERP



The best place to hide a dead body
is page 2 of **Google** search results.

“Creating **compelling and useful content** will likely influence your website more than any of the other factors.”

Google, 2017

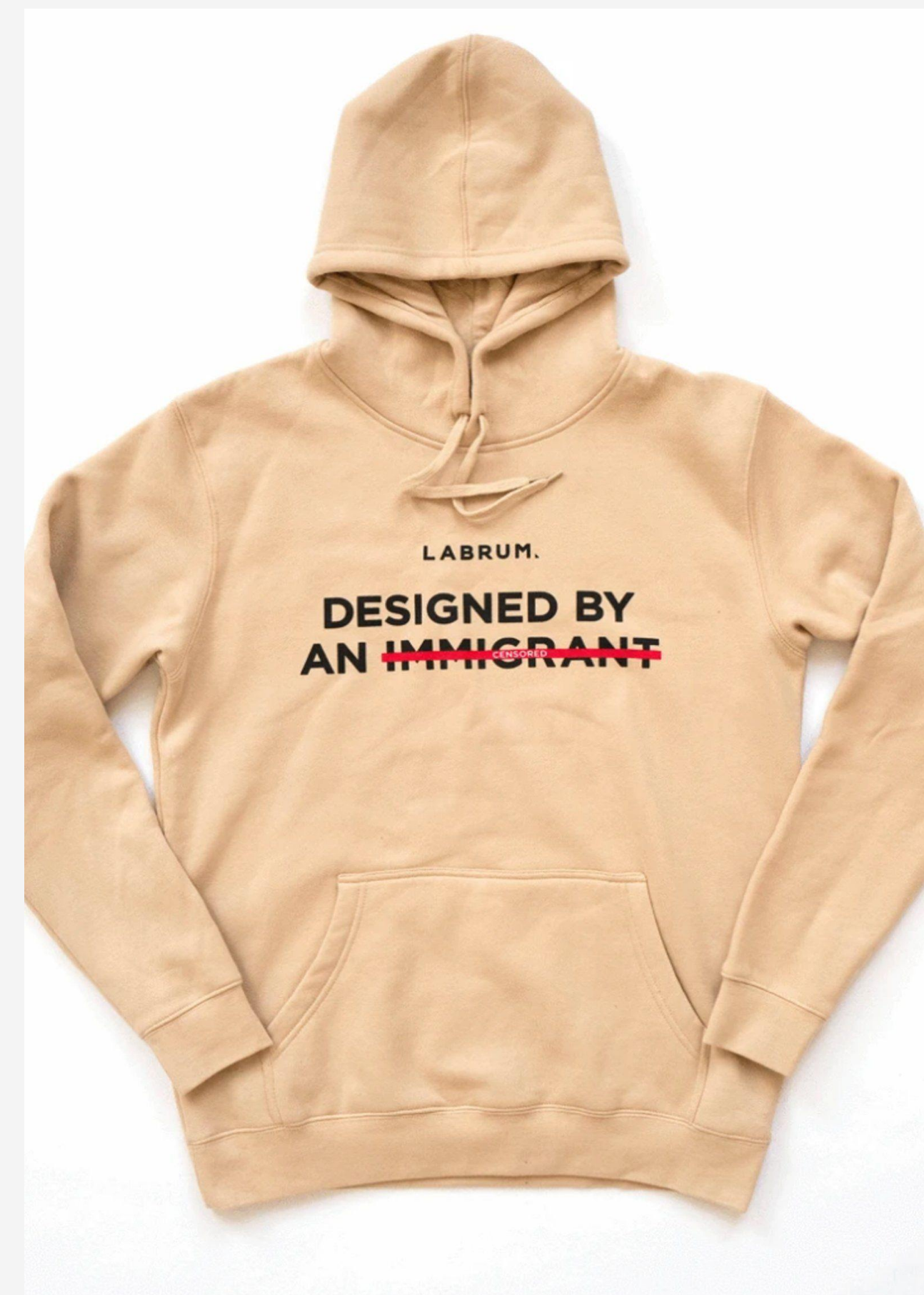
COPYWRITING & CONTENT WRITING



VS

SEO CONTENT WRITING

Copywriting



SHORT, CATCHY, MUST PROVOKTE INTEREST OR BE REMEMBERED

slade

DON'T JUST WRITE.

What to do if you are a victim or have knowledge of discriminatory practices?



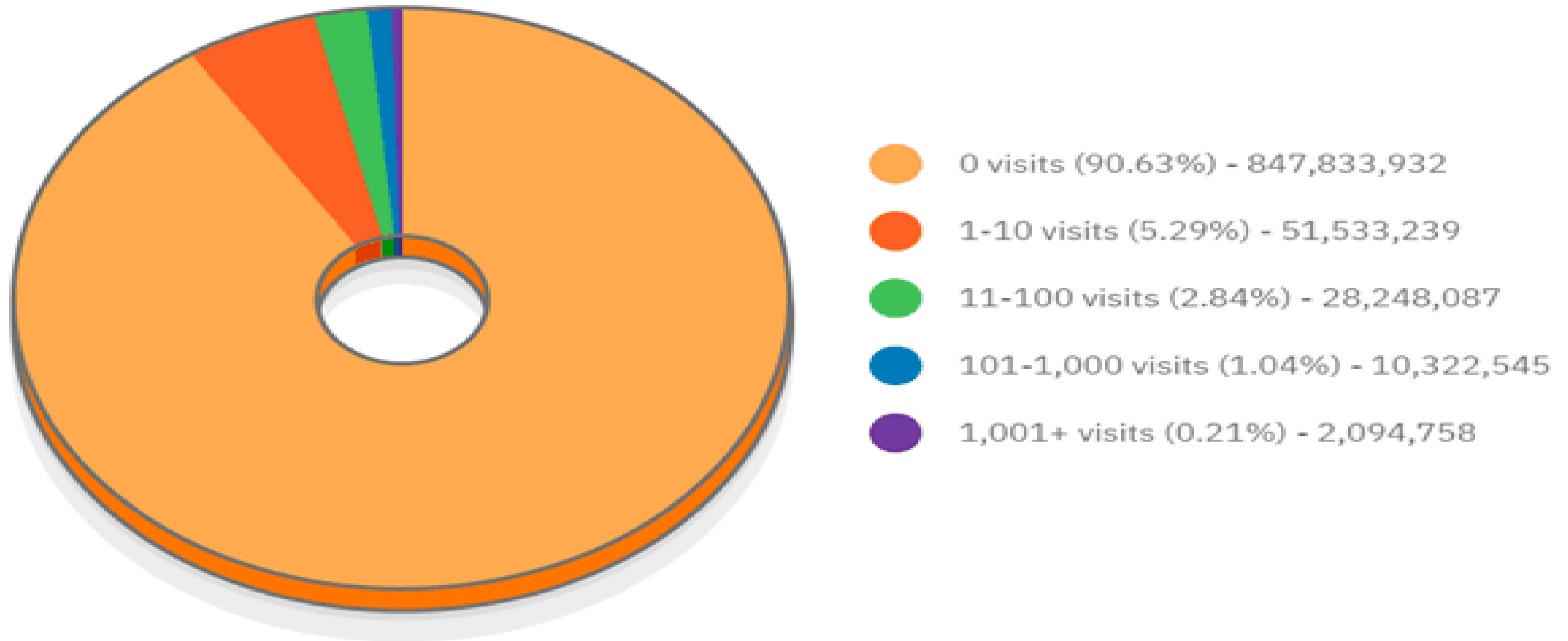
24.05.2022

Studie: Diskriminierung von Eltern und Pflegenden im Job weit verbreitet

Antidiskriminierungsstelle mahnt gesetzliche Verbesserungen an



90.63% of pages get no organic search traffic from Google




(based on a study of over one billion pages in Ahrefs' Content Explorer index)

ahrefs



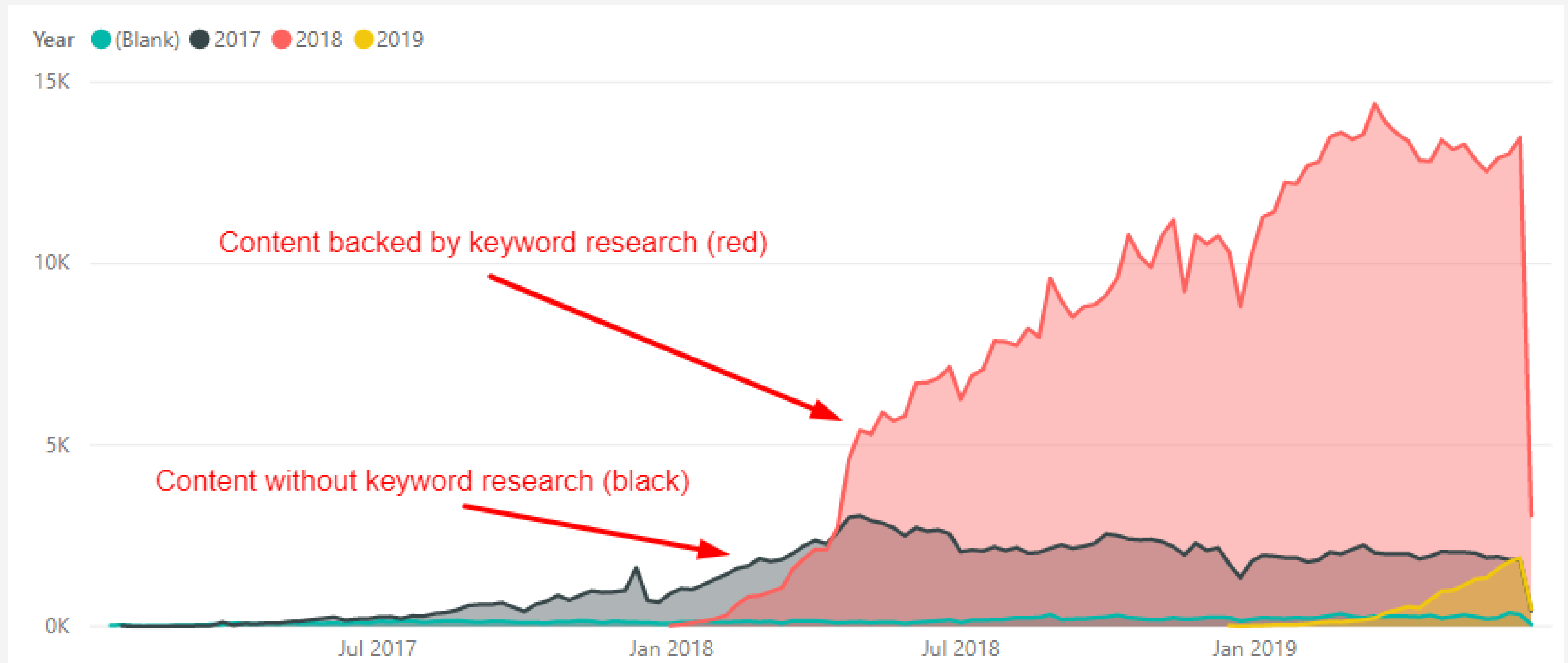
USELESS

NETFLIX

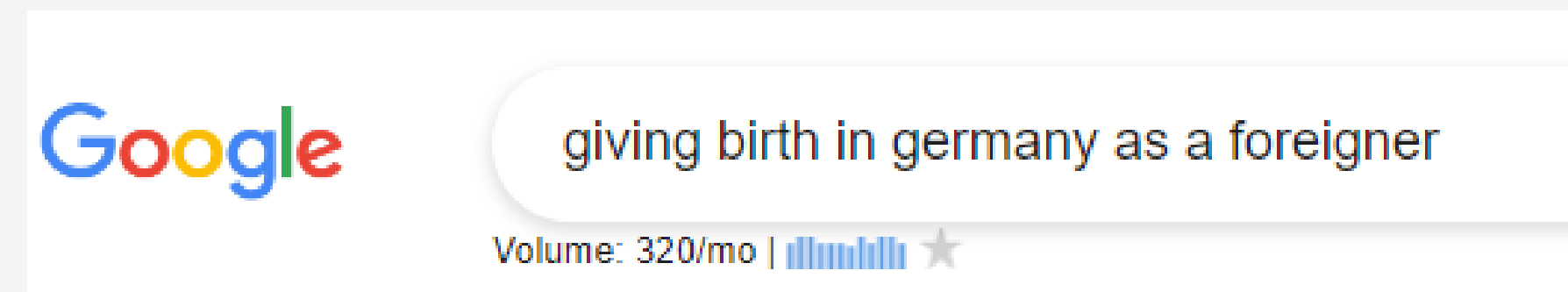
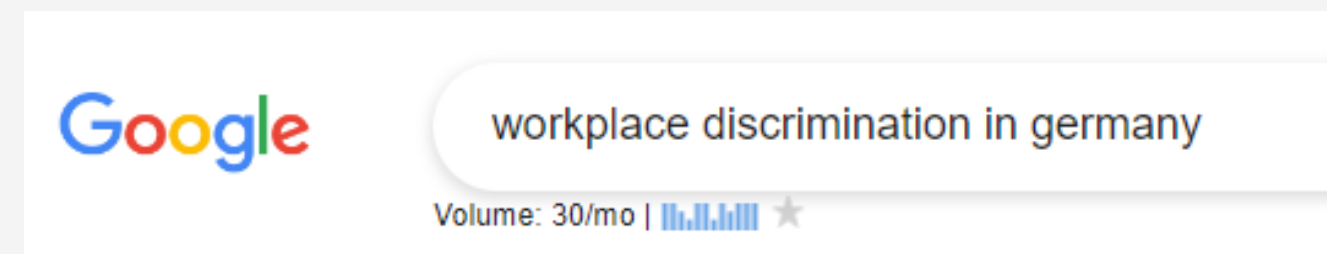
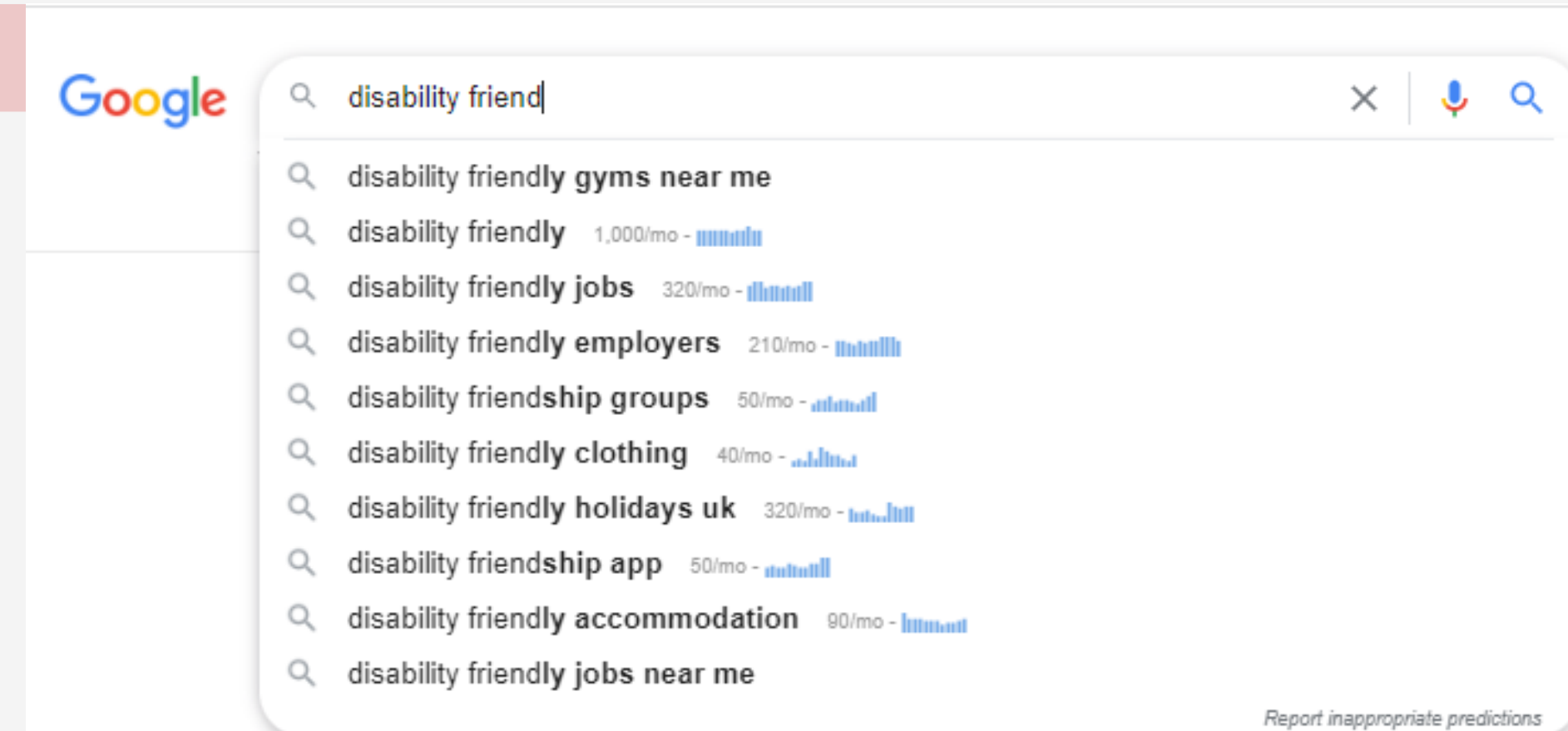


Ok, so what can we do then?

And something that will stay and bring value for a long time



SEO CONTENT WRITING IS ALL ABOUT PEOPLE.



L:

L:

PEOPLE TELL US WHAT THEY WANT TO KNOW (IN THEIR LANGUAGE)

Google

being black in norway

Volume: 70/mo | [Trends](#) ★

[All](#) [Images](#) [Videos](#) [News](#) [Maps](#) [More](#) [Tools](#)

About 321,000,000 results (0.50 seconds)

<https://travelnoire.com> > robert-gillan-living-in-norway... [Traf/mo \(us\): 120/126.40K - Kw \(us\): 18](#)
Black Expat Robert Gillan Shares What It's Like Living In ...
16 Nov 2021 — There are plenty of stories about Black expats in Jamaica , Mexico, Turkey and other nations with a sizable Black or brown population.
MOZ DA: 60/100 (+3%) Ref Dom: 6.39K Ref Links: 171.22K Spam Score: 9%

<https://www.youtube.com> > watch [Traf/mo \(us\): 309.19M/928.37M - Kw \(us\): 25.83M/51.40M](#)
Being Black in Norway - YouTube
18 Jan 2021 — In this video, I will be sharing with you the truth about how it's like being black in Norway and living in Norway as a black woman.
MOZ DA: 100/100 (+0%) Ref Dom: 21.07M Ref Links: 33.85B Spam Score: 4%

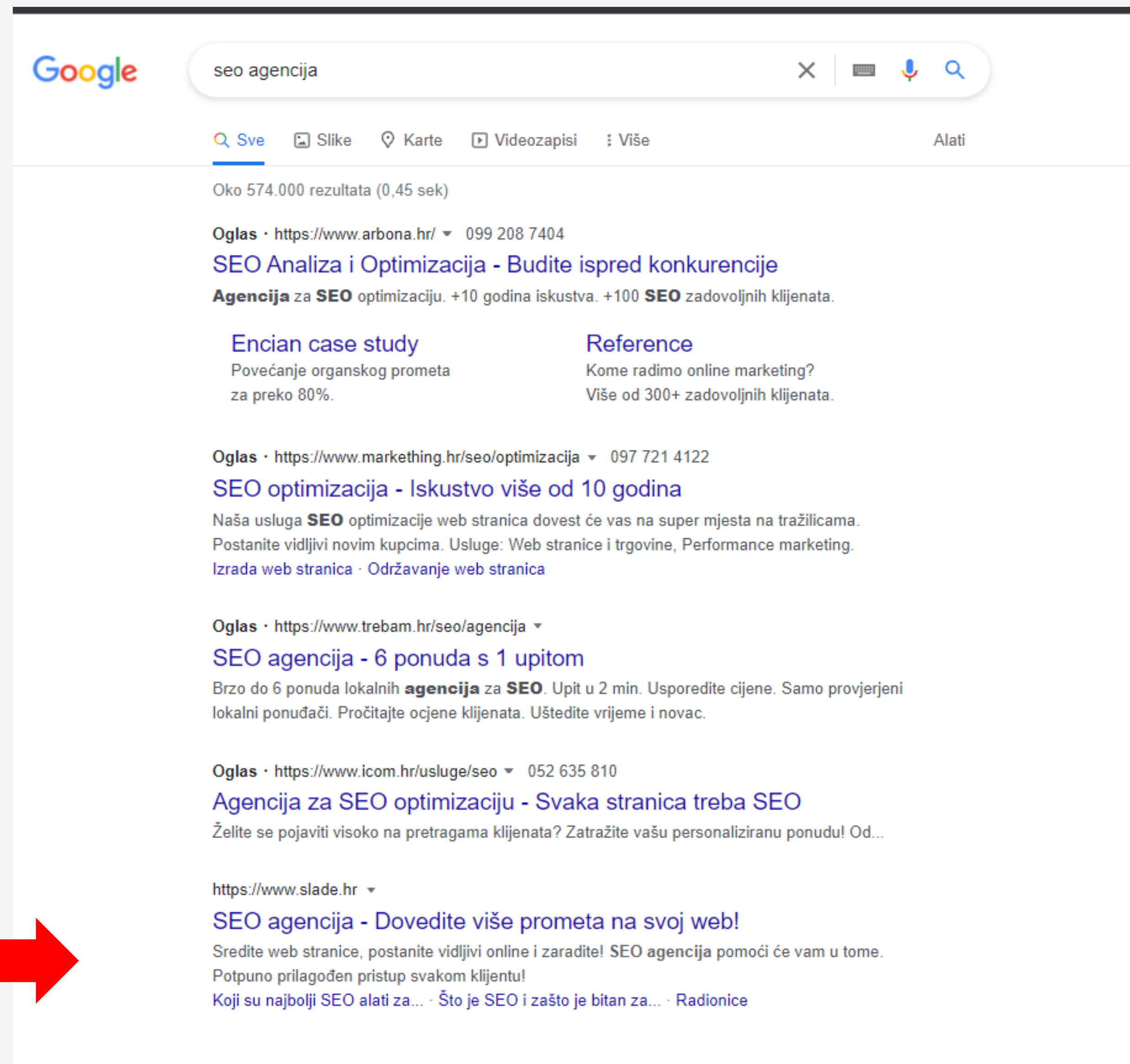
<https://www.aaihs.org> > blackness-norwegian-identity-a... [Traf/mo \(us\): 410/48.00K - Kw \(us\): 3:](#)
Blackness, Norwegian Identity, and Nationality | AAIHS
23 Jul 2021 — A young woman leads chants in front of Norwegian parliament in a demonstration to show solidarity with Black Lives Matter, Oslo, Norway, ...
MOZ DA: 70/100 (+8%) Ref Dom: 6.42K Ref Links: 107.6K Spam Score: 1%

Google

prava zena u austriji

Volume: 30/mo | [Trends](#) ★

MOTIVATION TO CLICK IS HIGH!



Google search results for "seo agencija". The search bar shows "seo agencija" and the results page displays several ads. The first ad is for "SEO Analiza i Optimizacija - Budite ispred konkurencije" from "Arbona". The second ad is for "SEO optimizacija - Iskustvo više od 10 godina" from "Markething". The third ad is for "SEO agencija - 6 ponuda s 1 upitom" from "Trebam". The fourth ad is for "Agencija za SEO optimizaciju - Svaka stranica treba SEO" from "Icom". The fifth ad is for "SEO agencija - Dovedite više prometa na svoj web!" from "Slade".

Google

seo agencija

Sve Slike Karte Videozapisi Više Alati

Oko 574.000 rezultata (0,45 sek)

Oglas · <https://www.arbona.hr/> 099 208 7404

SEO Analiza i Optimizacija - Budite ispred konkurencije

Agencija za **SEO** optimizaciju. +10 godina iskustva. +100 **SEO** zadovoljnih klijenata.

Encian case study
Povećanje organskog prometa za preko 80%.

Reference
Kome radimo online marketing? Više od 300+ zadovoljnih klijenata.

Oglas · <https://www.markething.hr/seo/optimizacija> 097 721 4122

SEO optimizacija - Iskustvo više od 10 godina

Naša usluga **SEO** optimizacije web stranica dovest će vas na super mjesta na tražilicama. Postanite vidljivi novim kupcima. Usluge: Web stranice i trgovine, Performance marketing. Izrada web stranica · Održavanje web stranica

Oglas · <https://www.trebam.hr/seo/agencija>

SEO agencija - 6 ponuda s 1 upitom

Brzo do 6 ponuda lokalnih **agencija** za **SEO**. Upit u 2 min. Usporedite cijene. Samo provjerjeni lokalni ponuđači. Pročitajte ocjene klijenata. Uštedite vrijeme i novac.

Oglas · <https://www.icom.hr/usluge/seo> 052 635 810

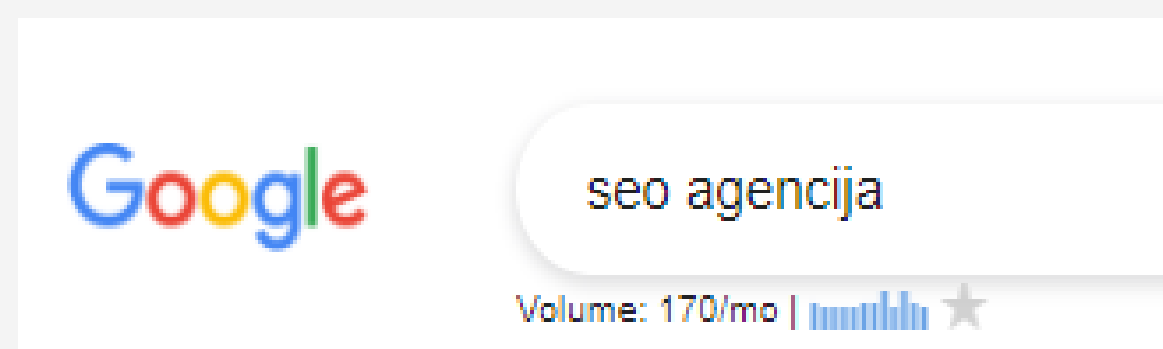
Agencija za SEO optimizaciju - Svaka stranica treba SEO

Želite se pojaviti visoko na pretragama klijenata? Zatražite vašu personaliziranu ponudu! Od...

<https://www.slade.hr/>


SEO agencija - Dovedite više prometa na svoj web!

Sredite web stranice, postanite vidljivi online i zaradite! **SEO** agencija pomoći će vam u tome. Potpuno prilagođen pristup svakom klijentu! Koji su najbolji **SEO** alati za... · Što je **SEO** i zašto je bitan za... · Radionice



Google

seo agencija

Volume: 170/mo |  ★



**LET'S
CREATE
CONTENT
THAT
SERVES
PEOPLE**

**68% of online
experiences
begin with
a search
engine**

(source: briggedge.com)

slade



HOW DO I DO THAT?

