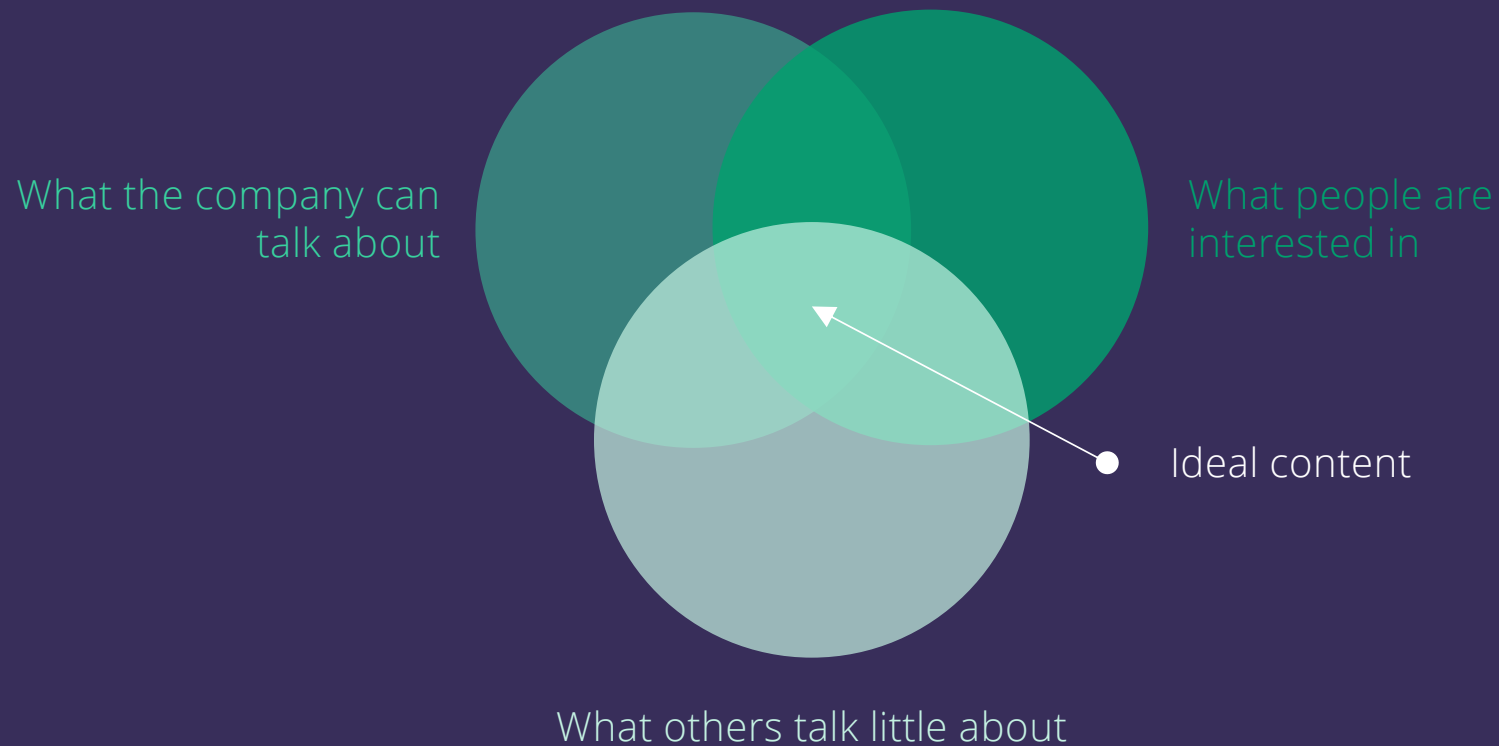


# AG Search Visibility

Nürnberg, 21.06.2023

# Recap Search Visibility

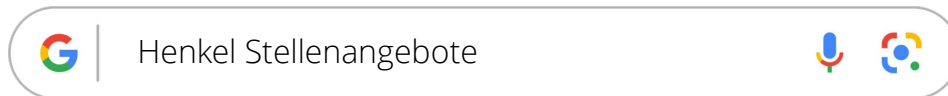
**Competence + interest + low competition = ideal content**



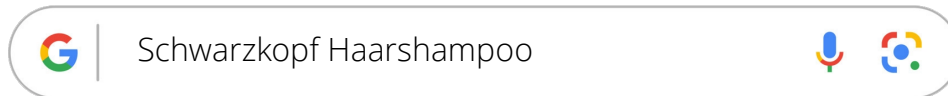
# Recap Search Visibility

## Different search behaviors indicate brand awareness and communication opportunities

1. **Company-branded Keywords:** Searchers have arrived at the website by entering a search term that includes the company brand.



