

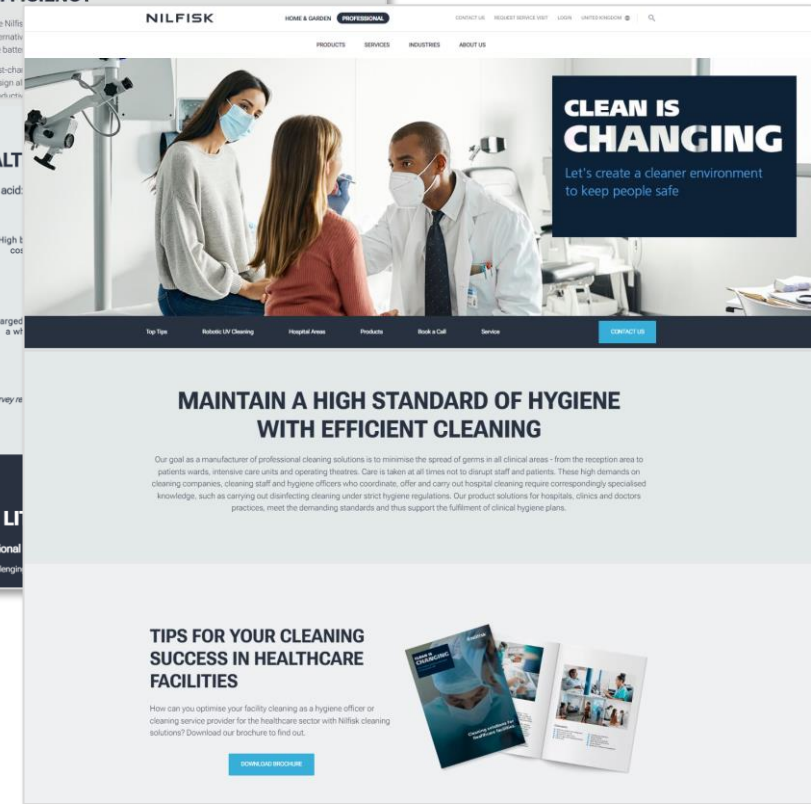
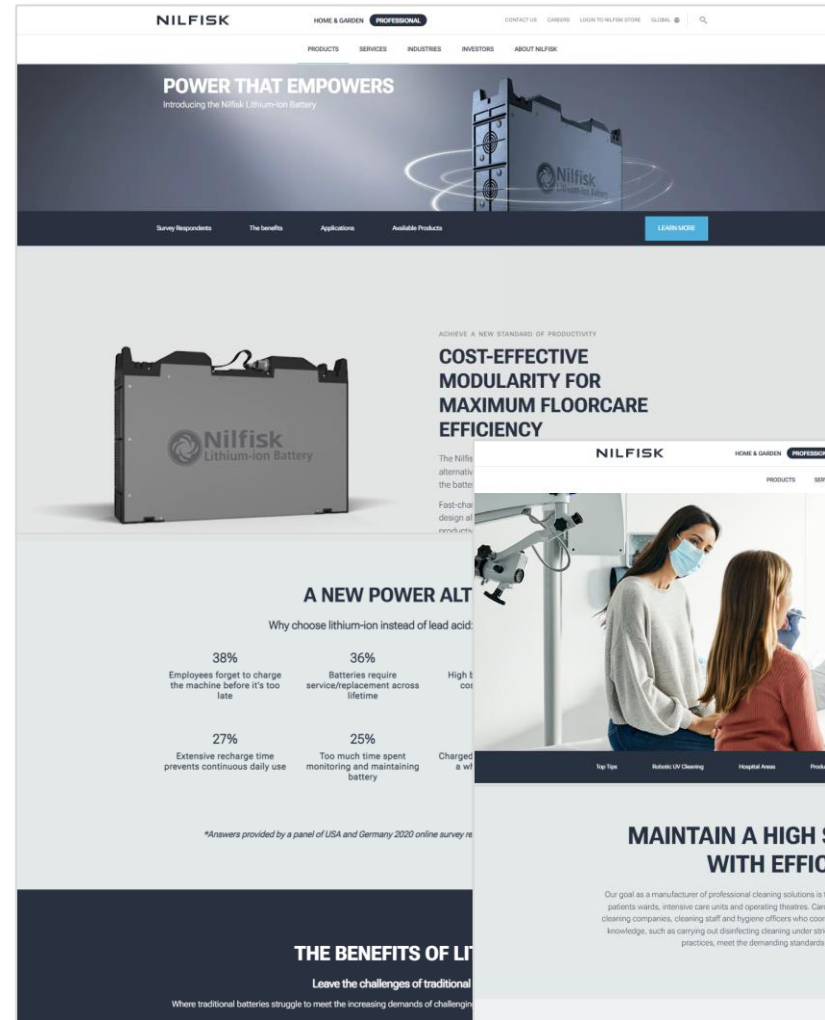