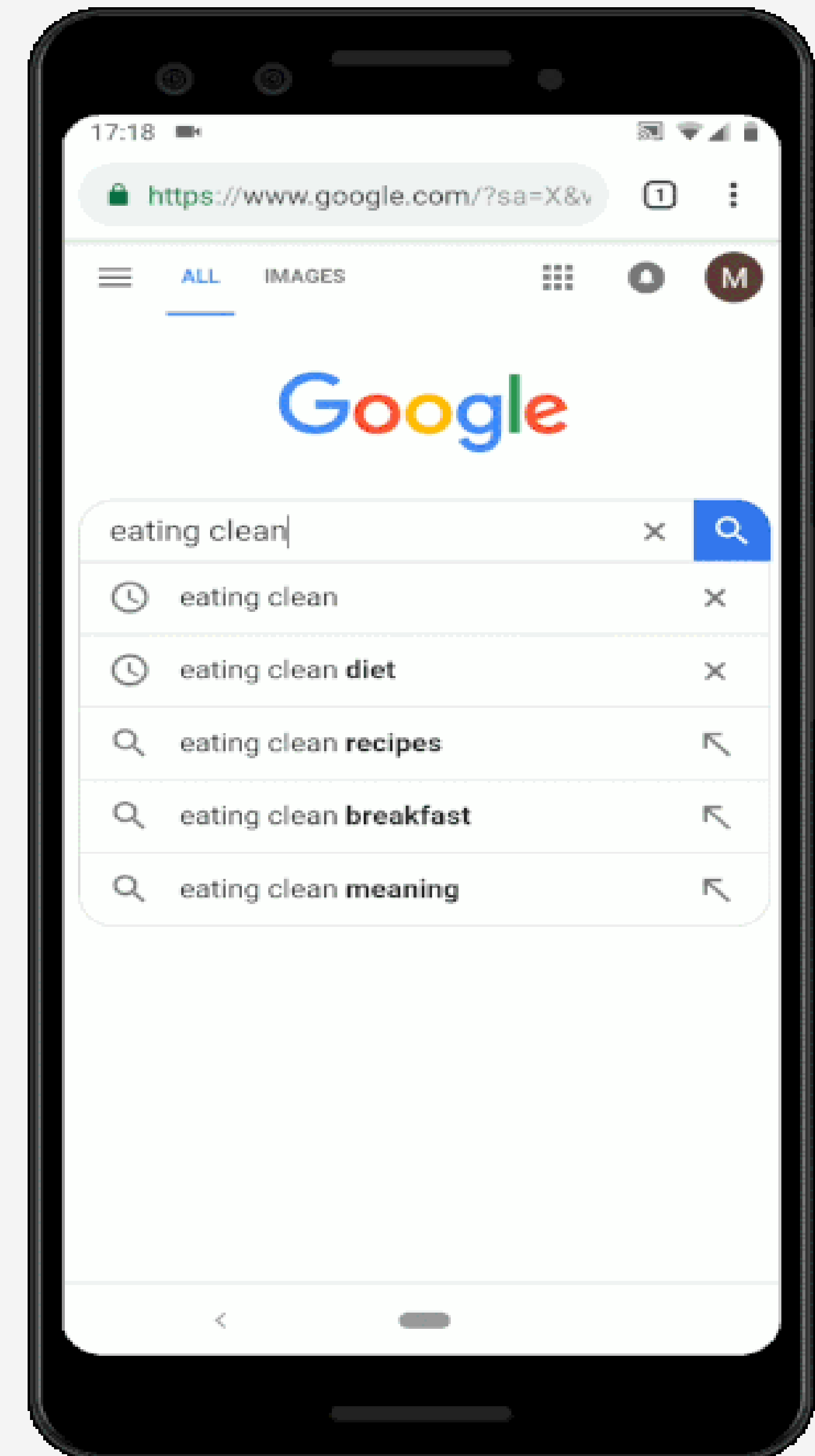
#CHICAGOPD



SEO ranking factors

1. Security (https)
2. Core Web Vitals – speed, interactivity and visual stability
3. Mobile first index
4. Title tag and H1
5. Metadescrptions
- 6. Backlinks**
7. URL-s
8. Local SEO
9. Pictures
- 10. Content**

And many many more



Security (https)

Eventual treatment of all
HTTP pages in Chrome:

 **Not secure** | example.com

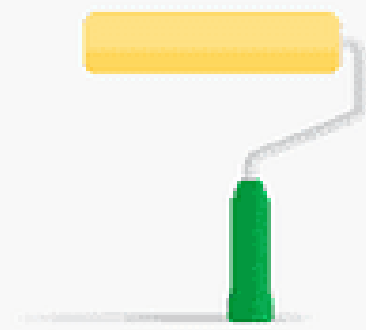
Sep. 2018 (Chrome 69)

 example.com

Eventually

example.com

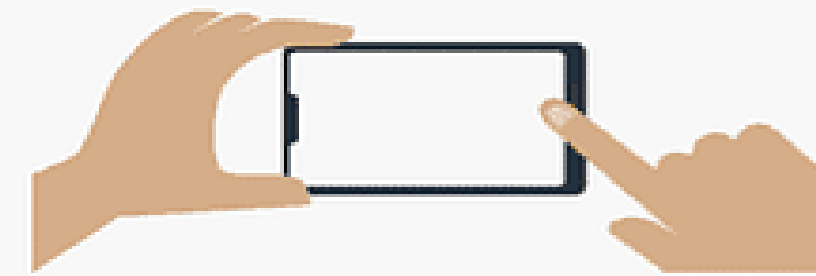
Core Web Vitals



(Loading)

LCP

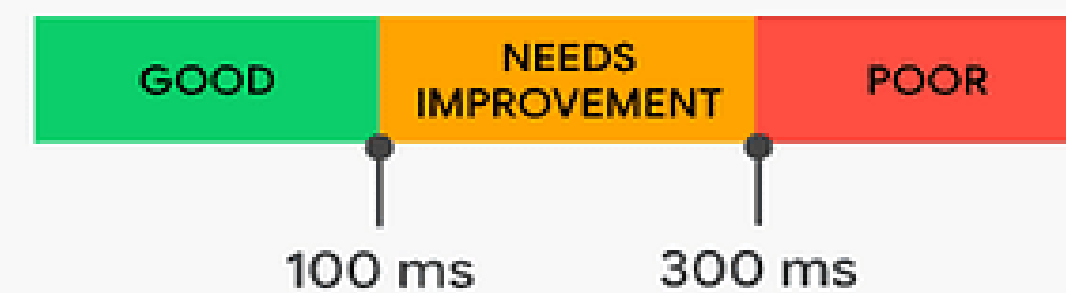
Largest Contentful Paint



(Interactivity)

FID

First Input Delay



(Visual Stability)

CLS

Cumulative Layout Shift



LCP- loading time

FID ili TBT – time between a click and action

CLS- how stable are elements on a webpage

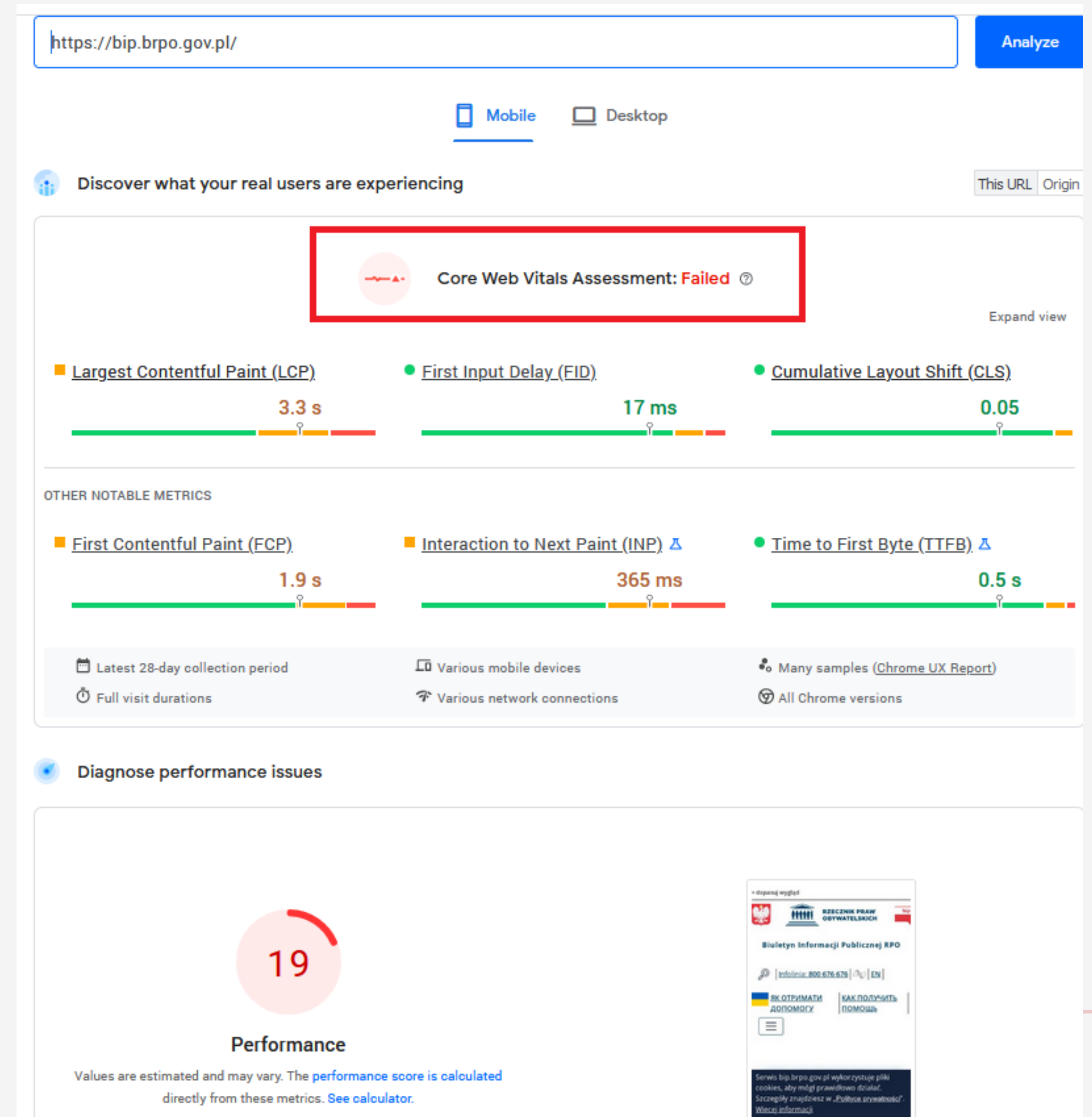
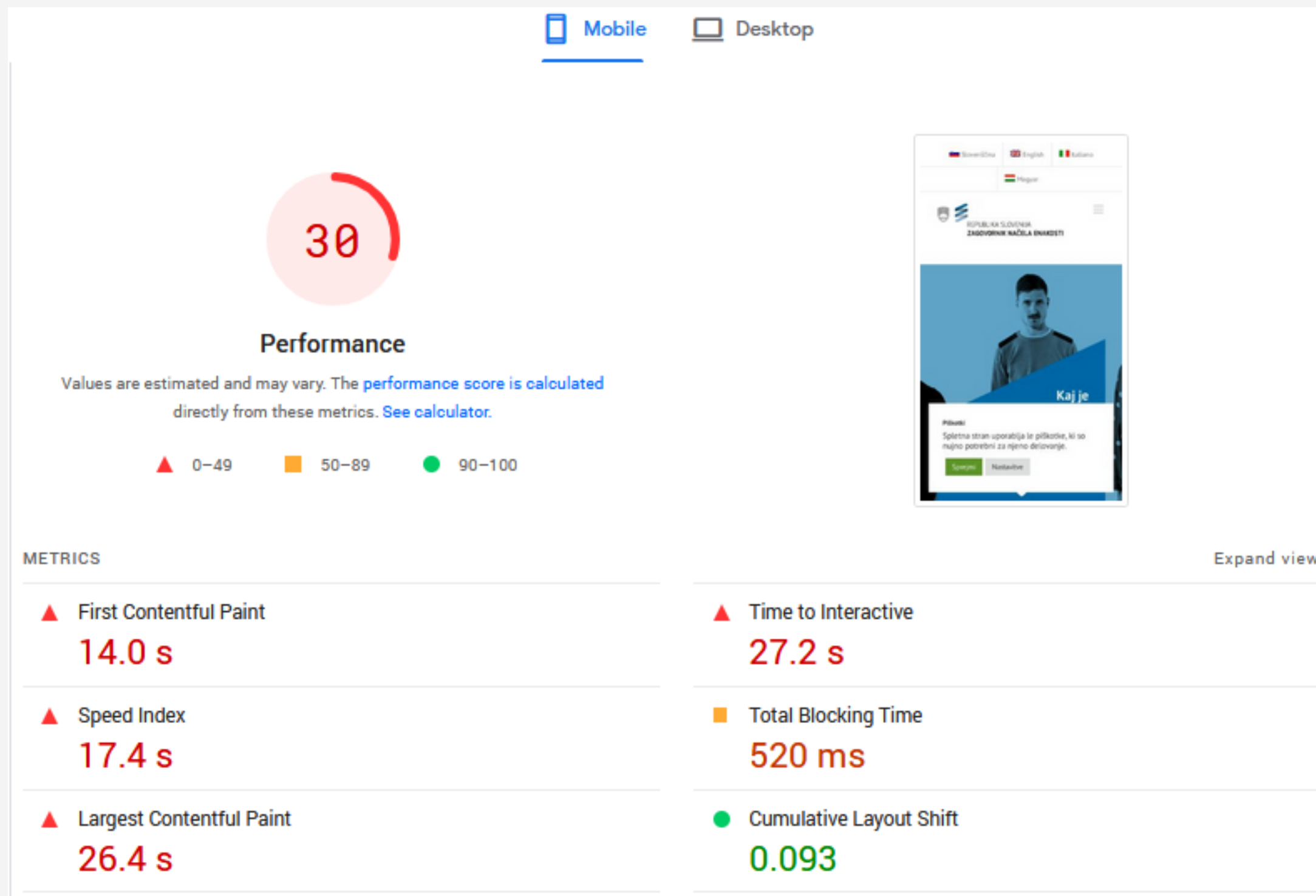
Page speed - LCP



- **Target: 1.2 seconds**
- **You'll pass the Google test with a LCP up to 2.5 seconds**

TOOLS

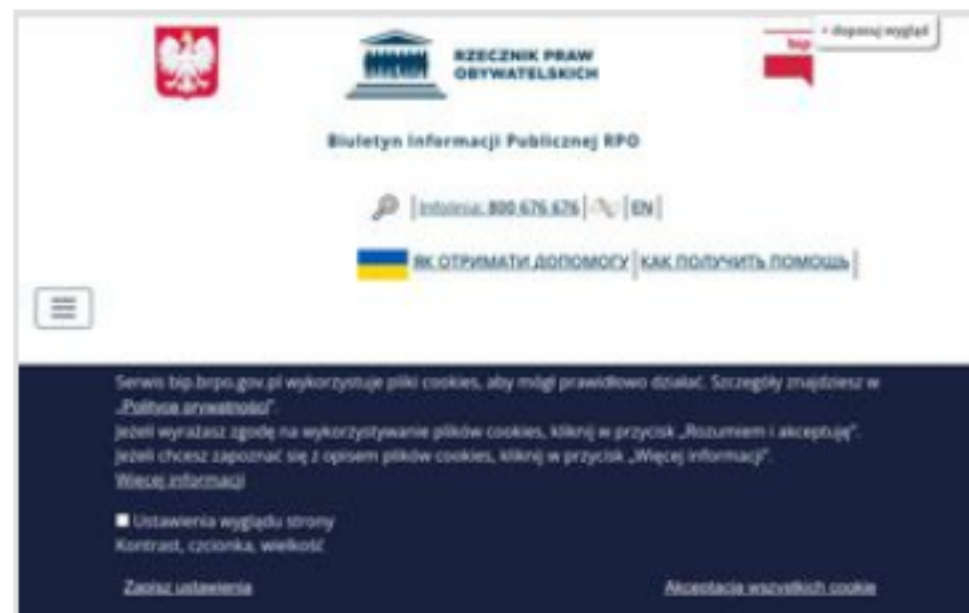
1. Google page speed test <https://pagespeed.web.dev/>



TOOLS

2. Gtmetrix

(choose a close location)



Latest Performance Report for: <https://bip.brpo.gov.pl/>


Report generated: Wed, Jun 29, 2022 8:46 AM -0700

Test Server Location:  Frankfurt, Germany

Using:  Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

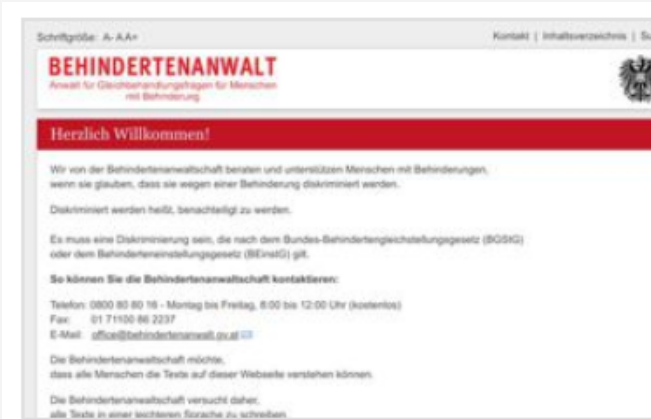
Analysis options: Nexus 7

GTmetrix Grade ?

	Performance ? 73%	Structure ? 77%
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Web Vitals ?

Largest Contentful Paint ? 1.2s	Total Blocking Time ? 303ms	Cumulative Layout Shift ? 0.37
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Latest Performance Report for: <https://www.behindertenanwalt.gv.at/>

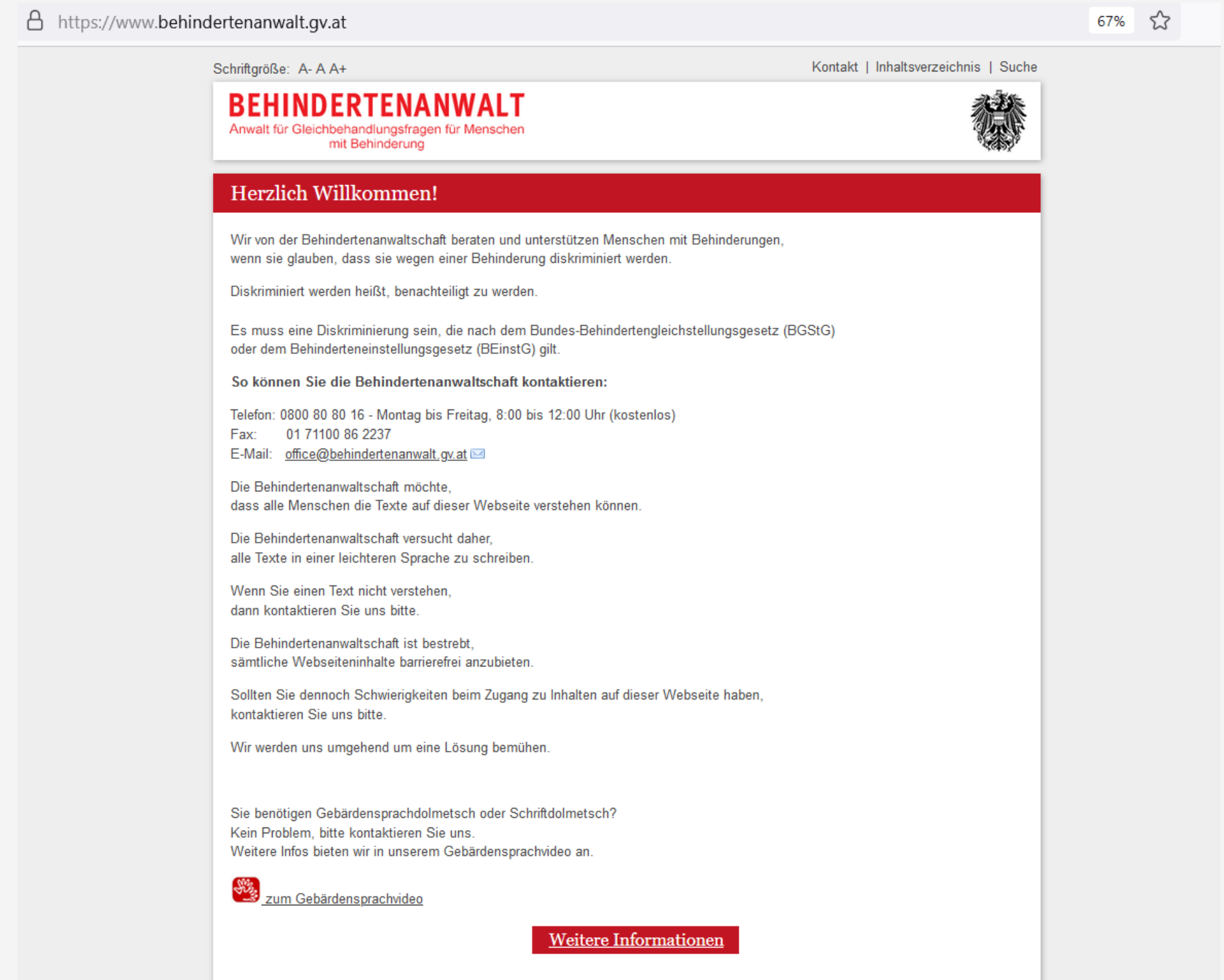
Report generated: Wed, Jun 29, 2022 8:53 AM -0700
 Test Server Location: Frankfurt, Germany
 Using: Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1
 Analysis options: Nexus 7

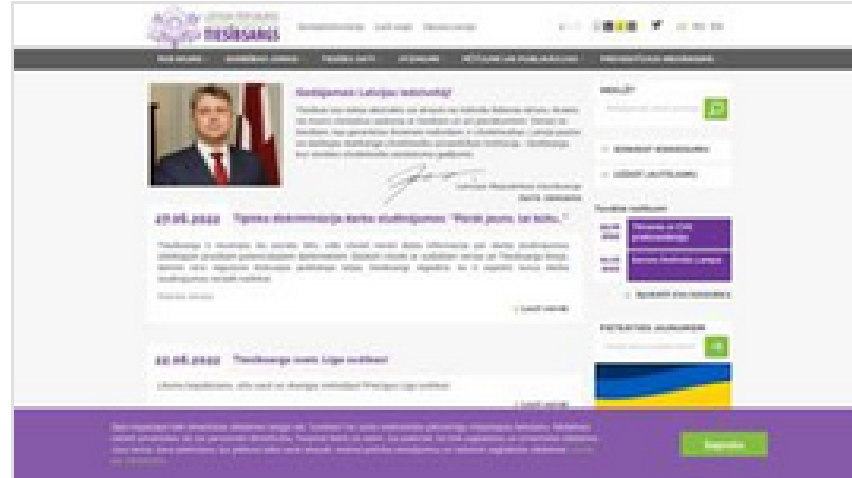
GTmetrix Grade ?

A	Performance ?	Structure ?
	100%	96%

Web Vitals ?

Largest Contentful Paint ?	Total Blocking Time ?	Cumulative Layout Shift ?
509ms	0ms	0





Latest Performance Report for: <http://www.tiesibsargs.lv/>

Report generated: Tue, Jun 28, 2022 12:47 PM -0700
Test Server Location: Frankfurt, Germany
Using: Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

GTmetrix Grade [?]

A	Performance [?] 91%	Structure [?] 95%
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Web Vitals [?]

Largest Contentful Paint [?] 1.1s	Total Blocking Time [?] 33ms	Cumulative Layout Shift [?] 0.2
--	---	--



Latest Performance Report for: <https://www.ldo.no/>

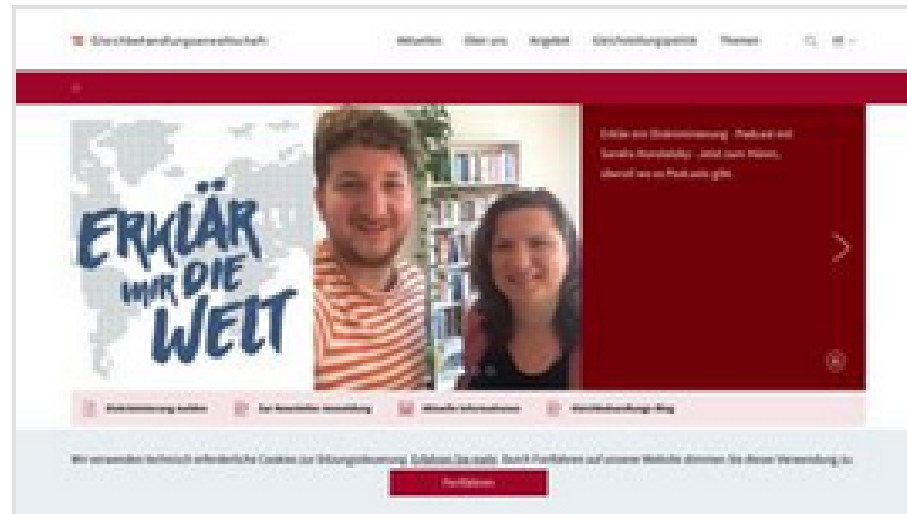
Report generated: Tue, Jun 28, 2022 1:44 PM -0700
Test Server Location: Frankfurt, Germany
Using: Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

GTmetrix Grade [?]

B	Performance [?] 95%	Structure [?] 71%
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Web Vitals [?]

Largest Contentful Paint [?] 1.1s	Total Blocking Time [?] 36ms	Cumulative Layout Shift [?] 0.04
--	---	---



Latest Performance Report for: <https://www.gleichbehandlungsanwaltschaft.gv.at/>

Report generated: Tue, Jun 28, 2022 1:01 PM -0700
Test Server Location: Amsterdam, Netherlands
Using: Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

GTmetrix Grade [?]

B	Performance [?] 86%	Structure [?] 88%
----------	--	--------------------------------------

Web Vitals [?]

Largest Contentful Paint [?] 919ms	Total Blocking Time [?] 145ms	Cumulative Layout Shift [?] 0.28
---	--	---



Latest Performance Report for: <http://www.lygybe.lt/>

Report generated: Tue, Jun 28, 2022 12:58 PM -0700
Test Server Location: Amsterdam, Netherlands
Using: Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

GTmetrix Grade [?]

C	Performance [?] 84%	Structure [?] 57%
----------	--	--------------------------------------

Web Vitals [?]

Largest Contentful Paint [?] 1.7s	Total Blocking Time [?] 0ms	Cumulative Layout Shift [?] 0.02
--	--	---



Latest Performance Report for:

<http://bip.brpo.gov.pl/>

Report generated: Tue, Jun 28, 2022 12:58 PM -0700
Test Server Location:  Amsterdam, Netherlands
Using:  Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

GTmetrix Grade ?

D	Performance ? 69%	Structure ? 70%
----------	-----------------------------	---------------------------

Web Vitals ?

Largest Contentful Paint ? 1.4s	Total Blocking Time ? 553ms	Cumulative Layout Shift ? 0.04
---	---------------------------------------	--



Latest Performance Report for:

<http://posi.hr/>

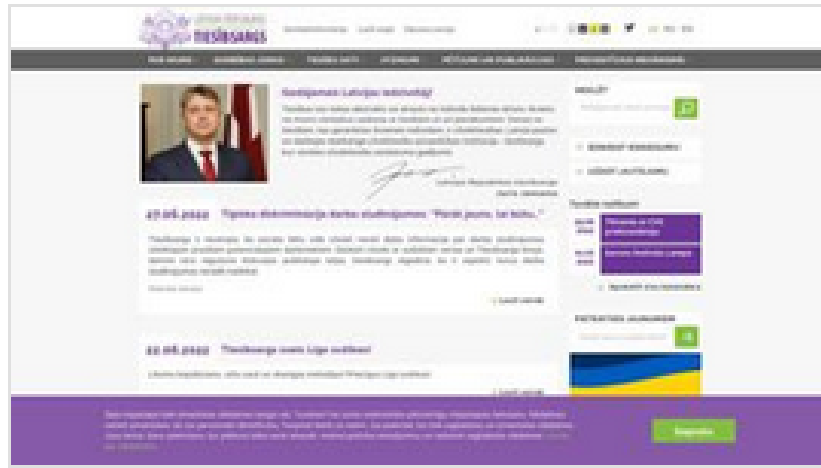
Report generated: Tue, Jun 28, 2022 1:51 PM -0700
Test Server Location:  Frankfurt, Germany
Using:  Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

GTmetrix Grade ?

D	Performance ? 50%	Structure ? 89%
----------	-----------------------------	---------------------------

Web Vitals ?

Largest Contentful Paint ? 4.2s	Total Blocking Time ? 168ms	Cumulative Layout Shift ? 0.04
---	---------------------------------------	--



Latest Performance Report for: <https://www.tiesibsargs.lv/>

Report generated: Tue, Jun 28, 2022 12:54 PM -0700
Test Server Location: Amsterdam, Netherlands
Using: Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

GTmetrix Grade [?]

E	Performance [?] 44%	Structure [?] 95%
----------	--	--------------------------------------

Web Vitals [?]

Largest Contentful Paint [?] 2.6s	Total Blocking Time [?] 789ms	Cumulative Layout Shift [?] 0.2
--	--	--

Top Issues

These audits are identified as the top issues impacting your performance.