2. **Product-branded Keywords:** Searchers arrived at the site by entering search terms with one of the company's product brands.



3. **Unbranded Keywords:** Searchers arrived at the website by entering relevant search terms without the company brand.



Brand was "in mind" when searching

Opportunity to increase brand awareness when website is found

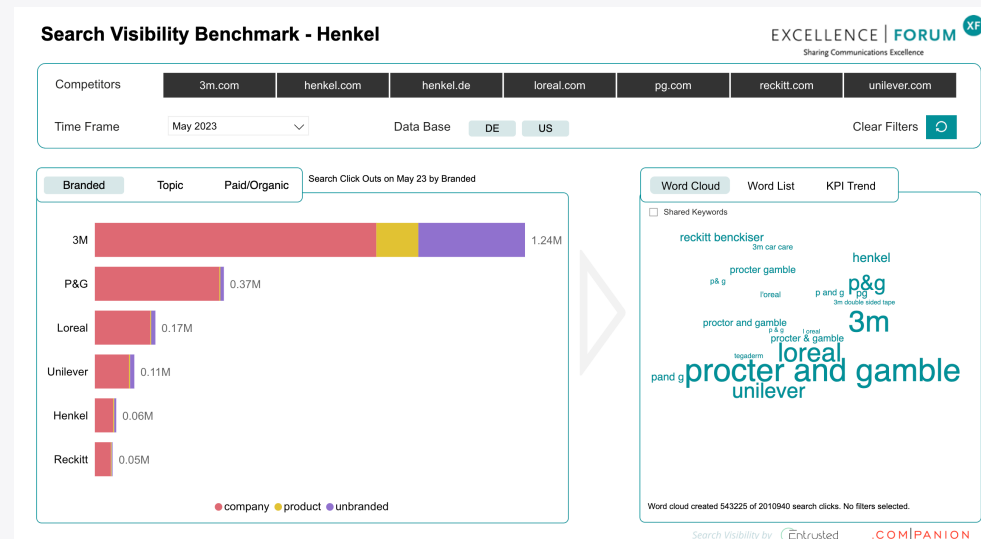
# How can Search Visibility help?

## 2 fictional Use Cases

- Secure invest in brand
- Adjust content strategy

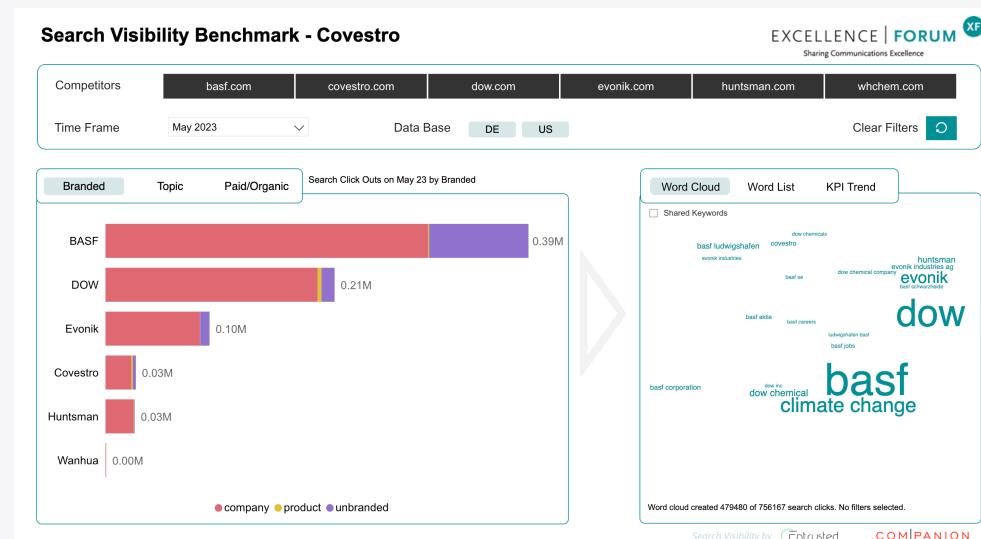
# Secure invest in brand

Assumption: Henkel wants to increase awareness of the corporate brand. Internal sponsors are to be convinced by a new content marketing initiative.



# Adjust content strategy

Assumption: Covestro wants to become a thought leader in the Circular Economy. The content strategy should be adapted so that as many people as possible associate Covestro with the topic.





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