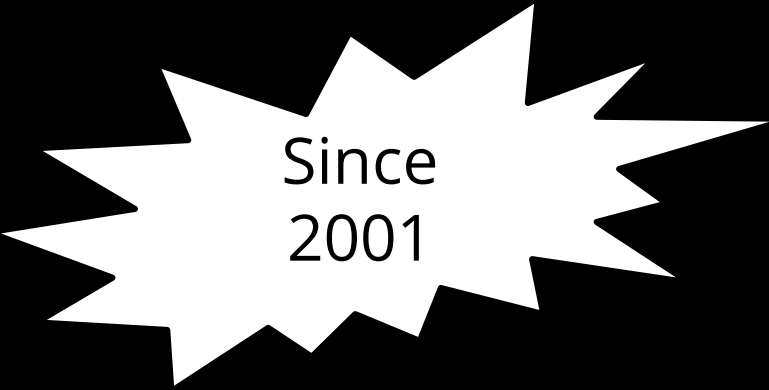


Karl Gilis - @AGConsult

#SMX #SMX19

A white, multi-pointed starburst or explosion-like shape with a jagged, irregular border, centered in the upper left quadrant of the slide.

Since
2001

Karl Gilis - @AGConsult

User research | Usability | UX | CRO | Growth Marketing

**We grow 10 of the world top 100 companies
through customer happiness**

Some of our clients



Every day

Every day

People want to come to your site

Every day

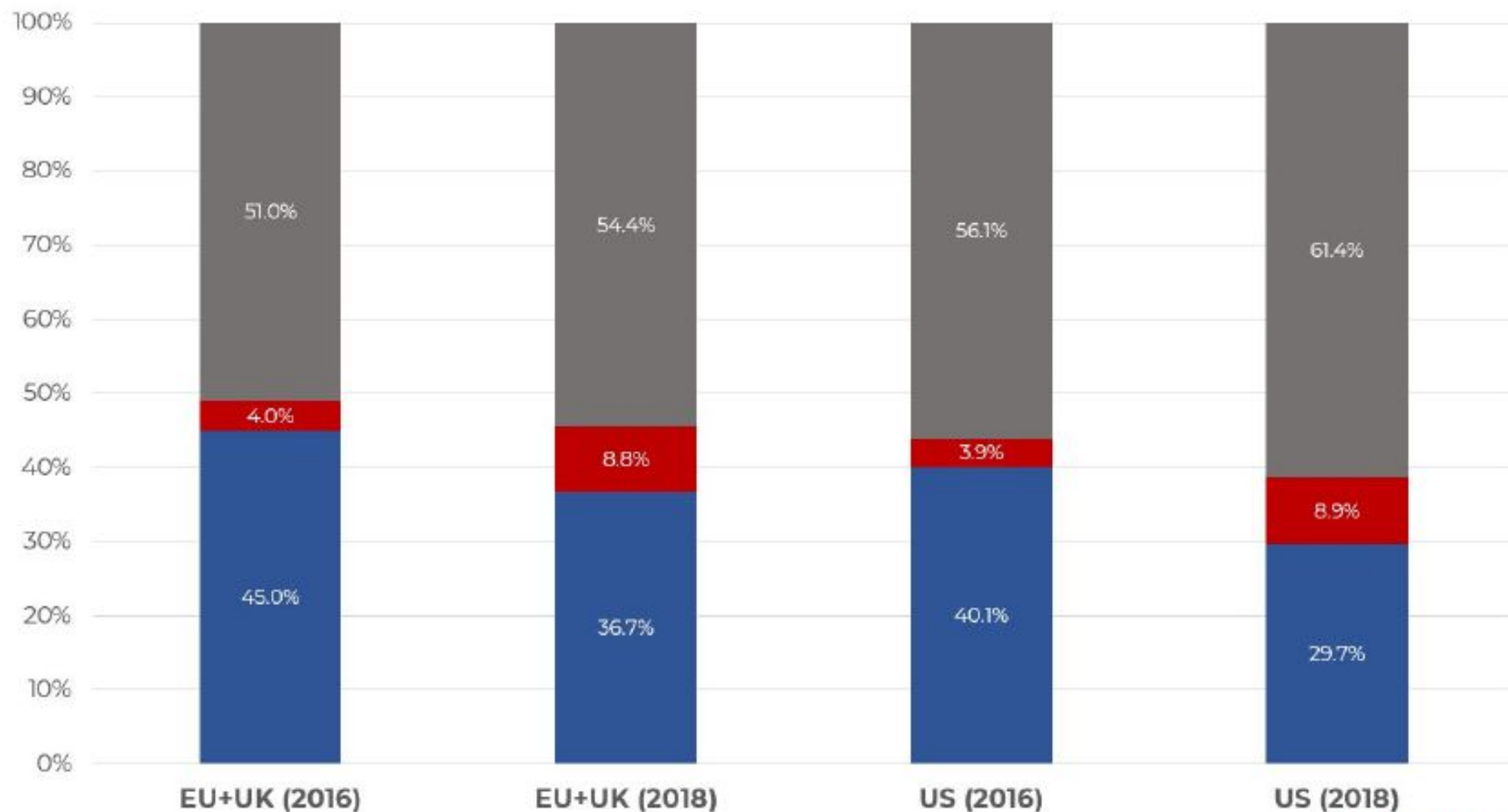
People want to come to your site

But they don't

Google Mobile Click-Through Rates (2016-2018, EU+UK vs. US)

Data Via Jumpshot's Panel of ~100 Billion Searches

■ Organic CTR ■ Paid CTR ■ No-Click Searches



Every day

Every day

People want to become your customer

Every day

People want to become your customer

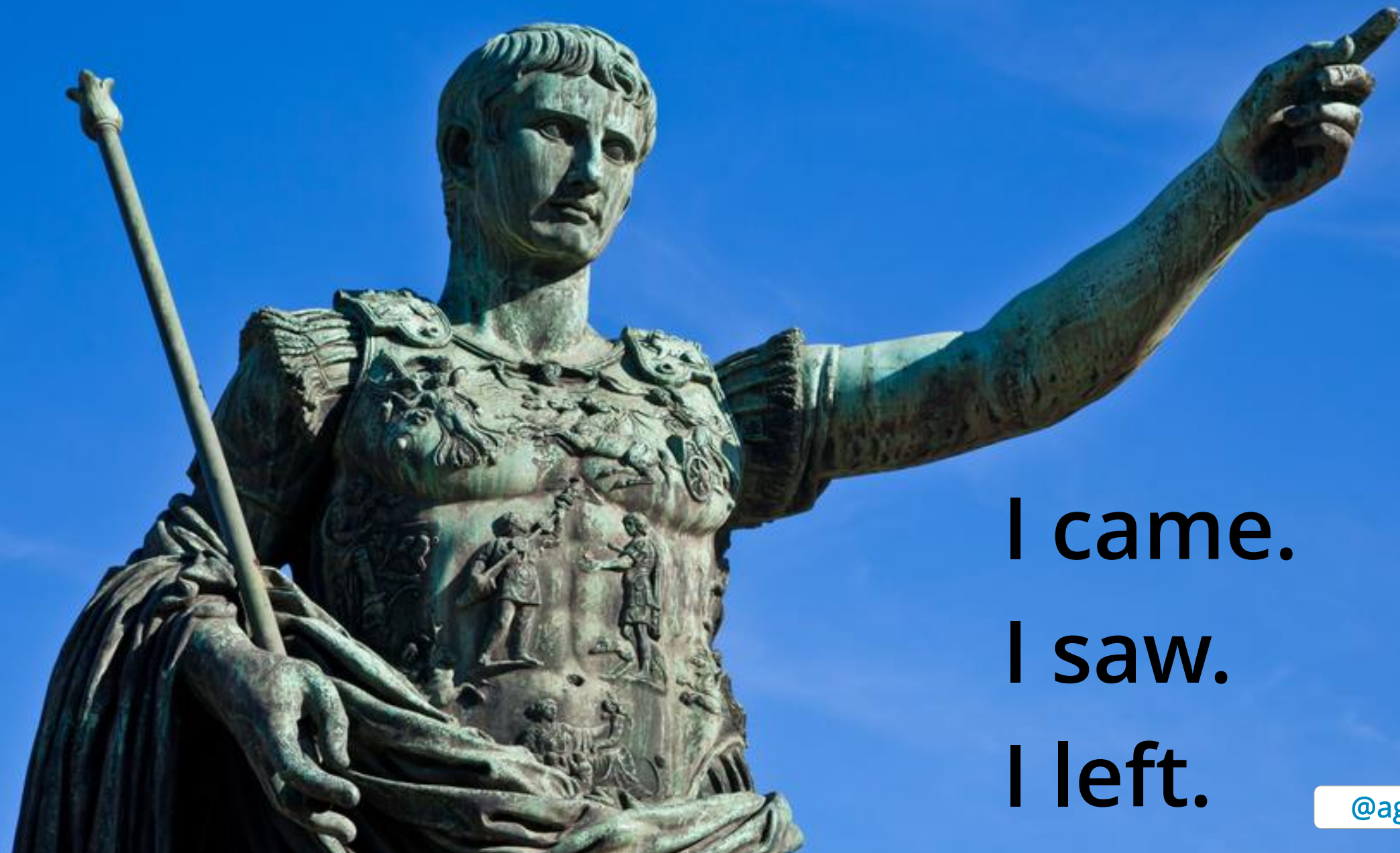
But they don't

Every day

They buy somewhere else

I came.
I saw.
I won.



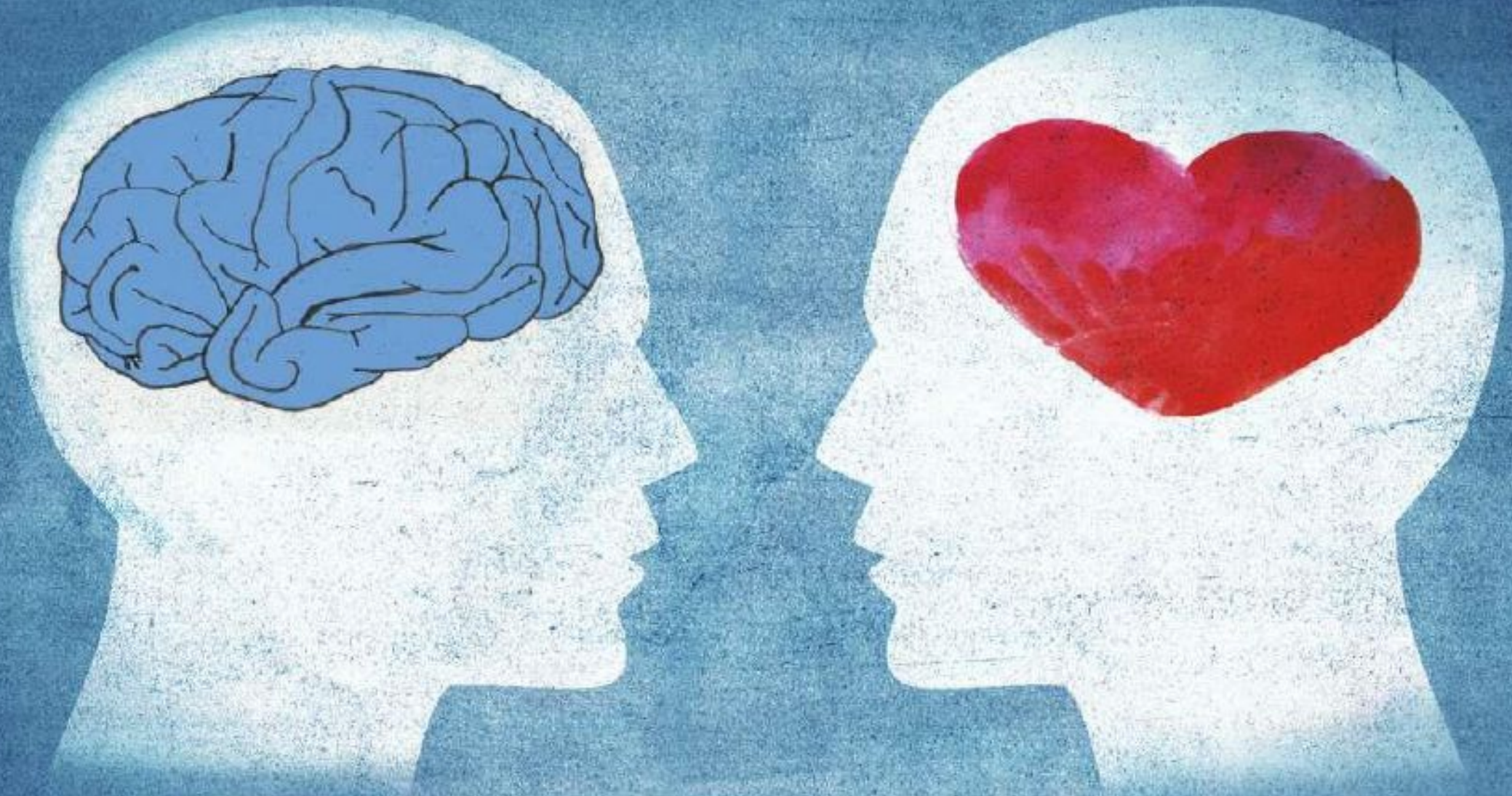


I came.
I saw.
I left.



*It's Your
Fault*





They don't care



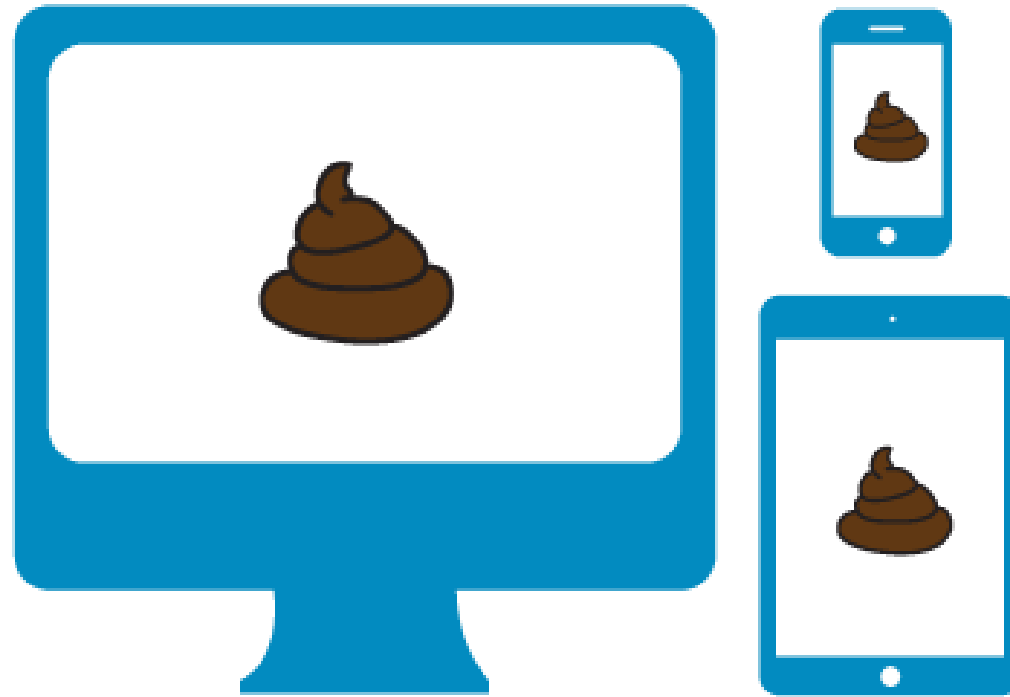
Technology won't change that feeling

"To give customers the feeling that you care about them, isn't the outcome of an algorithm. It's the result of your company's DNA."