Best practice for Campaign- and landing pages

- from a SEO & UX perspective

Agenda

- 1 Why SEO and best practice for web?
- 2 Web optimize content
- 3 Headers and URLs
- 4 Meta data (SEO)
- 5 Gated content
- 6 CTAs
- 7 Page length
- 8 Write for web
- 9 Responsiveness

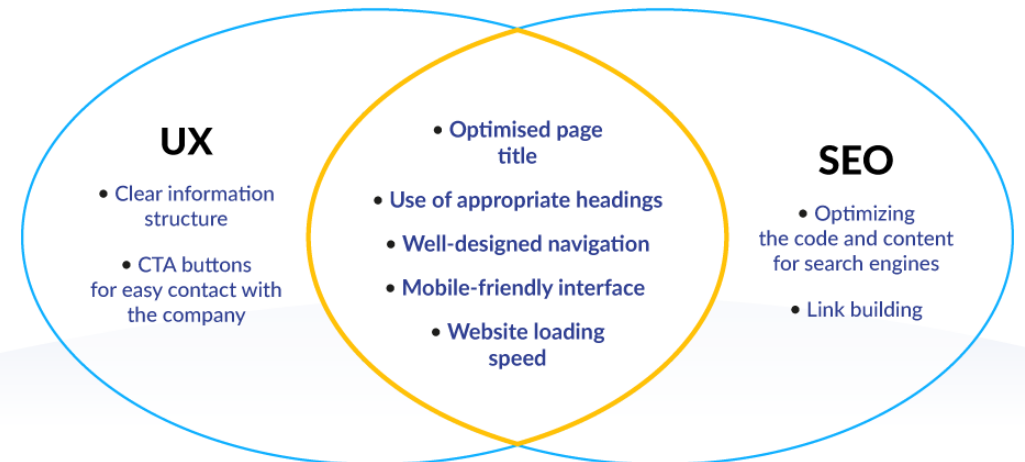
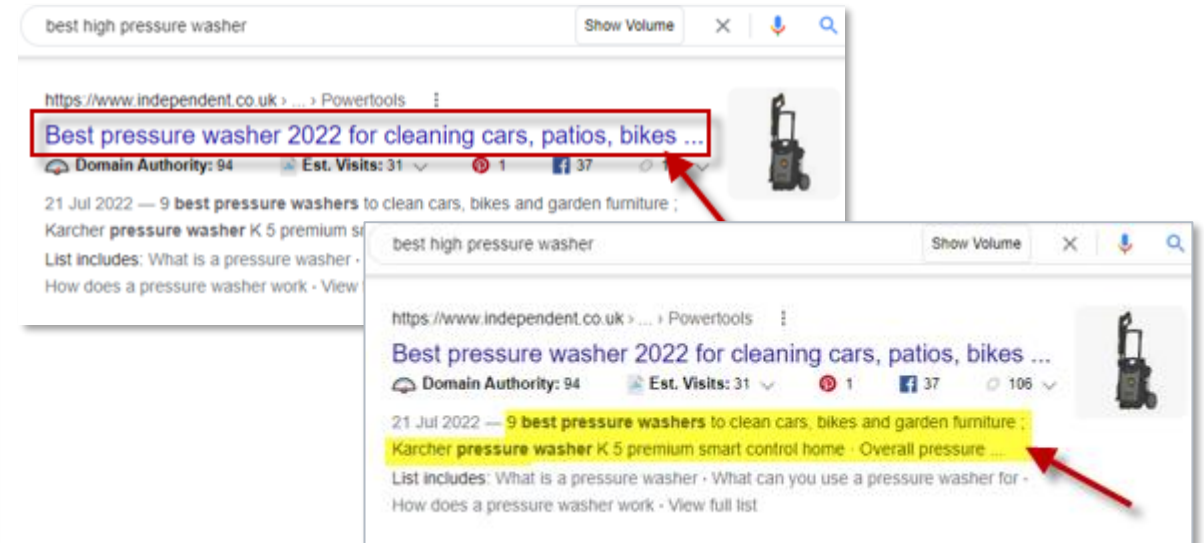


Why SEO and best practice?

