

Experience BRITA Re-Launch

How to create your local content hub





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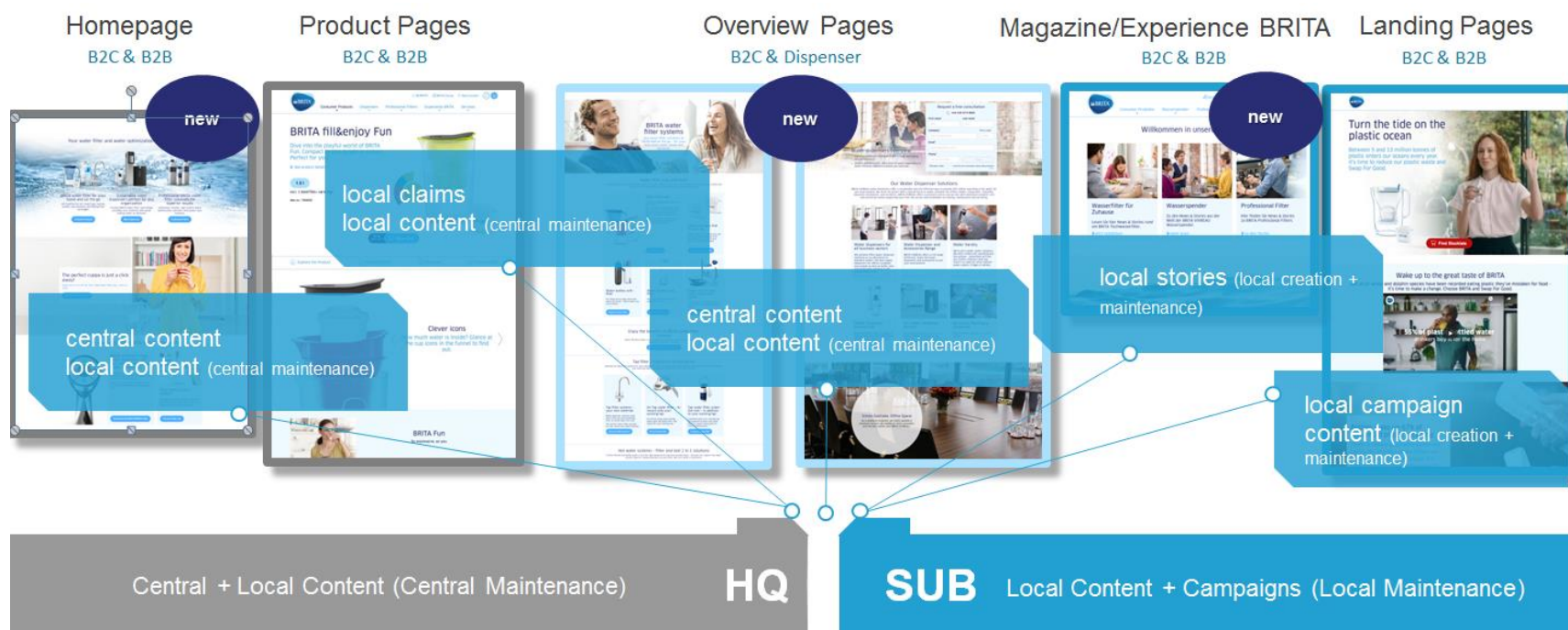
- Website content universe overview and intro 'Local SEO content hub'
- Task overview for 'Experience BRITA Re-Launch'
- Tasks in detail
- Task overview for 'Experience BRITA Re-Launch' (again as checklist)
- HQ and agency contact details



Website content universe overview

Local SEO content hub

Overview – Current website content universe



Overview – Current website content universe

Your local SEO content hub





Your local SEO content hub – why?



The content hub (currently called 'Experience BRITA') is supposed to attract (potential) customers by providing relevant content. As many users enter our website via Google, the content in this section needs to be search engine optimised (SEO).

