



**International
Association
of Controllers**

The website of the ICV

www.icv-controlling.com

Requirements for the website of the future



International
Association
of Controllers

Overview

- Status quo
- What are we up to – and why?
- What does the website of the future have?
- Where do we currently stand with our website?
- Next steps: What needs to be done now?
- **Your turn!**



Status quo: Our website and its most important companions



What are we up to – and why?

1. Integrating the ControllingWiki into the Know-How section of the website

Dissolving separate platforms, merging knowledge content: building a strong controlling know-how page.

2. Checking the content management system (CMS) for the website

Why: Current agency discontinues support for currently used CMS Typo3.

3. Optimizing the website structurally and visually

Objective 1: Generating attention and reach for the ICV also among those who do not yet know us (> **Focus: Google!**)

Objective 2: More user-friendliness and attractiveness for those who already know and use our website (> **Focus: website** with its content, functions and features)

What does the website of the future have?

View 1: What does the ICV website have today?

1. Responsive Design



2. Fast loading times



3. Safety



4. Data protection and compliance



5. SEO



6. Accessibility / Voice Search and Voice Management

7. Social Media Integration

8. Personalization

9. Artificial intelligence (AI) and chatbots

10. Interactive content

11. Sustainability

> Need for optimization! <

Where do we currently stand with our website?

Objective 1: Awareness and outreach for the ICV website

The permanent task of Google

SEO (Search Engine Optimization)

ensures a good ranking in Google search results.

Stated **goal** of every website owner:

Be present on **Google page 1** with the most important keywords.

There are **9 places** for an organic ranking on page 1

(organic: placements based on content; as opposed to: purchased content (ads))



POSITION ?	KEYWORD ?	VERÄNDERUNGEN ?	VOL. ?	SD ?
1	controlling kongress Deutsch / Deutschland	1 → 1 ▲ 0 Trend		
1	controller congress Deutsch / Deutschland	1 → 1 ▲ 0 Trend anzeigen ▾	30	22
1	D controlling award Deutsch / Deutschland	1 → 1 ▲ 0 Trend anzeigen ▾	0	17
1	controlling events Deutsch / Deutschland	1 → 1 ▲ 0 Trend anzeigen ▾	10	18
1	controller beruf Deutsch / Deutschland	1 → 1 ▲ 0 Trend anzeigen ▾	1.000	37
1	controlling arbeitskreis Deutsch / Schweiz	1 → 1 ▲ 0 Trend anzeigen ▾	0	17
1	controlling wissen Deutsch / Schweiz	1 → 1 ▲ 0 Trend anzeigen ▾	10	18
1	C controller congress Deutsch / Schweiz	1 → 1 ▲ 0 Trend anzeigen ▾	10	18
1	controlling award Deutsch / Schweiz	1 → 1 ▲ 0 Trend anzeigen ▾	0	17
1	controlling events Deutsch / Schweiz	1 → 1 ▲ 0 Trend anzeigen ▾	10	18
1	controller beruf Deutsch / Schweiz	1 → 1 ▲ 0 Trend anzeigen ▾	50	41
1	controlling arbeitskreis Deutsch / Österreich	1 → 1 ▲ 0 Trend anzeigen ▾	0	17
1	controlling kongress Deutsch / Österreich	1 → 1 ▲ 0 Trend anzeigen ▾	10	27
1	A controller congress Deutsch / Österreich	1 → 1 ▲ 0 Trend anzeigen ▾	10	27
1	controlling fachtagung Deutsch / Österreich	1 → 1 ▲ 0 Trend anzeigen ▾	0	17
1	controlling award Deutsch / Österreich	1 → 1 ▲ 0 Trend anzeigen ▾	0	17
1	controlling events Deutsch / Österreich	1 → 1 ▲ 0 Trend anzeigen ▾	10	18

Volumen - Die Anzahl der Suchanfragen, des Keywords während eines Monats.



International Association of Controllers

Keyword ranking (DE)

23.9.23

Organic results (= without ads)

Page 1 place 1 Placements of our keywords on Google pages in the D-A-CH region

Vol. (Volume)

Number of searches during a month

SD (SEO Difficulty)

Valued competition in the organic search. The higher the number (between 1 and 100), the higher the competition.



