

How to improve visibility of Evulpo across search engines?

Note: Clearly there are many more things to cover, but it seems to me that the point is not to go in depth but to give an overview of the current state of the evulpo pages and some ideas on how to improve their visibility.

ON-PAGE SEO

• Tags Enhancements

- Many pages with **more than one <title> tag**. *Recommended:* having only one title tag per page in order to have better chances at ranking in search results.
- Many pages have **multiple meta description tags**. *Issue:* having more than one meta description tag on a page makes it difficult for search engines to know what the content is about or if the content will be a good fit for people who are performing searches.
Recommended: every page you on the website has a unique meta description.
- Many pages have a **low word count**. Without enough text on a page, Google will have trouble understanding what the content is about. If Google doesn't know what the content is about, it won't be able to rank your content for the search terms you are targeting (In general the average web page that ranks on page 1 of Google contains 2200 words.). *Recommended:* add more content.

• Keywords

To be honest I think you are handling the keywords topic very well. However, I think this is a bit more complicated for me because the keywords are in German and although I understand them it is still difficult for me to put myself on the user's side and think (in German or Swiss German) what the user would search for.

For this case it would be very useful to conduct surveys or simply field questions to parents and teenagers (+13), pose them a situation where they will answer us how they would search for it in the google search engine. Although this is not the most optimal way and can spend many resources, it will surely be helpful to understand our audience and be able to position ourselves better in the search engine.

However, while doing the audit these were some recommendations for optimizing keywords and I think might be useful to know:

- **Proposal for new Keywords:** gratis material für schulen schweiz, Imvz mathematik 1, mathematik Imvz (Can happen that these keywords are already in your SEO tool but unfortunately the free tool I am using only allows me to see 10 keywords of Evulpo)

• Content

- 1) Because evulpo is not always on the first page of google, I would try to put some effort in researching about **featured snippets** (e.g., "People also ask for..."). As one proposal for improving this, I would use more descriptive subheadings to rank for featured snippets.

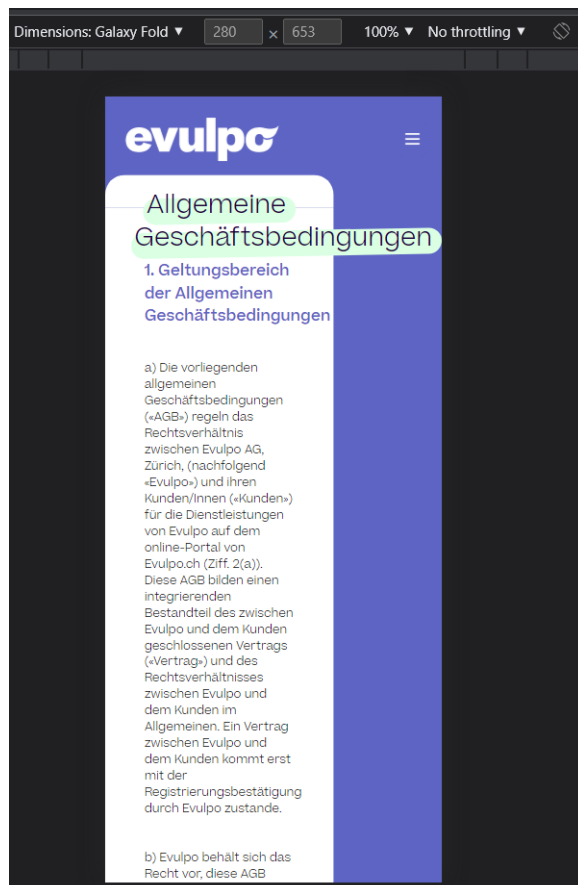
For instance, I feel the slogan "Immer. Überall. Auf Knopfdruck." doesn't really add value to the site, neither in terms of UX nor in terms of SEO. So, I would suggest perhaps to avoid putting it as a subheading of the main page, maybe move it to another page, and instead place some phrase or keyword strategy. An example could be "Die beste Lernplattform für Schüler".

- 2) There are no images on the homepage to give you any idea what the company does. There is only one image of the founder of Evulpo, the rest are drawings.

Adding images of children or teenagers holding a smartphone or computer and the evulpo screen would not only make the user identify with the characters in the images and create an uncoincoous bond with the website, but also it will help readers to understand your content better and even without reading the homepage they could think, "Yes, maybe this is for me".