Your local SEO content hub

Example DACH (1)



kalk im tee

High search volume for 'kalk im tee' (EN: limescale in tea)

Alle

Shopping

Bilder

Maps

News

Ungefähr 1.510.000 Ergebnisse (0,39 Sekunden)

Kalk im Tee? So beeinflusst hartes Wasser Ihren Tee | BRITA®

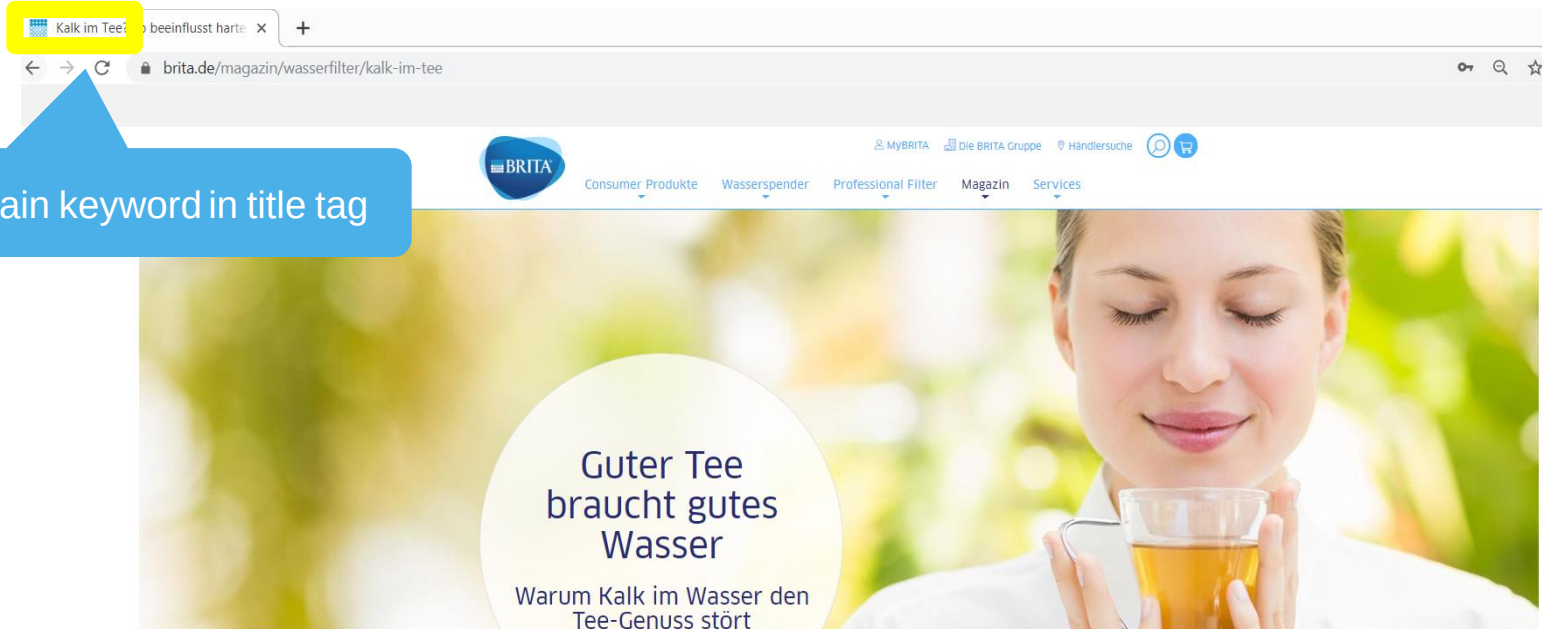
<https://www.brita.de> › magazin › wasserfilter › kalk-im-tee ▼

Der **Tee** schmeckt nicht und enthält Schlieren? Schuld daran ist meistens **Kalk** im Wasser. Wie Wasserfilter helfen, das **Tee**-Aroma zu verbessern, erklären wir ...

DACH market builds story with main keyword 'kalk im tee' so it becomes one of the first search engine results in Google and, thus, attracts (potential) customers

Your local SEO content hub

Example DACH (2)





Experience BRITA Re-Launch

Task overview



Experience BRITA Re-Launch

All tasks at a glance (1)

1. Decide between [option 'Keep' and 'Re-Create'](#) and inform BRITA HQ Website Team.
 - **Option 'Keep'**: Experience BRITA section stays as it is.
 - **Option 'Re-Create'**: A new local content hub is created on the website.
2. Ask Website Team for [CMS \(Magnolia\) credentials and training](#).
3. Give your new local content hub a [name](#).
4. [Interlink and structure](#) your new local content hub.