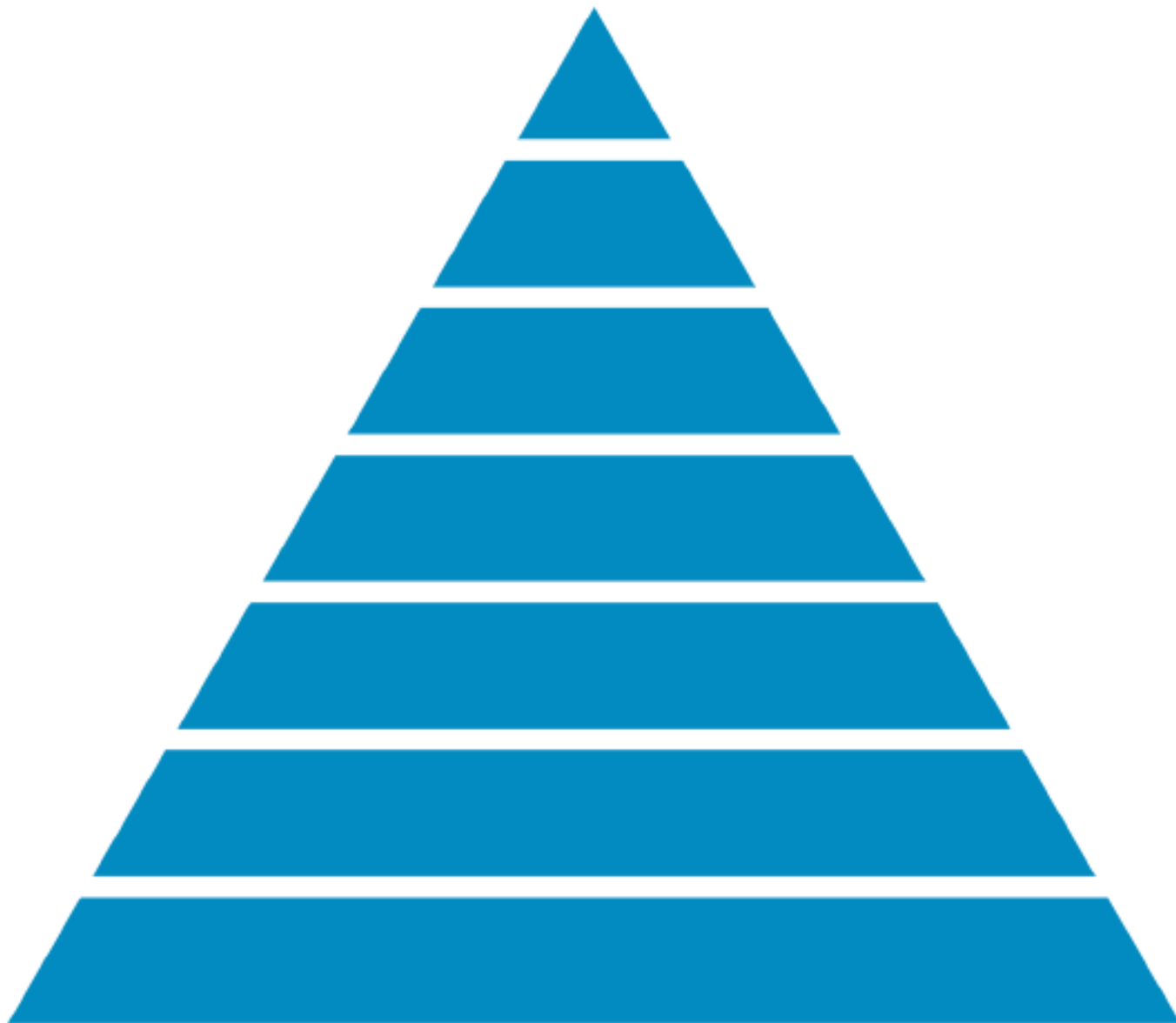
Karl Gilis - @agconsult

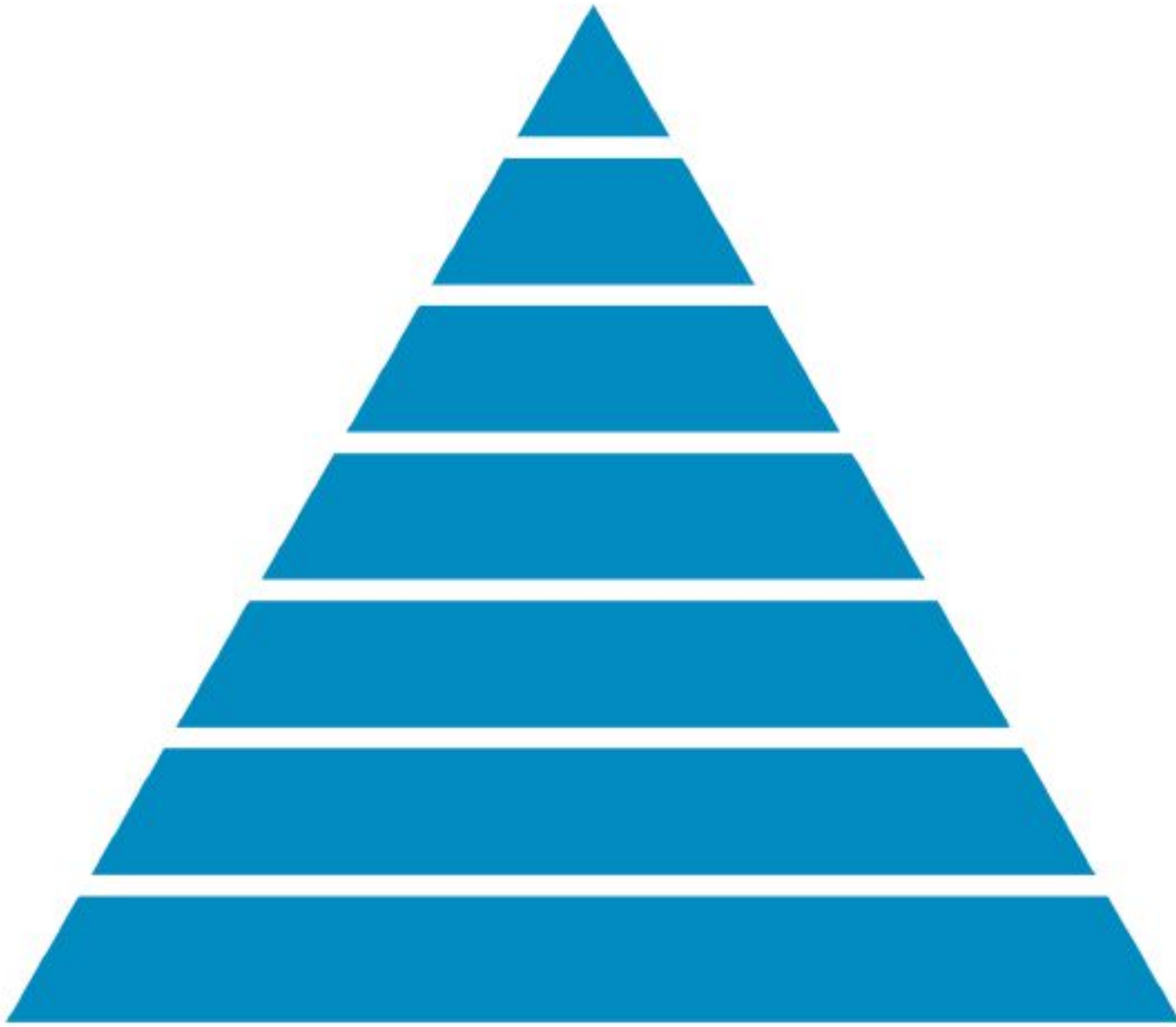
The result of personalization on a shitty website?

The result of personalization on a shitty website?

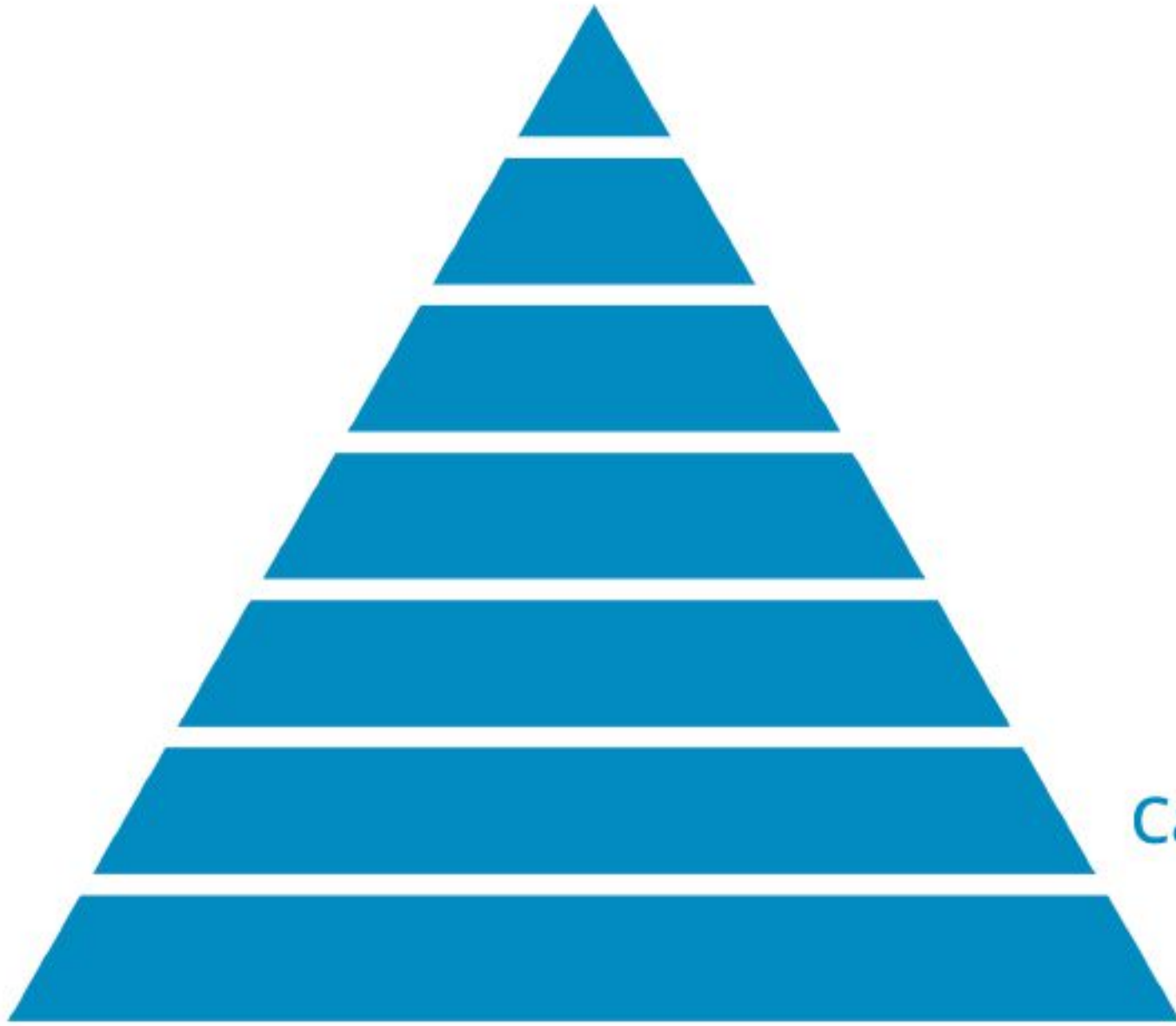


A personalized shitty experience



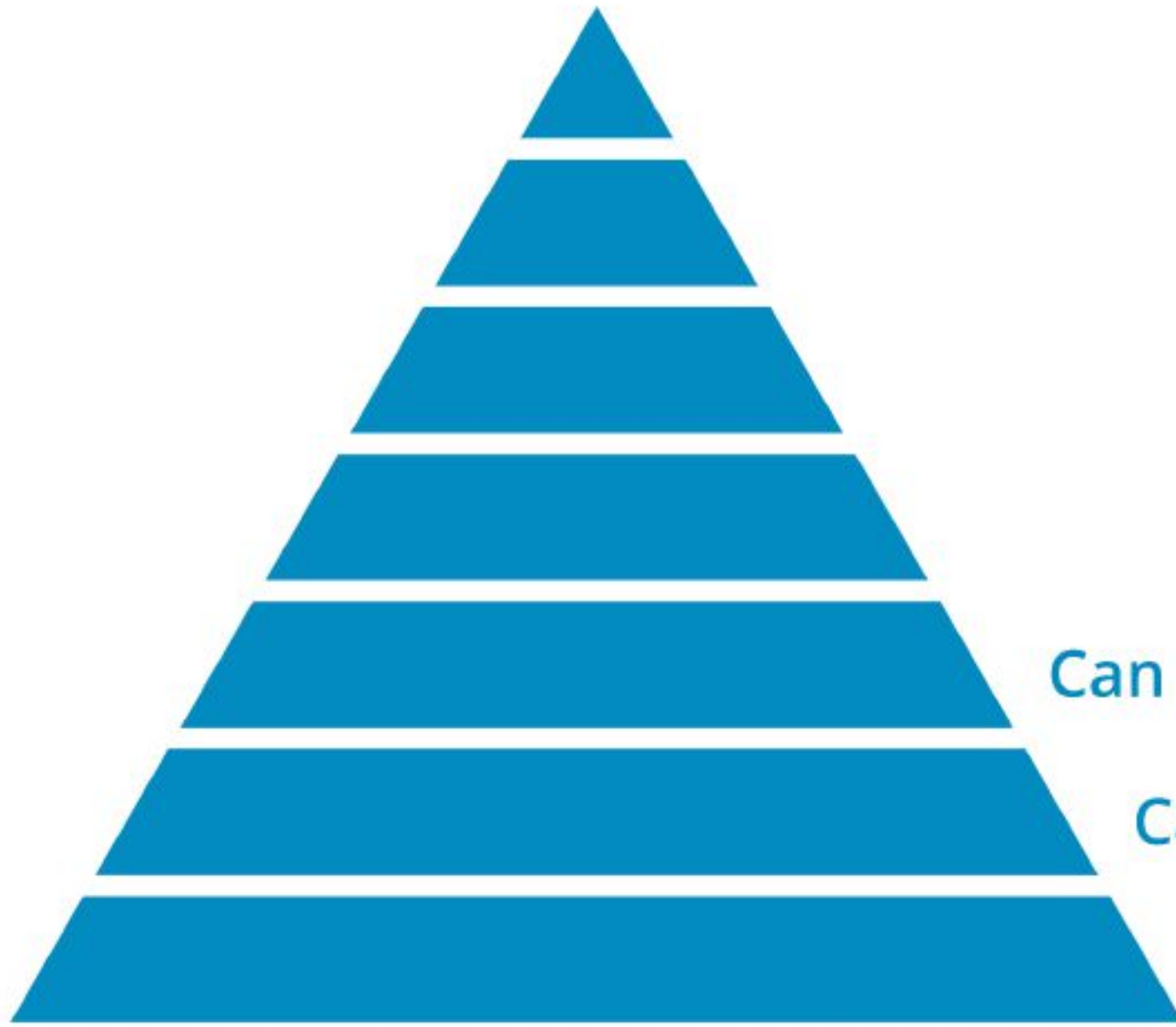


Does it work?



