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

CONTENTS:

Session 1: Basics of Search Engine Optimisation (SEO) **10:00 – 11:30**

Session 2: Defining keywords and themes **11:50 – 13:30**

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

Session 3: How to write Google- and user-friendly content **14:30 – 15:30**

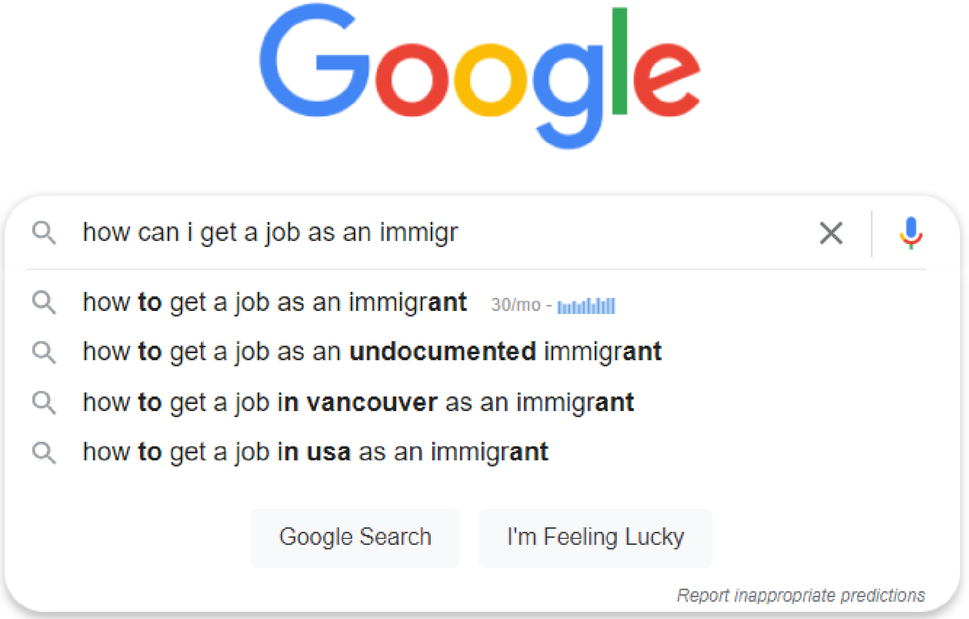
EVERYTHING IS
ABOUT TO CHANGE!

TNW
THE NEXT WEB

"Nowadays, where do you go to ask questions?

The answer starts with 'GO', and it's not God."

Steve Wozniak


Google
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.

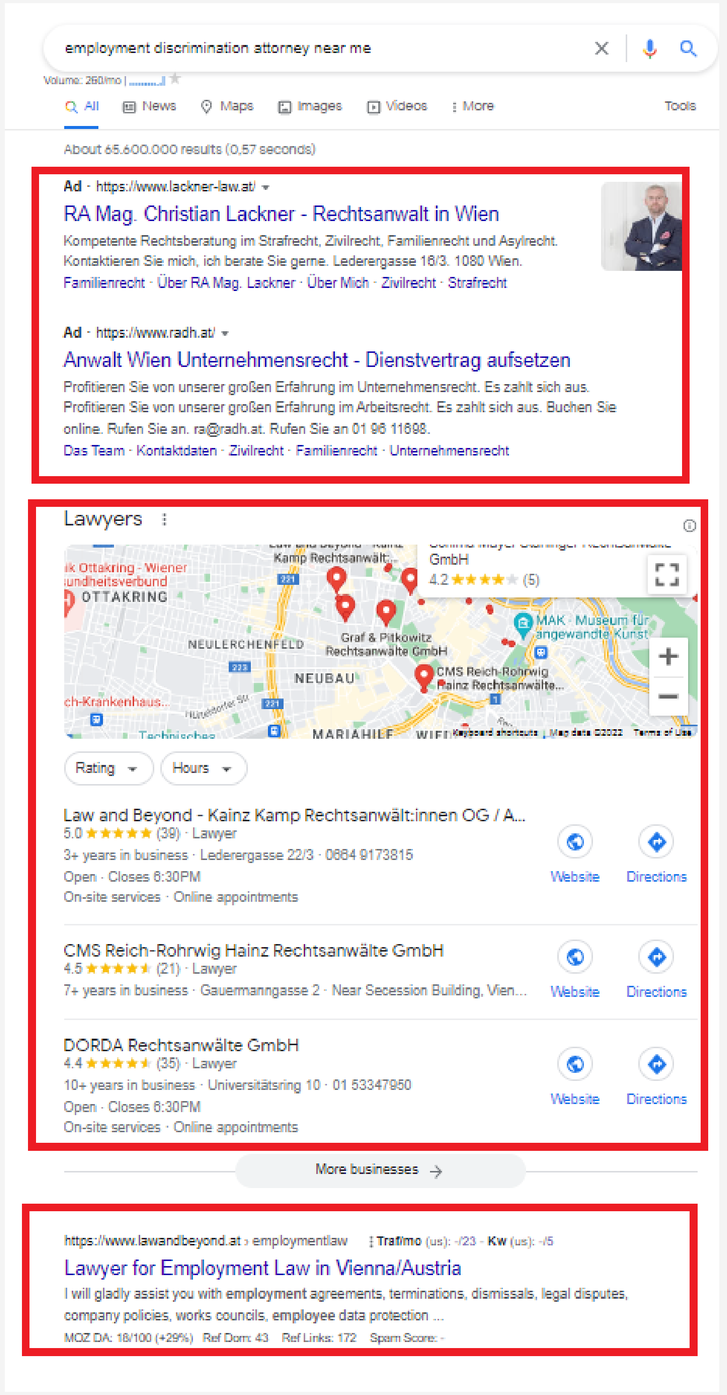
SERP
SEM
PPC
SEO

search engine results page (SERP)

SEM- search engine marketing includes PPC i SEO

PPC

SEO



SERP
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search engine results page (SERP)

SEM- search engine marketing includes PPC i SEO

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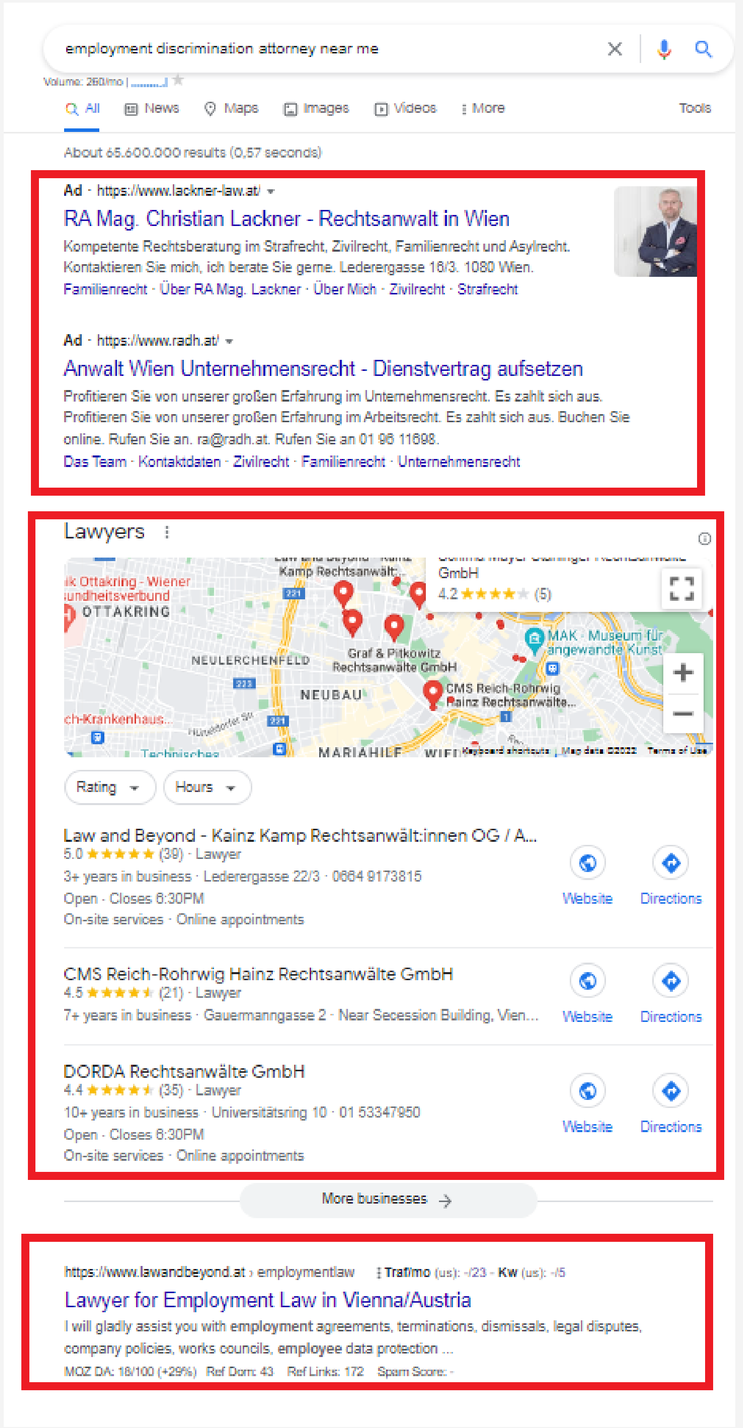
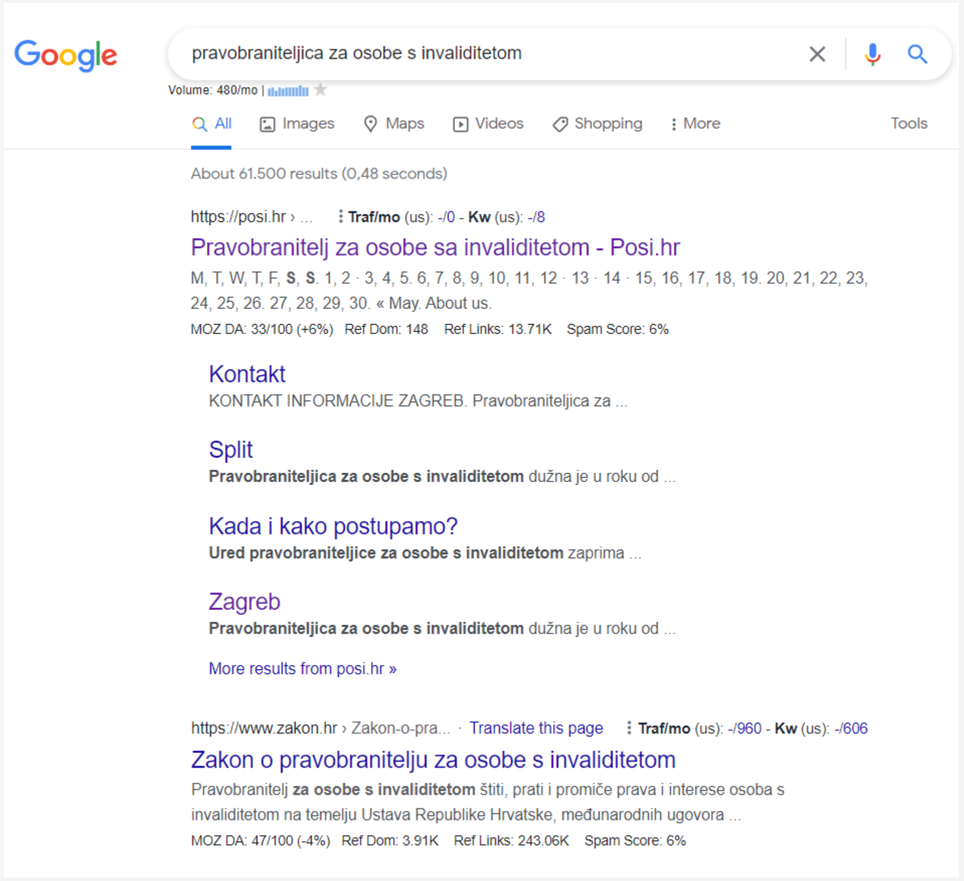
SEO



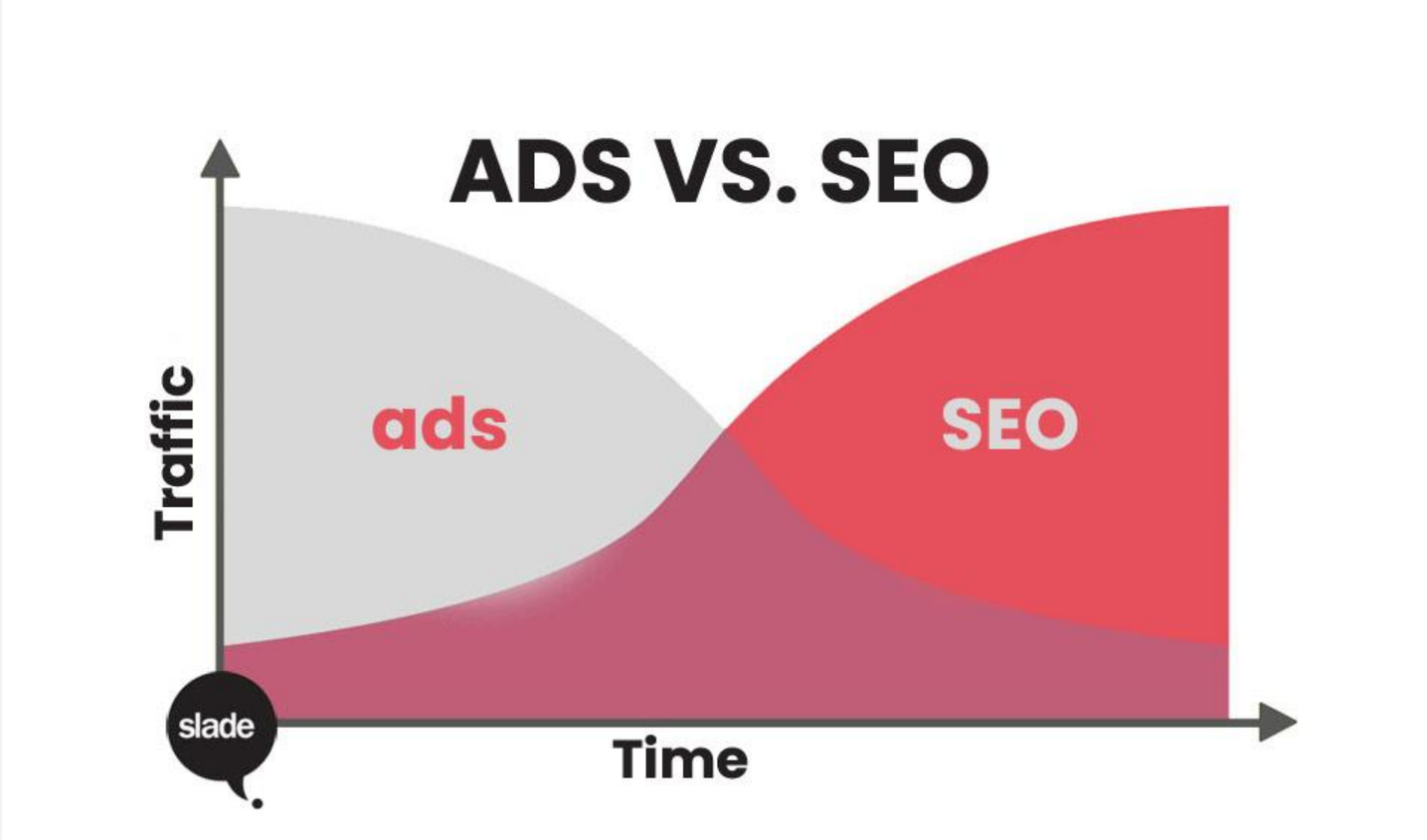
Google business (local SEO)

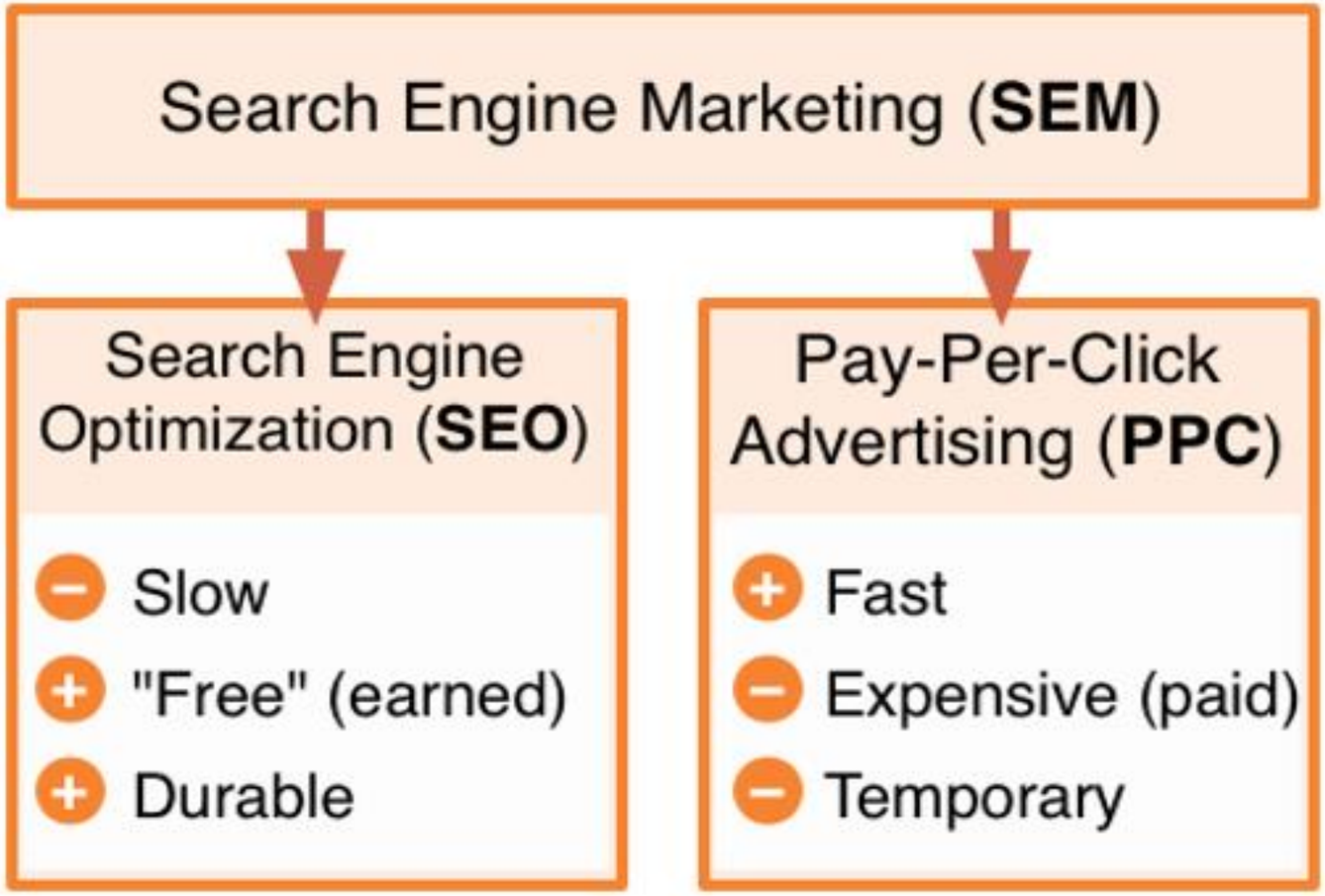
How many people google it monthly

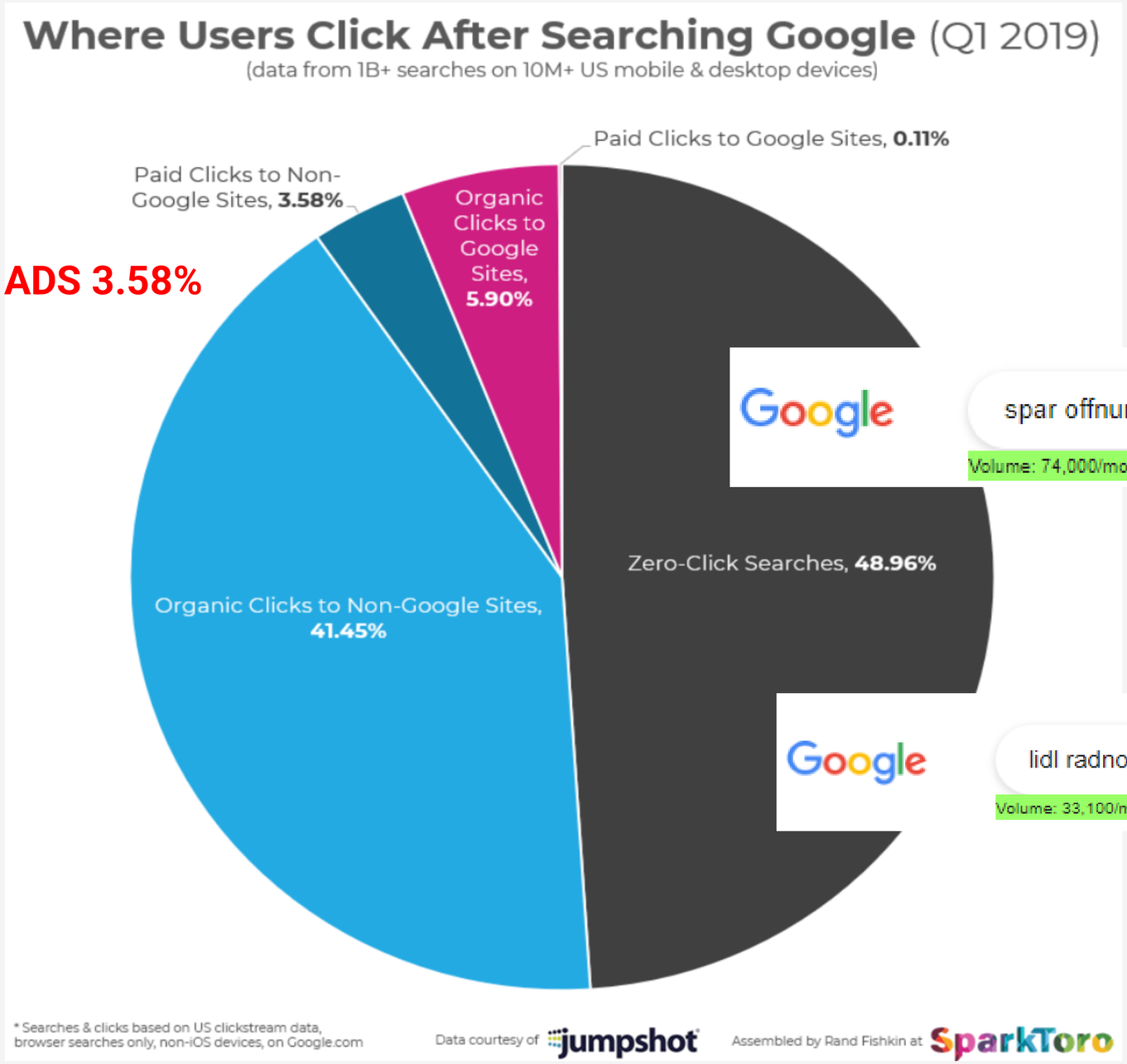
SEO organic result



Short term vs long term




Search Engine Marketing (SEM)
Search Engine Optimization (SEO)
− Slow
+ "Free" (earned)
+ Durable
Pay-Per-Click Advertising (PPC)
+ Fast
− Expensive (paid)
− Temporary



ADS 3.58%

Google

spar offnungszeiten

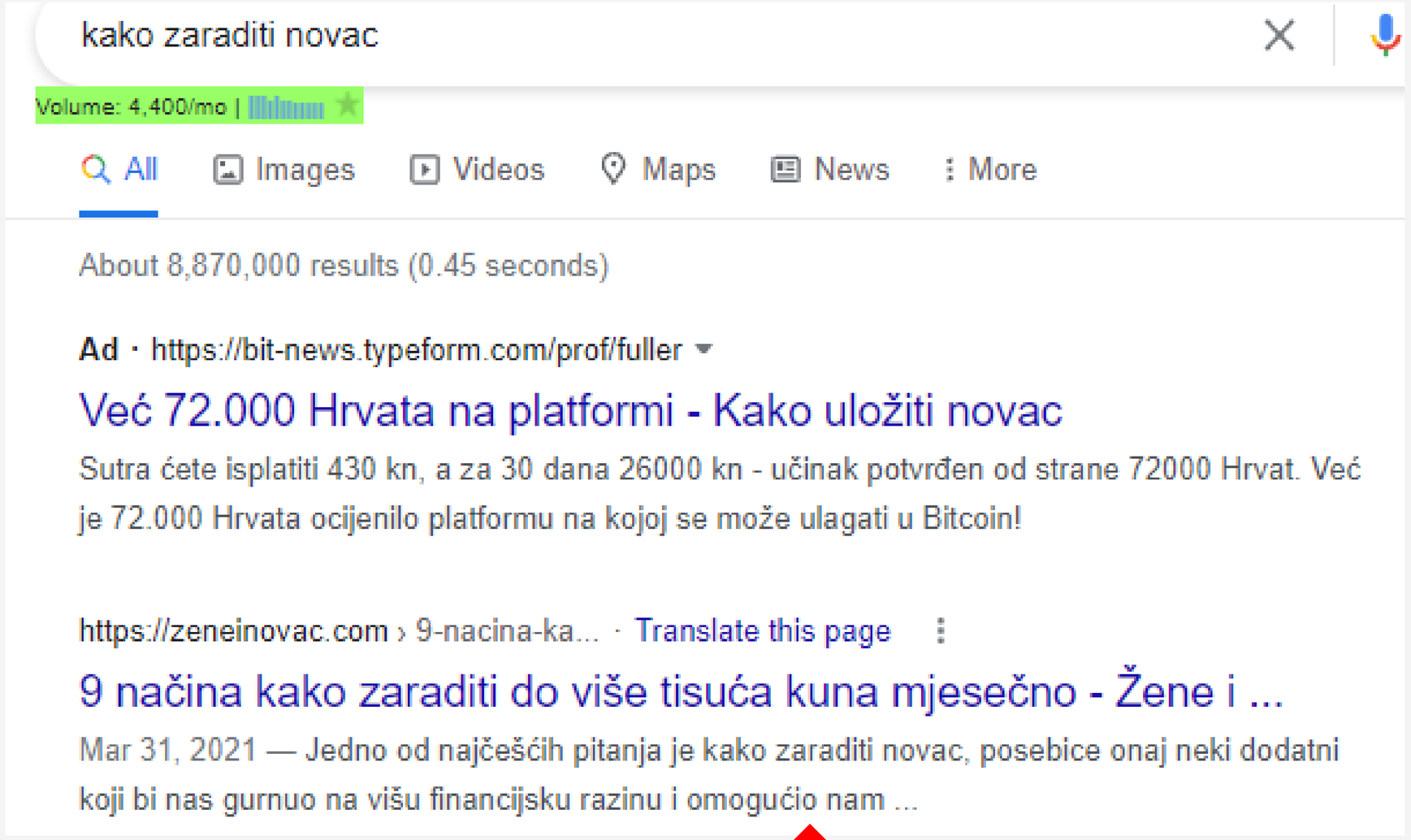
Volume: 74,000/mo

Google

lidl radno vrijeme

Volume: 33,100/mo

41.45%
OF ALL ACLICKS GO TO NON PAID SEO RESULTS

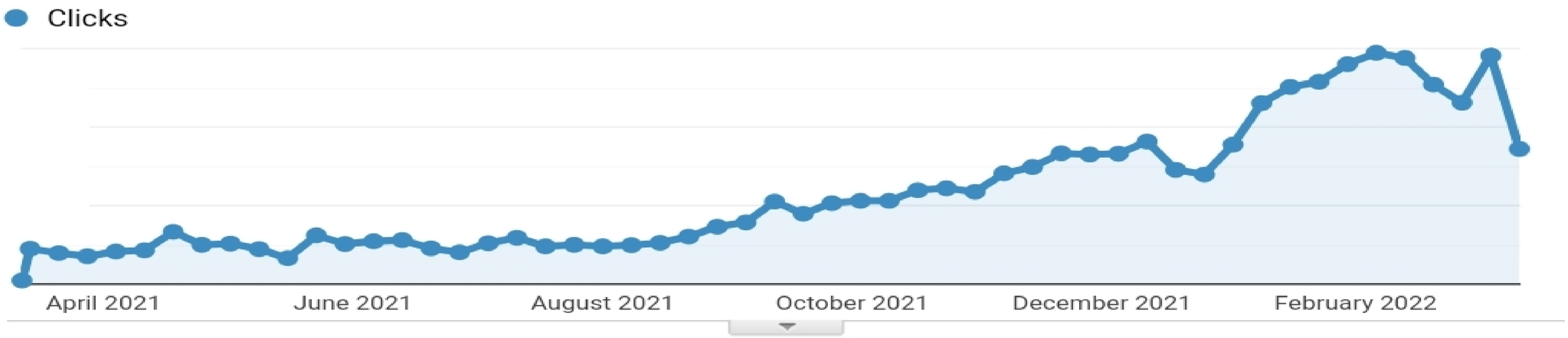


THIS GETS MOST CLICKS – 33% OF ALL ORGANIC CLICKs

Search Console

Clicks vs. Select a metric

Day Week Month



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

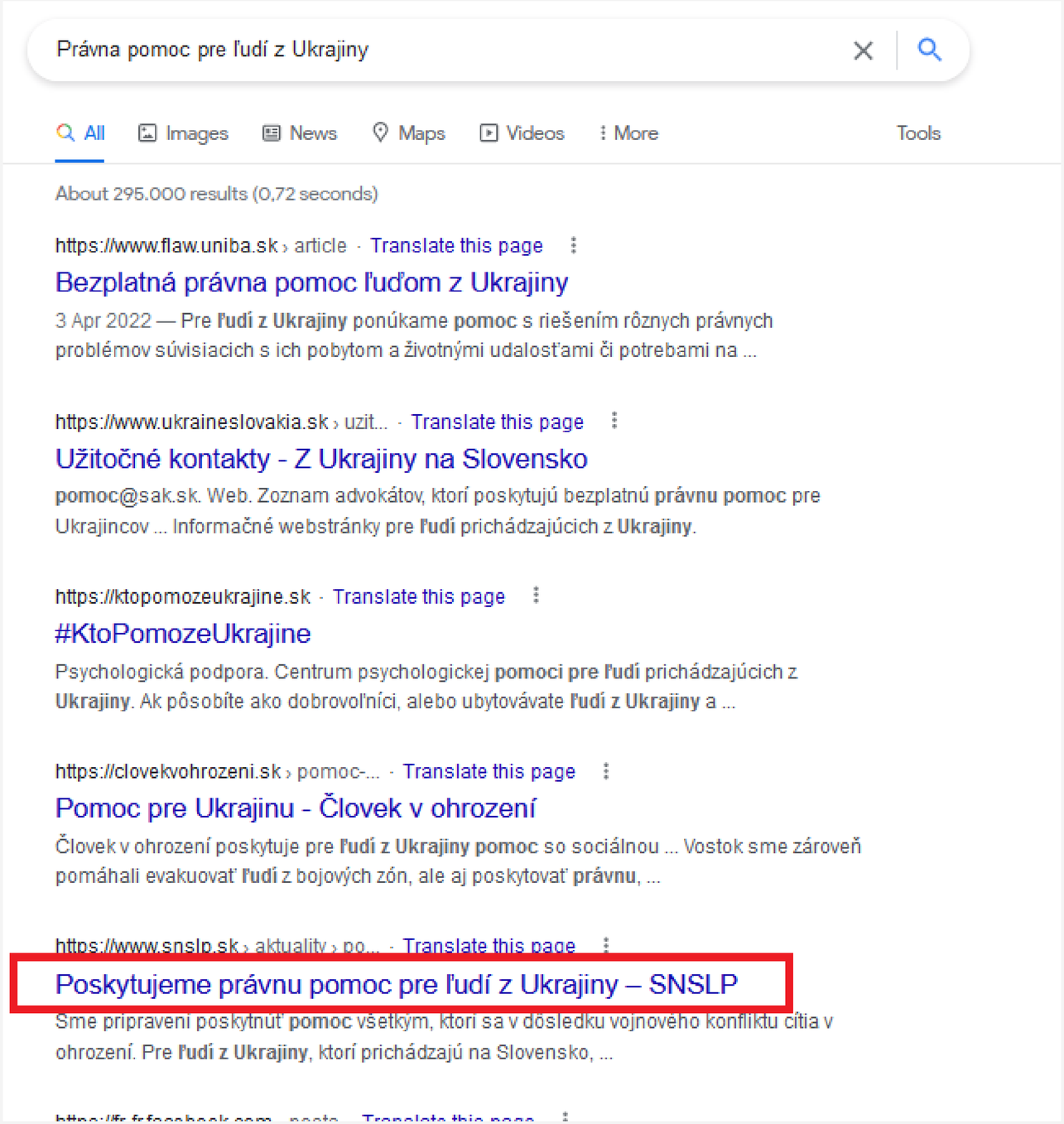
Unless you have a never-ending bag of money for paid acquisition, content should be your biggest marketing play.

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



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

SEO CONTENT WRITING

Copywriting

SHORT, CATCHY, MUST PROVOKTE INTEREST OR BE REMEMBERED

DON'T JUST WRITE.

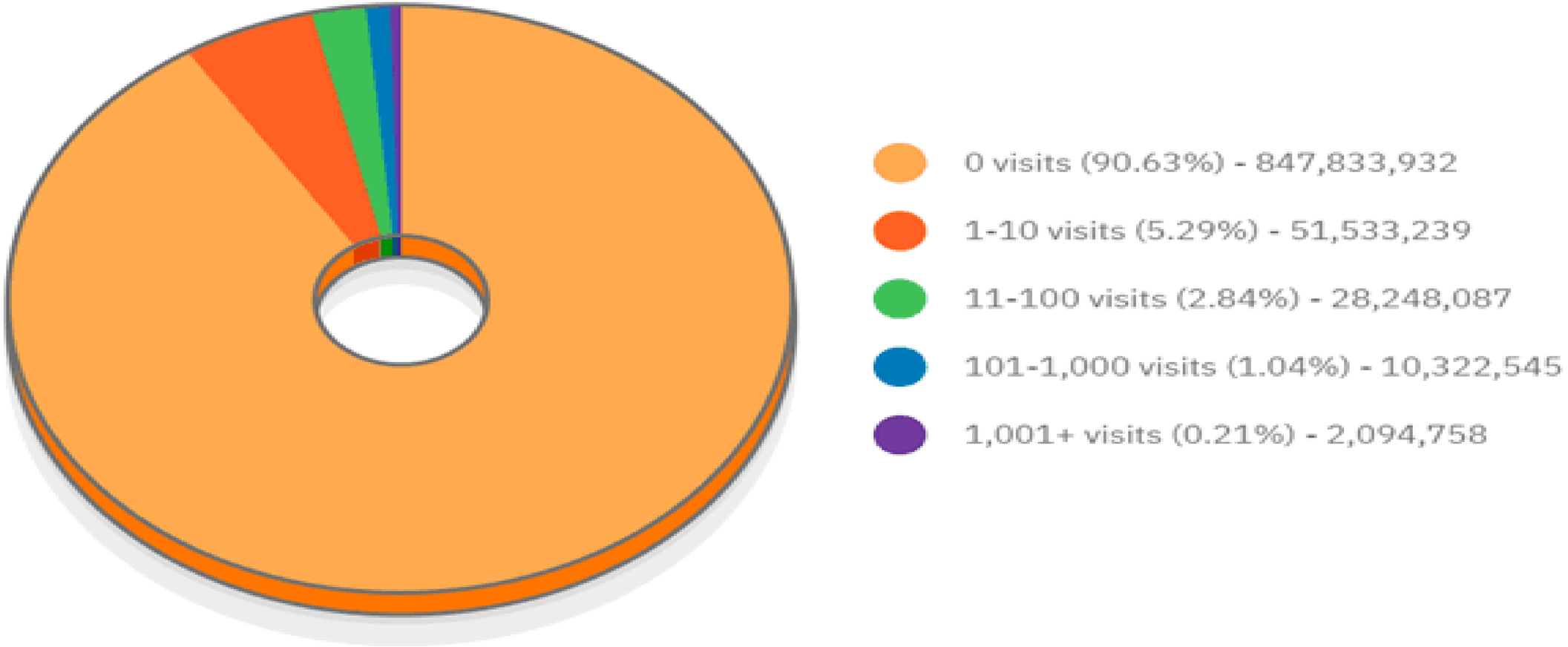
What to do if you are a victim or have knowledge of discriminatory practices?