SEO and best practices are important for:

- Google's ability to match, rank and show our content in the search results, based on the user's search intent.
- How easy users feel it is to understand and use our website and how likely they are to 'convert' – i.e., fill out form, sign up for newsletter, click on 'Read more'-links etc.

We can ensure that Campaign- and landing pages are more SEO- and user friendly by following the tips and tricks in this presentation.



Web-optimize content

Heavy files → Affect the page load → Bad for our Google ranking

- Ensure all files (videos especially) are web-optimized and are not exceeding the allowed size – [see file-size guide and link to compressing tools here](#)
- **Example:** All images used on this page are from 3 to over 6MB. Image W x H are almost double the size of formats being used in any of our Umbraco elements (which is max W: 2450 X H: 810 pixels)


Solution

- Ensure all files are web-optimized and are not exceeding the allowed sizes – [see file-size guide and link to compressing tools here](#)
-

Website Title AERO Launch 2022

Image Seo Info

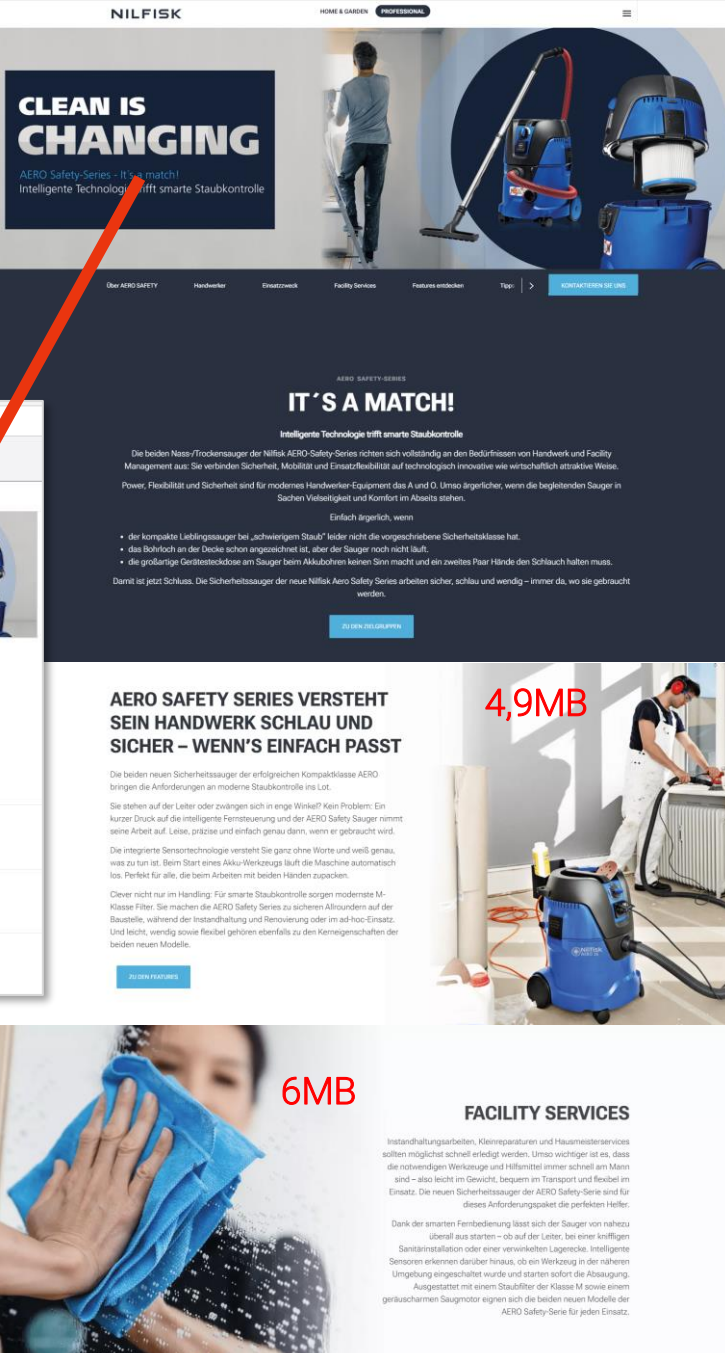
Upload image



Width 7939

Height 2405

Size 3507417 = 3,5MB



NILFISK HOME & GARDEN PROFESSIONAL

CLEAN IS CHANGING

AERO Safety-Series – It's a match!
Intelligente Technologie trifft smarte Staubkontrolle

Über AERO SAFETY Handwerker Einsatzzweck Facility Services Features entdecken Tipp: > KONTAKTIEREN SIE UNS

IT'S A MATCH!