IMPACT	AUDIT		
Med-Low	Use a Content Delivery Network (CDN)	27 resources found	▼
Med-Low	Serve static assets with an efficient cache policy	Potential savings of 154KB	▼
Med-Low	Avoid large layout shifts	5 elements found	▼
Med-Low	Avoid long main-thread tasks	12 long tasks found	▼
Low	Eliminate render-blocking resources	Potential savings of 62ms	▼



Latest Performance Report for:

<https://www.zagovornik.si/>

Report generated: Tue, Jun 28, 2022 12:53 PM -0700
Test Server Location:  Amsterdam, Netherlands
Using:  Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

GTmetrix Grade [?](#)

F	Performance ? 20%	Structure ? 57%
----------	---	---

Web Vitals [?](#)

Largest Contentful Paint ? 6.3s	Total Blocking Time ? 1.1s	Cumulative Layout Shift ? 0.04
---	--	--

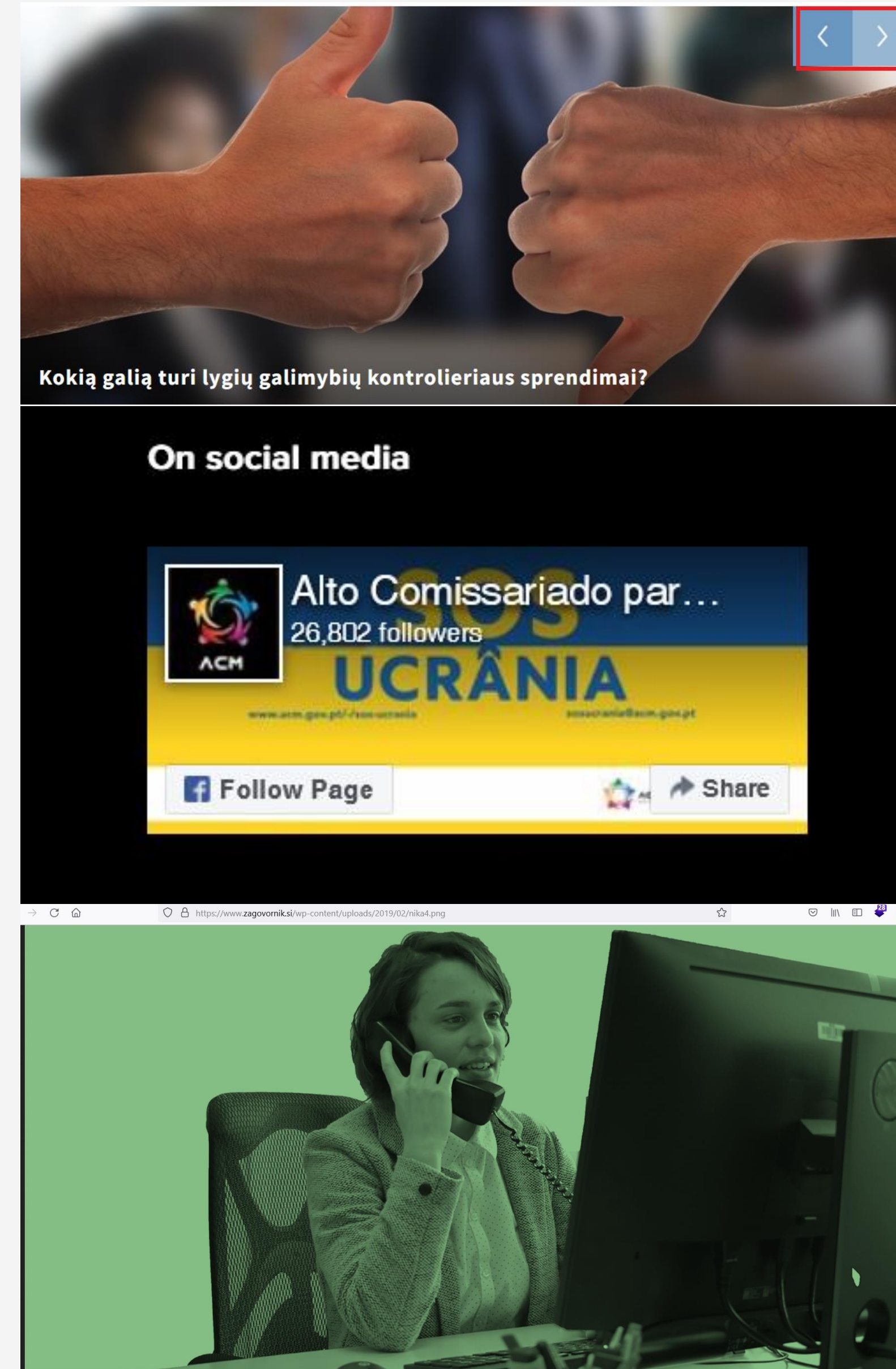
Top Issues

These audits are identified as the top issues impacting your performance.

IMPACT	AUDIT		
High	Reduce initial server response time	Root document took 1.3s	⌵
High	Avoid enormous network payloads	Total size was 6.63MB	⌵
High	Eliminate render-blocking resources	Potential savings of 2.0s	⌵
Med-High	Enable text compression	Potential savings of 2.63MB	⌵
Med	Avoid long main-thread tasks	20 long tasks found	⌵

Factors impacting your loading time:

1. Sliders
2. Plugins
3. Huge photos
4. Social media widgets
5. POPups
6. Servers



Remove those sliders



Not-user friendly+ waste time



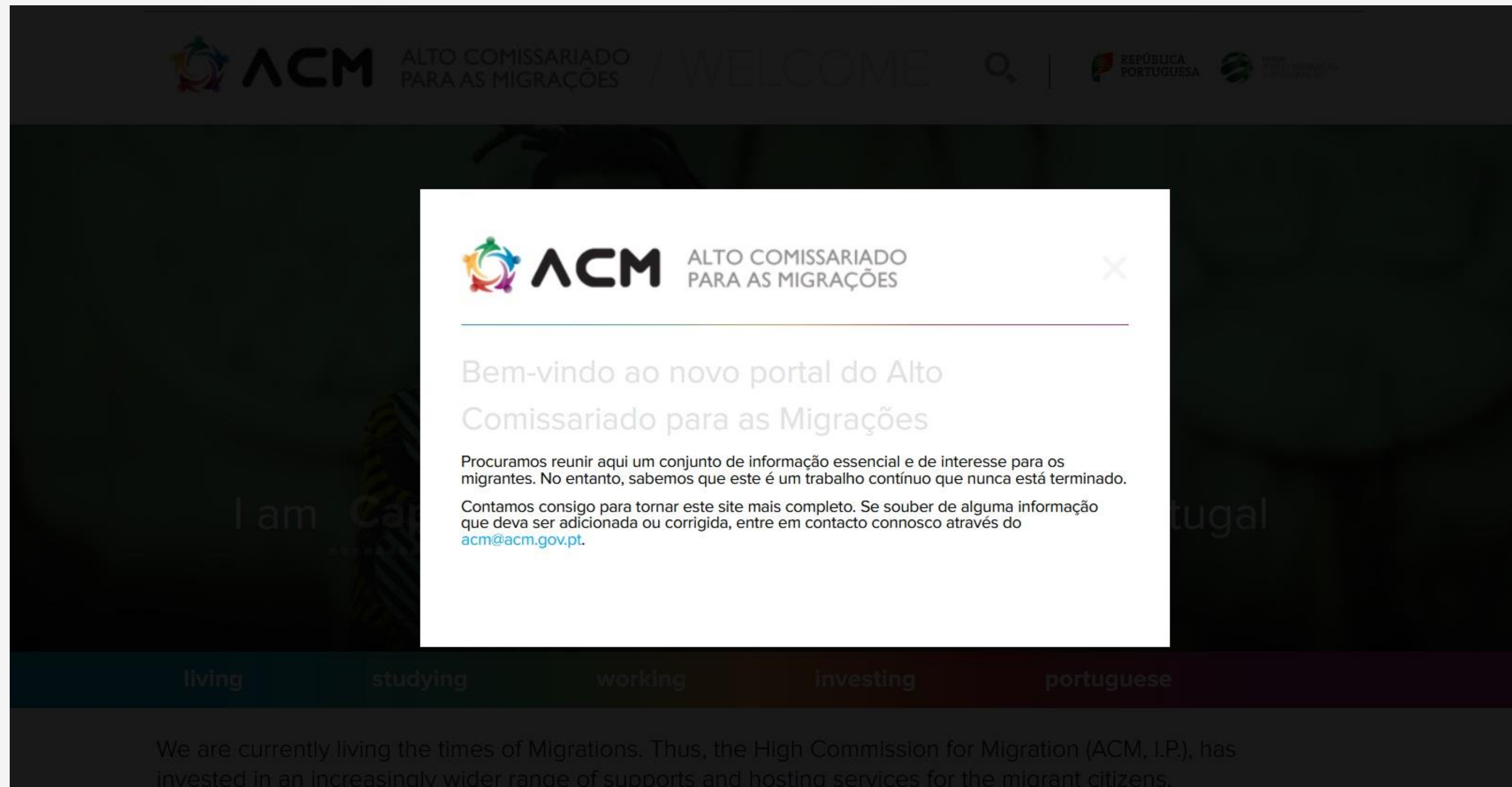
Publications

Annual Report 2020
PDF, File does not meet accessibility standards, 4MB
[Download](#) [Order](#)
[More](#)

Risks of Discrimination through the Use of Algorithms
PDF, File does not meet accessibility standards, 986KB
[Download](#) [More](#)

◀ ● ○ ○ ○ ▶

Pop ups



Let them show up 60 seconds after the initial loading

Clean javascript (usually plugins-related issue)

JavaScript



High

Avoid enormous network payloads

Total size was 6.63MB



Large network payloads cost users real money and are highly correlated with long load times.

[Learn how to improve this](#)

URL


TRANSFER SIZE

• <https://www.zagovornik.si/wp-content/uploads/fusion-styles/ede1275e7973ea3074ad33613c19b9b8.min.css?ver=3.2.1>

1.29MB


Clean javascript

```
@font-face {
  font-family: 'PT Sans';
  font-style: italic;
  font-weight: 400;
  src: url(https://fonts.gstatic.com/s/ptsans/v17/jizdRExUiTo99u79D0e0ysm0AjcQ-woy.woff) format('woff');
  unicode-range: U+0460-052F, U+1C80-1C88, U+20B4, U+20B5, U+A640-A69F, U+FE2E-FE2F;
}
/* cyrillic */
@font-face {
  font-family: 'PT Sans';
  font-style: italic;
  font-weight: 400;
  src: url(https://fonts.gstatic.com/s/ptsans/v17/jizdRExUiTo99u79D0e0w8m0AjcQ-woy.woff) format('woff');
  unicode-range: U+0301, U+0400-045F, U+0490-0491, U+04B1, U+2116;
}
/* latin-ext */
@font-face {
  font-family: 'PT Sans';
  font-style: italic;
  font-weight: 400;
  src: url(https://fonts.gstatic.com/s/ptsans/v17/jizdRExUiTo99u79D0e0ycm0AjcQ-woy.woff) format('woff');
  unicode-range: U+0100-024F, U+0250-0259, U+0260-026F, U+0270-027F, U+0280-028F, U+0290-029F, U+02A0-02AB, U+20AD-20CF, U+2113, U+2C60-2C7F, U+A720-A7FF;
}
/* latin */
@font-face {
  font-family: 'PT Sans';
  font-style: italic;
  font-weight: 400;
  src: url(https://fonts.gstatic.com/s/ptsans/v17/jizdRExUiTo99u79D0e0x8m0AjcQ-w.woff) format('woff');
  unicode-range: U+0000-00FF, U+0100-010F, U+0110-0111, U+0120-0122, U+0124, U+0125, U+0126, U+0127, U+0128, U+0129, U+0130, U+0131, U+0132, U+0133, U+0134, U+0135, U+0136, U+0137, U+0138, U+0139, U+013A, U+013B, U+013C, U+013D, U+013E, U+013F, U+0140, U+0141, U+0142, U+0143, U+0144, U+0145, U+0146, U+0147, U+0148, U+0149, U+014A, U+014B, U+014C, U+014D, U+014E, U+014F, U+0150, U+0151, U+0152, U+0153, U+0154, U+0155, U+0156, U+0157, U+0158, U+0159, U+015A, U+015B, U+015C, U+015D, U+015E, U+015F, U+0160, U+0161, U+0162, U+0163, U+0164, U+0165, U+0166, U+0167, U+0168, U+0169, U+016A, U+016B, U+016C, U+016D, U+016E, U+016F, U+0170, U+0171, U+0172, U+0173, U+0174, U+0175, U+0176, U+0177, U+0178, U+0179, U+017A, U+017B, U+017C, U+017D, U+017E, U+017F, U+0180, U+0181, U+0182, U+0183, U+0184, U+0185, U+0186, U+0187, U+0188, U+0189, U+018A, U+018B, U+018C, U+018D, U+018E, U+018F, U+0190, U+0191, U+0192, U+0193, U+0194, U+0195, U+0196, U+0197, U+0198, U+0199, U+019A, U+019B, U+019C, U+019D, U+019E, U+019F, U+01A0, U+01A1, U+01A2, U+01A3, U+01A4, U+01A5, U+01A6, U+01A7, U+01A8, U+01A9, U+01AA, U+01AB, U+01AC, U+01AD, U+01AE, U+01AF, U+01B0, U+01B1, U+01B2, U+01B3, U+01B4, U+01B5, U+01B6, U+01B7, U+01B8, U+01B9, U+01BA, U+01BB, U+01BC, U+01BD, U+01BE, U+01BF, U+01C0, U+01C1, U+01C2, U+01C3, U+01C4, U+01C5, U+01C6, U+01C7, U+01C8, U+01C9, U+01CA, U+01CB, U+01CC, U+01CD, U+01CE, U+01CF, U+01D0, U+01D1, U+01D2, U+01D3, U+01D4, U+01D5, U+01D6, U+01D7, U+01D8, U+01D9, U+01DA, U+01DB, U+01DC, U+01DD, U+01DE, U+01DF, U+01E0, U+01E1, U+01E2, U+01E3, U+01E4, U+01E5, U+01E6, U+01E7, U+01E8, U+01E9, U+01EA, U+01EB, U+01EC, U+01ED, U+01EE, U+01EF, U+01F0, U+01F1, U+01F2, U+01F3, U+01F4, U+01F5, U+01F6, U+01F7, U+01F8, U+01F9, U+01FA, U+01FB, U+01FC, U+01FD, U+01FE, U+01FF;
}
/* cyrillic-ext */
@font-face {
  font-family: 'PT Sans';
  font-style: italic;
  font-weight: 700;
  src: url(https://fonts.gstatic.com/s/ptsans/v17/jizdRExUiTo99u79D0e08f0ydKxUb0TA7i2bI.woff) format('woff');
  unicode-range: U+0460-052F, U+1C80-1C88, U+20B4, U+20B5, U+A640-A69F, U+FE2E-FE2F;
}
/* cyrillic */
@font-face {
  font-family: 'PT Sans';
  font-style: italic;
  font-weight: 700;
  src: url(https://fonts.gstatic.com/s/ptsans/v17/jizdRExUiTo99u79D0e08f0ydKxUb0TA7i2bI.woff) format('woff');
  unicode-range: U+0301, U+0400-045F, U+0490-0491, U+04B0-04B1, U+2116;
}
```



Make photos less heavy

← → ↻ 🏠 🔒 <https://www.zagovornik.si/wp-content/uploads/2019/02/skupina8.png> ☆ 📄 📄 📄 28 🔒 ☰

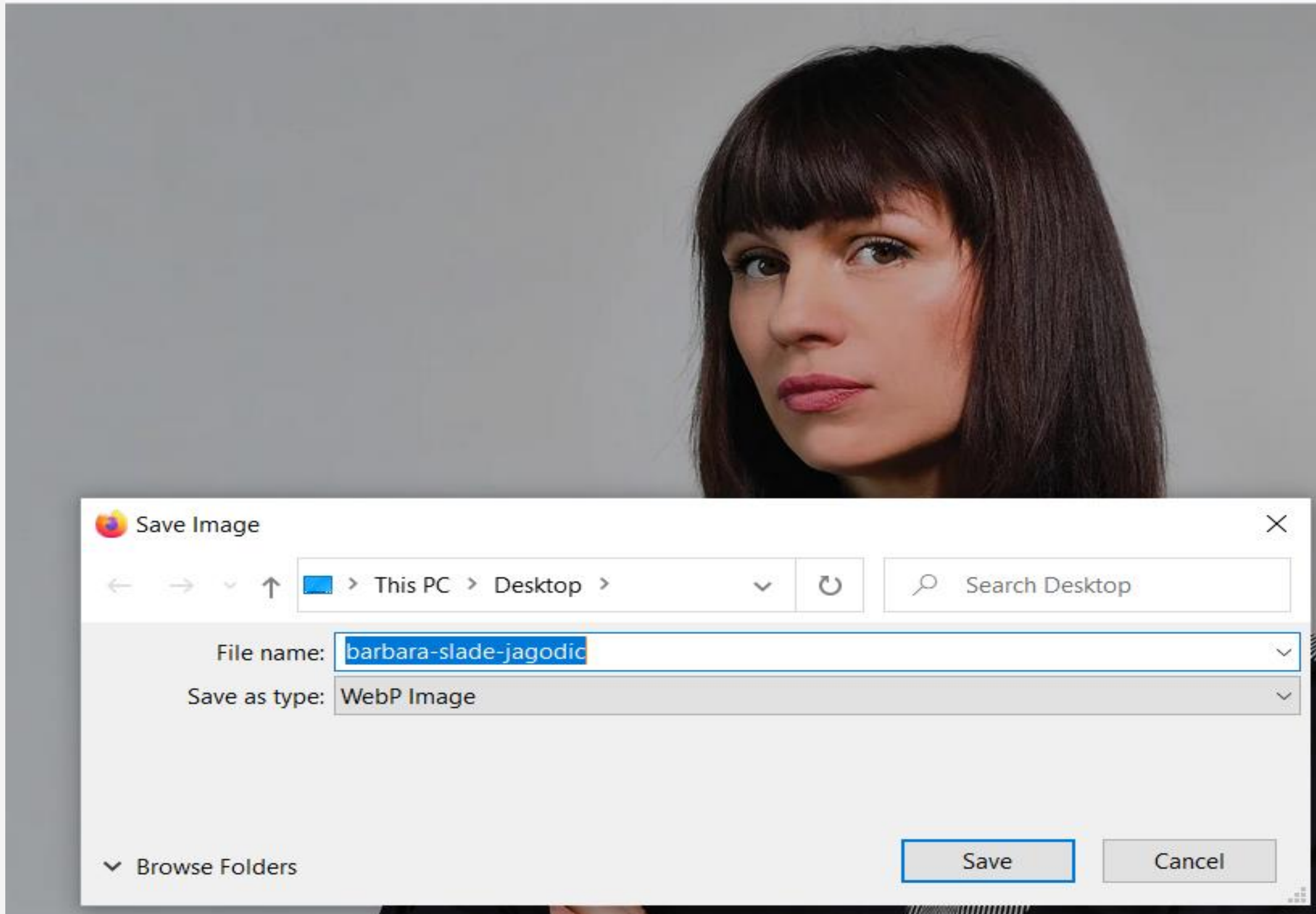


https://www.zagovornik.si/wp-content/uploads/2019/02/skupina8.png	1.02MB
https://www.zagovornik.si/wp-content/uploads/2019/02/nika4.png	971KB
https://www.zagovornik.si/wp-content/uploads/2019/02/triglav3.png	812KB

Use web📷p **format**



https://www.slade.hr/wp-content/uploads/2021/05/barbara-slade-jagodic.jpg



Change your hosting provider

- Choose a dedicated server **near your location**

High Reduce initial server response time Root document took 1.3s ^

Keep the server response time for the main document short because all other requests depend on it. [Learn how to improve this](#)

URL	TIME SPENT
• https://www.zagovornik.si/	1.3s

REMOVE social media widgets

Twitter | vor einem Tag

@ADS_Bund

RT **@medif_nrw**: Am 1. Juli startet die Meldestelle für Diskriminierung im Fußball, kurz: MeDiF-NRW, das Meldeportal. Diskriminierende Vorfäl...

[Öffnen](#)

Twitter | vor einem Tag

@ADS_Bund

RT **@komp_zentrum**: Wir sind auf der **#Bundespresskonferenz** zur Vorstellung des Jahresberichts des Bundesverbands RIAS e.V (**@Report_Antisem**)...

[Öffnen](#)

ENNHRI @ennhri
👋 We're hiring!

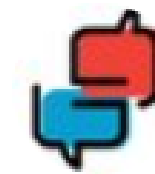
- ▶ Do you want to develop your skills in administration & event organisation?
- ▶ Do you want to work for a #European network in the field of #HumanRights?

Then apply by **3** July to join our team as an Administration Assistant: ennhri.org/vacancies/



28 Jun 2022

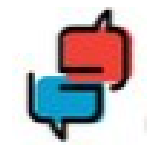
TWITTER



Pravobraniteljica

[Follow](#)

Neovisna institucija. Istražuje pritužbe, utječe na javne politike, potiče društ. promjene. Tvit uredski tim



Pravobraniteljica @ombudsmanhr · 3h

Kako je epidemija utjecala na ljudska prava i pitanje priziva savjesti - to su bile glavne teme razgovora pučke pravobraniteljice Ten Šimonović Einwalter s **@DomagojNovokme** za **@N1infoZG**. Cijeli razgovor možete pogledati na linku 📌
<https://hr.n1info.com/vijesti/pravobraniteljica-o-prizivu-sa...>

1 Twitter

Twitter



Zagovornik načela enakosti - Equality Body @zagovornik

Zakon o volitvah v državni zbor izključno za osebe z intelektualnimi in psihosocialnimi invalidnostmi predvideva možnost odvzema volilne pravice. **@zagovornik** je ocenil, da je to diskriminatorno. zagovornik.si/zagovornik-moz...



Možnost odvzema volilne pravi...
Zagovornik načela enakosti ocenj...
zagovornik.si

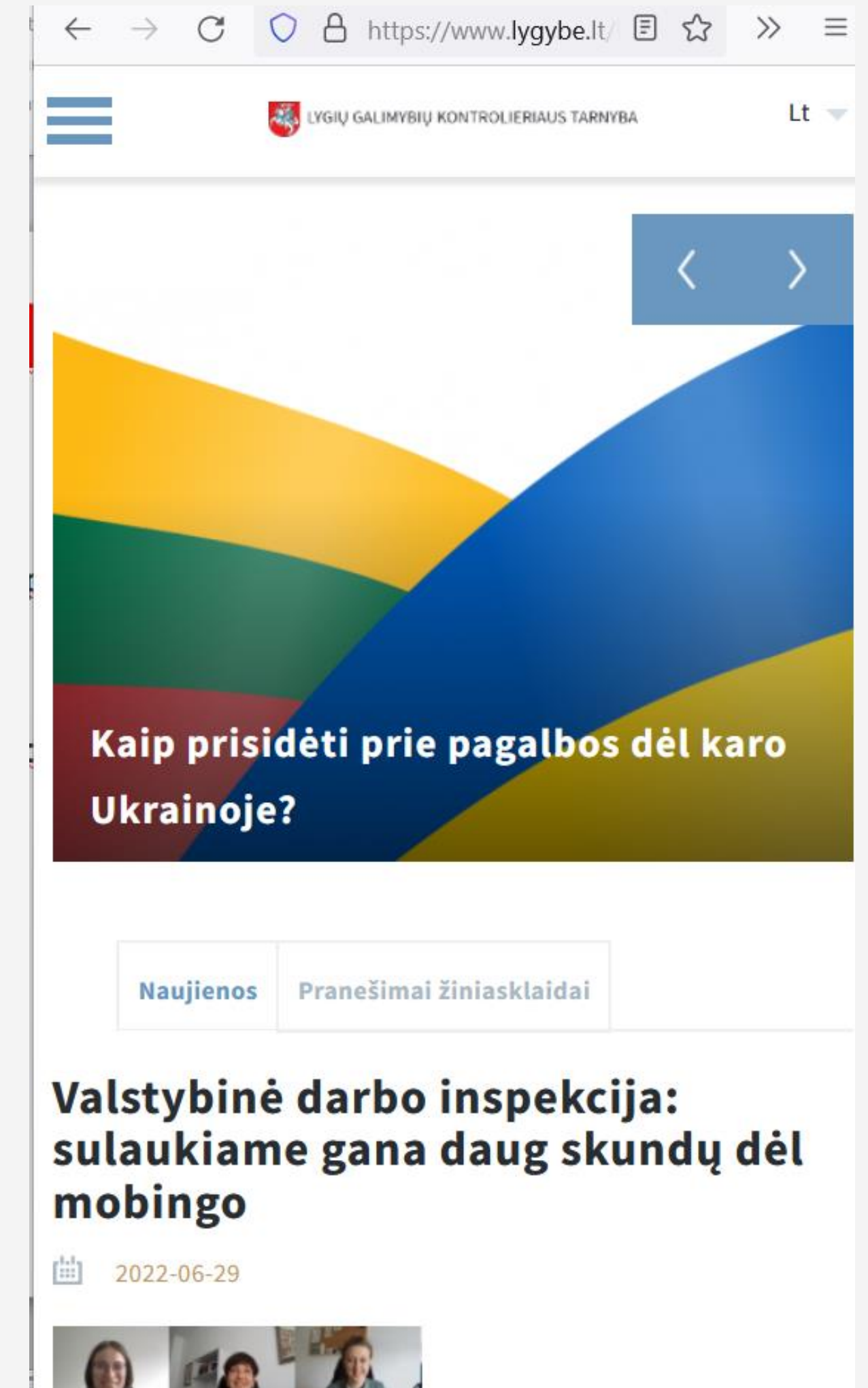
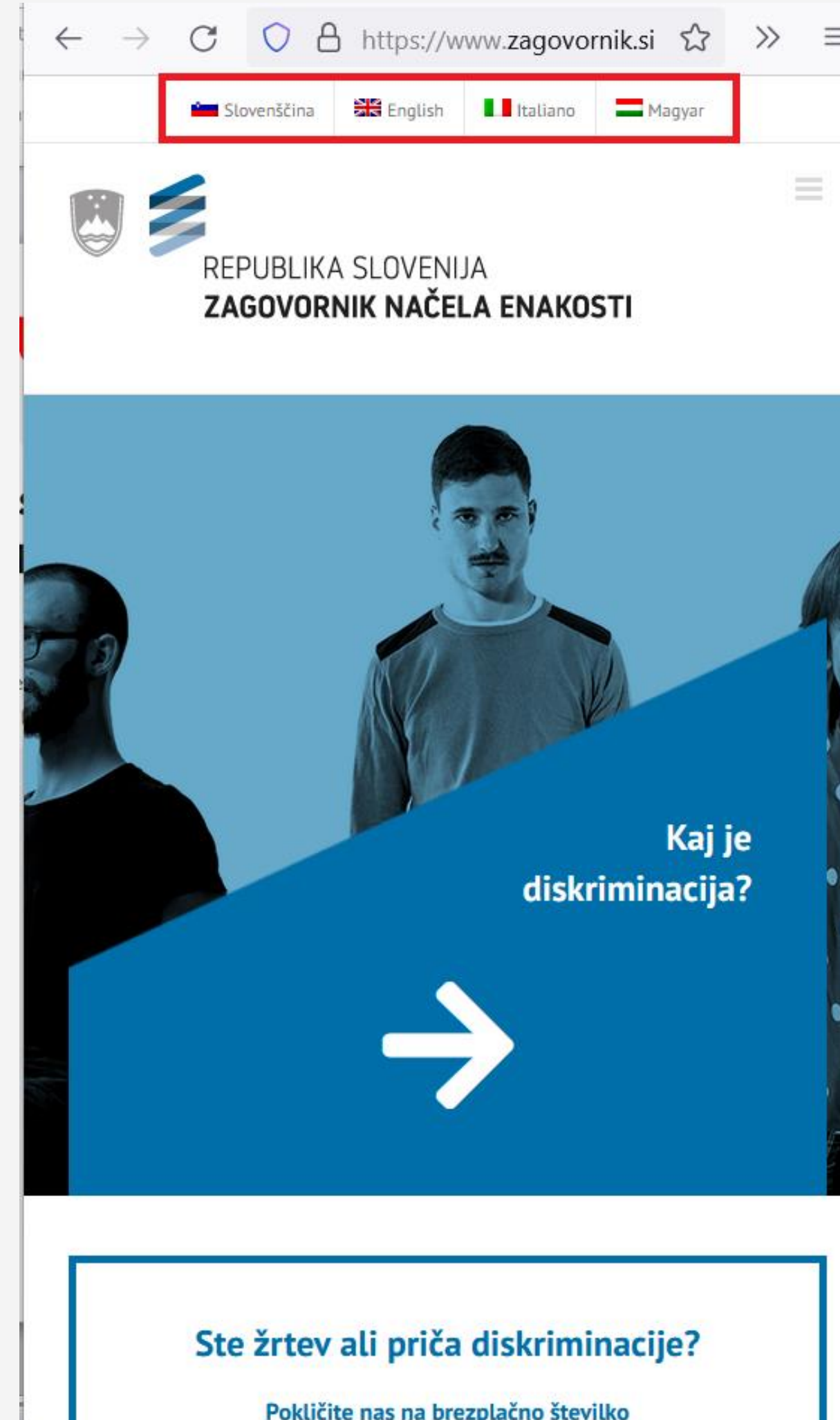


Jun 16, 2022

Mobile first index

Google Mobile First Index – Zero Desktop Content March 2021

Google said March 2021 is the date for mobile first index. Desktop sites will be dropped and m-dot sites may experience bugs.



