

SEO 2019

Neue Herausforderungen
für Marken

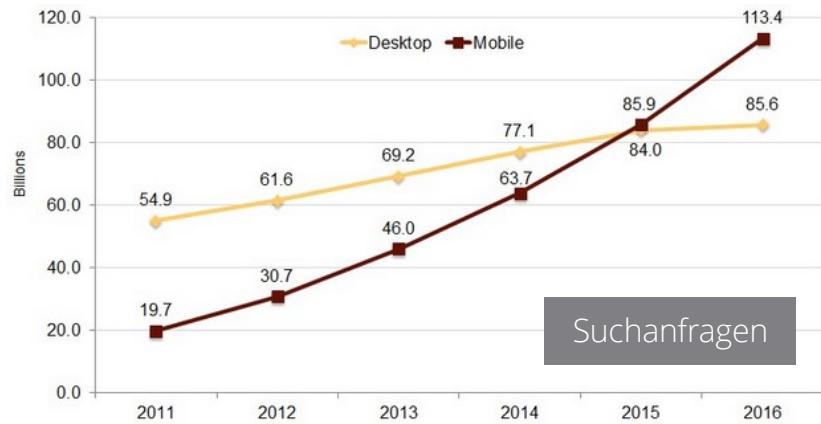
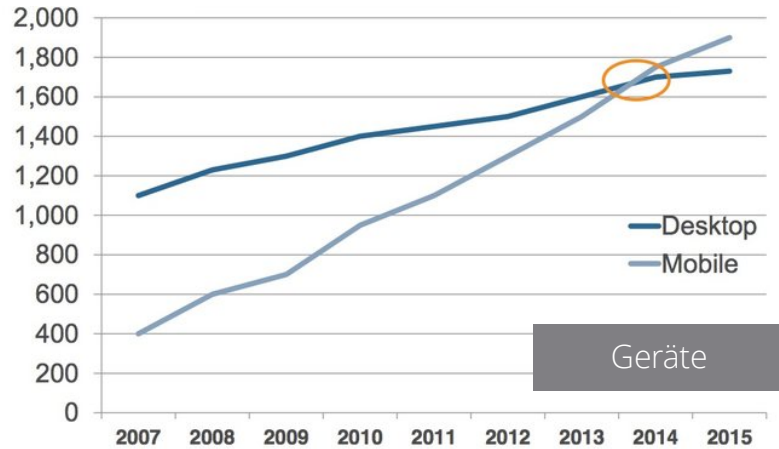
Meet'n'Suite Zürich



Mobile



Mobile Search History



- **2007**
Erste Smartphones
- **2015**
Google Update «Mobilegeddon»
- **2016**
Mehr Mobile-Suchanfragen als Desktop
- **2019**
Mobile First Index


Internetnutzer - Schweiz 2019





Mediennutzung - Schweiz 2019





Schweizer Mobile Nutzer

 **70 %** Wenn mein Interesse oder meine Leidenschaft geweckt wird

 **28 %** Wenn neue Aufgaben anstehen (z. B. Arbeiten im Haus)

 **59 %** Wenn unerwartet ein Problem auftritt (z. B. Autopanne)

 **46 %** Wenn ich mehr Info zu Marken oder Produkten benötige

 **25 %** Wenn ich etwas kaufen muss

150x
pro Tag!

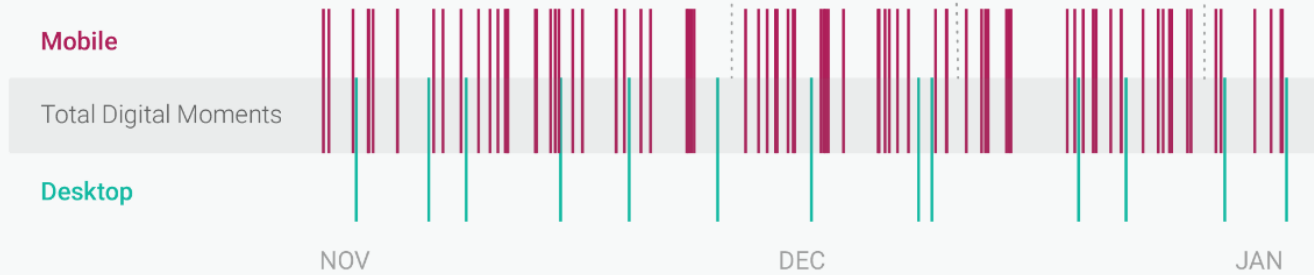
Micro Moments

Amy had **419 digital moments** researching her trip over 2 months

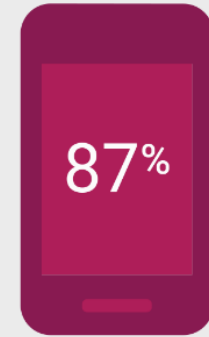
5 videos

380 web page visits

34 searches



Luth Research, March 2015.



87% of these digital moments happened on **mobile**

Micro Moments

Klassische 'Online-Sessions' gibt es heute nicht mehr. Wir gehen nicht mehr online, **wir leben online und sind permanent mit der Welt vernetzt**. Die permanente Konnektivität hat dabei nicht nur unser Verhalten verändert, sondern auch unsere Erwartungen. Mehr denn je zuvor nutzen wir heute unsere Geräte in **echten, absichtsbasierten Momenten, in denen wir etwas finden, wissen oder kaufen wollen**. Allerdings erwarten wir aber auch sofort relevante Antworten.

Diese Momente sind für Marken von grösster Bedeutung, da in ihnen Vorlieben geprägt und Entscheidungen getroffen werden.

Es sind die Momente der Entscheidung.

<https://www.thinkwithgoogle.com/collections/micromoments.html>



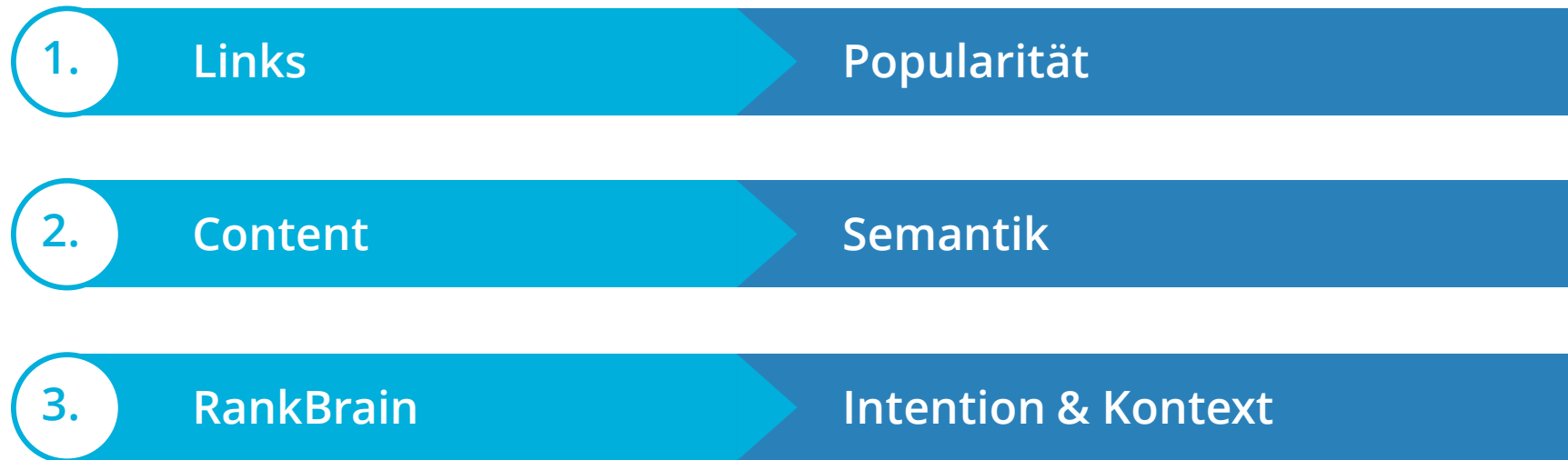
Kontext & Intention



Machine Learning



Drei zentrale SEO-Faktoren



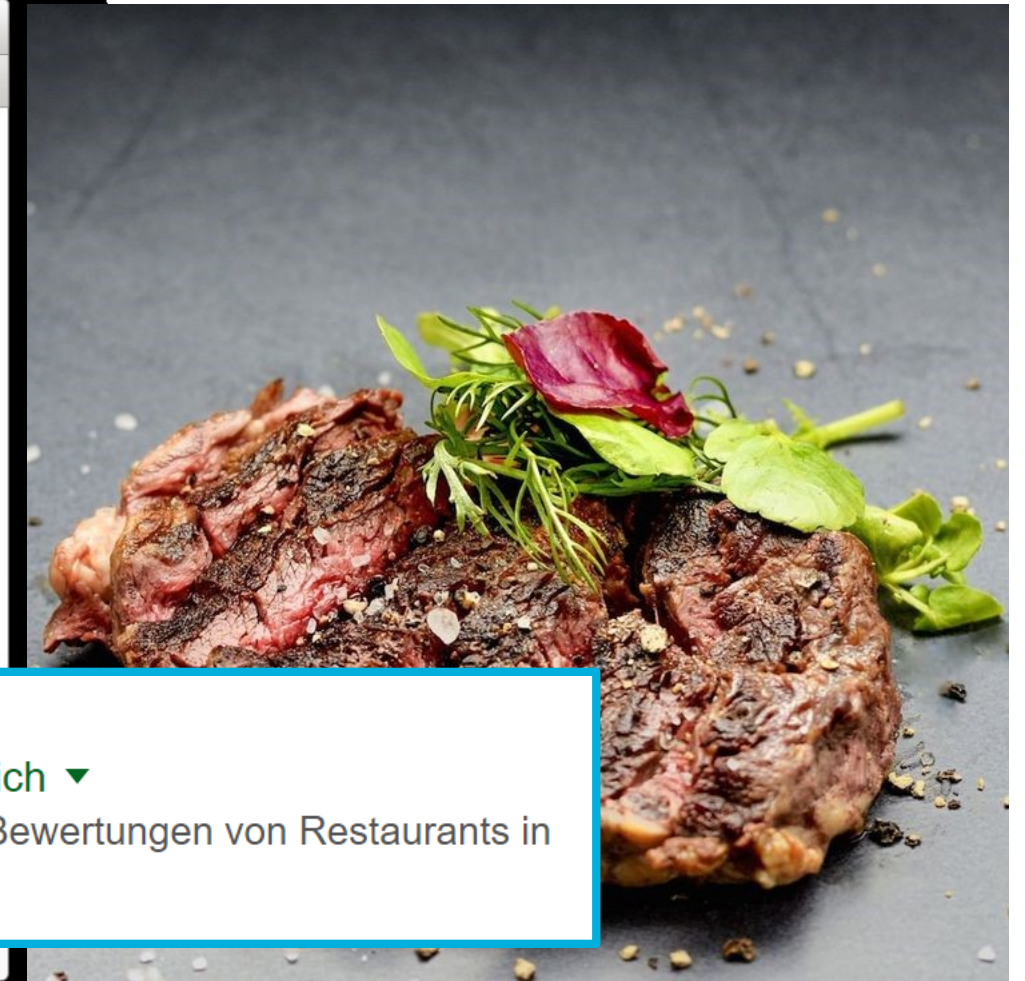
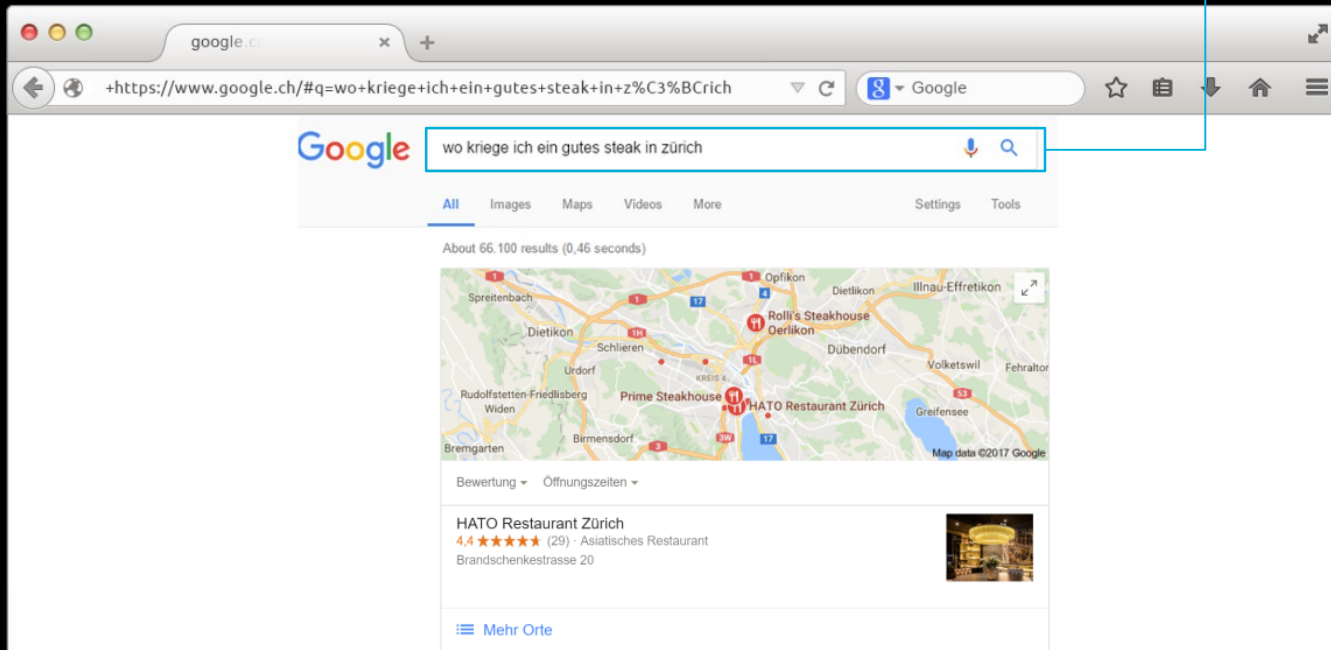
Google RankBrain ...