Intelligente Technologie trifft smarte Staubkontrolle

Die beiden Nass-/Trockensauger der Nilfisk AERO-Safety-Series richten sich vollständig an den Bedürfnissen von Handwerk und Facility Management aus: Sie verbinden Sicherheit, Mobilität und Einsatzflexibilität auf technologisch innovative wie wirtschaftlich attraktive Weise. Power, Flexibilität und Sicherheit sind für modernes Handwerker-Equipment das A und O. Umso ärgerlicher, wenn die begleitenden Sauger in Sachen Vielseitigkeit und Komfort im Abseits stehen.

Einfach ärgerlich, wenn

- der kompakte Lieblingssauger bei „schwierigem Staub“ leider nicht die vorgeschriebene Sicherheitsklasse hat,
- das Bohrlöcher an der Docke schon angeschrieben ist, aber der Sauger noch nicht läuft,
- die großartige Gerüststeckdose am Sauger beim Akkubohren keinen Sinn macht und ein zweites Paar Hände den Schlauch halten muss.

Damit ist jetzt Schluss. Die Sicherheitsauger der neuen Nilfisk Aero Safety Series arbeiten sicher, schlau und wendig – immer da, wo sie gebraucht werden.

ZU DEN FEATURES

AERO SAFETY SERIES VERSTEHT SEIN HANDWERK SCHLAU UND SICHER – WENN'S EINFACH PASST

Die beiden neuen Sicherheitsauger der erfolgreichen Kompaktklasse AERO bringen die Anforderungen an moderne Staubkontrolle ins Lot.

Sie stehen auf der Leiter oder zwängen sich in enge Winkel? Kein Problem: Ein kurzer Druck auf die intelligente Fernsteuerung und der AERO Safety Sauger nimmt seine Arbeit auf Leise, präzise und einfach genau dann, wenn er gebraucht wird.

Die integrierte Sensortechnologie versteht Sie ganz ohne Worte und weiß genau, was zu tun ist. Beim Start eines Akku-Werkzeugs läuft die Maschine automatisch los. Perfekt für alle, die beim Arbeiten mit beiden Händen zupacken.

Claver nicht nur im Handling: Für smarte Staubkontrolle sorgen modernste M-Klasse Filter. Sie machen die AERO Safety Series zu sicheren Allroundern auf der Baustelle, während der Instandhaltung und Renovierung oder im ad-hoc-Einsatz. Und leicht, wendig sowie flexibel gehören ebenfalls zu den Kernigenschaften der beiden neuen Modelle.

ZU DEN FEATURES

4,9MB

FACILITY SERVICES

Instandhaltungsarbeiten, Kleinreparaturen und Hausmeisterservices sollen möglichst schnell erledigt werden. Umso wichtiger ist es, dass die notwendigen Werkzeuge und Hilfsmittel immer schnell am Mann sind – also leicht im Gewicht, bequem im Transport und flexibel im Einsatz. Die neuen Sicherheitsauger der AERO Safety-Series sind für dieses Anforderungspaket die perfekten Helfer.

