

HEY!

THANK YOU FOR
DOWNLOADING OUR GUIDE
ON SXO!

**WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!
WE KNOW OUR WAY AROUND HERE:**

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR WEBSITE AND FIND OUT MORE:

VISIT THE WEBSITE

How does SXO work?

SXO views a search as a cohesive user journey. Each step influences whether a search query ultimately results in a satisfying user experience and the desired action.

Search query
What does the user actually want to know, compare, buy, or achieve?

Search Results
Do the title and description clearly convey what users can expect on the page?

Click
Plot
Is there a next step that aligns with the search intent – for example, a request, a purchase, or additional information?

Orientation
Can users find the most important information quickly and without unnecessary obstacles?

Landingpage
Is the promise made in the search result fulfilled immediately?

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