International
Association
of Controllers

SEO and Google: Our Keywords on Google Page 1 For D-A-CH, Sept. 2023 (DE)

Controller
Controlling
Controllerin
Controlling Wissen
Controlling Fachtagung
Nachhaltigkeit Controlling
Green Controlling
Controlling Kongress
Controller Congress
Controlling Award
Controlling Events
Controller Beruf
Controlling Arbeitskreis
Agiles Controlling
Controlling Netzwerk

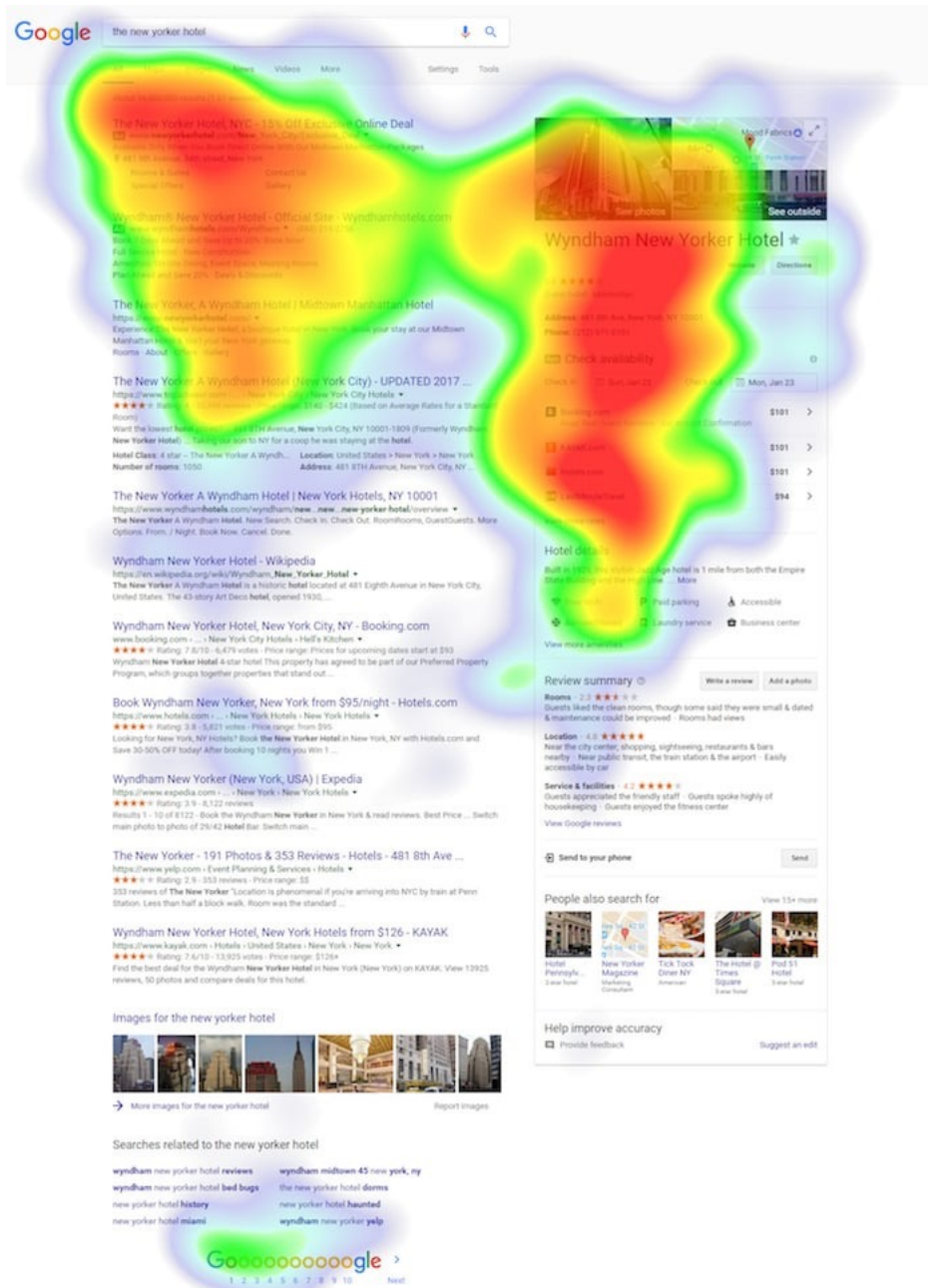
Goal? **Keyword strategy,**
example keyword CFO for
the ICV on Google page 1