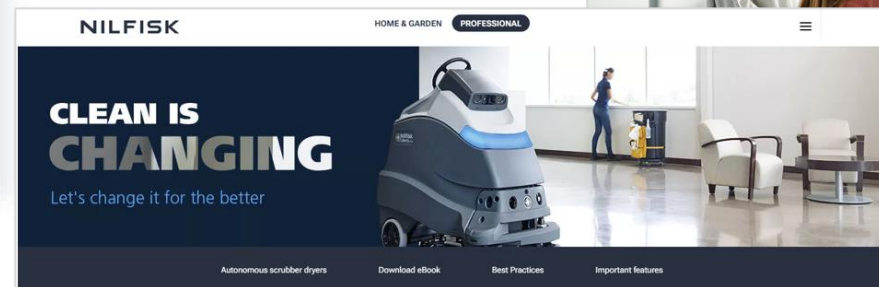
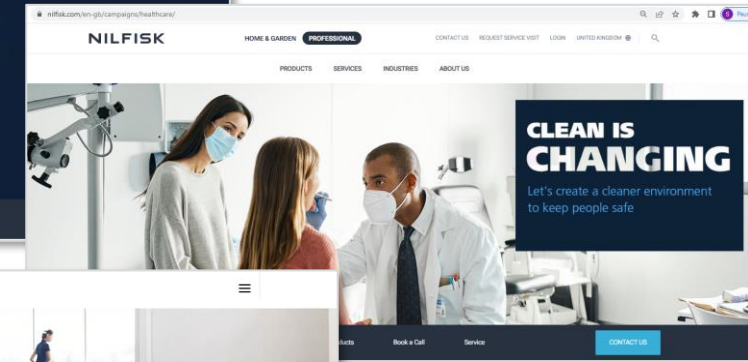
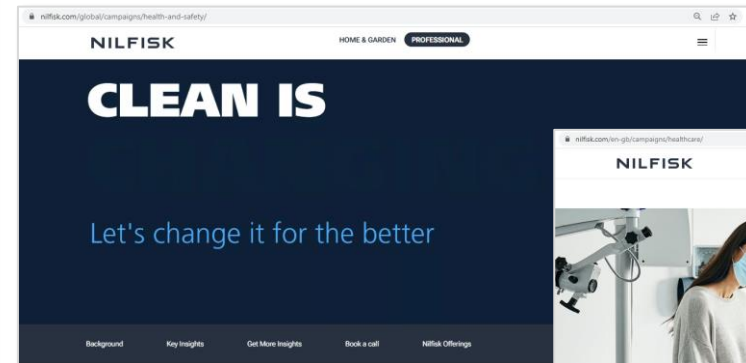
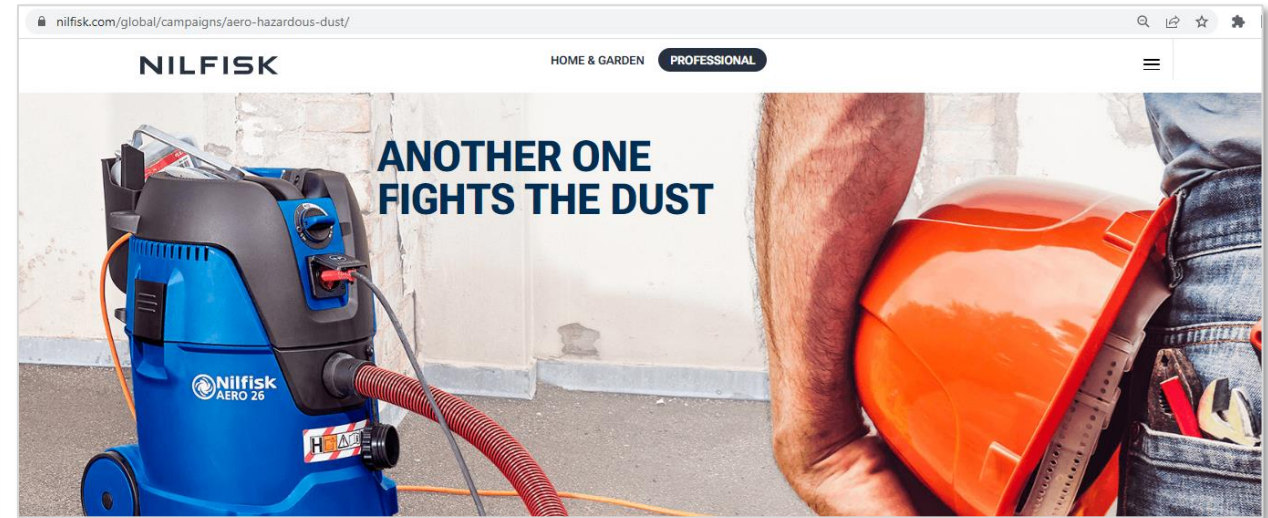
Dank der smarten Fernbedienung lässt sich der Sauger von nahezu überall aus starten – ob auf der Leiter, bei einer kniffligen Sanitärinstallation oder einer verwinkelten Lagerecke. Intelligente Sensoren erkennen darüber hinaus, ob ein Werkzeug in der näheren Umgebung eingeschaltet wurde und starten sofort die Absaugung. Ausgestattet mit einem Staubfilter der Klasse M sowie einem geräuscharmen Saugmotor eignen sich die beiden neuen Modelle der AERO Safety-Series für jeden Einsatz.