Experience BRITA Re-Launch

All tasks at a glance (2)

5. Optimise existing Experience BRITA content and create new content.
6. Send URL map to HQ Website Team.
7. Make a final check and finalise your local content hub set-up by publishing your new content in Magnolia. Arrange Google Analytics set-up with HQ Performance Team.
8. Parallel to task 7: Inform Website Team about desired go-live appointment **at least one week in advance.**



Experience BRITA Re-Launch

Your tasks in detail



Experience BRITA Re-Launch: Your choice

Task 1:

Decide between option 'Keep' and 'Re-Create' and inform BRITA HQ Website Team.

Experience BRITA Re-Launch – Options

Your choice – Task 1

KEEP

=

Experience BRITA section stays as it is.

The catch:

Existing Experience BRITA content cannot be edited and new content cannot be added!

RE-CREATE

=

A new local content hub is created on the website.

New content can be created and added according to local needs.



Experience BRITA Re-Launch

Further tasks for option 'Re-Create'



Experience BRITA: Option 'Re-Create'

Your tasks

Task 2:

Ask BRITA Website Team for CMS (Magnolia) credentials and training.

You can only get a Magnolia account when you have got a '...@brita.net' email address!

If you do not have one yet, please claim it via Omnitacker.



Experience BRITA: Option 'Re-Create'

Your tasks

Task 3:

Give your new local content hub a name.



Experience BRITA: Option 'Re-Create'

What name?

Experience BRITA needs to be re-named.

Please conduct a **keyword research & analysis** to find an adequate name for your local content hub, e.g. 'Magazine'.

Why?

Your website URLs must be unique and 'Experience BRITA' exists already.



Experience BRITA: Option 'Re-Create'

Your tasks

Task 4:

Interlink and structure your new local content hub.

Experience BRITA Re-Launch – Re-create Structure is key



Wasserfilter für Zuhause

Lesen Sie hier News & Stories rund
um BRITA Tischwasserfilter.

[jetzt entdecken](#)



Wasserspender

Zu den News & Stories aus der
Welt der BRITA VIVREAU
Wasserspender.

[mehr lesen](#)



Professional Filter

Hier finden Sie News & Stories
zu BRITA Professional Filtern.

[zu den Stories](#)

Please make sure to **include all existing revenue streams**, such as Consumer, Dispenser & Professional Filter, into your content hub structure and **interlink them** – if appropriate.

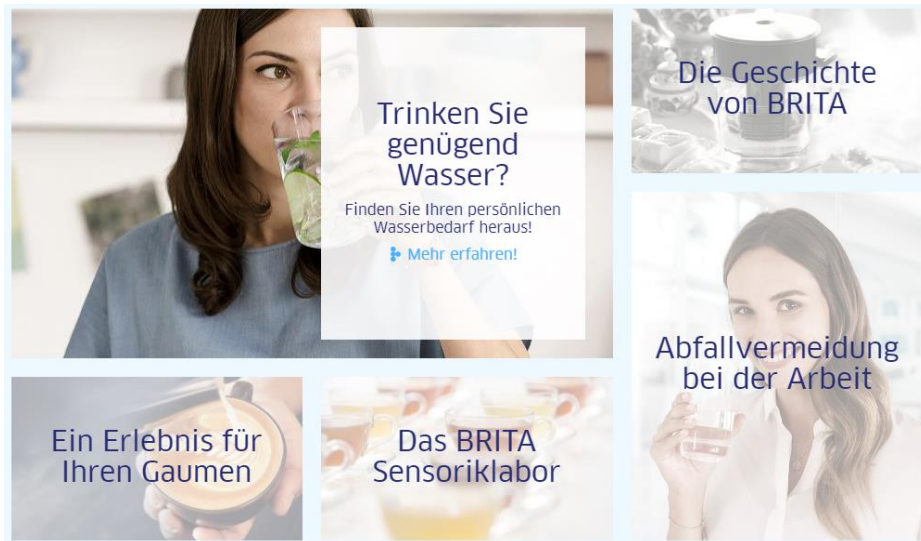
Consumer

Dispenser

Prof. Filter

Experience BRITA Re-Launch – Re-create

Create a network



Current Experience BRITA stories are **interlinked** with each other.