Can I access it?

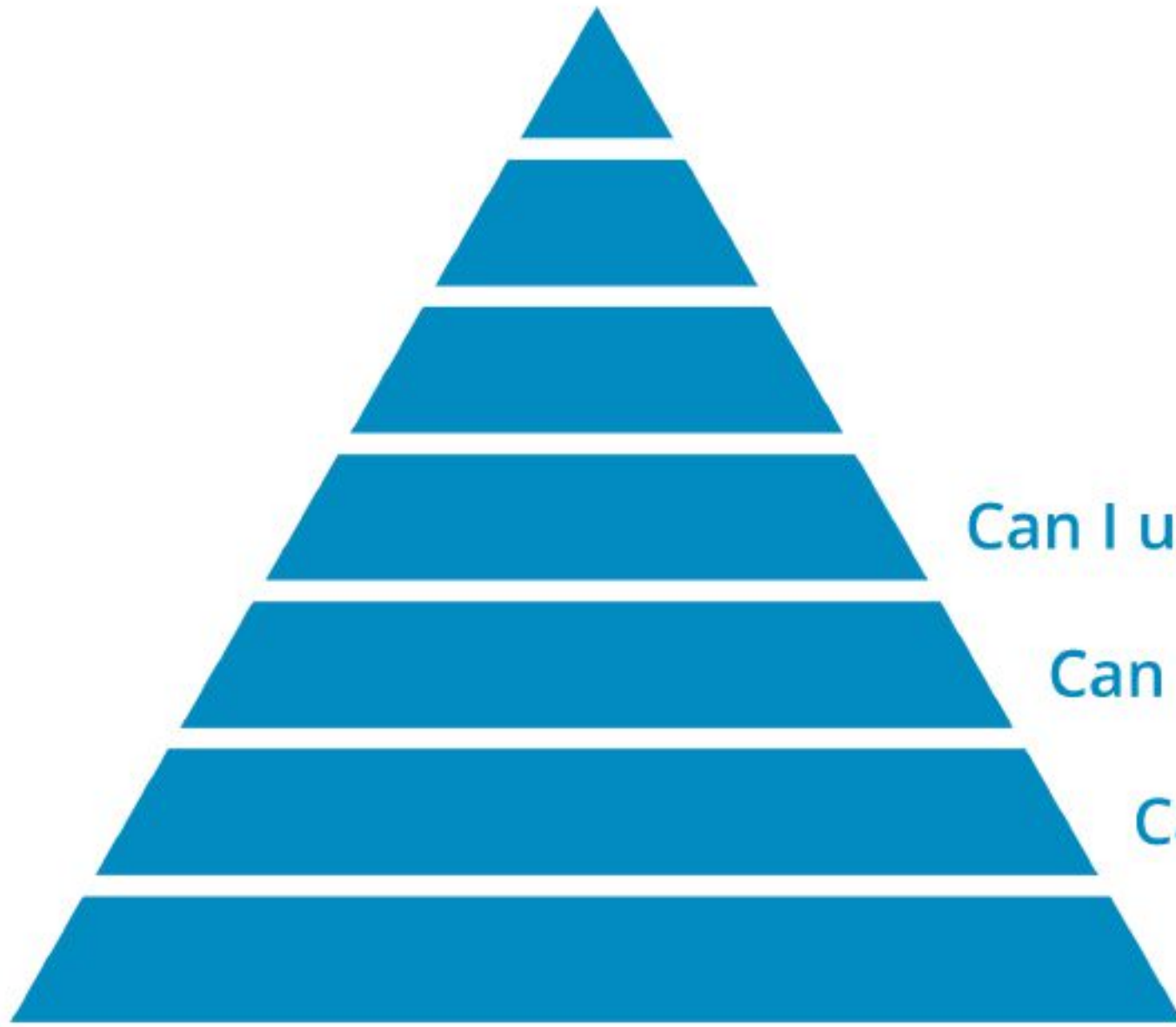
Does it work?



Can I find it? (IA)

Can I access it?

Does it work?

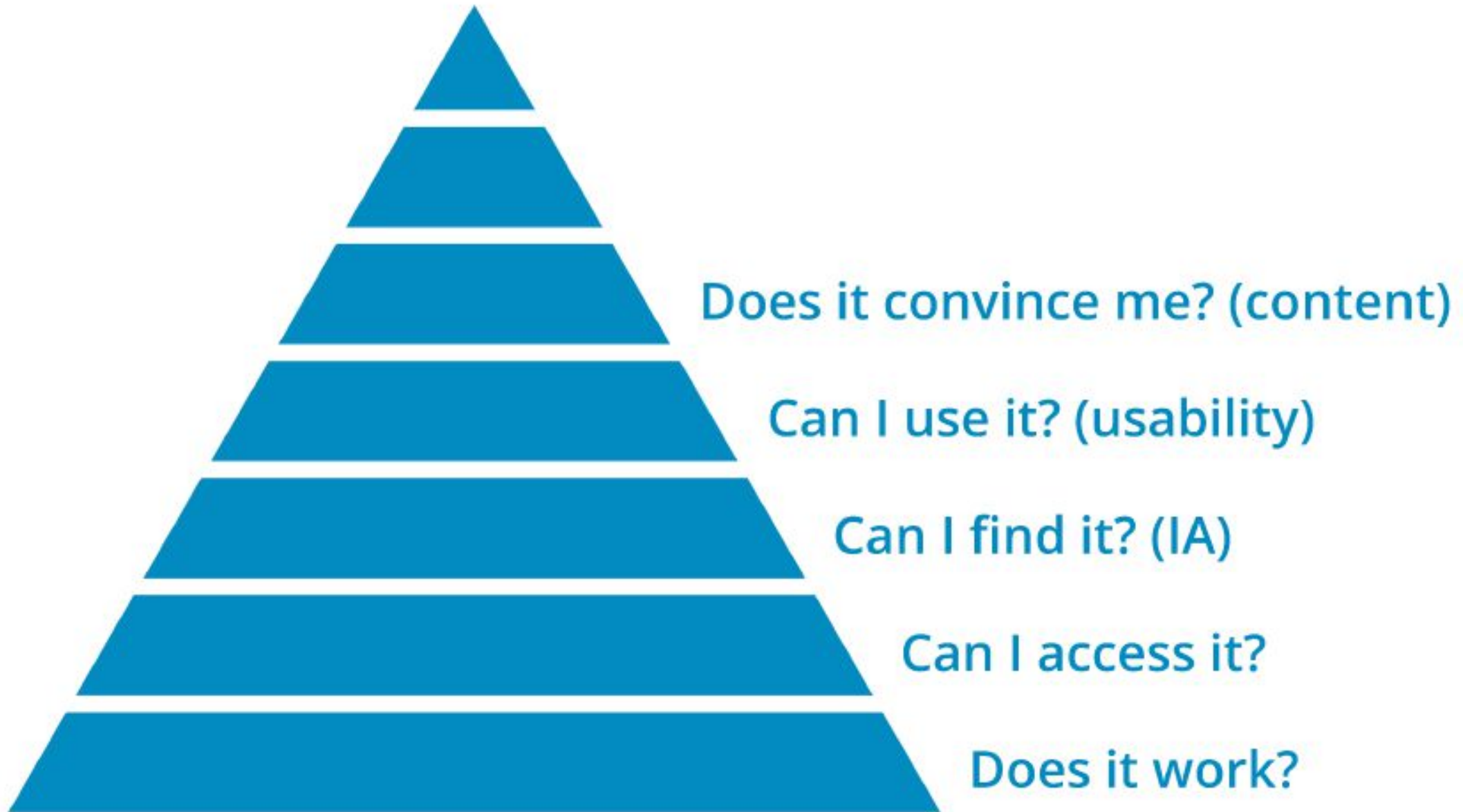


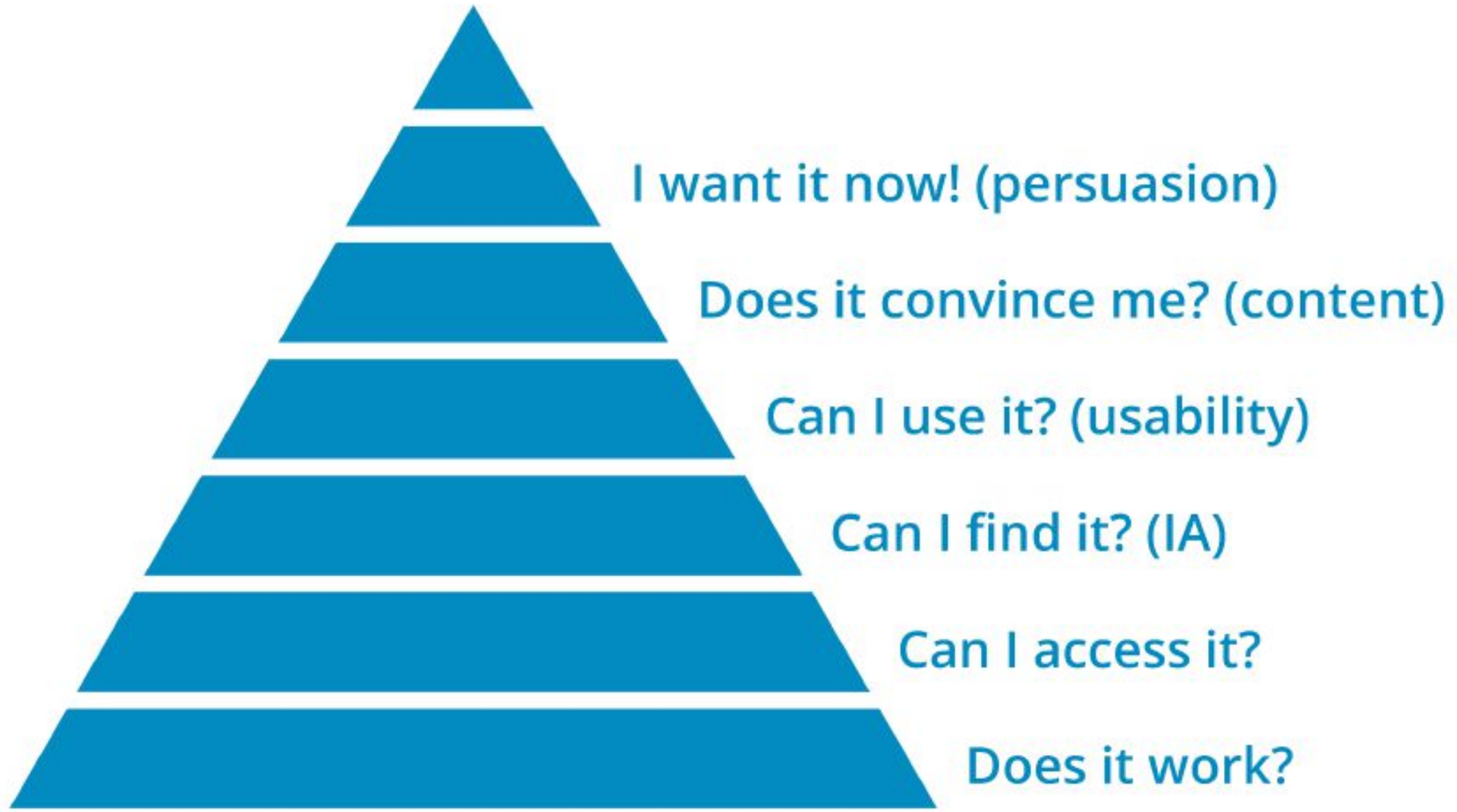
Can I use it? (usability)

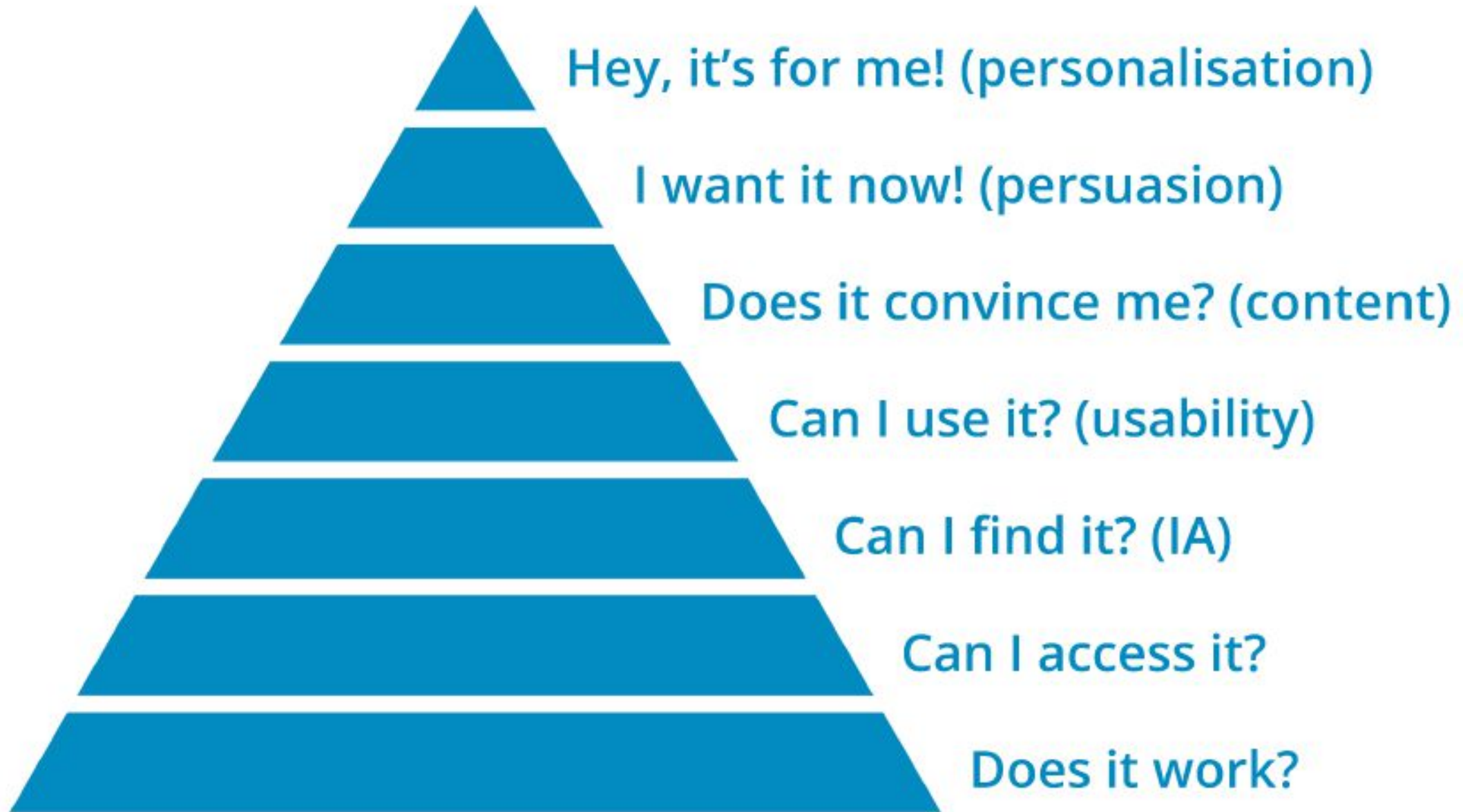
Can I find it? (IA)

Can I access it?