6MB

Descriptive header & URL

No <H1> and undescriptive URL → Bad for SEO and UX

- Ensure a descriptive page- or hero title
- Example 1: Aero
 - URL '/aero-hazardous-dust/' does not tell Google what the page is about. You need to know what kind of product AERO is because 'vacuum' is not mentioned.
Suggestion for improvement: /aero-vacuum-fights-hazardous-dust/
 - Title 'Another one fights the dust' does not tell Google or the user what the page is about. Users do not always have a context when they see the page, i.e., from a SoMe post
- Example 2: Misc. Campaign and Landing pages
 - No title at all
 - 'Clean is changing' text is part of the image and cannot be 'read' by search engines.



Meta Data (SEO)

Relevant/good meta data must be put on all pages, because:

- Meta data is shown in search results and allow search engines (Google) to match results with the users search intent
- Help us to rank higher
- Good meta data is relevant and interesting to the user, allows the user assess if a search result is relevant for them or not
- Leads to better clickthrough rate

...and from end October the meta data fields became mandatory to fill out for all our pages!

The image shows two screenshots of search results. The top screenshot shows a search for 'best high pressure washer' on Google. The top result is from 'https://www.independent.co.uk' with a title 'Best pressure washer 2022 for cleaning cars, patios, bikes ...'. A red box highlights the title, and a red arrow points to it. Below the title, the snippet includes '21 Jul 2022 — 9 best pressure washers to clean cars, bikes and garden furniture ; Kärcher pressure washer K 5 premium smart control home · Overall pressure ... List includes: What is a pressure washer · What can you use a pressure washer for · How does a pressure washer work · View full list'. The second screenshot is identical but with a yellow highlight on the snippet text and a red arrow pointing to it. The bottom screenshot shows a search for 'acd vacuum cleaners' on Google. It displays three product listings: Nilfisk VP930 HEPA Blue Støvsuger (2,743,75 kr.), Numatic Henry Compact HVR160 (1,369,00 kr.), and Dyson V8 Absolute ledningsfri støvsuger (2,890,00 kr.). Below these, there are two search results for 'acd vacuum cleaners' with red numbers 1 and 2 next to them. A speech bubble points to result 1, containing the text 'Nilfisk nr. 1 Kärcher nr. 2'.

Gated content – ‘What is in it for me?’

Hidden content vs. searchable content

- ‘Hidden content’ -> the user must do something extra to access the content (fill out form, click a play- or download button etc.)
- Too much gated/not searchable content does not support SEO, so always identify risks/ pro- and cons with gated content – when is it worth it, and when is it not?
- Question: How many leads do we generally get from these initiatives?
- **Example 1: Tips and tricks sheet** – how much info is on the sheet. Is it worth giving up my data for? (may the user think)
- **Example 2: Videos** – What can engage the user to click the video? What will the user get out of watching the video (it must be very clear)

LOOKING FOR WAYS TO REDUCE YOUR ENERGY USAGE?

When you use the right cleaning machines, you can impact energy use.
Get the details on how you can save energy and reduce costs using your scrubber.



Download your Tips and Tricks sheet here

Download the Lower Energy Consumption Tips and Tricks Sheet or book a meeting with one of our professionals to receive a free site assessment.

Full name *	<input type="text"/>	Email *	<input type="text"/>
Phone *	<input type="text"/>	Company *	<input type="text"/>
Choose country *	<input type="text"/>	Industry of interest *	<input type="text"/>

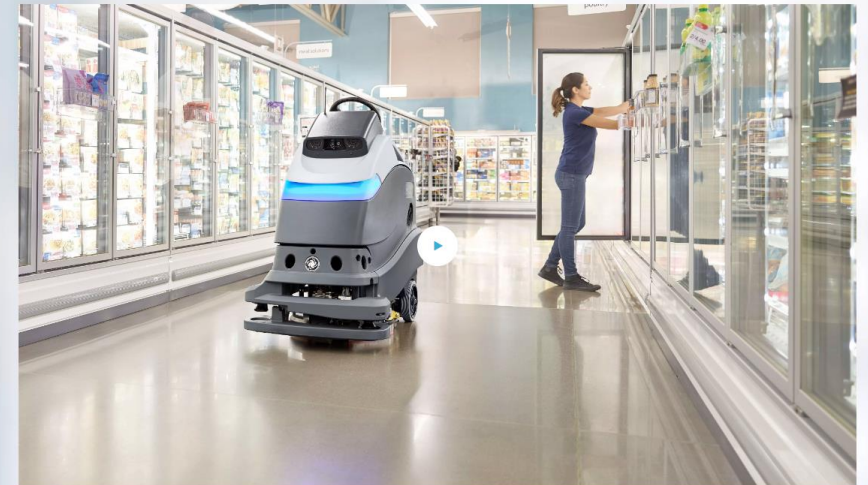
* By submitting this form you agree, that Nilfisk and members of the Nilfisk Group may contact you by email about their companies, products and services through direct marketing communications. [Read More.](#)