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



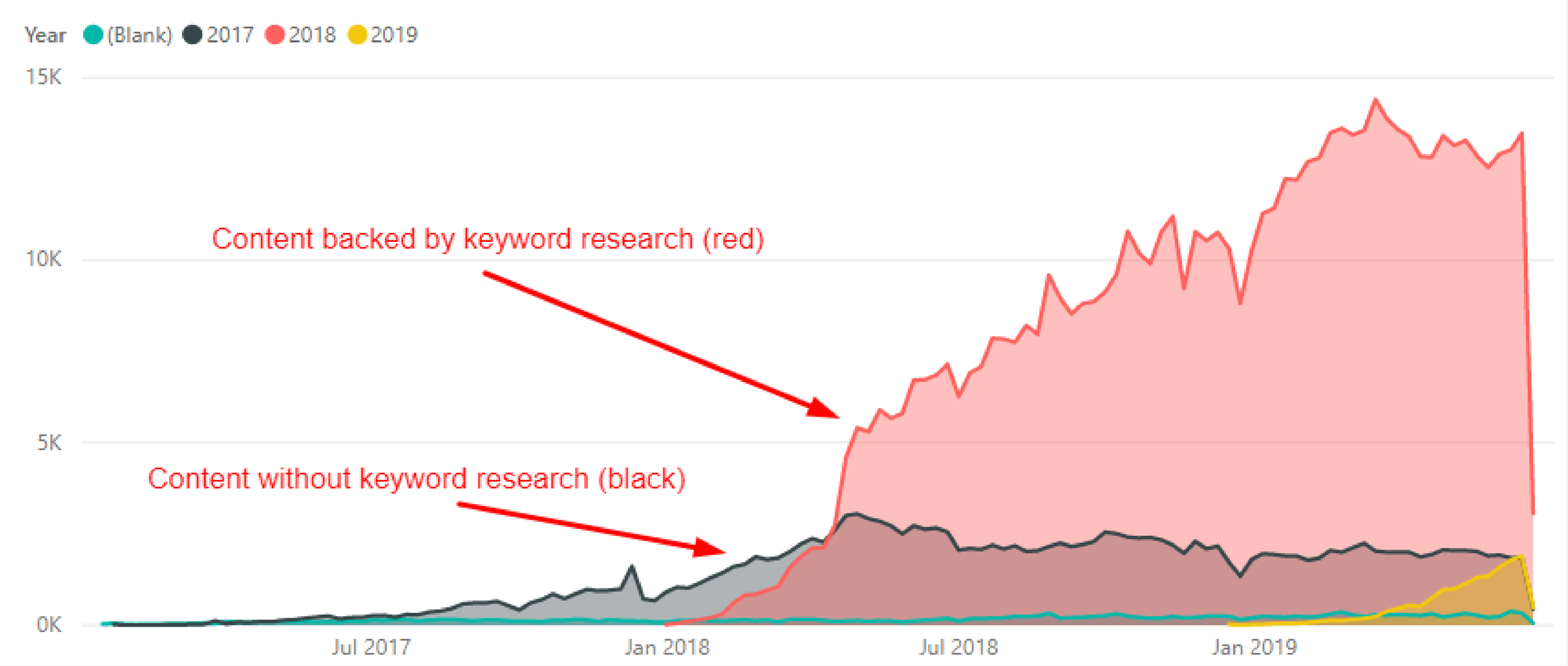
(based on a study of over one billion pages in Ahrefs' Content Explorer index)

ahrefs

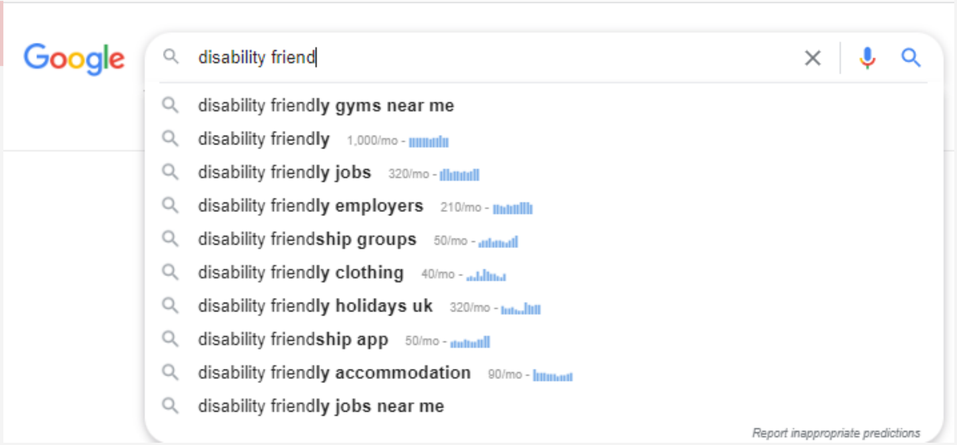
USELESS
NETFLIX

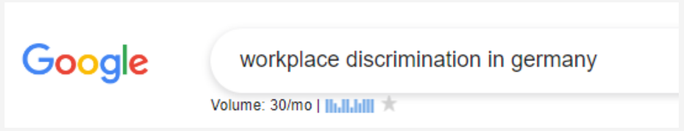
Ok, so what can we do then?

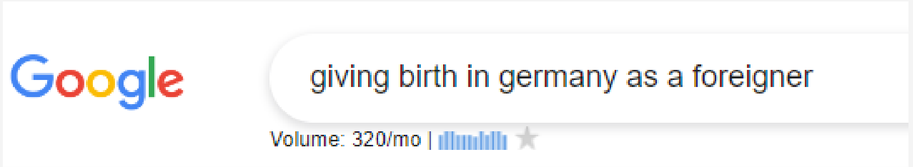
And something that will stay and bring value for a long time



SEO CONTENT WRITING IS ALL ABOUT PEOPLE.



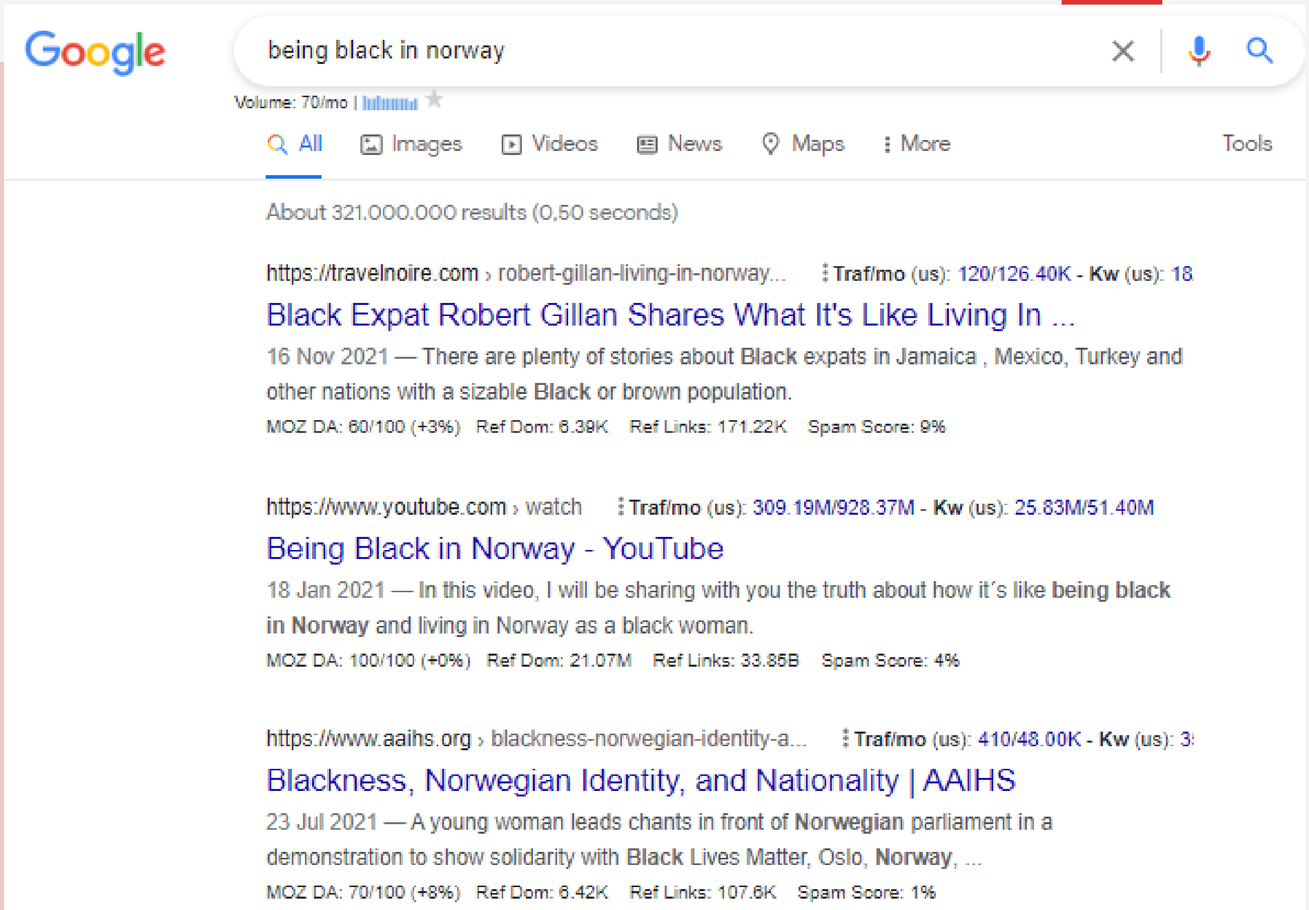


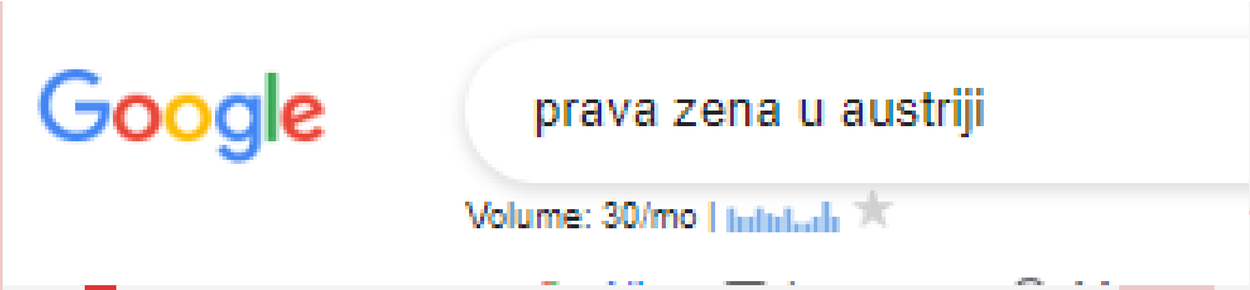


PEOPLE TELL US

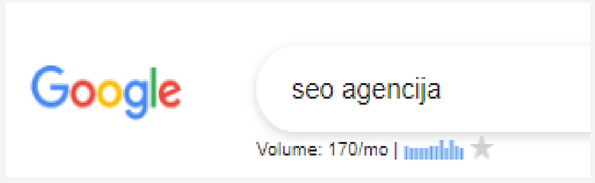
WHAT THEY WANT TO KNOW (IN THEIR LANGUAGE)

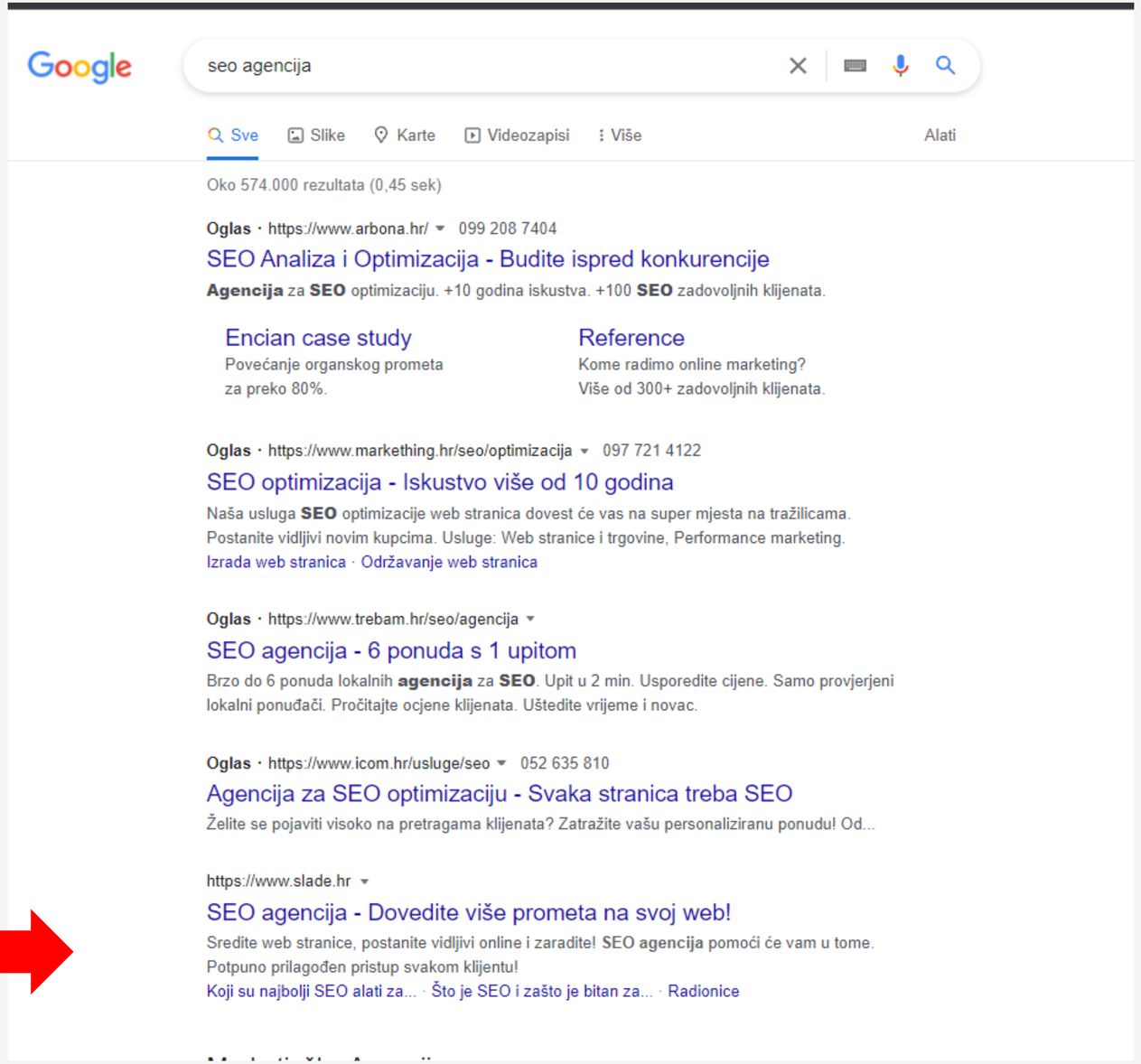
L:





MOTIVATION TO CLICK IS HIGH!





LET'S CREATE CONTENT THAT SERVES PEOPLE

68% of online experiences begin with a search engine

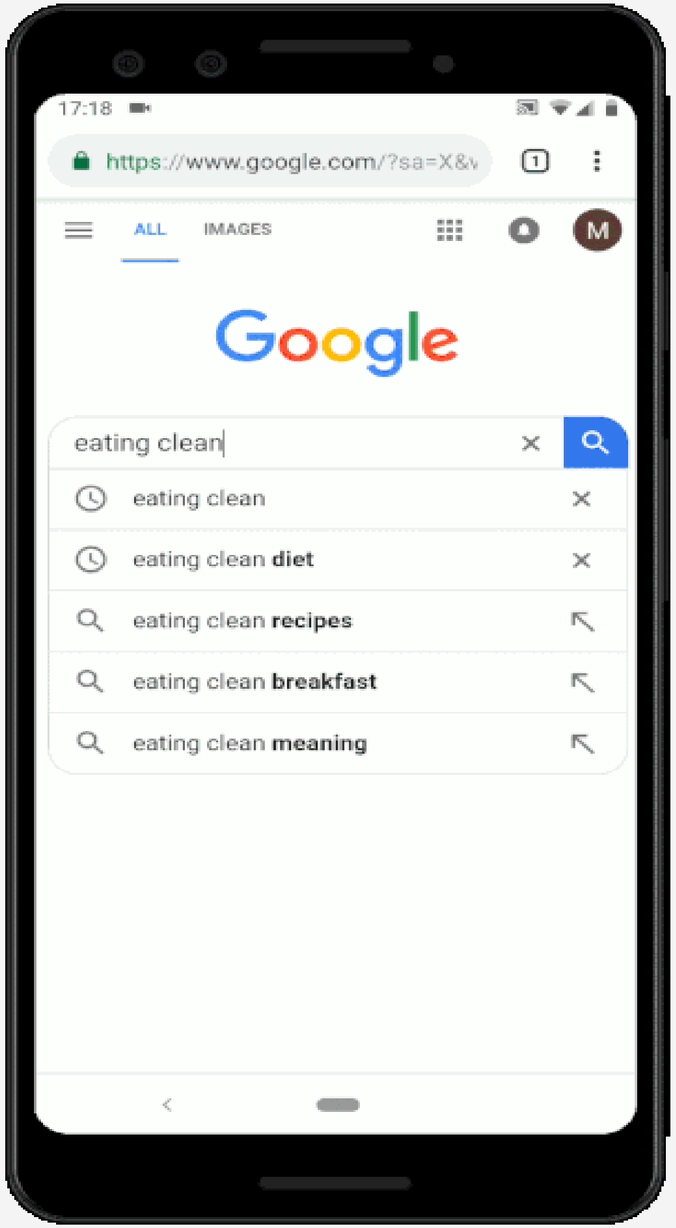
(source: brigghtedge.com)

slade

HOW DO I DO THAT?
#CHICAGOPD
NBC

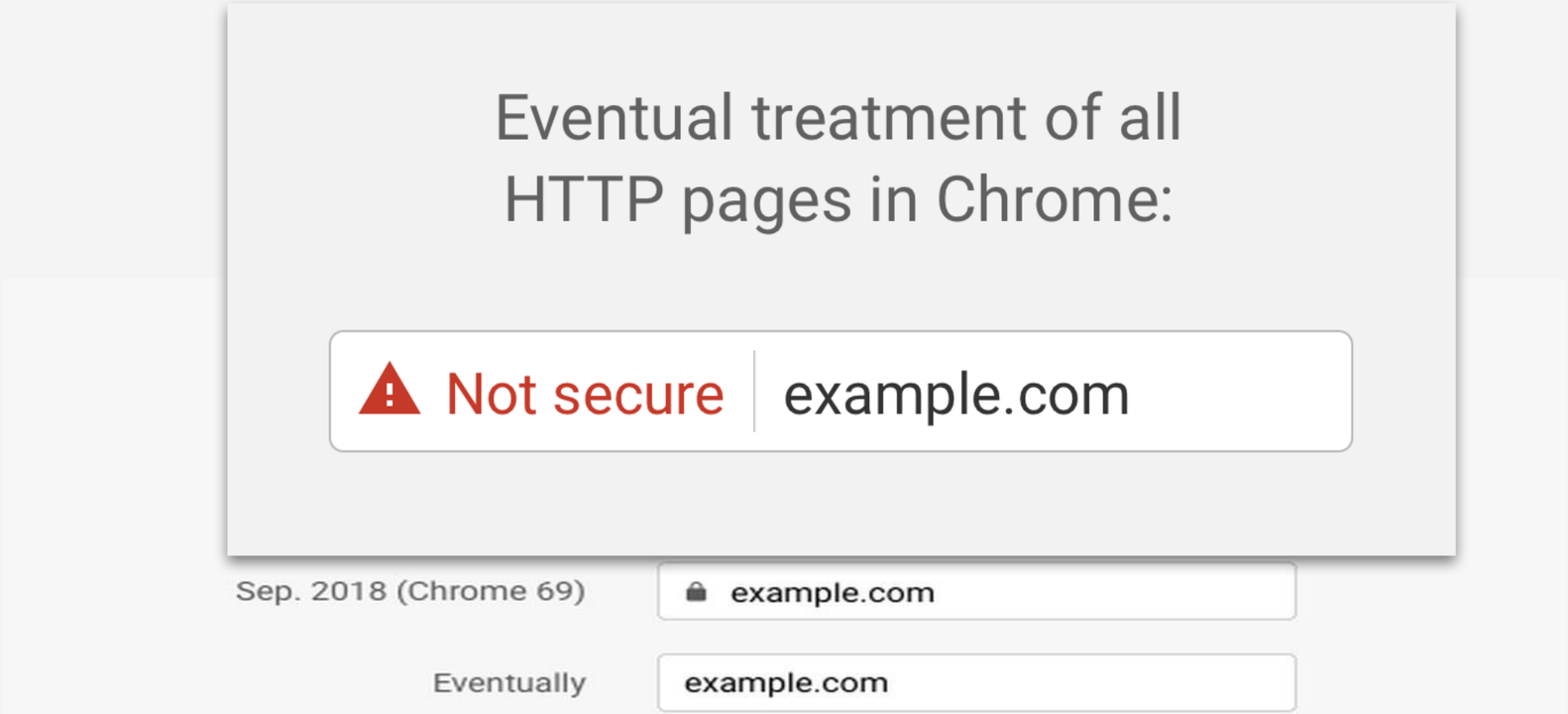
SEO ranking factors

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



And many many more

Security (https)

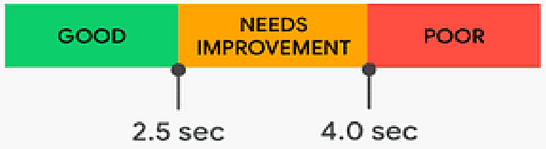


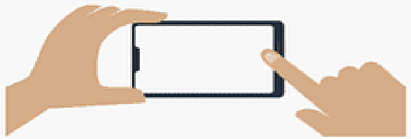
Core Web Vitals

(Loading)

LCP

Largest Contentful Paint

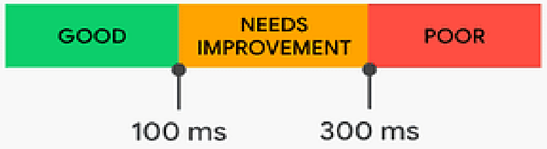


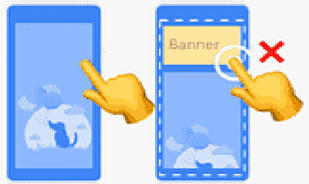


(Interactivity)

FID

First Input Delay

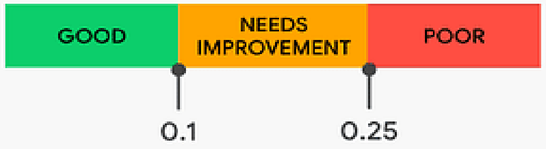




(Visual Stability)

CLS

Cumulative Layout Shift



LCP- loading time

FID ili TBT – time between a click and action

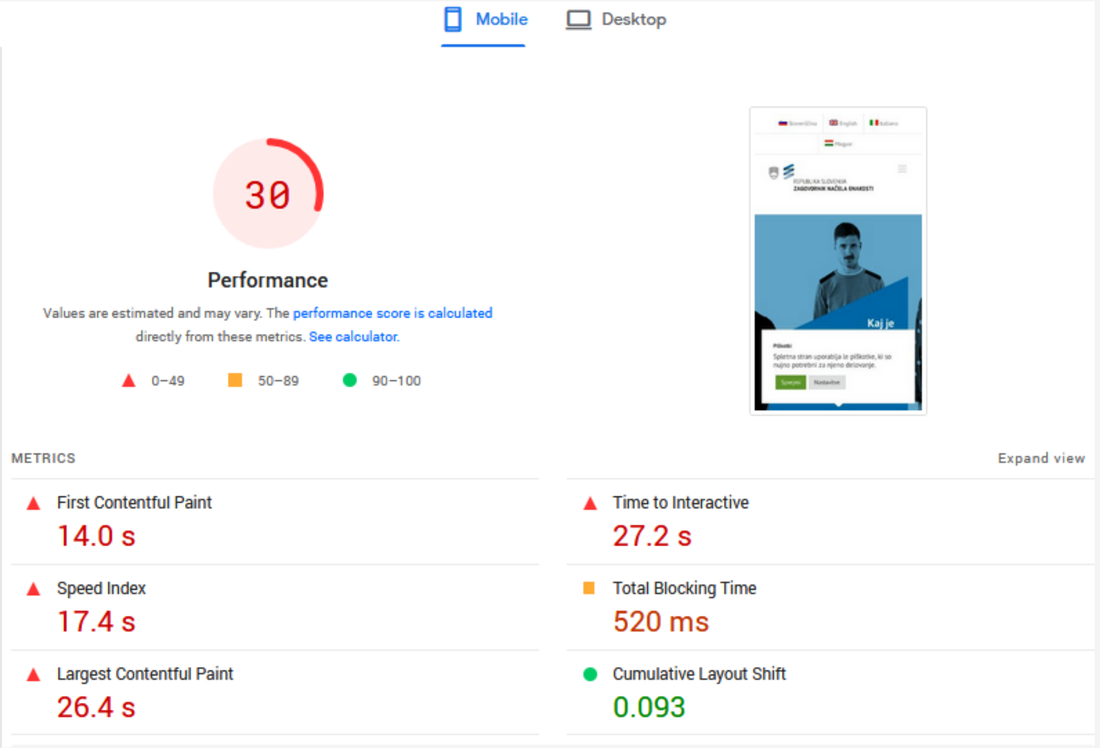
CLS- how stable are elements on a webpage

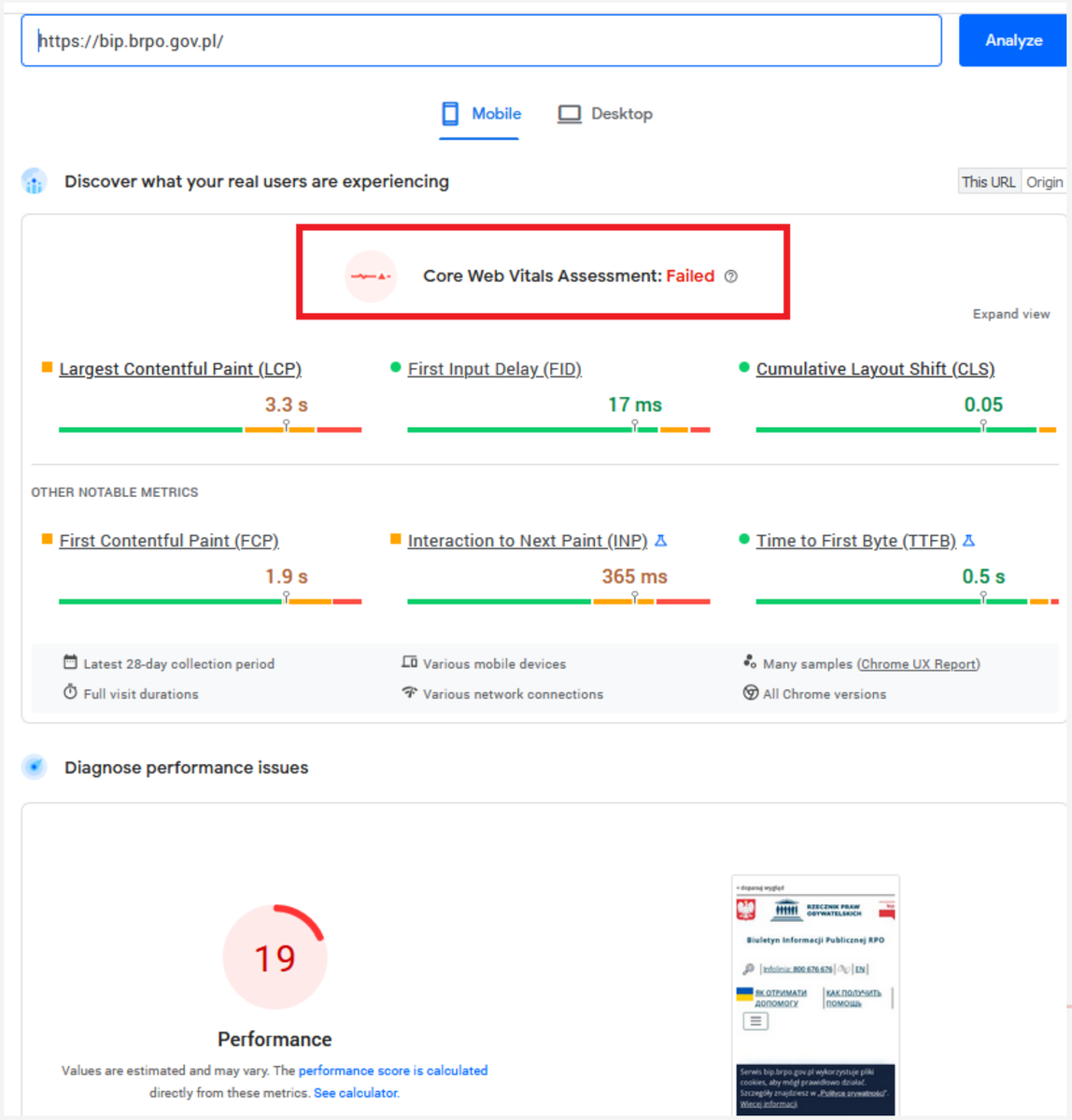
Page speed – LCP

- 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

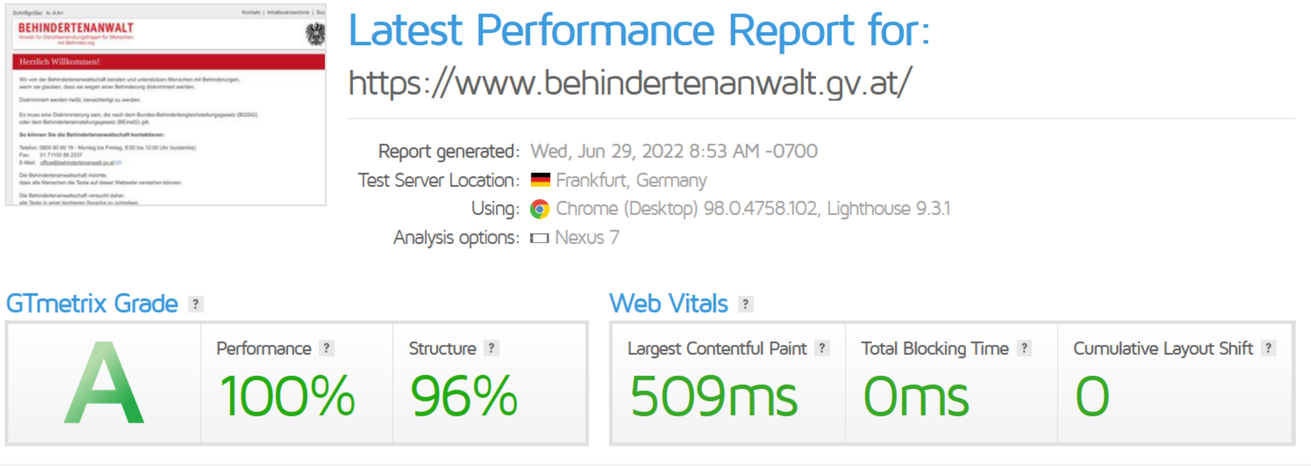
GTmetrix Grade

C

Performance	Structure
73%	77%

Web Vitals

Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
1.2s	303ms	0.37



Latest Performance Report for:

https://www.behindertenanwalt.gv.at/

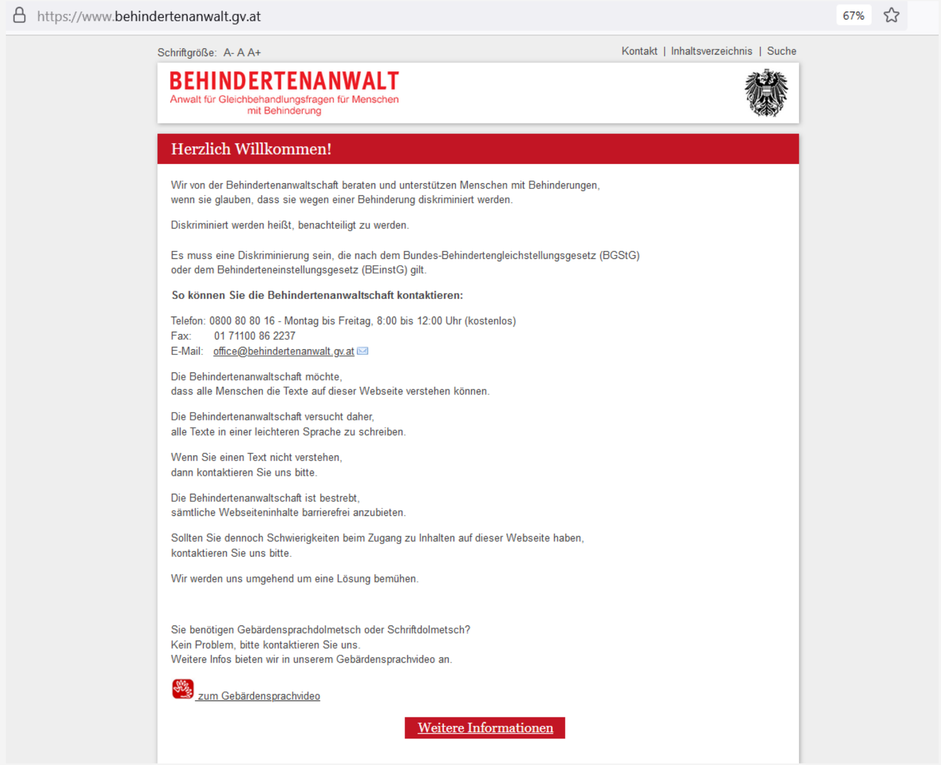
Report generated: Wed, Jun 29, 2022 8:53 AM -0700
Test Server Location: Frankfurt, Germany
Using: Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1
Analysis options: Nexus 7

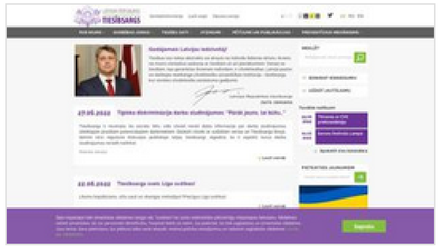
GTmetrix Grade

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 ?

	Performance ?	Structure ?
A	91%	95%

Web Vitals ?

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

Latest Performance Report for:

https://www.ldo.no/

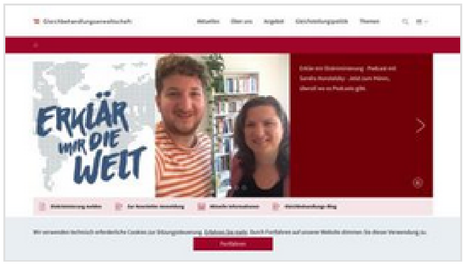
Report generated: Tue, Jun 28, 2022 1:44 PM -0700
Test Server Location: Frankfurt, Germany
Using: Chrome (Desktop) 98.0.4758.102, Lighthouse 9.3.1

GTmetrix Grade ?

	Performance ?	Structure ?
B	95%	71%

Web Vitals ?