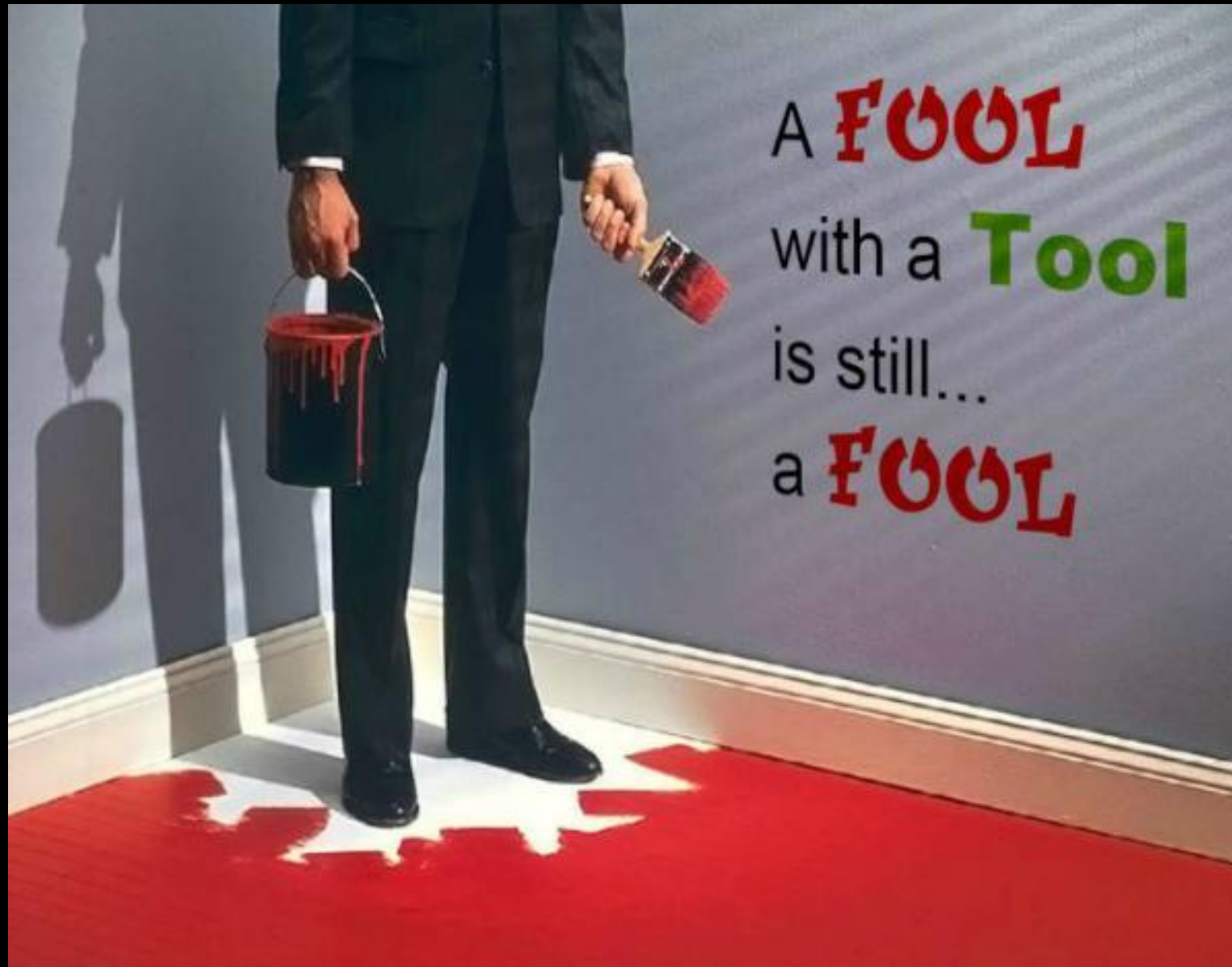
Does it work?









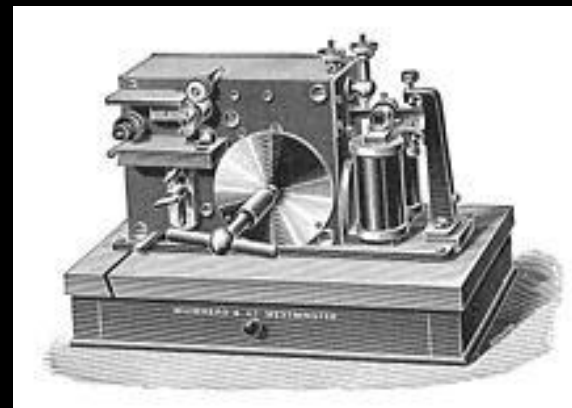
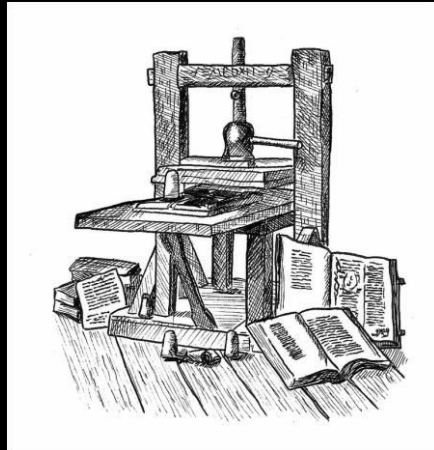


To make their lives better

To take away frustration

To fulfill their needs & dreams







Use technology to
#makeyourcustomershappy



Start from the customer

Start from the customer
Or you will die.

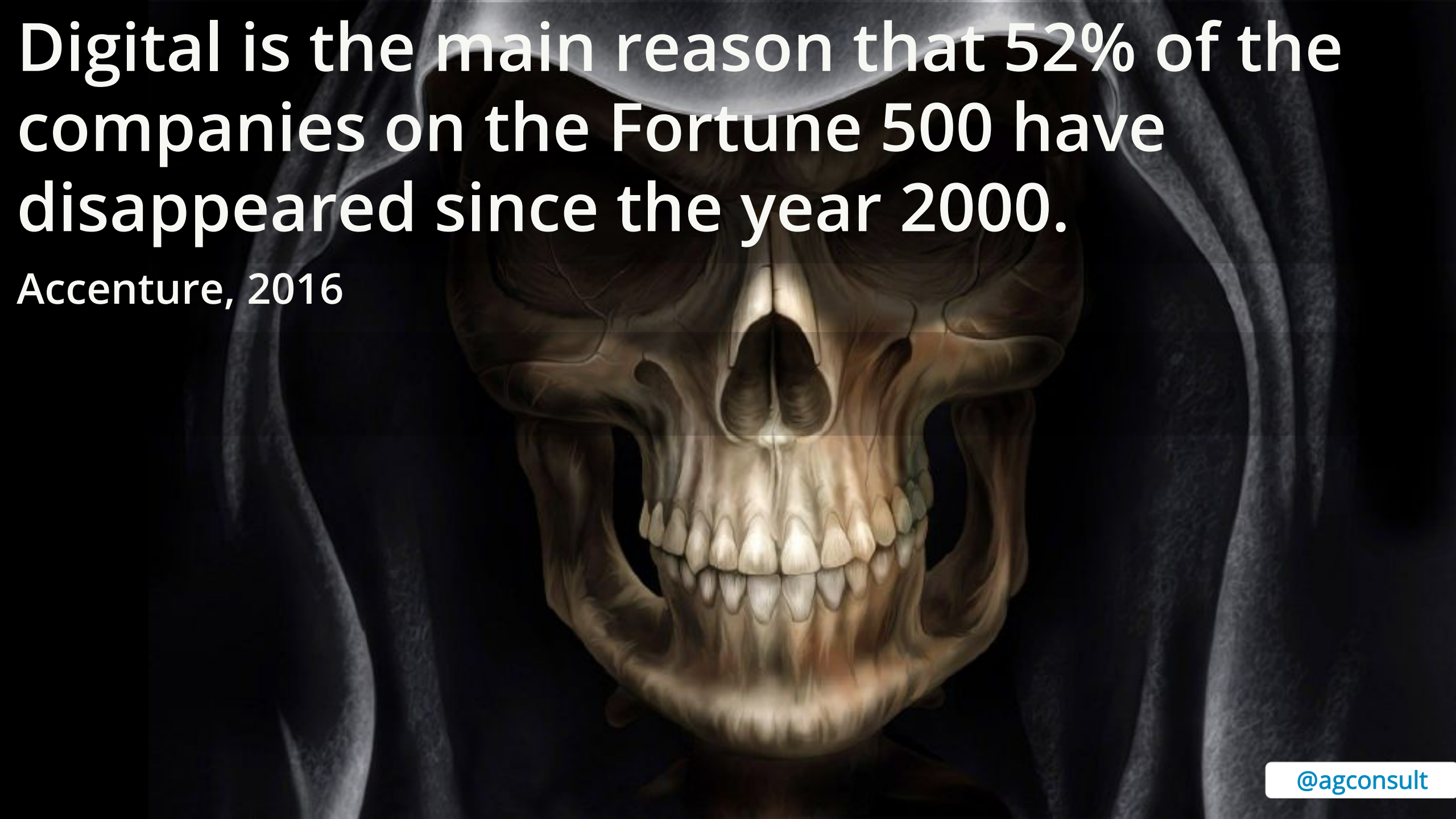
Karl, it's digital that wipes away companies!



52% of the companies on the Fortune 500
have disappeared since the year 2000.

Constellation Research, 2014



A human skull is centered in the image, viewed from the front. It is partially covered by a dark, textured hood or cloth that drapes over the top and sides of the head. The skull's teeth are visible, and the overall lighting is dramatic, with highlights on the bone structure. The background is dark and indistinct.

Digital is the main reason that 52% of the companies on the Fortune 500 have disappeared since the year 2000.

Accenture, 2016

40% of companies will be wiped out in the next 5 years due to digital disruption.

Gartner, 2018



Average stay of companies in the S&P 500

1958: 61 years → 2011: 18 years

Constellation Research



One important number is missing

1958: 61 years

1980: 25 years

2011: 18 years

Innosight



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[Get started](#)

The Myth of Destructive Digital Disruption



Brian Andersen [Follow](#)

Aug 13, 2018 · 6 min read

This post has been on my mind for ages. In it, I will show how digital disruption and its destructive effect on companies is overblown, misunderstood and uncritically rehashed by lazy keynote speakers and authors.

Let's get started. Heard this one before?

"Digital is the main reason half of the Fortune 500 have disappeared since 2000".

What about *"Half of the S&P 500 Companies Will Be Replaced in the Next Decade"*



Never miss a story from **Brian Andersen**, when you sign up for Medium. [Learn more](#)

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@agconsult

Digital is not the main reason.
Losing connection with the client is.

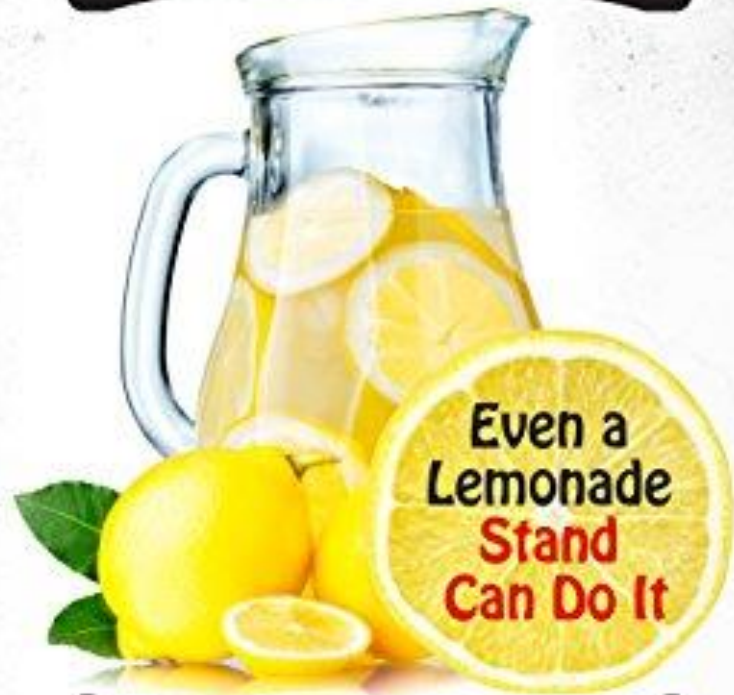




**Free cab
(light on)**

**Occupied cab
(light off)**

Be Like
amazon



Even a
Lemonade
Stand
Can Do It

By The New York Times Bestselling Authors
Jeffrey and Bryan Eisenberg
with Roy H. Williams

START

HOW GREAT LEADERS INSPIRE
EVERYONE TO TAKE ACTION

WITH

SIMON SINEK

*New York Times bestselling author of **Leaders Eat Last** and **Together Is Better***

WHY

MORE THAN
ONE MILLION
COPIES SOLD

Not being customer-centric is the
biggest threat to any business.