- ... kombiniert **Nutzer-Verhaltensmustern** mit **kontextuellen Informationen**
- ... es versucht nicht einzelne Wörter, sondern die **Phrasen und** die **Nutzerintention** zu verstehen
- ... ist **integraler Bestandteil** der Google Algorithmen geworden
- ... befindet sich in einem **ständigen Lernprozess**
- ... wird heute **bei allen Suchanfragen** angewendet
- ... **wirkt** sich aber **nicht zwangsläufig** auf die Suchergebnisse aus



Beispiele

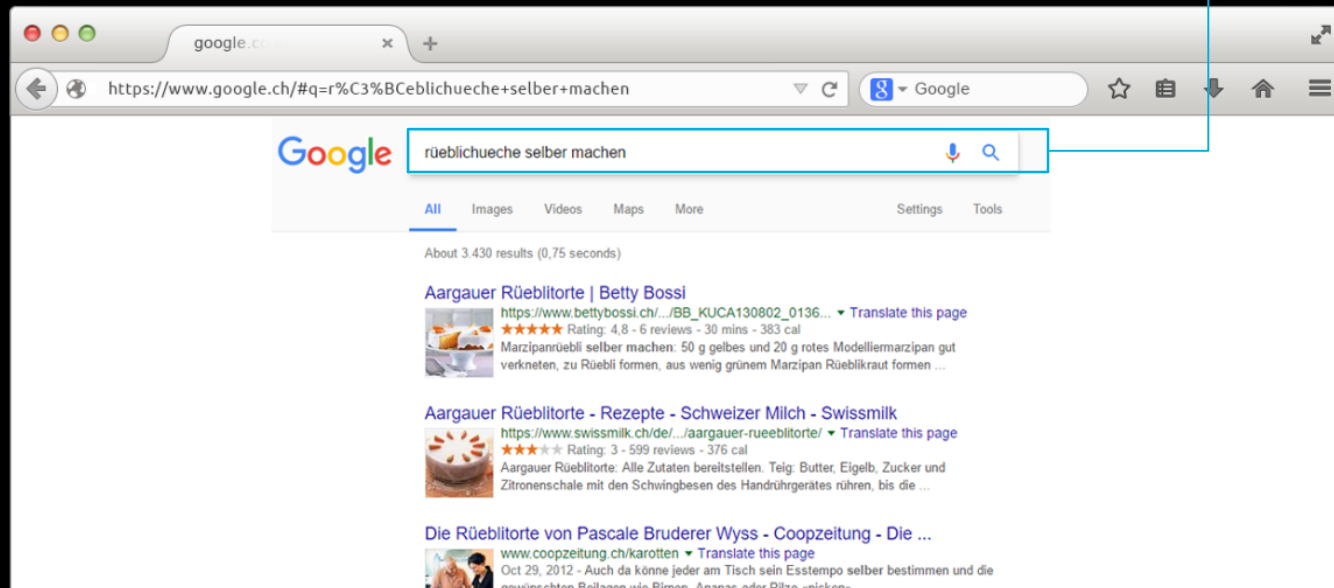
wo kriege ich ein gutes steak in zürich



Die 10 Besten Steak-Häuser in Zürich
<https://www.tripadvisor.de> › Europa › Schweiz › Kanton Zürich › Zürich ▼
Beste Steakhouse Restaurants in Zürich, Kanton Zürich: TripAdvisor Bewertungen von Restaurants in Zürich finden und die Suche nach Küche, Preis, Lage und ...

Beispiele

rüeblichueche selber machen



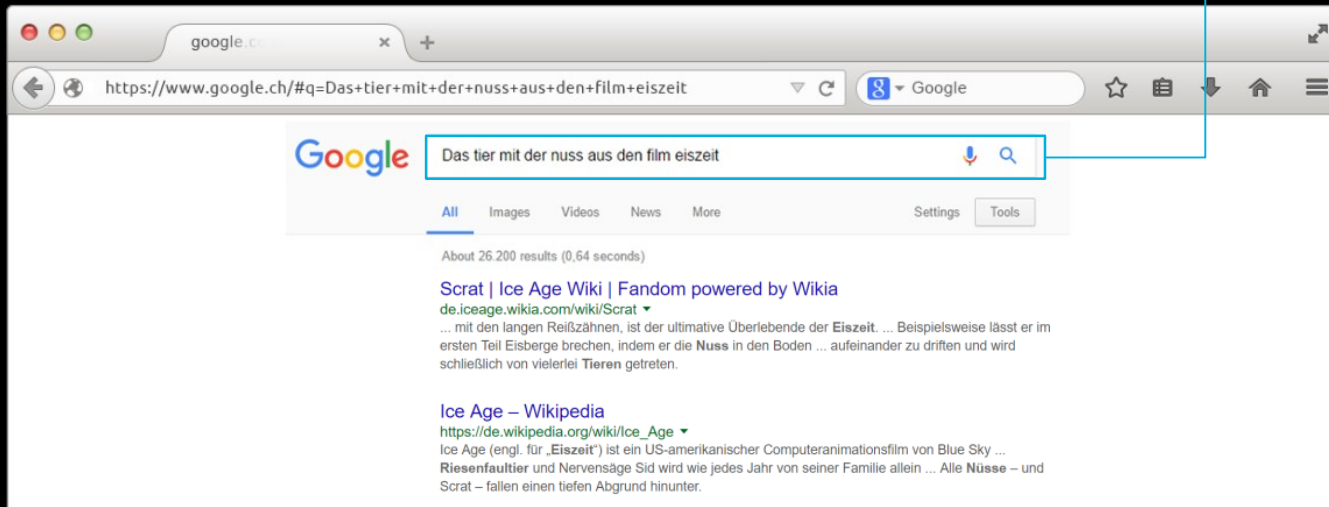
Aargauer Rüeblitorte | Betty Bossi



https://www.bettybossi.ch/de/Rezept/.../BB_KUCA130802_0136A-120-d...

★★★★★ Bewertung: 4,8 - 6 Rezensionen - 30 Min. - Kalorien: 383

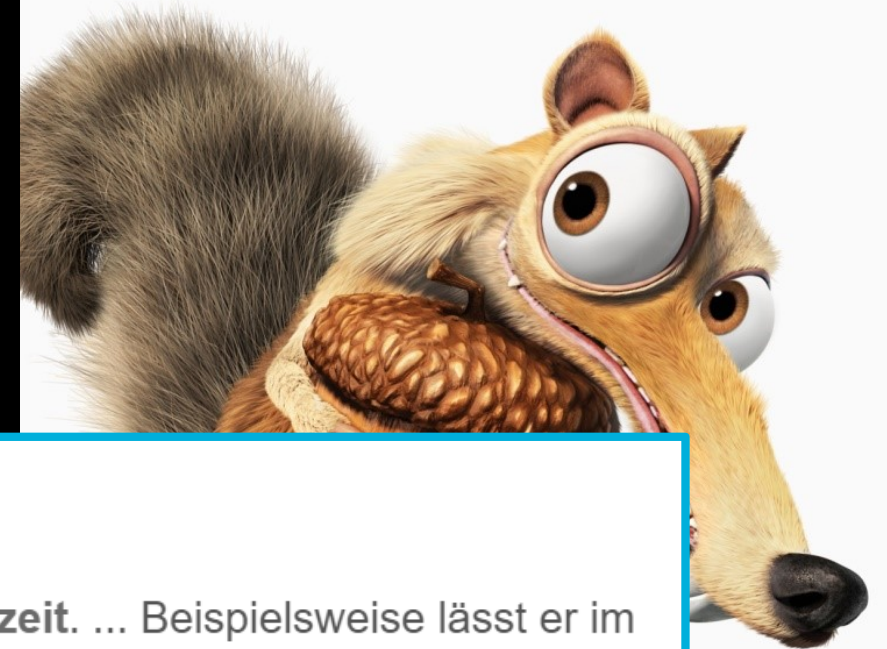
Marzipanrüebl **selber machen**: 50 g gelbes und 20 g rotes Modelliermarzipan gut verkneten, zu Rüebl formen, aus wenig grünem Marzipan Rüeblkraut formen ...

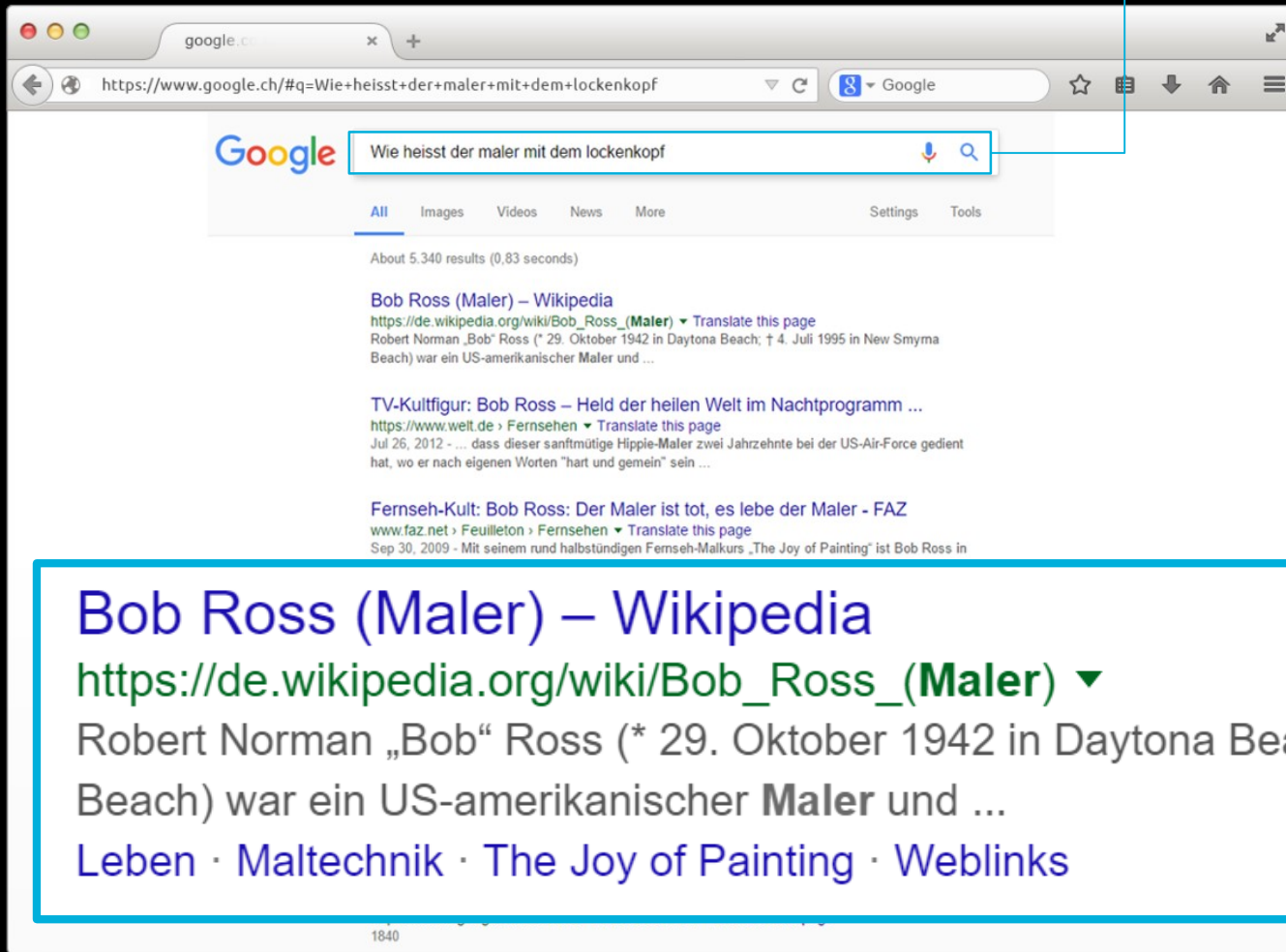


Scrat | Ice Age Wiki | Fandom powered by Wikia

de.iceage.wikia.com/wiki/Scrat ▼

... mit den langen Reißzähnen, ist der ultimative Überlebende der **Eiszeit**. ... Beispielsweise lässt er im ersten Teil Eisberge brechen, indem er die **Nuss** in den Boden ... in den **Filmen** ein, welche oft mit der eigentlichen Handlung verknüpft wird. ... aufeinander zu driften und wird schließlich von vielerlei **Tieren** getreten.





The screenshot shows a Google search interface. The search bar contains the text "Wie heisst der maler mit dem lockenkopf". Below the search bar, the results are displayed. The first result is a Wikipedia entry for "Bob Ross (Maler)". The URL is highlighted in green. Below the URL, the text "Robert Norman „Bob“ Ross (* 29. Oktober 1942 in Daytona Beach; † 4. Juli 1995 in New Smyrna Beach) war ein US-amerikanischer Maler und ..." is visible. Below this, there are links for "Leben", "Maltechnik", "The Joy of Painting", and "Weblinks".

Wie heisst der maler mit dem lockenkopf

About 5.340 results (0,83 seconds)

Bob Ross (Maler) – Wikipedia
[https://de.wikipedia.org/wiki/Bob_Ross_\(Maler\)](https://de.wikipedia.org/wiki/Bob_Ross_(Maler)) ▼ Translate this page
Robert Norman „Bob“ Ross (* 29. Oktober 1942 in Daytona Beach; † 4. Juli 1995 in New Smyrna Beach) war ein US-amerikanischer Maler und ...

TV-Kultfigur: Bob Ross – Held der heilen Welt im Nachtprogramm ...
<https://www.welt.de> › Fernsehen ▼ Translate this page
Jul 26, 2012 - ... dass dieser sanftmütige Hippie-Maler zwei Jahrzehnte bei der US-Air-Force gedient hat, wo er nach eigenen Worten "hart und gemein" sein ...

Fernseh-Kult: Bob Ross: Der Maler ist tot, es lebe der Maler - FAZ
www.faz.net › Feuilleton › Fernsehen ▼ Translate this page
Sep 30, 2009 - Mit seinem rund halbstündigen Fernseh-Malkurs „The Joy of Painting“ ist Bob Ross in

1840



Voice Search

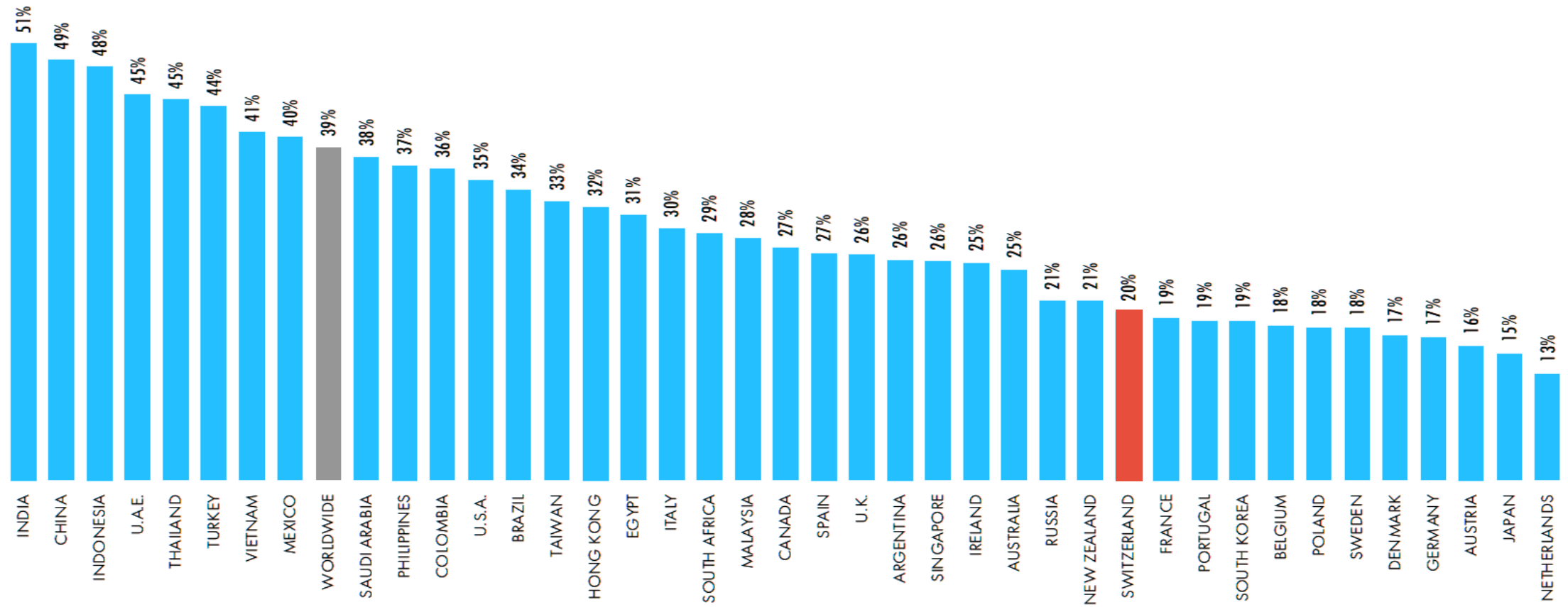


Sprachsuche & Spracheingabe



20%

Nutzung Spracheingabe – Weltweit 2019



Noch mehr Kontextdaten

	Face Tracking	Mikrofone	Eye Tracking	Biometrische Sensoren	Infrarot
Amazon	Rekognition	Alexa	-	-	-
Apple	Animoji auf iPhone X	Siri	AR glasses (tbc)	Touch ID	Infrarot-Venenbildgebung
Google	Google Photos	Google Assistant	Google Glass	Biometric Prompt API	Schlafsensor (TBC)
Microsoft	Cognitive Services APIs	Cortana	Eye Control	Biometric Framework	Windows Hello
Facebook	DeepFace	-	Oculus	-	-

Noch mehr Kontext: Linguistik & Emotionen

«Der **Mehrwert von Inhalten** wird zukünftig nicht bloss an seinem Informationsgehalt und der formalen Ausgestaltung, sondern auch an seinem **emotionalen Wert gemessen.**»



ERFOLGSFAKTOR LINGUISTIK

Wie man performanten Content mit linguistischen Ansätzen erzeugt

Augmentation of Communications with Emotional Data

Description

BACKGROUND

[0011] Unless otherwise indicated herein, the materials described in this section are not prior art to the claims in this application and are not admitted to be prior art by inclusion in this section.