Largest Contentful Paint ?	Total Blocking Time ?	Cumulative Layout Shift ?
1.1s	36ms	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	Structure
	86%	88%

Web Vitals

Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
919ms	145ms	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	Structure
	84%	57%

Web Vitals

Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
1.7s	0ms	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

	Performance	Structure
D	69%	70%

Web Vitals

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

	Performance	Structure
D	50%	89%

Web Vitals

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

	Performance	Structure
E	44%	95%

Web Vitals

Largest Contentful Paint	Total Blocking Time	Cumulative Layout Shift
2.6s	789ms	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	Structure
	20%	57%

Web Vitals

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

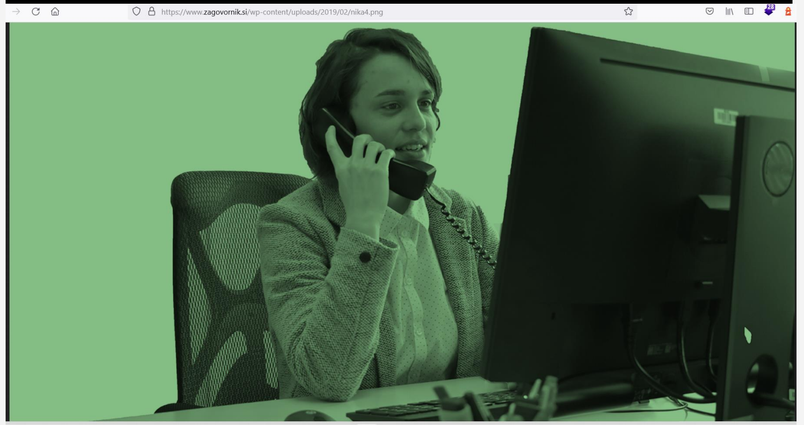
Top Issues

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

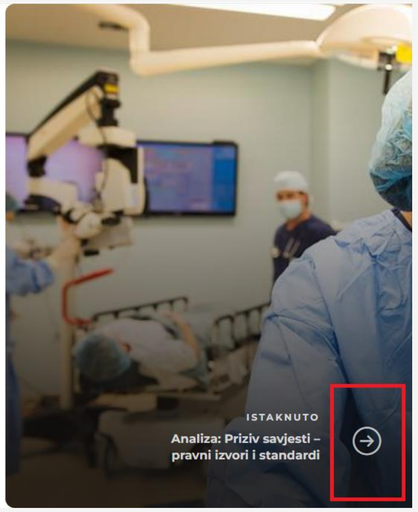
Factors impacting your loading time:

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



Remove those sliders

Not-user friendly+ waste time



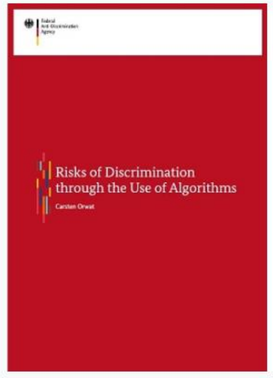
Publications

Annual Report 2020

PDF, File does not meet accessibility standards, 4MB

Download Order

More



Risks of Discrimination through the Use of Algorithms

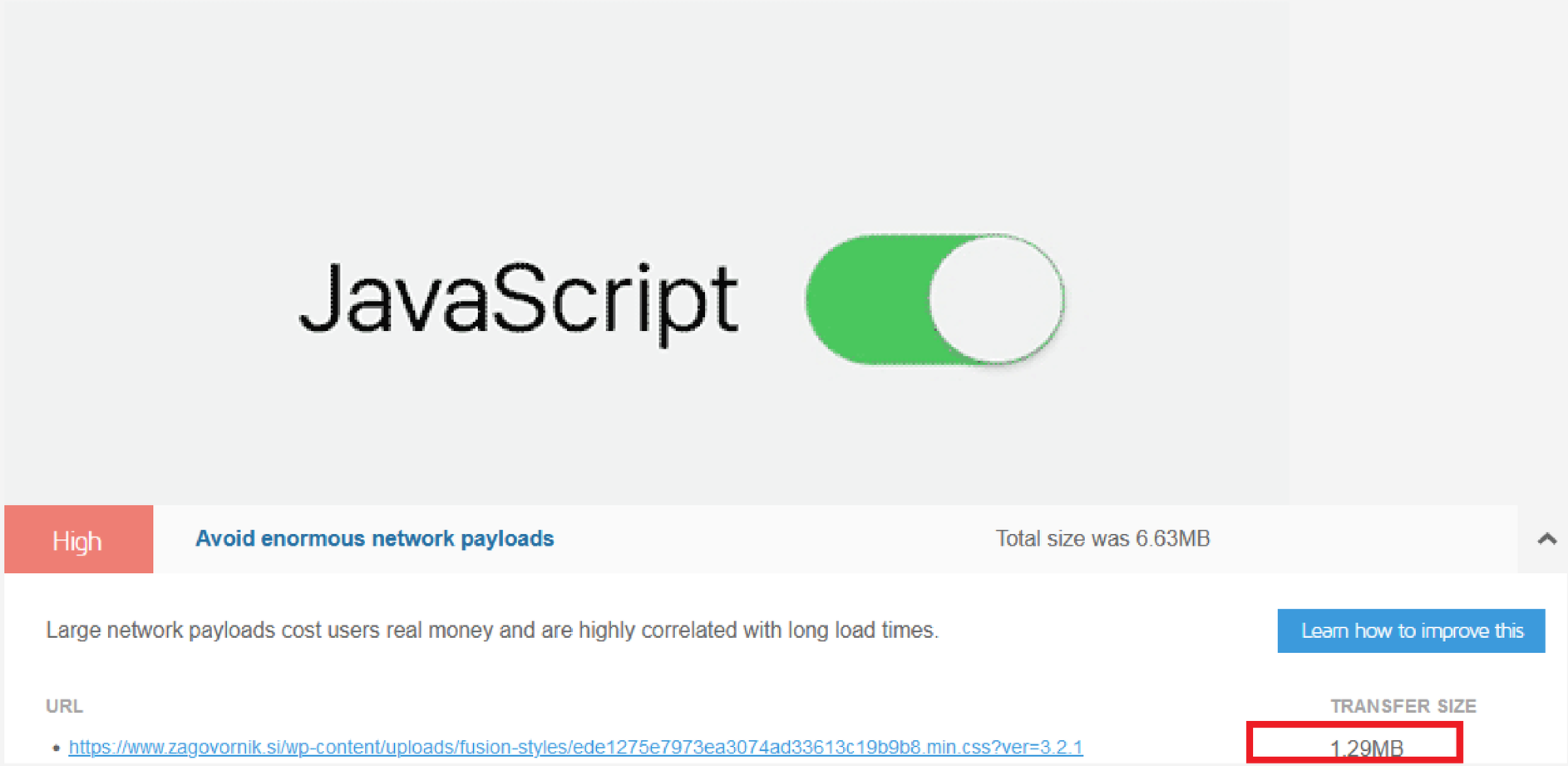
PDF, File does not meet accessibility standards, 986KB

Download More

Pop ups

Let them show up 60 seconds after the initial loading

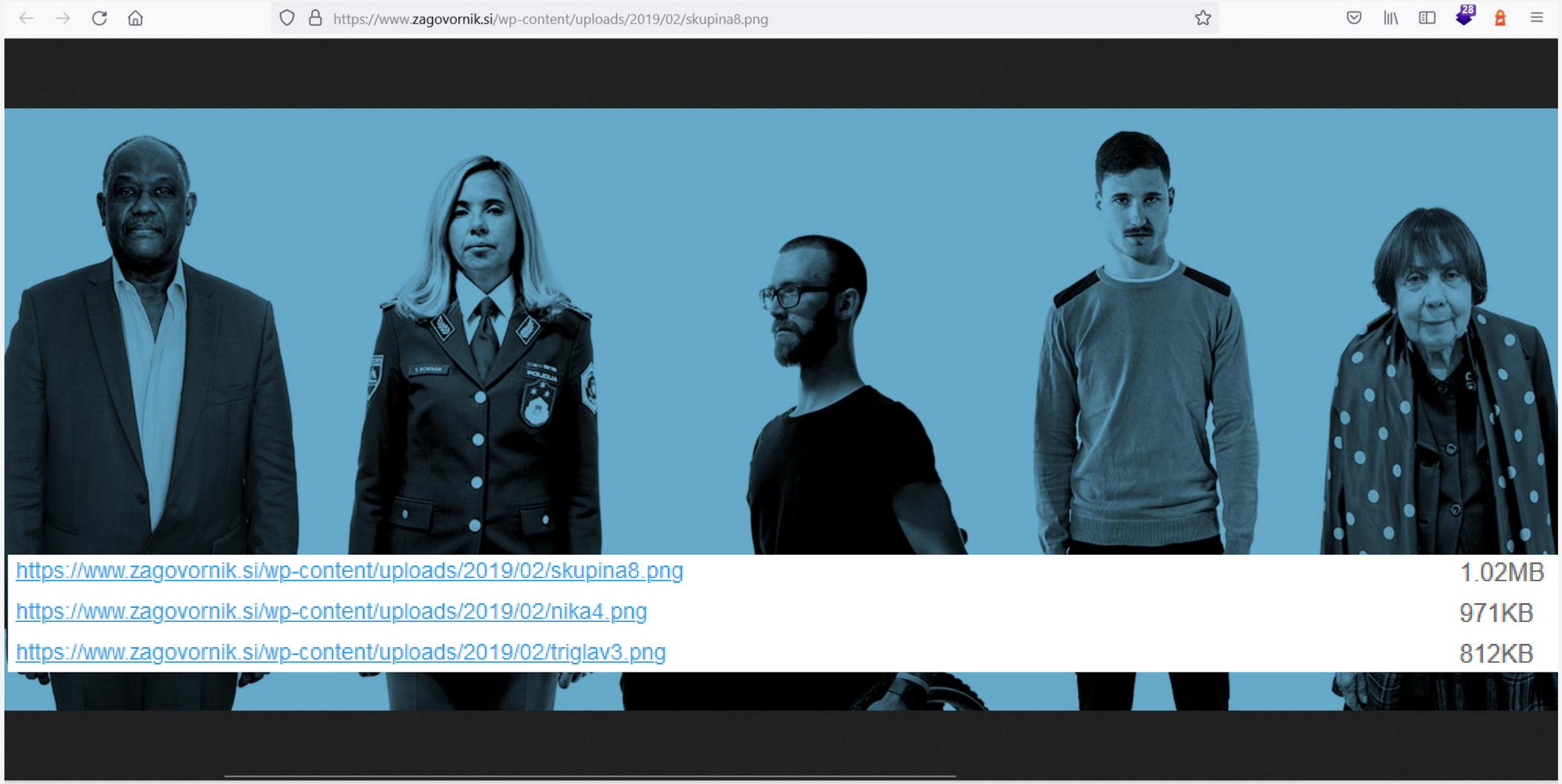
Clean javascript (usually plugins-related issue)



Clean javascript

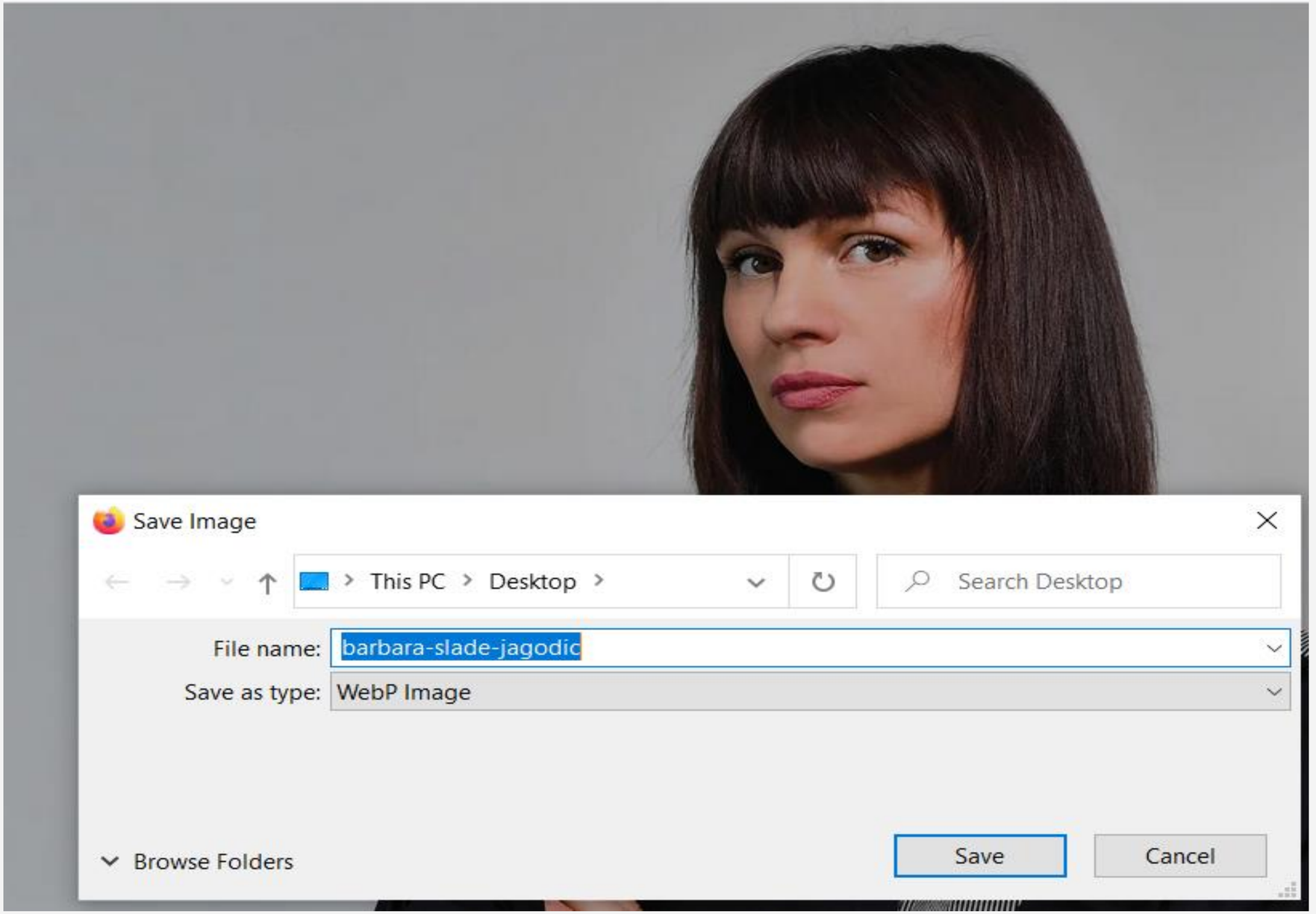
```
@font-face {
  font-family: 'PT Sans';
  font-style: italic;
  font-weight: 400;
  src: url(https://fonts.gstatic.com/s/ptsans/v17/ji                9u79D0e0ysmOAjcQ-woy.woff) format('woff');
  unicode-range: U+0460-052F, U+1C80-1C88, U+20B4, U                , U+A640-A69F, U+FE2E-FE2F;
}
/* cyrillic */
@font-face {
  font-family: 'PT Sans';
  font-style: italic;
  font-weight: 400;
  src: url(https://fonts.gstatic.com/s/ptsans/v17                To99u79D0e0w8mOAjcQ-woy.woff) format('woff');
  unicode-range: U+0301, U+0400-045F, U+0490-                04B1, U+2116;
}
/* latin-ext */
@font-face {
  font-family: 'PT Sans';
  font-style: italic;
  font-weight: 400;
  src: url(https://fonts.gstati                D0e0ycmOAjcQ-woy.woff) format('woff');
  unicode-range: U+0100-024F,                20AB, 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://fo                x8mOAjcQ-w.woff) format('woff');
  unicode-range: U+0                U+02DA, U+02DC, U+2000-206F, U+2074, U+20AC, U+2122, U+2191, U+
}
/* cyrillic-ext *
@font-face {
  font-family:
  font-style:
  font-weight: 70
  src: url(https://fon                off');
  unicode-range: U+0460-052F, U+1C8
}
/* cyrillic */
@font-face {
  font-family: 'PT Sans';
  font-style: italic;
  font-weight: 700;
  src: url(https://fonts.gstatic.com/s/ptsans/v17/jizdRExUiTo99u79D0e8fOydKxUb0TA7i2bI.woff) format('woff');
  unicode-range: U+0301, U+0400-045F, U+0490-0491, U+04B0-04B1, U+2116;
}
```

Make photos less heavy



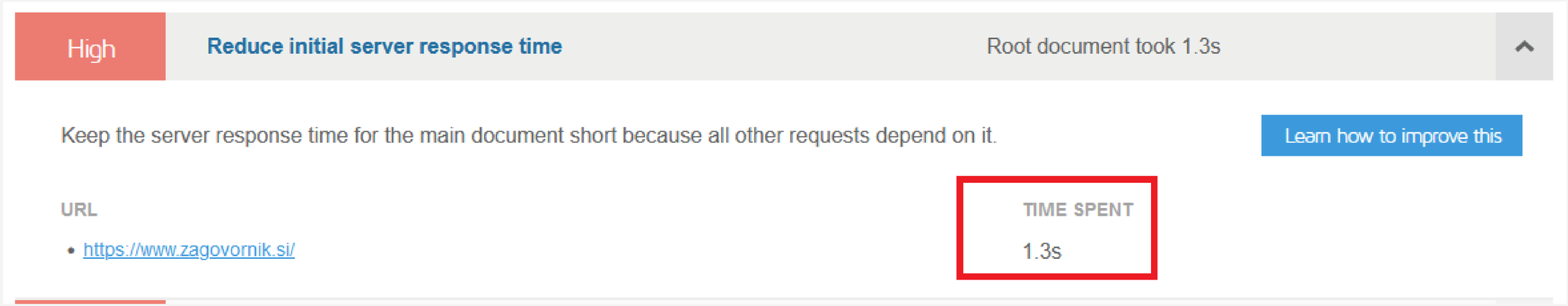
Use webp format

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



Change your hosting provider

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



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 društv. 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 B
@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...

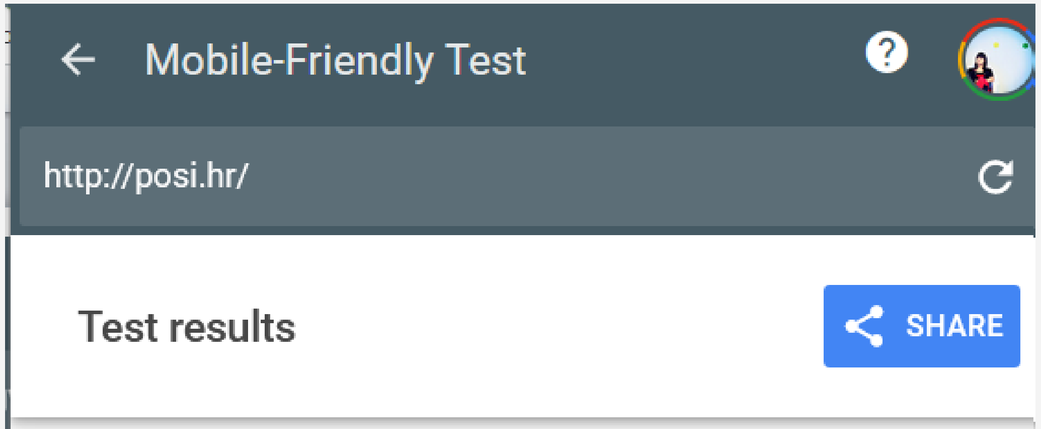
Možnost odvzema volilne pravi...
Zagovornik načela enakosti ocenj...
zagovornik.si

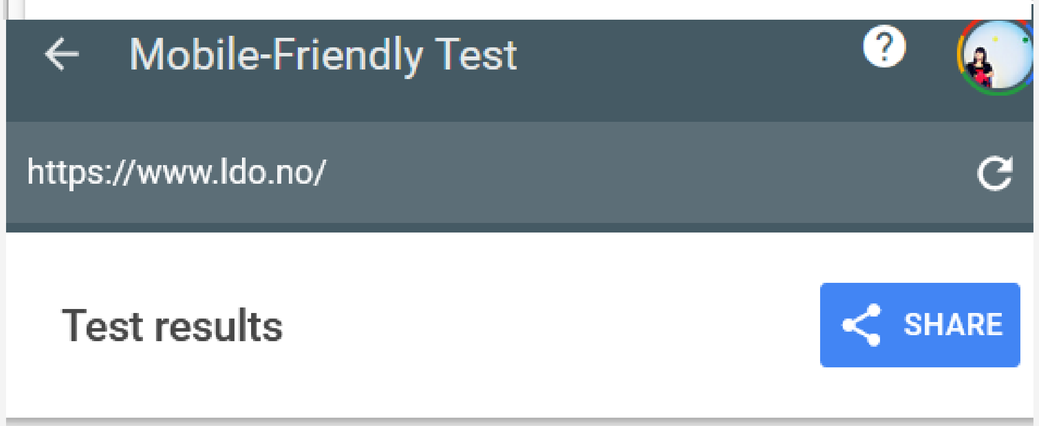
Jun 16, 2022

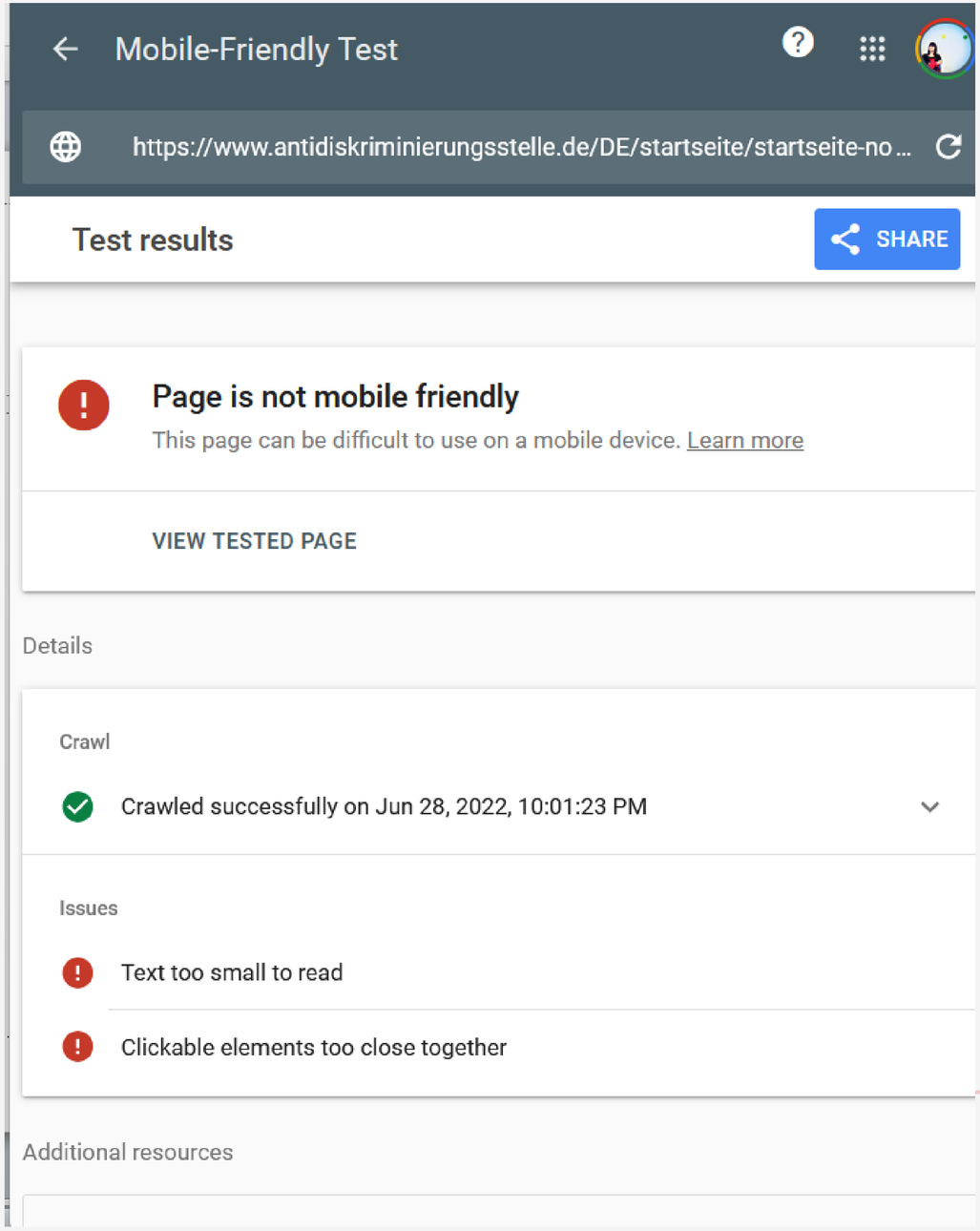
Mobile first index

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.


Mobile-Friendly Test
http://posi.hr/
Test results
SHARE
Page is mobile friendly
This page is easy to use on a mobile device. Learn more


Mobile-Friendly Test
https://www.ldo.no/
Test results
SHARE
Page is mobile friendly
This page is easy to use on a mobile device. Learn more


Mobile-Friendly Test
https://www.antidiskriminierungsstelle.de/DE/startseite/startseite-no ...
Test results
SHARE
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

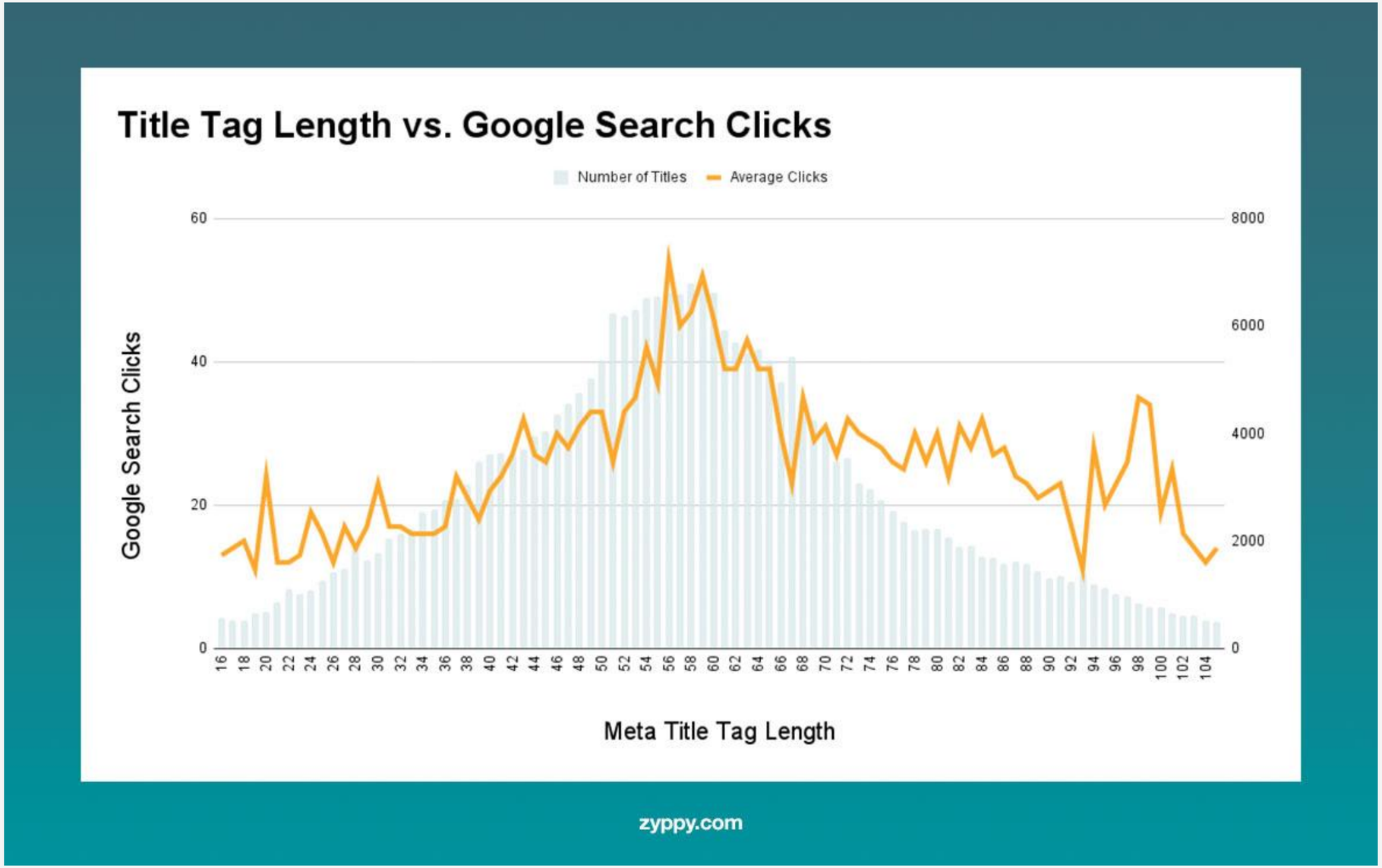
Headlines: title tag i H1

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:

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.antidiskriminierungsstelle.de › ... · Translate this page

Antidiskriminierungsstelle - 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

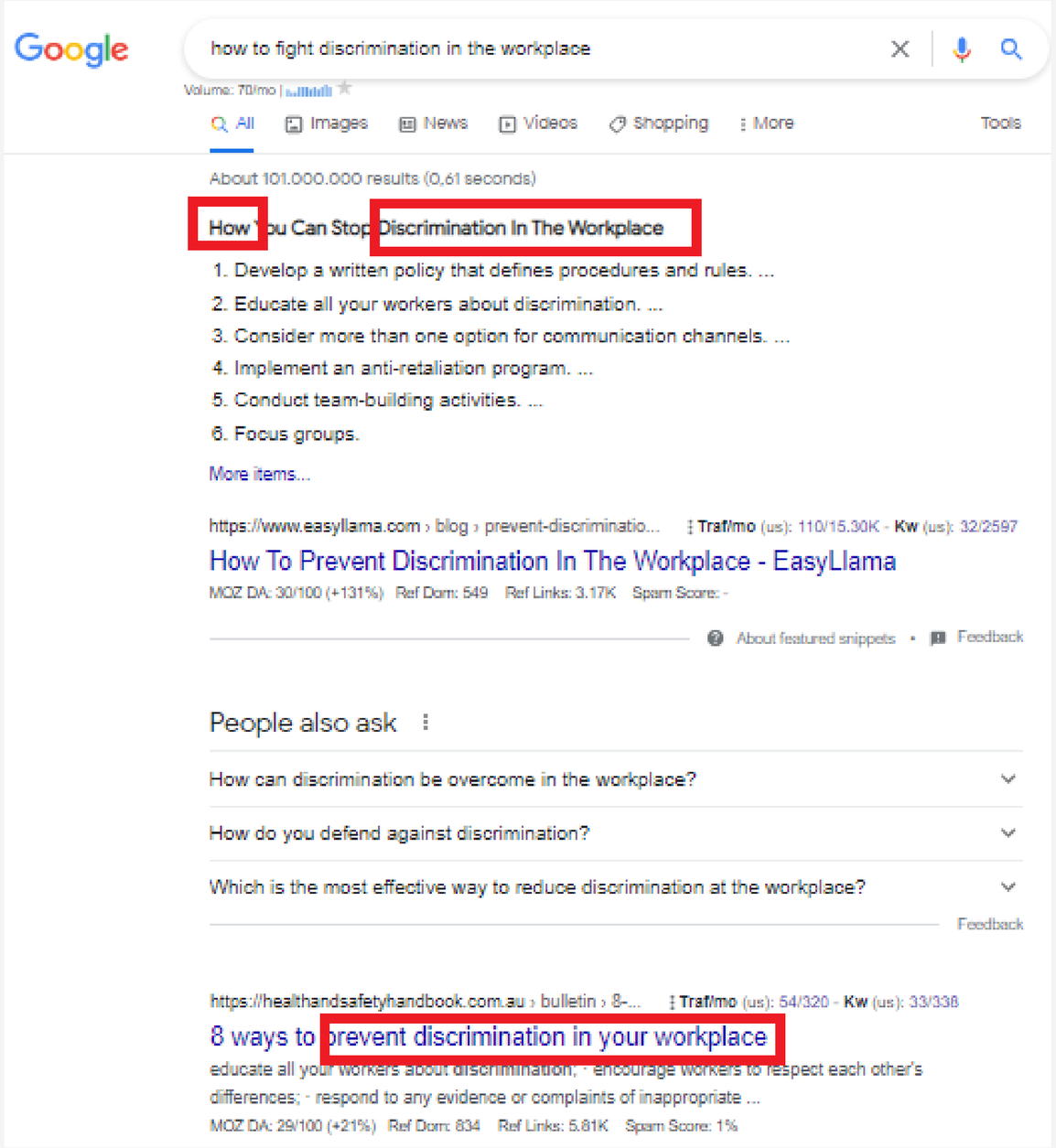
Lygybė

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

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

Keywords go to the front

- Synonims are ok!
- Google understands the search intent



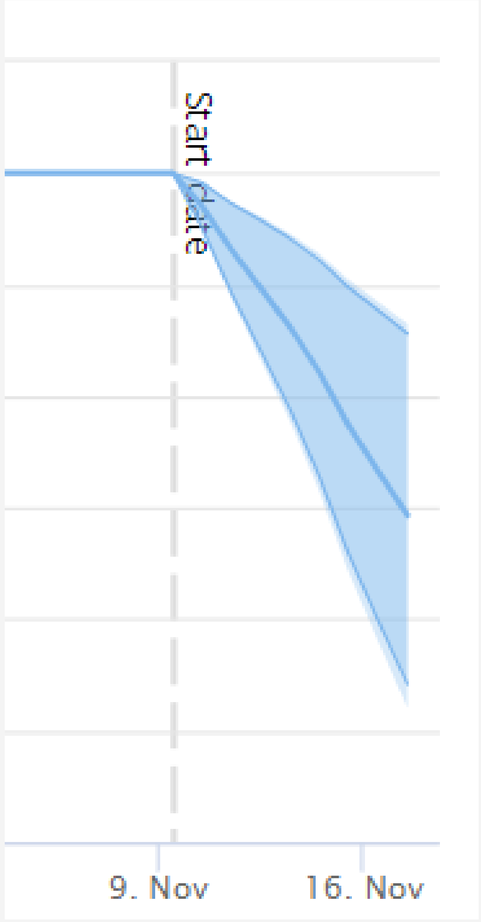
Numbers matter

www.fakeeditorialsite.com › Home › Indoor Plants

20 Best Plants for Your Desk | Fake Editorial Site

www.fakeeditorialsite.com › Home › Indoor Plants

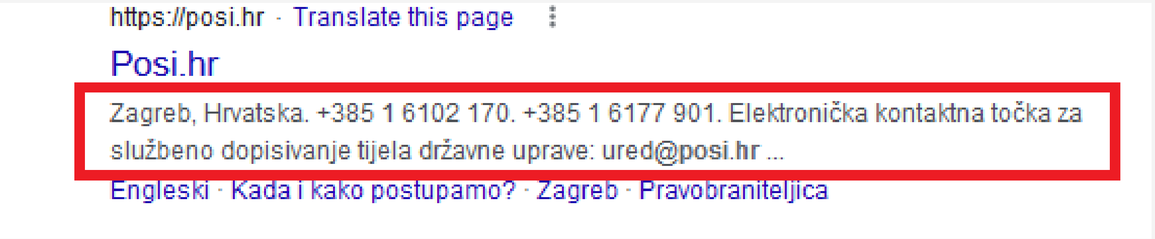
Best Plants for Your Desk | Fake Editorial Site

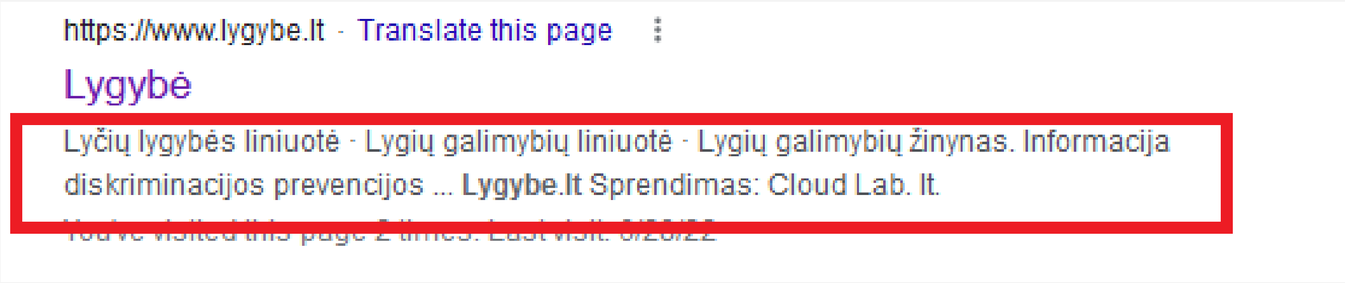


Metadescriptions:

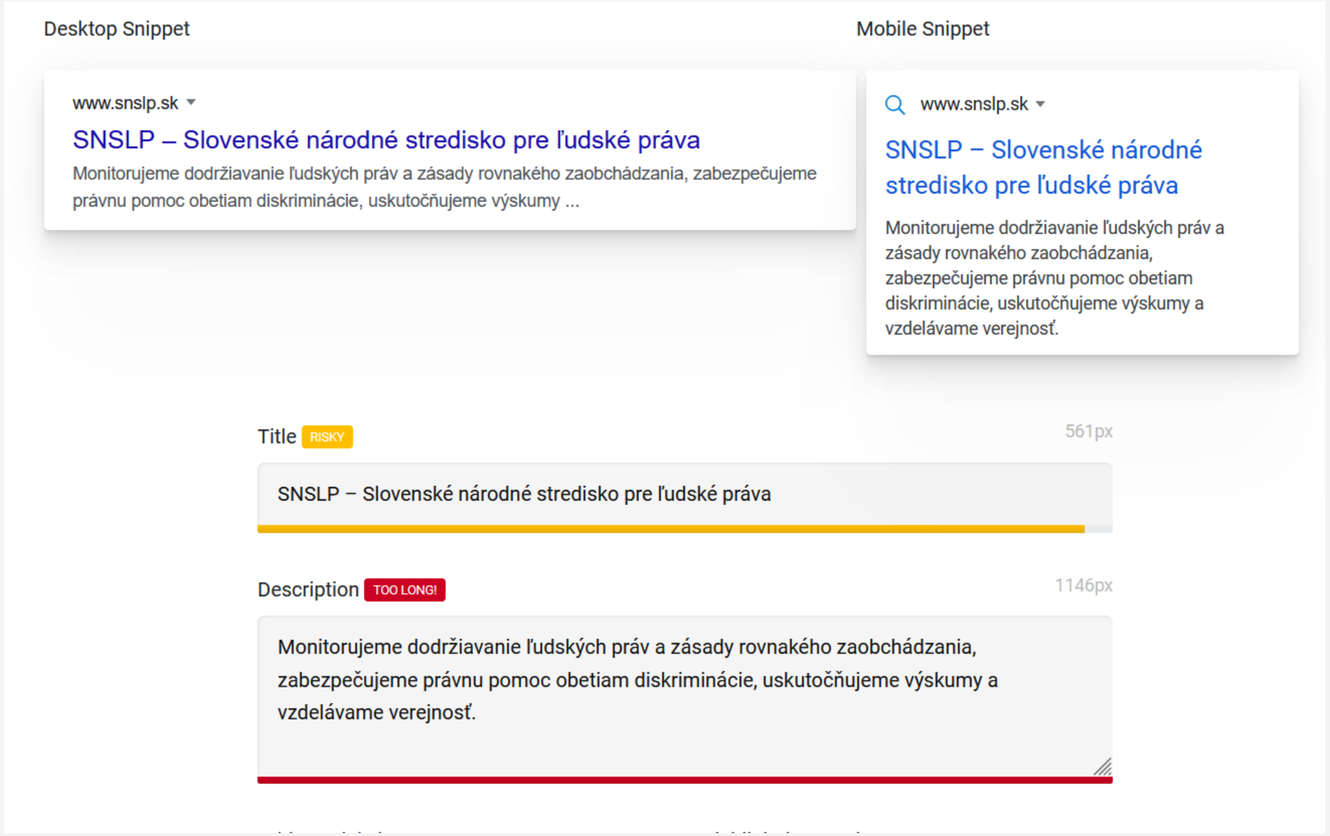
- 150-155 characters
- Unique for each webpage
- Use active voice (verb) and call-2-action
- Use relevant keywords

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





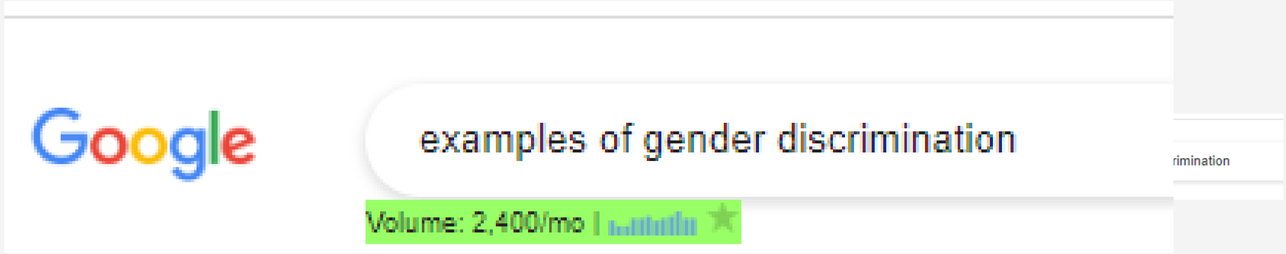
Check your titles and metadescriptions



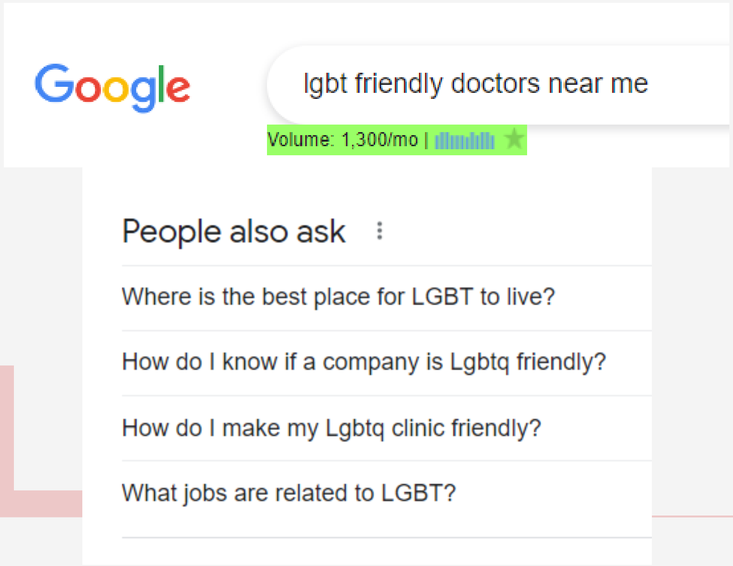
app.sistrix.com/en/serp-snippet-generator

Practice: Write a title tag and metadescription

- in English
- mention your location

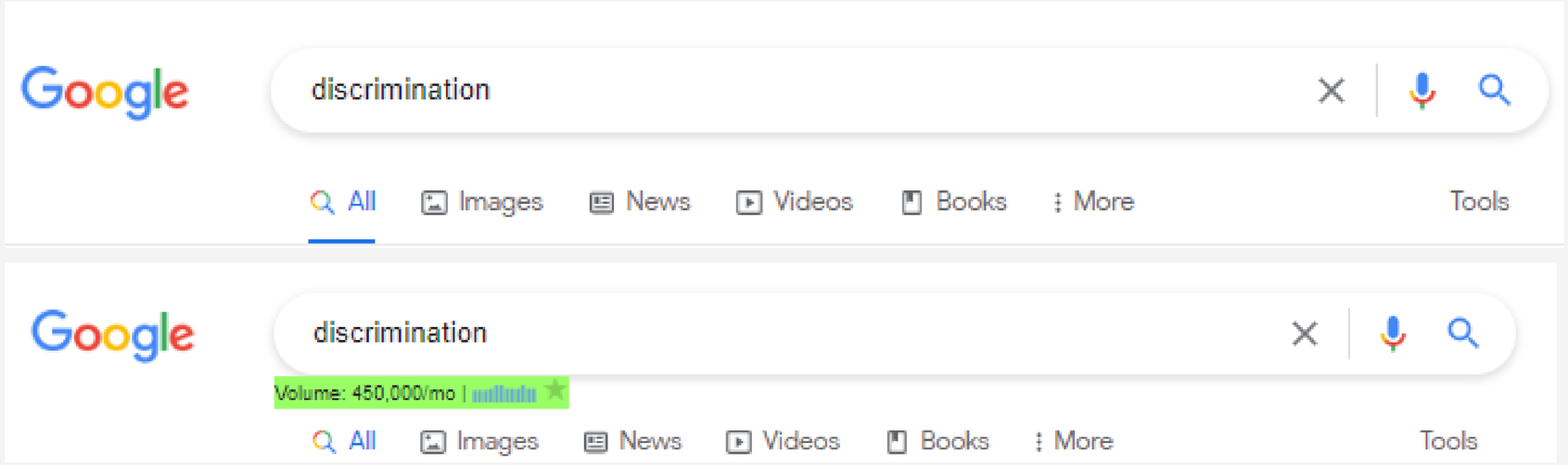


FIND OUT WHAT PEOPLE WANT

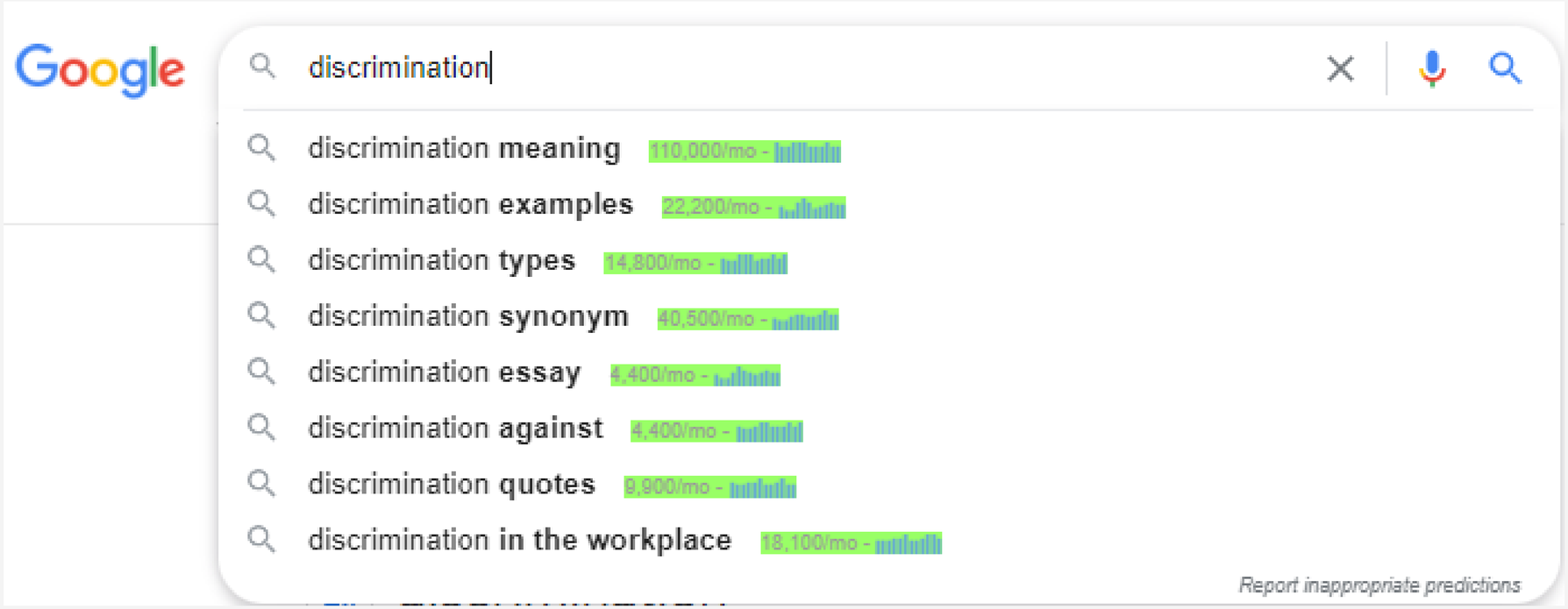


USE SEO TOOLS

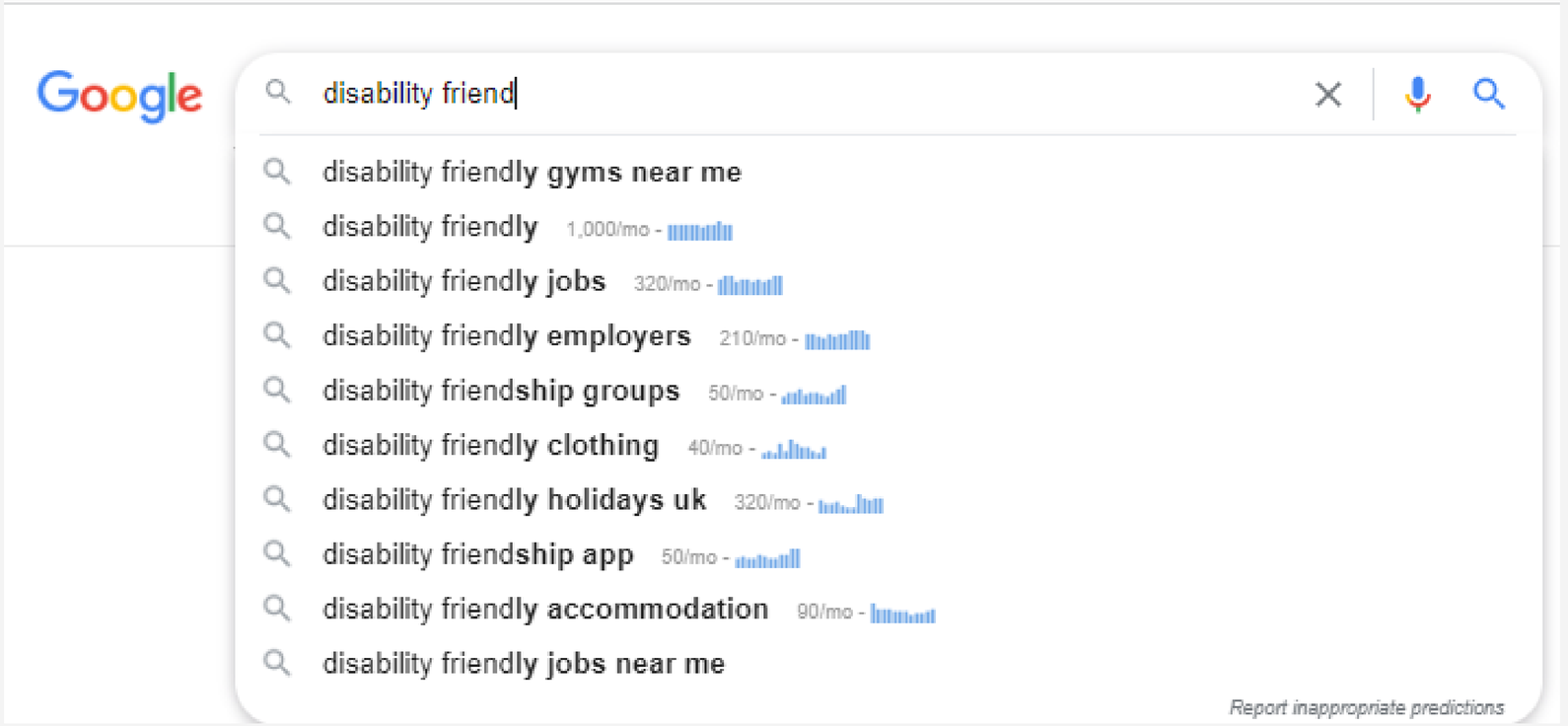
NO TOOLS= ASSUMPTION

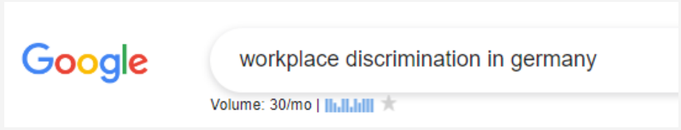


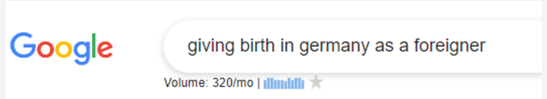
TOOLS=KNOW YOUR AUDIENCE



HOW DO PEOPLE SEARCH (IN SENTENCES)

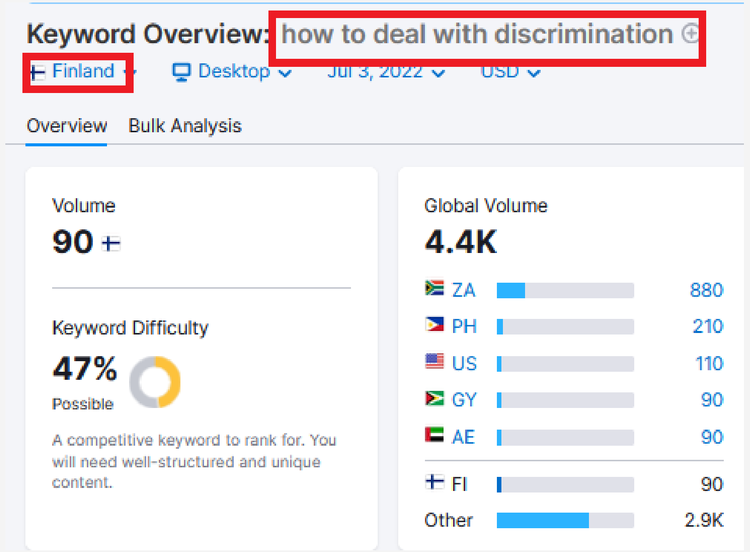


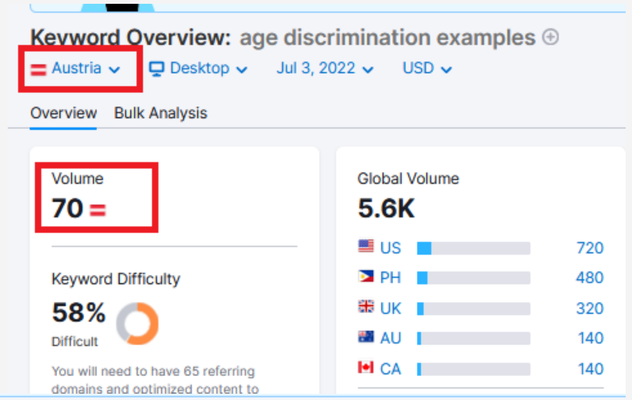


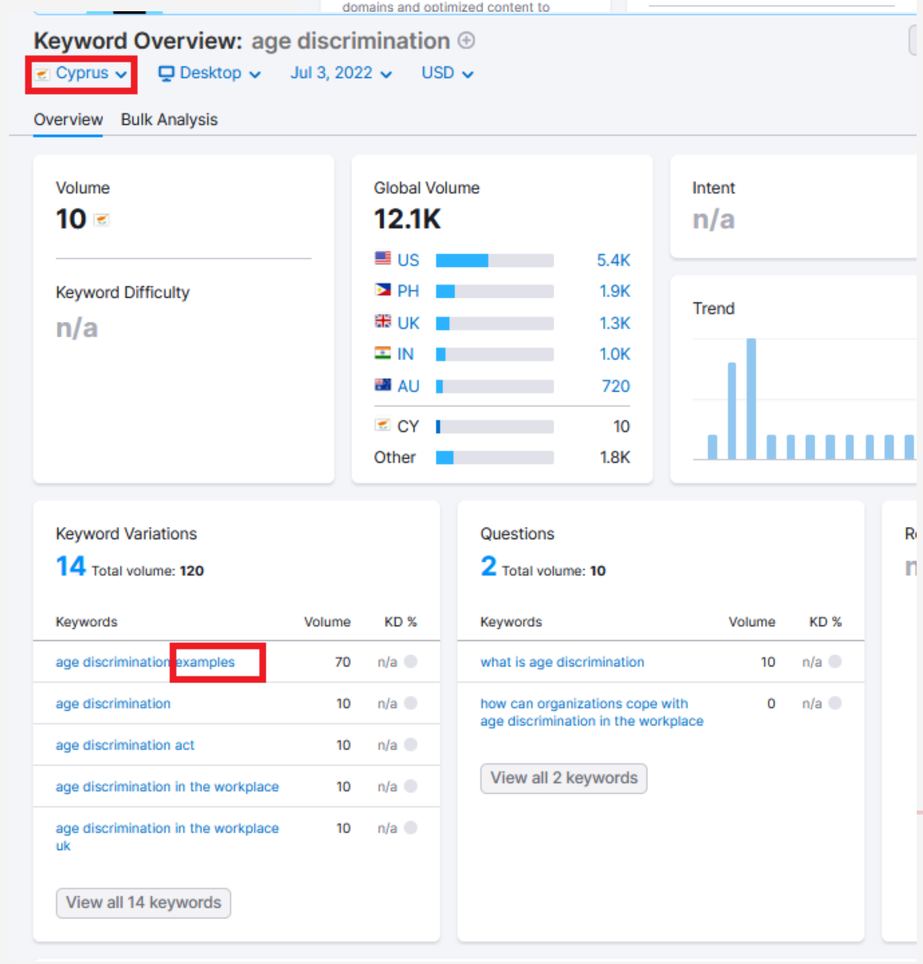


WHAT DO THEY SEARCH

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

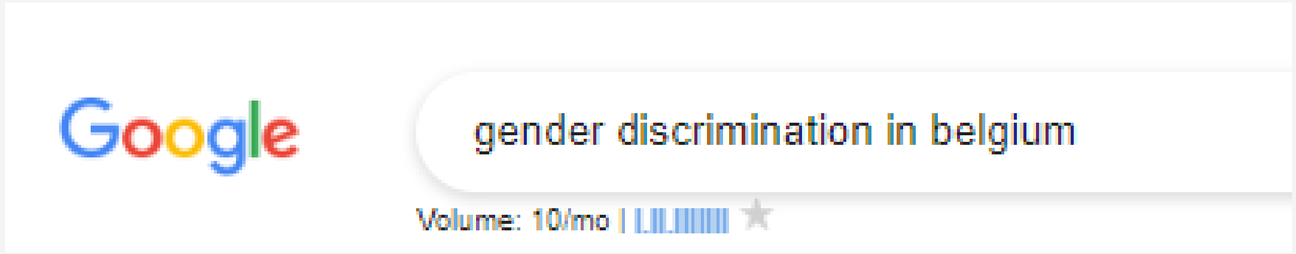




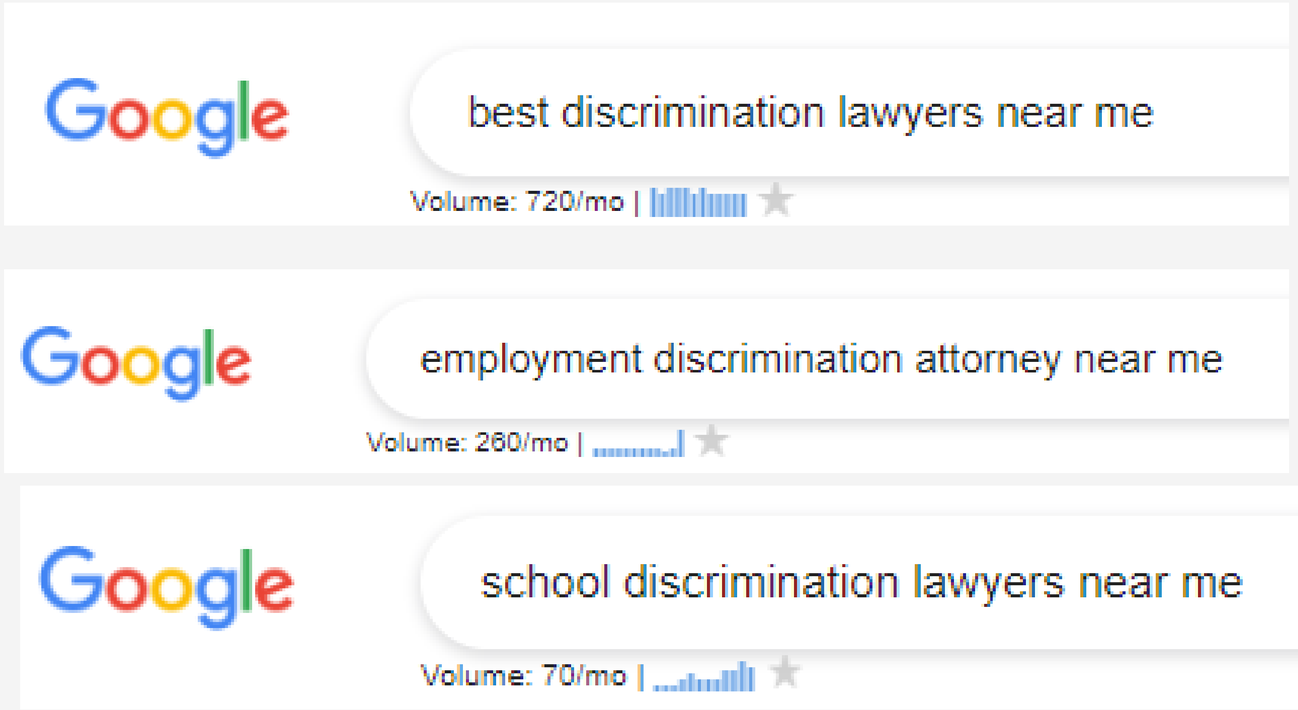


LOCAL SEO

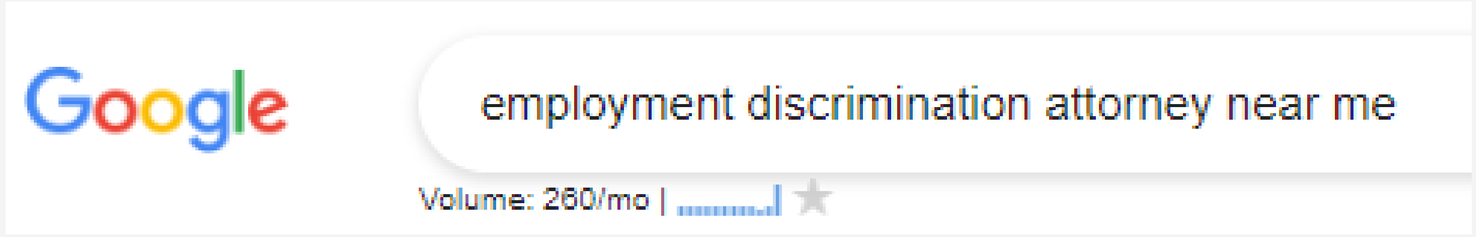
Nick Wilsdon @nickwilsdon · Oct 10, 2018
At Secrets of Local Search conference at GoogleHQ. Now 46% of searches have a local intent - quote from Google rep official presentation. That's increased since I last took note of that stat

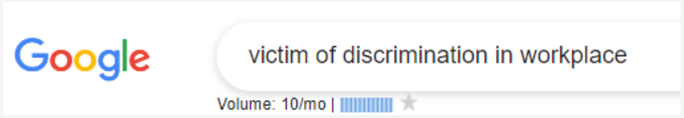

Google
gender discrimination in belgium
Volume: 10/mo

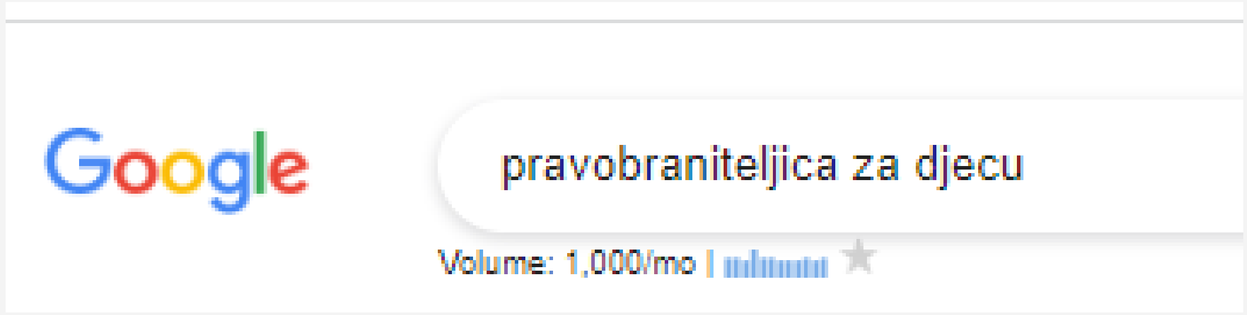
NEAR ME IS ON THE RISE

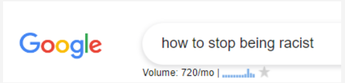


Non-branded search



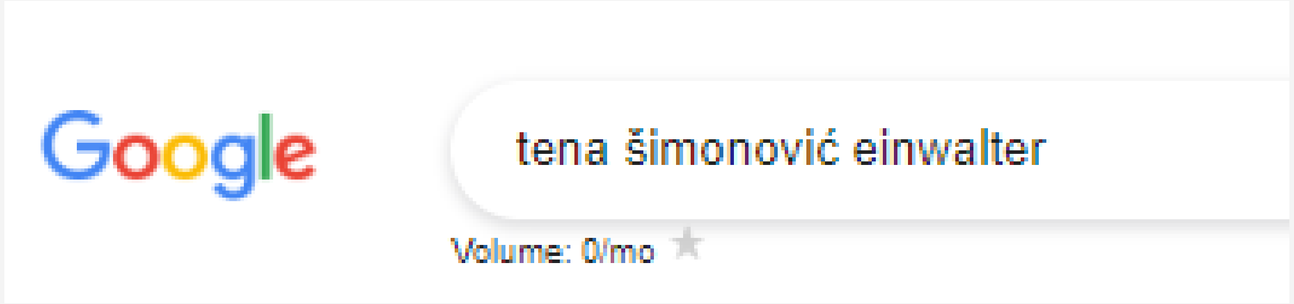


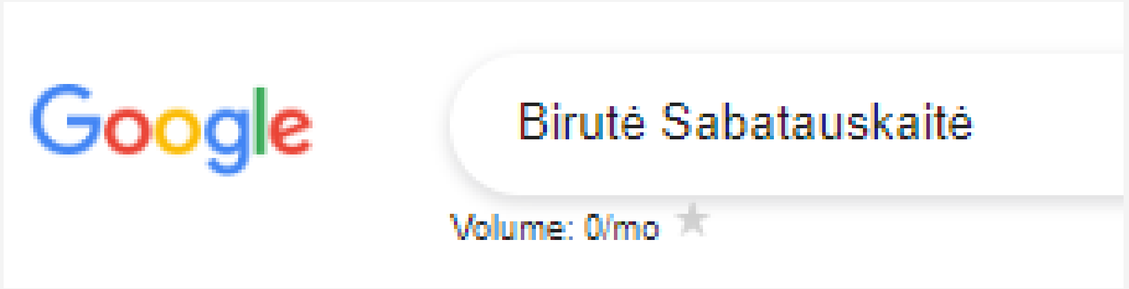


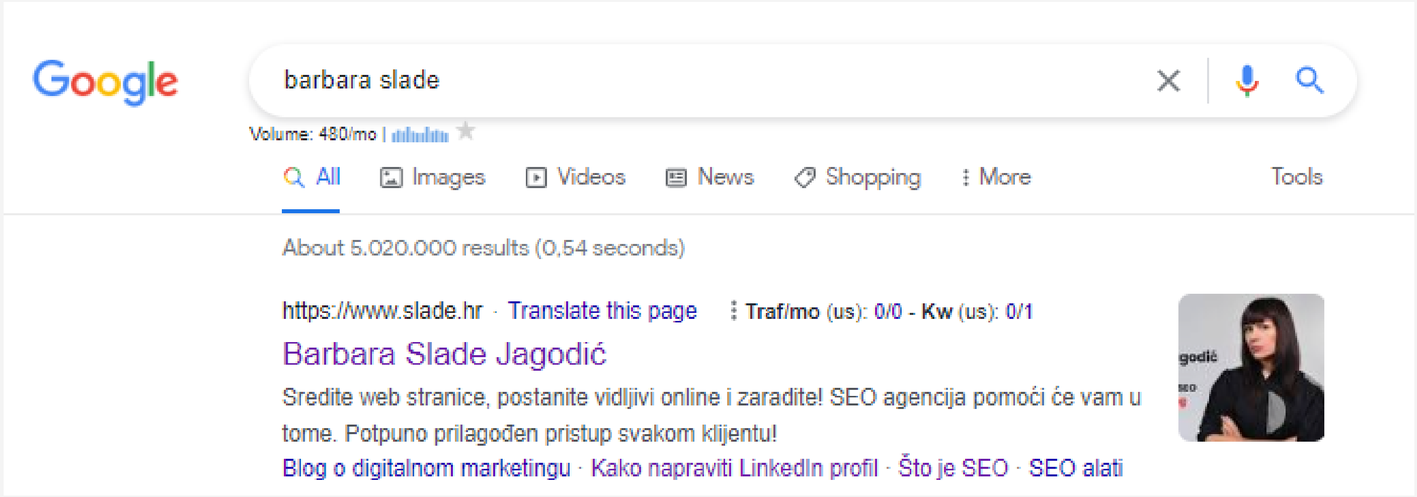


KEYWORD	VOL	TREND
types of discrimination	14,800	
examples of discrimination in the workplace	2,900	
discrimination in the workplace cases	880	
discrimination in the workplace articles	590	
grounds for discrimination in the workplace	260	
unlawful discrimination in the workplace	140	
how to deal with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