Test results



Page is mobile friendly

This page is easy to use on a mobile device. [Learn more](#)

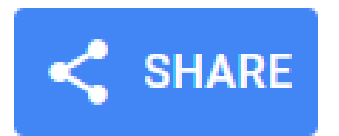
Test results



Page is mobile friendly

This page is easy to use on a mobile device. [Learn more](#)

Test results



Page is not mobile friendly

This page can be difficult to use on a mobile device. [Learn more](#)

[VIEW TESTED PAGE](#)

Details

Crawl



Crawled successfully on Jun 28, 2022, 10:01:23 PM 

Issues



Text too small to read



Clickable elements too close together

Additional resources

Headlines: title tag i H1

The image shows a screenshot of the Slade website with several annotations. At the top, a browser tab is highlighted with a red box and labeled "Title tag- the one shown on Google SERP". The browser's address bar shows the URL "https://www.slade.hr". A white box on the right displays the page's title tag: "SEO agencija - Dovedite više prometa na svoj web!". The main content area features a large white H1 heading: "Povećajte online zaradu bez dodatnog ulaganja u oglase.", which is enclosed in a red box and labeled "H1 heading". Below the heading is a testimonial in smaller text. At the bottom left, a red button with the text "ZATRAŽITE PONUDU" is highlighted with a red box and labeled "CTA- call to action". A red arrow points from the bottom of the page up to the testimonial text, with the label "H1 – main text on your webpage" positioned below it.

https://www.slade.hr - Translate this page

SEO agencija - Dovedite više prometa na svoj web!

Sredite web stranice, postanite vidljivi online i zaradite! SEO agencija pomoći će vam u tome. Potpuno prilagođen pristup svakom klijentu!

H1 heading

CTA- call to action

H1 – main text on your webpage

Title tag:



“Title tags are a major factor in helping search engines understand what your page is about.”

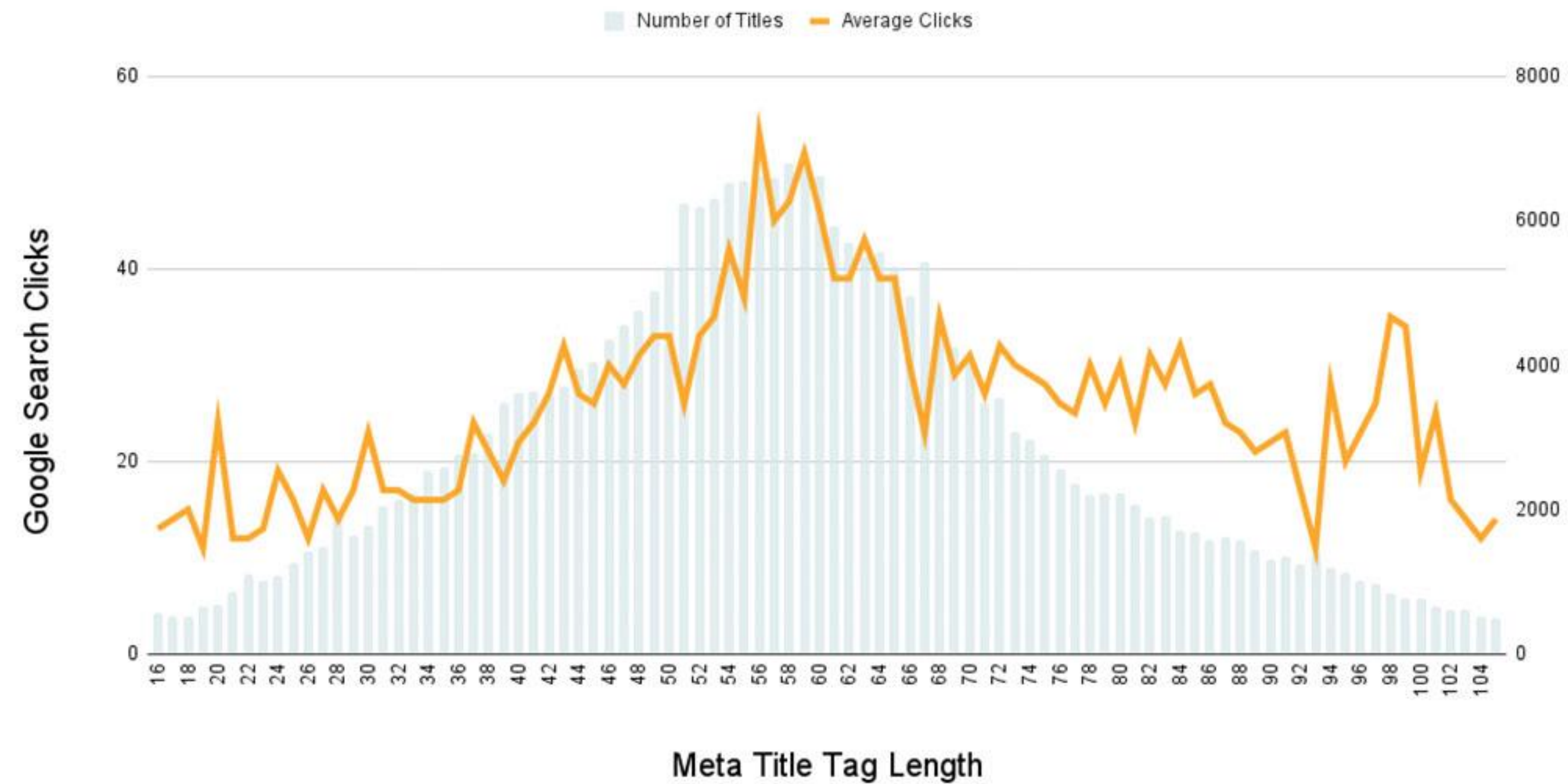
Moz



- **60 characters long**
- **include keywords at the beginning**
- **include location if necessary**
- **use active voice (a **verb!**)**
- **every single word in CAPITAL letters (for English)**
- **include numbers where possible**
- **mention your target audience**
- **mention your location**

MORE INFORMATION = MORE CLICKS

Title Tag Length vs. Google Search Clicks



Title tag:

LDO - Startside

Arbeidstilsynet har i samarbeid med ombudet utarbeidet en elektronisk veileder med seks viktige tiltak for å forebygge og håndtere seksuell trakassering på ...

<https://www.antidiskriminerungsstelle.de> › ... - [Translate this page](#) ⋮

Antidiskriminerungsstelle - Startseite

Die Antidiskriminierungsstelle des Bundes ist eine fachlich unabhängige Anlaufstelle beim Bundesministerium für Familie, Senioren, Frauen und Jugend für ...

You visited this page on 6/28/22.

<https://www.zagovornik.si> - [Translate this page](#) ⋮ Traf/mo (us): -/0 - Kw (us): -/5

Zagovornik načela enakosti

22 Oct 2021 — ali nam pišite na gp@zagovornik-rs.si ... Zagovornik je obravnaval primer domnevne diskriminacije samozaposlene osebe z invalidnostjo, ...

<https://posi.hr> - [Translate this page](#) ⋮

Posi.hr

Zagreb, Hrvatska. +385 1 6102 170. +385 1 6177 901. Elektronička kontaktna točka za službeno dopisivanje tijela državne uprave: ured@posi.hr ...

[Engleski](#) · [Kada i kako postupamo?](#) · [Zagreb](#) · [Pravobraniteljica](#)

<https://www.lygybe.lt> - [Translate this page](#) ⋮

Lygybė

Lyčių lygybės liniuotė · Lygių galimybių liniuotė · Lygių galimybių žinynas. Informacija diskriminacijos prevencijos ... [Lygybe.lt](#) Sprendimas: Cloud Lab. It.

You've visited this page 2 times. Last visit: 6/28/22

Keywords go to the front

- Synonyms are ok!
- Google understands the search intent

The screenshot shows a Google search for "how to fight discrimination in the workplace". The search bar is at the top, with the Google logo on the left and search controls on the right. Below the search bar, there are navigation tabs for All, Images, News, Videos, Shopping, and More. The search results show "About 101,000,000 results (0,61 seconds)". The first result is "How you Can Stop Discrimination In The Workplace" from EasyLlama.com, with the title and URL highlighted in red. Below the title is a list of six steps: 1. Develop a written policy that defines procedures and rules. ..., 2. Educate all your workers about discrimination. ..., 3. Consider more than one option for communication channels. ..., 4. Implement an anti-retaliation program. ..., 5. Conduct team-building activities. ..., 6. Focus groups. Below the list is a "More items..." link. The URL "https://www.easylama.com > blog > prevent-discriminatio..." is shown, along with traffic and keyword statistics. Below the URL is the title "How To Prevent Discrimination In The Workplace - EasyLlama" and more statistics. There are links for "About featured snippets" and "Feedback". Below this is a "People also ask" section with three questions: "How can discrimination be overcome in the workplace?", "How do you defend against discrimination?", and "Which is the most effective way to reduce discrimination at the workplace?". Below the "People also ask" section is another result from healthandsafetyhandbook.com.au, with the title "8 ways to prevent discrimination in your workplace" highlighted in red. Below the title is a snippet: "educate all your workers about discrimination; - encourage workers to respect each other's differences; - respond to any evidence or complaints of inappropriate ...". Below the snippet are more statistics.

Google

how to fight discrimination in the workplace

Volume: 70/mo | [Learn more](#) ★

All Images News Videos Shopping More Tools

About 101,000,000 results (0,61 seconds)

How you Can Stop Discrimination In The Workplace

1. Develop a written policy that defines procedures and rules. ...
2. Educate all your workers about discrimination. ...
3. Consider more than one option for communication channels. ...
4. Implement an anti-retaliation program. ...
5. Conduct team-building activities. ...
6. Focus groups.

[More items...](#)

<https://www.easylama.com > blog > prevent-discriminatio...> | **Traffic** (us): 110/15.30K - **Kw** (us): 32/2597

How To Prevent Discrimination In The Workplace - EasyLlama

MOZ DA: 30/100 (+131%) Ref Dom: 549 Ref Links: 3.17K Spam Score: -

[About featured snippets](#) • [Feedback](#)

People also ask

How can discrimination be overcome in the workplace? ▾

How do you defend against discrimination? ▾

Which is the most effective way to reduce discrimination at the workplace? ▾

[Feedback](#)

<https://healthandsafetyhandbook.com.au > bulletin > 8-...> | **Traffic** (us): 54/320 - **Kw** (us): 33/338

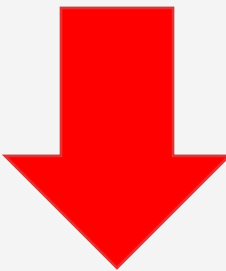
8 ways to prevent discrimination in your workplace

educate all your workers about discrimination; - encourage workers to respect each other's differences; - respond to any evidence or complaints of inappropriate ...

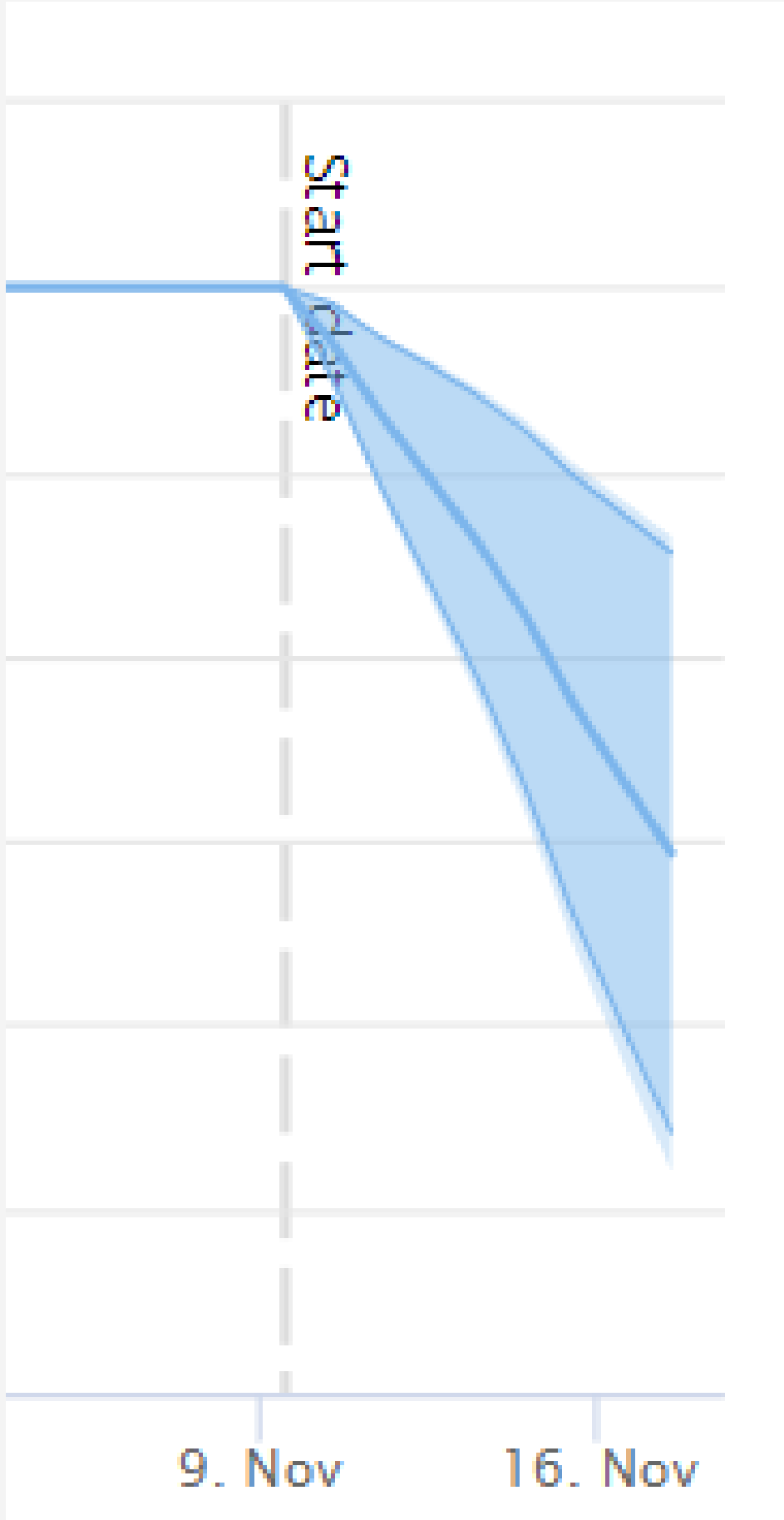
MOZ DA: 29/100 (+21%) Ref Dom: 834 Ref Links: 5.81K Spam Score: 1%

Numbers matter

www.fakeeditorialsite.com › Home › Indoor Plants ⋮
20 Best Plants for Your Desk | Fake Editorial Site



www.fakeeditorialsite.com › Home › Indoor Plants ⋮
Best Plants for Your Desk | Fake Editorial Site



Metadescription:

- 150-155 characters
- Unique for each webpage
- Use **active voice (verb)** and call-2-action
- Use **relevant keywords**

google will pull something out if you don't write it

<https://posi.hr> · Translate this page

Posi.hr

Zagreb, Hrvatska. +385 1 6102 170. +385 1 6177 901. Elektronička kontaktna točka za službeno dopisivanje tijela državne uprave: ured@posi.hr ...

Engleski · Kada i kako postupamo? · Zagreb · Pravobraniteljica

<https://www.lygybe.lt> · Translate this page

Lygybė

Lyčių lygybės liniuotė - Lygių galimybių liniuotė - Lygių galimybių žinynas. Informacija diskriminacijos prevencijos ... Lygybe.lt Sprendimas: Cloud Lab. It.

You've visited this page 2 times. Last visit: 6/26/22

Check your titles and metadescription

Desktop Snippet

www.snslp.sk ▾

SNSLP – Slovenské národné stredisko pre ľudské práva

Monitorujeme dodržiavanie ľudských práv a zásady rovnakého zaobchádzania, zabezpečujeme právnu pomoc obetiam diskriminácie, uskutočňujeme výskumy ...

Mobile Snippet

www.snslp.sk ▾

SNSLP – Slovenské národné stredisko pre ľudské práva

Monitorujeme dodržiavanie ľudských práv a zásady rovnakého zaobchádzania, zabezpečujeme právnu pomoc obetiam diskriminácie, uskutočňujeme výskumy a vzdelávame verejnosť.

Title **RISKY** 561px

SNSLP – Slovenské národné stredisko pre ľudské práva

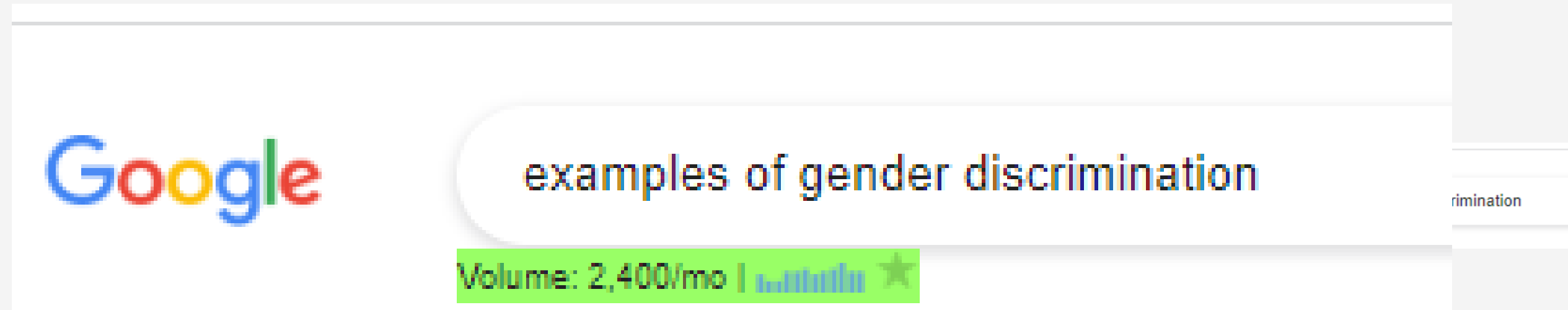
Description **TOO LONG!** 1146px

Monitorujeme dodržiavanie ľudských práv a zásady rovnakého zaobchádzania, zabezpečujeme právnu pomoc obetiam diskriminácie, uskutočňujeme výskumy a vzdelávame verejnosť.

app.sistrix.com/en/serp-snippet-generator

Practice: Write a title tag and metadescription

- in English
- mention your location



FIND OUT WHAT PEOPLE WANT

Google

lgbt friendly doctors near me

Volume: 1,300/mo | ★

People also ask :

Where is the best place for LGBT to live?

How do I know if a company is Lgbtq friendly?

How do I make my Lgbtq clinic friendly?

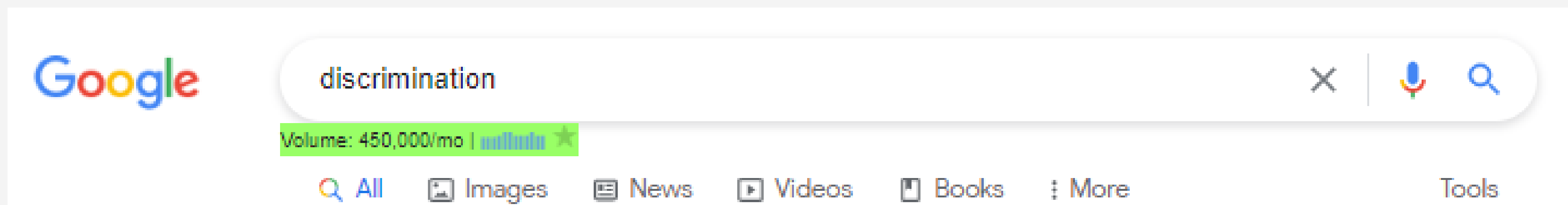
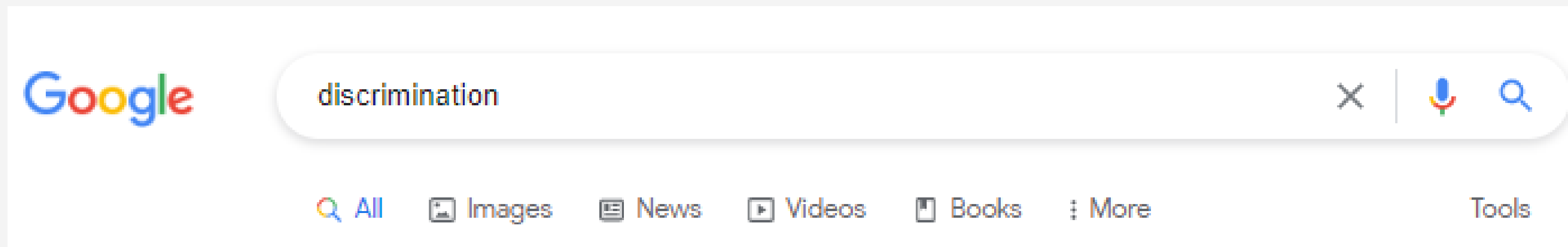
What jobs are related to LGBT?



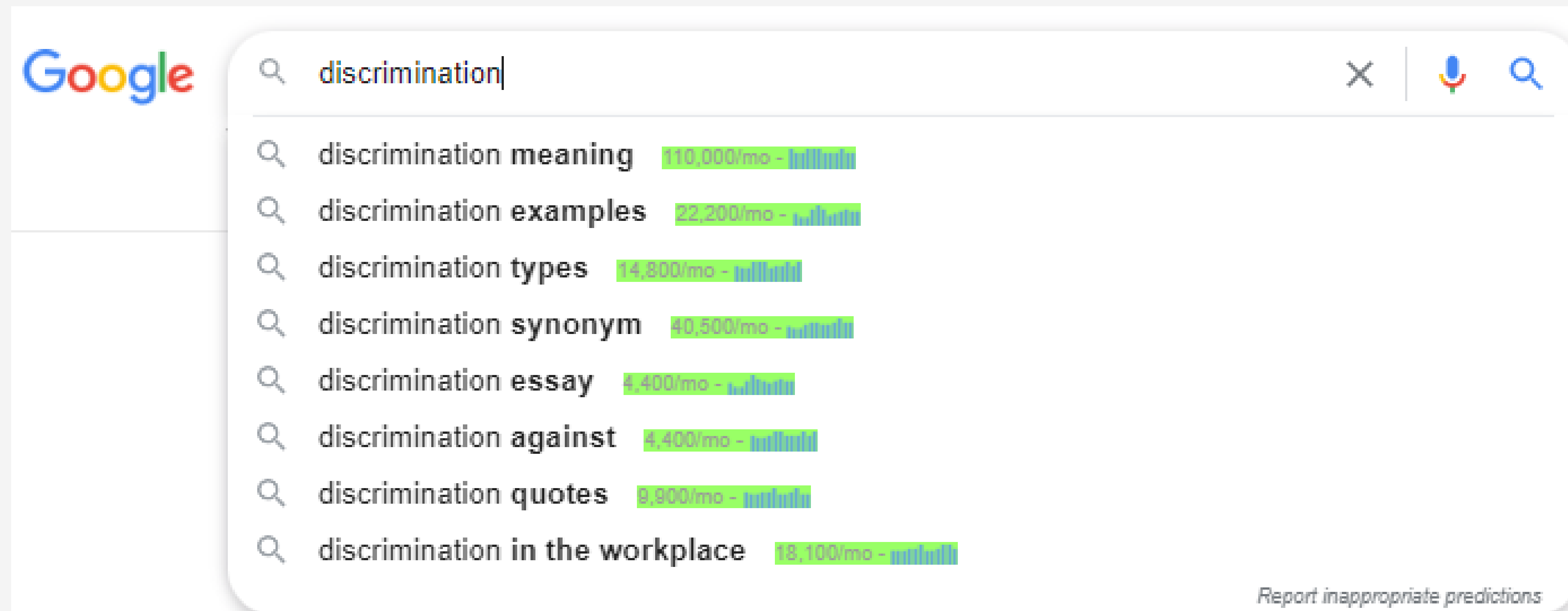
USE SEO TOOLS



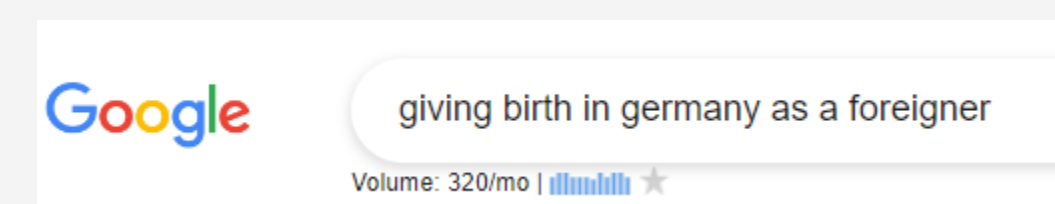
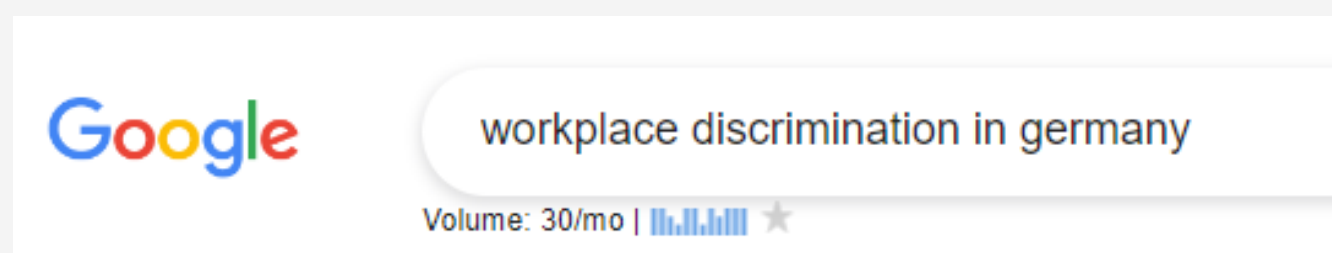
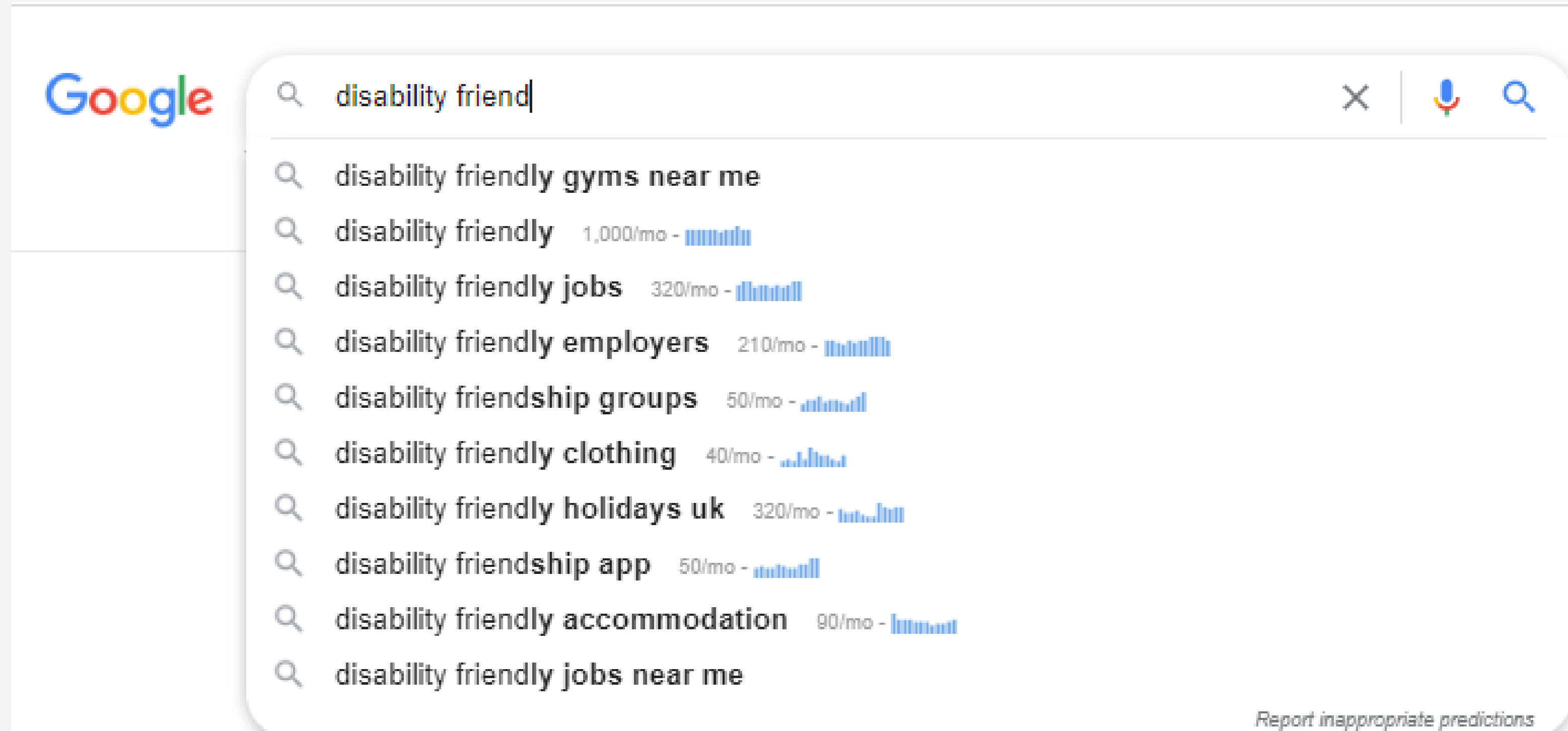
NO TOOLS= ASSUMPTION