[0012] The true meaning of spoken words can often vary according to speakers' emotions while speaking. As such, **emotional** information that is observed by the recipient of spoken words can add to or change the meaning of the words. For instance, the inflection of a speaker's voice and a speaker's non-verbal gestures and facial expressions, can all add to and significantly change the meaning of spoken words. Computer-based **emotional** such as text messages, emails, and non-speech generated messages can often lose meaning because they fail to properly convey **emotional** information corresponding to the actual speech from which the message was generated.

[0013] Modern computing device users have developed some ways to manually add **emotional** information to computer-based **communications**. For example, emotions are commonly used in conjunction with text to express emotions related to the text. Emotions such as "smile" and "frown" faces are typed using existing symbols and letters, and in some cases are recognized by the application in which they are entered and converted into graphic emotions (e.g., "!" may be converted to a graphic of a smiling face, and "!" may be converted to a graphic of a frowning face. Other examples are used.

[0014] Current emotion recognition is limited because it typically requires the user to manually write or speak symbols to specify when and where an emotion should be included. Such entry of emotions may be perceived as unnatural and can slow down the process of creating and sending a message. Accordingly, example embodiments may help to automatically detect **emotional** information that accompanies speech and/or textual input to a computing device and associate such **emotional** information with textual and/or speech messages that are sent as a result of such input. For example, a text message application may use a facial-expression recognition process to image(s) of a user's face that is captured while the user is typing a text message, and may thereby determine the person's **emotional** state while typing the message. An emotion indicating the emotions surrounding the text message could then be automatically selected and inserted into the text message. Other examples and variations on the above examples are also possible.

[0015] In one aspect, an example computing device may include: a communication interface, one or more input devices, at least one processor, and one or more emotion detection modules, wherein each emotion detection module comprises program instructions stored on a non-transitory computer-readable medium and executable by the at least one processor. Further, computing device may include program instructions stored on a non-transitory computer-readable medium and executable by the at least one processor to: (a) receive input **data** comprising at least one of text input **data** or speech input **data** from one or more of the input devices, wherein the input **data** is received during a given period of time; (b) in response to receipt of the at least one of the input

emotion detection last one of the one or more input devices, to detect **emotional** information received during the period of time; (c) generate a **message data stream** comprising the textual or speech input **data** based on the input of time; and (d) transmit the **message data stream**.

may include a facial-expression recognition module, wherein each emotion detection module comprises program instructions stored on a non-transitory computer-readable medium and executable by the at least one processor to: (a) receive input **data** comprising at least one of text input **data** or speech input **data** from one or more of the input devices, wherein the input **data** is received during a given period of time; (b) in response to receipt of the at least one of the input

emotion detection last one of the one or more input devices, to detect **emotional** information received during the period of time; (c) generate a **message data stream** comprising the textual or speech input **data** based on the input of time; and (d) transmit the **message data stream**.

Claims (24)

1. A computing device comprising:
 - a communication interface;
 - at least one processor;
 - a plurality of emotion detection modules, wherein each emotion detection module comprises program instructions stored on a non-transitory computer-readable medium and executable by the at least one processor, wherein the plurality of emotion detection modules comprises an **emotional** syntax recognition module operable to determine plain **emotional** meaning of a text or voice message, and a facial-expression recognition module operable to determine **emotional** information based on image **data** from the camera and program instructions stored on a non-transitory computer-readable medium and executable by the at least one processor to:
 - receive input **data** comprising at least one of text input **data** or speech input **data** from one or more of the input devices, wherein the input **data** comprising at least one of text input **data** or speech input **data** is received during a given period of time;
 - in response to receipt of the at least one of the input **data** or speech input **data**, use one or more of the emotion detection modules to analyze input **data** received from at least one of the one or more input devices, during the given period of time, to detect **emotional** information corresponding to the textual or speech input received during the given period of time;
 - generate a **message data stream** comprising (i) a communication based on the at least one of the textual or speech input **data** during the given period of time, and (ii) **emotional** information based on the corresponding **emotional** information the given period of time; and
 - operate the communication interface to transmit the **message data stream**.
2. The computing device of claim 1, wherein the one or more input devices comprise one or more of the following input devices: (a) a camera, (b) a mechanical keyboard interface, (c) a touchscreen, (d) a microphone, and (e) one or more biometric sensors.
3. The computing device of claim 1, wherein the one or more input devices comprise a facial-expression recognition module that is executable to detect **emotional** information in image **data** captured by a camera of the computing device.
4. The computing device of claim 1, wherein the one or more input devices comprise a body-expression recognition module that is executable to detect **emotional** information in image **data** captured by a camera of the computing device.
5. The computing device of claim 1, wherein the one or more input devices comprise an **emotional** syntax recognition module that is executable to detect plain **emotional** meaning of text provided via one or more of the input devices.
6. The computing device of claim 1, wherein the one or more input devices comprise a facial-expression recognition module that is executable to detect **emotional** information in image **data** captured by one or more biometric sensors that are communicatively coupled to the computing device.
7. The computing device of claim 1, wherein the one or more input devices comprise a speech-pattern recognition module that is executable to detect **emotional** information in audio **data** comprising speech.
8. The computing device of claim 1, further comprising:
 - one or more emotion augmentation modules, wherein each emotion augmentation module comprises program instructions stored on a non-transitory computer-readable medium and executable by the at least one processor; and
 - program instructions stored on a non-transitory computer-readable medium and executable by the at least one processor to:
 - generate an emotion augmentation module comprising program instructions stored on a non-transitory computer-readable medium and executable by the at least one processor; and
 - output the emotion augmentation module via at least one of

[0016] As noted above, example embodiments may help to automatically detect **emotional** information that accompanies speech and/or textual input to a computing device and associate such **emotional** information with textual and/or speech messages that are sent as a result of such input.

[0017] For example, an e-mail or text message application may apply a facial-expression recognition process to image **data** of the user's face that is captured during the same period of time that the user is typing or providing speech to a speech-to-text process. The facial-expression recognition process may indicate a certain **emotional** state or state (e.g., a particular emotion, a sequence of emotions, or multiple simultaneous emotions) that existed while the user was typing or speaking, and use these to automatically determine an appropriate emotion. This emotion may then be added to the text that was typed by the user (or that was generated from the user's speech by a speech-to-text process). Alternatively, **emotional** data indicating the associated **emotional** state may be included as metadata in a message including the text that was typed in the user by recognizing a user's **emotional** state while typing text on a smartphone. The smartphone may annotate text input **data** with corresponding emotion metadata, which can then be used in various ways when the text is converted into another form (e.g., such as a text message or email). As such, the emotion accompanying a text-based communication can be conveyed to recipient who is unable to observe the sender's **emotional** cues in person.

[0018] Example embodiments may be used in various scenarios. As one specific example, consider a scenario where text messages (e.g., SMS or MMS messages) are being exchanged between two people, Jane and Matt. Jane may be driving her car, and may dictate a text message via her car's Bluetooth kit, which is connected to her mobile phone (or perhaps via car computing system that is configured for cellular **communications**). Specifically, Jane may speak the following message, which can be converted to text using a speech-to-text process: "I can't believe you got those. I am so angry at you!" However, Jane is laughing as she speaks.

[0019] Jane's laughter may be detected in audio that is captured by a microphone in her mobile phone or car computing system, and/or in image **data** (e.g., video) captured by her mobile phone camera or a driver-facing camera in her car. Since laughter is detected in conjunction with dictation of the text message, emotion metadata indicative of laughter may be created and associated with the text that is output from the speech-to-text process. Jane's mobile phone or car computing system may then use this emotion metadata to augment the speech **data**, e.g., by automatically inserting an emotion indicative of laughter at the end of the text message that is sent to Matt, or by inserting **emotional** text information at the end of the text message (e.g., "laughing" or "merrymouth"). As such, when Matt looks at the text message on his phone, the text message may read: "I can't believe you got those. I am so angry at you?" or "I can't believe you got those. I am so angry at you (laughing)", among other possibilities. In any such case, because **emotional** metadata is used to augment the text message, Matt can easily understand that Jane is not really angry with him, regardless of what the plain meaning of Jane's words might be.

[0020] More generally, an example method may involve a computing device receiving input **data** from one or more input devices during a period of time, where the input **data** received from at least one of the input devices during the period of time comprises at least one of textual or speech input. The computing device may then analyze the input **data** received from at least one of the input devices during the period of time, to determine **emotional** information corresponding to the textual or speech input received during the same period of time. The computing device may then generate a **message data stream** that includes: (i) a communication based on the at least one of the textual or speech input and (ii) **emotional** information based on the determined **emotional** information. The **message data stream** may then be transmitted to a recipient account (e.g., to another computing device associated with the recipient's user account).

[0021] FIG. 1 is a functional block diagram illustrating a communication system in which example embodiments may be implemented. The system shown in FIG. 1 includes a sender device 102, which may be any computing device that facilitates text-based or speech-based **communications**, such as a mobile phone (e.g., a smartphone), a tablet, a laptop computer, a computing system, or a wearable computing device, among other possibilities. The sender device 102 may be capable to send a text-based communication and associated emotion metadata to a recipient device 104 via a network 106 (or possibly multiple interconnected networks). The recipient device 104 may also be any computing device that facilitates text-based or speech-based **communications**. Further, sender device 102 and recipient device 104 may be the same type of device, or may be different types of devices.

10. The computing device of claim 9, wherein the one or more output devices comprise one or more of the following output devices: (a) an avatar display interface, (b) a text display interface, and (c) an audio output interface.

11. The computing device of claim 5, wherein the one or more emotion augmentation modules comprise one or more of the following emotion augmentation modules: (a) a facial-expression creation module, (b) an emotion creation module, and (c) a text-to-speech module.

12. A method comprising:

- receiving by a computing device, input **data** from one or more input devices of the computing device, wherein the input **data** received during a given period of time comprises to at least one of text input **data** or speech input **data**;
- determining a plain **emotional** meaning of the text or speech input **data**;

In response to receiving the at least one of text input **data** or speech input **data**, the computing device analyzing input **data** received from at least one of the one or more input devices, during the same period of time, to detect **emotional** information corresponding to the textual or speech input received during the same period of time, wherein the analyzing of the input **data** comprises applying a facial-expression recognition process to image **data** from a camera to detect the emotion information therefrom;

generating a **message data stream** comprising (i) a communication based on the at least one of the textual or speech input during the given period of time, and (ii) **emotional** information based on the plain **emotional** meaning of the text or speech input **data**; and the corresponding **emotional** information provided by the facial-expression recognition process; and transmitting the **message data stream** to a recipient account.

13. The method of claim 12, wherein the **message data stream** further comprises **data** that comprises the communication based on the at least one of the textual or speech input during the corresponding **emotional** information.

14. The method of claim 12, wherein input **data** is received from a plurality of input devices comprising at least a first input device and a second input device.

15. The method of claim 12, wherein the plurality of input devices comprise at least a first input device and a second input device, and wherein the input **data** comprises at least a first modality of input **data** received from the first input device and a second modality of input **data** received from the second input device.

16. The method of claim 12, wherein the first input device comprises a microphone, and wherein the input **data** comprises audio **data** received from the microphone.

17. The method of claim 12, wherein the one or more input devices comprise an image capture device, and wherein determining the **emotional** information comprises applying a facial-expression recognition process to image **data** from the image capture device during the period of time.

18. The method of claim 12, wherein the one or more input devices comprise a microphone, and wherein determining the **emotional** information comprises applying an inflection recognition process to audio **data** generated by the microphone during the period of time.

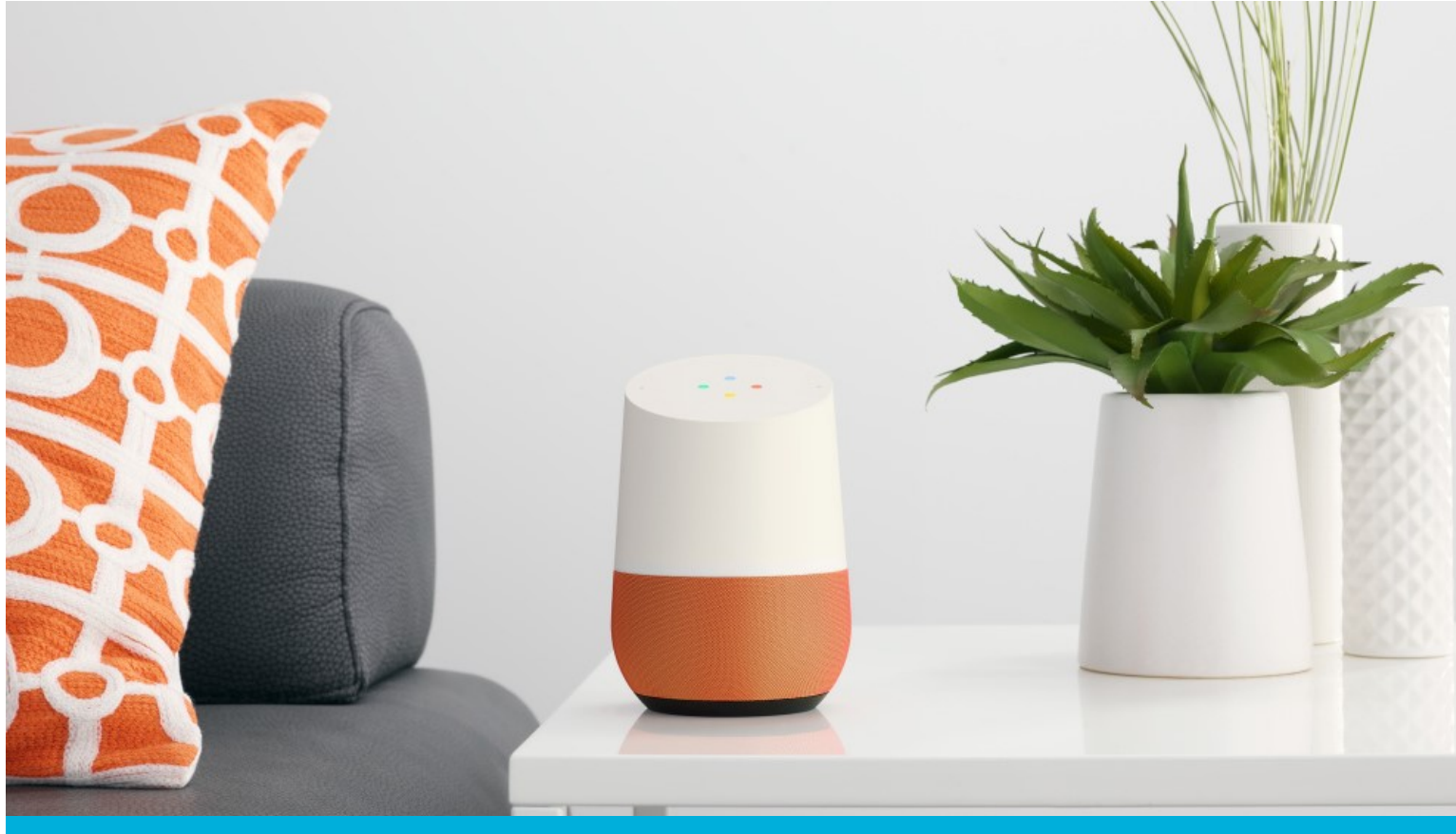
19. The method of claim 12, wherein the emotion **data** comprises an avatar **data** for an avatar.