1

Yes Karl, but we already are
customer-centric.

80% of companies say they're
customer-centric

Only 8% of their customers agree

How do you close this gap?

How do you overcome the disconnect
between you and your customer?

In-depth knowledge of your customer

2

**Yes Karl, but we already know so
much about our customers.**

(socio-demographic crap)

Why do people buy from you?

Why don't they buy from you?

What do they know?
What is their starting point?

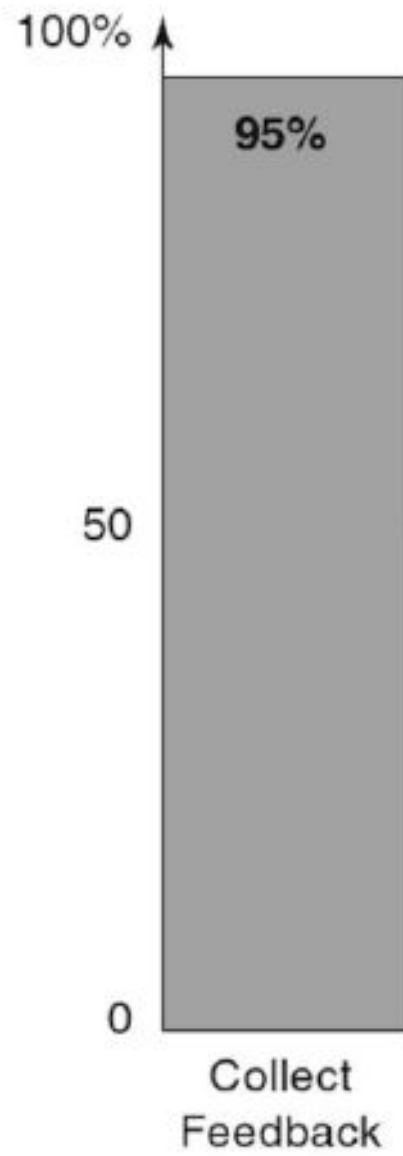
Their explicit and implicit motivation

Their emotions

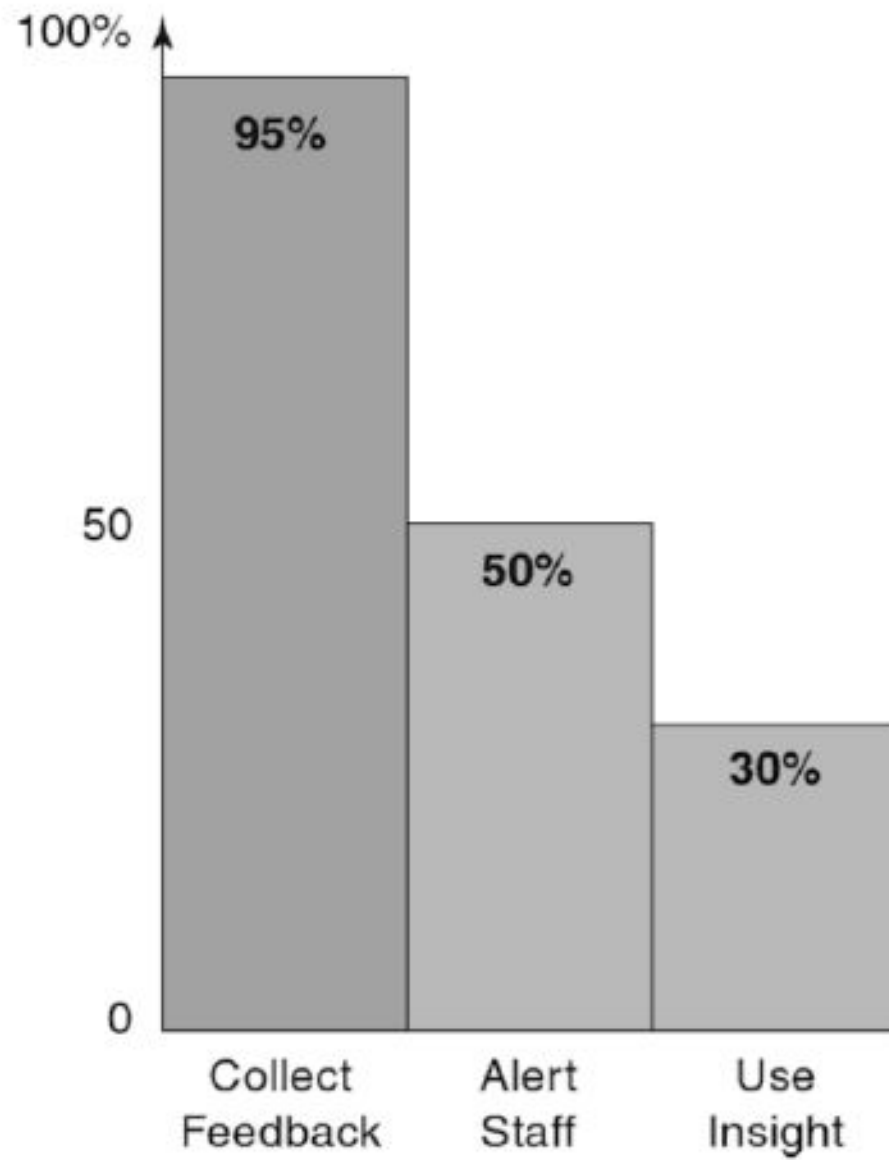


3

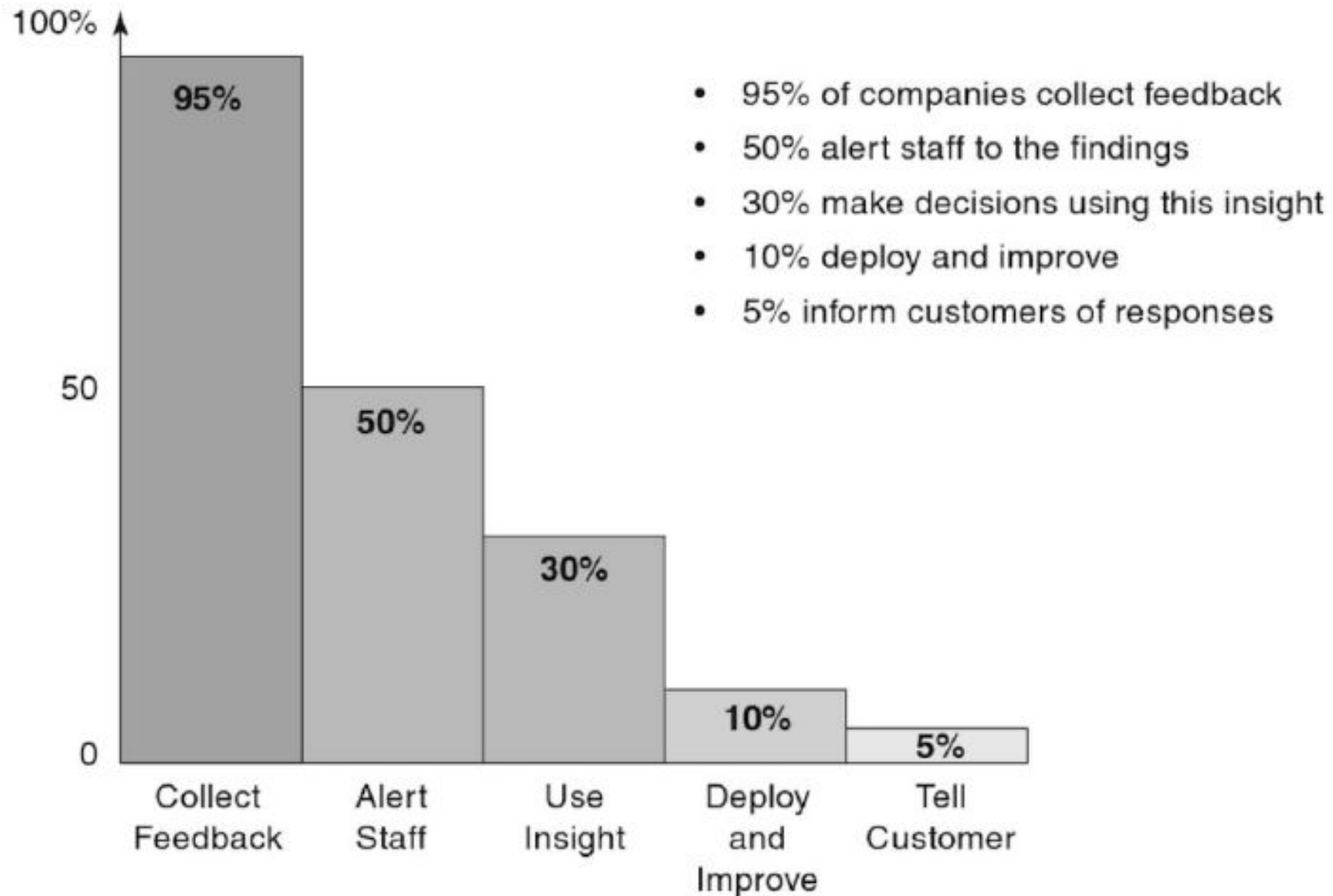
Yes Karl, but we already collect
customer feedback.



(Source: Gartner)

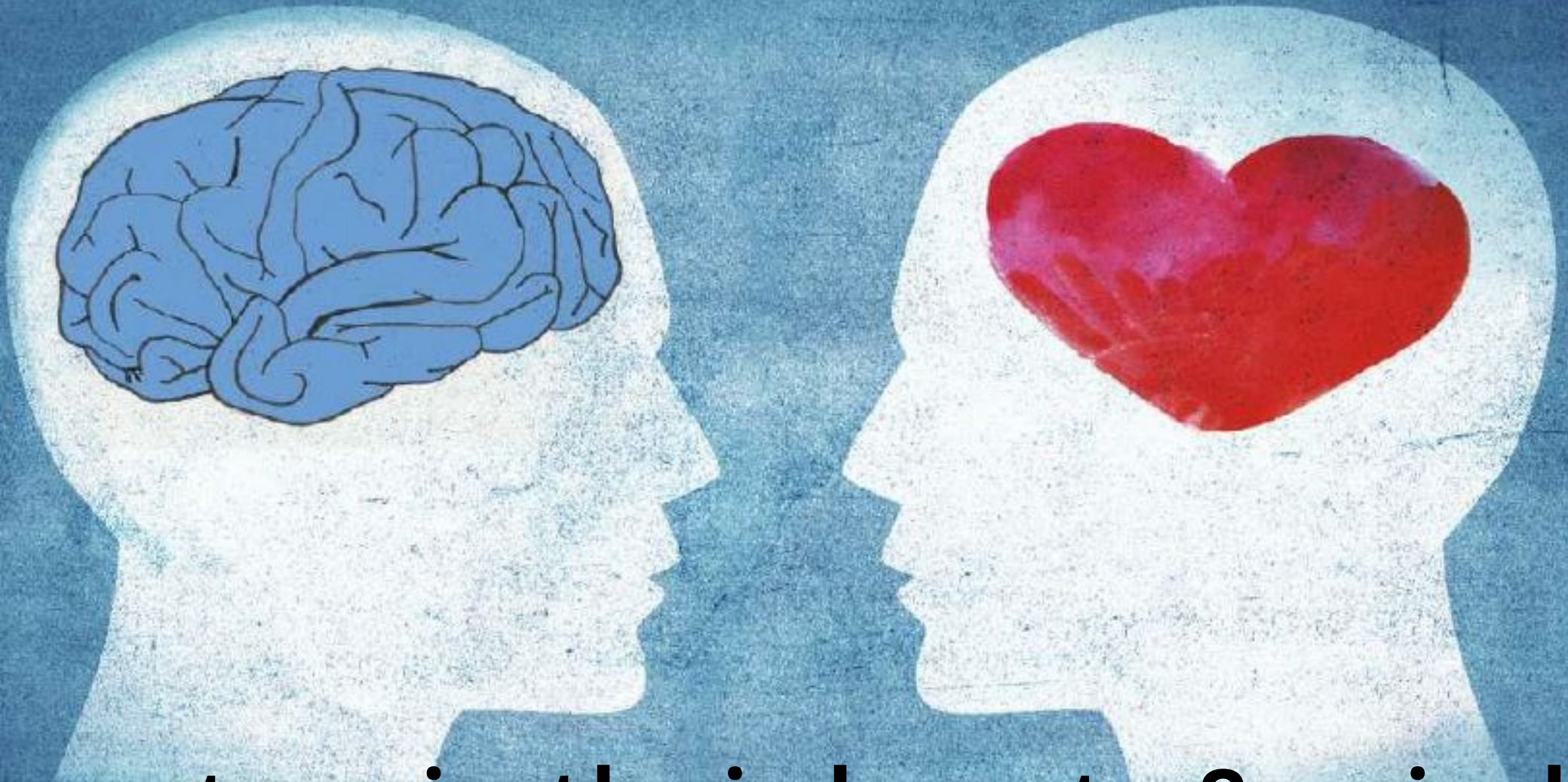


(Source: Gartner)



(Source: Gartner)





How to win their hearts & minds?

Ask the right question
at the right time

Online videotraining usability & conversie optimalisatie

Krijg alle kennis die Karl Gilis, de nummer 3 conversie expert van de wereld, de voorbije 15 jaar heeft opgebouwd.

- ✓ Meer dan 100 usability tips & tricks die je nergens anders vindt
- ✓ Stuk voor stuk praktische tips die je zelf kan toepassen
- ✓ Bij elke tip: voorbeelden en cases die bewijzen dat ze echt het verschil maken
- ✓ Of je nu diensten of producten verkoopt, een overheid of non-profit bent
- ✓ Je volgt de videotraining wanneer jij wil op eender welk toestel

Ja, ik wil de training volgen

Voor maar €350 krijg je mijn beste tips om je site beter te maken



Wat houdt je tegen om de training te kopen?

Uw bericht...

Verstuur >



Do you have any questions that remain unanswered?

☒ Yes

☐ No

What would you like to know?

What's keeping you from buying this course right now?

Submit

[MAAK ONLINE EEN
AFSPRAAK](#)[UW AFSPRAAK
BEHEREN](#)[AUTORUITSCADE](#)[SERVICE EN
PRODUCTEN](#)[EXPERT IN AUTORUIT
TECHNOLOGIE](#)[OFFERTE](#)

Uw afspraak is bevestigd!

✓ Op 01-04-2019 16:15 heeft u een afspraak bij **Service Center Carglass® Gent** om uw ruit te herstellen.