TOOLS=KNOW YOUR AUDIENCE



HOW DO PEOPLE SEARCH (IN SENTENCES)



WHAT DO THEY SEARCH

1. QUESTIONS

2. Prices

3. Experience /reviews /testimonials

4. Examples

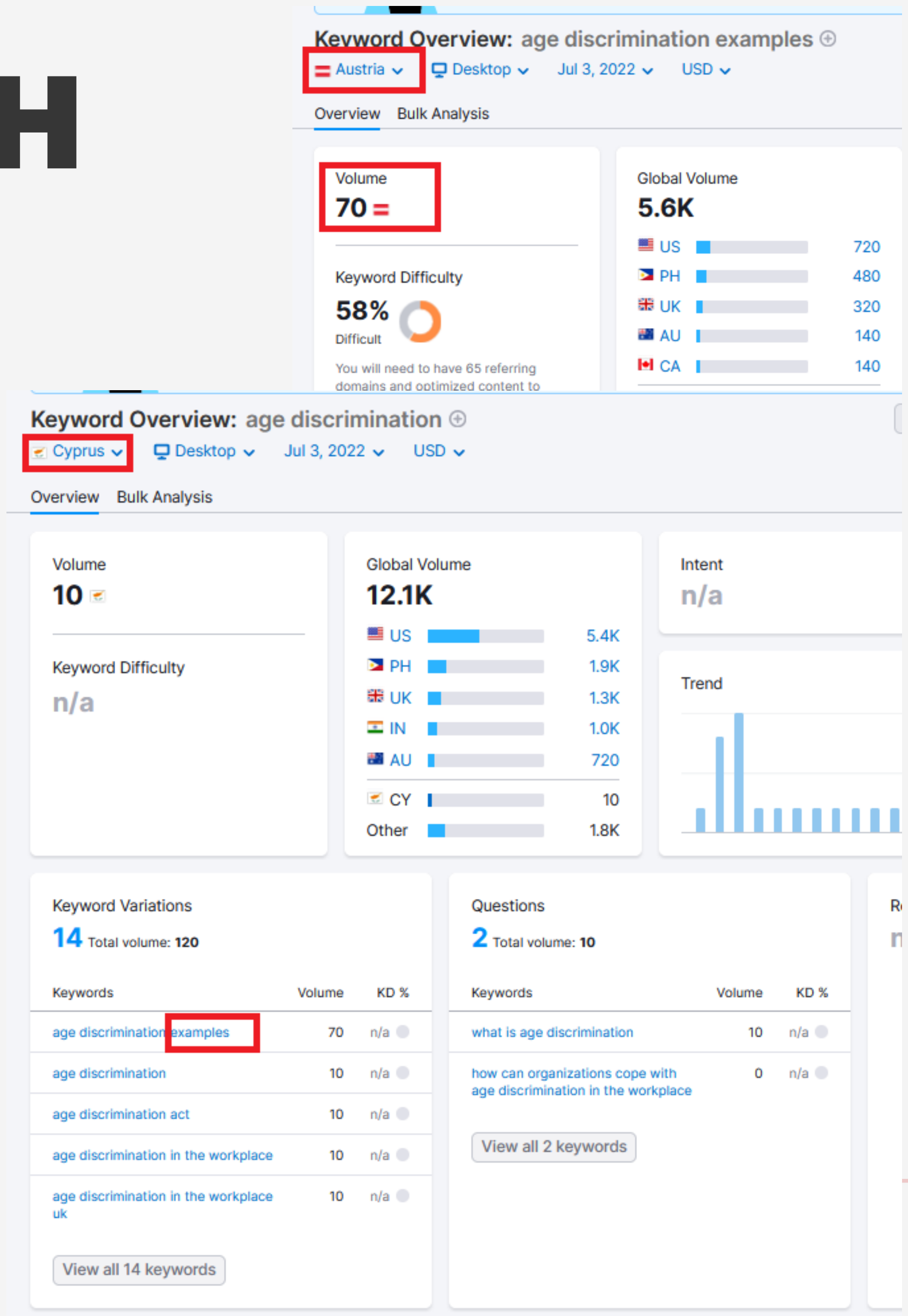
5. Free, natural

6. Local info

7. Working hours

8. Their problems

9. NEAR ME



LOCAL SEO



Nick Wilsdon @nickwilsdon · Oct 10, 2018



At Secrets of Local Search conference at GoogleHQ. Now 46% of searches have a local intent - quote from Google rep official presentation. That's increased since I last took note of that stat 📈



gender discrimination in belgium

Volume: 10/mo | ★

NEAR ME IS ON THE RISE

Google

best discrimination lawyers near me

Volume: 720/mo |  ★

Google

employment discrimination attorney near me

Volume: 260/mo |  ★


Google

school discrimination lawyers near me


Volume: 70/mo |  ★

Non-branded search


Google

Volume: 260/mo |  ★


Google

Volume: 10/mo |  ★

Google

Volume: 1,000/mo |  ★

Google

Volume: 720/mo |  ★

★ KEYWORD	VOL	TREND
★ types of discrimination	14,800	
★ examples of discrimination in the workplace	2,900	
★ discrimination in the workplace cases	880	
★ discrimination in the workplace articles	590	
★ grounds for discrimination in the workplace	260	
★ unlawful discrimination in the workplace	140	
★ how to deal with discrimination and harassment in the workplace	70	

Branded search

Google

tena šimonović einwalter

Volume: 0/mo ★

Google

Birutė Sabatauskaitė

Volume: 0/mo ★

Google

barbara slade

Volume: 480/mo | [info](#) ★

[All](#) [Images](#) [Videos](#) [News](#) [Shopping](#) [More](#) [Tools](#)


About 5.020.000 results (0,54 seconds)

<https://www.slade.hr> · [Translate this page](#) · [Traf/mo \(us\): 0/0](#) - [Kw \(us\): 0/1](#)

Barbara Slade Jagodić

Sredite web stranice, postanite vidljivi online i zaradite! SEO agencija pomoći će vam u tome. Potpuno prilagođen pristup svakom klijentu!

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One-word queries





discrimination|

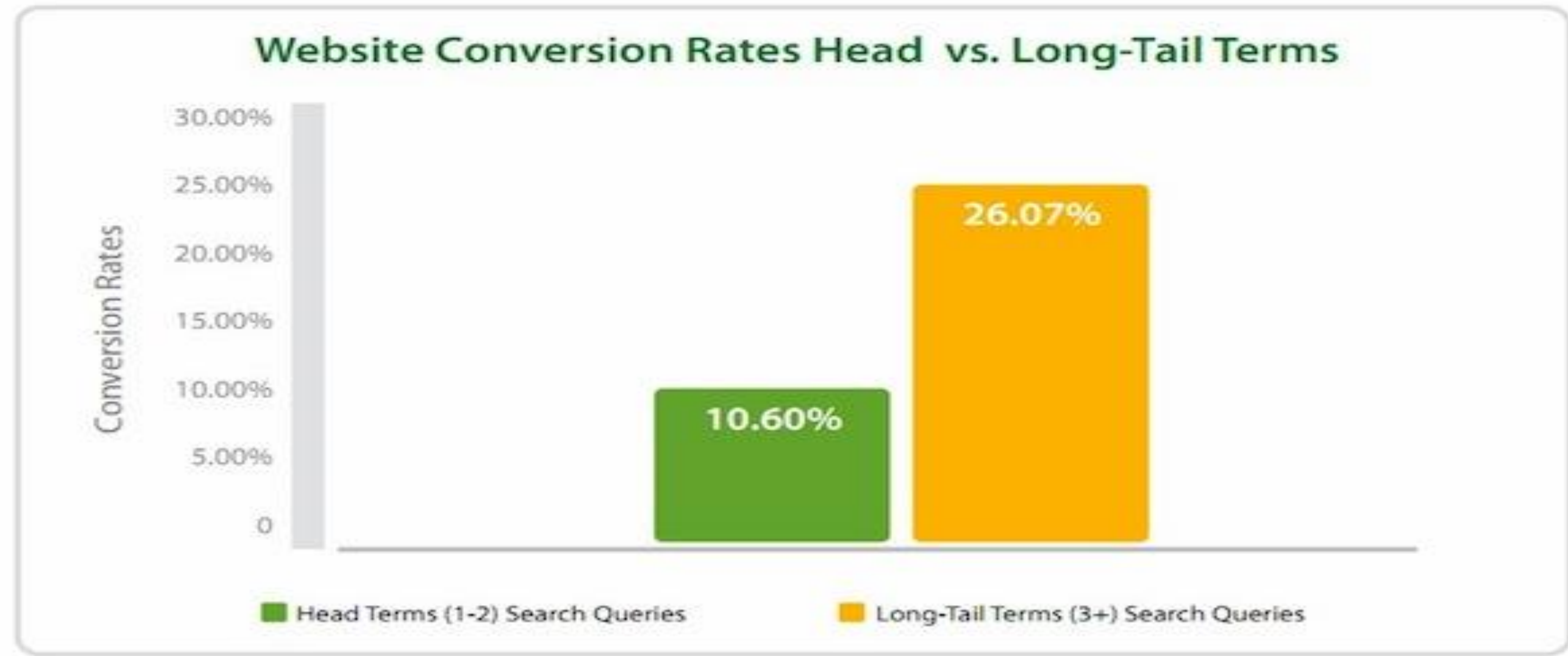


- discrimination meaning 110,000/mo -
- discrimination examples 22,200/mo -
- discrimination types 14,800/mo -
- discrimination synonym 40,500/mo -
- discrimination essay 4,400/mo -
- discrimination against 4,400/mo -
- discrimination quotes 9,900/mo -
- discrimination in the workplace 18,100/mo -

Report inappropriate predictions

LONG TAIL QUERIES

competition





less specific


← keywords →

more specific

yoast

50% of all search queries are 4+ words

 human rights in austria
Volume: 140/mo |  ★

 employment discrimination attorney near me
Volume: 280/mo |  ★

TOOLS FOR FINDING OUT WHAT ARE YOU RANKING FOR

Google Analytics

Search Console



Google
Analytics

TOOLS FOR FINDING OUT WHAT YOU CAN RANK FOR

SEMrush

Ahrefs

Keywords Everywhere

Keyword planner

Keywordtool.io

Keywords Everywhere



Keywords Everywhere

[GET API KEY](#)

[PRICING](#)

[FAQ](#)

[NEWS](#)

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[START HERE](#)

Keyword research on the go

Accurate metrics right where you need it

 [INSTALL FOR CHROME](#)

 [INSTALL FOR FIREFOX](#)



← → ↻ google.com/search?q=discrimination&oq=discr&aqs=chrome.1.69i57j69i59i512j0i512j69i59j0i512l4j0i10i512j0i512.12157j0j15&sourceid=chrome&ie=UTF-8

Google

discrimination

- discrimination meaning
- discrimination examples
- discrimination types
- discrimination synonym
- discrimination essay
- discrimination against
- discrimination quotes
- discrimination in the workplace

Types of Discrimination | Frequently Asked Questions | OEEO

Age Discrimination · Disability Discrimination · Sexual Orientation · Status as a Parent · Religious Discrimination · National Origin · Pregnancy · Sexual Harassment ...

Age Discrimination · Disability Discrimination · Religious Discrimination · Pregnancy

MOZ DA: 94/100 (+0%) Ref Dom: 831.75K Ref Links: 109.98M Spam Score: 3%

https://www.coe.int › web › compass › discrimination-a... Trafimo (us): 510/101.90K - Kw (us): 1

Discrimination and Intolerance

Discrimination occurs when people are treated less favourably than other people are in a comparable situation only because they belong, or are perceived to ...

MOZ DA: 90/100 (+1%) Ref Dom: 74.88K Ref Links: 17.22M Spam Score: 2%

https://dictionary.cambridge.org › dictionary › discrimi... Trafimo (us): 13/77.44M - Kw (us): 17/1

Meaning of discrimination in English - Cambridge Dictionary

7 days ago — discrimination noun [U] (WORSE TREATMENT) ... the treatment of a person or particular group of people differently, in a way that is worse than the ...

MOZ DA: 93/100 (+0%) Ref Dom: 125.59K Ref Links: 12.07M Spam Score: 2%

https://humanrights.gov.au › quick-guide Trafimo (us): 57/31.40K - Kw (us): 68/7169

Discrimination | Australian Human Rights Commission

Discrimination happens when a person, or a group of people, is treated less favourably than another person or group because of their background or certain ...

MOZ DA: 75/100 (+6%) Ref Dom: 20.88K Ref Links: 1.11M Spam Score: 1%

https://www.ohrc.on.ca › iii-principles-and-concepts › 2... Trafimo (us): 1500/34.70K - Kw (us): 1

2. What is "discrimination"? | Ontario Human Rights Commission

Discrimination exists when rules, standards or requirements that appear to be neutral have a discriminatory impact on people identified by the Code. In some ...

MOZ DA: 59/100 (+0%) Ref Dom: 7.25K Ref Links: 147.23K Spam Score: 28%

https://www.gov.uk › ... › Your rights and legal support Trafimo (us): 66/1.15M - Kw (us): 63/197.46K

your rights: Types of discrimination ("protected characteristics")

KEYWORD	VOL	TREND
discrimination meaning	110,000	↗
discrimination synonym	40,500	↔
discrimination in the workplace	18,100	↘
discrimination types	14,800	↘
discrimination act	5,400	↘
discrimination essay	4,400	↘
discrimination against	4,400	↘
discrimination in a sentence	3,600	↘

Per page: 20 1-8 of 8

Find related keywords in bulk for "discrimination"

People Also Search For

KEYWORD	VOL	TREND
discrimination meaning	110,000	↗
discrimination synonym	40,500	↔
discrimination examples	22,200	↘
discrimination types	14,800	↘
discrimination essay	4,400	↘
discrimination against	4,400	↘

Per page: 20 1-6 of 6

Find PASF keywords in bulk for "discrimination"

Trending Keywords

KEYWORD	VOL	30D INC
which federal statutes specifically address fair lending discrimination	0	+51650%
which federal statutes specifically address fair lending discrimination, provide more comprehensive remedies, and are the basis for most cases alleging lending discrimination	0	+35300%
prudent underwriting	210	+29850%
what type of discrimination is it when a		

Export

Great tool if you live in one of these countries or in a country whose official language does not exist in other countries

Keywords Everywhere

Stats Invoices Contact Settings

Global

Global

Australia

Canada

India

New Zealand

South Africa

United Kingdom

United States

Bulk Keywords Data

Analyze Page Content

Bulk Trends Data

Competitor Gap Analysis

My Favorite Keywords

★ KEYWORD

★ discrimination meaning	
★ discrimination synonym	
★ discrimination in the workplace	
★ discrimination types	
★ discrimination act	
★ discrimination essay	
★ discrimination against	
★ discrimination in a sentence	

Per page: 20 1-6 of

Find related keywords in bulk for "discrimination"

★ KEYWORD

★ discrimination meaning	1
★ discrimination synonym	
★ discrimination examples	
★ discrimination types	
★ discrimination essay	
★ discrimination against	4,400

Per page: 20 1-6 of

Find PASF keywords in bulk for "discrimination"

Google

Volume: 3,600/mo

All Images Videos News Maps More Tools

About 2.290.000 results (0,35 seconds)

Tip: Search for English results only. You can specify your search language in Preferences

<https://hr.wikipedia.org/wiki/Diskriminacija> - Translate this page **Traf/mo** (us): 0/11.30K - **Kw** (us): 0/0

Diskriminacija - Wikipedija
Diskriminacija (lat. discriminare) znači odvajati, praviti razliku po ... Diskriminacija rezultira otežanim ili onemogućenim ostvarenjem određenih ljudskih ...
MOZ DA: 78/100 (+3%) Ref Dom: 23.05K Ref Links: 12.24M Spam Score: 10%

<https://lt.wikipedia.org/wiki/Diskriminacija> - Translate this page **Traf/mo** (us): 0/12.10K - **Kw** (us): 0/0

Diskriminacija - Wikipedija
Diskriminacija · Kalba · Stebėti · Keisti.
MOZ DA: 70/100 (-3%) Ref Dom: 17.25K Ref Links: 23.58M Spam Score: 11%

<http://ravnopravnost.gov.rs/sta-je-diskriminacija> - Translate this page **Traf/mo** (us): 0/6 - **Kw** (us): 0/12

Šta je diskriminacija • Poverenik za zaštitu ravnopravnosti
Diskriminacija se vrši i kada se osobe koje se nalaze u neravnopravnom položaju, tretiraju na isti (ravnopravan) način. Tako na primer, osobe sa invaliditetom ...
MOZ DA: 37/100 (+3%) Ref Dom: 221 Ref Links: 52.77K Spam Score: 6%

<http://ravnopravnost.gov.rs/sta-je-diskriminacija> - Translate this page **Traf/mo** (us): -/6 - **Kw** (us): -/12

Шта је дискриминација
Најједноставније речено, дискриминација је неједнако поступање према особи или некој групи на основу неког њиховог личног својства, што за последицу ...
MOZ DA: 37/100 (+3%) Ref Dom: 221 Ref Links: 52.77K Spam Score: 6%

<https://www.do.se/choose-language> - Translate this page **Traf/mo** (us): -/400 - **Kw** (us): -/136

Šta je diskriminacija? | DO - Diskriminering
Diskriminacija je lošije postupanje prema jednoj, u odnosu na neku drugu osobu. Švedska ima Zakon o zabrani diskriminacije kojim je diskriminacija ...
MOZ DA: 50/100 (+4%) Ref Dom: 2.77K Ref Links: 47.23K Spam Score: 19%

<https://www.enciklopedija.hr/natuk-od/diskriminacija> - Translate this page **Traf/mo** (us): 560/620 - **Kw** (us): 67

diskriminacija | Hrvatska enciklopedija
diskriminacija (kasnolat. discriminatio: odvajanje, razlikovanje). 1. U sociologiji, nejednako postupanje prema društvenim skupinama ili pojedincima u ...
MOZ DA: 43/100 (+2%) Ref Dom: 2.22K Ref Links: 293.13K Spam Score: 9%

<https://www.wien.gv.at/bh-hr-sr/ravnopravnost-i-diskriminacija> - Translate this page **Traf/mo** (us): -/10.20K - **Kw** (us): -/3

Neravnopravnost i diskriminacija - Savetovaništa - Stadt Wien
Neravnopravnost i diskriminacija - Savetovaništa. Folder organizacije ZARA protiv diskriminacije. Različite institucije i savetovaništa u Beču bore se ...
MOZ DA: 76/100 (-4%) Ref Dom: 33.21K Ref Links: 11.06M Spam Score: 1%

<https://www.instagram.com/tags/diskriminacija> - Translate this page **Traf/mo** (us): -/537.68M - **Kw** (us)

#diskriminacija hashtag on Instagram • Photos and Videos
1655 Posts - See Instagram photos and videos from 'diskriminacija' hashtag.
MOZ DA: 93/100 (+0%) Ref Dom: 18.92M Ref Links: 24.17B Spam Score: 1%

<https://www.zagovornik.si/kaj-je-diskriminacija> - Translate this page **Traf/mo** (us): 0/0 - **Kw** (us): 0/5

Kaj je diskriminacija? - Zagovornik načela enakosti
10 Sept 2020 — Diskriminacija je vsako neupravičeno dejansko ali pravno neenako obravnavanje, razlikovanje, izključevanje ali omejevanje ali opustitev ...
MOZ DA: 33/100 (+6%) Ref Dom: 94 Ref Links: 1.36K Spam Score: 5%

Google

Volume: 0/mo

All Images Videos News Maps More Tools

About 105.000 results (0,29 seconds)

<https://www.enciklopedija.hr/natuk-od/diskriminacija> - Translate this page **Traf/mo** (us): 560/620 - **Kw** (us): 67

diskriminacija | Hrvatska enciklopedija
diskriminacija (kasnolat. discriminatio: odvajanje, razlikovanje). 1. U sociologiji, nejednako postupanje prema društvenim skupinama ili pojedincima u ...
MOZ DA: 43/100 (+2%) Ref Dom: 2.22K Ref Links: 293.13K Spam Score: 9%

<https://www.crpsisak.hr/sto-je-diskriminacija> - Translate this page **Traf/mo** (us): 0/0 - **Kw** (us): 1/2

Što je diskriminacija? | Projekt Građanskih Prava Sisak
Diskriminacijom se smatra i stavljanje neke osobe u nepovoljniji položaj na temelju pogrešne predodžbe o postojanju osnove za diskriminaciju. Svaki slučaj ...
MOZ DA: 22/100 (-4%) Ref Dom: 59 Ref Links: 198 Spam Score: -

<https://edutorij.e-skole.hr/api/html/diskriminacija-i-demokracija> - Translate this page **Traf/mo** (us): -/70 - **Kw** (us): -/129

Diskriminacija i demokracija - Edutorij »
Znate li što je diskriminacija? Postoji li takvo ponašanje u demokratskim društvima ili ono karakterizira samo nedemokratska društva?
MOZ DA: 34/100 (+6%) Ref Dom: 346 Ref Links: 179.4K Spam Score: 5%

<https://ravnopravnost.gov.hr/dokumenti/koraci-koje-mozete-poduzeti-u-slucaju-diskriminacije> **Traf/mo** (us): -/2 - **Kw** (us): -/17

Koraci koje možete poduzeti u slučaju diskriminacije na ...
Diskriminacija je postupak kojim se prema jednoj osobi ili skupini ljudi neopravdano ponaša ...
Izravna diskriminacija događa se kada se na osnovu spola, ...
5 pages
MOZ DA: 73/100 (+7%) Ref Dom: 198 Ref Links: 1.79K Spam Score: 2%

<https://www.ombudsman.hr/dan-nulte-diskriminacije> - Translate this page **Traf/mo** (us): -/3 - **Kw** (us): -/21

Dan nulte diskriminacije: Znate li kako prepoznati ...
1 Mar 2022 — Što je diskriminacija? Kako je prepoznati? Koje su najčešće nejasnoće o diskriminaciji prisutne u javnosti? Koja je razlika između mobbinga i ...
MOZ DA: 37/100 (+3%) Ref Dom: 486 Ref Links: 319.45K Spam Score: 28%

SEMrush

diskriminacija Search Projects +

Dashboard > Keyword Overview Keyword Research course User manual Send feedback

Expand your product reach with E-commerce Keywords Analytics
Assess the efficiency of e-commerce keywords with insights from top retailers' domains.
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Keyword Overview: diskriminacija Update metrics 13/250 Export to PDF

Croatia Desktop Jun 29, 2022 USD

Overview Bulk Analysis

Volume
880

Keyword Difficulty
18%
Easy

It is quite possible to rank for this keyword. You will need quality content focused on the keyword's intent.

Global Volume
3.4K

HR	880
RS	880
LT	590
SI	480
BA	320
ME	110
Other	180

Intent
Informational

Results
1.6M

CPC
\$0

PLA
0

Com.
0

Ads
0

Keyword Variations
683 Total volume: 2.5K

Keywords	Volume	KD %
diskriminacija	880	18
diskriminacija žena	90	n/a
sto je diskriminacija	90	n/a
što je diskriminacija	90	n/a

Questions
5 Total volume: 90

Keywords	Volume	KD %
što je diskriminacija	90	n/a
koliko košta diskriminacija	0	n/a
koliko okšta diskriminacija	0	n/a
zašto su diskriminacija i predrasuda štetne za društvo	0	n/a

Related Keywords
1 Total volume: 720

Keywords	Volume	KD %
zakon o suzbijanju diskriminacije	720	21

[View all 1 keywords](#)

Keyword Overview: diskriminacija Update metrics 13/250 Export to PDF

Slovenia Desktop Jun 29, 2022 USD

Overview Bulk Analysis

Volume
480

Keyword Difficulty
15%
Easy

It is quite possible to rank for this keyword. You will need quality content focused on the keyword's intent.

Global Volume
3.4K

HR	880
RS	880
LT	590
SI	480
BA	320
ME	110
Other	180

Intent
Informational

Results
1.9M

CPC
\$0

PLA
0

Com.
0

Ads
0

Keyword Variations
451 Total volume: 940

Keywords	Volume	KD %
diskriminacija	480	15
diskriminacija žena	90	n/a
diskriminacija definicija	50	n/a
spolna diskriminacija	50	n/a
polna diskriminacija	30	n/a

[View all 451 keywords](#)

Questions
10 Total volume: 10

Keywords	Volume	KD %
kaj je diskriminacija	10	n/a
kaj je cenovna diskriminacija	0	n/a
kaj je diskriminacija starih ljudi	0	n/a
kaj je gejvska spolna diskriminacija	0	n/a
kaj je neposredna diskriminacija	0	n/a

[View all 10 keywords](#)

Related Keywords
3 Total volume: 450

Keywords	Volume	KD %
zakon o varstvu pred diskriminacijo	140	12
neglede	170	17
zvard	140	13

[View all 3 keywords](#)

Keyword Overview: discriminação

Portugal Desktop Jun 29, 2022 USD

Overview Bulk Analysis

Volume
4.4K

Keyword Difficulty
35%
Possible

A competitive keyword to rank for. You will need well-structured and unique content.

Global Volume
65.9K

BR	49.5K
PT	4.4K
MX	3.6K
AR	1.6K
CO	1.3K
ES	1.0K
Other	4.5K

Intent
Informational

Trend

Results
22.9M

SF

CPC
\$0

Com.
0

PLA
0

Ads
0

Keyword Variations
7.1K Total volume: **39.4K**

Keywords	Volume	KD %
discriminação	4.4K	35
discriminado	1.0K	22
binomio discriminante	880	21
discriminar ou discriminar	880	26
discriminar ou discriminar	720	27

View all 7,102 keywords

Questions
427 Total volume: **1.6K**

Keywords	Volume	KD %
o que é discriminação	110	29
a discriminação na escola	90	24
o que discriminação racial	90	21
o que é a discriminação	90	29
o que é a discriminação social	90	26

View all 427 keywords

Related Keywords
63 Total volume: **32.4K**

Keywords	Volume	KD %
o que é a discriminação	90	29
o que é discriminação	110	29
discriminação conceito	90	30
discriminação social	320	26
discriminação social	320	24

View all 63 keywords

Keyword Overview: dyskryminacja

Poland Desktop Jun 29, 2022 USD

Overview Bulk Analysis

Volume
5.4K

Keyword Difficulty
33%
Possible

A competitive keyword to rank for. You will need well-structured and unique content.

Global Volume
5.8K

PL	5.4K
UK	70
CA	40
FR	30
AU	20
US	20
Other	210

Intent
Informational

Trend

Results
1.8M

SF

CPC
\$0.01

Com.
0

PLA
0

Ads
0

Keyword Variations
6.4K Total volume: **18.4K**

Keywords	Volume	KD %
dyskryminacja	5.4K	33
dyskryminacja definicja	1.0K	28
dyskryminacja w pracy	1.0K	26
dyskryminacja mężczyzn	480	26
dyskryminacja kobiet	390	25

View all 6,371 keywords

Questions
143 Total volume: **810**

Keywords	Volume	KD %
co to dyskryminacja	320	22
co to jest dyskryminacja	260	21
co to znaczy dyskryminacja	140	33
czy dyskryminacja pozytywna jest zgodna z zasadą sprawiedliwości społecznej	50	n/a
co znaczy dyskryminacja	20	n/a

Related Keywords

Keywords	Volume	KD %

Keyword Overview: **discrimination**

Poland Desktop Jun 29, 2022 USD

Update metrics 13/250 Export to PDF

Overview Bulk Analysis

Volume **1.0K**

Keyword Difficulty **88%**
Very hard

The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.