20. The method of claim 12, wherein the avatar comprises a graphic face, and wherein the animation **data** includes movements of the graphic face that provide **emotional** state indicated by the determined **emotional** information.

21. The method of claim 12, wherein the emotion **data** comprises an emotion corresponding to the determined **emotional** information.

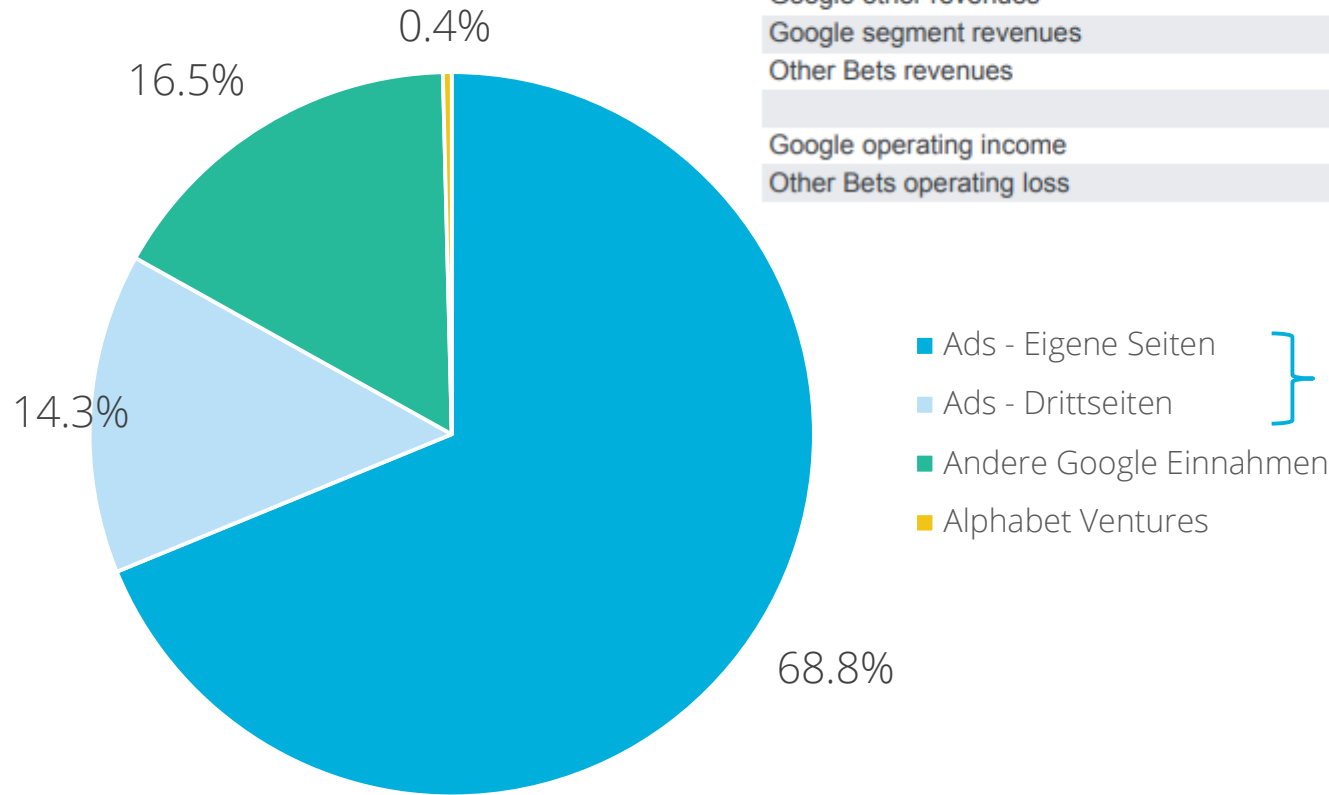
IPA





Intelligent Personal Assistants (IPA) – Google Assistant, Siri, Alexa & Co.

Was ist mit Werbung?



	Three Months Ended December 31, 2017	Three Months Ended December 31, 2018
Google properties revenues	\$22,237	\$27,022
Google Network Members' properties revenues	4,990	5,613
Google advertising revenues	27,227	32,635
Google other revenues	4,965	6,487
Google segment revenues	\$32,192	\$39,122
Other Bets revenues	\$131	\$154
Google operating income	\$8,595	\$9,700
Other Bets operating loss	(\$748)	(\$1,328)

83% Werbeeinnahmen

Search Journey



Ungefähr 636'000 Ergebnisse (0.63 Sekunden)

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Chichén Itzá

Ruine, Observatorium, Bodendenkmal, Tempel



Mexiko-Stadt

Museum, Frida Kahlo, Kunst, Kultur und Diego



CHF 890 CHF 55



Cancún

Strand, Flitterwochen, Schnorcheln,



CHF 752 CHF 47



Playa del Carmen

Strand, Schnorcheln, Nachtleben, Seilrutsche



CHF 752 CHF 58

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Mexiko

Land in Nordamerika

Mexiko, amtlich Vereinigte Mexikanische Staaten, span.: Estados Unidos Mexicanos, ist eine Bundesrepublik in Nordamerika, die 31 Bundesstaaten und den Hauptstadtdistrikt Mexiko-Stadt umfasst. [Wikipedia](#)

Hauptstadt: Mexiko-Stadt

Vorwahl: +52

ISO-Code: MEX

Währung: Mexikanischer Peso

Bevölkerung: 127 Millionen (2015) Weltbank

Präsident: Enrique Peña Nieto

Sehenswürdigkeiten

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Cobá



Xel-Ha Park



Chapultep...



Nationalm... für Anthropol...



Schloss Chapultep...

Feedback

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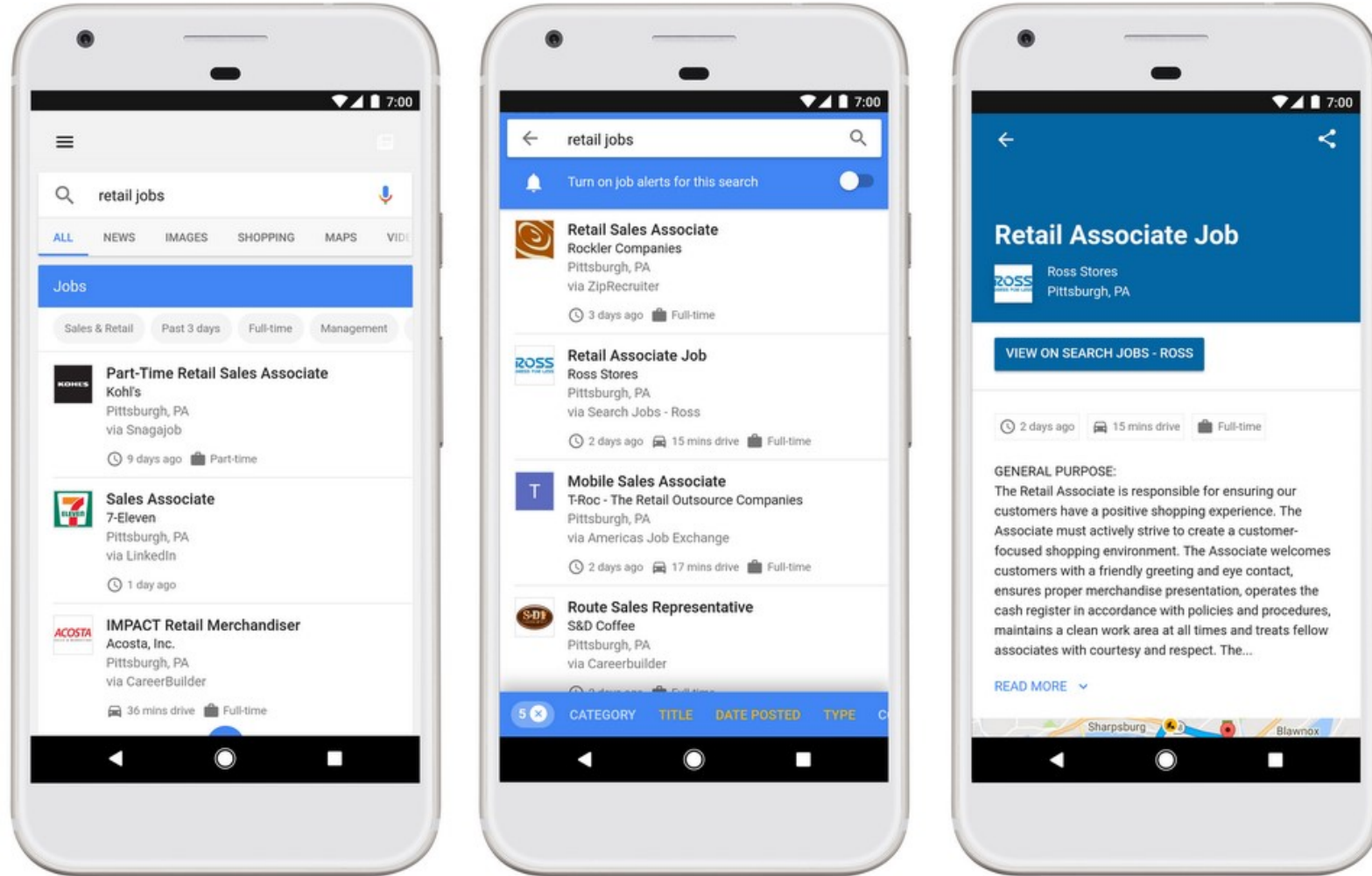
So., 12. Mai | Mo., 13. Mai | 2 Personen

Von Gästen empfohlen | Günstige Optionen | Angebote | Filter

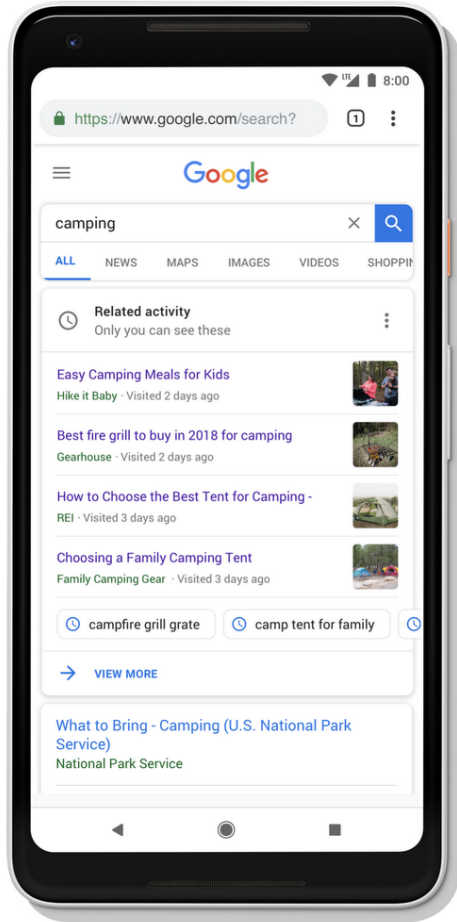
 4.1 ★★★★★ (1,049) Kostenloses WLAN CHF 95	
 3.8 ★★★★★ (579) "Ganz nettes Ambiente, nettes" CHF 71	
 3.7 ★★★★★ (1,440) 56% Rabatt CHF 64 CHF 27	
 3.2 ★★★★★ (542) "Tolle Zimmer, freundliches Personal" CHF 67	

742 Hotels ansehen

Google for Jobs

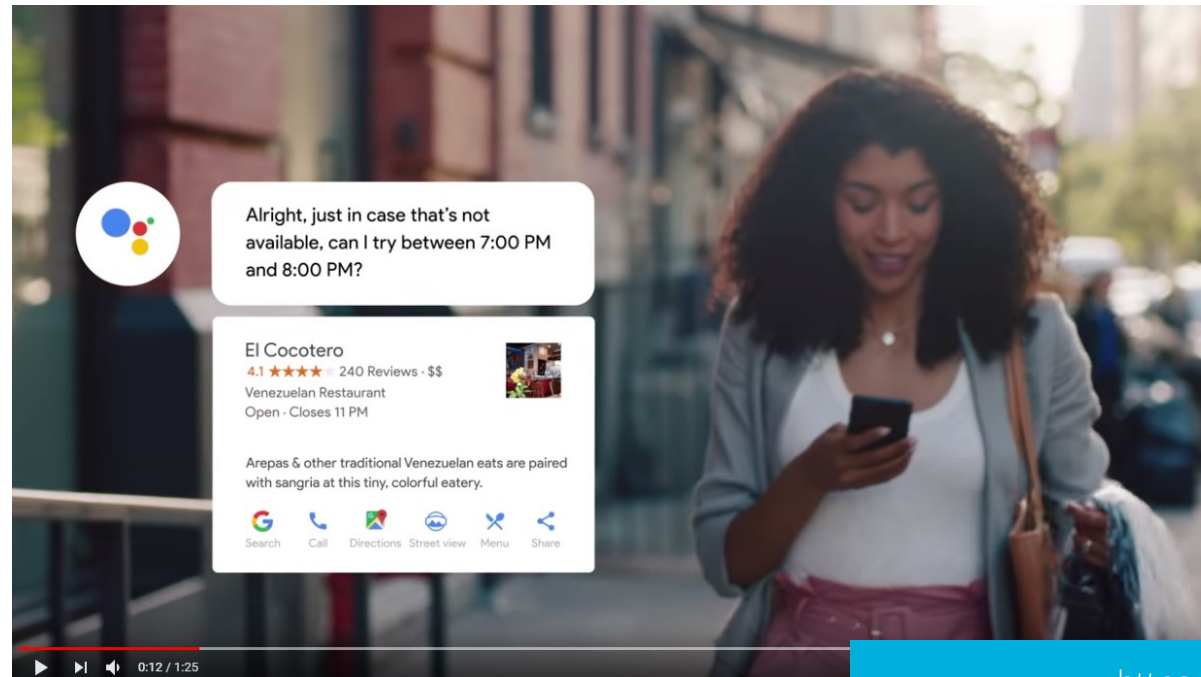


Search Journeys



- Journeys statt Suchresultate
- Nahtlose Überführung in Transaktionen
- Aktivitätskärtchen zur Verlängerung der Journey
- Dynamische Reorganisation der Suchergebnisse

Google Duplex – Anschluss der Offline-Welt



<https://youtu.be/-qCanuYrR0g>

Rich Media



Ungefähr 25'900'000 Ergebnisse (0.39 Sekunden)

Sonntag, 12. Mai

Muttertag 2019 (Schweiz)

Feedback geben

Videos



Damit überrascht er Mutti zum Muttertag. Seitdem schwärmt sie von ...

Geniale Tricks
YouTube - vor 1 Tag



DIY - Muttertag | Last Minute

kreativstattandrea
YouTube - vor 10 Stunden



Sonntagsbastelei - Muttertag

~TinkerArt~
YouTube - vor 9 Stunden

Muttertag – Wikipedia

<https://de.wikipedia.org/wiki/Muttertag>

Der **Muttertag** ist ein Tag zu Ehren der Mutter und der Mutterschaft. Er hat sich seit 1914, beginnend in den Vereinigten Staaten, in der westlichen Welt etabliert.

[Geschichte](#) · [Ursprung in den ...](#) · [Schweiz](#) · [Deutschland](#)

Schlagzeilen



Muttertag 2019: Ausgaben für Geschenke sinken um 23 Prozent. Erstmals große regionale Unterschiede.