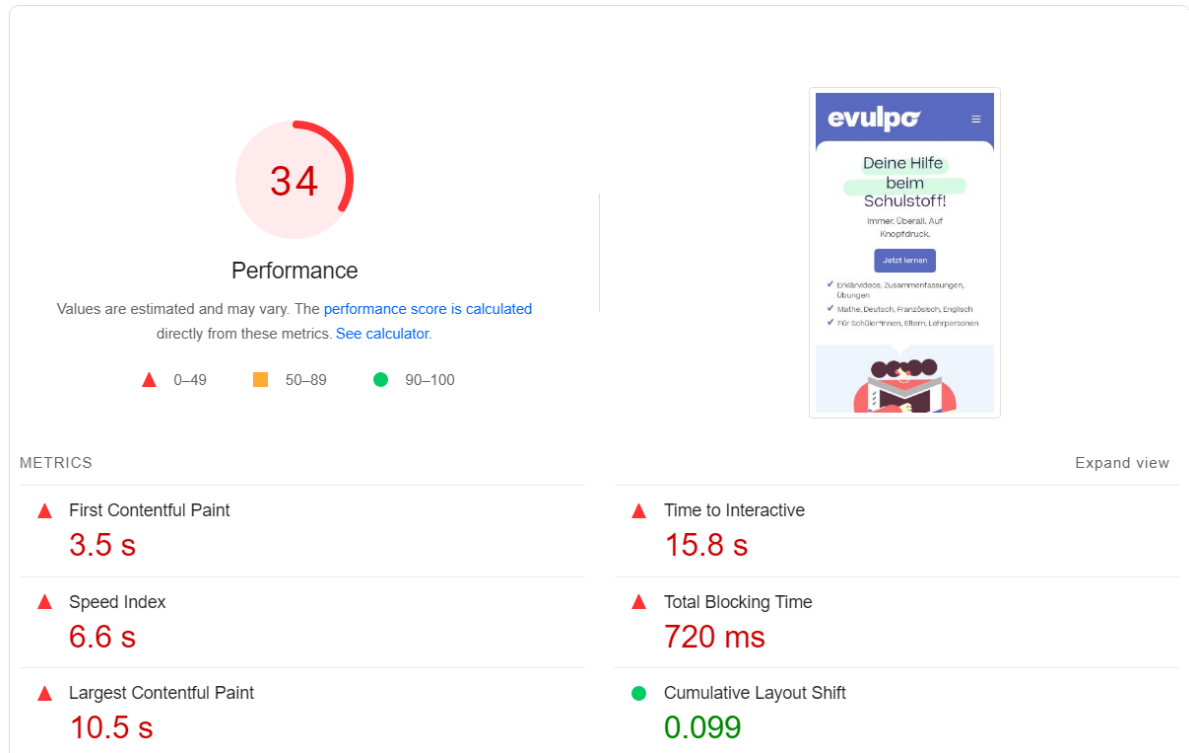
Plus, images add value to your SEO efforts by increasing user engagement and accessibility of your website.

- 3) I have noticed that for certain phones the UI of some pages is broken. This is not only important for a better user experience but the more mobile-friendly the site is the better it will rank. Here's an example.