DOWNLOAD

CLEAN IS CHANGING

HOW DO YOU CLEAN?

Whatever your business. Whatever your challenge Nilfisk will find a solution that fits your needs.



CTAs

What is the goal of the page? What do we want the user to do?

- What is the best CTA(s) for a specific page? I.e., to present Recommended products can ensure 'no-dead-ends'
- How many CTAs are too many?
- **Example:** Campaign page with:
 - 17 x Contact us (called Contact us, Get in touch and Contact us for more information)
 - 1 x Download Brochure
 - 1 x Download Flyer
 - 1 x Book a call
 - 1 x Contact Nilfisk Service
- Find inspiration here – i.e., how many CTAs on a page:
<https://www.gosquared.com/blog/call-to-action-buttons>

TIPS FOR YOUR CLEANING SUCCESS IN HEALTHCARE FACILITIES

How can you optimise your facility cleaning as a hygiene officer or cleaning service provider for the healthcare sector with Nilfisk cleaning solutions? Download our brochure to find out.

DOWNLOAD BROCHURE



Get rid of viruses and bacteria effectively with UV-C light! Find out how autonomous scrubbing machines with integrated UV-C disinfection (UV-C disinfection) technology, also known as UVGI (ultraviolet germicidal radiation) technology, helps maintain the highest level of cleanliness in your facility.

DOWNLOAD FLYER

thoroughly. This allows the cleaning staff to take care of the important cleaning and disinfection tasks from cleaning the operating table lighting to monitoring equipment used on patients.

CONTACT US FOR MORE INFORMATION

SC50

Robotic Scrubber Dryer

- **Reliable and Safe:** The Liberty SC50 is the only autonomous floor scrubber on the market compliant with CSA/ANSI 336, an OSHA recognised autonomous floorcare safety standard.
- The agile design allows the machine to react to changes in the environment and maintain autonomous operation without operator intervention.
- Allows staff to focus on other tasks while the Liberty SC50 scrubs for up to 6 hours on a single charge.
- **Simplicity:** 3 buttons for autonomy - record, play, stop. This machine is built for a scrubber dryer operator, not a computer programmer.

CONTACT US

Regardless of whether you would like a site assessment, a product demonstration or are simply looking for advice on an individual aspect of your cleaning project - a healthcare solutions expert from Nilfisk will be happy to assist you. Book a call today and we will help you determine the best options for maximum efficiency of your cleaning measures

BOOK A CALL

Page length

Too long pages and too much information can increase the EXIT-rate. **What is the ideal length of a landing page?**

- ...there is no size-fits-all-answers, but define what's the goal of the page and what it takes to achieve:

“

My rule of thumb is: the more you're asking of your visitors, the longer your landing or sales page should be.

Are you asking them to give you their email address in exchange for a free ebook? That's not a big commitment, so a fairly short landing page will do.

Are you asking them to invest thousands of pounds into your high-ticket programme? Then your landing page will need to be waaaaaaaay longer.

- For SEO: At least 300 words, but:

Focus on VALUE over fluff or strict word counts!

There is absolutely *no point* in stuffing your web pages with useless or repetitive sections, nor using twenty words when four could do just so you can obtain a longer word count.

Hero

Intro

CTA

Read more

Explore

Testimonial

Recommended Products

CTA

CTA

Example of a campaign page



Users spend over half of their page-viewing time above the fold! --> So, catch their interest in the top of the page



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Write for web

A lot can be done to help the users de-code pages and content

- Users skim pages, they do not read-read, so your message must be clear and easy to decode
- Content must be updated from time to time to let Google know that we value the page
- Use images, short line length, bullet points, sub headers and easy-to-read-language (not too technical)
- Read level for the average user is 7th to 8th grade:

Score	School Level	Notes
100.00-90.00	5th grade	Very easy to read. Easily understood by an average 11-year-old student.
90.0-80.0	6th grade	Easy to read. Conversational English for consumers.
80.0-70.0	7th grade	Fairly easy to read.
70.0-60.0	8th & 9th grade	Plain English. Easily understood by 13- to 15-year-old students.
60.0-50.0	10th to 12th grade	Fairly difficult to read.
50.0-30.0	College	Difficult to read.
30.0-0.0	College Graduate	Very difficult to read. Best understood by university graduates.