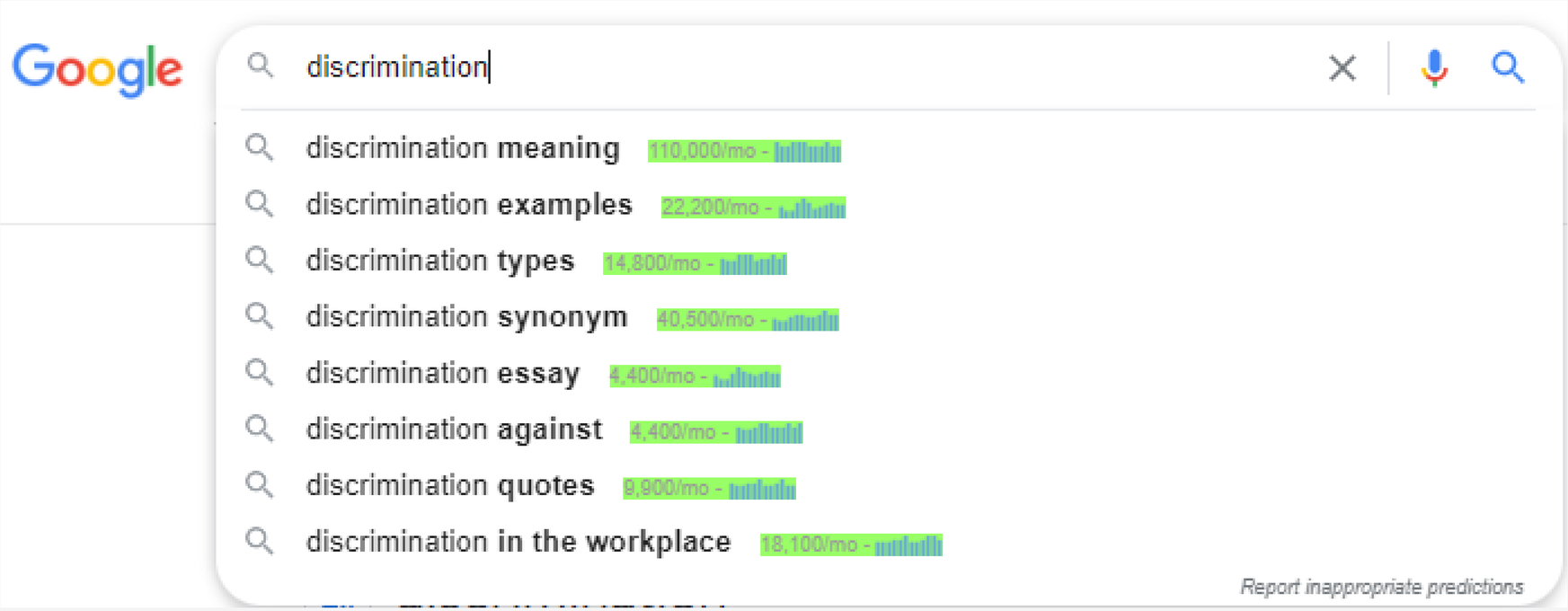
Branded search



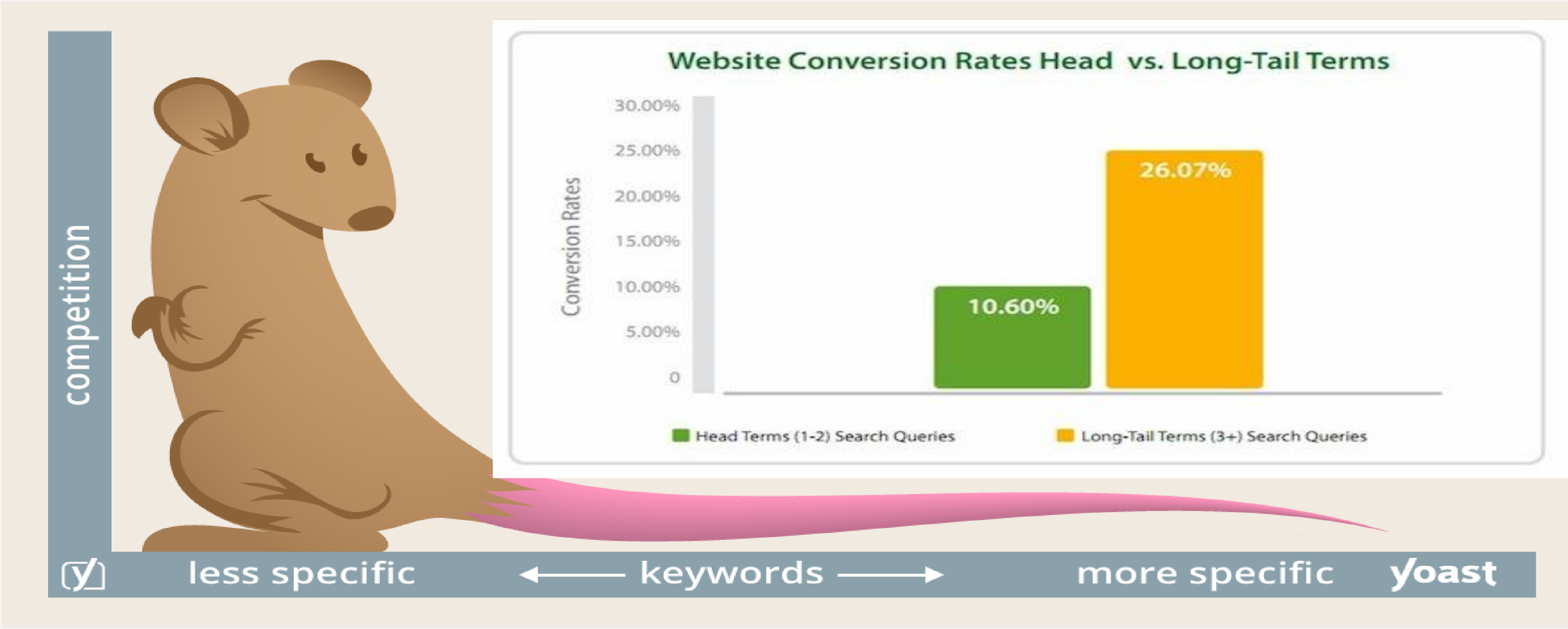




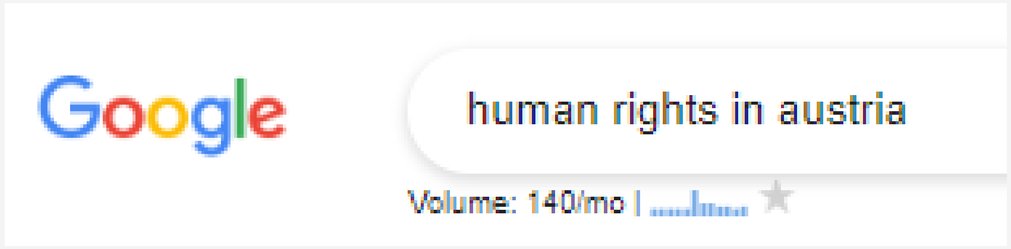
One-word queries

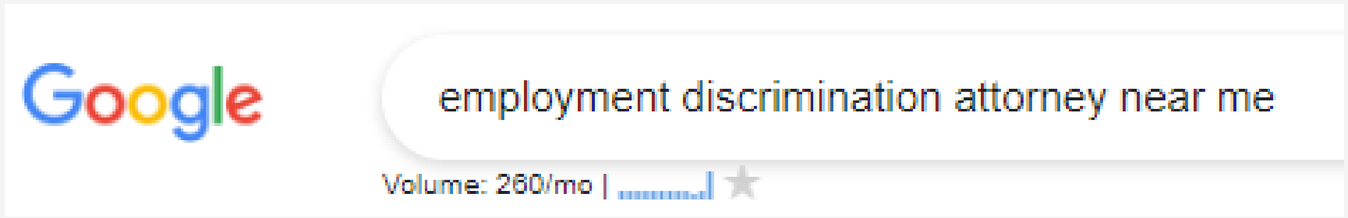

Google
discrimination
discrimination meaning 110,000/mo -
discrimination examples 22,200/mo -
discrimination types 14,800/mo -
discrimination synonym 40,500/mo -
discrimination essay 4,400/mo -
discrimination against 4,400/mo -
discrimination quotes 9,900/mo -
discrimination in the workplace 18,100/mo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

LONG TAIL QUERIES



50% of all search queries are 4+ words





TOOLS FOR FINDING OUT WHAT ARE YOU RANKING FOR

Google Analytics

Search Console

TOOLS FOR FINDING OUT WHAT YOU CAN RANK FOR

SEMrush

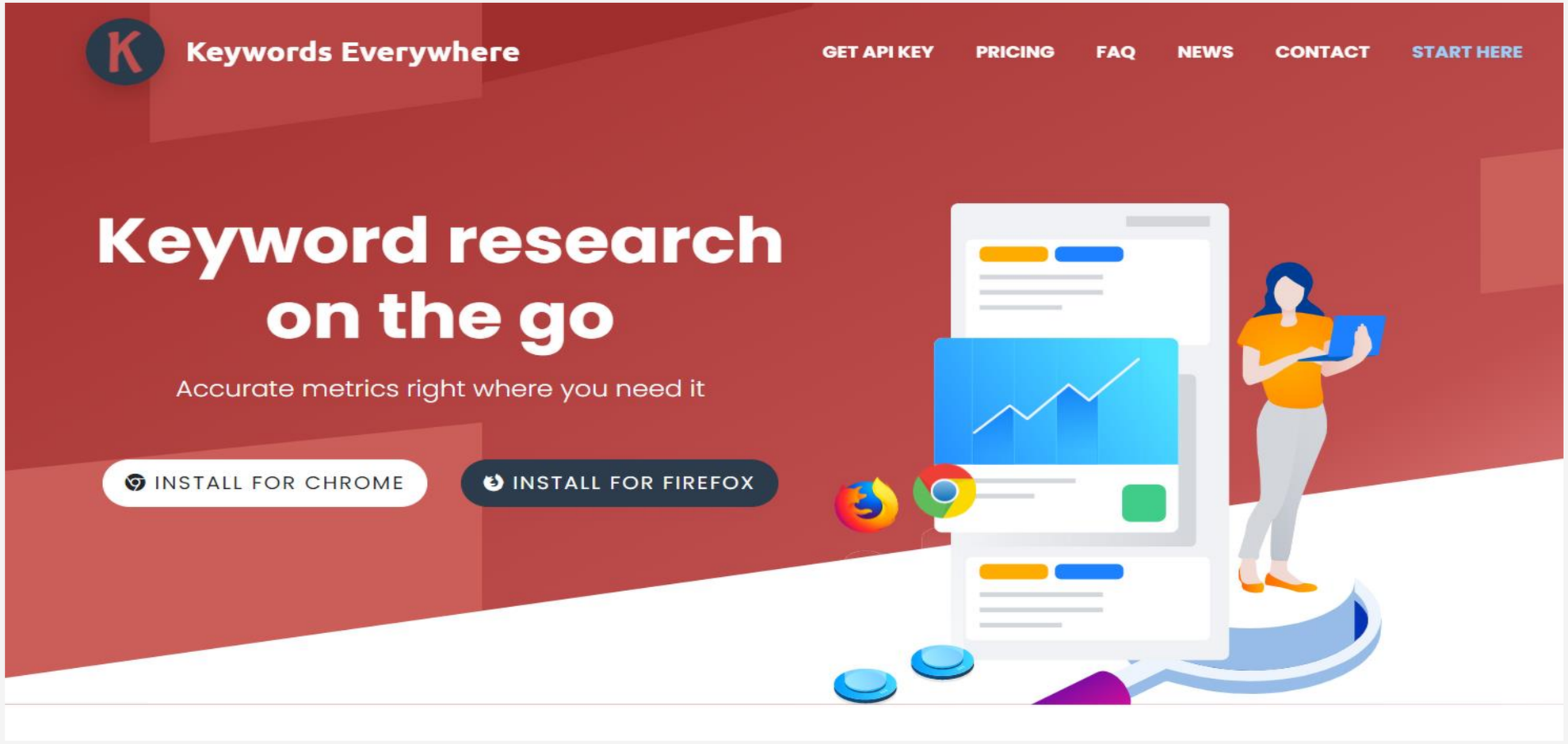
Ahrefs

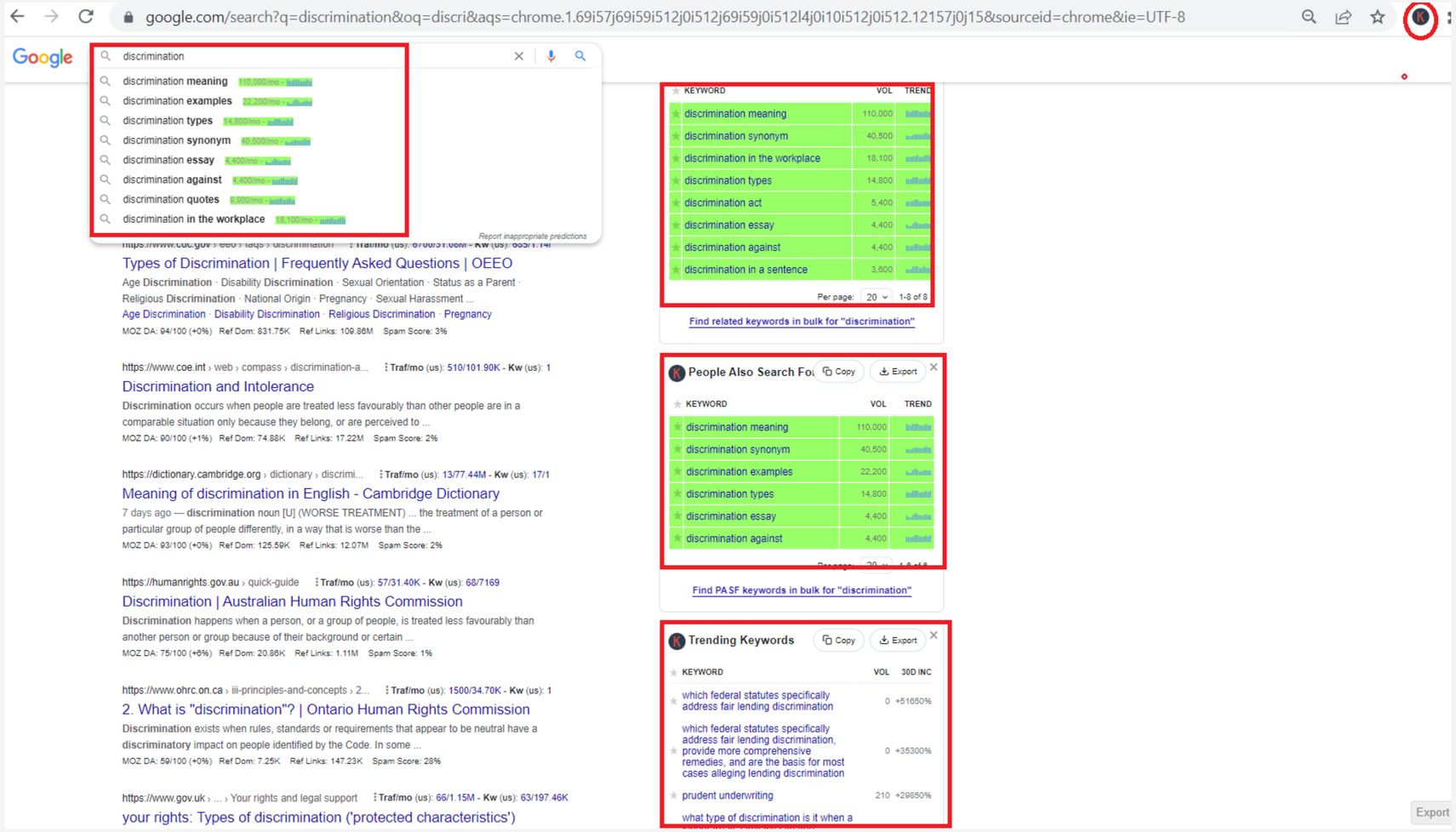
Keywords Everywhere

Keyword planner

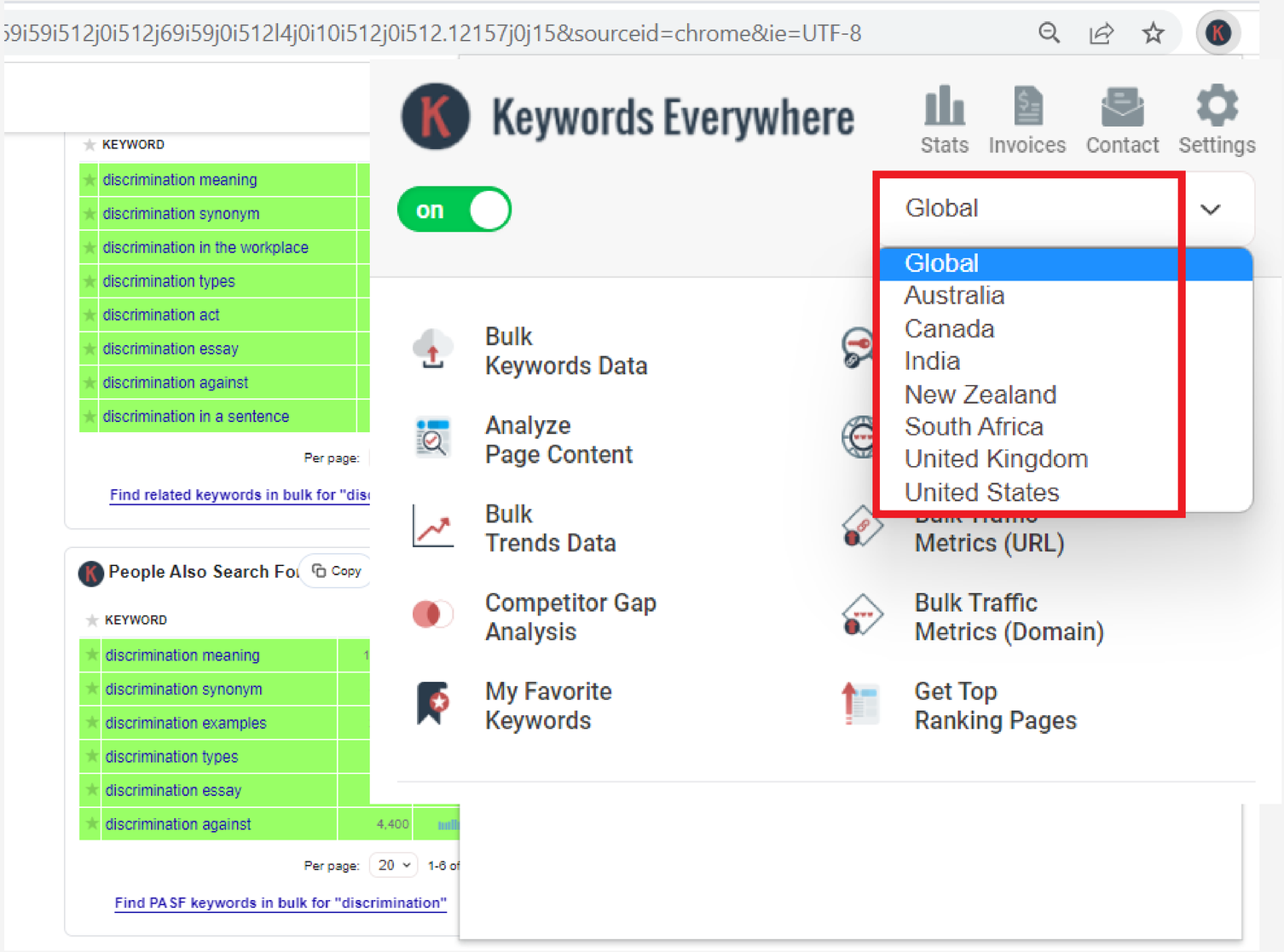
Keywordtool.io

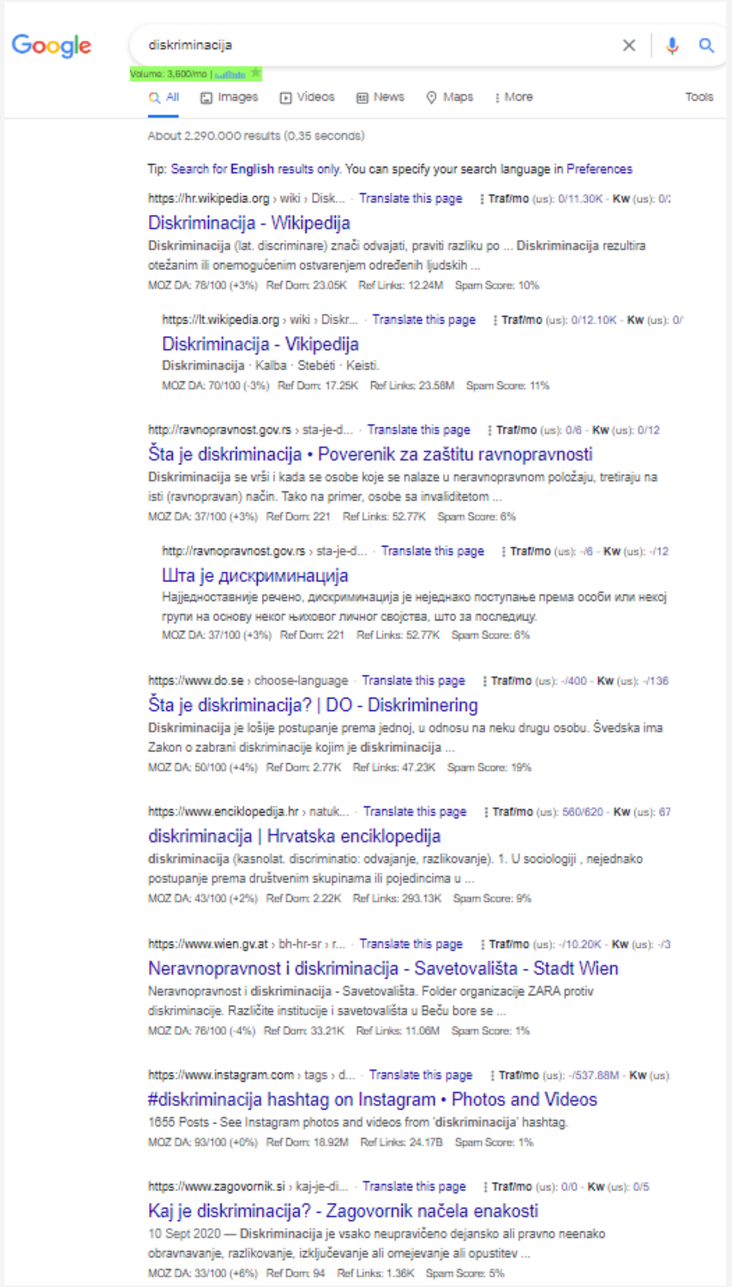
Keywords Everywhere

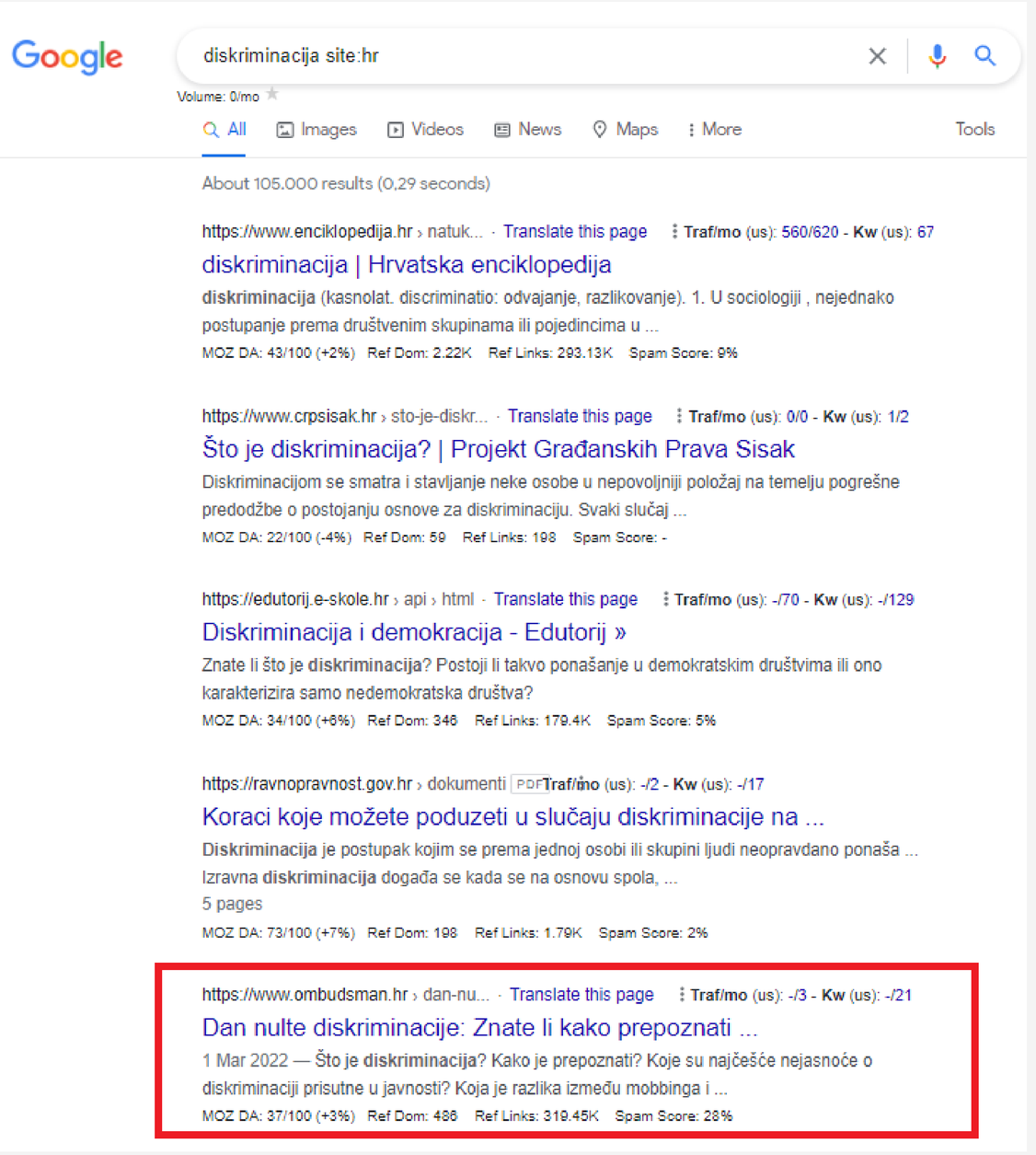



google.com/search?q=discrimination&oq=discri&aqs=chrome.1.69i57j69i59i512j0i512j69i59j0i512l4j0i10i512j0i512.12157j0j15&sourceid=chrome&ie=UTF-8
Google
discrimination
discrimination meaning
discrimination examples
discrimination types
discrimination synonym
discrimination essay
discrimination against
discrimination quotes
discrimination in the workplace
Report inappropriate predictions
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: 109.86M Spam Score: 3%
https://www.coe.int › web › compass › discrimination-a... Traf/mo (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... Traf/mo (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 Traf/mo (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: 20.86K Ref Links: 1.11M Spam Score: 1%
https://www.ohrc.on.ca › iii-principles-and-concepts › 2... Traf/mo (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 Traf/mo (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
Copy
Export
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
Find PASF keywords in bulk for "discrimination"
Trending Keywords
Copy
Export
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

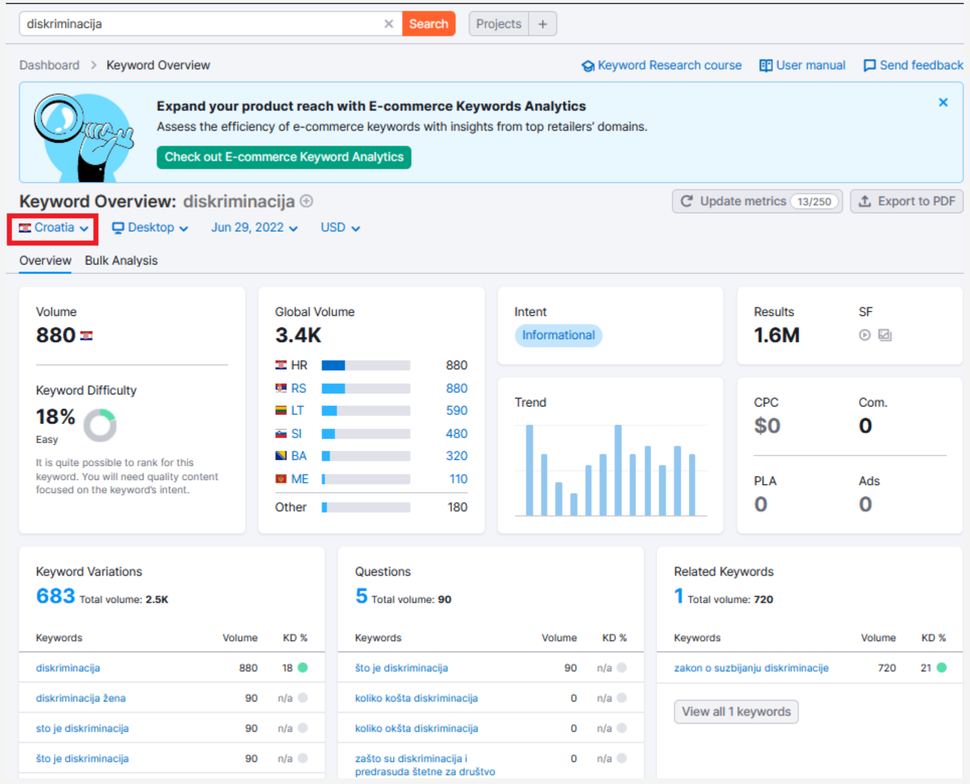
Great tool if you live in one of these countries or in a country whose official language does not exist in other countries

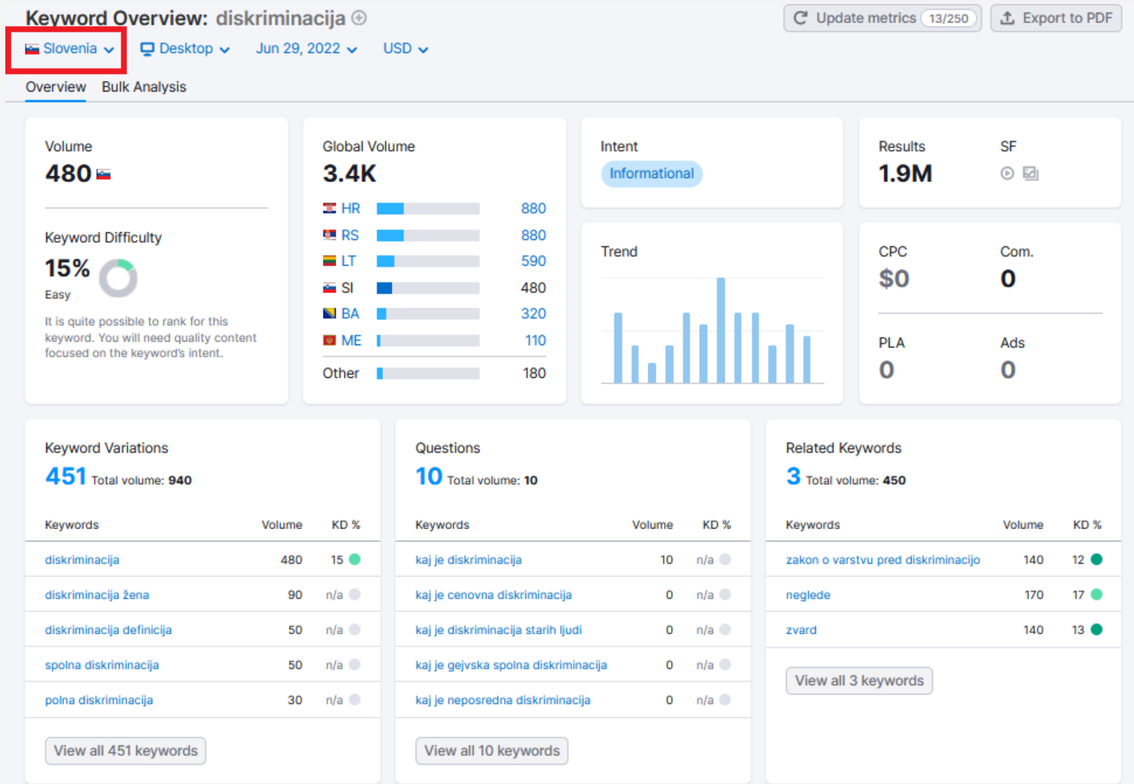


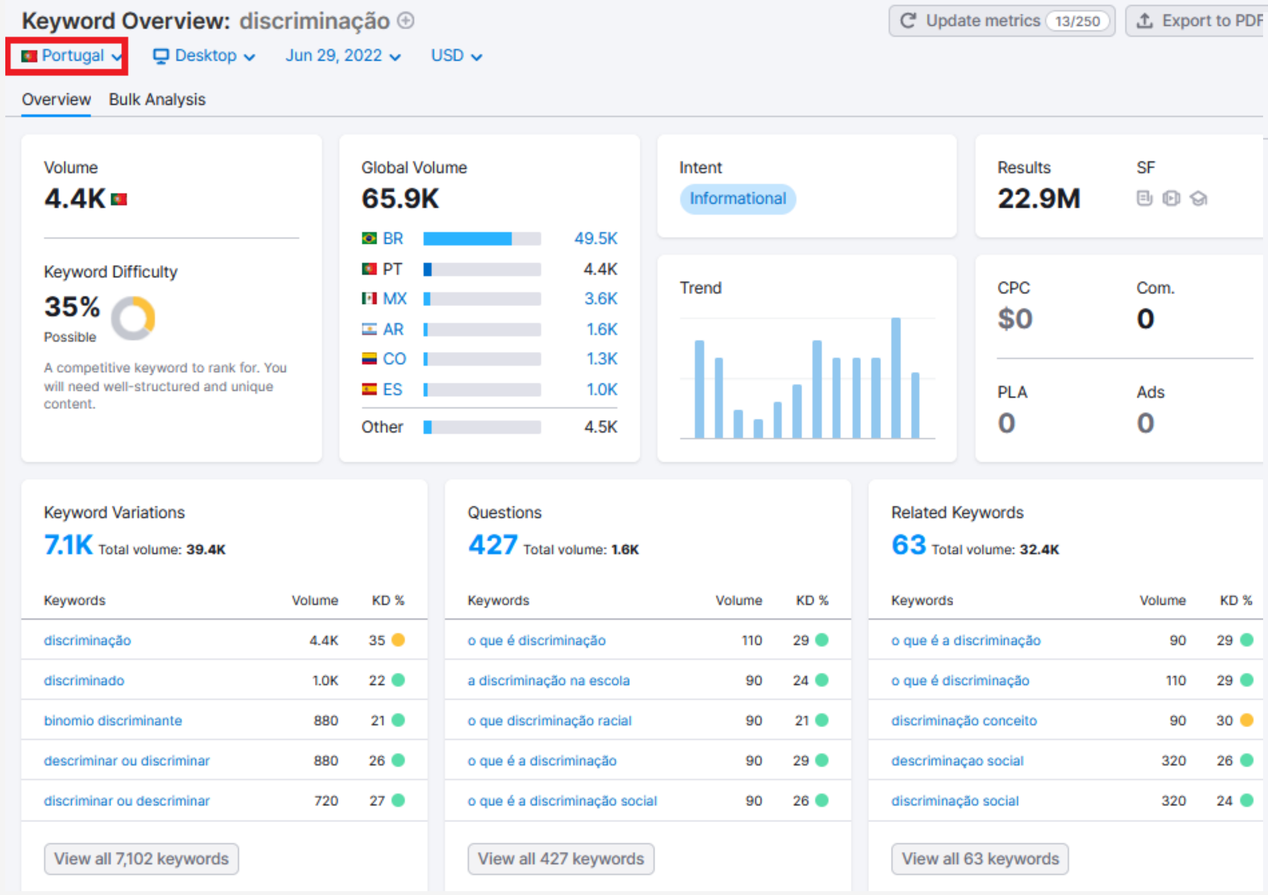

Google
diskriminacija
Volume: 3,600/mo
All
Images
Videos
News
Maps
More
Tools
About 2.290.000 results (0,35 seconds)
Tip: Search for English results only. You can specify your search language in Preferences
https://hr.wikipedia.org › wiki › Disk... · Translate this page
Diskriminacija - Wikipedija
Diskriminacija (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 › Diskr... · Translate this page
Diskriminacija - Vikipedija
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-d... · Translate this page
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-d... · Translate this page
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
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... · Translate this page
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 › r... · Translate this page
Neravnopravnost i diskriminacija - Savetovališta - Stadt Wien
Neravnopravnost i diskriminacija - Savetovališta. Folder organizacije ZARA protiv diskriminacije. Različite institucije i savetovališta 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 › d... · Translate this page
#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-di... · Translate this page
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%