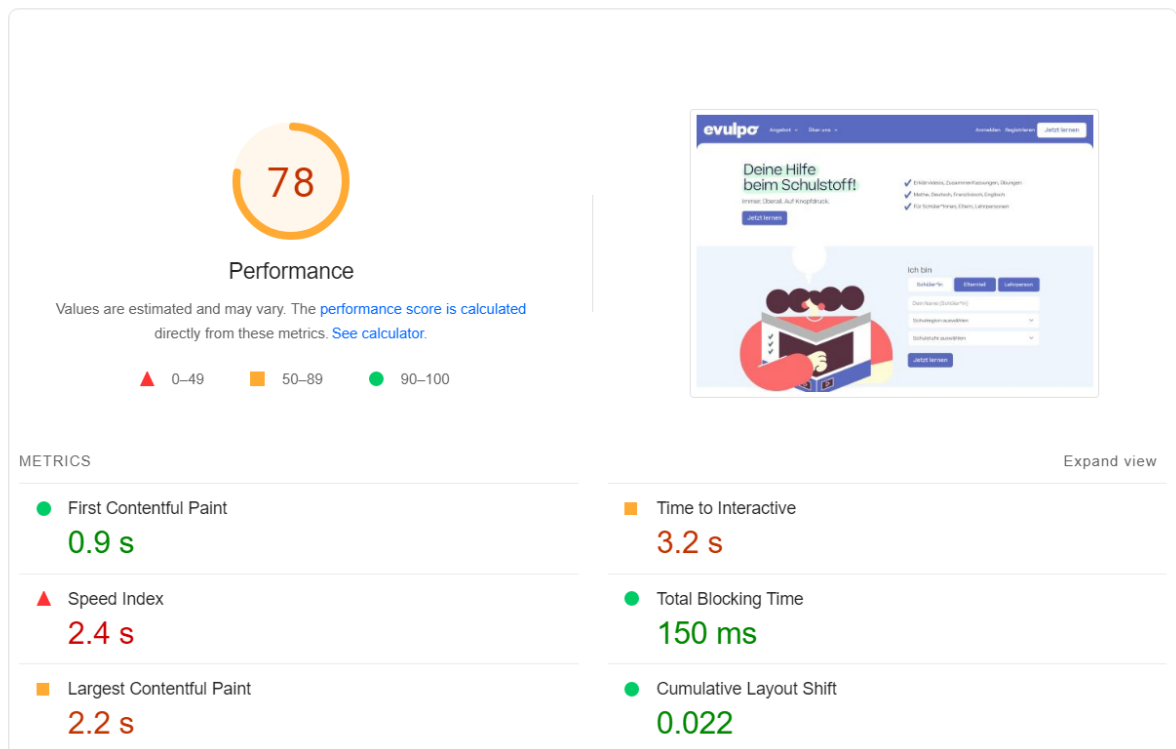


- 4) For a better SEO, it is also very important to optimize the site's performance as much as possible. Based on PageSpeedInsights, these were the results:

 Diagnose performance issues

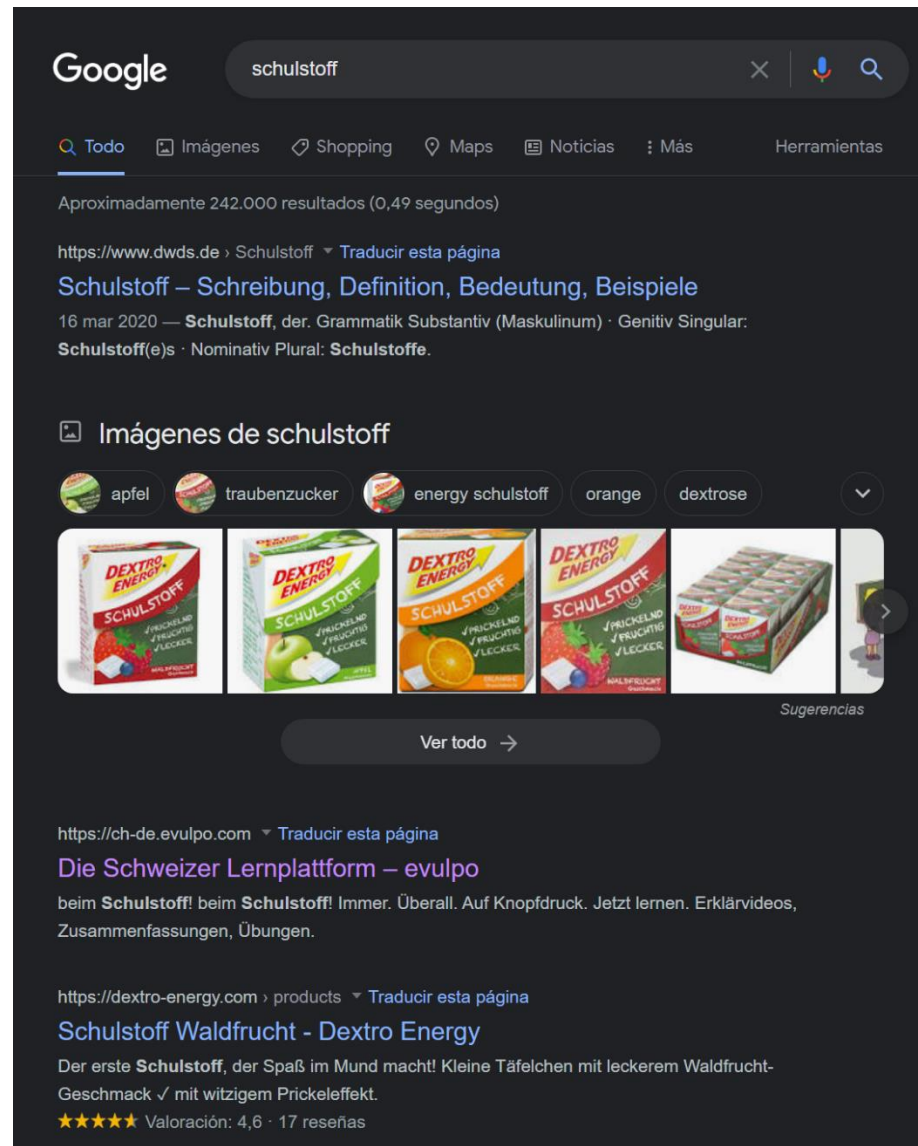


 Diagnose performance issues



There is no doubt that web performance is much better than mobile, but in a world where everything is moving to mobile, I believe it is necessary to improve mobile performance. While this is not an impediment to ranking, in the long run it will influence whether your competitors have a better performance than Evulpo.

- 5) Many experts recommend adding in a header an H1 tag with the target keyword. In your case the main H1 says “Deine Hilfe beim Schulstoff” so I will assume that Hilfe or Schulstoff might be keywords. When I search “Schulstoff” in the search engine this is what I got:



Evulpo is ranked second, that's great! In contrast, if a parent or student searches for the keyword “Schulstoff” aiming to find platforms that help them to solve the homework or study for an exam, when they see those images or results that are completely not related to the search, they will immediately assume that they made a mistake and need to refocus their search. By then, Evulpo's website has extremely low chances to be seen.

