Tab. 4.6

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | Eigenes Unter-nehmen | Kommentar | Wettbe-werber 1 | Kommentar | Wettbe-werber 2 | Kommentar |
| **SEO-Ranking bei Google**  Key-Wort Klärwerk-filter |  |  |  |  |  |  |
| **Zielgruppe** |  |  |  |  |  |  |
| **Text-qualität** |  |  |  |  |  |  |
| **CTA** |  |  |  |  |  |  |
| **Kanäle** |  |  |  |  |  |  |
| **Sprachen** |  |  |  |  |  |  |
| Summe |  |  |  |  |  |  |