APA-OTS · vor 2 Tagen



Open-source framework for publishing content

zentralplus · vor 1 Tag



BLICK sucht die schönsten Muttertags-Geschichten der Schweiz

Blick · vor 2 Tagen

→ Mehr zu muttertag



Mehr Bilder

Muttertag



Der Muttertag ist ein Tag zu Ehren der Mutter und der Mutterschaft. Er hat sich seit 1914, beginnend in den Vereinigten Staaten, in der westlichen Welt etabliert. Im deutschsprachigen Raum und vielen anderen Ländern wird er am zweiten Sonntag im Mai begangen.
Wikipedia

Datum: Sonntag, 12. Mai 2019 Im Trend

Founder: Anna Marie Jarvis (May 1, 1864 – November 24, 1948) was the founder of the Mother's Day holiday in the United States.
en.wikipedia.org

Andere suchten auch nach

Über 10 weitere ansehen



Vatertag



Internatio...
Frauentag



Ostern



Kindertag



Valentinstag

Feedback geben

Sonntag, 12. Mai
Muttertag 2019 (Schweiz)
Feedback geben

Muttertag



Der Muttertag ist ein Tag zu Ehren der Mutter und der Mutterschaft. Er hat sich seit 1914, beginnend in den Vereinigten Staaten, in der westlichen Welt

Anzeigen ⓘ



CHF 39.95
YourSurprise.ch



CHF 84.95
YourSurprise.ch



CHF 33.95
YourSurprise.ch



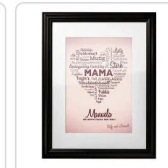
CHF 30.28
Spreadshirt.ch



CHF 33.95
YourSurprise.ch



CHF 31.40
Spreadshirt.ch



CHF 49.90
Monsterzeug.ch



CHF 49.90
Monsterzeug.ch



Geschenke zum Muttertag | Mut...
geschenke-online.de



Geschenke zum Muttertag - Gesche...
liebeschenken.net



Geschenke zum Muttertag | Mu...
geschenke-online.de



Perfektes Muttertagsgesch...
pinterest.de



Die 270 besten Bilder von ...
pinterest.com



Muttertag: Geschenke zum ...
wunderweib.de



Geschenke zum Muttertag | ...
geschenke-online.de



Geschenke zum Muttertag 2017: Schöne Gesche...
tz.de



Kissen mit Grafik-Herz zum ...
geschenkeidee.de



30 Muttertags-Geschenkeideen zum Selber...
filizity.com



Geschenk zum Muttertag wählen: Tipps un...
deavita.com



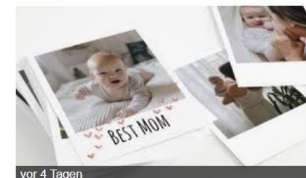
Geschenke zum Muttertag Teil 1 - Schmuck...
schmuckladen.de



Gutscheine für Mama- selbstgemacht...
idatschka.de



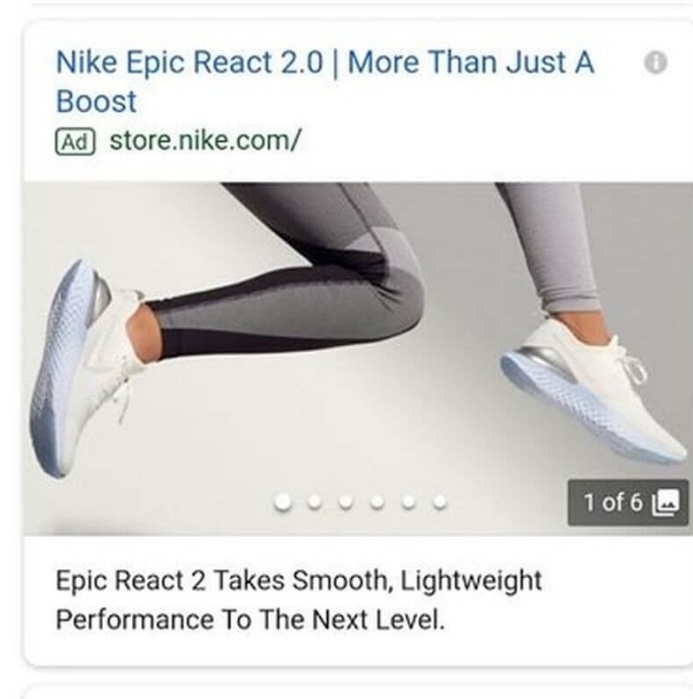
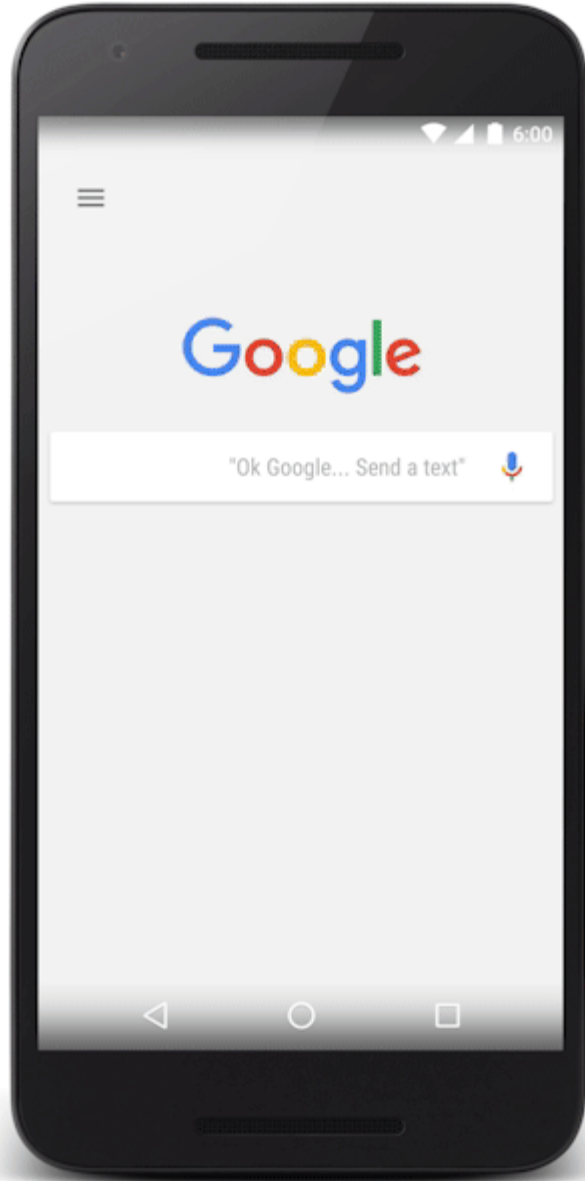
21 Ideen für leckere Muttertag G...
deavita.com



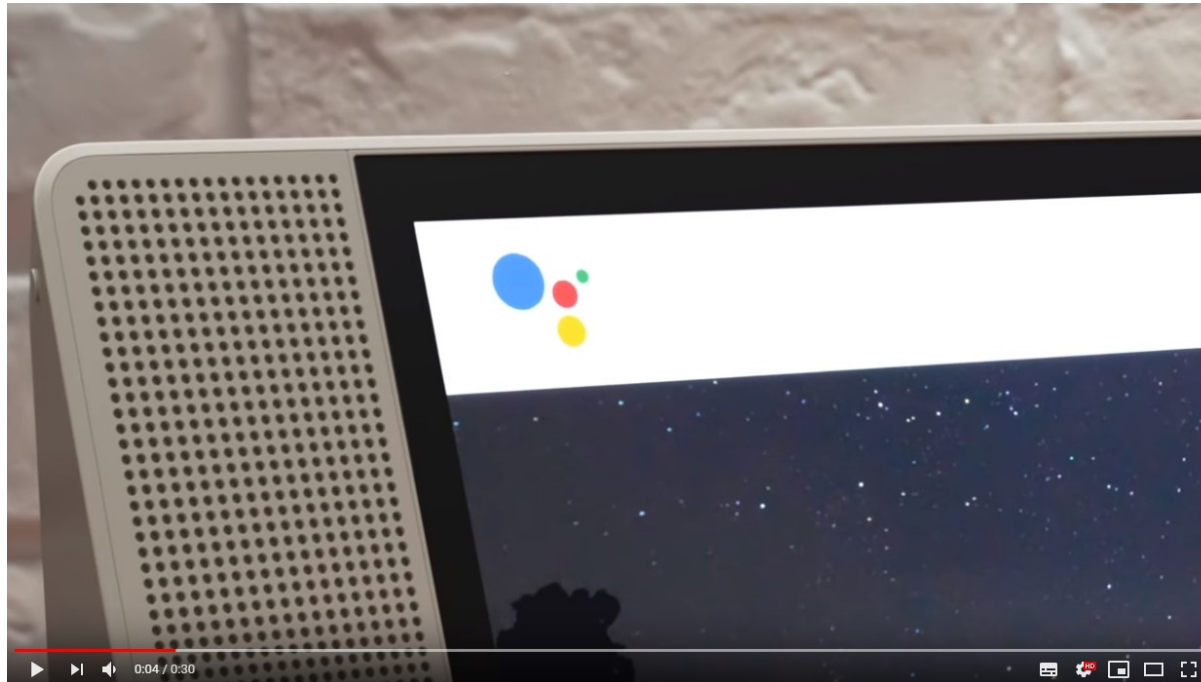
Muttertag: Ideen für tolle Foto-Geschenke - ...
computerbild.de



3 einfache Last-Minute Ideen für sel...
moms-blog.de



IPAs sind mehr als «Voice»...



<https://youtu.be/ISNLWtT8ku8>



monsoon seattle



Sign in

10



Web Images Videos Maps News

330,000 RESULTS Any time



Monsoon Restaurant

www.monsoonrestaurants.com

615 19th Ave E, Seattle, WA 98112 - ~5.4 mi

(206) 325-2111

Open until 11 PM

★★★★★ 457 Yelp reviews - \$\$\$

★ Save place

Directions

Menu

Order online

Suggest an edit

Questions? Ask Monsoon Restaurant bot for help

Chat

Seattle — MONSOON

www.monsoonrestaurants.com/seattle

Monsoon offers traditional Vietnamese cuisine in a contemporary setting with Pacific Northwest ingredients.

Seattle Menu

Monsoon offers traditional Vietnamese cuisine in a contemporary setting with ...

See results only from monsoonrestaurants.com

Reservations

Monsoon offers traditional Vietnamese cuisine in a contemporary setting with ...

MONSOON : Seattle + Bellevue

www.monsoonrestaurants.com

Monsoon offers traditional Vietnamese cuisine in a contemporary setting with Pacific Northwest ingredients.



See all images

More about Monsoon Restaurant

Cuisine: Vietnam

Open

Menu favor

Caramelized Ida

Crispy Local Dr

Crispy Imperial I

Bo la Lot

Carlton Farm Pc

Featured on

Where to I Desserts Eater

Seattle's C Restaurant Eater

Monsoon Restaurant

payment methods

We accept these forms of payment:

- * Cash
- * Debit cards
- * American Express
- * Discover
- * Visa
- * MasterCard

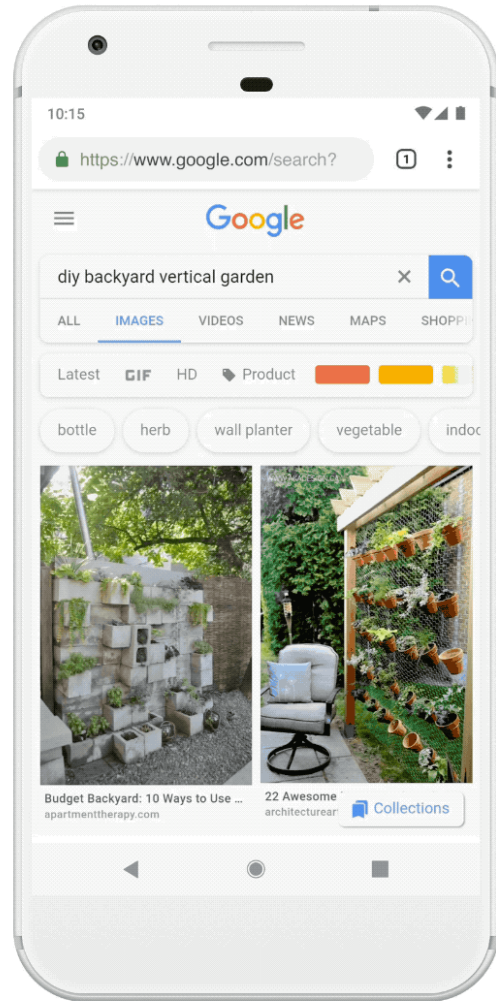
You may also try

- Wi-Fi
- Dress Code
- Directions
- Vegetarian Options

Type to chat

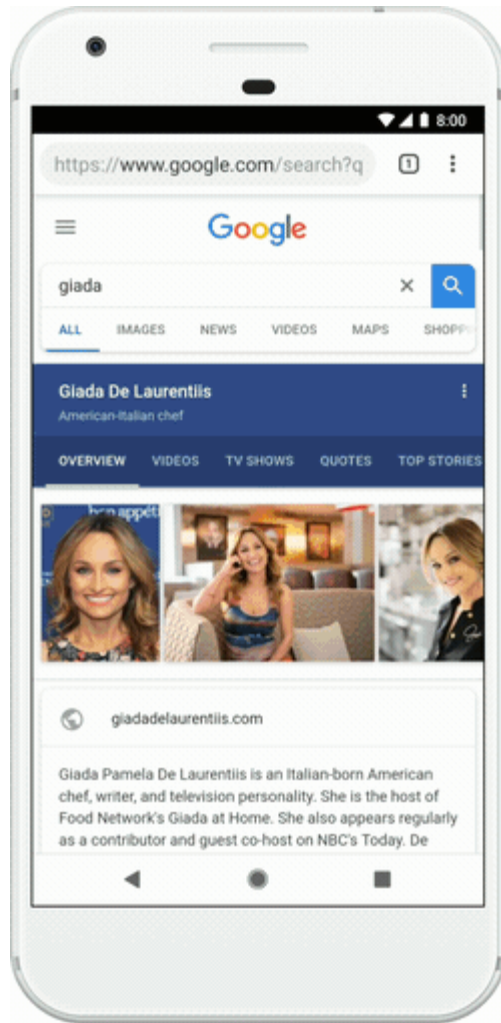


Visuelle Sucherlebnisse



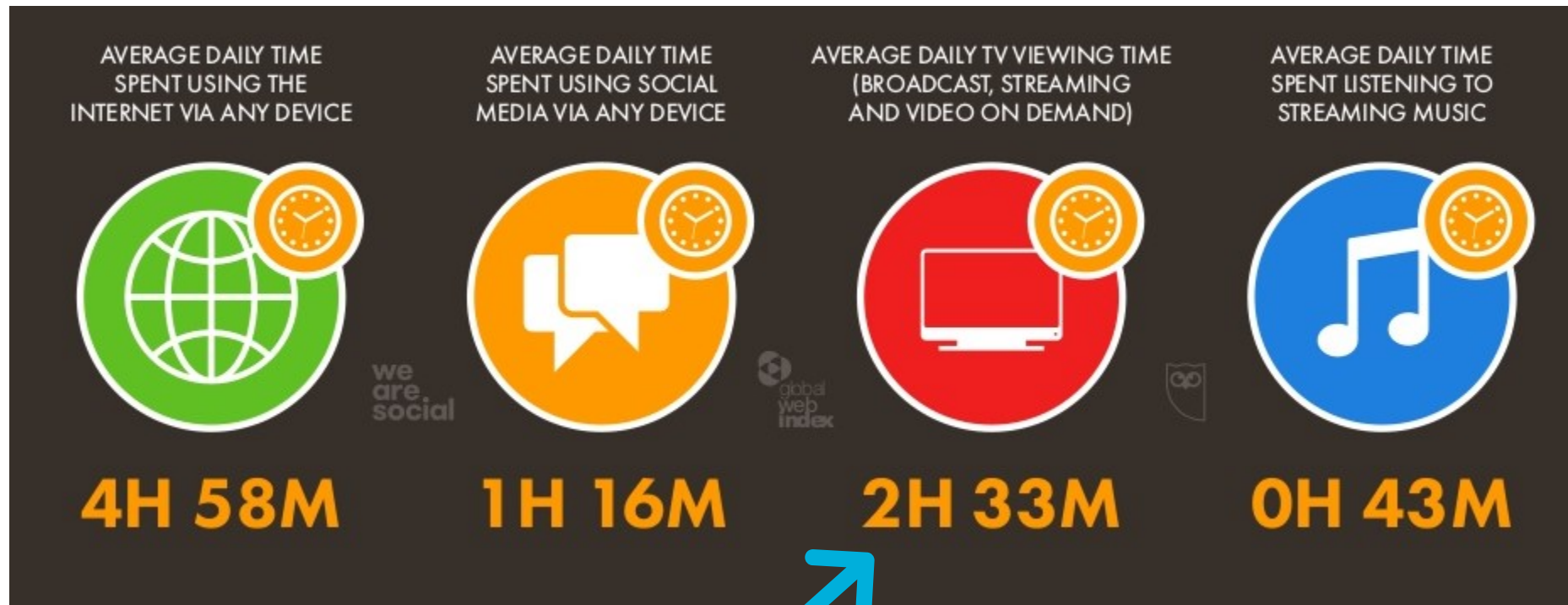
- Aus Suchresultaten werden Stories
- Direkte Einbindung von Bewegtbild
- Suche über Bildeingabe