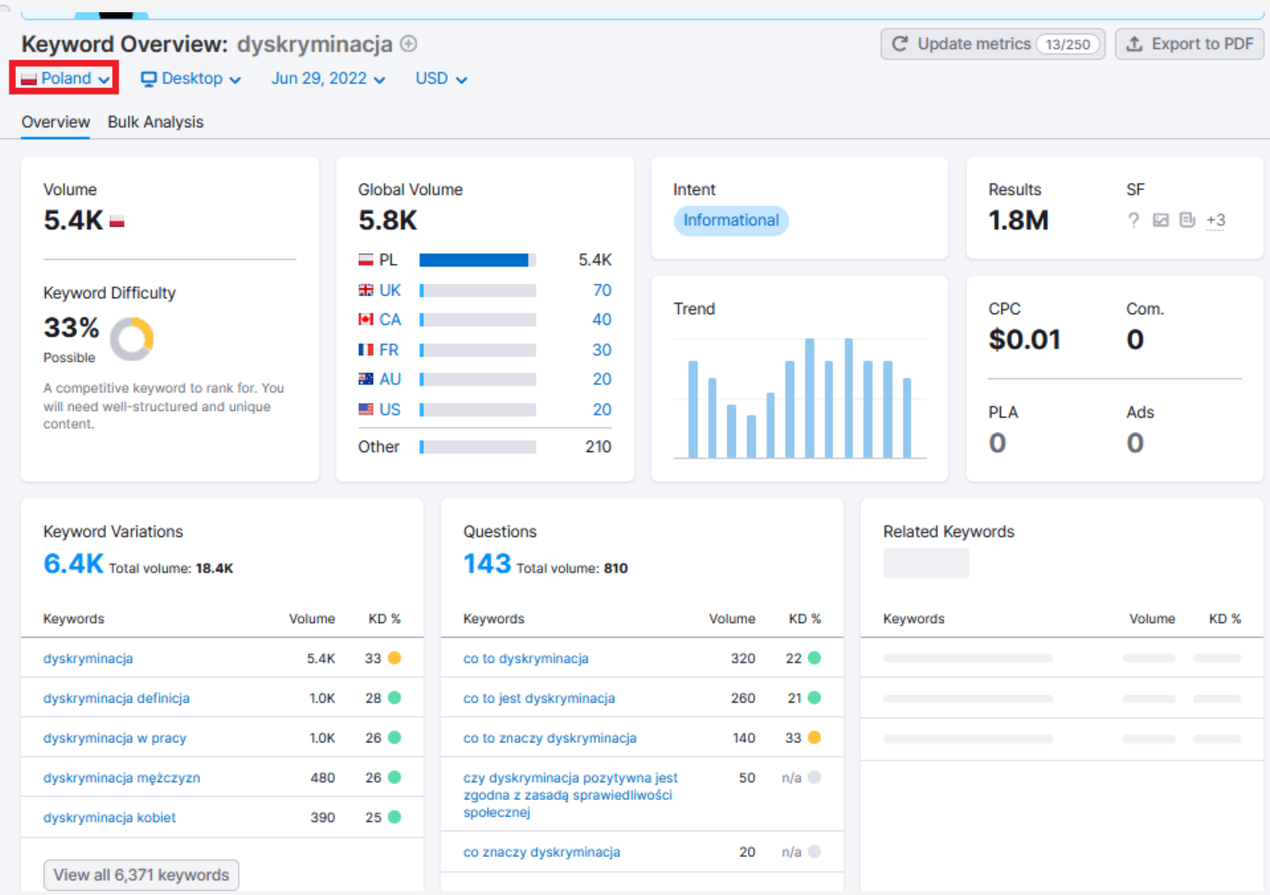

Google
diskriminacija site:hr
Volume: 0/mo
All
Images
Videos
News
Maps
More
Tools
About 105.000 results (0,29 seconds)
https://www.enciklopedija.hr › natuk... · Translate this page Traf/mo (us): 560/620 - Kw (us): 67
diskriminacija | Hrvatska enciklopedija
diskriminacija (kasnolat. discriminatio: odvajanje, 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-diskr... · 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 · 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 PDF 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-nu... · 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%

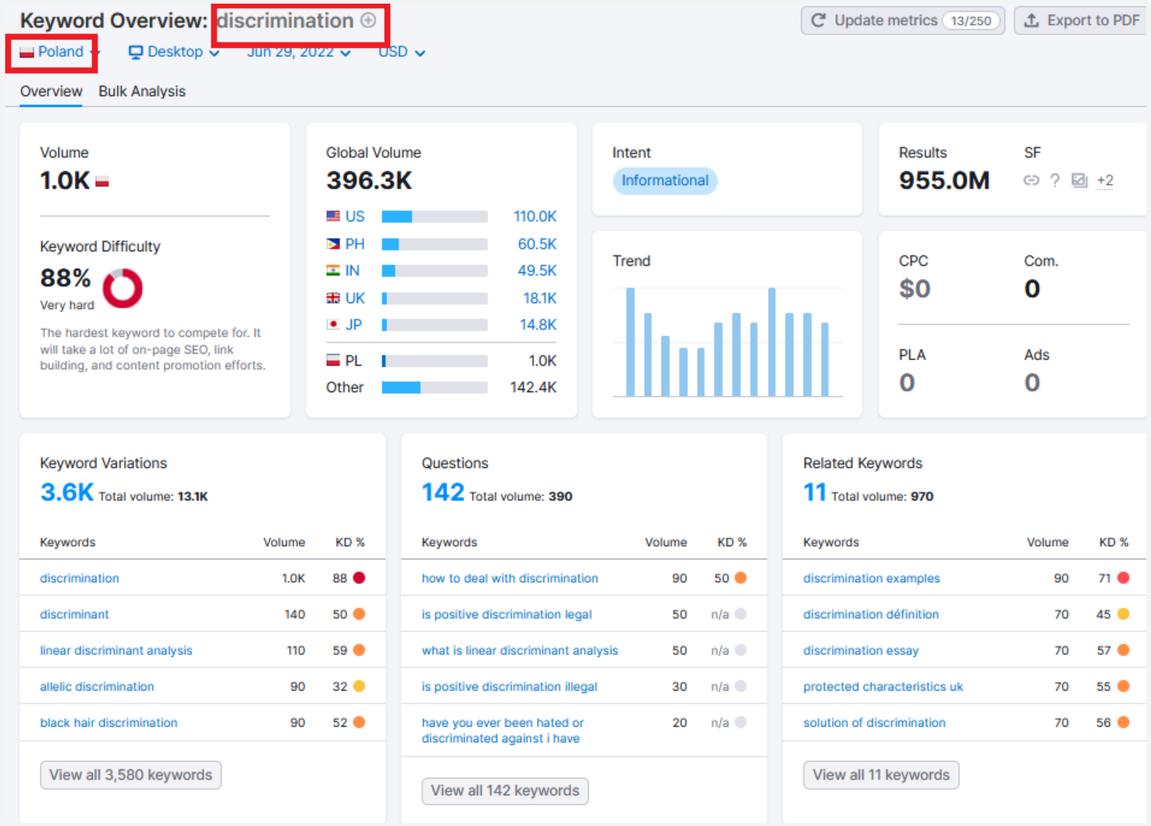
SEMrush

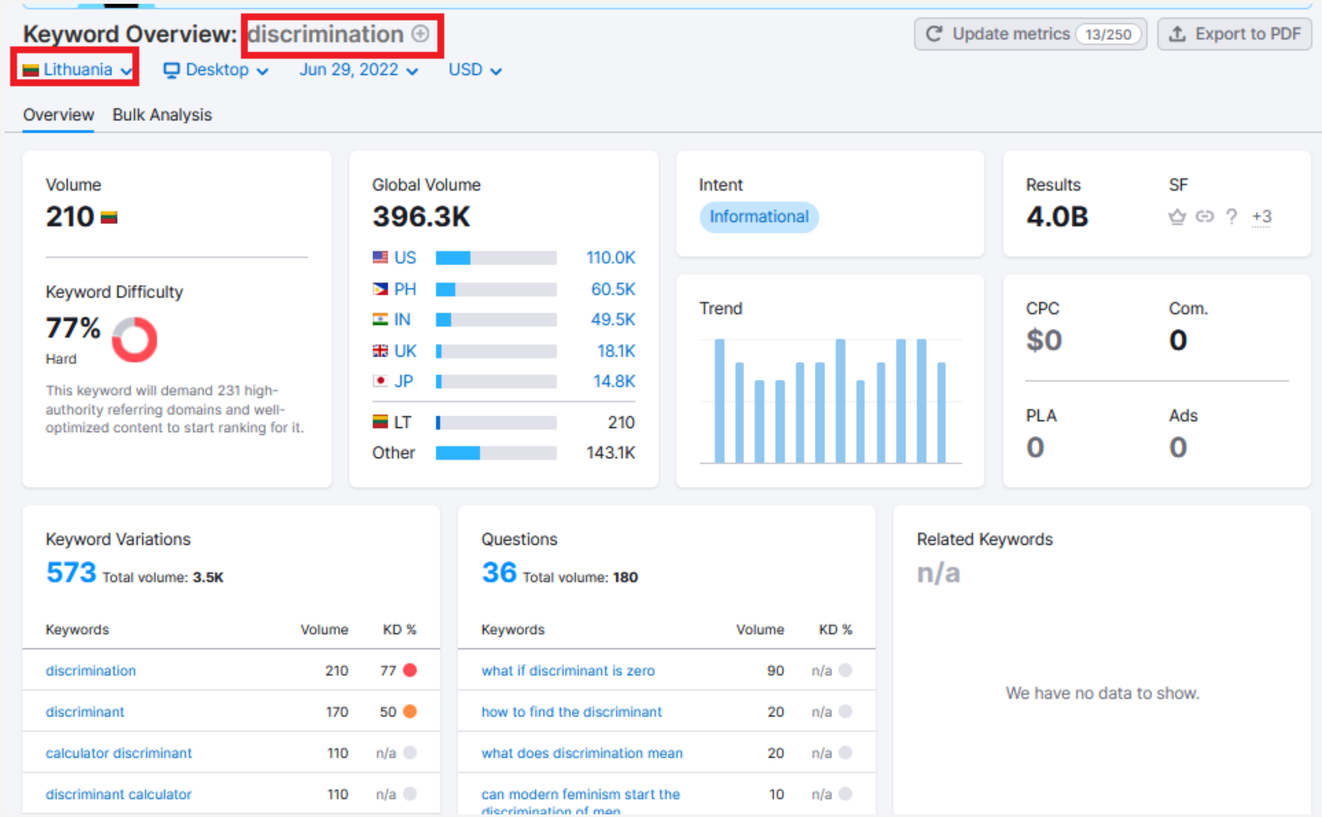

diskriminacija
Search
Projects
Dashboard > Keyword Overview
Keyword Research course
User manual
Send feedback
Expand your product reach with E-commerce Keywords Analytics
Assess the efficiency of e-commerce keywords with insights from top retailers' domains.
Check out E-commerce Keyword Analytics
Keyword 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
SF
Trend
CPC
$0
Com.
0
PLA
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

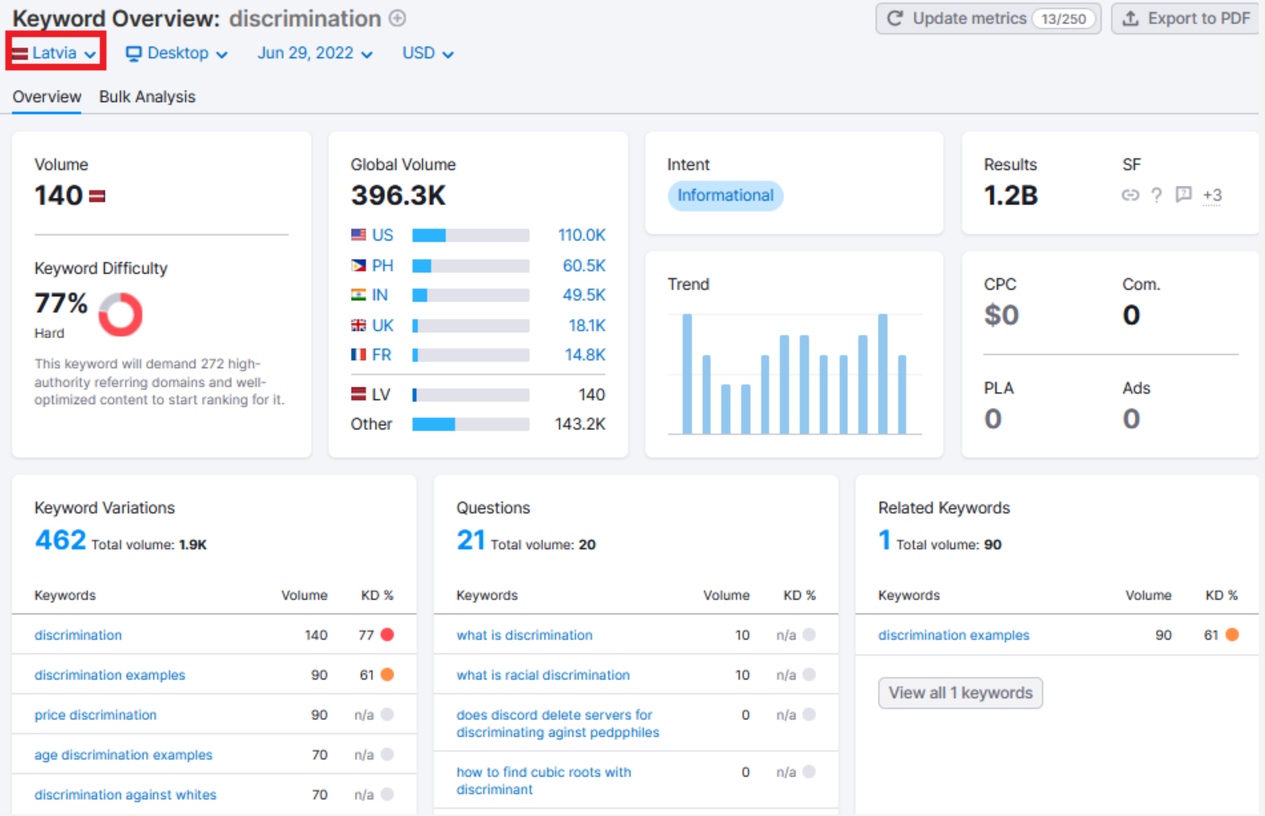

Keyword Overview: diskriminacija
Update metrics 13/250
Export to PDF
Slovenia
Desktop
Jun 29, 2022
USD
Overview
Bulk Analysis
Volume
480
Keyword Difficulty
15%
Easy
It is quite possible to rank for this keyword. You will need quality content focused on the keyword's intent.
Global Volume
3.4K
HR 880
RS 880
LT 590
SI 480
BA 320
ME 110
Other 180
Intent
Informational
Results
1.9M
SF
Trend
CPC
$0
Com.
0
PLA
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

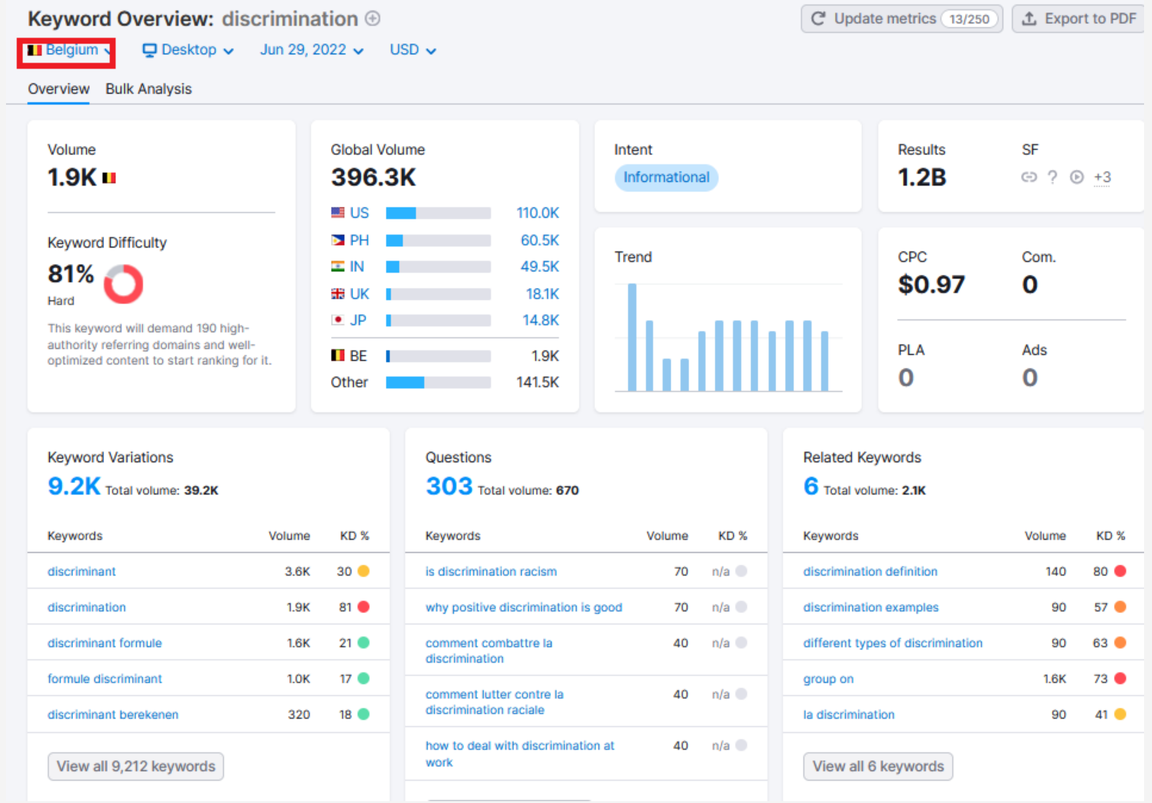

Keyword Overview: discriminação
Update metrics 13/250
Export to PDF
Portugal
Desktop
Jun 29, 2022
USD
Overview
Bulk Analysis
Volume
4.4K
Keyword Difficulty
35%
Possible
A competitive keyword to rank for. You will need well-structured and unique content.
Global Volume
65.9K
BR 49.5K
PT 4.4K
MX 3.6K
AR 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
descriminar ou discriminar 880 26
discriminar ou descriminar 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
descriminaçao social 320 26
discriminação social 320 24
View all 63 keywords

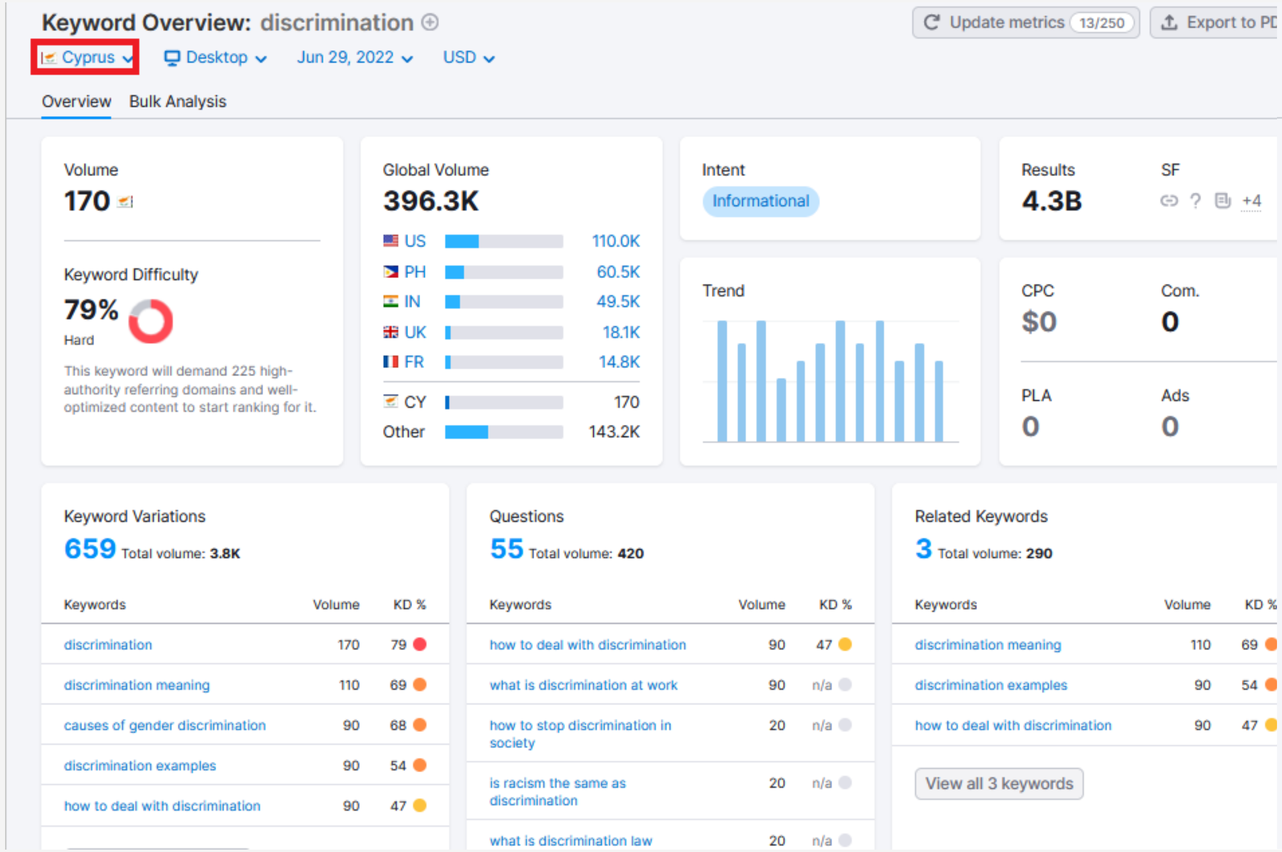

Keyword Overview: dyskryminacja
Update metrics 13/250
Export to PDF
Poland
Desktop
Jun 29, 2022
USD
Overview
Bulk Analysis
Volume
5.4K
Keyword Difficulty
33%
Possible
A competitive keyword to rank for. You will need well-structured and unique content.
Global Volume
5.8K
PL 5.4K
UK 70
CA 40
FR 30
AU 20
US 20
Other 210
Intent
Informational
Trend
Results
1.8M
SF
+3
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 %

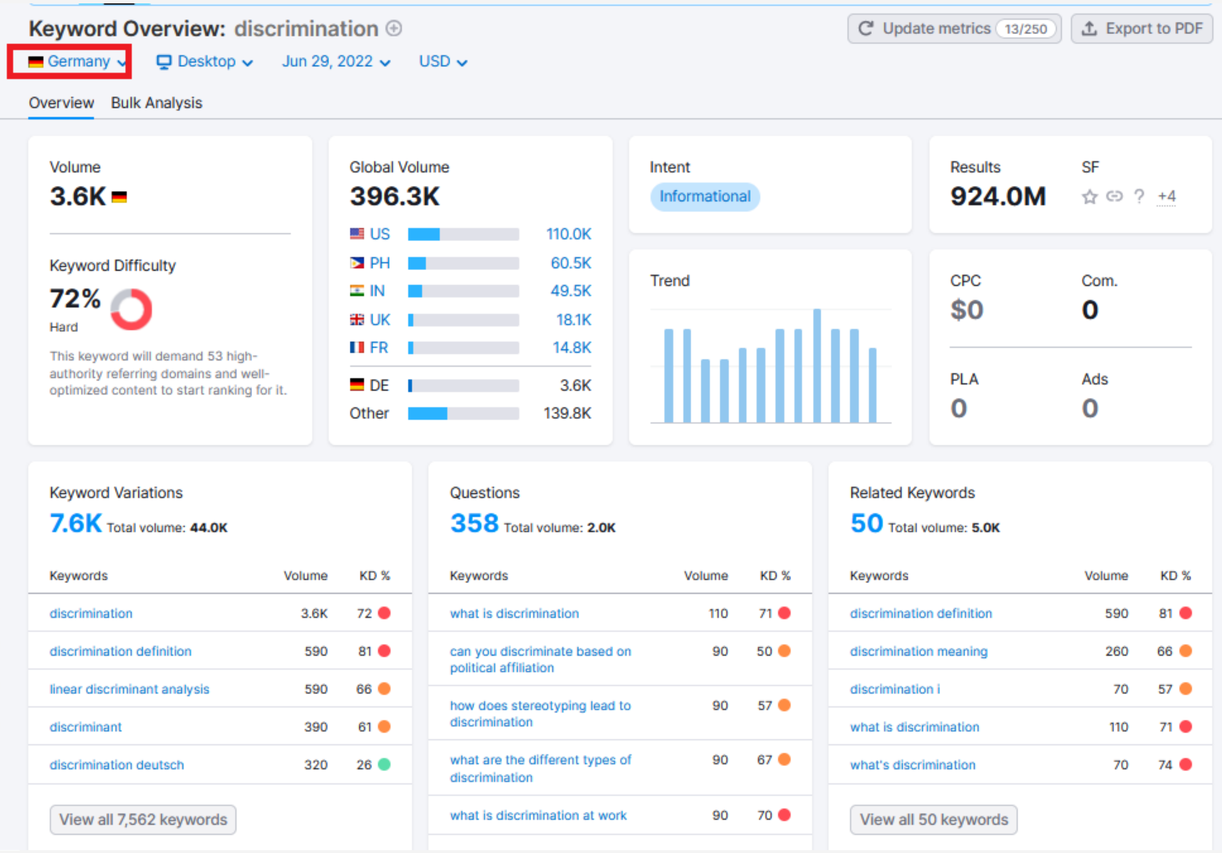

Keyword Overview: discrimination
Update metrics 13/250
Export to PDF
Poland
Desktop
Jun 29, 2022
USD
Overview
Bulk Analysis
Volume
1.0K
Keyword Difficulty
88%
Very hard
The hardest keyword to compete for. It will take a lot of on-page SEO, link building, and content promotion efforts.
Global Volume
396.3K
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
Trend
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
Update metrics 13/250
Export to PDF
Lithuania
Desktop
Jun 29, 2022
USD
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
Trend
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.

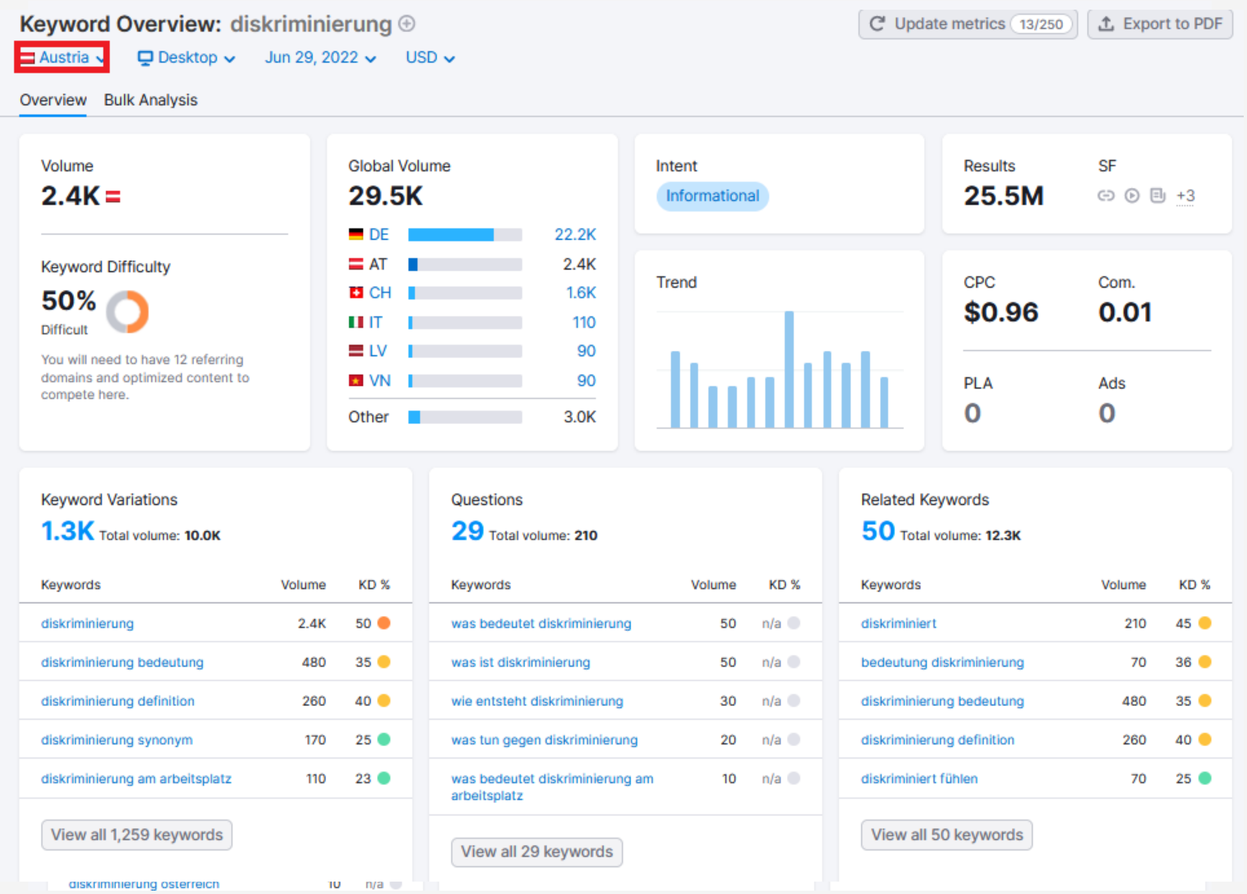

Keyword Overview: discrimination
Update metrics 13/250
Export to PDF
Latvia
Desktop
Jun 29, 2022
USD
Overview
Bulk Analysis
Volume
140
Keyword Difficulty
77%
Hard
This keyword will demand 272 high-authority referring domains and well-optimized content to start ranking for it.
Global Volume
396.3K
US 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
SF
+3
CPC
$0
Com.
0
PLA
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 aginst 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

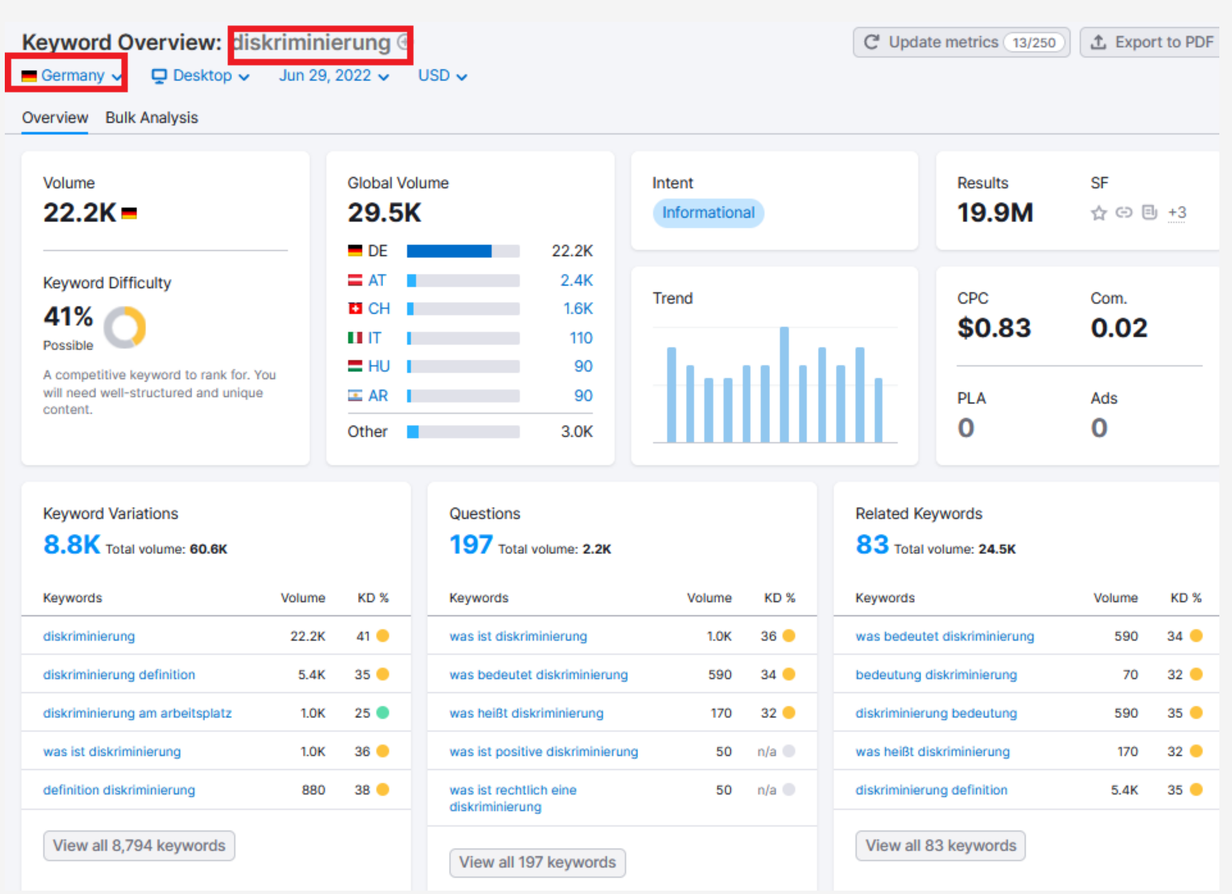

Keyword Overview: discrimination
Update metrics 13/250
Export to PDF
Belgium
Desktop
Jun 29, 2022
USD
Overview
Bulk Analysis
Volume
1.9K
Keyword Difficulty
81%
Hard
This keyword will demand 190 high-authority referring domains and well-optimized content to start ranking for it.
Global Volume
396.3K
US 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
SF
+3
CPC
$0.97
Com.
0
PLA
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


Keyword Overview: discrimination
Update metrics 13/250
Export to PD
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
Com.
0
PLA
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
Update metrics 13/250
Export to PDF
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
Com.
0
PLA
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

SEMrush


Keyword Overview: diskriminierung
Update metrics 13/250
Export to PDF
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
DE 22.2K
AT 2.4K
CH 1.6K
IT 110
LV 90
VN 90
Other 3.0K
Intent
Informational
Results
25.5M
SF
+3
Trend
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
Update metrics 13/250
Export to PDF
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
DE 22.2K
AT 2.4K
CH 1.6K
IT 110
HU 90
AR 90
Other 3.0K
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
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

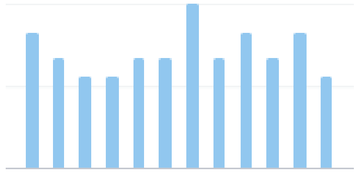
A competitive keyword to rank for. You will need well-structured and unique content.