Global Volume **396.3K**

US	110.0K
PH	60.5K
IN	49.5K
UK	18.1K
JP	14.8K
PL	1.0K
Other	142.4K

Intent **Informational**

Results **955.0M** SF

CPC **\$0** Com. **0**

PLA **0** Ads **0**

Keyword Variations **3.6K** Total volume: **13.1K**

Keywords	Volume	KD %
discrimination	1.0K	88
discriminant	140	50
linear discriminant analysis	110	59
allelic discrimination	90	32
black hair discrimination	90	52

[View all 3,580 keywords](#)

Questions **142** Total volume: **390**

Keywords	Volume	KD %
how to deal with discrimination	90	50
is positive discrimination legal	50	n/a
what is linear discriminant analysis	50	n/a
is positive discrimination illegal	30	n/a
have you ever been hated or discriminated against i have	20	n/a

[View all 142 keywords](#)

Related Keywords **11** Total volume: **970**

Keywords	Volume	KD %
discrimination examples	90	71
discrimination définition	70	45
discrimination essay	70	57
protected characteristics uk	70	55
solution of discrimination	70	56

[View all 11 keywords](#)

Keyword Overview: **discrimination**

Lithuania Desktop Jun 29, 2022 USD

Update metrics 13/250 Export to PDF

Overview Bulk Analysis

Volume **210**

Keyword Difficulty **77%**
Hard

This keyword will demand 231 high-authority referring domains and well-optimized content to start ranking for it.

Global Volume **396.3K**

US	110.0K
PH	60.5K
IN	49.5K
UK	18.1K
JP	14.8K
LT	210
Other	143.1K

Intent **Informational**

Results **4.0B** SF

CPC **\$0** Com. **0**

PLA **0** Ads **0**

Keyword Variations **573** Total volume: **3.5K**

Keywords	Volume	KD %
discrimination	210	77
discriminant	170	50
calculator discriminant	110	n/a
discriminant calculator	110	n/a

Questions **36** Total volume: **180**

Keywords	Volume	KD %
what if discriminant is zero	90	n/a
how to find the discriminant	20	n/a
what does discrimination mean	20	n/a
can modern feminism start the discrimination of men	10	n/a

Related Keywords **n/a**

We have no data to show.

Keyword Overview: discrimination

Latvia Desktop Jun 29, 2022 USD

Overview Bulk Analysis

Volume **140**

Keyword Difficulty **77%**
Hard

This keyword will demand 272 high-authority referring domains and well-optimized content to start ranking for it.

Global Volume **396.3K**

US	110.0K
PH	60.5K
IN	49.5K
UK	18.1K
FR	14.8K
LV	140
Other	143.2K

Intent **Informational**

Trend

Results **1.2B**

CPC **\$0**

PLA **0**

SF

Com. **0**

Ads **0**

Keyword Variations **462** Total volume: **1.9K**

Keywords	Volume	KD %
discrimination	140	77
discrimination examples	90	61
price discrimination	90	n/a
age discrimination examples	70	n/a
discrimination against whites	70	n/a

Questions **21** Total volume: **20**

Keywords	Volume	KD %
what is discrimination	10	n/a
what is racial discrimination	10	n/a
does discord delete servers for discriminating against pedpphiles	0	n/a
how to find cubic roots with discriminant	0	n/a

Related Keywords **1** Total volume: **90**

Keywords	Volume	KD %
discrimination examples	90	61

[View all 1 keywords](#)

Update metrics 13/250 Export to PDF

Keyword Overview: discrimination

Belgium Desktop Jun 29, 2022 USD

Overview Bulk Analysis

Volume **1.9K**

Keyword Difficulty **81%**
Hard

This keyword will demand 190 high-authority referring domains and well-optimized content to start ranking for it.

Global Volume **396.3K**

US	110.0K
PH	60.5K
IN	49.5K
UK	18.1K
JP	14.8K
BE	1.9K
Other	141.5K

Intent **Informational**

Trend

Results **1.2B**

CPC **\$0.97**

PLA **0**

SF

Com. **0**

Ads **0**

Keyword Variations **9.2K** Total volume: **39.2K**

Keywords	Volume	KD %
discriminant	3.6K	30
discrimination	1.9K	81
discriminant formule	1.6K	21
formule discriminant	1.0K	17
discriminant berekenen	320	18

[View all 9,212 keywords](#)

Questions **303** Total volume: **670**

Keywords	Volume	KD %
is discrimination racism	70	n/a
why positive discrimination is good	70	n/a
comment combattre la discrimination	40	n/a
comment lutter contre la discrimination raciale	40	n/a
how to deal with discrimination at work	40	n/a

Related Keywords **6** Total volume: **2.1K**

Keywords	Volume	KD %
discrimination definition	140	80
discrimination examples	90	57
different types of discrimination	90	63
group on	1.6K	73
la discrimination	90	41

[View all 6 keywords](#)

Update metrics 13/250 Export to PDF

Keyword Overview: discrimination

Cyprus Desktop Jun 29, 2022 USD

Overview Bulk Analysis

Volume **170**

Keyword Difficulty **79%**
Hard

This keyword will demand 225 high-authority referring domains and well-optimized content to start ranking for it.

Global Volume **396.3K**

US	110.0K
PH	60.5K
IN	49.5K
UK	18.1K
FR	14.8K
CY	170
Other	143.2K

Intent: Informational

Trend

Results **4.3B**

SF: 4

CPC: \$0

PLA: 0

Com.: 0

Ads: 0

Keyword Variations **659** Total volume: **3.8K**

Keywords	Volume	KD %
discrimination	170	79
discrimination meaning	110	69
causes of gender discrimination	90	68
discrimination examples	90	54
how to deal with discrimination	90	47

Questions **55** Total volume: **420**

Keywords	Volume	KD %
how to deal with discrimination	90	47
what is discrimination at work	90	n/a
how to stop discrimination in society	20	n/a
is racism the same as discrimination	20	n/a
what is discrimination law	20	n/a

Related Keywords **3** Total volume: **290**

Keywords	Volume	KD %
discrimination meaning	110	69
discrimination examples	90	54
how to deal with discrimination	90	47

[View all 3 keywords](#)

Keyword Overview: discrimination

Germany Desktop Jun 29, 2022 USD

Overview Bulk Analysis

Volume **3.6K**

Keyword Difficulty **72%**
Hard

This keyword will demand 53 high-authority referring domains and well-optimized content to start ranking for it.

Global Volume **396.3K**

US	110.0K
PH	60.5K
IN	49.5K
UK	18.1K
FR	14.8K
DE	3.6K
Other	139.8K

Intent: Informational

Trend

Results **924.0M**

SF: 4

CPC: \$0

PLA: 0

Com.: 0

Ads: 0

Keyword Variations **7.6K** Total volume: **44.0K**

Keywords	Volume	KD %
discrimination	3.6K	72
discrimination definition	590	81
linear discriminant analysis	590	66
discriminant	390	61
discrimination deutsch	320	26

[View all 7,562 keywords](#)

Questions **358** Total volume: **2.0K**

Keywords	Volume	KD %
what is discrimination	110	71
can you discriminate based on political affiliation	90	50
how does stereotyping lead to discrimination	90	57
what are the different types of discrimination	90	67
what is discrimination at work	90	70

Related Keywords **50** Total volume: **5.0K**

Keywords	Volume	KD %
discrimination definition	590	81
discrimination meaning	260	66
discrimination i	70	57
what is discrimination	110	71
what's discrimination	70	74

[View all 50 keywords](#)

Keyword Overview: diskriminierung

Austria Desktop Jun 29, 2022 USD

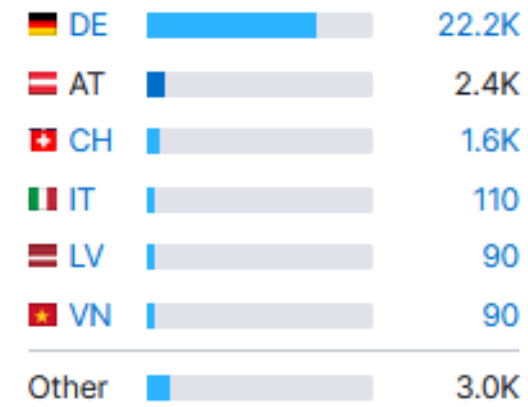
Overview Bulk Analysis

Volume
2.4K

Keyword Difficulty
50%
Difficult

You will need to have 12 referring domains and optimized content to compete here.

Global Volume
29.5K



Intent

Informational

Trend



Results
25.5M

SF
+3

CPC
\$0.96

Com.
0.01

PLA
0

Ads
0

Keyword Variations

1.3K Total volume: **10.0K**

Keywords	Volume	KD %
diskriminierung	2.4K	50
diskriminierung bedeutung	480	35
diskriminierung definition	260	40
diskriminierung synonym	170	25
diskriminierung am arbeitsplatz	110	23

View all 1,259 keywords

Questions

29 Total volume: **210**

Keywords	Volume	KD %
was bedeutet diskriminierung	50	n/a
was ist diskriminierung	50	n/a
wie entsteht diskriminierung	30	n/a
was tun gegen diskriminierung	20	n/a
was bedeutet diskriminierung am arbeitsplatz	10	n/a

View all 29 keywords

Related Keywords

50 Total volume: **12.3K**

Keywords	Volume	KD %
diskriminiert	210	45
bedeutung diskriminierung	70	36
diskriminierung bedeutung	480	35
diskriminierung definition	260	40
diskriminiert fühlen	70	25

View all 50 keywords

Keyword Overview: diskriminierung

Germany Desktop Jun 29, 2022 USD

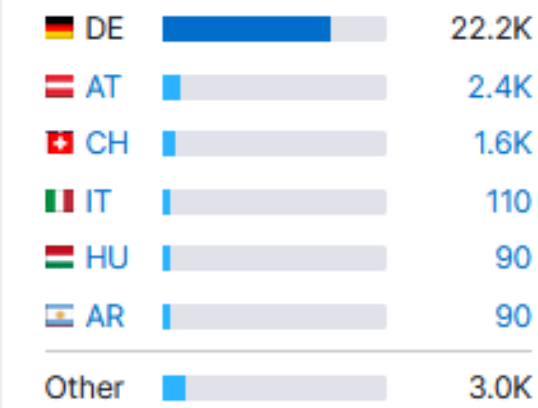
Overview Bulk Analysis

Volume
22.2K

Keyword Difficulty
41%
Possible

A competitive keyword to rank for. You will need well-structured and unique content.

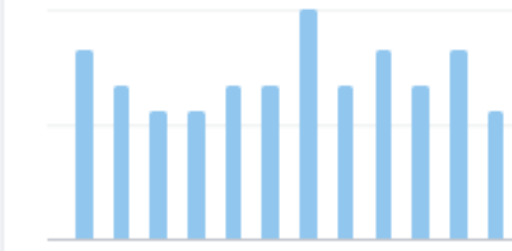
Global Volume
29.5K



Intent

Informational

Trend



Results
19.9M

SF
+3

CPC
\$0.83

Com.
0.02

PLA
0

Ads
0

Keyword Variations

8.8K Total volume: **60.6K**

Keywords	Volume	KD %
diskriminierung	22.2K	41
diskriminierung definition	5.4K	35
diskriminierung am arbeitsplatz	1.0K	25
was ist diskriminierung	1.0K	36
definition diskriminierung	880	38

View all 8,794 keywords

Questions

197 Total volume: **2.2K**

Keywords	Volume	KD %
was ist diskriminierung	1.0K	36
was bedeutet diskriminierung	590	34
was heißt diskriminierung	170	32
was ist positive diskriminierung	50	n/a
was ist rechtlich eine diskriminierung	50	n/a

View all 197 keywords

Related Keywords

83 Total volume: **24.5K**

Keywords	Volume	KD %
was bedeutet diskriminierung	590	34
bedeutung diskriminierung	70	32
diskriminierung bedeutung	590	35
was heißt diskriminierung	170	32
diskriminierung definition	5.4K	35

View all 83 keywords

Keyword Overview: diskriminierung

Update metrics 13/250

Export to PDF

Germany Desktop Jun 28, 2022 USD

Overview Bulk Analysis

Volume

22.2K

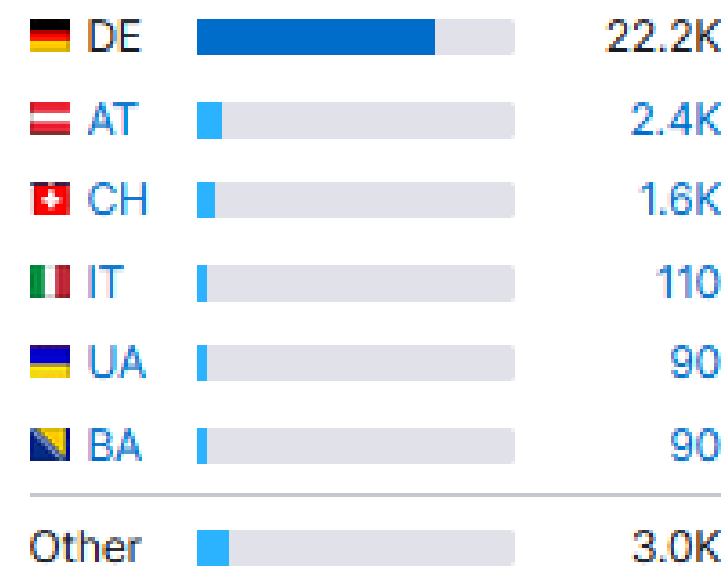
Keyword Difficulty

41% Possible

A competitive keyword to rank for. You will need well-structured and unique content.

Global Volume

29.5K



Intent

Informational

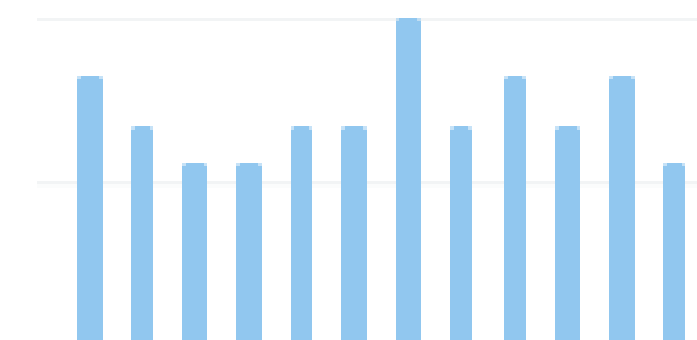
Results

19.9M

SF

☆ ↻ 📄 +3

Trend



CPC

\$0.83

Com.

0.02

PLA

0

Ads

0

Keyword Variations

8.8K Total volume: 60.6K

Keywords	Volume	KD %
diskriminierung	22.2K	41
diskriminierung definition	5.4K	35
diskriminierung am arbeitsplatz	1.0K	25
was ist diskriminierung	1.0K	36

Questions

197 Total volume: 2.2K

Keywords	Volume	KD %
was ist diskriminierung	1.0K	36
was bedeutet diskriminierung	590	34
was heißt diskriminierung	170	32
was ist positive diskriminierung	50	n/a

Related Keywords

83 Total volume: 24.5K

Keywords	Volume	KD %
was bedeutet diskriminierung	590	34
bedeutung diskriminierung	70	32
diskriminierung bedeutung	590	35
was heißt diskriminierung	170	32

Keywords planner

The screenshot shows the Google AdWords Keyword Planner home page. At the top, there is a navigation bar with the Google AdWords logo and links for Home, Campaigns, Opportunities, Reports, and Tools. The main heading is "Keyword Planner" with the subtext "Where would you like to start?". Below this, there is a prominent green button that says "Find new keywords and get search volume data". Underneath, there are three bullet points: "Search for new keywords using a phrase, website or category", "Get search volume data and trends", and "Multiply keyword lists to get new keywords".

The screenshot shows the Google AdWords Keyword Planner interface for a specific campaign. The breadcrumb trail at the top reads "All campaigns > SEO copywriting radionica > Seo copywriting". Below this, there is a sidebar with navigation options: Overview, Opportunities, Ads & extensions, Landing pages, Keywords (selected), Audiences, Demographics, Placements, Settings, Devices, and Change history. The main content area is titled "Ad group status: Enabled" and "Type: Standard" with a "Max. CPC: auto: HRK0.01" and a "More details" link. There are three tabs: "SEARCH KEYWORDS" (selected), "NEGATIVE KEYWORDS", and "MORE". The "SEARCH KEYWORDS" tab is currently empty. On the right side, there is a "Get keyword ideas" section with two input fields: "Enter a related website" and "Enter your product or service". Below these fields is a table of keyword suggestions:

Keywords	Monthly searches
+ seo	1K - 10K
+ content marketing	100 - 1K
+ e poslovanje	100 - 1K
+ affordable seo packages	10 - 100
+ website search engine	10 - 100
+ web marketing company	10 - 100

At the bottom of the table, there is a blue button labeled "ADD ALL IDEAS". Below the table, there is a note: "Match types help control which searches can trigger your ads" with a link to "Learn more".

Google AdWords- > Tools > Keyword Planner->
<https://adwords.google.com/ko/KeywordPlanner>

Keywordtool.io

Annual Billing (Save up to 20%)

Monthly Billing

Features	Pro Business	Pro Plus	Pro Basic
Search Volume Data ⁱ	✓	✓	✓
Cost-Per-Click Data ⁱ	✓	✓	✗
Google Ads Competition Data ⁱ	✓	✓	✗
2 Times More Keywords ⁱ	✓	✓	✓
Competitor Keyword Analysis ⁱ	✓	✓	✓
Bulk Search Volume Analysis ⁱ	70,000 keywords / day	35,000 keywords / day	7000 keywords / day
API Requests / day ⁱ	50	✗	✗
User Accounts	10	5	1
Price in USD ⁱ	\$199 / month	\$99 / month	\$89 / month
Choose Plan	Subscribe Now	Subscribe Now	Subscribe Now

30-Day Money Back Guarantee

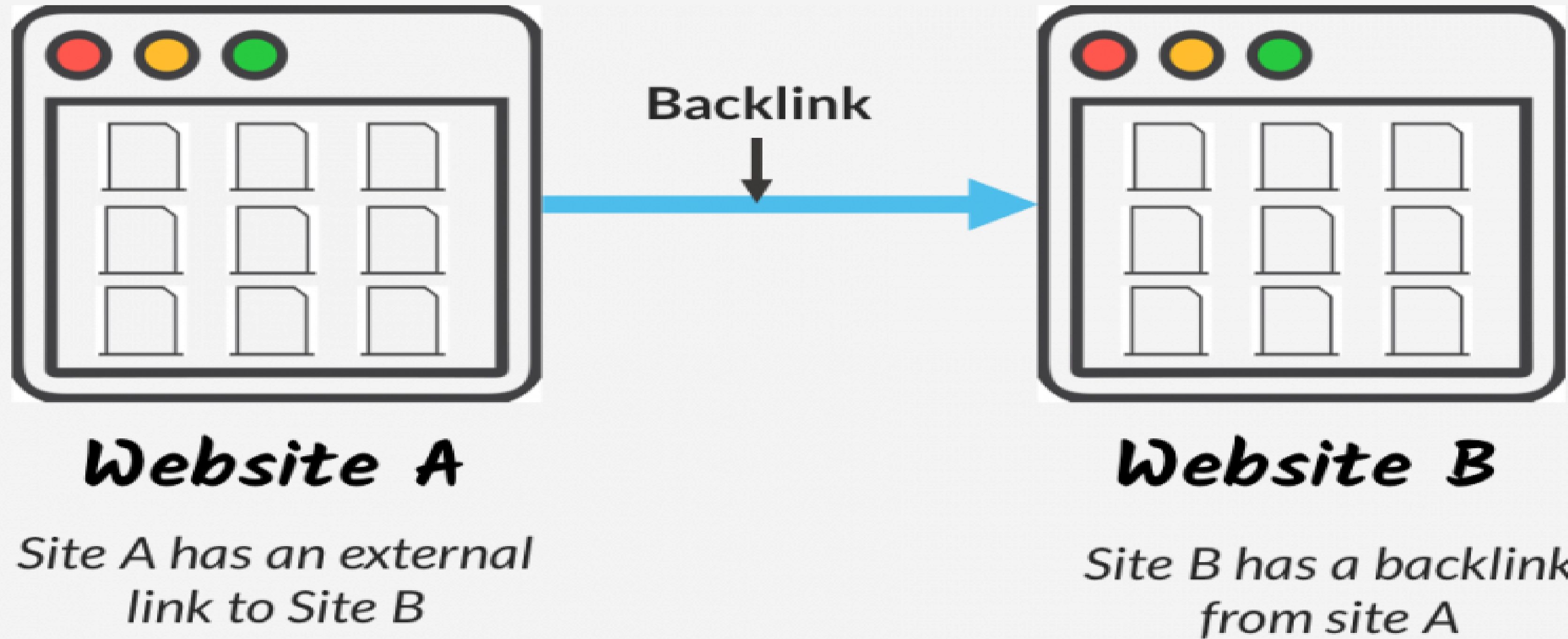
We provide 30-day money back guarantee. It means that you can safely subscribe and try Keyword Tool Pro for a month. If you realize that it is not for you, you can email us within 30 days to get a full refund.



etition ⁱ

atvian

BACKLINKS - non verbal recommendations among pages



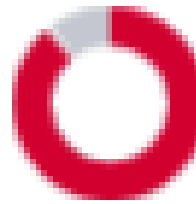
*„I can tell you what they are. It is **content**. And it's **links pointing to your site.**”*

Andrey Lipattsev, Search Quality Senior Strategist at Google

Volume

1.0K 

Keyword Difficulty

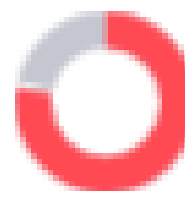
88% 
Very hard

The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.

Volume

210 

Keyword Difficulty

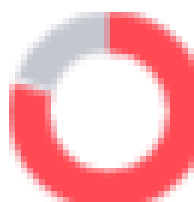
77% 
Hard

This keyword will demand 231 high-authority referring domains and well-optimized content to start ranking for it.

Volume

170 

Keyword Difficulty

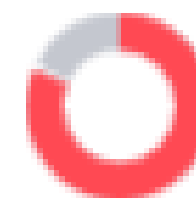
79% 
Hard

This keyword will demand 225 high-authority referring domains and well-optimized content to start ranking for it.

Volume

1.9K 

Keyword Difficulty

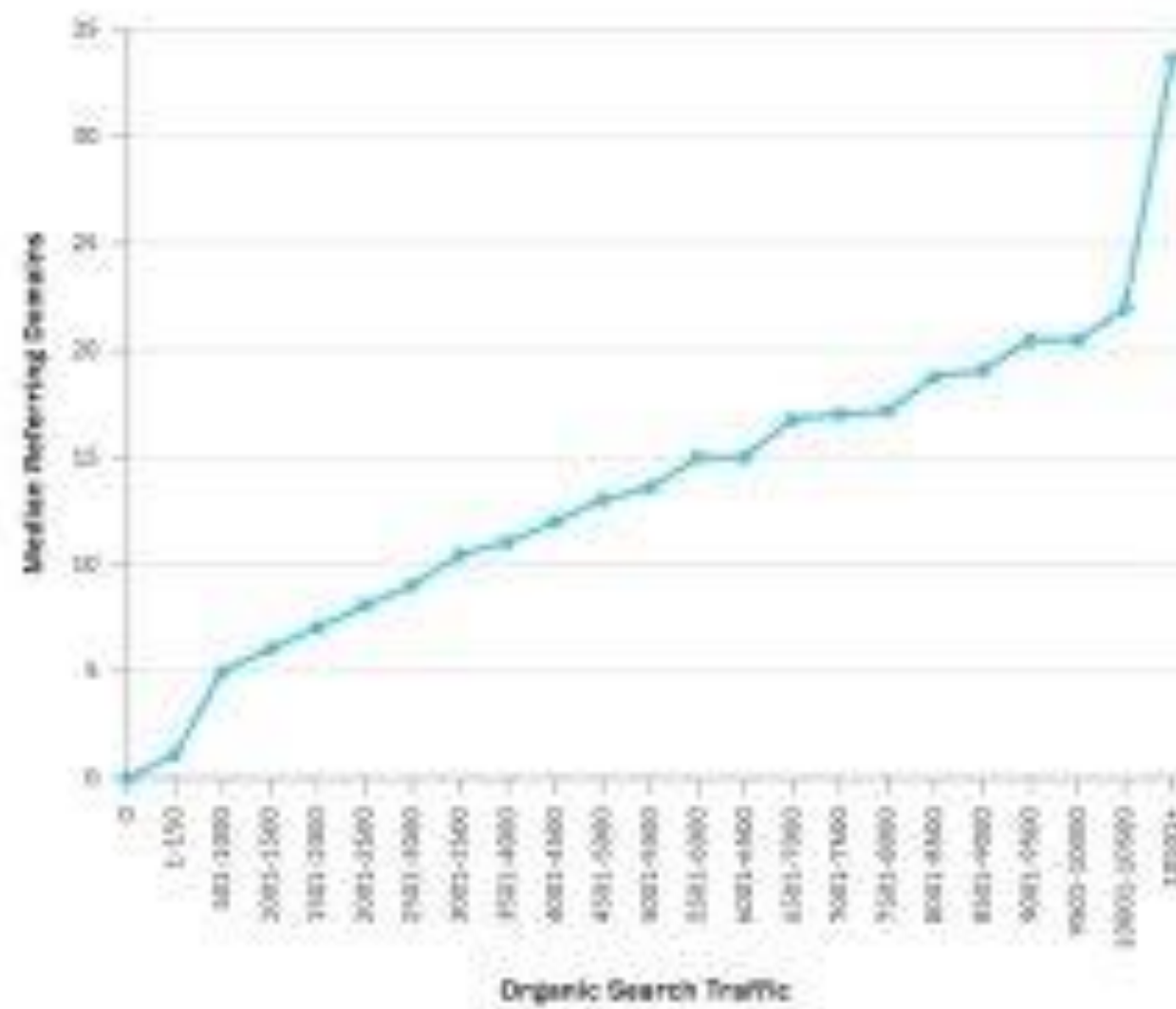
81% 
Hard

This keyword will demand 190 high-authority referring domains and well-optimized content to start ranking for it.

Backlinks

The Correlation Between Search Traffic and Referring Domains

Based on a study of over one billion pages in Ahrefs' Content Explorer Index.