Visuelle Sucherlebnisse



- Aus Suchresultaten werden Stories
- Direkte Einbindung von Bewegtbild
- Suche über Bildeingabe

Mediennutzung - Schweiz 2019

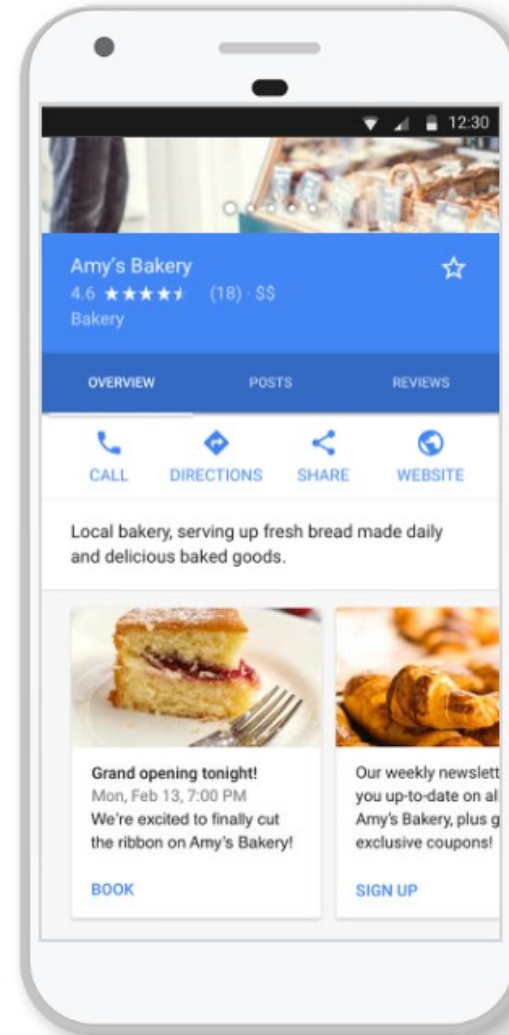


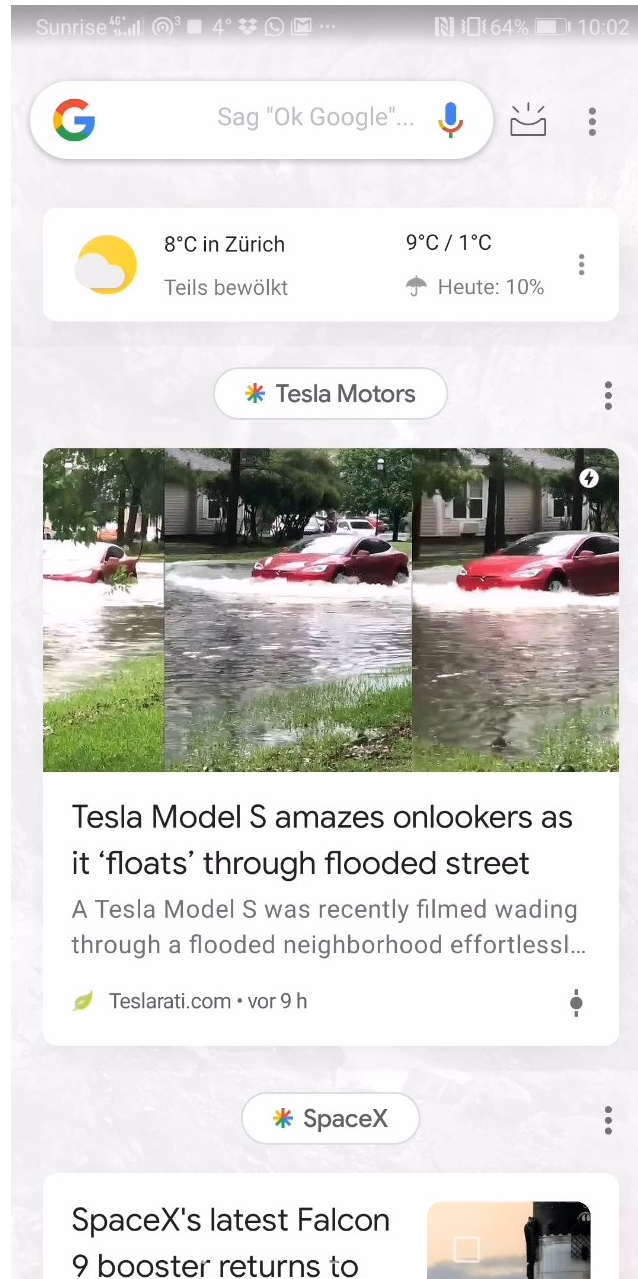
Inspiration



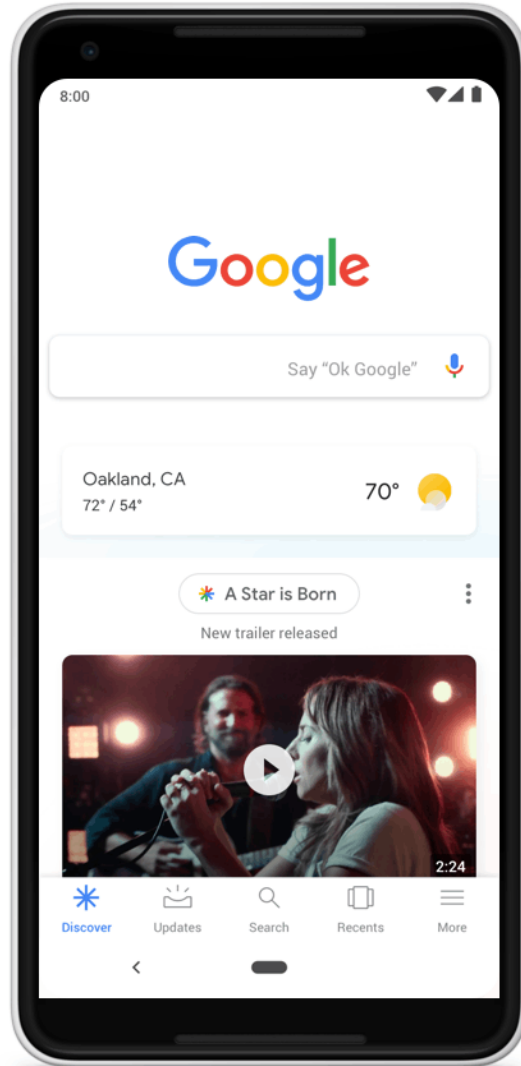
Google My Business

Posts



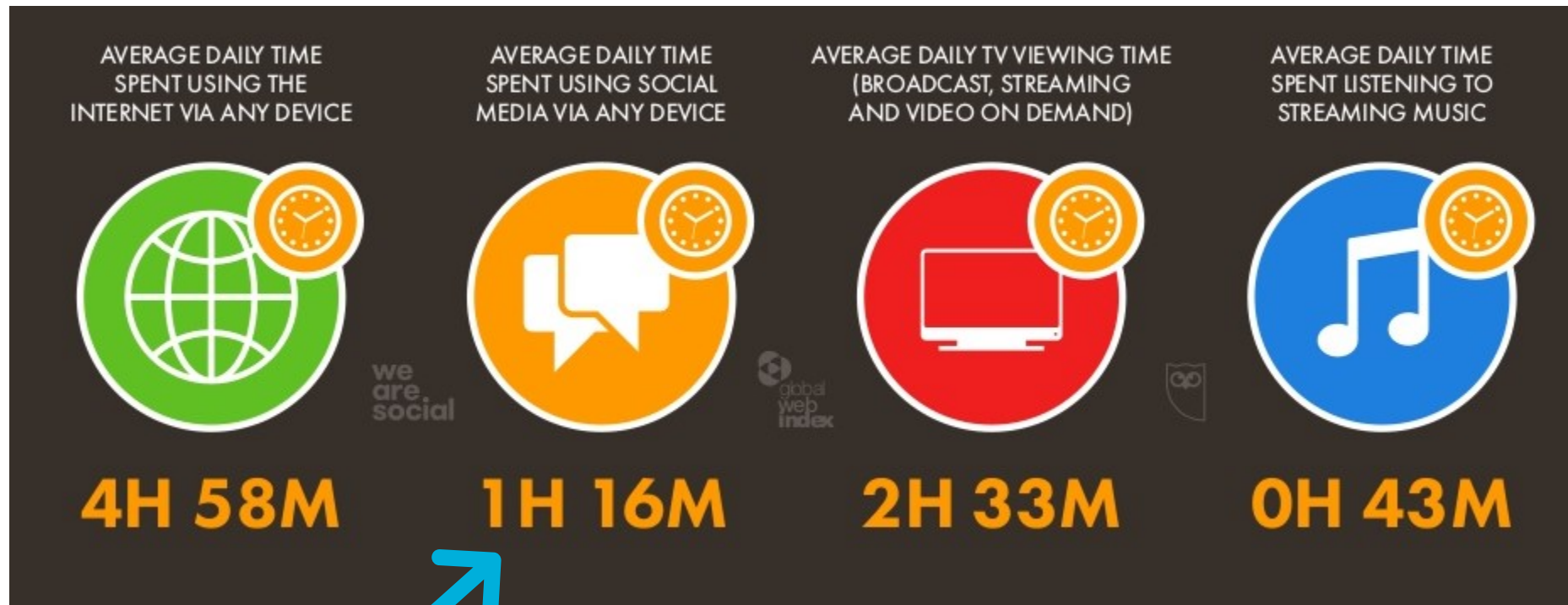


Die Welt entdecken statt zu erfragen



- Massiver Ausbau von Google Discover
- Themen- & News-Feed in Anlehnung an Social Media

Mediennutzung - Schweiz 2019



SEO



Der erste Eindruck entscheidet

The image shows a Google search interface for the name 'thomas borer'. The search bar contains the text 'thomas borer' and a magnifying glass icon. Below the search bar are navigation tabs: 'Alle', 'Bilder', 'News', 'Shopping', 'Videos', 'Mehr', 'Einstellungen', and 'Tools'. The search results indicate approximately 2,140,000 results found in 0.42 seconds.

The search results list several entries:

- Public Affairs & Business Consulting | Zurich | Dr Borer Consulting**
<https://www.thomas-borer-de.com/>
Dr. Borer Consulting ist eine Unternehmensberatung und vertritt ... Dr. Thomas Borer und sein Team ist ihr Partner für Public Affairs, Public Relations, ...
- Thomas Borer – Wikipedia**
https://de.wikipedia.org/wiki/Thomas_Borer
Thomas Gustav Borer (* 29. Juli 1957 in Basel; heimatberechtigt in Büsserach) ist ein Schweizer Unternehmensberater, Lobbyist und ehemaliger Diplomat.
Werdegang · Publikationen

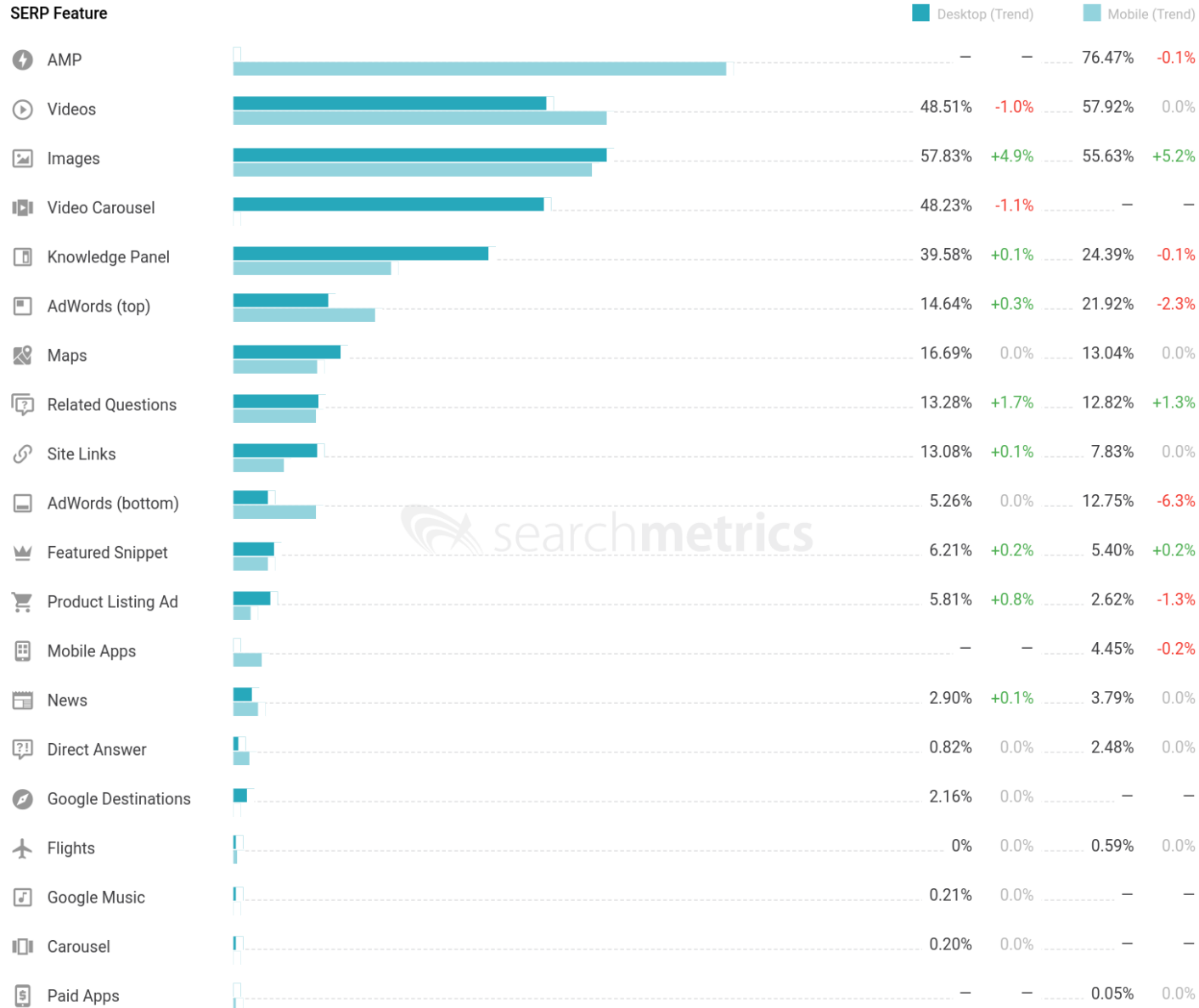
Below the search results are three large red rectangular redaction boxes.