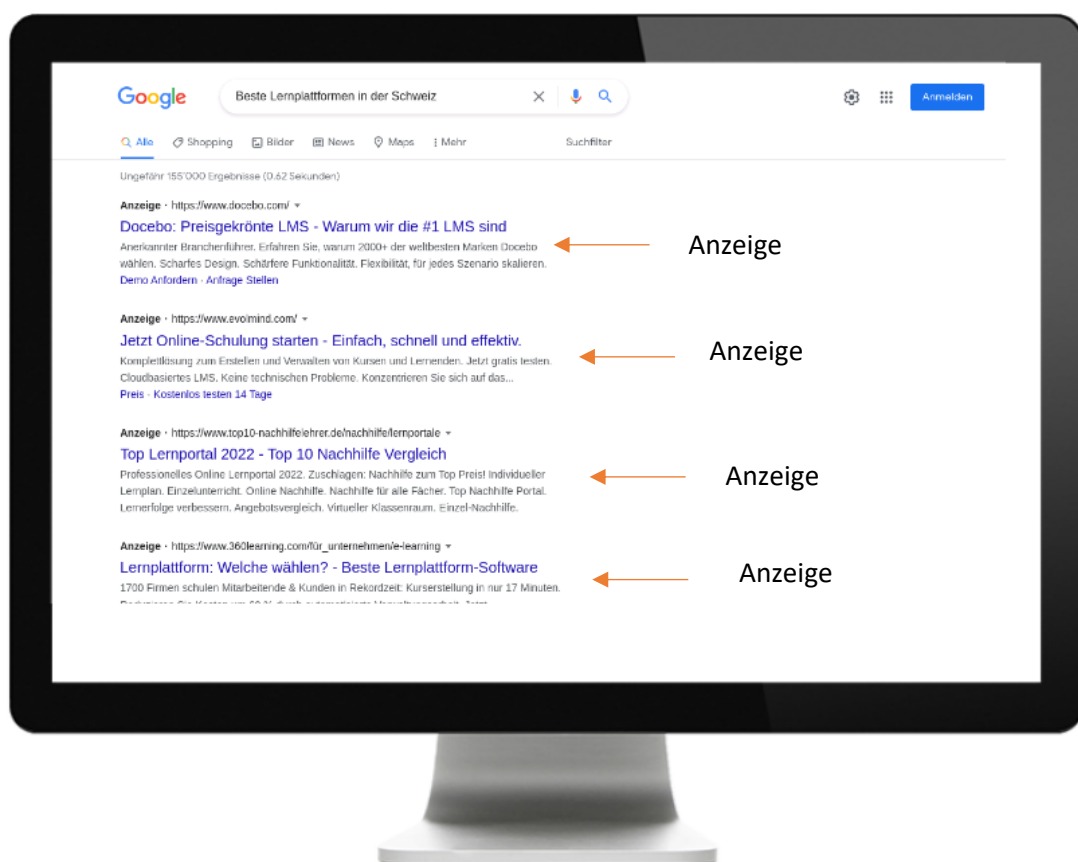
OFF-PAGE SEO

- **Google Ads**

A person who does not know Evulpo and who is looking for online learning platforms, would probably first search for concepts such as "best online learning platforms in Switzerland" "best school help platforms" and so on.

When searching for this type of concepts in the google search engine these are the results.

Using SERPerator we can run a live test of the results obtained from a person located in Switzerland, more specific in Kanton Aargau (results for Kanton Zurich are almost the same).



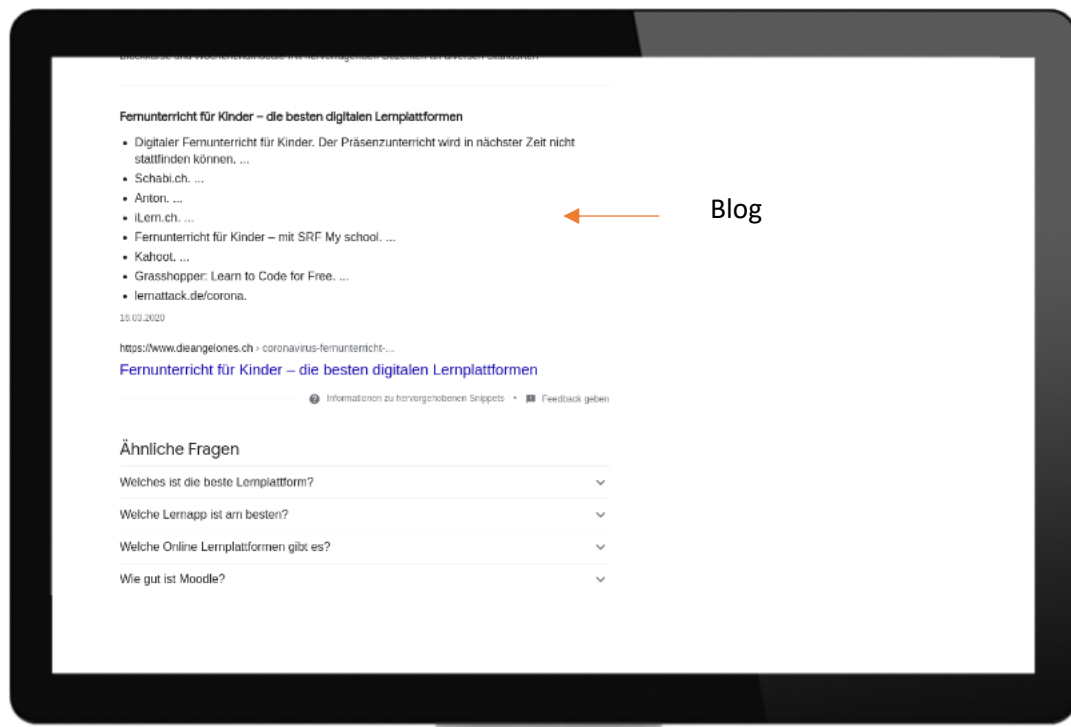
The first thing shown are 4 advertisements. **Here I wonder why there are no Evulpo ads?**

Let's try other phrases and keywords.

- Lernhilfe online
- Mathe nachhilfe in der schweiz
- Online Nachhilfe Plattformen
- Besten Online Nachhilfe Plattformen Schweiz
- Nachhilfe für schüler

I could go on giving examples, but I think I made my point. Evulpo can make their online exposure grow by applying Google Ads.