✓ Vergeet uw **inschrijvings- en verzekeringsdocumenten** niet mee te nemen.

Zo meteen krijgt u een bevestiging van uw afspraak op joey.kant@agconsult.com. Afspraak wijzigen? Dat kan op de pagina "[Bestaande afspraak](#)". Uw referentienummer: **TENDENS**.

Bedankt voor uw aanvraag! Mogen we u nog even een paar vragen stellen ...

Was er iets dat u bijna heeft tegengehouden om een afspraak te maken bij Carglass?

- ☐ Nee
- ☒ Ja, namelijk ...

Wat is de belangrijkste reden waarom u bijna geen afspraak maakte?

Optioneel: Wat hadden we kunnen doen om het u makkelijker te maken?

[Verzenden](#)

Sla uw afspraak op:



Don't ask for opinions or
future behavior



F*ck off





**KEEP
CALM
ITS
QUIZ
TIME**

MAKE AN
APPOINTMENT
ONLINE

MANAGE YOUR
APPOINTMENT

CAR DAMAGE

SERVICE AND
PRODUCTS

EXPERT IN CAR
WINDOW
TECHNOLOGY

QUOTATION

MAKE AN APPOINTMENT

Repair or replace window? Make an appointment now

- Free repair or replacement if you are insured against glass breakage. *
- No paperwork: We arrange everything with your insurer.
- Unique lifetime warranty on the repair or replacement of your window.
- Original quality windows for all makes and models.
- Where it suits you best: In one of our service centers, at home, at work or anywhere else.

Make an appointment now

Arranged in less than 5 minutes!

Find a Service Center

- 42 Service Centers spread over Belgium
- Also open on Saturday from 8.30 am to 5 pm
- Free wifi, newspapers and magazines, loan bike, nice coffee and water

Enter a zip code or city name:

Find a service center in your area

[Or view all service centers>](#)



Make an appointment





Maak online
een afspraak

Uw afspraak
beheren

Autoruitschade

Service en
producten

Expert in
autoruit
technologie

Offerte

AFSPRAAK MAKEN

Waar en wanneer u wilt

Wij helpen u in een Service
Center in uw buurt of komen
naar u toe.

MAAK NU EEN AFSPRAAK

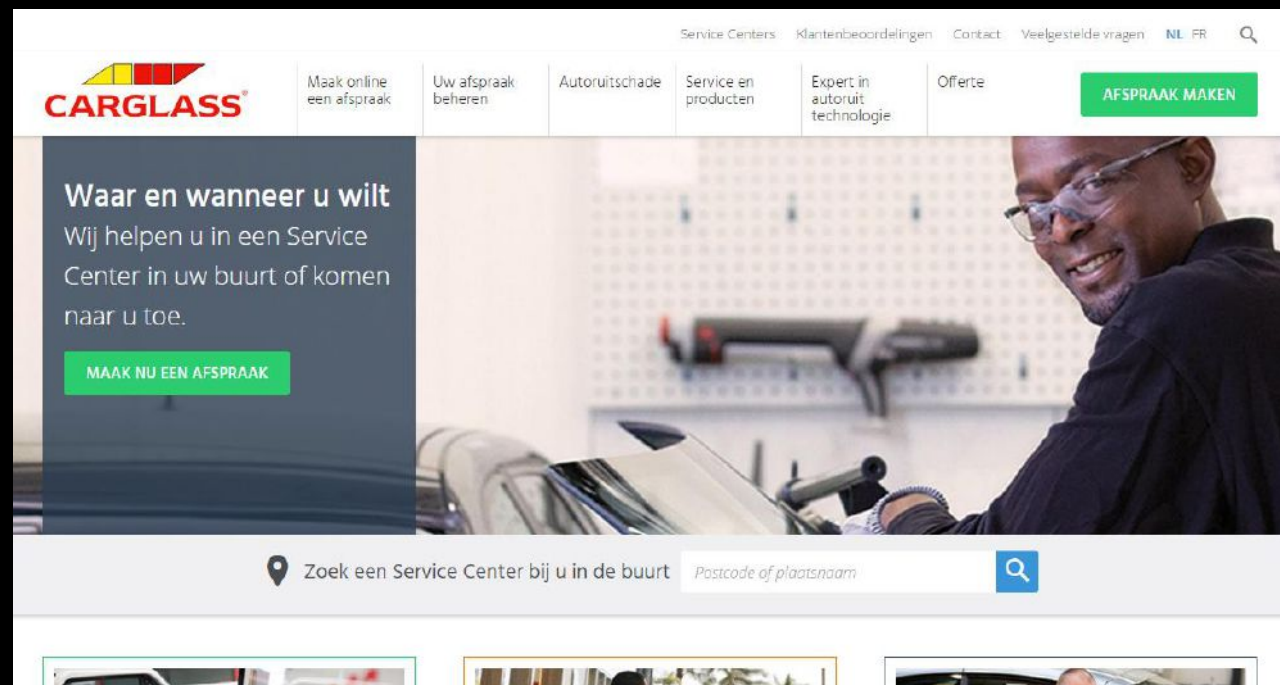
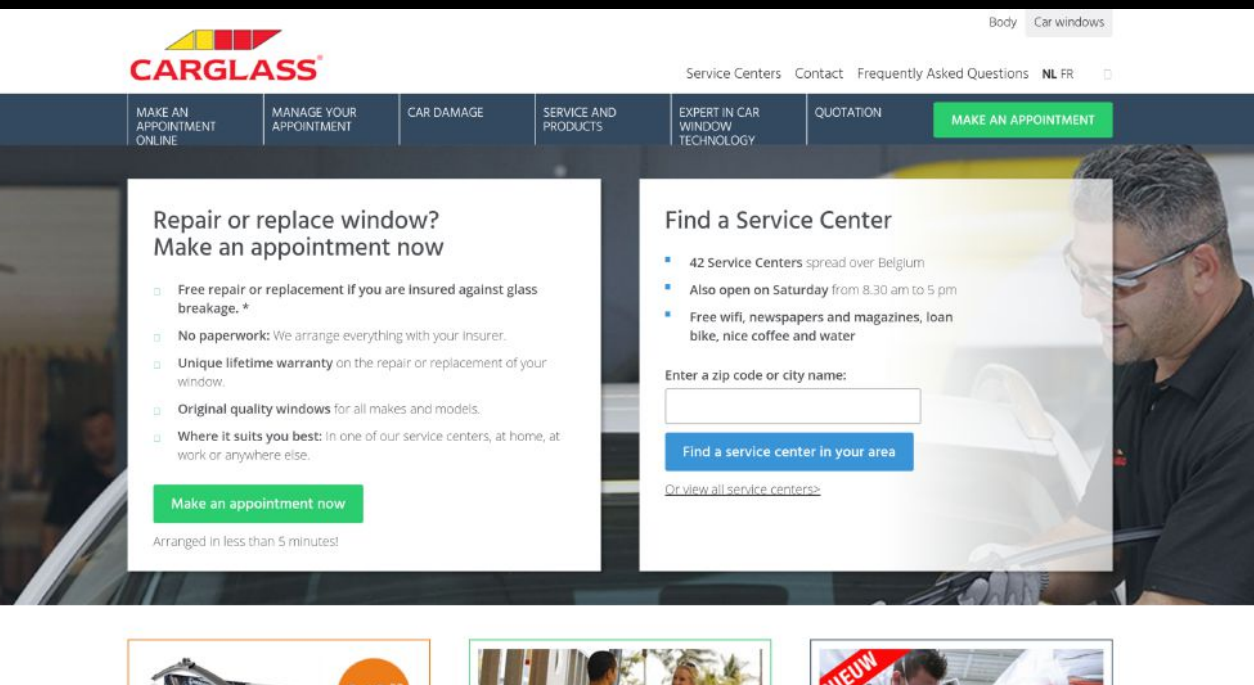


Zoek een Service Center bij u in de buurt

Postcode of plaatsnaam



@agconsult



Let's get this party started!!



WINNER

Body Car windows

Service Centers Contact Frequently Asked Questions NL FR

MAKE AN APPOINTMENT

Repair or replace window? Make an appointment now

- Free repair or replacement if you are insured against glass breakage.*
- No paperwork: We arrange everything with your insurer.
- Unique lifetime warranty on the repair or replacement of your window.
- Original quality windows for all makes and models.
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Enter a zip code or city name:

Find a service center in your area

[Or view all service centers](#)

Service Centers Klantenbeoordelingen Contact Veelgestelde vragen NL FR

Maak online een afspraak Uw afspraak beheren Autoruitschade Service en producten Expert in autoruit technologie Offerte **AFSPRAAK MAKEN**

Waar en wanneer u wilt

Wij helpen u in een Service Center in uw buurt of komen naar u toe.

MAAK NU EEN AFSpraak

Zoek een Service Center bij u in de buurt

A black and white photograph of a middle-aged man with a surprised or apologetic expression. He is holding both hands up to his eyes, with his index fingers pointing towards his eyebrows and his thumbs pointing towards his cheeks. The word "Oops." is written in a large, black, sans-serif font across his forehead. He is wearing a plaid shirt. The background is a plain, light-colored wall.

Oops.

1. Why are they looking for a solution?

Un carport sur mesure élégant et durable?

Découvrez les avantages d'un carport BOZARC:

- ne protection optimale contre la pluie, la grêle, la chute de branches...
- risque de rouille diminué
- fini le dégivrage au grattoir

[Plus de photos](#)

BOZARC vous offre:

- ✓ un carport élégant avec une structure en aluminium et une toiture incassable et transparente
- ✓ un carport sur mesure: choisissez les dimensions, la couleur de la structure...
- ✓ un service professionnel dans toute la France
- ✓ une garantie de 10 ans!

[Demande de prix en ligne gratuite](#)[Partager](#) [Twitter](#) [Google+](#) [LinkedIn](#) [Facebook](#) [Reddit](#)



Why are you looking for a carport?
Be as specific as possible.





Mail survey

If we would tear down your carport tomorrow, what would you miss the most?



Are you tired of this too?

- ☐ Do you have to scratch ice from your windows every winter morning?
- ☐ Getting into a sweltering car in the summer?
- ☐ Do you have to unload your groceries in the pouring rain?
- ☐ Your car that is always under the dirty dust?



WINNER



77,1% more requests for a quote



Bring people in the yes-mood

**Zoom in on the problems and situation
of the visitor first.**

Karl Gilis - @agconsult

Buy a Carport Online and Save on Delivery Fees| Alan's Factory Outlet

<https://store.alansfactoryoutlet.com/metal-carports-s/1817.htm> ▼

Alan's Factory Outlet has a wide variety of metal carports for sale. ... When you order a carport online with Alan's Factory Outlet, you have a choice of 3 different roof styles. The 3 different styles are regular, boxed eave and vertical roof steel carports.



Carport online konfigurieren | In 2 Minuten zu Ihrem Carport | carporte.de

Anzeige www.carporte.de/Online/Konfigurator ▼ 0800 1437901

Erstellen Sie jetzt ganz einfach Ihr individuelles **Carport** mit unserem Online-Kalkulator. **Carport** ...

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Carports bei HORNBACH kaufen

<https://www.hornbach.de/shop/Gartenhaeuser-Carports/Carports.../artikelliste.html> ▼

Carport im HORNBACH Onlineshop kaufen! Große Auswahl an Einzelcarports und Doppelcarports und Dauertiefpreise finden Sie bei HORNBACH. 30 Tage ...

[Carport planen und bauen](#) · [Carport SKAN HOLZ Friesland ...](#) · [Fahrradgarage](#)

Carports - Carport online kaufen bei OBI

<https://www.obl.de> › [Garten & Freizeit](#) › [Garagen & Carports](#) ▼

Carports bequem von zu Hause online bestellen ✓ Garagen & Carports finden Sie online und in Ihrem OBI Markt vor Ort ✓ OBI - alles für Heim, Haus, Garten ...

Carport günstig kaufen: 0€ Versand, Carports bis -50% reduziert

<https://www.gartenhaus-gmbh.de/carports> ▼

Carport aus Holz & Metall günstig beim Marktführer kaufen +++ Top-Qualität +++ viele Modelle auf Lager sofort lieferbar +++ Jetzt bestellen!

[Carports aus Holz](#) · [Einzelcarports](#) · [Carports aus Alu](#) · [Doppelcarport](#)

Ihr Wunsch Carport kostenlos selbst zusammenstellen

<https://www.easycarport.de/konfigurator/carport.html> ▼

1.999,00 € bis 6.242,00 € - Auf Lager

Mit unserem Carport Konfigurator, können Sie in wenigen Minuten und völlig kostenlos ihr Wunsch-Carport zusammenstellen.

Carportfabrik.de: Günstige Carports direkt vom Hersteller

<https://www.carportfabrik.de/> ▼

Carports aus Holz, Aluminium, Stahl | Konfigurieren & kaufen Sie ihr Carport, Fertiggarage oder Terrassendach vom Fachmann zum günstigen Preis | Sicher ...



Are you tired of this too?

- ☐ Do you have to scratch ice from your windows every winter morning?
- ☐ Getting into a sweltering car in the summer?
- ☐ Do you have to unload your groceries in the pouring rain?
- ☐ Your car that is always under the dirty dust?



**Don't make it about you.
Make it about them.**

Karl Gilis - @agconsult

1 Choose your room 2 Enter your details 3 Final details

Your booking details

Check-in:
Friday 23 November 2018 from 14:00

Check-out:
Sunday 25 November 2018 until 11:00

Total length of stay:
2 nights

You selected:

Superior Double Room

Your booking includes

Breakfast
Free WiFi

Your Genius price summary

genius

Room (inclusive of Genius discount) € 261,82

10 % VAT € 20,18

Price € 288
(for 2 guests and 2 nights)

Excluded charges

City tax € 14
€ 3,50 × 2 guests × 2 nights

How much will it cost to cancel?

FREE cancellation until 23:59 on 15 Nov
From 00:00 on 16 Nov € 288

Treat yourself!

10% discount



G55 Design Hotel

★★★★ Airport shuttle Pets stay for free

Via del Gesù 55, Pantheon, 00186 Rome, Italy - in city centre

This property has an excellent location. Guests have rated it 9.6!

One of our top picks in Rome

FREE cancellation before 23:59 on 15 November 2018

Enter your info

Country/region *

Netherlands

No address needed for this reservation

Telephone (mobile number preferred) *

+14014478632

Needed by the property to validate your booking

☐ Yes, Booking.com can send me special promotions via SMS.

Almost done! Just fill in the * required info

Name

Jade Goldsmith

[Change](#)

Email

jade.goldsmith@booking.com

Your booking includes: • Breakfast • Free WiFi

Pay your way

Pay at the property

Your card won't be charged, we only need your card details to guarantee your booking.

Pay now

Pay for your entire booking now and enjoy your trip stress free. You will receive a full refund if you change your mind before 16 November 2018



LOOK
AT ME
NOW.