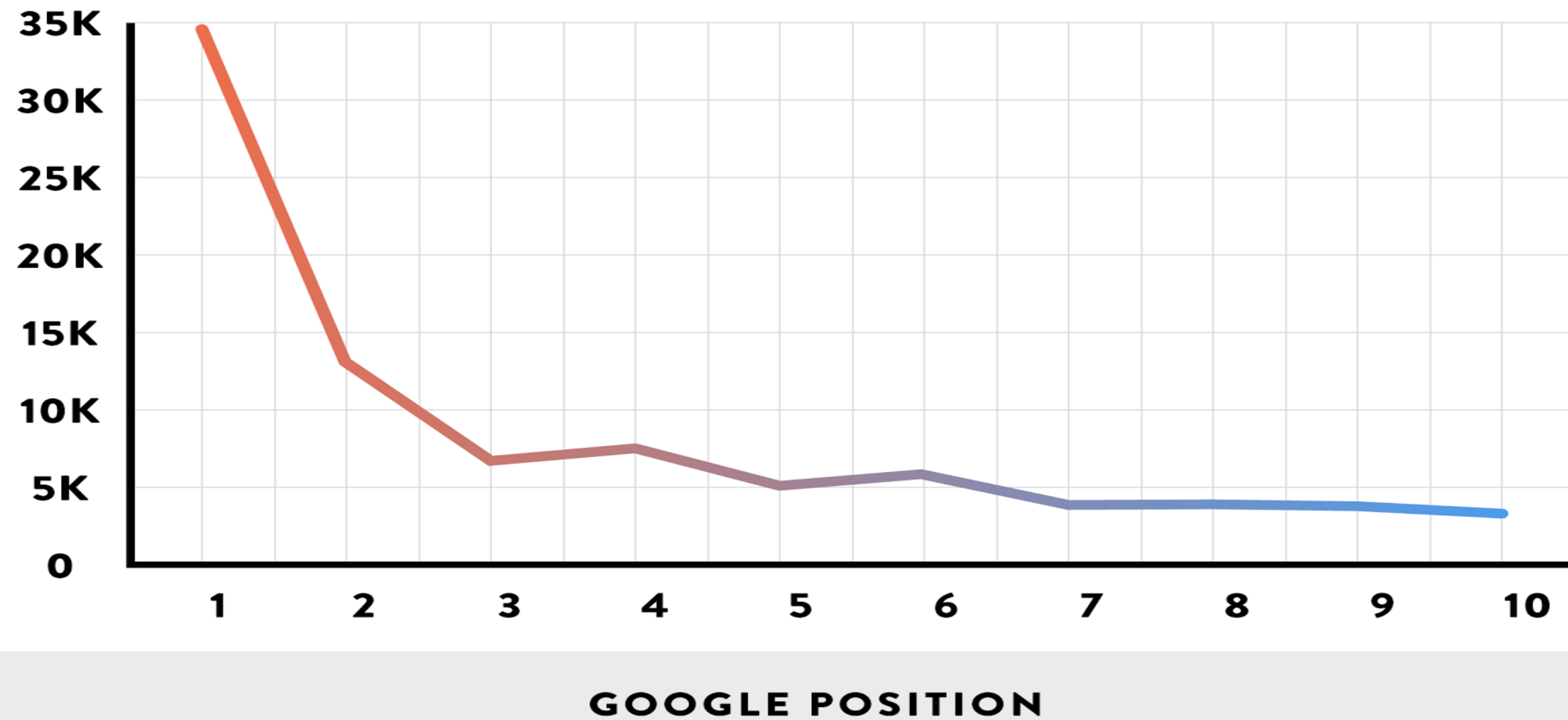


<https://ahrefs.com/blog/link-building/>

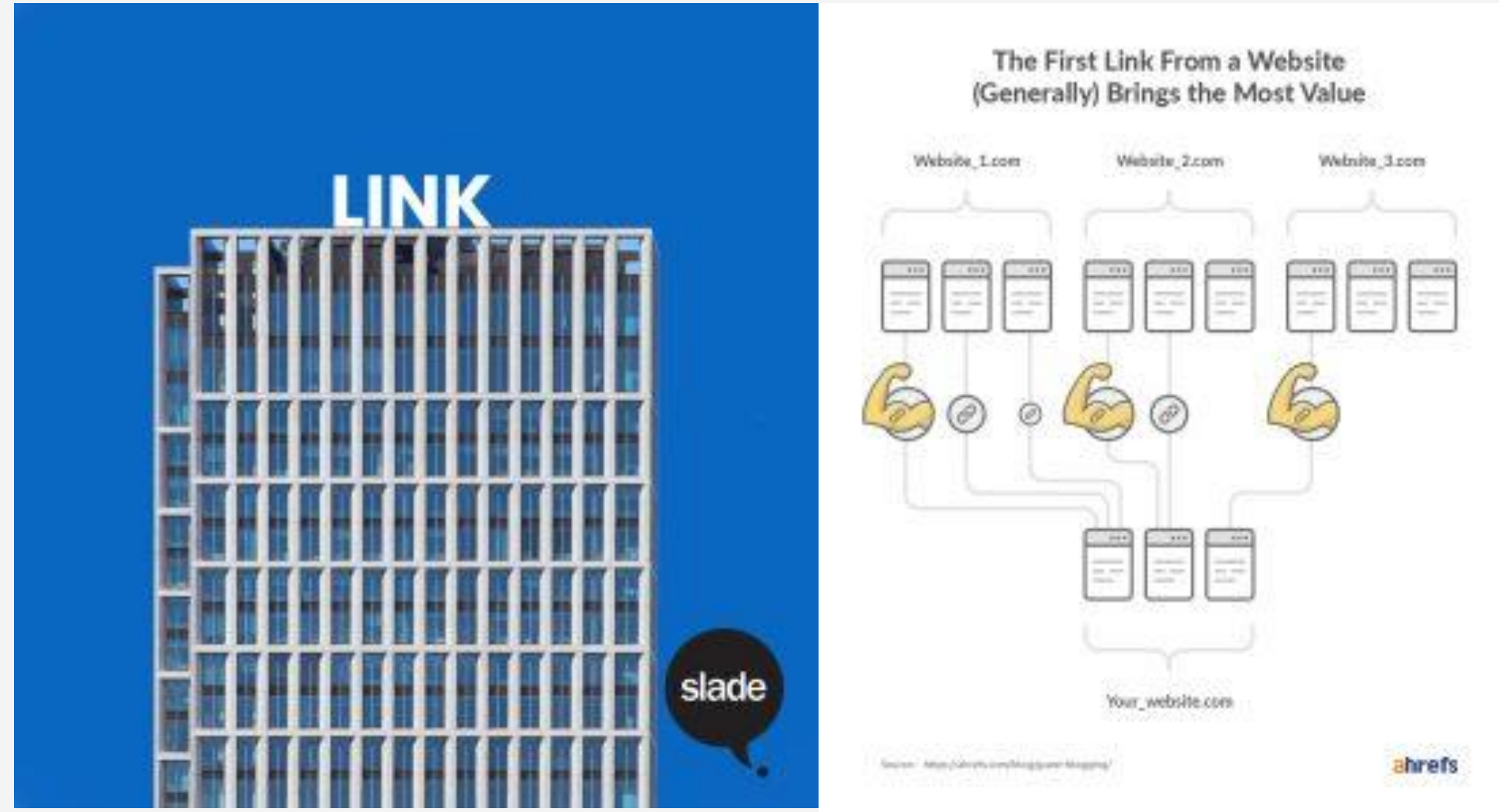


AVERAGE NUMBER OF BACKLINKS

TOTAL EXTERNAL BACKLINKS



Link building



HOW TO GET LINKS TO YOUR WEBSISTE:

- through PR text
- through case studies, infographics and interesting material that others will get from you and mention the original source
- through guest blogging on other websites

Don't forget about internal links



Every single page on your website should be linked to at least one other page

AND FOOTER LINKS

SEO

Što je SEO

Besplatan SEO predložak za blog

SEO rječnik pojmova

SEO alati

SEO za početnike

SEO Optimizacija

Lokalni SEO

Parazitski SEO

SEO u zdravstvu

Ecommerce SEO

YouTube SEO

Video SEO

TikTok i SEO

SEO pisanje za web vs. kreativno pisanje: Razlika je ogromna!

EDUKACIJE

SEO osnove i pisanje

Content marketing

Employee branding

Privatne edukacije

LINKEDIN

Što je LinkedIn i kako mu radi algoritam

Kako napraviti LinkedIn profil

Ažurirano: Što je sve novo na LinkedInu u 2022. godini?

Kako početi na LinkedInu

Što raditi na LinkedInu?

LinkedIn SEO

Dimenzije fotografija za LinkedIn

15 ideja za LinkedIn objave

Employee advocacy na LinkedInu?

CONTENT

Što je Content marketing?

Copywriting i content writing- znate li koja je razlika?

Oglasi vs SEO

Web stranica vs. Facebook stranica

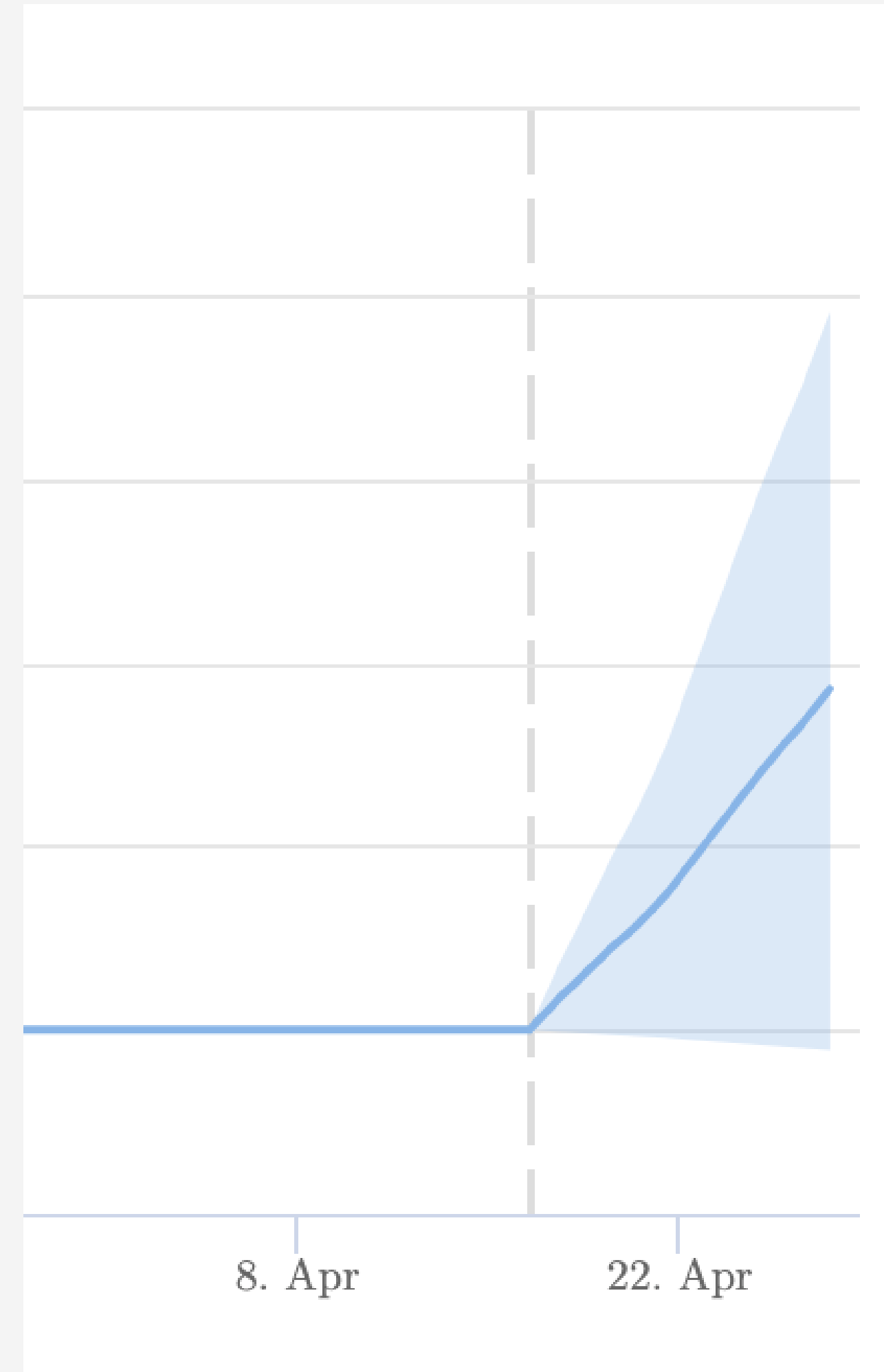
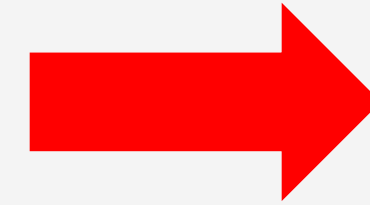
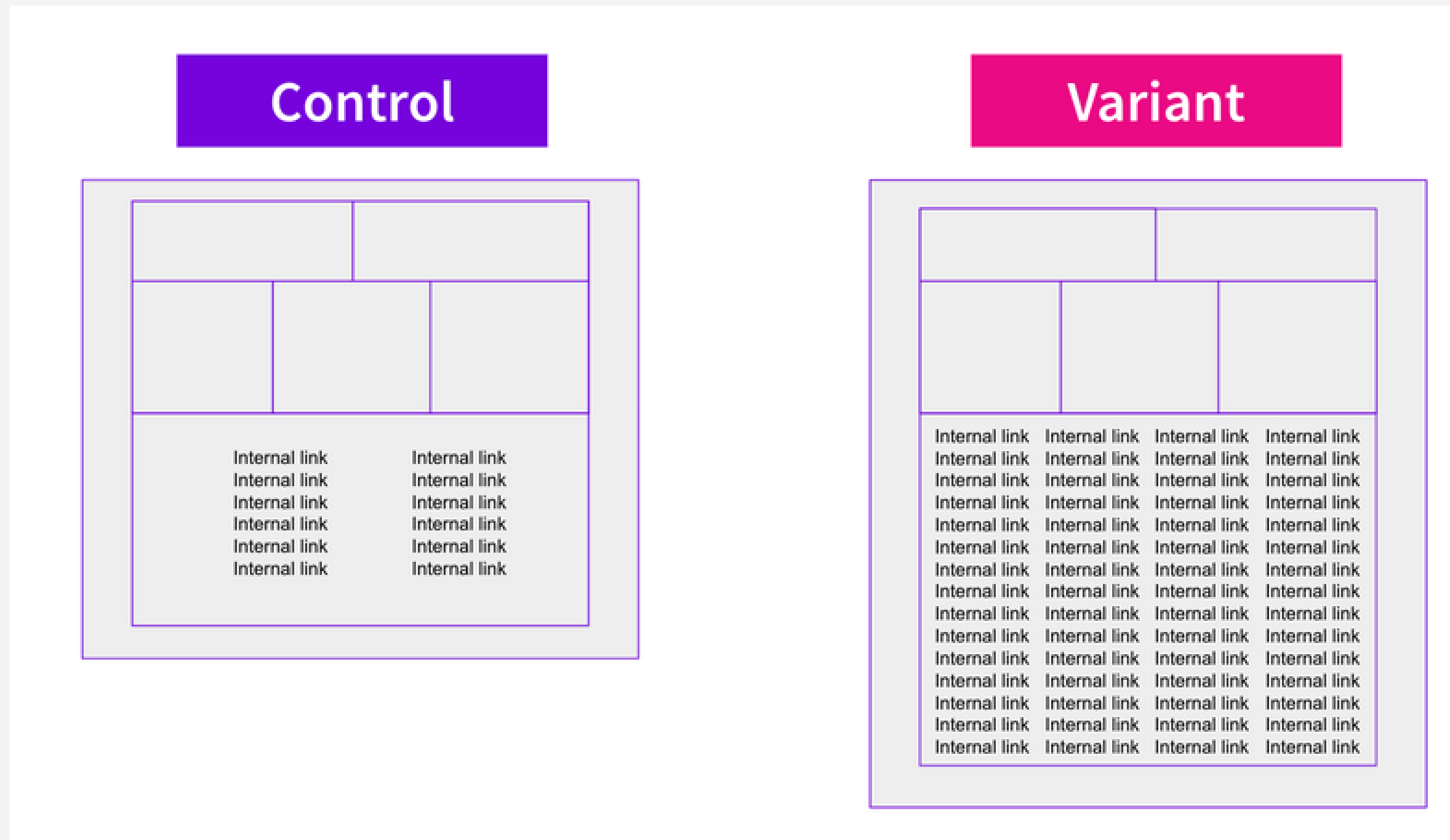
Facebook stranica ili grupa?

Besplatne fotografije i ilustracije

Programi za obradu slika i izradu video klipova

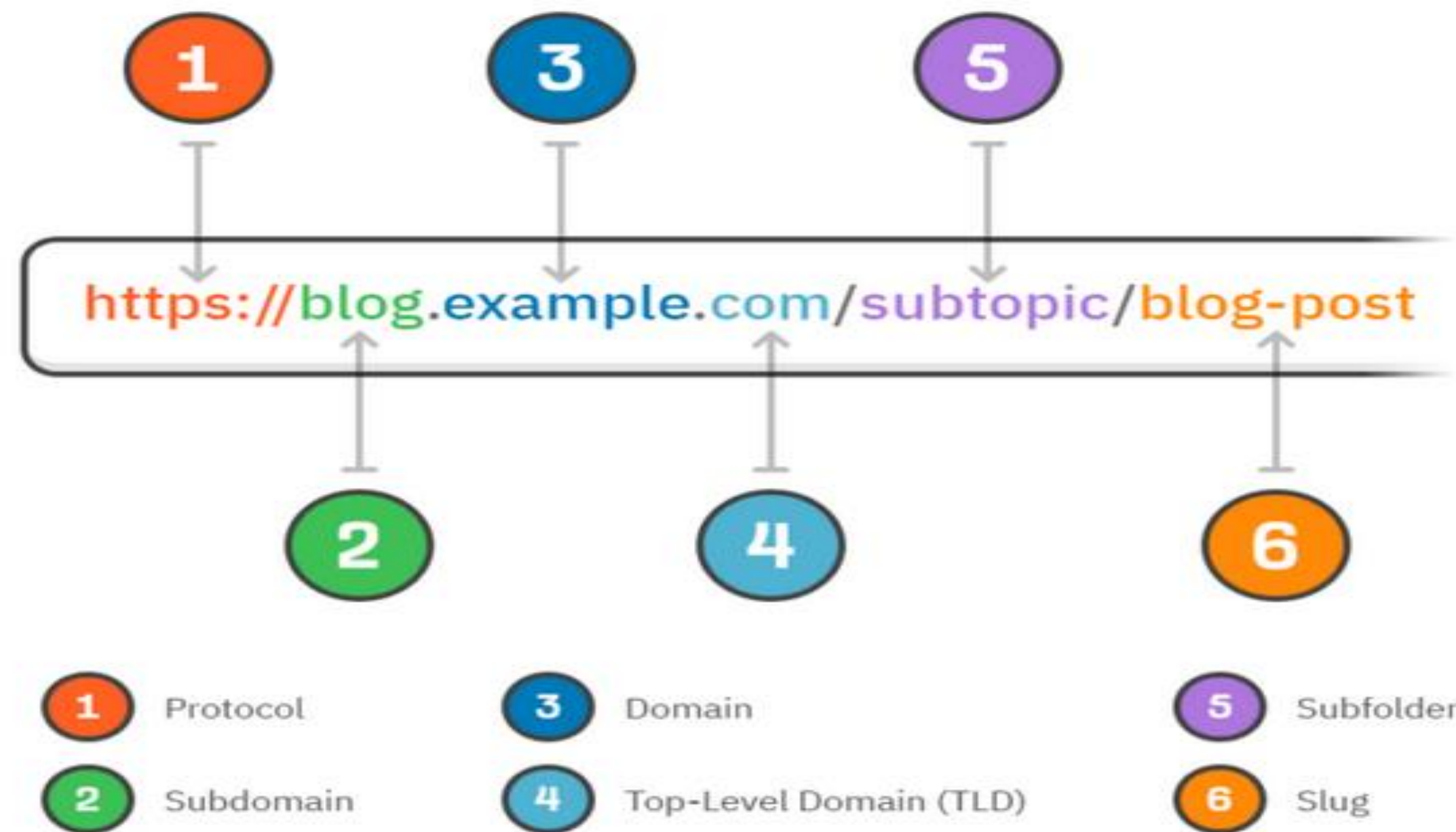
Long-tail ključne riječi: Zašto je dobro fokusirati se na konkretnije upite?

AND FOOTER LINKS



URLS

The Anatomy of a URL



URLS

1. SHORT
2. KEYWORDS AS CLOSE TO THE DOMAIN ROOT AS POSSIBLE
3. NO UPPER CASES
4. NO UNDERSCORES
5. NO #

URLS

These-are-separate-words-for-Google

This_is_seen_as_one_word



<https://www.lygybe.lt/lt/atviri-duomenys>

<https://www.acm.gov.pt/-/posso-entrar-sem-visto-em-portugal->

#URLS

Što je institucija pučke pravobraniteljice?

Volume: 0/mo

All Images Videos Maps News More Tools

About 36.900 results (0,41 seconds)

<https://www.ombudsman.hr/povijes...> Translate this page Traf/mo (us): -/3 - Kw (us): -/21

Povijest institucije - Pučka pravobraniteljica

Institucija pučkog pravobranitelja u hrvatski je državni i pravni sustav uvedena Ustavom iz 1990. godine, a ustavne odredbe koje reguliraju status ove ...

https://www.ombudsman.hr/hr/cesto-postavljana-pitanja/#1547475173146-10fce6bf-e42a

Interak

REPUBLIKA HRVATSKA
Pučka pravobraniteljica

NASLOVNA NOVOSTI O

Često postavljana pitanja

Osnovna pitanja o pučkoj pravobraniteljici i njezinom uredu te o pritužbama

– Što je institucija pučke pravobraniteljice?

Pučka pravobraniteljica je ovlaštena osoba Hrvatskog sabora za promicanje i zaštitu ljudskih prava i

https://www.ombudsman.hr/hr/cesto-postavljana-pitanja/#1547475173146-1

Volume: 0/mo

All Images News Shopping Maps More Tools

1 result (0,28 seconds)

<https://www.ombudsman.hr/hr/cesto-postavljana-pitanja/#1547475173146-1> - Translate this page Traf/mo (us): -/3 - Kw (us): -/21

Često postavljana pitanja - Pučka pravobraniteljica

Pritužbu je moguće predati: poštom (Savska cesta 41/3, 10 000 Zagreb); e-mailom na info@ombudsman.hr; osobno (uz najavu i dogovor termina) u uredu u Zagrebu, ...

#URLS

REPUBLIKA HRVATSKA
Pučka pravobraniteljica

Na svakoj od oznaka možete pronaći sav sadržaj koji je na pojedinu temu pravobraniteljice.

- #besplatna pravna pomoć
- #civilna zaštita
- #domovi za starije i nemoćne
- #dostupnost javnih usluga
- #energetsko siromaštvo
- #govor mržnje
- #graditeljstvo i prostorno uređenje
- #integracijske politike
- #iseljavanje
- #komunalne usluge
- #koronavirus
- #lokalna i regionalna samouprava
- #mediji
- #migracije
- #mirovinski sustav
- #nasilje u obitelji
- #obitelj
- #obrazovanje



Google

https://www.ombudsman.hr/hr/?s=besplatna+pravna+pomo%C4%87

Q All Images Maps Videos News More Tools

About 549 results (0,47 seconds)

Tip: Search for **English** results only. You can specify your search language in [Preferences](#)

https://www.kucaljudskihprava.hr › 2022/04 › KL... PDF

LJUDSKA PRAVA U HRVATSKOJ
na: [https://www.ombudsman.hr/hr/download/izvjesce-pucke-pra- ...](https://www.ombudsman.hr/hr/download/izvjesce-pucke-pra-...) porast pružene besplatne primarne pravne pomoći, u 2021.

https://www.kucaljudskihprava.hr › 2021/04 › Lj... PDF

LJUDSKA PRAVA U HRVATSKOJ - Kuća Ljudskih Prava
1 Apr 2021 — stupno na: [https://www.ombudsman.hr/hr/download/izvjesce-puc- ...](https://www.ombudsman.hr/hr/download/izvjesce-puc-...) ke programa besplatne pravne pomoći, psiho-socijalne podrške i sl.

https://eur-lex.europa.eu › HR › TXT › PDF PDF

Službeni list Europske unije - EUR-Lex
22 Dec 2021 — gospodarski rast, što će pomoći u smanjenju nezaposlenosti. ...
([https://eur-lex.europa.eu/legal-content/HR/TXT/PDF/?uri=CELEX:32016Q0512\(01\) ...](https://eur-lex.europa.eu/legal-content/HR/TXT/PDF/?uri=CELEX:32016Q0512(01)...))

https://pravamanjina.gov.hr › dokumenti PDF

INTEGRACIJA I LJUDSKA PRAVA Priručnik za edukatore
obrazovanje, slobodu vjeroispovijedi, besplatnu pravnu pomoć, ...
[https://www.ombudsman.hr/hr/izvjesca-puc- ...](https://www.ombudsman.hr/hr/izvjesca-puc-...) C5%A1%C4%87e-o-radu-POSI-za-2019.pdf.
75 pages

URLS



www.antidiskriminierungsstelle.de/EN/about-discrimination/grounds-for-discrimination/disability-and-chronical-disease/disability-and-chronical-disease-node.html



www.zagovornik.si/zakljucena-ugotavljanja-diskriminacije/

URL KEYWORDS MATTER

Sie haben Diskriminierung erfahren?

Unser Beratungsportal

German – detected



English

Sie haben
Diskriminierung
erfahren?



Have you
experienced
discrimination?



<https://www.antidiskriminierungsstelle.de/DE/wir-beraten-sie/wir-beraten-sie-node.html>

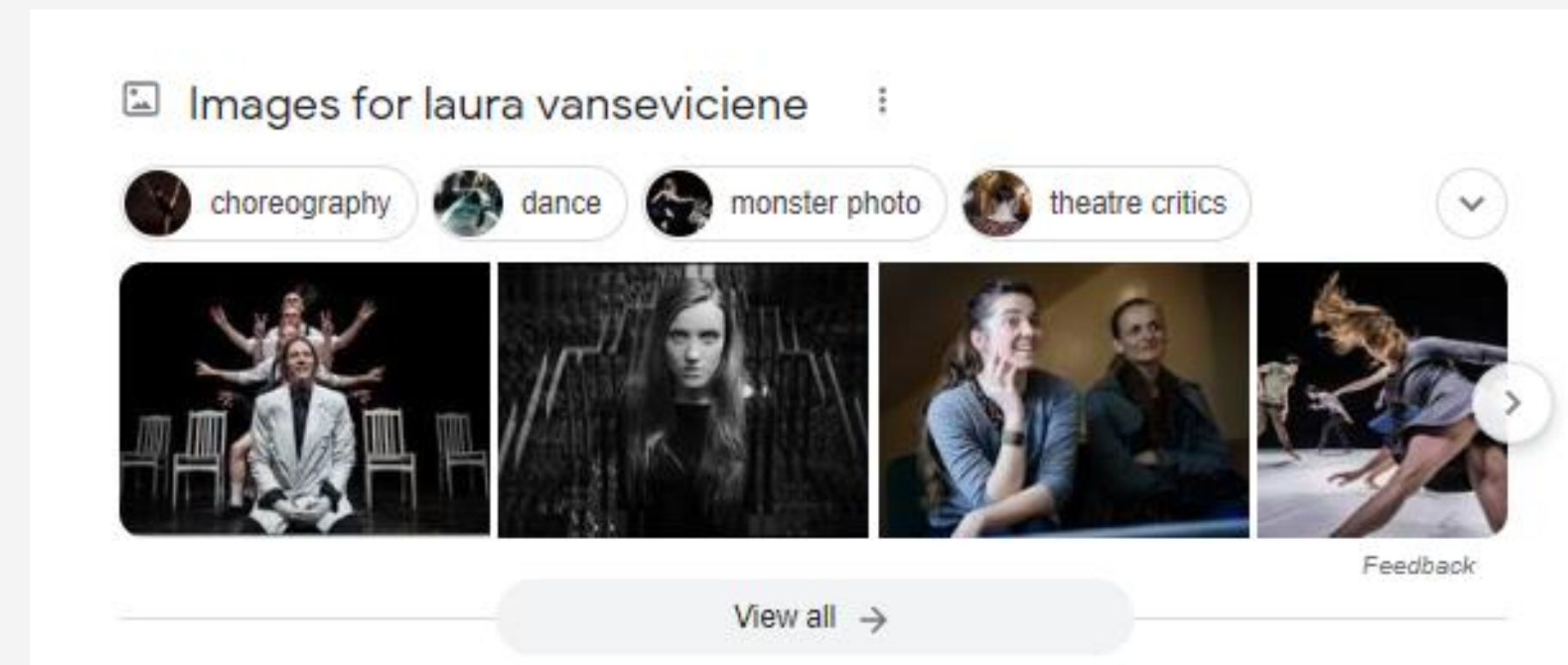
PHOTOS AND SEO

Google search results for "Birutė Sabatauskaitė". The search bar shows the name and search icons. Below the search bar, there are navigation options: All, Images, Videos, News, Maps, and More. The search results show approximately 18,600 results in 0.40 seconds. A tip suggests searching for English results only. The first result is a Facebook profile for Birutė Sabatauskaitė, with a link to the profile and a note that no photo description is available. The second result is from lrvaiestybe.lt, titled "Birutė Sabatauskaitė - Vadovybė - LR Valstybė", with a link to the page and a note that no photo description is available. The third result is from lrt.lt, titled "Birutė Sabatauskaitė - Tema - LRT", with a link to the page and a note that no photo description is available. On the right side of the search results, there is a knowledge panel for Birutė Sabatauskaitė, identifying her as a Lawyer, born in Alytus, Lithuania, with parents Julius Sabatauskas and grandparents Vytautas Sabatauskas and Elena Sabatauskienė. There is also a "Claim this knowledge panel" button and a "Feedback" link.