Read friendly length of lines are approx. 68 characters

Our goal as a manufacturer of professional cleaning solutions is to minimise the spread of germs in all clinical areas - from the reception area to patients wards, intensive care units and operating theatres. Care is taken at all times not to disrupt staff and patients. These high demands on cleaning companies, cleaning staff and hygiene officers who coordinate, offer and carry out hospital cleaning require correspondingly specialised knowledge, such as carrying out disinfecting cleaning under strict hygiene regulations. Our product solutions for hospitals, clinics and doctors practices, meet the demanding standards and thus support the fulfilment of clinical hygiene plans.

120 with spaces /144 without

Expect skimming rather than reading...

People only read word-by-word on the web when they are really interested in the content. They usually **skim the pages** looking for highlighted keywords, meaningful headings, short paragraphs and scannable list. Since they're in a hurry to find the very piece of information they're looking for, they'll skip what's irrelevant for them.

So don't expect people to read content that seems neither easily scannable nor relevant for them, therefore long text blocks, unnecessary instructions, promotional writing and "smalltalk" should be avoided on the web.

Free tools to check how easy your texts are to read:


- Texts in Danish: <https://tekstr.dk/app/>
- Texts in English: <https://app.readable.com/text/>, or <https://datayze.com/readability-analyzer> or <https://www.readabilityformulas.com/free-readability-formula-tests.php>

Wording does matter!

What happens when I...?

- Users skim pages, they do not read-read, so your messages and interactions must be clear and easy to decode => call a spade a spade
- Users pay more attention to images, headlines and links/buttons than to body text

Skimming rather than reading...



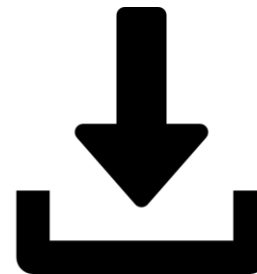
TIPS & TRICKS GUIDE

8 STEPS TO EFFECTIVE HOT WATER PRESSURE WASHER (HPW) CLEANING

Understand the critical steps to achieving the most effective clean possible. **Fill in the form below** and get the details on how to professionally reduce and eliminate germs throughout your cleaning process.

[DOWNLOAD OUR TIPS & TRICKS SHEET](#)

What you think happens



What actually happens

DOWNLOAD OUR 8-POINT TIPS & TRICKS

Are you getting the most out of your high-pressure washer? Our new eight-point checklist outlines the best ways to eliminate germs and keep your people safe.

Fill out the form below to get your guide on best practices in hot water high-pressure washer cleaning.

Full name *

Email *

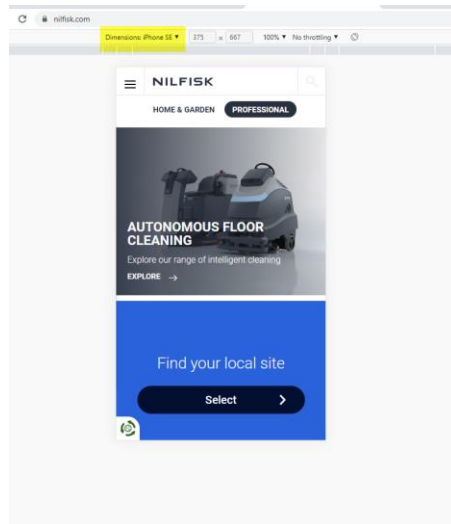
* Nilfisk and members of the Nilfisk Group may contact you about their company, products and/or services through direct communication channels such as email marketing, social media posts and/or messaging and push notifications. Read More.

[Submit](#)

Responsiveness / Mobile view – test, test, test...

Pages **MUST** be tested in mobile view, (not just on PC view) before go-live

- You can test from your PC by pressing CTRL + SHIFT + I on your keyboard, then you'll see how it looks on a mobile:



- If it not working and Marketing Service created the campaign for you, give feedback in the ticket and ask them to fix it.



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