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Anzeige www.carporte.de/Online/Konfigurator ▼ 0800 1437901

Erstellen Sie jetzt ganz einfach Ihr individuelles Carport mit unserem Online-Kalkulator. Carport ...

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Carports aus Fichte | direkt ab Werk | carport-hersteller24.de

Anzeige www.carport-hersteller24.de/ ▼ 0800 5893419461

Standardcarports / Maßanfertigungen 20% Online-Rabatt. Kompetenter Service. Qualitätskontrolle.

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Günstige Carport Kaufen? | Ab 896 €. Viele Ausführungen

Anzeige www.tuinmaximaal.de/Carport ▼

Alu Carport mit Glas oder Polykarbonat Dach. Ab 896 € und versandkostenfreie!

2. What frustrations do you solve?
(in the eyes of your customers)

ClickShare

Plug into simplicity - tap into amazing



ClickShare wireless presentation systems.
The easiest way to share big ideas and watch them grow.

Get a quote

[Where to buy?](#)



Plug into user-friendliness

Simply share your laptop or mobile device on a main presentation screen
Bring people, content and ideas together. And make sharing easier in every meeting – all with a simple click.

No hassle. No messy cables. Just quick, confident sharing.



ClickShare

Plug into simplicity - tap into amazing



- What almost made you hesitate to buy our product?
- What problem did our solution solve for you?

Plug into user-friendliness

Simply share your laptop or mobile device on a main presentation screen

Bring people, content and ideas together. And make sharing easier in every meeting – all with a simple click.

No hassle. No messy cables. Just quick, confident sharing.



ClickShare wireless presentation system

Share the screen of any device in your meeting room with one click

- ✓ No mess with cables or adapters
- ✓ No technical hickups: always the optimal resolution
- ✓ Works on any wifi network
- ✓ Share your screen without stress. On any device. Windows, Mac, iOS, Android.



Chat with us!

@agconsult

ClickShare wireless presentation system

Share the screen of any device in your meeting room with one click

- ✓ No mess with cables or adapters
- ✓ No technical hickups: always the optimal resolution
- ✓ Works on any wifi network
- ✓ Share your screen without stress. On any device. Windows, Mac, iOS, Android.



57,8% more brochure downloads
76,2% more requests for quote

Chat with us!

@agconsult

WINNER

Wireless Screen Sharing | Kindermann Klick & Show | klickandshow.com

[Ad](#) www.klickandshow.com/ ▼

Wireless screen sharing for conference rooms, classrooms & huddle spaces. Full-HD 1080p up to 4K. Request demo here -> Ausstattung: Dual-Band n/ac WiFi, Airplay, Full HD & 4K Support.

Wireless screen mirroring and digital signage with Airtame

<https://airtame.com/> ▼

Airtame 2 is a **wireless** device that plugs into the HDMI port of any **screen** or ... Walk into a **room**, open the Airtame app and select your Airtame-connected **screen**. ... Studies show companies waste up to 10% of every **meeting** on technical ...

[Present wirelessly](#) · [Download app](#) · [Screen Mirroring](#) · [Wireless streaming for HDMI](#)

Wireless Display for Business Meeting Spaces by ScreenBeam

<https://www.screenbeam.com/solutions/business-solutions/> ▼

Enterprise **wireless display** connects your Windows, Apple and Android devices to the **room display** with native **screen mirroring**. No apps or cables required.

Zoapi Hub | Screen Sharing, Video Conferencing & Meeting Room ...

<https://zoapi.com/> ▼

Zoapi Hub is one stop solution for **wireless screen** sharing, video conferencing, apps integration and ... Zoapi Hub is an one device solution for **meeting rooms** and collaborative spaces. ... Go **Wireless** - Instant **Screen Mirroring** For All Devices.

6 reasons to upgrade to Yoast SEO Premium



- ✓ Add multiple focus keywords in your posts
- ✓ An advanced redirect manager
- ✓ Super fast internal linking
- ✓ Exclusive new features
- ✓ 24/7 support
- ✓ No ads

[Buy Yoast SEO Premium](#)

Making SEO easier for everyone

You too can follow in the footsteps of big, bigging Yoast SEO users like Walle, Oliver, Star Wars, The Next Web and The New Yorker and deliver the best possible content in the most SEO-friendly way. Upgrading to Yoast SEO Premium gives you the greatest tool to optimize your site for search engines. It has everything you need to write exceptional content and publish it in a way that pleases both readers and search engines.

Free vs. Premium

The free version of Yoast SEO is full-featured, but it's the Premium version that lets you get the most out of your site. We've added a couple of extra features that make your life as a site owner, developer or content creator much easier.

1. Multiple focus keywords

Most of the time, sites in our database have only one focus keyword. Therefore, you can add multiple keywords to Yoast SEO Premium. This is useful as you can target a keyword or key message. This way you are increasing the chances of people finding your content. You can add up to five keywords. [Read more...](#)

2. Redirect manager

With Yoast SEO Premium you can better control the way of making redirects. You'll now receive a list of redirects when deleting or altering a page. Yoast SEO detects your change and asks whether you want to redirect the page to another one. [Read more...](#)

3. Lightening fast internal linking

Doesn't spending ages finding relevant posts to link to your article? Not anymore! With Yoast SEO Premium's Internal Linking tool, you get link suggestions as you type. The more you type, the more relevant those links will be. Simply click on the link to copy the link to your post. [Read more...](#)

4. 24/7 support

Premium customers get 24/7 support. Our experts are always on hand to help you from technical issues. Or better yet, advise on how to best use our content features. [Read more...](#)

5. New features first

We're working hard on revolutionary new features to take Yoast SEO Premium to the next level. Some of these features will only be available for Premium. [Read more...](#)

6 reasons to upgrade to Yoast SEO Premium



- ✓ Add multiple focus keywords in your posts
- ✓ An independent redirect manager
- ✓ Super fast internal linking
- ✓ Exclusive new features
- ✓ 24/7 support
- ✓ No ads

[Buy Yoast SEO Premium](#)

What convinced you the most to buy our product?

give you the greatest tool to optimize your site for search engines. It takes everything you create with exceptional content and publish it in a way that pleases both readers and search engines.

Free vs. Premium

The free version of Yoast SEO is full-featured, but it's the Premium version that lets you get the most out of your site. We've added a couple of must-have features that make your life as a site owner, developer or content creator much easier.

1. Multiple focus keywords

Most of the time, there is just one keyword to focus on. But sometimes you can add multiple keywords to Yoast SEO Premium. This is useful when you want to target a keyword or try a new topic. This way you are increasing the chances of people finding your content. You can add up to five keywords. [Learn more.](#)

2. Redirect manager

With Yoast SEO Premium you can better control the way you manage redirects. You'll now receive a list of redirects when deleting or altering a page. Yoast SEO detects your change and asks whether you want to redirect the page to another one. [Learn more.](#)

3. Lightning fast internal linking

Does your website have a lot of pages to link to? Not anymore! With Yoast SEO Premium's Internal Linking tool, you get link suggestions as you type. The more you type, the more relevant those links will be. Simply click on the link to add the link to your post. [Learn more.](#)

4. 24/7 support

Premium customers get 24/7 support. Our experts are always on hand to help you with any issues. Or maybe you need advice on how to best use our content. [Learn more.](#)

5. New features first

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6 reasons to upgrade to Yoast SEO Premium

- ✓ **Up to 5 focus keywords** for every single post.
- ✓ **Knowledgeable redirect manager**.
- ✓ **Super fast internal linking**.
- ✓ **Exclusive new features**.
- ✓ **24/7 support**.
- ✓ **No ads**.

[Buy Yoast SEO Premium](#)



Making SEO easier for everyone

You too can follow in the footsteps of big, bigging Yoast SEO users like [Walla](#), [Glowr](#), [Star View](#), [The Best Web](#) and [The New Yorker](#) and deliver the best possible content in the best SEO-friendly way. Upgrading to Yoast SEO Premium gives you the greatest tool to optimize your site for search engines. It has everything you need to write exceptional content and publish it in a way that pleases both readers and search engines.

Free vs. Premium

The free version of Yoast SEO is full-featured, but it's the Premium version that lets you get the most out of your site. We've added a couple of extra features that make your life as a site owner, developer or content creator much easier.

1. Multiple focus keywords

Most of the time, there is one different keyword in that you content. Therefore, you can add multiple keywords in Yoast SEO Premium. This is useful as you can't keyword or try multiple. This way you are increasing the chance of people finding your content. You can add up to five keywords. [Discover...](#)

2. Redirect manager

With Yoast SEO Premium you can better control the art of making redirects. You'll now receive a list of redirect rules defining or altering a page. Yoast SEO detects your change and asks whether you want to redirect the page to another one. [Discover...](#)

3. Lightning fast internal linking

When spending ages finding related posts to link to your article? Not anymore! With Yoast SEO Premium's internal linking tool, you get link suggestions as you type. The more you type, the more relevant those links will be. Simply click on the link to open the linked page post. [Discover...](#)

4. 24/7 support

Problems remain after 24/7 support. Our experts are always on hand to help you from technical issues. Or maybe you need advice on how to best use certain features. [Discover...](#)

5. New features first

We're working hard on revolutionary new features to make Yoast SEO Premium the best tool. Some of these features will only be available for Premium. [Discover...](#)

Upgrade to Yoast SEO Premium

[Get Yoast SEO Premium Now](#)

Only €6, for 1 site • Risk-free: 30-day money back guarantee • No questions asked

Join the more than 200,000+ satisfied Yoast SEO Premium customers.

These are the 6 features of Yoast SEO Premium they like best:

- ✓ **Up to 5 focus keywords** for every single page.
- ✓ **Preview your page or post** on Facebook and Twitter.
- ✓ **Internal linking to churn** Google's socks off.
- ✓ **No more dead links** automatic redirects.
- ✓ **24/7 e-mail support**.
- ✓ **No more ads**.

How does Yoast SEO Premium compare to the free version?

See for yourself:

Yoast SEO Premium	Yoast SEO free
Add focus keywords ✓ Optimize each page for up to 5 keywords.	✗ Limited to 1 keyword.
Preview in social media ✓ Make sure no one can resist to click your post on Facebook and Twitter.	✗ Only Google and Bing preview.
Internal linking ✓ Get suggestions for links to other pages on your website, as you write.	✗ You have to look up related pages manually.
No more dead links ✓ Early redirect old URLs to new ones.	✗ Don't forget to create a redirect yourself each time you delete a page. Or keep losing visitors.
24/7 e-mail support ✓ Round the clock e-mail access to our wonderful and knowledgeable support team.	✗ Browse our extensive FAQ section and knowledge base.
No more ads ✓ In Yoast SEO Premium there are no ads.	✗ Keep getting ads for our other awesome products and services.
Get Yoast SEO Premium Now Only €6, for 1 site Risk-free: 30-day money back guarantee	



Add focus keywords

With Yoast SEO Premium, you no longer have to limit yourself to 1 focus keyword per page.

This tool optimizes each web page for up to 5 words or shortlist lists of words related to your business, Google will know that it's your focus.



Lesson learned

Always start from the customer

3. Why don't they buy from you?

Upgrade to Yoast SEO Premium

How does Yoast SEO Premium compare to the free version?

Yoast SEO Premium	Yoast SEO free
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Only €79 (ex VAT), including 1 year free updates and support. Risk-free: 30-day money back guarantee - No questions asked.	
✔ Optimize for synonyms and related keywords Help your page rank better by taking synonyms and related keywords into account. We'll also share you how these are distributed over your page! ✔ Preview your page in Google, Bing, Facebook and Twitter	✘ Only 1 keyword per page You might be missing out on search traffic for synonyms or related terms. Check manually if you use all synonyms and related words you'd like to rank for often enough in your text. ✘ No preview of your page in Facebook and Twitter You know what your page might look like in Google and

What's holding you back to upgrade to Premium?

This way, old pages are seamlessly redirected to new ones, so you keep both your visitors and Google happy.	If you forget to redirect, your visitors get stuck on a 404 page. And Google doesn't like those "Page not found" messages.
✔ 24/7 support Our wonderful and knowledgeable support team loves to personally help you with every question you ask through email. ✔ No ads We've removed the ads for you. We love your support! Thanks! ✔ Get an overview of your SEO scores and focus keywords You can automatically generate a CSV file that gives you an overview of your keywords, URL, readability score and/or title. So it's easy to see what you should optimize next.	✘ No support You can help yourself with our extensive knowledge database. There are over 560 articles, so your question is definitely in there. ✘ Ads You'll see ads for our other awesome products and services. ✘ No dashboard You'll have to click around your website and compile this Excel dashboard yourself.

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Risk-free: 30-day money back guarantee - No questions asked.

Upgrade to Yoast SEO Premium

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Yoast SEO Premium	Yoast SEO free
Get Yoast SEO Premium Now Only €79 (ex VAT), including 1 year free updates and support. Risk-free: 30-day money back guarantee - No questions asked.	
✔ Optimize for synonyms and related keywords Help your page rank better by taking synonyms and related keywords into account. We'll also show you how these are distributed over your page!	✘ Only 1 keyword per page You might be missing out on search traffic for synonyms or related terms. Check manually if you use all synonyms and related words you'd like to rank for often enough in your text.
✔ Preview your page in Google, Bing, Facebook and Twitter You'll get a good idea of how your page may look in search results, and you get full control over how your page appears on Facebook and on Twitter. So you're sure it convinces people to click through.	✘ No preview of your page in Facebook and Twitter You know what your page might look like in Google and Bing, but as for Facebook and Twitter? You can only guess and cross your fingers.
✔ Get real-time suggestions for internal links You get suggestions for links to other pages as you write. Google loves these internal links and might reward you with a better ranking.	✘ You have to look up related pages yourself Don't forget to reserve extra time for looking up related pages to link to. For every single page you create ... and all the current pages on your website.
✔ We'll ask what you want us to do with every deleted page This way, old pages are seamlessly redirected to new ones. So you keep both your visitors and Google happy.	✘ You have to create a redirect every time you delete a page If you forget to redirect, your visitors get stuck on a 404 page. And Google doesn't like those "Page not found" messages.
✔ 24/7 support Our wonderful and knowledgeable support team loves to personally help you with every question you ask through email.	✘ No support You can help yourself with our extensive knowledge database. There are over 580 articles, so your question is definitely in there.
✔ No ads We've removed the ads for you. We love your support! Thanks!	✘ Ads You'll see ads for our other awesome products and services.
✔ Get an overview of your SEO scores and focus keywords You can automatically generate a CSV file that gives you an overview of your keywords, URL, readability score and/or title. So it's easy to see what you should optimize next.	✘ No dashboard You'll have to click around your website and compile this Excel dashboard yourself.