The knowledge panel on the right side of the search results provides detailed information about Thomas Borer:

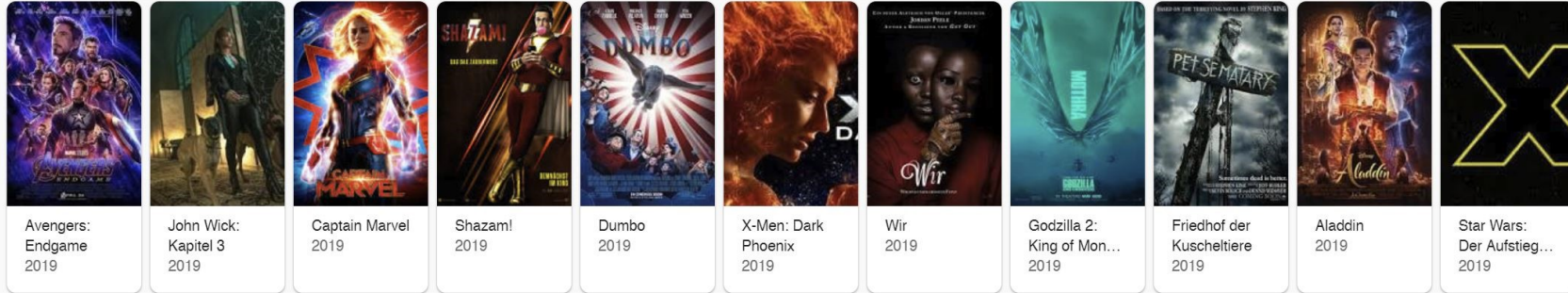
- Thomas Borer**
Diplomat
- Thomas Gustav Borer ist ein Schweizer Unternehmensberater, Lobbyist und ehemaliger Diplomat. Er leitete von 1996 bis 1999 die Task Force Schweiz–Zweiter Weltkrieg. Anschliessend war er bis 2002 Botschafter der Schweiz in Deutschland. [Wikipedia](#)
- Geboren:** 29. Juli 1957 (Alter 61 Jahre), Basel
- Ehepartnerinnen:** Denise Borer (verh. 2015), Shawne Fielding (verh. 1999–2014)
- Bücher:** Public affairs: Bekenntnisse eines Diplomaten
- Wird auch oft gesucht** (Über 1 weitere ansehen)
 - Shawne Fielding (Exfrau)
 - Djamila Rowe
 - Christoph Meili
 - Pierre Maudet
 - Ed Fagan

At the bottom of the knowledge panel, there is a button to 'Informationen dieser Infobox bearbeiten' and a 'Feedback' link.

CH | Google (Desktop, CH)
Weekly data from Invalid date



Filme > 2019



Die besten Filme 2019 · KINO.de

<https://www.kino.de> > Alle Filme

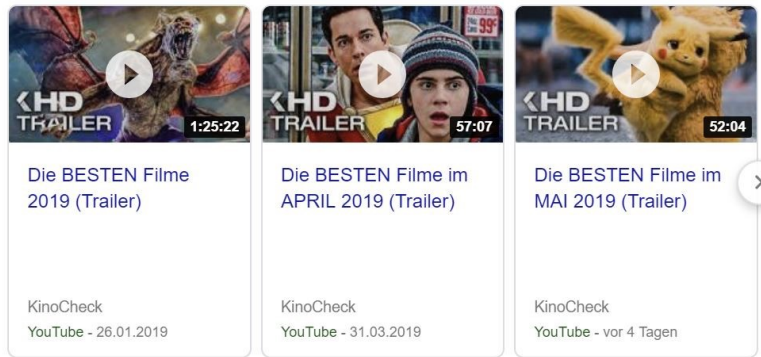
Hier findest du alle Filme aus dem Jahr 2019 · Die besten Filme aus 2019 auf KINO.de.

Die besten Filme von 2019 | Moviepilot.de

<https://www.moviepilot.de/filme/beste/jahr-2019/jahrzehnt-2010er>

Entdecke Die besten Filme von 2019: Wir, Avengers 4: Endgame, Alita: Battle Angel, Captain Marvel, Der goldene Handschuh, Shazam!, Triple Frontier, Glass, ...

Videos



Ungefähr 1'340'000 Ergebnisse (0.38 Sekunden)

Die besten Krankenkassen mit den zufriedensten Kunden im Überblick:

- **Swica** (76,7 Prozent sehr zufriedene Kunden)
- Sanitas (74,7 Prozent)
- **Concordia** (65,9 Prozent)
- **KPT/CPT** (64,3 Prozent)
- CSS (63,9 Prozent)

[Beste Krankenkasse 2019 im Test | K-Tipp | Comparis | Bonus.ch](https://www.oeffentliche-krankenkasse.ch/beste-krankenkasse-test/)

<https://www.oeffentliche-krankenkasse.ch/beste-krankenkasse-test/>

 Informationen zu diesem Ergebnis  Feedback geben

Nutzer fragen auch

Welche beste Krankenkasse? 

Bis wann kann ich die Krankenkasse wechseln? 

Wie viel kostet die Krankenversicherung in der Schweiz? 

Wann kann die Krankenkasse gewechselt werden? 

Feedback geben

Ungefähr 56'900 Ergebnisse (0.37 Sekunden)

Über 60 Prozent **teurer**. Das Ergebnis hat es in sich: Bei **Coop** zahlt der Kunde für den Warenkorb 87.22 Franken. ... Bei Aldi kostet der Warenkorb 55.80 Franken, bei Denner 67.71 Franken. Bei der **Migros** muss der Kunde mit 85.38 Franken fast 60 Prozent mehr bezahlen.

17.01.2019



[Lidl & Aldi: So viel günstiger sind sie als Migros & Coop - Blick](https://www.blick.ch/.../coop-mehr-als-60-prozent-teurer-so-viel-guenstiger-sind-lidl-un...)

<https://www.blick.ch/.../coop-mehr-als-60-prozent-teurer-so-viel-guenstiger-sind-lidl-un...>



Informationen zu diesem Ergebnis



Feedback geben

[Preisdifferenz Warenkorb: Warum Coop und Migros so teuer sind - Blick](https://www.blick.ch/.../coop-mehr-als-60-prozent-teurer-so-viel-guenstiger-sind-lidl-un...)

[https://www.blick.ch > News > Wirtschaft](https://www.blick.ch/.../coop-mehr-als-60-prozent-teurer-so-viel-guenstiger-sind-lidl-un...)

18.01.2019 - Aldi und Lidl bieten einen deutlich günstigeren Einkauf als **Migros** und **Coop**. BLICK erklärt, wie es zu den Preisdifferenzen kommt.

[Lidl & Aldi: So viel günstiger sind sie als Migros & Coop - Blick](https://www.blick.ch/.../coop-mehr-als-60-prozent-teurer-so-viel-guenstiger-sind-lidl-un...)

[https://www.blick.ch > News > Wirtschaft](https://www.blick.ch/.../coop-mehr-als-60-prozent-teurer-so-viel-guenstiger-sind-lidl-un...)

17.01.2019 - Bei vielen Artikeln sind die Preisunterschiede zu **Migros** und **Coop** aber happig. ... **Migros** und **Coop** rund 60 Prozent **teurer**. So viel günstiger ...

Fake News?

The screenshot shows a Google search for 'raphael bienz beruf'. The search bar contains the text 'raphael bienz beruf'. Below the search bar, there are tabs for 'Alle', 'Bilder', 'News', 'Videos', 'Maps', 'Mehr', 'Einstellungen', and 'Tools'. The search results show a profile for 'Raphael Bienz > Berufe'. A red arrow points to a redacted area in the profile information, which is currently blank. To the right of the redacted area, there are two boxes: 'SEO-Spezialist' and 'Online-Marketer'.

Raphael Bienz | Chief Executive Officer | BlueGlass

<https://www.blueglass.ch> > [Agentur](#) > [Team](#)

Kreativität und Daten prägen die Digitale Marketing-Expertise von Raphael Bienz, CEO von BlueGlass Interactive. Er ist Full-Stack Online Marketer mit ...
Es fehlt: `beruf`

Raphael Bienz | SfG BB

www.sfgb-b.ch/die-schule/alle-lehrpersonen/raphael-bienz

Raphael Bienz. rbienz@blueglass.com · Die Schule Alle Lehrpersonen Raphael Bienz. Created with Sketch. Standort Bern Hauptgebäude Schänzlihalde

Raphael Bienz - beruflicher Werdegang, Wohn- und Heimatort

www.moneyhouse.ch/p/Raphael-Bienz

Hintergrundinformationen zu Raphael Bienz's aktueller Tätigkeit, seinem beruflichen Werdegang und seinem Wohn- und Heimatort.
Es fehlt: `beruf`

Bilder zu raphael bienz beruf



→ [Weitere Bilder zu raphael bienz beruf](#)

[Unangemessene Bilder melden](#)

The profile card for Raphael Bienz, an Online-Marketer. It includes a share icon and a profile picture of Raphael Bienz. The card lists his birth date as 3. März 1982 (Alter 36 Jahre), his location as Zürich, his height as 1.94 m, and his education as Universität Freiburg (2001–2012).

[Feedback](#)

Der Weg ins digitale Zeitalter führt für KMU nicht über Social Media ...

<https://www.m-k.ch/der-weg-ins-digitale-zeitalter-fuehrt-fuer-kmu-nicht-ueber-social-...>

23.08.2018 - Unser CEO Raphael Bienz empfiehlt in diesem Bericht der NZZ ein monatliches Mindestbudget von CHF 1'000.- für die Promotion von Social ...

Ungefähr 392'000 Ergebnisse (0.53 Sekunden)


Denn jede Tüte des bei Kindern beliebten Erfrischungsgetränks enthält 6,5 Stück Würfelzucker - und massenhaft Aromastoffe. Berlin - Von wegen **gesund**: 200 Milliliter enthält eine Tüte **Capri-Sonne** - laut Foodwatch befinden sich darin 6,5 Stück Würfelzucker. Das teilte die Verbraucherorganisation am Dienstag mit.
26.05.2009


[Zuckergehalt: Foodwatch warnt vor Capri-Sonne - SPIEGEL ONLINE](#)


<https://www.spiegel.de/.../zuckergehalt-foodwatch-warnt-vor-capri-sonne-a-626822.htm...>


 Informationen zu diesem Ergebnis  Feedback geben

Nutzer fragen auch

Wie gesund ist Capri Sonne? 

Ist in Capri Sonne Alkohol drin? 

Wem gehört Capri Sonne? 

Ist Capri Sonne glutenfrei? 

[Feedback geben](#)

[Capri-Sonne: Wie ungesund ist das Getränk wirklich? - WELT](#)

<https://www.welt.de> > [Panorama](#) 

24.05.2016 - Ernährungswissenschaftler warnen vor ihr, Kinder lieben sie, Erwachsene erinnert sie an frühere Tage: die Capri-Sonne ist eines der ...

[Getränke: Verbraucherschützer warnen vor Capri-Sonne - WELT](#)

<https://www.welt.de> > [Wirtschaft](#) 

26.05.2009 - Zwar behauptete Capri-Sonne selbst nicht, dass das Kinder-Getränk **gesund** sei, erklärte Foodwatch. Allerdings werde der Verbraucher mit einer ...

Wo sollen wir
ansetzen?

What's Going to Change in the Next 10 Years?

Jeff Bezos:

You're asking the wrong question!

*That is a very interesting question; it's a very common one. I almost never get the question: **'What's NOT going to change in the next 10 years?'***

And I submit to you that that second question is actually the more important of the two- because you can build a business strategy around the things that are stable in time.

The Amazon logo is displayed in a light blue color, matching the background. It features the word "amazon" in a lowercase, sans-serif font, with a curved arrow underneath that starts under the 'a' and ends under the 'z', pointing to the right.

<https://medium.com/the-mission/be-prepared-to-lose-your-job-in-the-future-if-you-dont-learn-this-one-skill-now-8a87ade2a268>

Mission Statement



«Das Ziel von Google ist es,
die Informationen der Welt
zu organisieren und für alle zu jeder Zeit
zugänglich und nützlich zu machen.»

GOOGLE

<https://www.google.ch/intl/de/about>

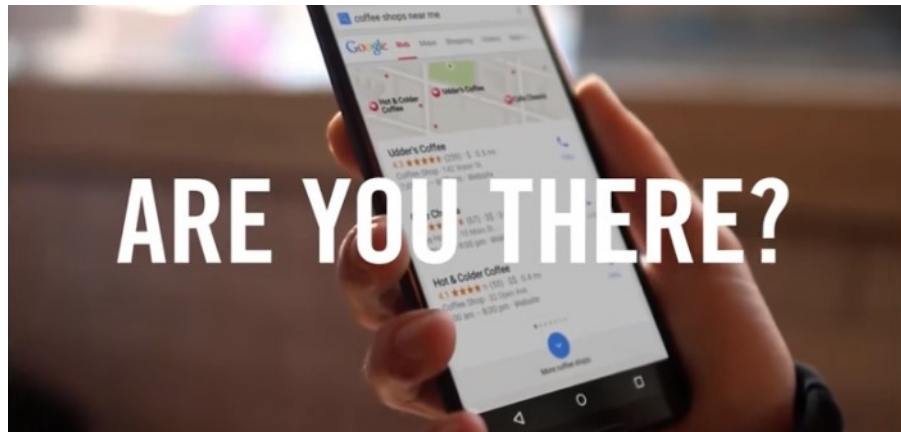


IN DEN **RICHTIGEN** MOMENTEN

MIT DEN **RELEVANTEN** INHALTEN

AN DEN **KRITISCHEN** TOUCHPOINTS



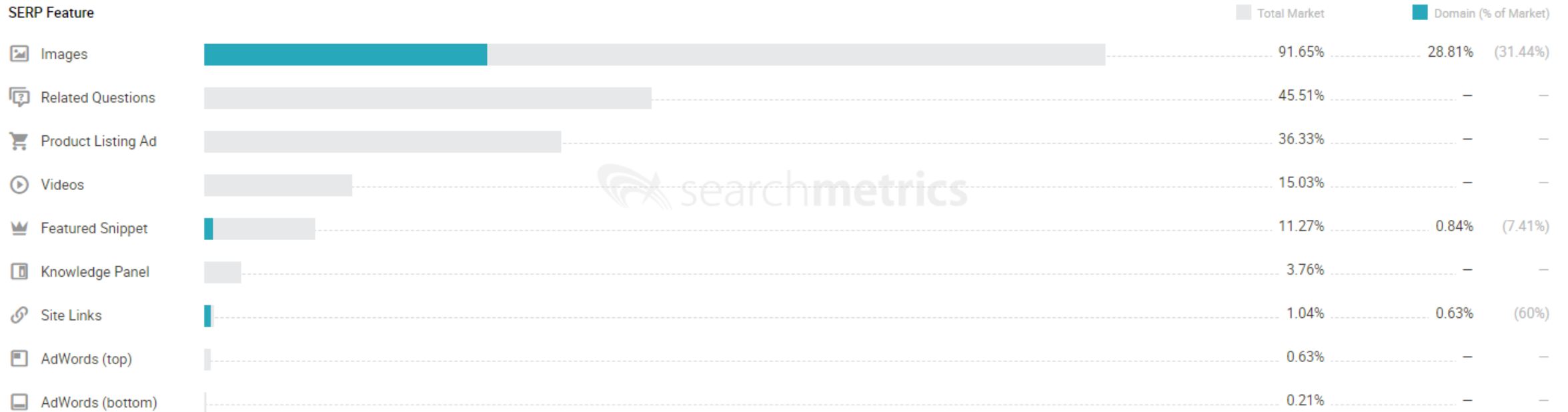


Be There

- Aus der Sicht des Nutzers denken
- Reality-Check durchführen
- Analyse und Ausbau des eigenen Anteil an ‚Intents‘
- In allen möglichen relevanten Momenten präsent sein

capri-sun.com SERP Features Overview

Show: **Market distribution** Domain only



Organic Keyword Rankings 1 to 25 of 479 ?