Global Volume
29.5K

DE	22.2K
AT	2.4K
CH	1.6K
IT	110
UA	90
BA	90
Other	3.0K

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

Questions

197 Total volume: **2.2K**

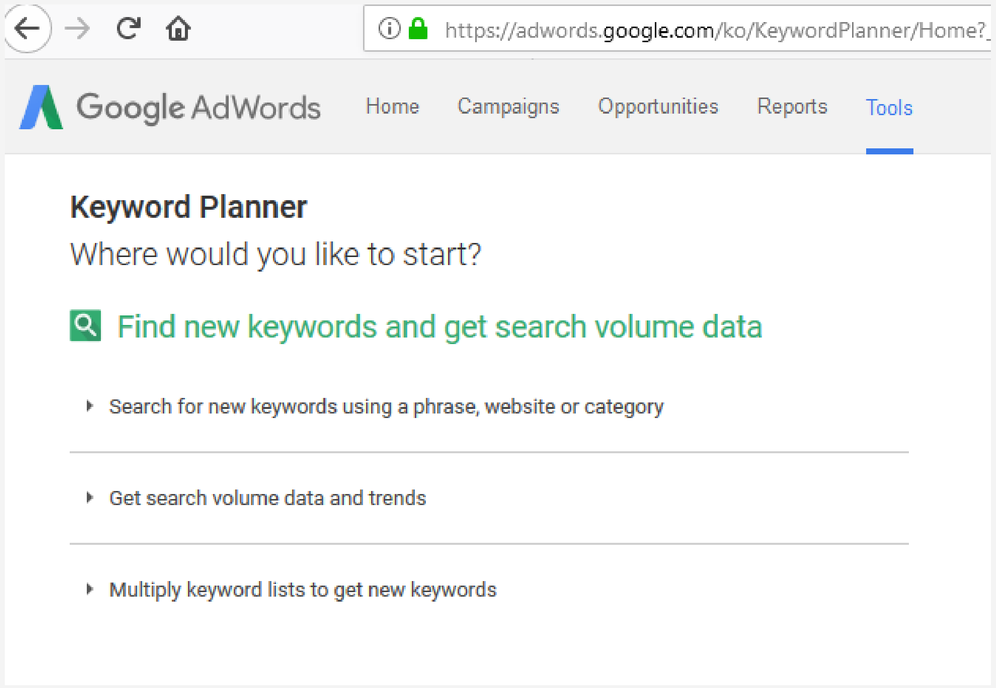
Keywords	Volume	KD %
was ist diskriminierung	1.0K	36
was bedeutet diskriminierung	590	34
was heißt diskriminierung	170	32
was ist positive diskriminierung	50	n/a

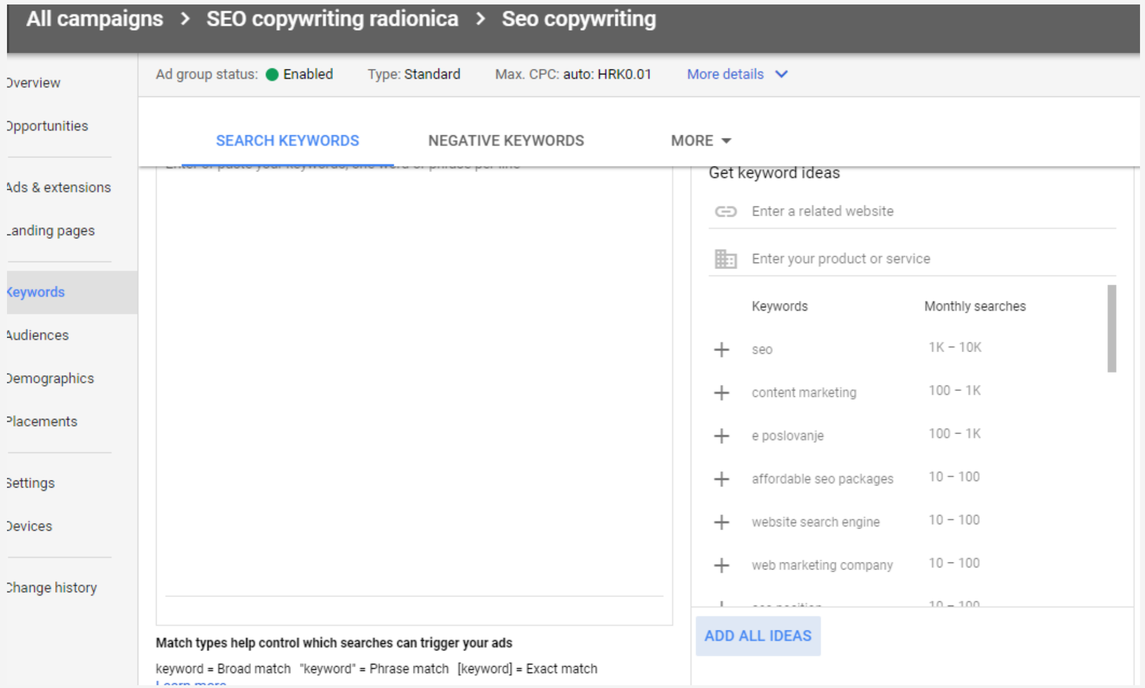
Related Keywords

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





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

Keywordtool.io

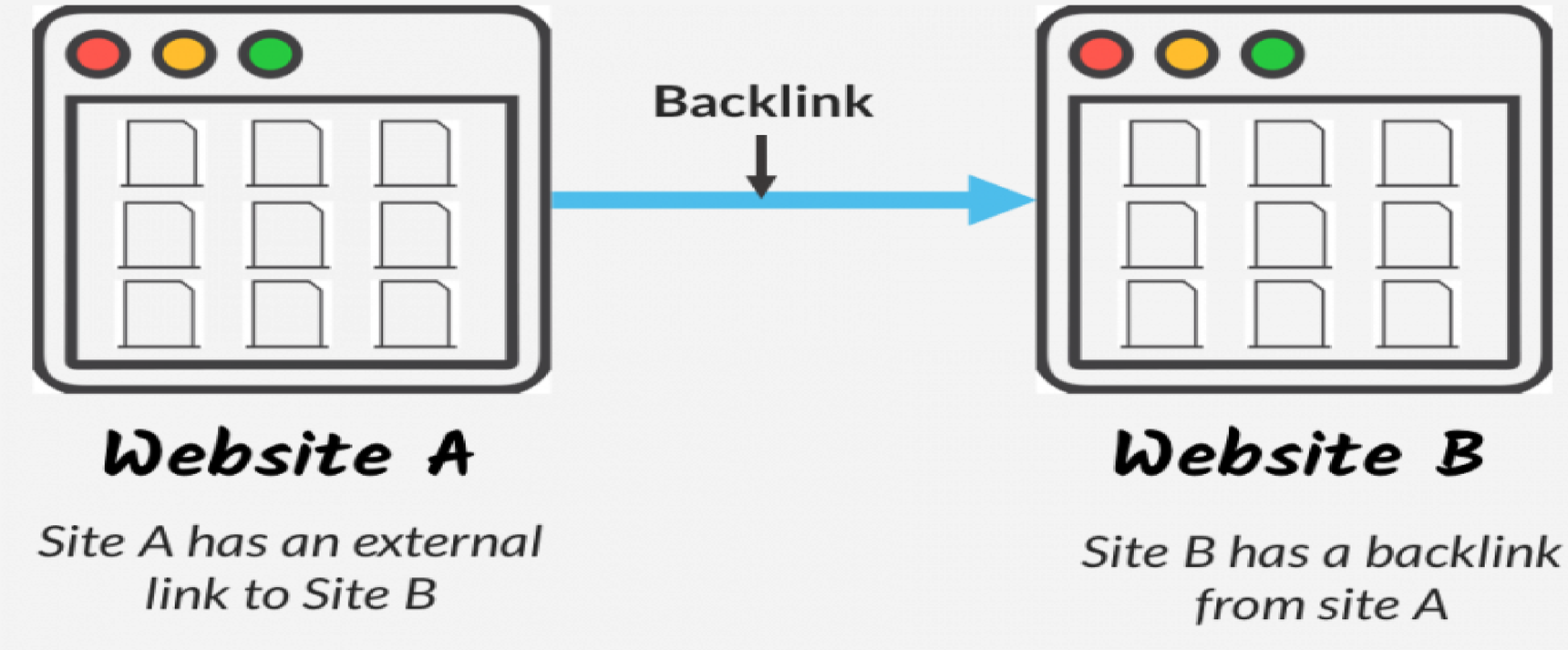
Annual Billing (Save up to 20%) | Monthly Billing

Features	Pro Business	Pro Plus	Pro Basic
Search Volume Data	✓	✓	✓
Cost-Per-Click Data	✓	✓	✗
Google Ads Competition Data	✓	✓	✗
2 Times More Keywords	✓	✓	✓
Competitor Keyword Analysis	✓	✓	✓
Bulk Search Volume Analysis	70,000 keywords / day	35,000 keywords / day	7000 keywords / day
API Requests / day	50	✗	✗
User Accounts	10	5	1
Price in USD	**$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.

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 Googleu

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

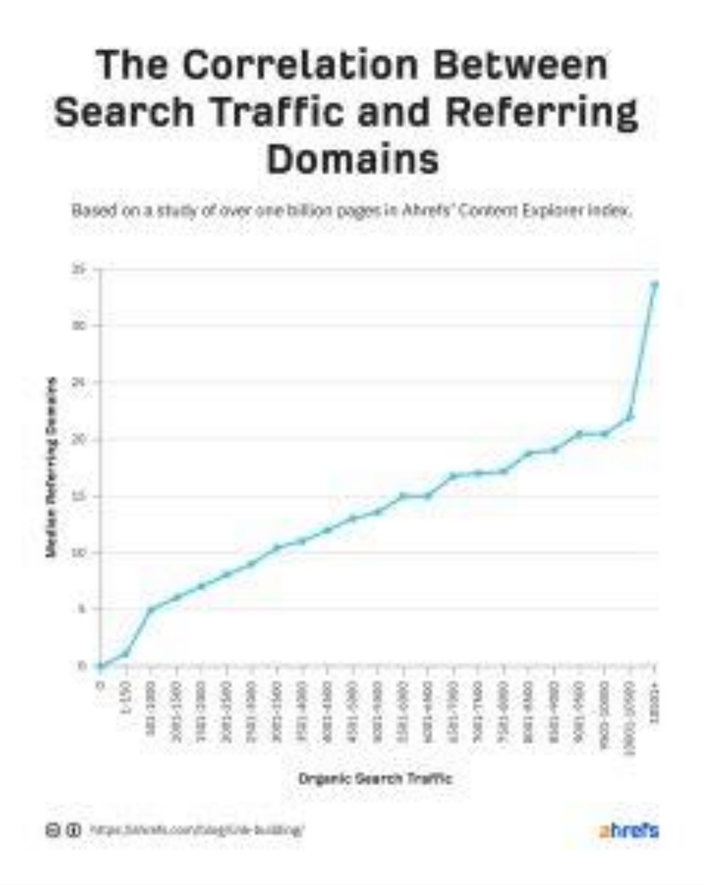
Keyword Difficulty

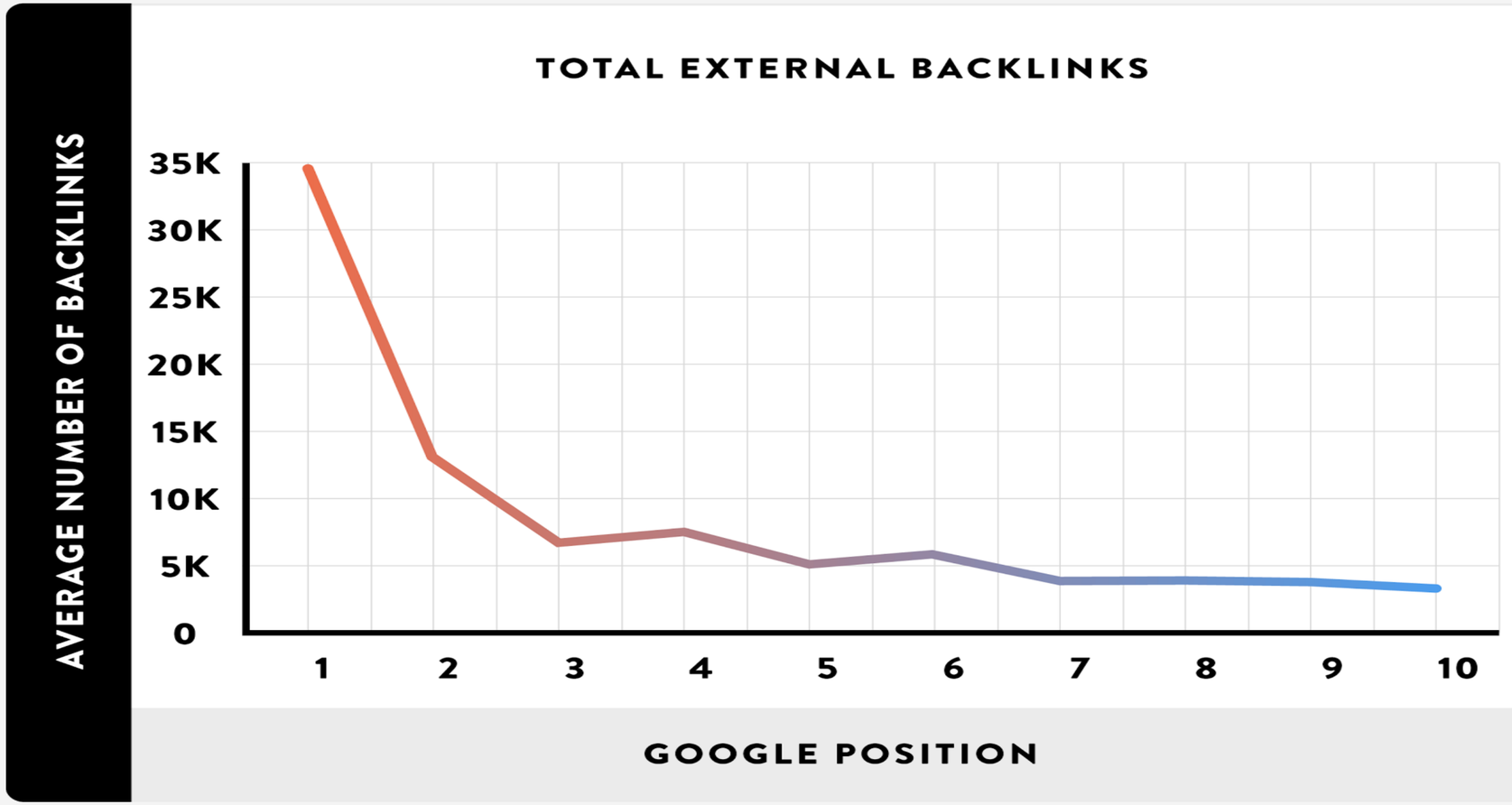
81%

Hard

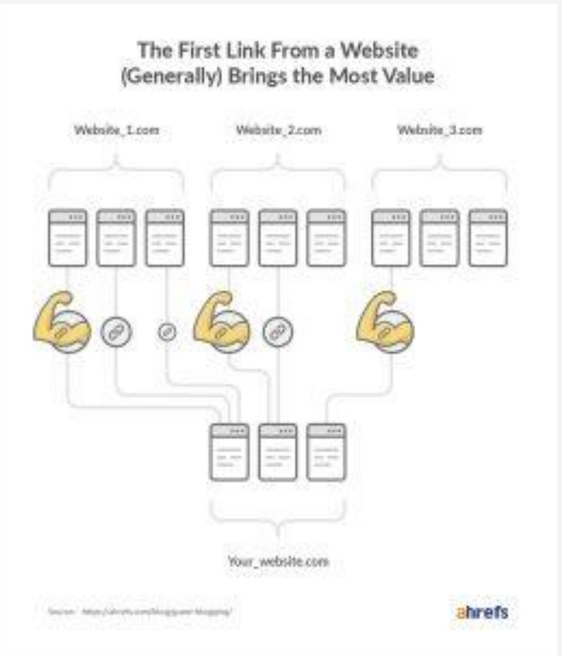
This keyword will demand 190 high-authority referring domains and well-optimized content to start ranking for it.

Backlinks


The Correlation Between Search Traffic and Referring Domains
Based on a study of over one billion pages in Ahrefs' Content Explorer index.
Median Referring Domains
Organic Search Traffic
ahrefs


AVERAGE NUMBER OF BACKLINKS
TOTAL EXTERNAL BACKLINKS
35K
30K
25K
20K
15K
10K
5K
0
1
2
3
4
5
6
7
8
9
10
GOOGLE POSITION

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

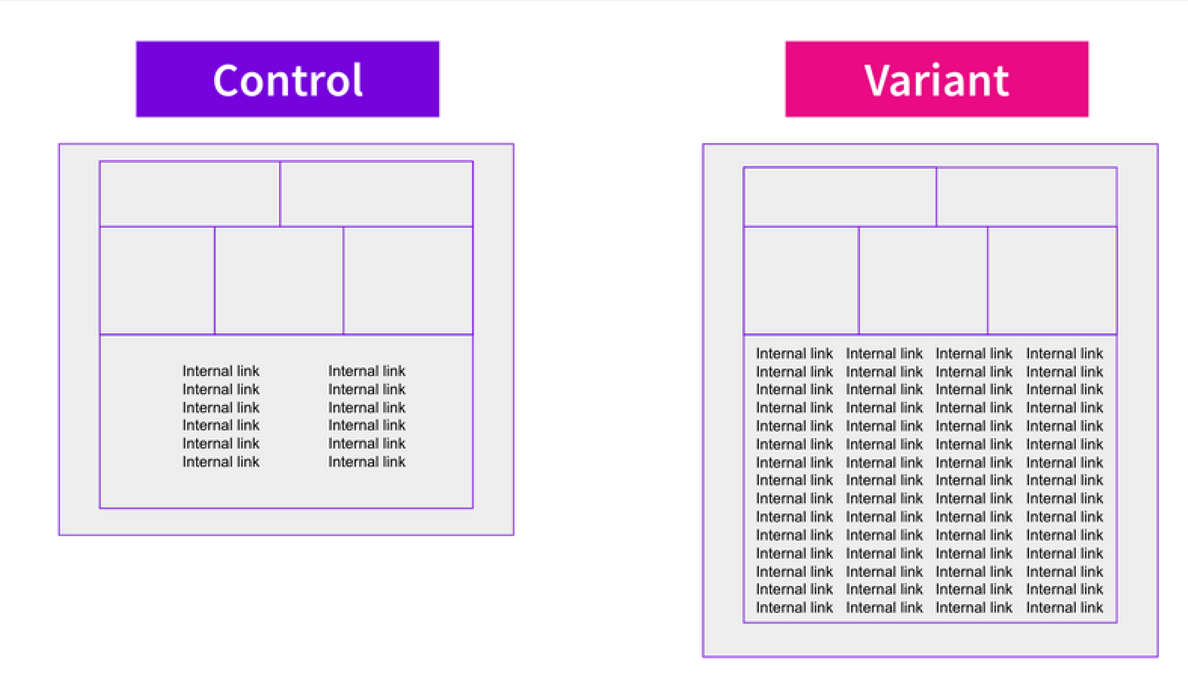
LINKEDIN

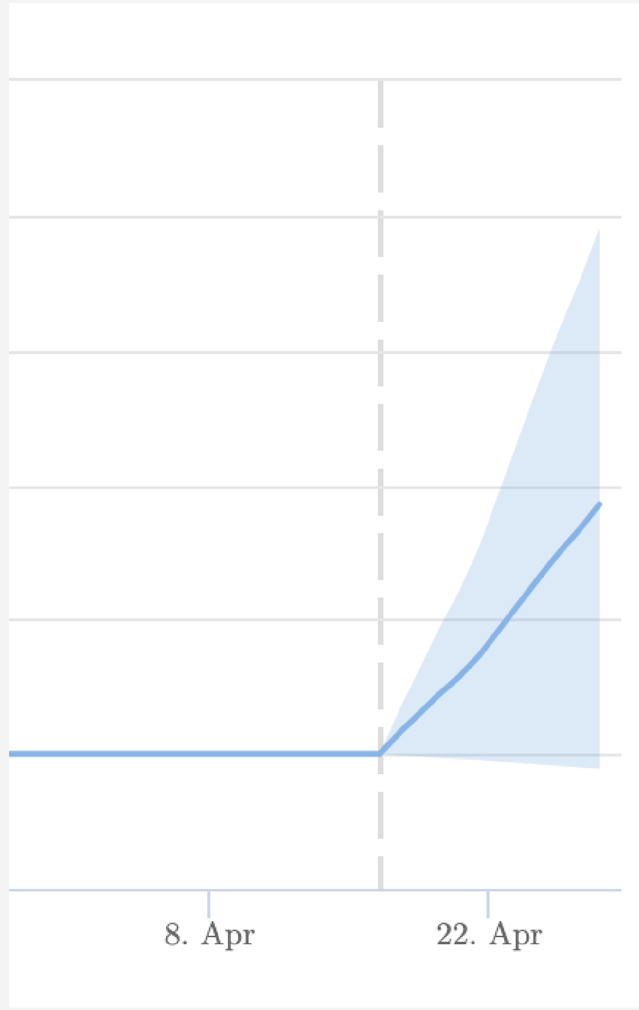
- Što je Linkedin i kako mu radi algoritam
- Kako napraviti LinkedIn profil
- Ažurirano: Što je sve novo na LinkedInu u 2022. godini?
- Kako početi na LinkedInu
- Što raditi na LinkedInu?
- LinkedIn SEO
- Dimenzije fotografija za LinkedIn
- 15 ideja za LinkedIn objave
- Employee advocacy na LinkedInu?

CONTENT

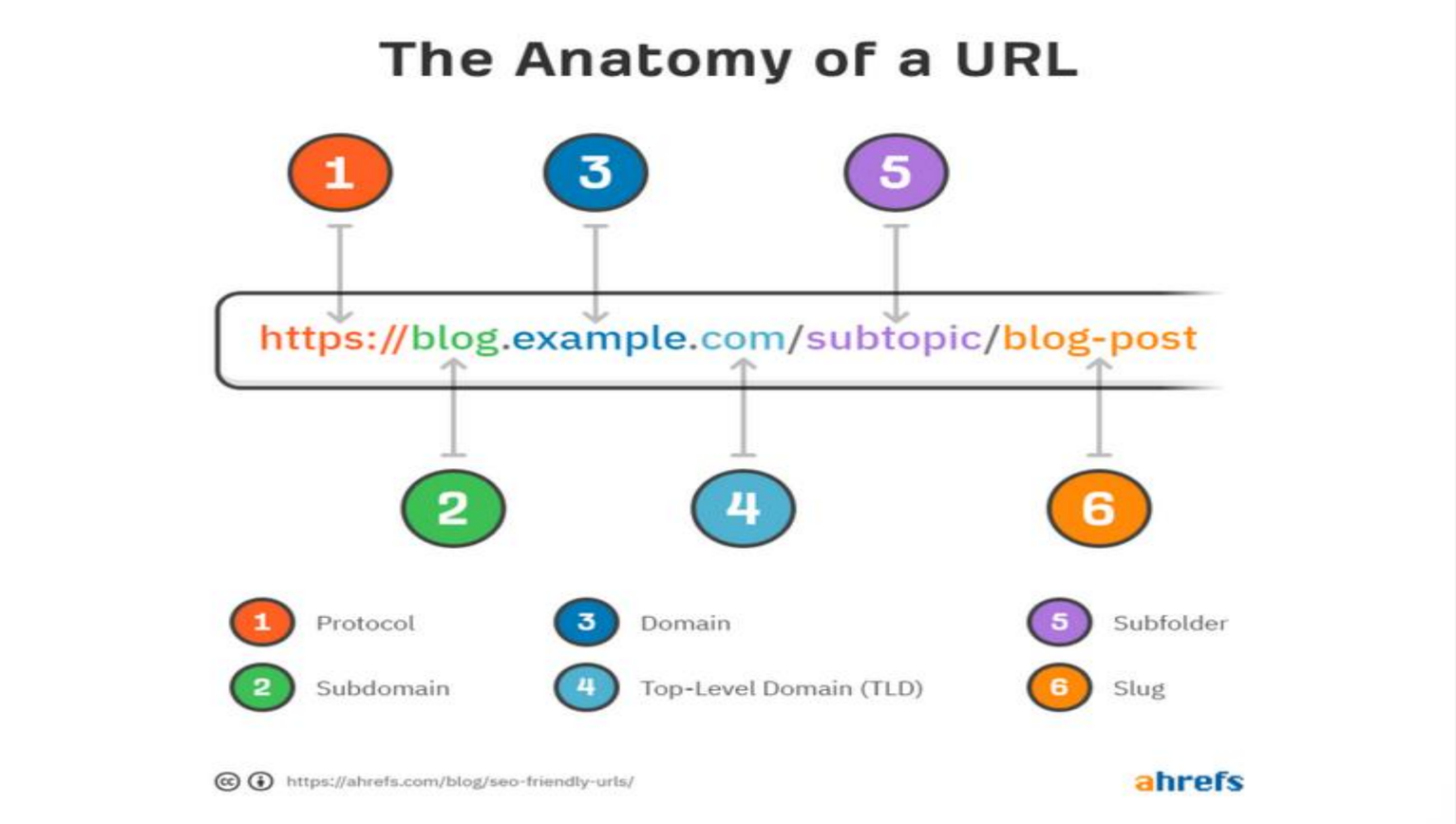
- Što je Content marketing?
- Copywriting i content writing- znate li koja je razlika?
- Oglasi vs SEO
- Web stranica vs. Facebook stranica
- Facebook stranica ili grupa?
- Besplatne fotografije i ilustracije
- Programi za obradu slika i izradu video klipova
- Long-tail ključne riječi: Zašto je dobro fokusirati se na konkretnije upite?

AND FOOTER LINKS





URLS


The Anatomy of a URL
1
3
5
https://blog.example.com/subtopic/blog-post
2
4
6
1 Protocol
2 Subdomain
3 Domain
4 Top-Level Domain (TLD)
5 Subfolder
6 Slug
https://ahrefs.com/blog/seo-friendly-urls/
ahrefs

URLS

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

URLS

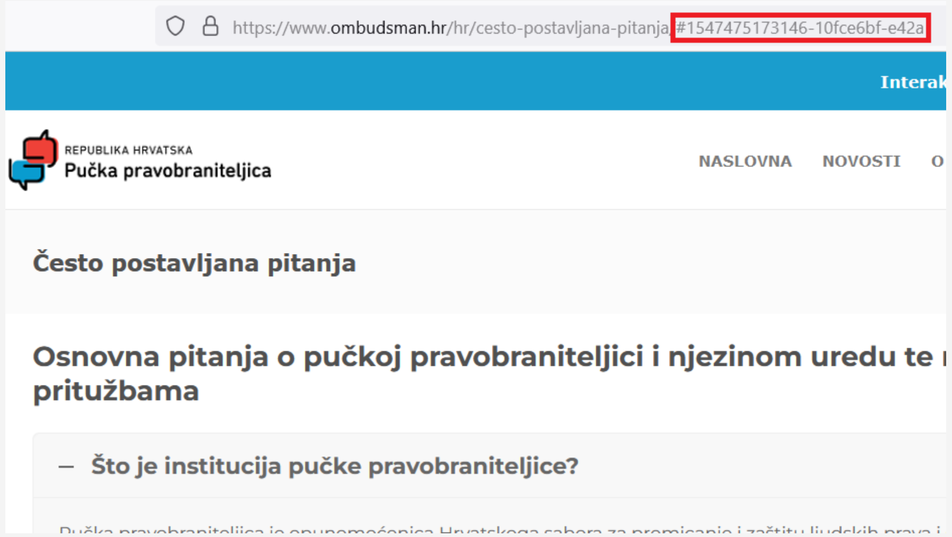
These-are-separate-words-for-Google

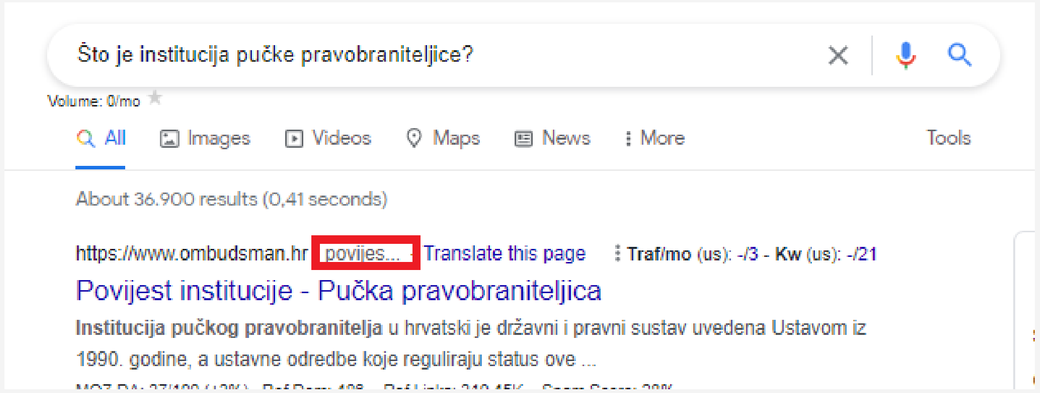
This_is_seen_as_one_word

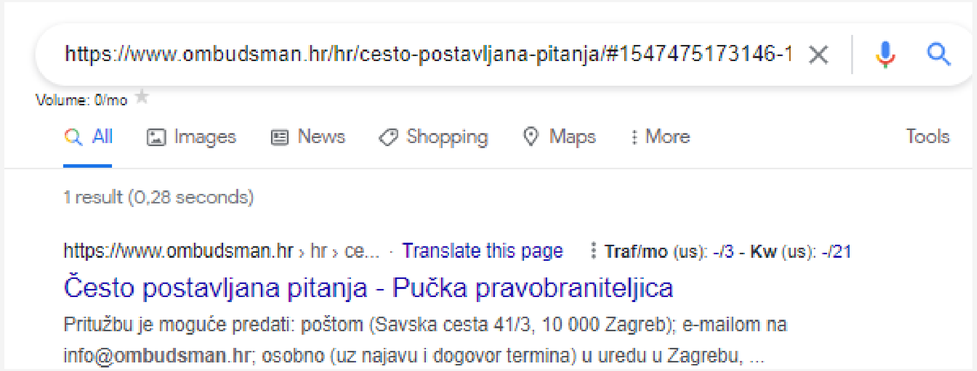
https://www.lygybe.lt/lt/atviri-duomenys

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

#URLS


https://www.ombudsman.hr/hr/cesto-postavljana-pitanja/#1547475173146-10fce6bf-e42a
REPUBLIKA HRVATSKA
Pučka pravobraniteljica
NASLOVNA
NOVOSTI
Često postavljana pitanja
Osnovna pitanja o pučkoj pravobraniteljici i njezinom uredu te
pritužbama
Što je institucija pučke pravobraniteljice?


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 ...

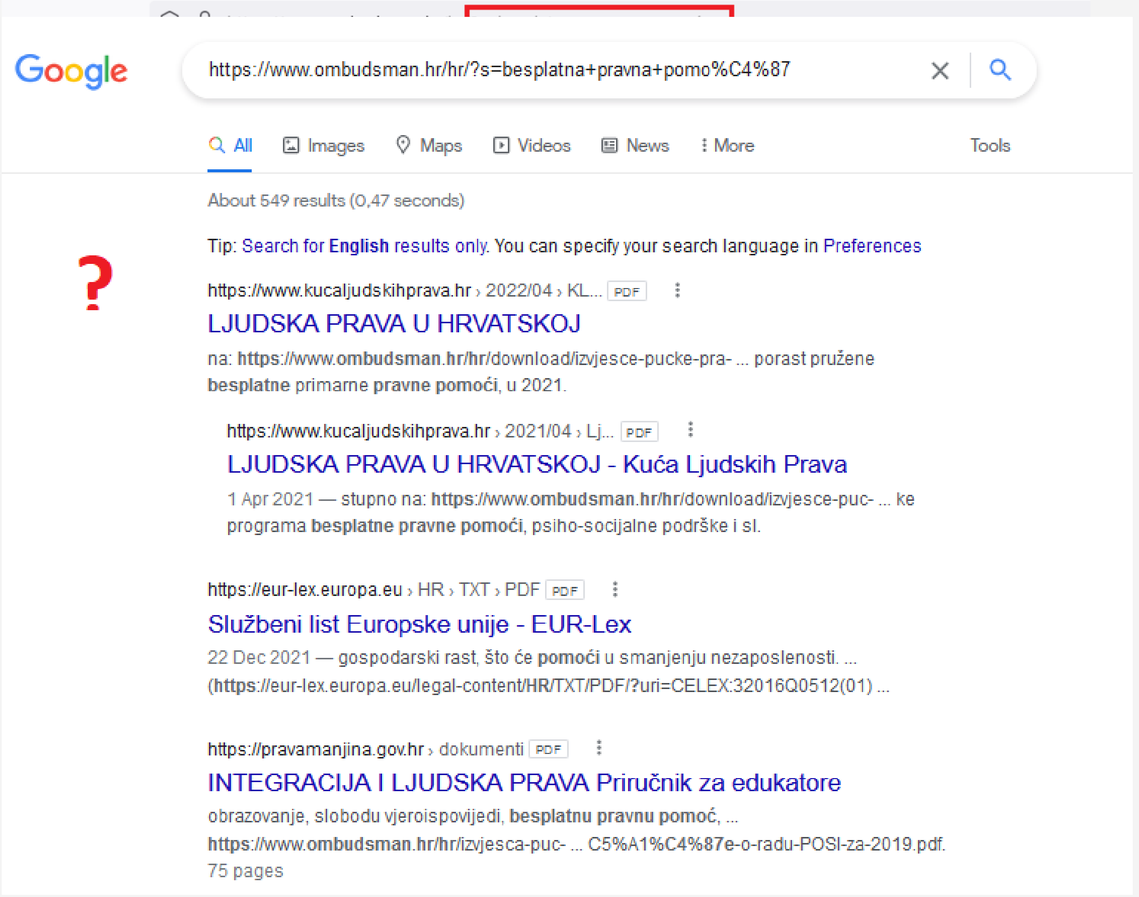

https://www.ombudsman.hr/hr/cesto-postavljana-pitanja/#1547475173146-1
Volume: 0/mo
All
Images
News
Shopping
Maps
More
Tools
1 result (0,28 seconds)
https://www.ombudsman.hr › hr › ce... · Translate this page
Traf/mo (us): -/3 - Kw (us): -/21
Često postavljana pitanja - Pučka pravobraniteljica
Pritužbu 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



URLS

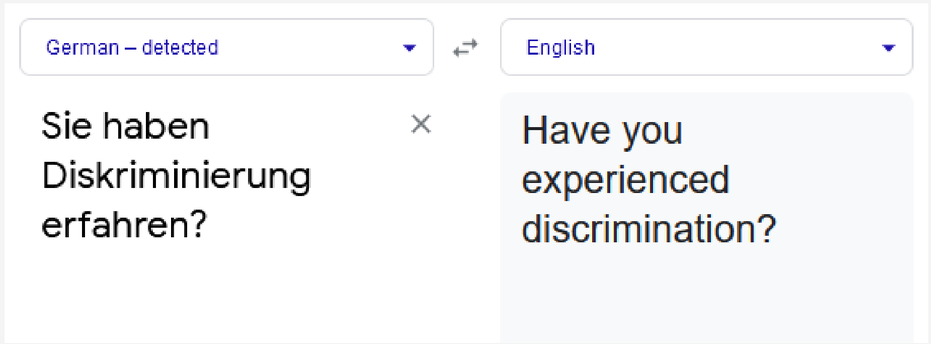
www.antidiskriminierungsstelle.de/EN/about-discrimination/grounds-for-discrimination/disability-and-chronical-disease/disability-and-chronical-disease-node.html

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

URL KEYWORDS MATTER

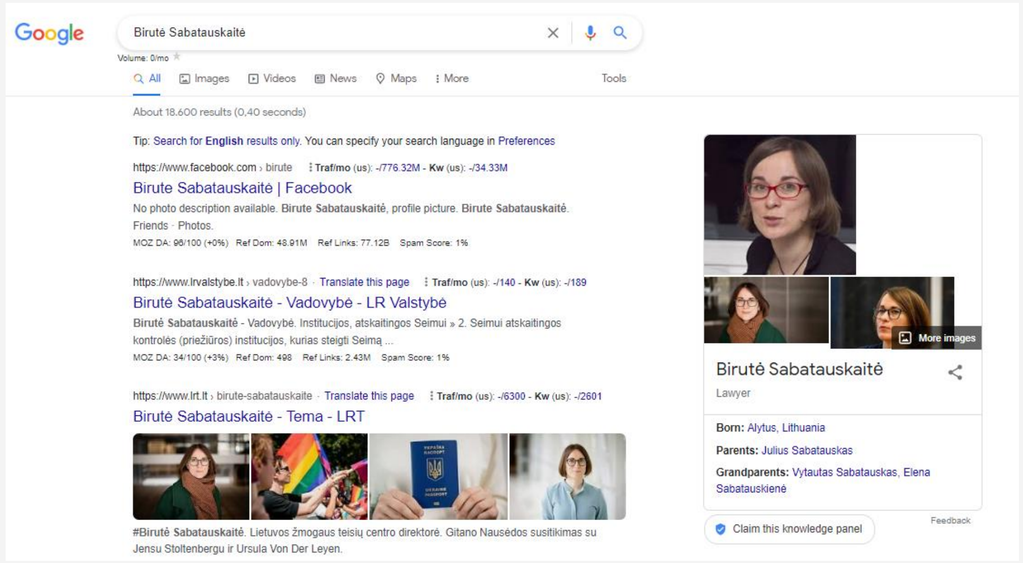
Sie haben Diskriminierung erfahren?