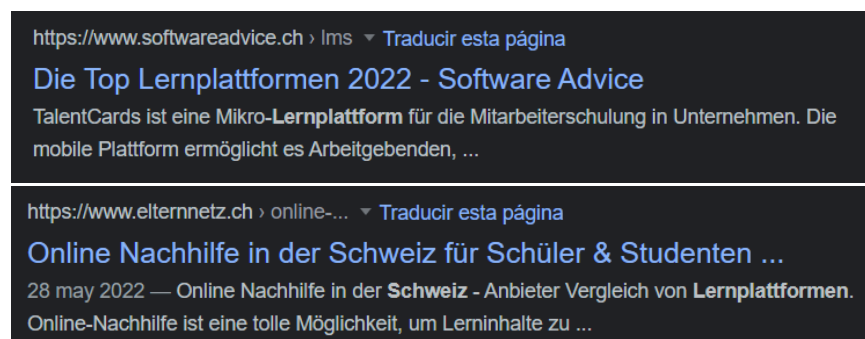
- **Backlinks**



That specific blog is not up to date. It is from 2020 when Evulpo was just starting, so it is not the best example to analyse. Anyway, due to the scope of this post (since it appears in more than one search) maybe you could consider contacting the creator of the blog and propose to update it to include evulpo.

Surprisingly, we found Evulpo in 3rd place. This is quite good, but unfortunately if the user is looking for a comparison of sites with a description of these, he will not enter evulpo's page.

Now, let's dive into backlinks. These are some recent blogs that appear while searching for best platforms for learning/tutoring



<https://famigros.migros.ch/de/kinder-und-jugendliche/medien/lern-apps-fuer-jugendliche>

Why not make a collaboration with the creators of this content to consider adding evulpo? Especially with migros, since who doesn't know migros in Switzerland? This will allow them to be known through other platforms.

Even what many companies do is to create their own blogs, they work with the SEO to come out first in the organic results and this helps incredibly to the visibility of the site. In addition, the user tends to trust more if the recommendation comes from "a specific person" who created the blog and not from the company itself.

On the other hand, I have taken the liberty of exposing evulpo to an audit. Checking a little bit, the pages from which these backlinks come from, I can notice that it is not until the 6th position that we see a real blog listing the best education start-ups in Zürich.

Here, it is almost the only page in the list where the company is announced and has a very brief explanation of its purpose. In addition, it is listed with other start-ups.

SOURCE PAGE TITLE & URL TARGET PAGE ?	DOMAIN AUTHORITY ? ^ v
Evulpo - Crunchbase Company Profile & Funding Source: crunchbase.com/organization/schlaufux Target: evulpo.com/	NF 91
5. / 6. Klasse Hohenrain Source: symbaloo.com/mix/5-6klassehohenrain Target: evulpo.com/	NF 70
Source: ch.kompass.com/d/bezirk-zurich/ch_01_0112/ Target: ch-de.evulpo.com/	NF 67
2022 Sponsors, Exhibitors & Partners Source: terrapinn.com/exhibition/edutech-europe/partners.stm Target: evulpo.com/	64
#007 Silvan Hagen, Schlaufux AG - meet the geek - Podcast Source: meet-the-geek.podigee.io/8-silvan-hagen-schlaufux-ag Target: ch-de.evulpo.com/	64
32 Best Zürich Education Startups – The Future of Education – The Startup Pill Source: startupill.com/32-best-zurich-education-startups-the-future-of-educati... Target: ch-de.evulpo.com/	58
Freundliche Grüsse: Hilfe beim Schulstoff auf Knopfdruck - Werbung Source: persoenlich.com/kategorie-werbung/hilfe-beim-schulstoff-auf-knopf... Target: ch-de.evulpo.com/	54

• Social media

While you can see in more detail the statistics of your social networks, and I am sure you are doing a great job with them, I want to provide you with some comments that I have observed as a user.

While it is evident that you are starting to use social networks to increase the visibility of the company, among the best social networks in the internet world to improve the SEO of our website, is Twitter and YouTube.

Evulpo does not have a twitter account and the YouTube account is not "exploited" enough.

Your audience is large on TikTok and Instagram Reels, but Facebook is left behind. Despite the fact that it is best to target young people, it is also important to think about their parents, many of whom use Facebook as their primary social media platform.

I would also consider opening a Reddit account in the future as this social network is becoming more and more common among young people.

Last but not least, you need to identify Swiss/German/French influencers and try to work with them, not just young people, but also parents. This will result in more traffic to the Evulpo website from the TikTok/Instagram profile. Additionally, this will enhance the visibility of the company name.