Advanced Filter

Keyword	URL	Rank 05/01/2019	Rank Trend 04/24/2019	Traffic Index	SERP Feature Integrations	Primary Search Intent
capri sonne	www.capri-sun.com/de/de/	1	0	4,109		● Trans.
	www.capri-sun.com/group/de/	-	2 out	-		
capri sun	www.capri-sun.com/de/de/	1	0	592		● Info.
	www.capri-sun.com/group/de/	2	0	214		
capri sonne sorten	www.capri-sun.com/de/de/	1	0	61		● Info.
	www.capri-sun.com/group/de/	2	new	22		
capri sun sorten	www.capri-sun.com/de/de/	1	0	20		● Info.
	www.capri-sun.com/group/de/	-	2 out	-		
capri sonne vegan	www.capri-sun.com/de/de/ueber-uns/fa...	1	0	17		● Equi.
capri sonne zitrone	www.capri-sun.com/de/de/produkte/zitr...	1	0	14		● Info.
capri sonne ohne zucker	www.capri-sun.com/de/de/produkte/pur...	7	new	5		● Trans.
	www.capri-sun.com/de/de/	8	-2	4		
	www.capri-sun.com/de/de/produkte/pur...	-	5 out	-		
capri sonne inhalt	www.capri-sun.com/de/de/ueber-uns/fa...	3	0	5		● Trans.

Fragen



<http://answerthepublic.com/>



Micro Moments Erfolgsrezepte



Be Useful

- Informieren, statt nur Sales pushen
- Einsatz von strukturierten Daten
- Zeigen, dass man in der Nähe ist
- Unterstützendes Bewegtbild und Illustrationen
- Kunden über die Website, App, im Laden oder über das Smartphone kaufen lassen

Rich Snippets, Knowledge Graph, Featured Snippets etc.

Learning English Courses | Coursera
Coursera > browse > language-learning

English for Journalism
Welcome to English for Journalism, a course created by the ...
University of Pennsylvania

Speak English Professionally: In Person, Online & O...
Do you want to speak better English? This course will help yo...
Georgia Institute of Technology

Grammar and Punctuation
Course 1: Grammar and Punctuation Do you need to review ...
University of California, Irvine

Google

jazz concerts this weekend

WEB IMAGES VIDEOS SHOPPING NEWS

Jazz concerts
Near you Edit location

This weekend Free Within 0.5 mi FILTERS

24 APR Jan Lieberman Concert
Series: Journey in Jazz
Sat, 7:30-11 PM
Central Park Library, Santa C...
FREE

Diese speziellen Voransichten sind an die Verwendung von Schema.org-Markup gebunden

the world is flat

ALL NEWS IMAGES VIDEOS MAPS BOOKS

Square World Society insists the World is Flat - Example.com
www.example.com > square-world-...

Claim: "The world is flat; you can sail over the edge"
Claimed By: Square World Society Press Corps
Fact check by Example.com: False

Huawei P8 Lite 2017 : la fiche technique complète - 01net.com
https://www.01net.com/.../huawei-p8-lite-2017-fiche-technique-3... - Diese Seite übersetzen
★★★★★ Bewertung: 4.2 - Bewertung von La rédaction 01net.com
Nouvelle version d'un modèle déjà très populaire, le Huawei P8 Lite 2017 est un smartphone doté d'un écran Full HD de 5,2 pouces. Fonctionnant.
Type de cartes supportées: microSD, microSD... Indice DAS: 0.36 W/kg
Mémoire vive (RAM): 3 Go Capacité: 16 Go


Sogenannte «Featured Snippets» (Rankingposition 0) korrelieren hingegen nur schwach. Struktur und Relevanz des Inhalts sind entscheidend.

carbonara rezept

Alle Videos Bilder News Shopping Mehr Einstellungen Tools

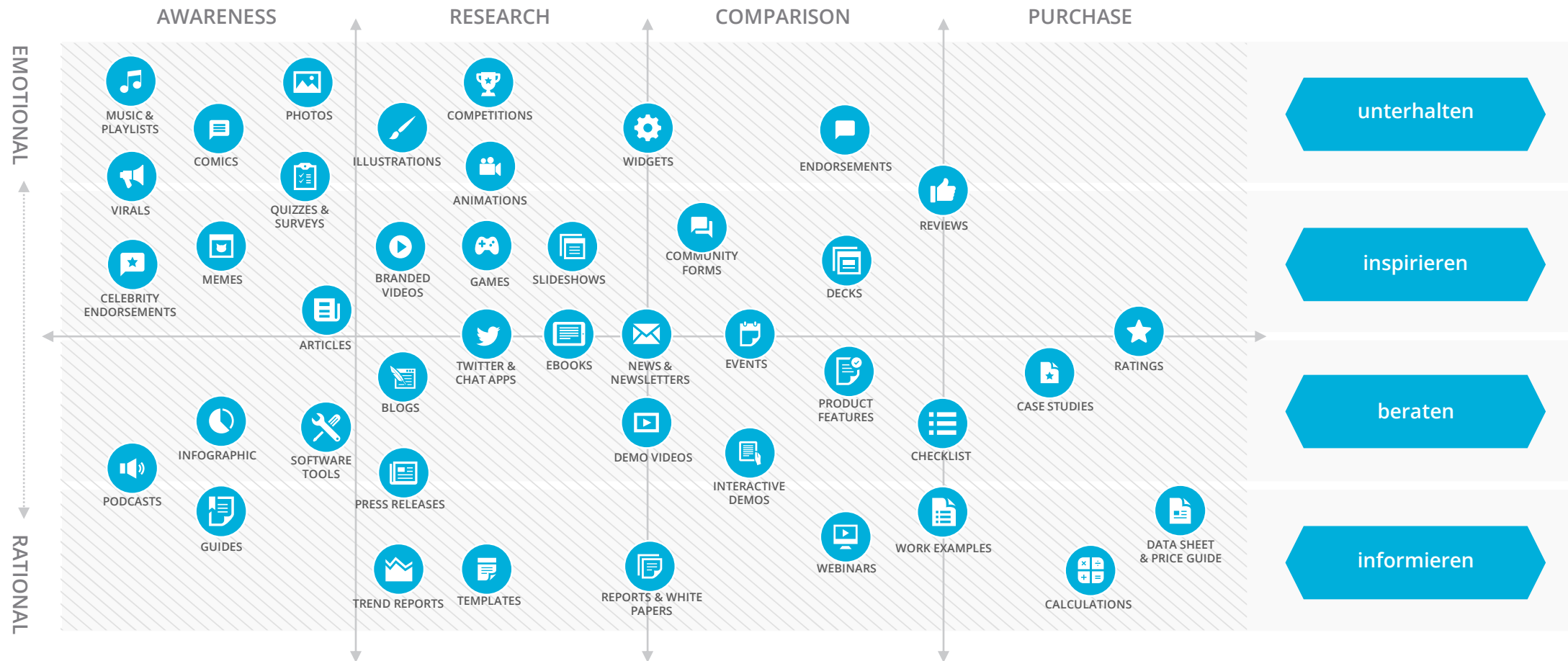
Ungefähr 659'000 Ergebnisse (0.64 Sekunden)

1. Teller warm stellen. Spaghetti in reichlich Salzwasser al dente kochen.
2. Speck in der Bratpfanne knusprig braten, Pfanne vom Herd nehmen. ...
3. Eier, Rahm, Pfeffer und Salz in einer Schüssel kräftig verrühren. ...
4. Vorsichtig mischen.
5. Spaghetti auf vorgewärmten Tellern verteilen und nach Belieben Sbrinz darüber reiben.



Spaghetti Carbonara - Rezepte - Schweizer Milch - Swissmilk
https://www.swissmilk.ch/de/rezepte/LM200904_53/spaghetti-carbonara/

Den EINEN Kanal oder Inhalt gibt es nicht

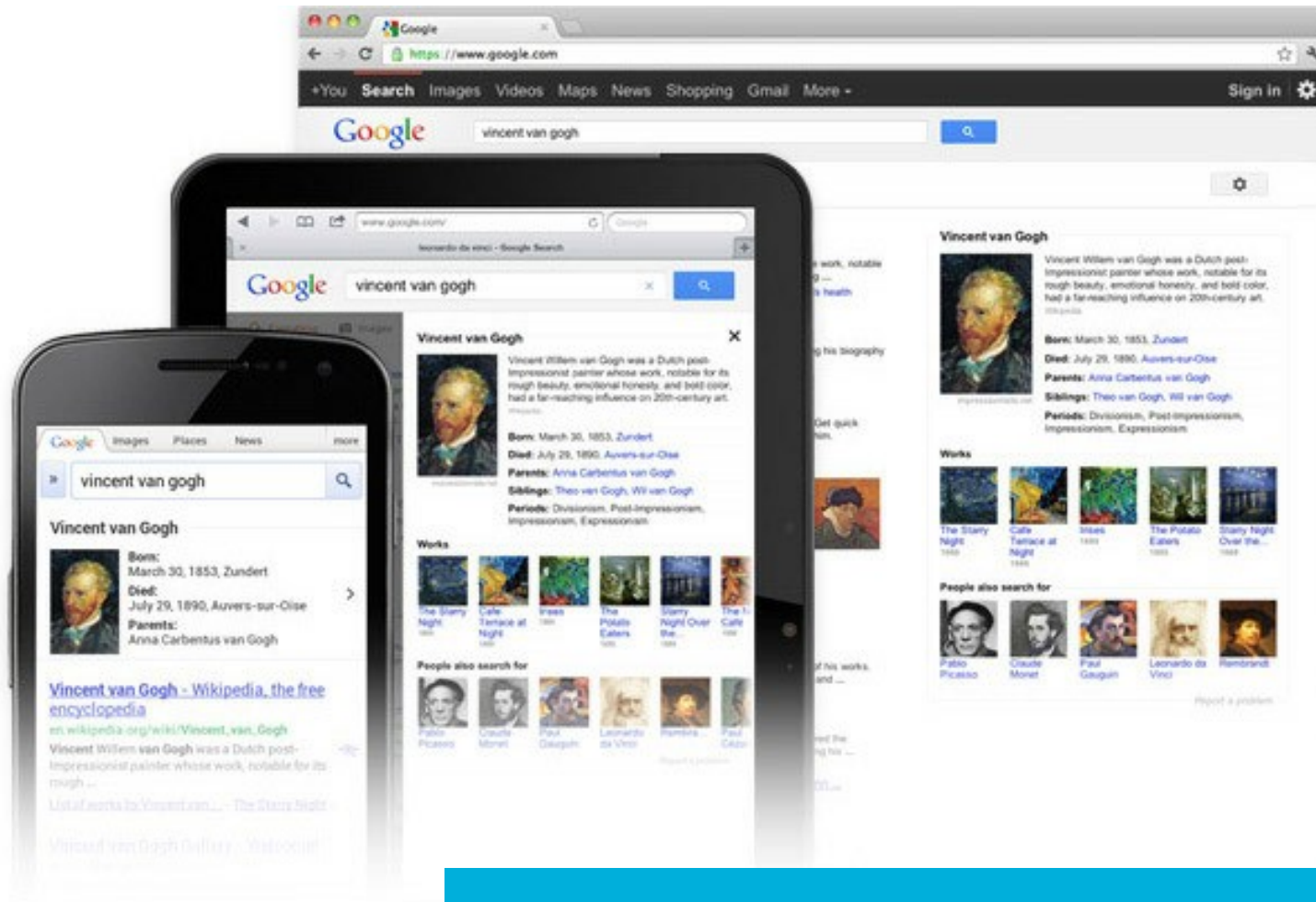


Micro Moments Erfolgsrezepte



Be Quick

- Schritte eliminieren
- Bedürfnisse vorausahnen
- Seiten wie der Blitz laden



Academy for Ads: Mobile Sites Certification

Study Mobile Sites Optional

- Win customers with mobile sites 9 mins
- Cut load times with Developer Tools 12 mins
- Speed up mobile site rendering 7 mins
- Key metrics for testing your site 9 mins
- Optimize mobile site transfer size 7 mins
- Optimize images and fonts 12 mins
- Focus on mobile user experience 7 mins
- Deliver user-centered mobile experiences 8 mins
- Make mobile sites that drive conversions 8 mins
- Test and optimize mobile experiences 7 mins
- Create super fast sites with AMP 7 mins
- Create Progressive Web Apps 8 mins
- Engage users with APIs 7 mins

Micro Moments Erfolgsrezepte



Connect the Dots

- Zusammenhänge über Devices hinweg erkennen
- Zusammenhänge über Kanäle hinweg erkennen
- Zusammenhänge über Segmente hinweg erkennen

Ungefähr 379'000 Ergebnisse (0.51 Sekunden)

Wie viel **Zucker** ist in der **Capri-Sun**? **Capri-Sun** Kirsche enthält zum Beispiel 8,5 Prozent **Zucker**, also 8,5 g pro 100ml. Bei unserem Elfentrunk sind es 8,7 g und bei Cola-Mix 7,8 g **Zucker**.



[Capri-Sun-FAQ zu Inhalt, Zucker, Vitamine, Kalorien usw.](#)

<https://www.capri-sun.com/de/de/ueber-uns/faq/>

Informationen zu diesem Ergebnis
 Feedback geben

Nutzer fragen auch

Wie gesund ist Capri Sonne?

Ist Capri Sonne von Nestle?

Wem gehört Capri Sonne?

Wo wird Capri Sonne hergestellt?

Feedback geben

[Capri-Sun-FAQ zu Inhalt, Zucker, Vitamine, Kalorien usw.](#)

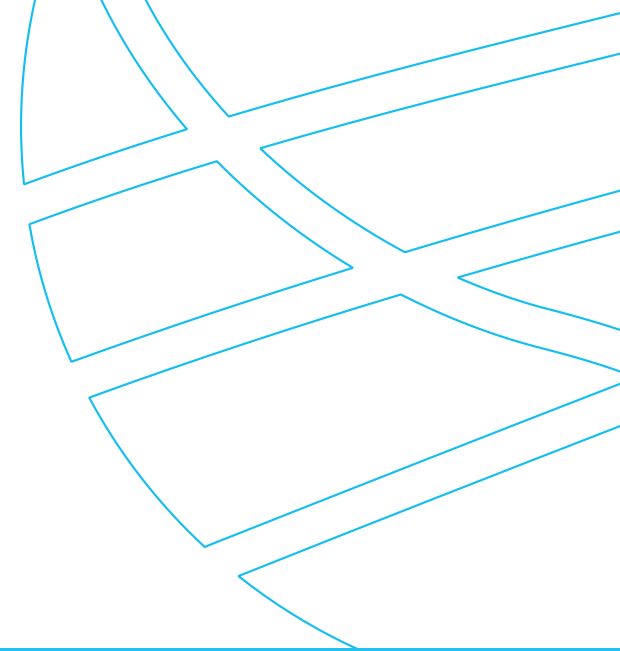
<https://www.capri-sun.com/de/de/ueber-uns/faq/>

Lerne Capri-Sun besser kennen und besuche unseren umfangreichen FAQ-Bereich.



Raphael Bienz

 @rbienz



Besten Dank für das Interesse!

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