Please make sure to **interlink your new stories**, too, in order to avoid dead ends.

You may link your stories to other stories, product detail pages, or the store locator, etc..

Story Grid: Clickable story teasers



Experience BRITA: Option 'Re-Create'

Your tasks

Task 5:

Optimise existing Experience BRITA content and create new content.

Experience BRITA: Option 'Re-Create'

Your tasks

Please decide / create your local content mix:

1. Create completely new content: Do a keyword analysis and write SEO content.
2. Copy content manually from the 'existing Experience BRITA' pages into your local content hub and optimise it.
3. Interlink 'existing Experience BRITA' pages within your new content hub.
However, this 'Experience BRITA' pages cannot be edited then!
4. Decide: Which 'existing Experience BRITA' should be un-published by HQ?



Experience BRITA: Option 'Re-Create'

SEO copywriting basics (1)

Please **create search engine optimised content** only.

Therefore, please **research & identify relevant local keywords** to use when writing SEO copies using [Searchmetrics Content Experience](#).

For assistance, please contact BRITA HQ Performance Team: Christian Lüllig
cluellig@brita.net. Christian can provide you an extra presentation for this topic.

Experience BRITA: Option 'Re-Create'

SEO copywriting basics (2)

Please use **main keyword in meta data:**

- Title tag (unique site title)
- Meta description
- Main heading H1
- ALT attribute (image description)
- Internal link texts

Max. characters incl. spaces:

- (Unique)Title tag: 60
- Meta description: 140
- Main heading H1: 65
- ALT attribute: 60

Please note, the meta data is not only used for external search machines, but also for the results shown on the **internal search result page**.

For assistance, please contact BRITA HQ Performance Team: Christian Lüllig cluellig@brita.net



Experience BRITA: Option 'Re-Create' SEO & SEA

Search Engine Optimisation (SEO) is even more powerful in combination with **Search Engine Advertising (SEA)**.

New SEO content can be supported by specific **Google ad campaigns** you can plan and execute with HQ Performance Team.

Best practice examples DACH:

<https://www.brita.de/magazin/wasserfilter/wasser-entkalken>

<https://www.brita.at/magazin/wasserfilter/kalk-im-tee>

For assistance, please contact BRITA HQ Performance Team: Christian Lüllig cluellig@brita.net



Experience BRITA: Option 'Re-Create'

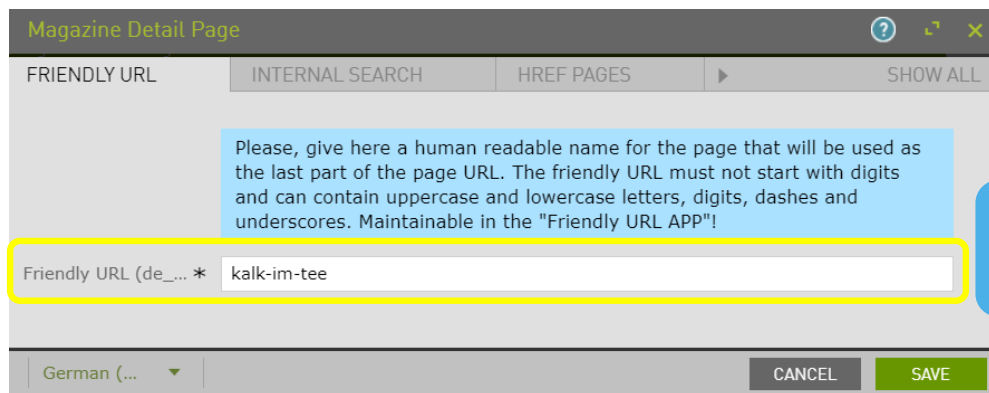
Your tasks

Task 6:

Send URL map to BRITA HQ Website Team.