Google search results for "Birutė Sabatauskaitė" showing a grid of image thumbnails. The search bar shows the name and search icons. Below the search bar, there are navigation options: All, Images, Videos, News, Maps, and More. The search results show a grid of image thumbnails, each with a small caption below it. The thumbnails show various photos of Birutė Sabatauskaitė in different settings, including professional portraits, news coverage, and social media posts. The captions are truncated but include words like "Lygių galimybių kontrolierė", "neapykantą kuratams koment...", "Birutė Sabatauskaitė - Equal...", "Lygių galimybių kontrolierė...", "Birutė Sabatauskaitė Archives - Mano teisės manoteisės.lt", "tinkamas kompetencijas ...", "nuo amaro artimoje aplinkoje ginantis ...", "Birutė Sabatauskaitė: tos pačios lyties ...", "Laikas partnerystei ...", "Lygių galimybių kontrolierė ...", "B.Sabatauskaitė: lygiai galimybės ...", "Lygių galimybių kontrolierė siūlo ...", "Žmogaus teisių komitetas pritarė ...", "B. Sabatauskaitė paskirta lygių ...", "Kandidatė į lygių galimybių ...", "Naujoji lygių galimybių kontrolierė ...", "Darbas pradeda naujoji lygių galimybių ...", "Lygių galimybių kontrolierė ...", "Lygių galimybių kontrolierė aiškina ...", "Po neapykantos plėpėnių policijo...", "All about BIRUTE", "Naujoji kontrolierė B. Sabatauskaitė ...", "Birutė Sabatauskaitė | Tema | 15min.lt", "Birutė Sabatauskaitė - naujoji lygių ...", "V. Grubliausko dukra a...", "Apie buvusių kalinių reintegracijos ..."

PHOTOS

1. Name every photo with keywords
2. No underscores
3. Add alt-attribute



<https://www.zagovornik.si/wp-content/uploads/2017/02/nika4.png>



https://www.lygybe.lt/data/public/uploads/2021/04/bs_laura_vanseviciene_port.jpg



SEO-FRIENDLY CONTENT

1. Above the fold
2. Structured data
3. Longer forms- 1500 words and more (even 2500+ words in English)
4. Keyword focused
5. not pasted on something

Above the fold!

As we've mentioned previously, we've heard complaints from users that if they click on a result and it's difficult to find the actual content, they aren't happy with the experience. Rather than scrolling down the page past a slew of ads, **users want to see content right away**. So sites that don't have much content "above-the-fold" can be affected by this change. If you click on a website and the part of the website you see first **either doesn't have a lot of visible content above-the-fold** or dedicates a large fraction of the site's initial screen real estate to ads, that's not a very good user experience. Such sites may not rank as highly going forward.

A stacked bar chart with two segments. The top segment is orange and contains the text '80%'. The bottom segment is blue and contains the text '20%'.

80%

20%

FAQs on disabilities

Frequently Asked Questions

1. How many people in Germany live with a disability?

Almost one in every four people in Germany has an officially recognised severe disability or is living with a chronic disease, which has led to considerable limitations with regard to everyday life over an extended period of time. Detailed statistics are only kept of persons with an officially recognised severe disability, however. According to [the Federal Statistical Office](#) (only in German), at the end of 2019, these amounted to approximately 7.9 million people, i.e. 9.5 percent of the total population. This figure, though, only includes persons who were granted a degree of disability of at least 50 by a pension office. The majority of severe disabilities (89 percent) are caused by a disease, only three percent are acquired at birth or early in life, and one percent occur as a consequence of an accident or occupational disease.



how many people in germany live with a disability



Volume: 0/mo

All Images News Videos Shopping More

Tools

About 36.300.000 results (0,70 seconds)

7.8 million

22 June 2022 **7.8 million** severely disabled people living in Germany. At the end of 2021, approximately 7.8 million severely disabled people were living in Germany. The Federal Statistical Office (Destatis) reports that this was a decrease of roughly 108,000, or 1.4%, compared with the end of 2019.

<https://www.destatis.de> › Health › Disabled-People › _node

[Disabled people - German Federal Statistical Office](#)

About featured snippets Feedback

People also ask

How many disabled people live in Germany?

What percentage of the German population is disabled?

What percentage of the population live with a disability?

How is disability viewed in Germany?

Feedback

<https://www.destatis.de> › Press › 2020/06

[7.9 million severely disabled people living in Germany](#)

24 Jun 2020 — At the end of 2019, roughly 7.9 million severely disabled people were living in Germany. The Federal Statistical Office (Destatis) also ...

<https://www.thelocal.de> › nearly-one-in-ten-germans-ar...

[Nearly one in ten Germans are severely disabled](#)

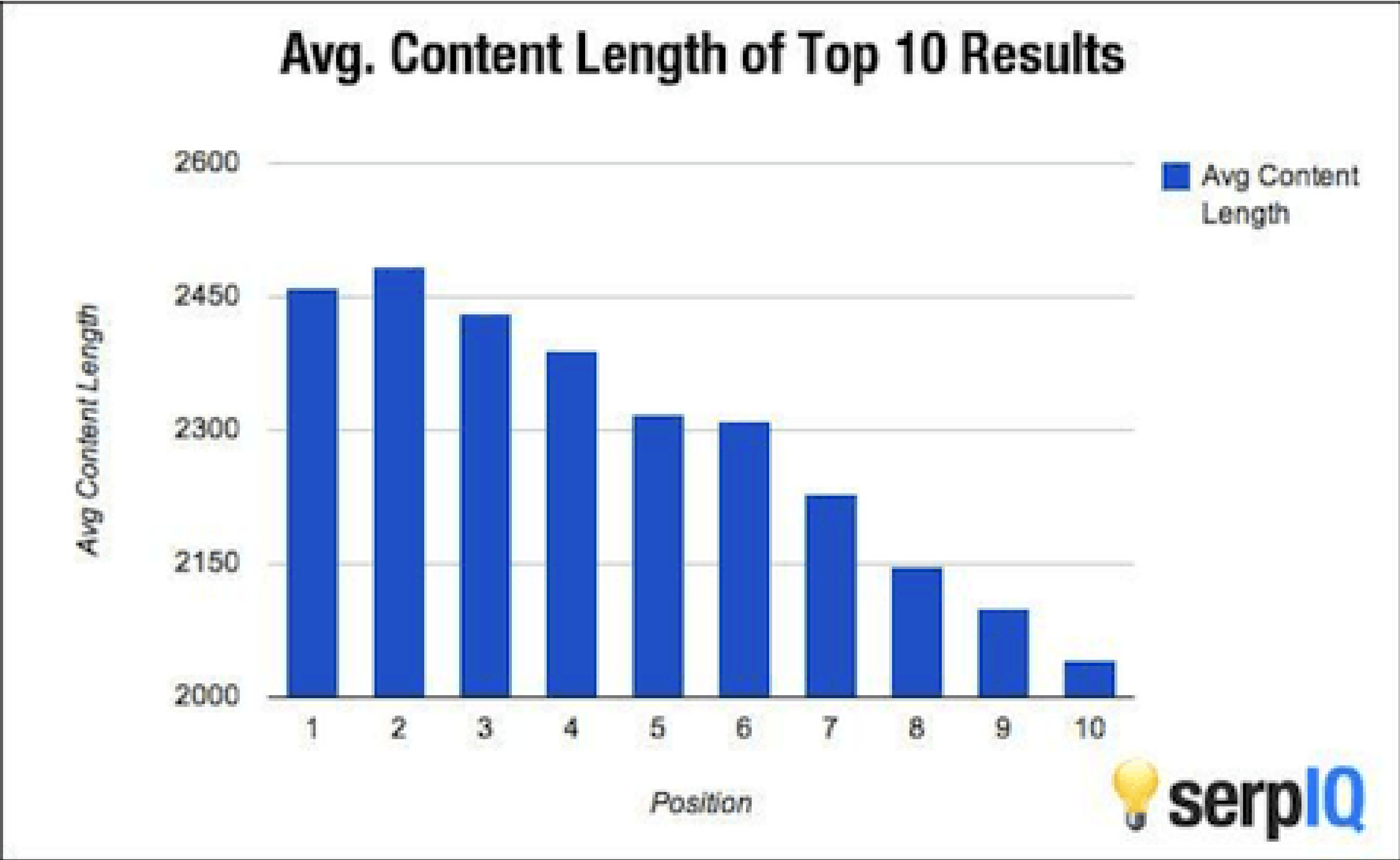
24 Oct 2016 — New figures reveal that 9.3 percent of the German population last year were considered severely disabled. Published: 24 October 2016 11:59 ...

<https://ec.europa.eu> › social › BlobServlet PDF

[European Semester 2020-2021 country fiche on disability ...](#)

1 Feb 2022 — Labour market of persons with disabilities in Germany participation is low and unemployment is high in comparison to others. More than 300.000 ...

CONTENT LENGTH



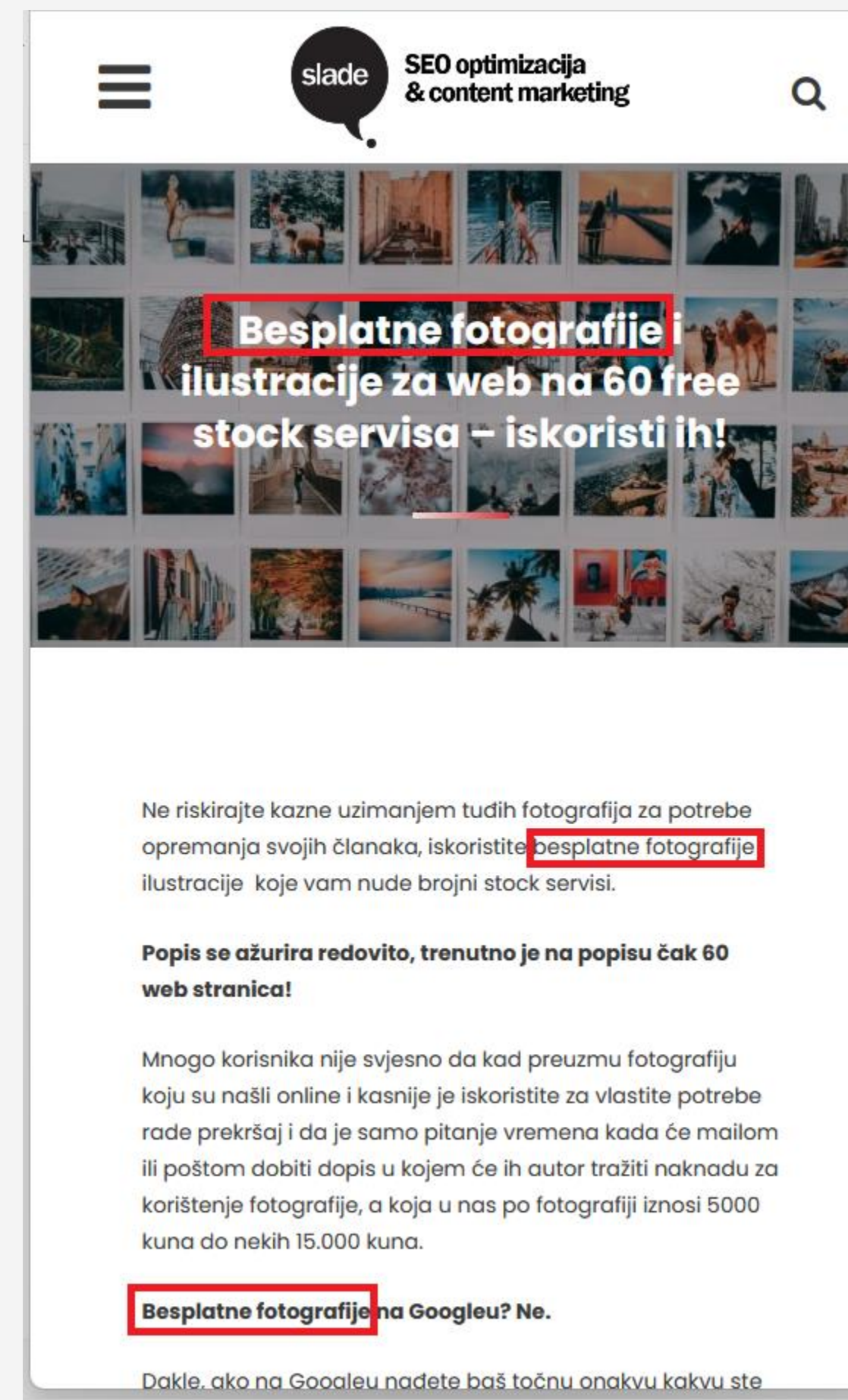
Comparison of average shares for posts of different lengths:

Post Length	Technology Average Shares	Technology Median Shares	Marketing Average Shares	Marketing Median Shares
Posts less than 1000 words	348	165 <i>(38,300 articles)</i>	234	55 <i>(36,718 articles)</i>
Posts over 1000 less than 2000 words	485	180 <i>(4,898 articles)</i>	850	429 <i>(6,032 articles)</i>
Posts over 2000 words	485	194 <i>(763 articles)</i>	1519	1072 <i>(1184 articles)</i>

WHERE TO MENTION KEYWORDS

1. TITLE
2. METADESCRIPTION
3. URL
4. FIRST 100 CHARACTERS
5. AT LEAST 3X THROUGH THE TEXT BODY

[Use these 60 free stock photo sources](#)



WHAT IS E-A-T

E-A-T stands for Expertise, Authoritativeness, and Trustworthiness.

It is one factor that Google uses to evaluate the overall quality of a web page.

Mention your expert articles authors!!

NOVOSTI

Diskriminacija je zabranjena i po političkom uvjerenju

19/02/2021



Google

diskriminacija hrvatska

Volume: 0/mo

All Images News Maps Videos More Tools

About 1.040.000 results (0,46 seconds)

<https://www.zakon.hr> > Zakon-o-suz... - Translate this page - Traf/mo (us): 6/960 - Kw (us): 4/601
Zakon o suzbijanju diskriminacije
Članak 1. (1) Ovim se Zakonom osigurava zaštita i promicanje jednakosti kao najviše vrednote ustavnog poretka Republike Hrvatske, stvaraju se pretpostavke za ...
MOZ DA: 47/100 (-4%) Ref Dom: 3.91K Ref Links: 243.06K Spam Score: 6%

<https://ljudskaprava.gov.hr> > suzbijan... - Translate this page - Traf/mo (us): 0/0 - Kw (us): 2/0
Suzbijanje diskriminacije
Zabrana diskriminacije na osnovi rase, boje kože, spola, jezika, vjere, ... Hrvatska je Zakonom o suzbijanju diskriminacije zabranila diskriminaciju ...
MOZ DA: 73/100 (+7%) Ref Dom: 4 Ref Links: 280 Spam Score: 2%

<https://www.enciklopedija.hr> > natuk... - Translate this page - Traf/mo (us): 560/620 - Kw (us): 67
diskriminacija | Hrvatska enciklopedija
Zato mnoge zemlje reguliraju diskriminaciju donošenjem posebnih zakonskih akata kojima se potencijalno diskriminiranim skupinama ili onima koje su bile ...
MOZ DA: 43/100 (+2%) Ref Dom: 2.22K Ref Links: 293.13K Spam Score: 9%

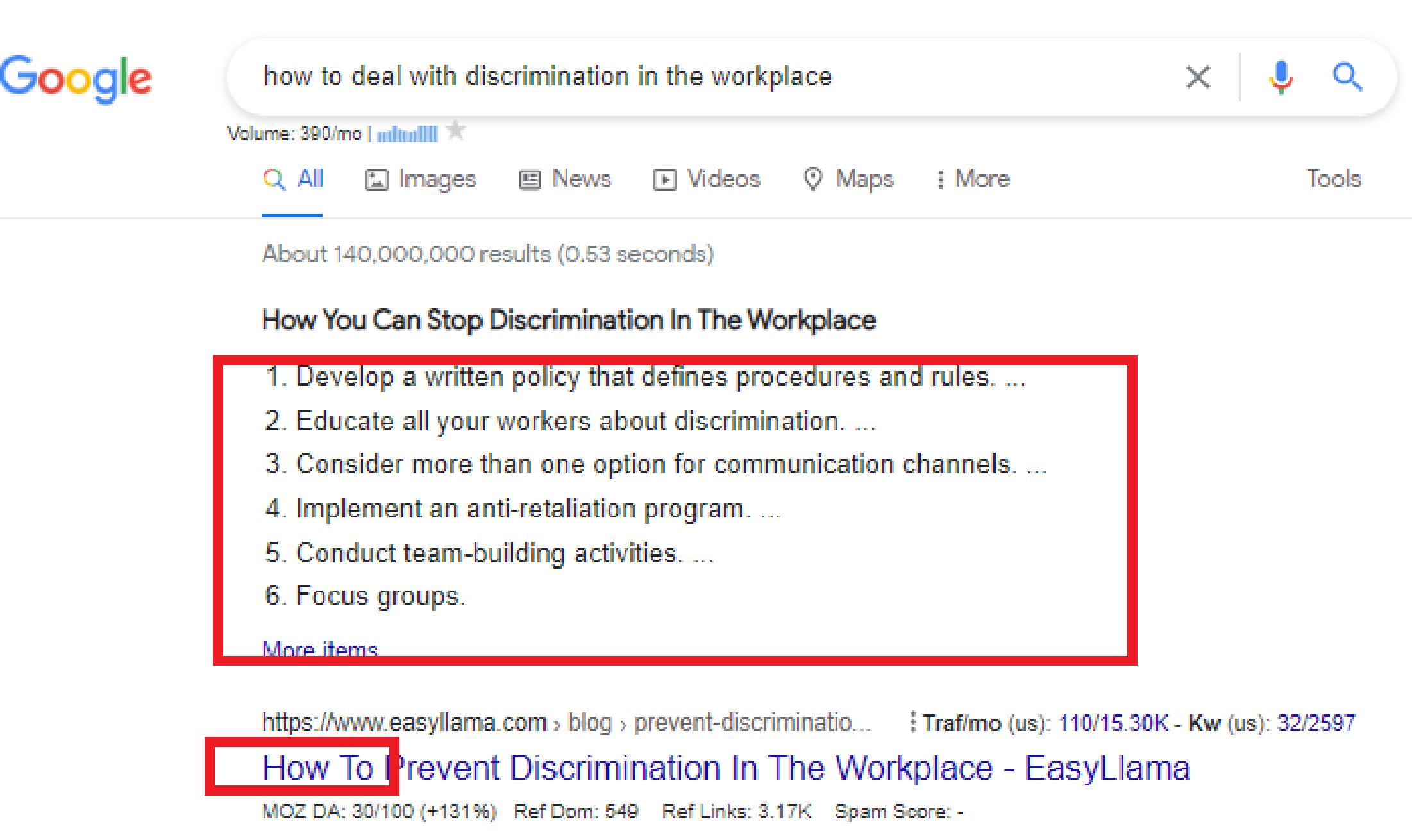
<http://www.hzz.hr> > UserDocsImages > HR_Survey PDF Traf/mo (us): -/18 - Kw (us): -/41
RAŠIRENOST I OBILJEŽJA DISKRIMINACIJE NA ... - HZZ
Slika 8: Je li pri zapošljavanju, i u kojoj mjeri, u Hrvatskoj raširena diskriminacija na temelju. (uzorak nezaposlenih osoba).
140 pages
MOZ DA: 48/100 (+0%) Ref Dom: 2.58K Ref Links: 502.3K Spam Score: 3%

<https://www.ombudsman.hr> > diskri... - Translate this page - Traf/mo (us): -/3 - Kw (us): -/21
Diskriminacija je zabranjena i po političkom uvjerenju
19 Feb 2021 — Također, Vrhovni sud Republike Hrvatske u jednom je slučaju naložio tuženiku da se putem medija ispriča radi davanja izjava kojima je ...
MOZ DA: 37/100 (+3%) Ref Dom: 486 Ref Links: 319.45K Spam Score: 28%

<https://ravnopravnost.gov.hr> > dokumenti > Korac... PDF Traf/mo (us): -/2 - Kw (us): -/17

SEO-FRIENDLY CONTENT TYPES

1. Blogs answering question: How to, why, what, how much
2. **Listicles/numbers** (best, worst, tips, ways, reasons, weeks...
3. Natural and cheap (not applicable for Equinet)
4. **E-A-T** content
5. Reviews & testimonials
6. **Glossary**
7. FAQ
8. Templates
9. **Whitepapers and PDFs**
10. Examples
11. **VIDEO!!!**



The screenshot shows a Google search interface. The search bar contains the text "how to deal with discrimination in the workplace". Below the search bar, there are navigation options: "All", "Images", "News", "Videos", "Maps", and "More". The search results show "About 140,000,000 results (0.53 seconds)". The first result is titled "How You Can Stop Discrimination In The Workplace" and contains a list of six items: "1. Develop a written policy that defines procedures and rules. ...", "2. Educate all your workers about discrimination. ...", "3. Consider more than one option for communication channels. ...", "4. Implement an anti-retaliation program. ...", "5. Conduct team-building activities. ...", and "6. Focus groups." Below the list is a link for "More items". At the bottom of the screenshot, the URL "https://www.easylama.com > blog > prevent-discriminatio..." is visible, along with traffic statistics: "Traf/mo (us): 110/15.30K - Kw (us): 32/2597". The title of the page is "How To Prevent Discrimination In The Workplace - EasyLlama" and the Moz DA is "30/100 (+131%)".

TABS OR NOT TABS

Control

The 'Control' version of the website shows a detailed 'Ingredients' list for the Korean BBQ Pulled Chicken Noodle Bowl. The list includes items like Udon Noodles, Cooked Pulled Chicken Breast, and various seasonings. A red box highlights the 'Ingredients' tab and the list itself.

Variant

The 'Variant' version of the website shows the 'Product Information' tab selected for the vegetarian sausages. The text describes the sausages as being made with a great big dollop of mash, oodles of onion gravy, and some steamed green beans. A red box highlights the 'Product Information' tab and the descriptive text.

Control

The 'Control' mobile app version shows the 'Ingredients' tab selected for the Korean BBQ Pulled Chicken Noodle Bowl. The ingredients list is displayed in a clean, readable format. A red box highlights the 'Ingredients' tab and the list.

Variant

The 'Variant' mobile app version shows the 'Ingredients' tab selected for the vegetarian sausages. The ingredients list is displayed in a clean, readable format. A red box highlights the 'Ingredients' tab and the list.

NO TABS- 12% uplift in organic sessions.

SEO CONTENT TOOLS

1. Blogs answering question: How to, why, what, how much
2. **Listicles/numbers** (best, worst, tips, wayd, reasons, weeks...
3. Natural and cheap (not applicable for Equinet)
4. E-A-T content (Expertise, Authoritativeness, and Trustworthiness)
5. Reviews and testimonials
6. Glossary
7. FAQ
8. Templates
9. Whitepapers and PDFs
10. Examples
11. **VIDEO!!!**

WRITING TOOLS

Great Writing, Simplified

Compose bold, clear, mistake-free writing with Grammarly's new AI-powered desktop Windows app.

Get Grammarly It's free

W

If you have any questions about my rate or if you find it necessary to increase or decrease the scope for this project, please let me know.

Clarity · Rephrase sentence

If you have any questions about my rate or ~~if-you~~ find it necessary to increase or decrease ~~the-scope~~ for this-~~project~~~~project's~~ scope, please let me know.

Rephrase Dismiss

1

TECHNICAL SEO:

Chrome plugin: <https://chrome.google.com/webstore/detail/seo-pro-extension/lajfdngpocmchpihjecojjlfjeehgnl>
to check:

- Title and its length,
- Meta description and its length,
- URL and meta-canonical URL
- Meta robots tags
- Sitemap.xml and robots.txt files
- H1-H6 in the order of their appearance in the source code
- Images with and without ALT Tag Attribute
- Internal and external links
- HTTP status code and Redirects
- Structured data

Web page speed test: <https://pagespeed.web.dev/> or gtmetrix.com

Website photo compression tools: Adobe Photoshop and „save for web“, or use tinypng.com i
compresser.

title tag and metadescription check: app.sistrix.com/en/serp-snippet-generator

Site search plugin: <https://wordpress.org/plugins/relevanssi/>

Add title tag if not using Wordpress:

<https://moz.com/learn/seo/title-tag>

Add meta description <https://moz.com/learn/seo/meta-description>

Add H1 & H2: http://www.w3schools.com/tags/tag_hn.asp

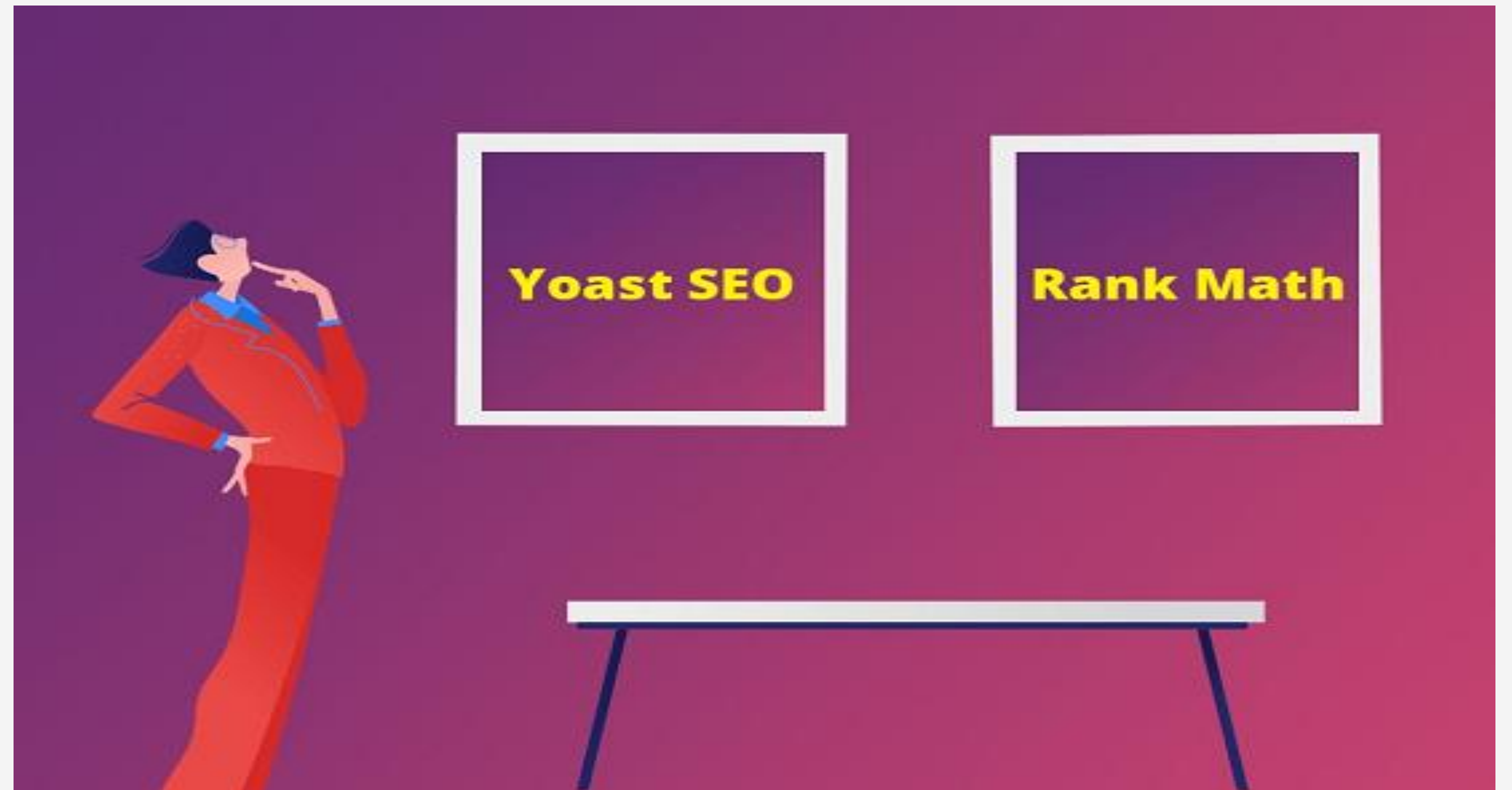
SEO PLUGINS FOR WORDPRESS SITES

1. YOAST

<https://yoast.com/wordpress/plugins/seo/>

2. RANKMATH

<https://rankmath.com/>





**If you are satisfied with my workshop,
I'll be sooo happy to see your review on my Google Business profile.**



HVALA!



KONTAKT

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