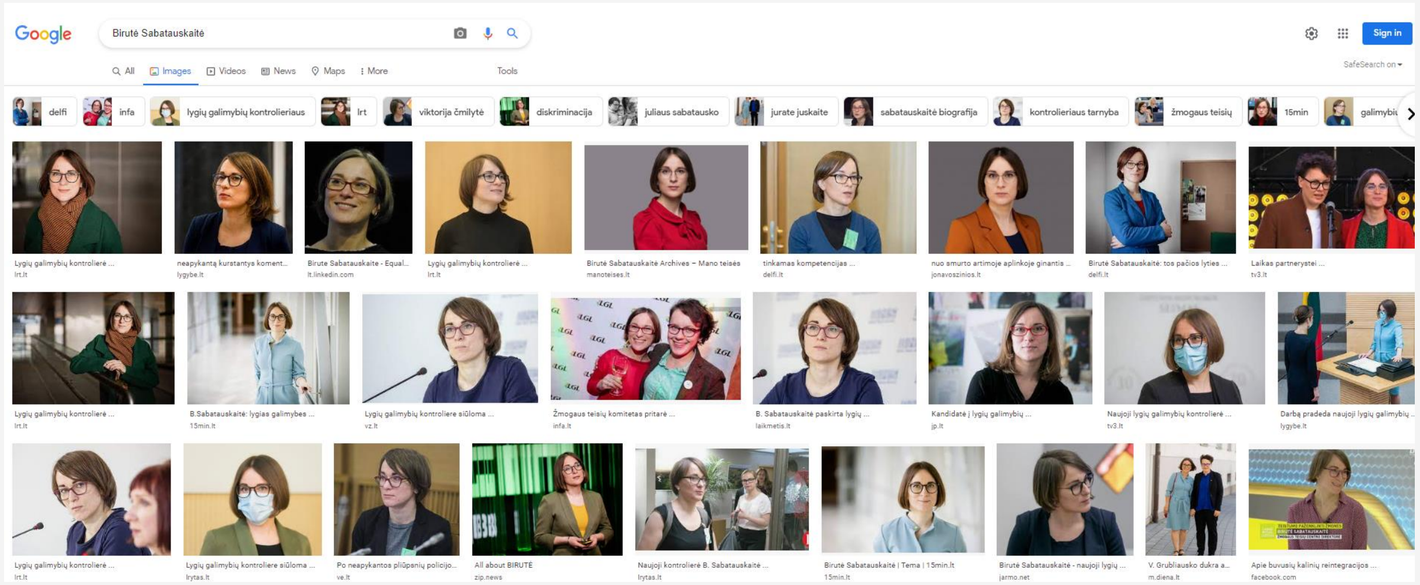
Unser Beratungsportal



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

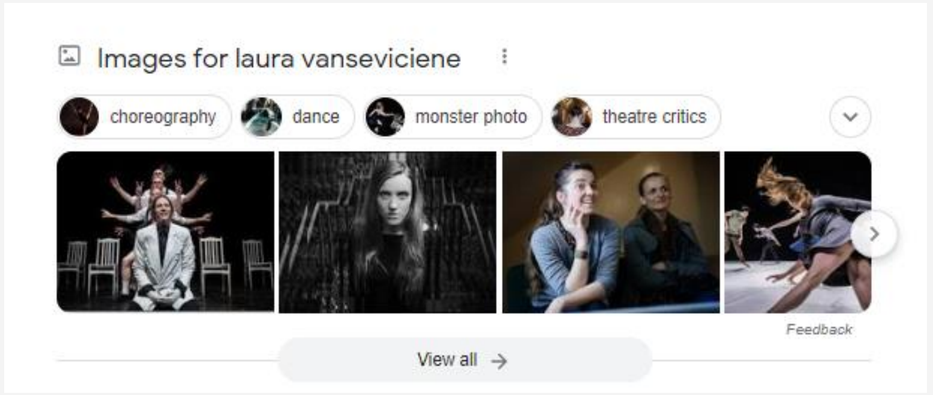
PHOTOS AND SEO

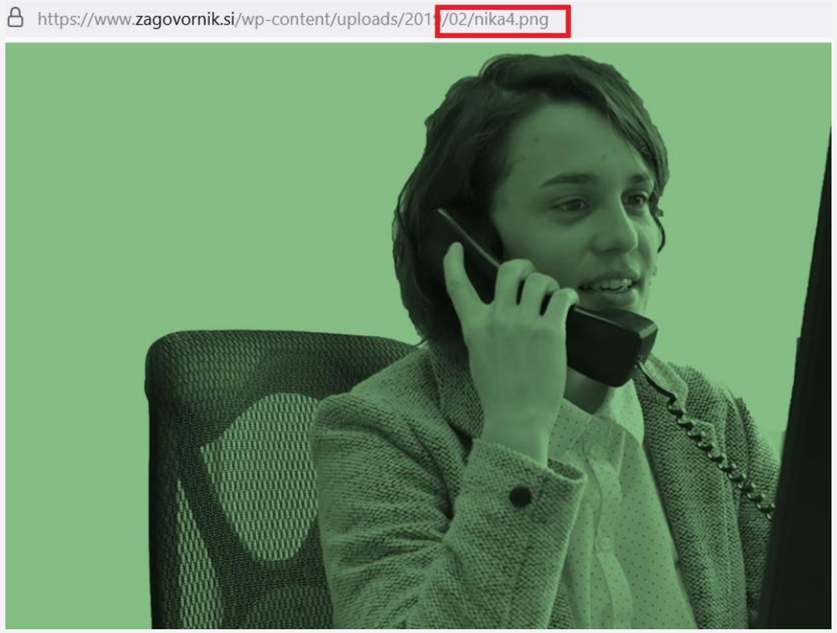


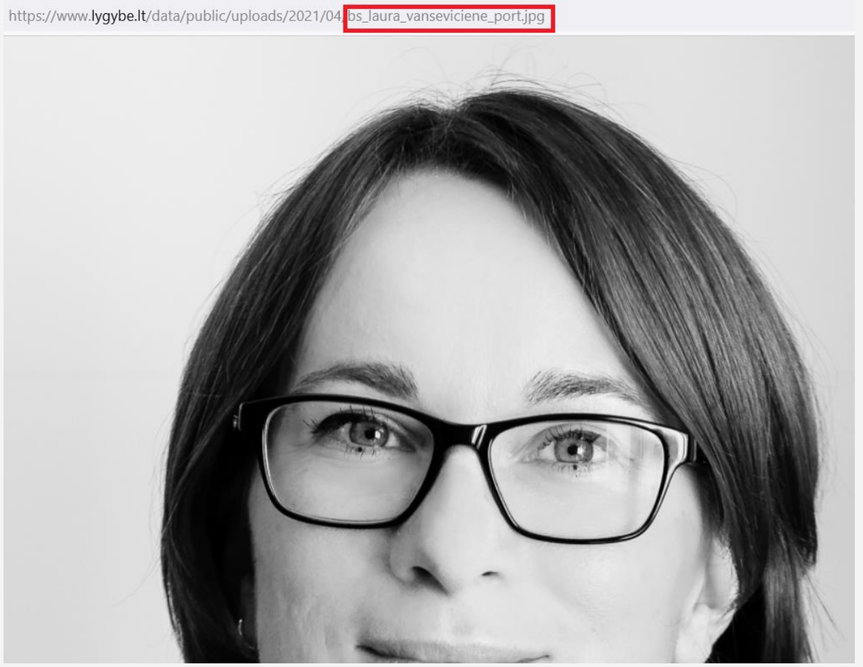


PHOTOS

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





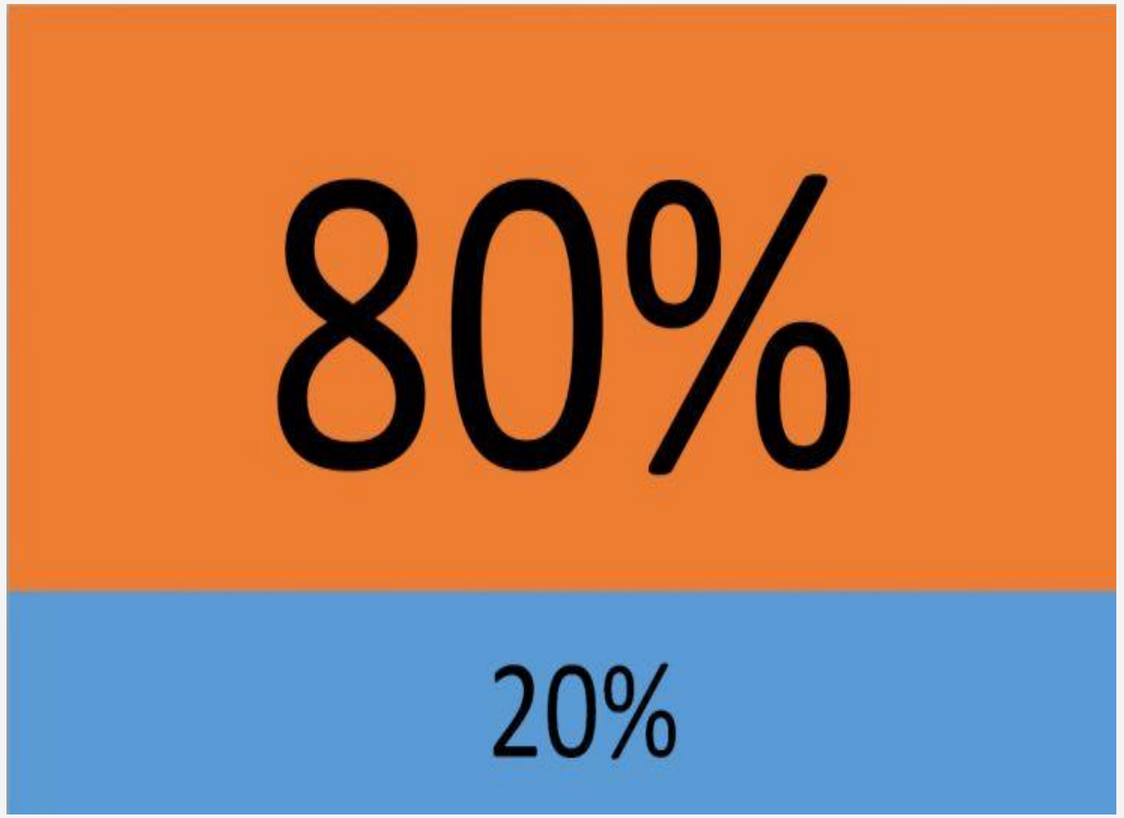


SEO-FRIENDLY CONTENT

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.

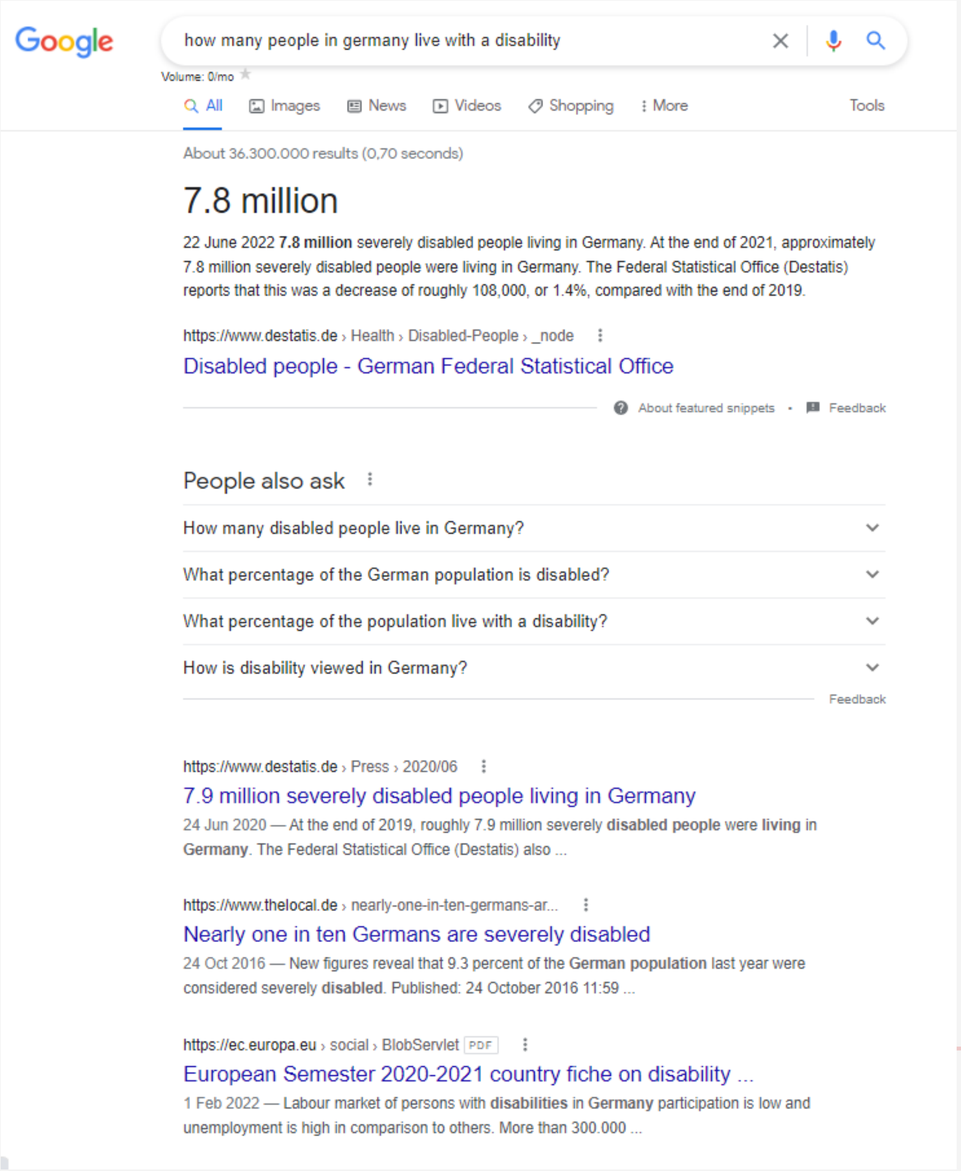


FAQs on disabilities

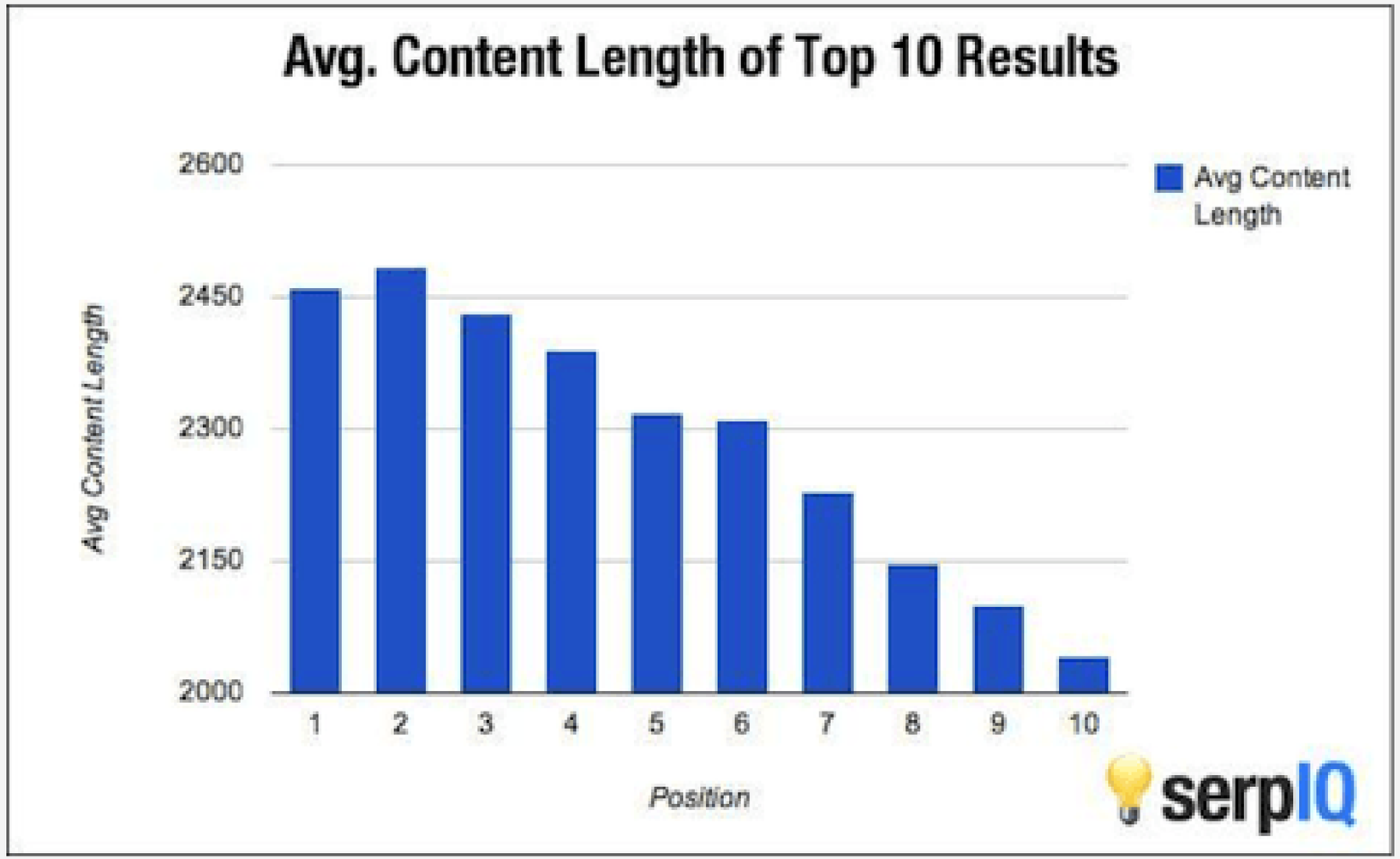
Frequently Asked Questions

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.



CONTENT LENGHT

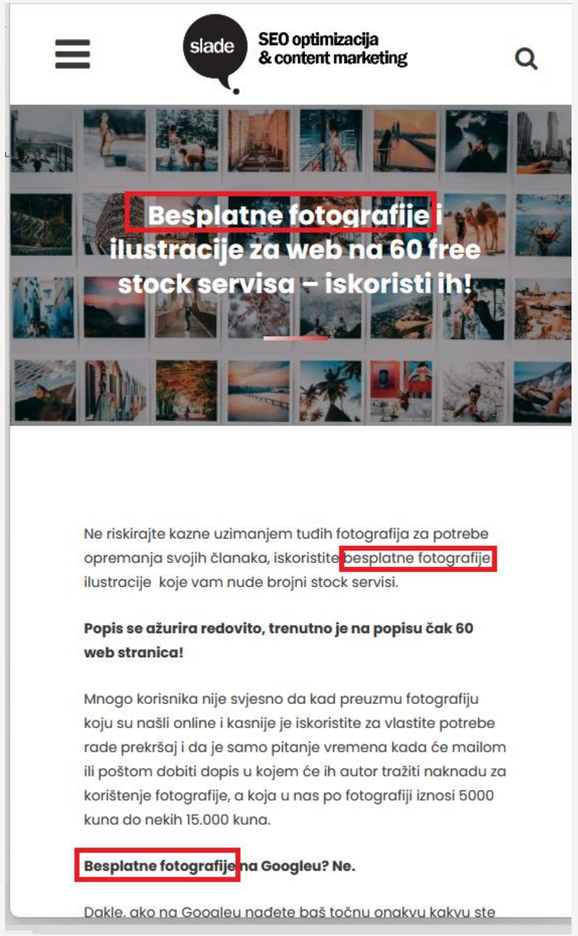


Comparison of average shares
for posts of different lengths:

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

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

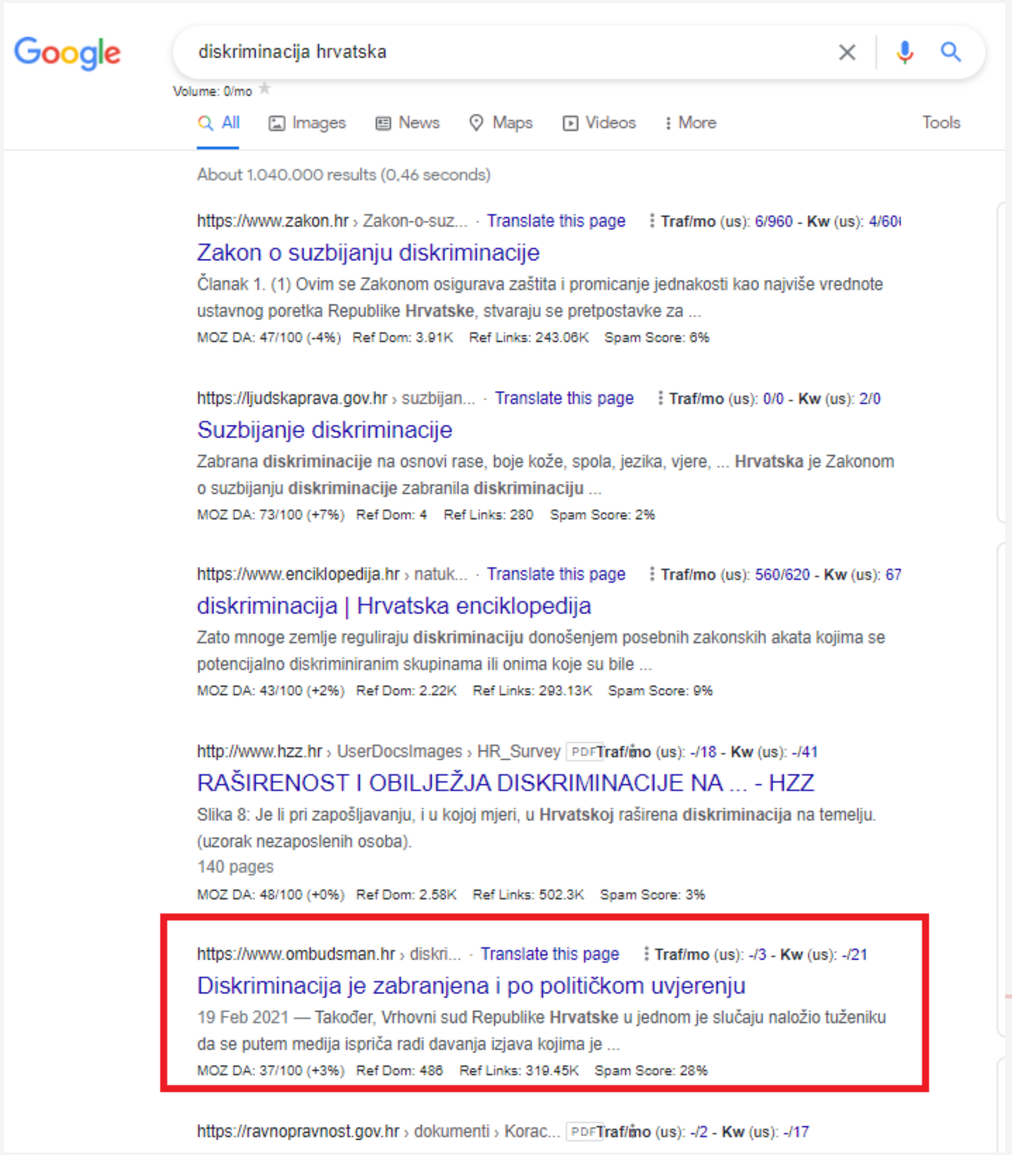
WHAT IS E-A-T

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

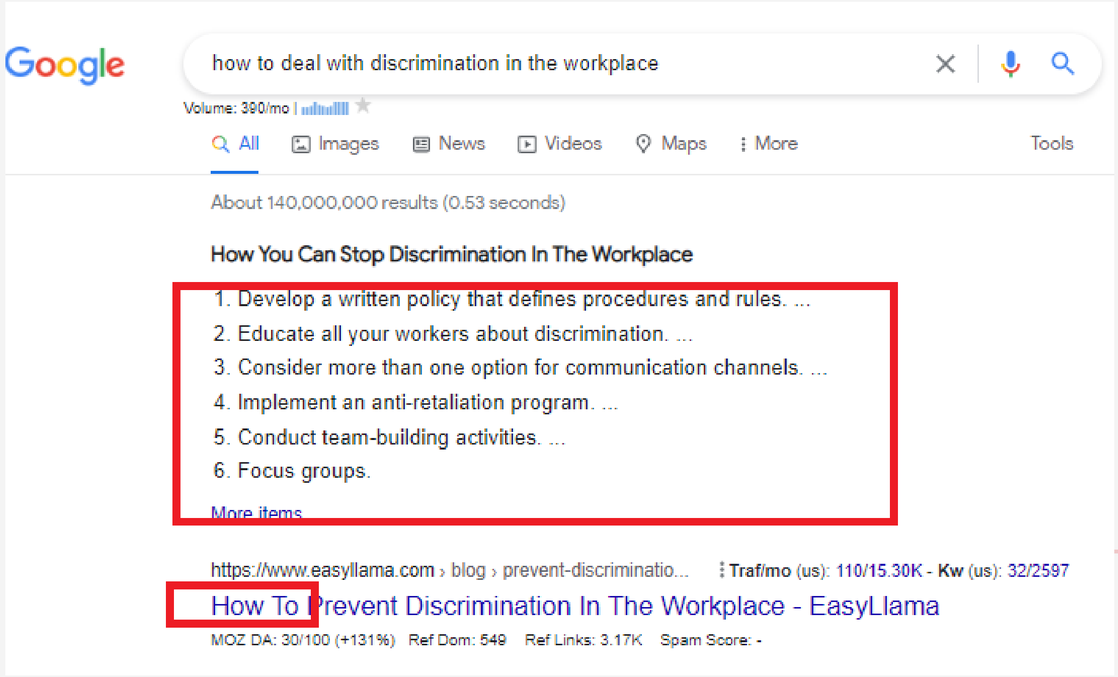
Diskriminacija je zabranjena i po političkom uvjerenju

19/02/2021



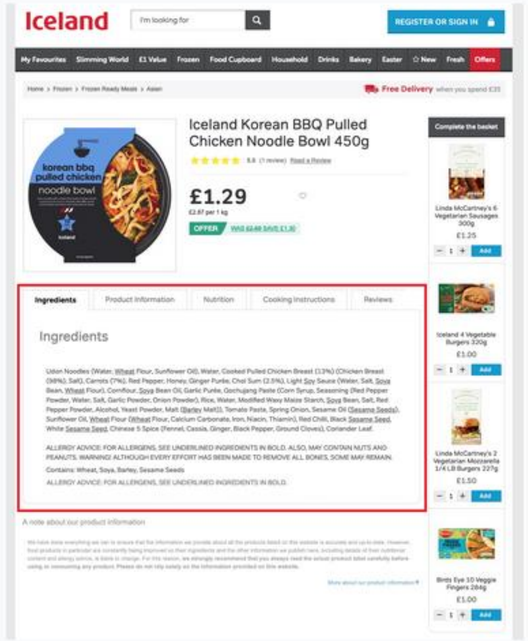
SEO-FRIENDLY CONTENT TYPES

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!!!**

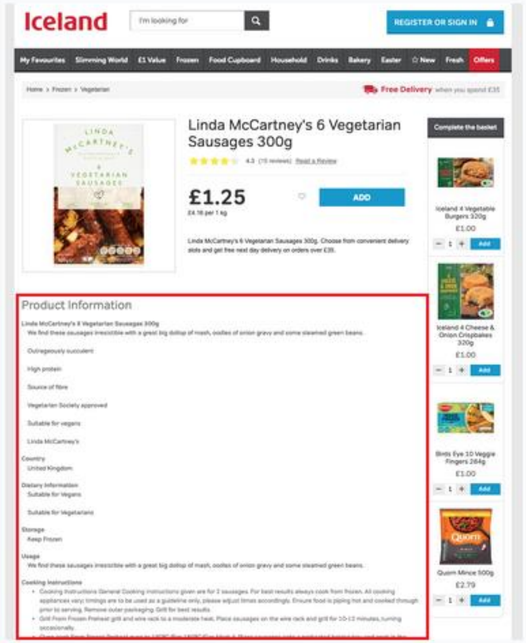


TABS OR NOT TABS

Control

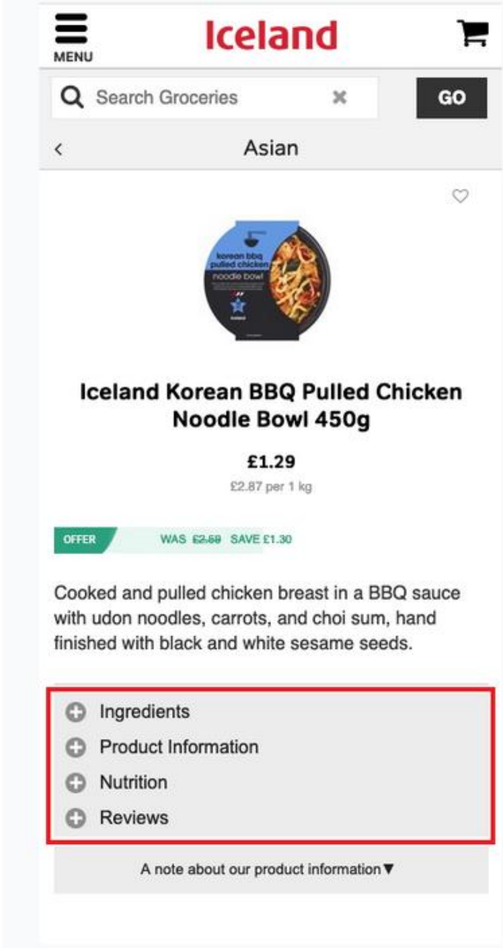


Variant

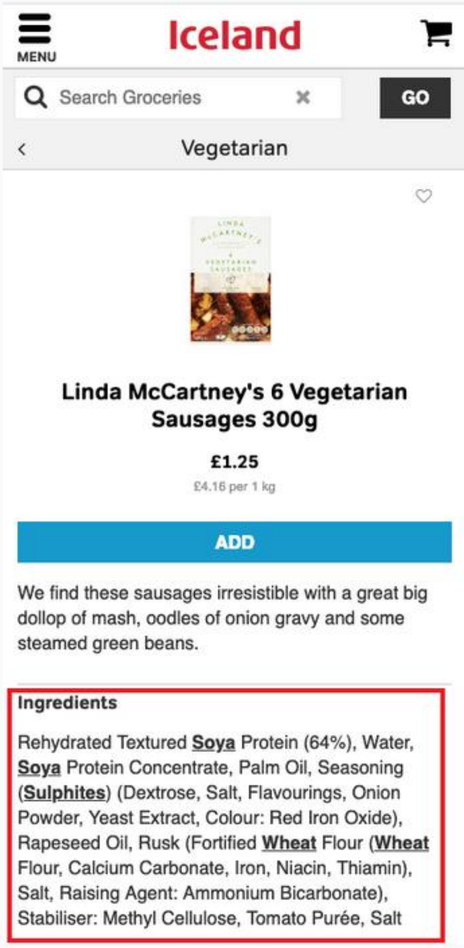


NO TABS- 12% uplift in organic sessions.

Control



Variant



SEO CONTENT TOOLS

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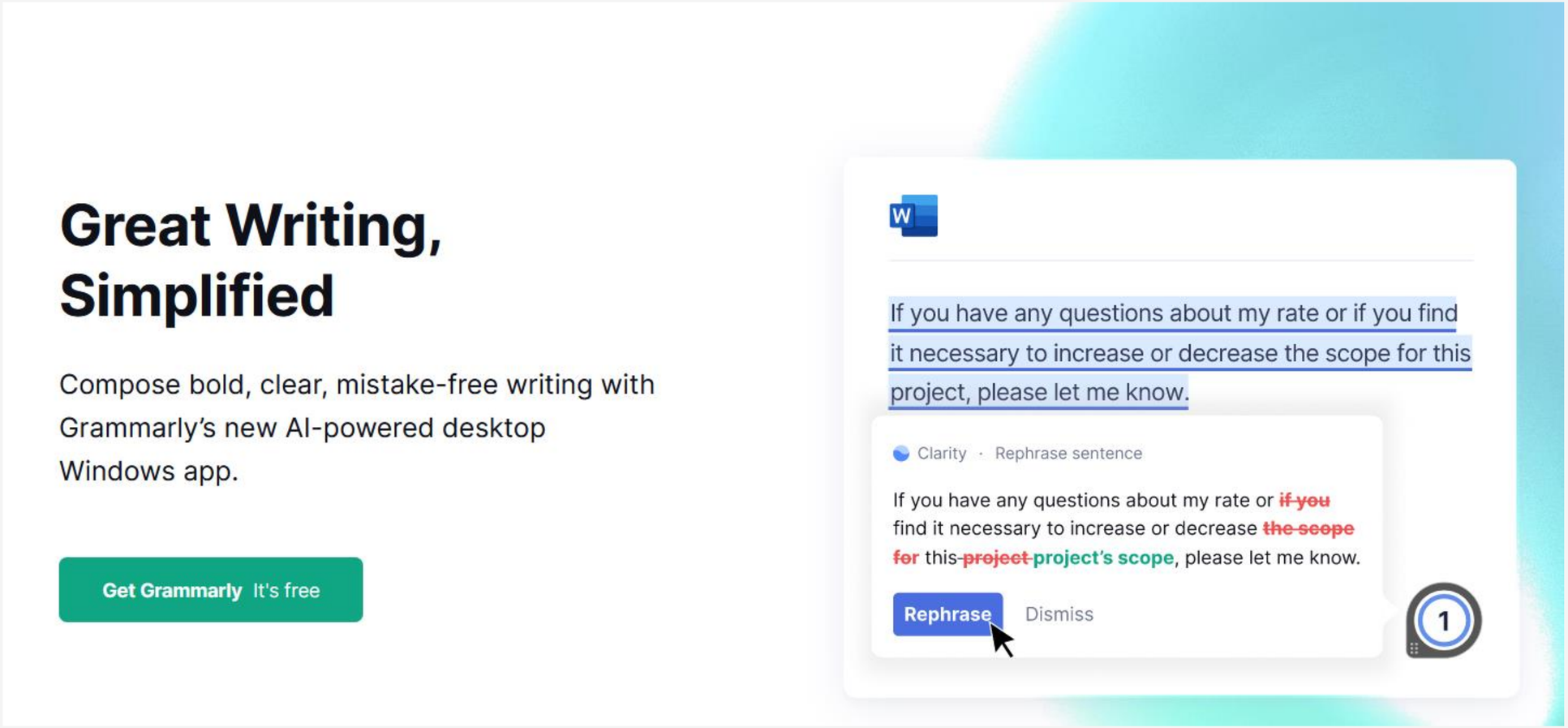
WRITING TOOLS



grammarly.com/office-addin/windows

TECHNICAL SEO :

Chrome plugin: https://chrome.google.com/webstore/detail/seo-pro-extension/lajfdngpocmchpihjecojjllfjeehgnl
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
- TTP 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

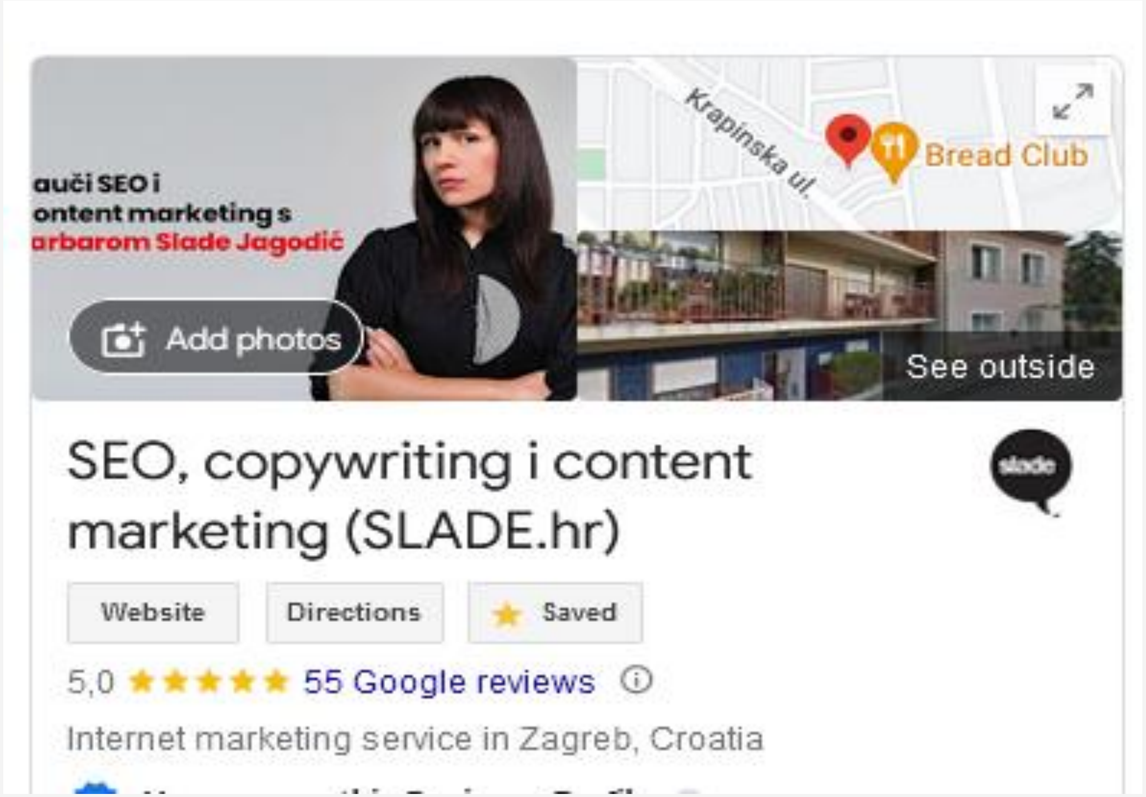
https://yoast.com/wordpress/plugins/seo/

2. RANKMATH

https://rankmath.com/

If you are satisfied with my workshop,

I'll be soo happy to see your review on my [Google Business profile.]



HVALA!
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