Experience BRITA: Option 'Re-Create' URL mapping (1)

Please make sure you have created 'Friendly URLs' for every page in Magnolia:



Magazine Detail Page

FRIENDLY URL INTERNAL SEARCH HREF PAGES SHOW ALL

Please, give here a human readable name for the page that will be used as the last part of the page URL. The friendly URL must not start with digits and can contain uppercase and lowercase letters, digits, dashes and underscores. Maintainable in the "Friendly URL APP"!

Friendly URL (de_... *

German (...) CANCEL SAVE

Translation:
limescale-in-tea

For assistance, please contact BRITA HQ Performance Team: Christian Lüllig cluellig@brita.net



Experience BRITA Re-Launch – Re-create URL mapping (2)

Please **map your URLs** and provide BRITA HQ Website Team with **xlsx list matching all 'old/existing' Experience BRITA URLs with the 'new Content hub' URLs**. If you want to keep existing Experience BRITA stories or want them to be un-published, please include their URLs in the list, too (see examples on next page).

Please be aware the URLs will be re-directed **permanently**. This means, you cannot go back to the old URLs or change your new URLs afterwards.



Experience BRITA Re-Launch – Re-create URL mapping examples

No.	Case	Former URL	New URL
1	Experience BRITA story remains as is and is linked into new content hub	https://www.brita.de/experience-brita/persoenlicher-wasserbedarf	https://www.brita.de/experience-brita/persoenlicher-wasserbedarf
2	Experience BRITA story moves to new content hub called 'Magazine'	https://www.brita.co.uk/experience-brita/upgrade-your-coffee	https://www.brita.co.uk/magazine/upgrade-your-coffee
3	Experience BRITA story to be un-published in Magnolia	https://www.brita.co.uk/experience-brita/history	none
4	New story created in your local content hub called 'Magazine'	none	https://www.brita.co.uk/magazine/morning-tea



Experience BRITA Re-Launch – Re-create URL mapping (3)

Just FYI:

BRITA Website Team shares your URL Mapping xlsx with both BRITA IT department and the CoRM Team. As mentioned before, the BRITA IT Team needs the URL list to move Experience BRITA to your new local content hub. The CoRM Team needs your URL mapping list in order to plan or adapt trigger mails.



Experience BRITA: Option 'Re-Create'

Your tasks

Task 7:

Make a final check and finalise your local content hub set-up by publishing your new content in Magnolia. Arrange Google Analytics set-up with HQ Performance Team.



Experience BRITA Re-Launch – Re-create Final check

Please **check all content + links again**. After the final check, please **publish** your new pages/stories.



Experience BRITA Re-Launch – Re-create Final check & tracking set-up

Please contact Christian Lüllig for your initial tracking set-up in Google Analytics.

Please contact Christian every time you add pages so your Google Analytics Tracking can be adapted (if necessary). You should not change existing Friendly URLs of your stories.

For assistance, please contact BRITA HQ Performance Team: Christian Lüllig cluellig@brita.net



Experience BRITA: Option 'Re-Create'

Your tasks

Task 8:

Parallel to task 7: Inform Website Team about desired go-live appointment **at least one week in advance.**

Why?

BRITA HQ Website Team can then arrange to change the navigation from Experience BRITA to your new local content hub. After this, your local content hub can go live.



Experience BRITA Re-Launch

Your Tasks – Checklist



Experience BRITA Re-Launch

All tasks at a glance (1)

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Experience BRITA Re-Launch

Contact Details

BRITA HQ Contacts



Website Team

Isabelle Bach (IBach@brita.net)
Heike Warrelmann (HWarrelmann@brita.net)
Janik Röhrer (JRoehler@brita.net)



Performance Team

Christian Lüllig
Senior Manager Performance Marketing
cluellig@brita.net

Linienland Agency Contact



If you need support in implementing the new content hub, we suggest to hire the agency Linienland (same as for Landing Pages):

Contact: Manuela Kuhn

kuhn@linienland.de



Thank you very much.