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Get Yoast SEO Premium Now Only €79 per year, including 1 year free updates and support. Risk-free: 30-day money back guarantee - No questions asked.	
✔ Optimize for synonyms and related keywords Help your page rank better by taking synonyms and related keywords into account. We'll also show you how these are distributed over your page!	✘ Only 1 keyword per page You might be missing out on search traffic for synonyms or related terms. Check manually if you use all synonyms and related words you'd like to rank for often enough in your text.
✔ Preview your page in Google, Bing, Facebook and Twitter You'll get a good idea of how your page may look in search results, and you get full control over how your page appears on Facebook and on Twitter. So you're sure it convinces people to click through.	✘ No preview of your page in Facebook and Twitter You know what your page might look like in Google and Bing, but as for Facebook and Twitter? You can only guess and cross your fingers.
✔ Get real-time suggestions for internal links You get suggestions for links to other pages as you write. Google loves these internal links and might reward you with a better ranking.	✘ You have to look up related pages yourself Don't forget to reserve extra time for looking up related pages to link to. For every single page you create ... and all the current pages on your website.
✔ We'll ask what you want us to do with every deleted page This way, old pages are seamlessly redirected to new ones. So you keep both your visitors and Google happy.	✘ You have to create a redirect every time you delete a page If you forget to redirect, your visitors get stuck on a 404 page. And Google doesn't like those "Page not found" messages.
✔ 24/7 support Our wonderful and knowledgeable support team loves to personally help you with every question you ask through email.	✘ No support You can help yourself with our extensive knowledge database. There are over 580 articles, so your question is definitely in there.
✔ No ads We've removed the ads for you. We love your support! Thanks!	✘ Ads You'll see ads for our other awesome products and services.
✔ Get an overview of your SEO scores and focus keywords You can automatically generate a CSV file that gives you an overview of your keywords, URL, readability score and/or title. So it's easy to see what you should optimize next.	✘ No dashboard You'll have to click around your website and compile this Excel dashboard yourself.

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Yoast SEO Premium	Yoast SEO free
Get Yoast SEO Premium Now Only €79 per year, including 1 year free updates and support. Risk-free: 30-day money back guarantee - No questions asked.	
✔ Optimize for synonyms and related keywords Help your page rank better by taking synonyms and related keywords into account. We'll also show you how these are distributed over your page!	✘ Only 1 keyword per page You might be missing out on search traffic for synonyms or related terms. Check manually if you use all synonyms and related words you'd like to rank for often enough in your text.
✔ Preview your page in Google, Bing, Facebook and Twitter You'll get a good idea of how your page may look in search results, and you get full control over how your page appears on Facebook and on Twitter. So you're sure it convinces people to click through.	✘ No preview of your page in Facebook and Twitter You know what your page might look like in Google and Bing, but as for Facebook and Twitter? You can only guess and cross your fingers.
✔ Get real-time suggestions for internal links You get suggestions for links to other pages as you write. Google loves these internal links and might reward you with a better ranking.	✘ You have to look up related pages yourself Don't forget to reserve extra time for looking up related pages to link to. For every single page you create ... and all the current pages on your website.
✔ We'll ask what you want us to do with every deleted page This way, old pages are seamlessly redirected to new ones. So you keep both your visitors and Google happy.	✘ You have to create a redirect every time you delete a page If you forget to redirect, your visitors get stuck on a 404 page. And Google doesn't like those "Page not found" messages.
✔ 24/7 support Our wonderful and knowledgeable support team loves to personally help you with every question you ask through email.	✘ No support You can help yourself with our extensive knowledge database. There are over 580 articles, so your question is definitely in there.
✔ No ads We've removed the ads for you. We love your support! Thanks!	✘ Ads You'll see ads for our other awesome products and services.
✔ Get an overview of your SEO scores and focus keywords You can automatically generate a CSV file that gives you an overview of your keywords, URL, readability score and/or title. So it's easy to see what you should optimize next.	✘ No dashboard You'll have to click around your website and compile this Excel dashboard yourself.

All plugin settings will be automatically migrated to Yoast SEO Premium for you. So you **keep all the work you've already put into your free plugin.**

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The result of 1 year of conversion optimization at Yoast



WINNER

Body Car windows

Service Centers Contact Frequently Asked Questions NL FR

MAKE AN APPOINTMENT

Repair or replace window? Make an appointment now

- Free repair or replacement if you are insured against glass breakage. *
- No paperwork: We arrange everything with your insurer.
- Unique lifetime warranty on the repair or replacement of your window.
- Original quality windows for all makes and models.
- Where it suits you best: In one of our service centers, at home, at work or anywhere else.

Make an appointment now

Arranged in less than 5 minutes!

Find a Service Center

- 42 Service Centers spread over Belgium
- Also open on Saturday from 8.30 am to 5 pm
- Free wifi, newspapers and magazines, loan bike, nice coffee and water

Enter a zip code or city name:

Find a service center in your area

[Or view all service centers](#)

Service Centers Klantenbeoordelingen Contact Veelgestelde vragen NL FR

Maak online een afspraak Uw afspraak beheren Autoruitschade Service en producten Expert in autoruit technologie Offerte **AFSPRAAK MAKEN**

Waar en wanneer u wilt

Wij helpen u in een Service Center in uw buurt of komen naar u toe.

MAAK NU EEN AFSpraak

Zoek een Service Center bij u in de buurt



Maak online
een afspraak

Uw afspraak
beheren

Autoruitschade

Service en
producten

Expert in
autoruit
technologie

Offerte

AFSPRAAK MAKEN

Waar en wanneer u wilt

Wij helpen u in een Service
Center in uw buurt of komen
naar u toe.

MAAK NU EEN AFSPRAAK



Zoek een Service Center bij u in de buurt

Postcode of plaatsnaam



@agconsult

Make an appointment





Wacht! Voor u gaat, hebben we nog 1 vraagje. Wat is de belangrijkste reden waarom u vandaag geen afspraak maakt?

VERZEND... 

What is the most important reason why you didn't make an appointment today?

MAKE AN
APPOINTMENT
ONLINEMANAGE YOUR
APPOINTMENT

CAR DAMAGE

SERVICE AND
PRODUCTSEXPERT IN CAR
WINDOW
TECHNOLOGY

QUOTATION

MAKE AN APPOINTMENT

Repair or replace window? Make an appointment now

- ❑ Free repair or replacement if you are insured against glass breakage. *
- ❑ No paperwork: We arrange everything with your insurer.
- ❑ Unique lifetime warranty on the repair or replacement of your window.
- ❑ Original quality windows for all makes and models.
- ❑ Where it suits you best: In one of our service centers, at home, at work or anywhere else.

[Make an appointment now](#)

Arranged in less than 5 minutes!

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- Free wifi, newspapers and magazines, loan bike, nice coffee and water

Enter a zip code or city name:

[Find a service center in your area](#)[Or view all service centers>](#)

Take away the fears and barriers.

Karl Gilis - @agconsult

Windscreen Chip Repair - Stone Chip Repairs | Autoglass® UK

www.autoglass.co.uk/glass-repair-and.../windscreen-repair/windscreen-chip-repair/ ▼

Does your vehicle have a **chipped windscreen**? Visit Autoglass® for a high quality **windscreen chip** repair service covering stone chips and more.

Windscreen Chip Repair - Stone Chip Repairs | Autoglass® UK

<https://www.autoglass.co.uk/glass-repair-and.../windscreen.../windscreen-chip-repair/> ▼

Windscreen chip repair. At Autoglass®, we are proud of our 'Repair First' promise where we always try to repair a stone **chipped windscreen** before replacing it, usually saving you both time and money. A **chip** could develop into a **crack** at any time - and often when you least expect it.

Windshield Repair | Car Window Repair | Safelite AutoGlass

<https://www.safelite.com/windshield-repair> ▼

Sometimes a full **windshield** replacement is **the** only answer. But at Safelite, if a **chip** or crack is six inches or smaller, a quick **repair** may be all you need.

Windscreen repair - Auto Windscreens

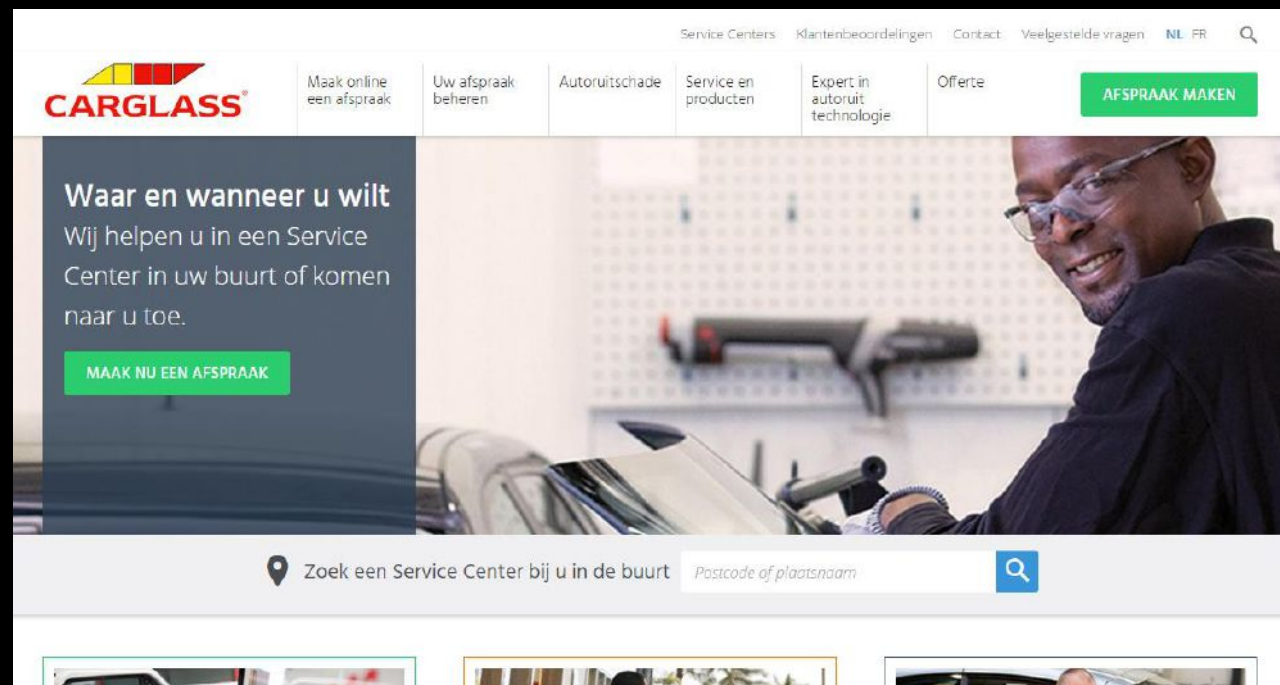
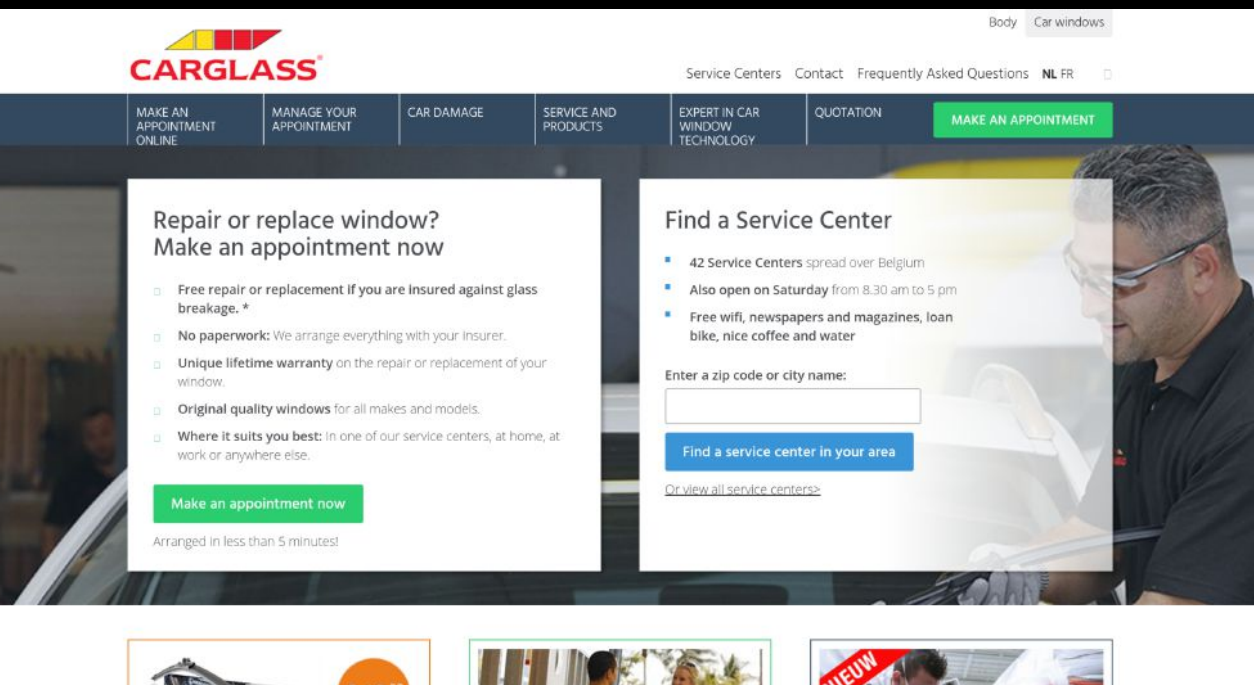
<https://www.autowindscreens.co.uk/what-we-do/windscreen-repair/> ▼

If your **windscreen** is damaged, we recommend having it fixed as soon as possible. A **windscreen chip** can quickly develop into a crack, meaning a **windscreen** ...

Conclusion

Have the right attitude &
ask the right questions

Don't trust your gut feeling



A website is something people use.
Not something they just look at.

Karl Gilis - @agconsult

If you don't care about words,
you're a decorator.
Not a designer.

Karl Gilis - @agconsult

Stop selling the way you want to sell.

Sell the way people want to buy.

Karl Gilis - @agconsult

What's the goal of my website

Karl Gilis - @agconsult

~~What's the goal of my website~~

What's the goal of my visitors

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Your goal?

#makeyourcustomershappy

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Give them what they want
and you'll get what you want.

Karl Gilis - @agconsult



Do you make your visitors happy?

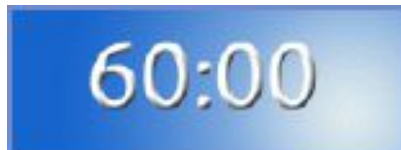
We grow your business through customer happiness

Thanks for listening!
karl@agconsult.com

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- ✓ 15 cases from the real world
- ✓ 6 best practices from leading websites

➔ <http://conversion.agconsult.com/10tips/>



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