Current ranking:
ICV in Germany **48th place,**
volume 14,800, SD 36

ICV in Austria **55th place,**
volume 1,600, SD 35

ICV Switzerland no ranking,
Volume 2,400, SD 44

Reading behavior on Google



Current eye-tracking study (source: Neil Patel):

- Ad sections in the page header dominate the attention
- The battle for page 1 for organic placements is getting tougher

What to do?

Recommendation from the SEO experts:

- **Google Business Profile** (Tobias Neukötter)
- **Strengthen your own brand** (Google loves brands!)
- **Link building!**

Link building requirements – how well are we positioned?

Backlinks : icv-controlling.com

DOMAIN AUTHORITY ?

37 GUT

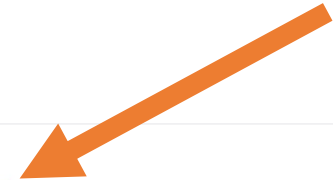
BEZUGNEHMENDE DOMAIN ?

1.371 GUT

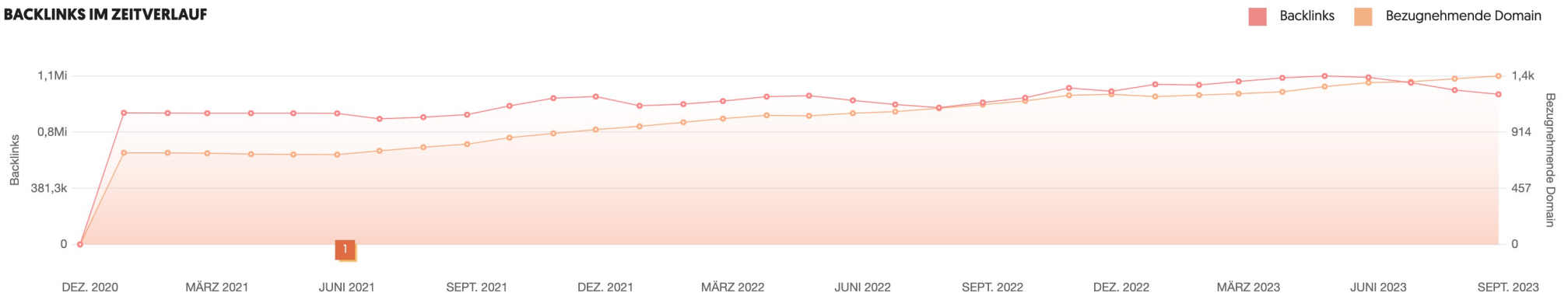
BACKLINKS ?

1.019.520 SUPER

NoFollow: 5.465



BACKLINKS IM ZEITVERLAUF



Domain Authority: Ranking performance of a website (between 1 and 100)

Referring domains: Websites that link to our website

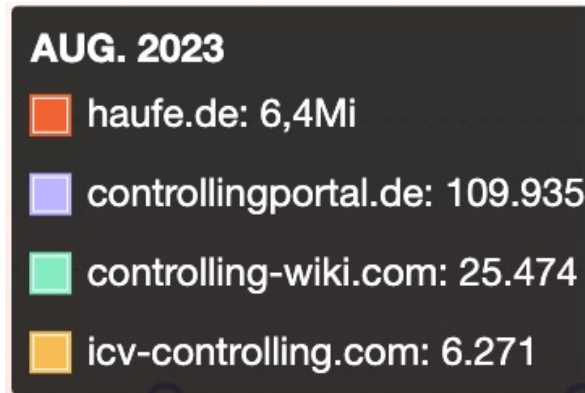
Backlinks: Links from other sites to our website

Organic traffic and our competitors

Organic traffic refers to all visits to the website that are generated by a click on an unpaid search result in search engines.

Organic traffic August 23:

ICV domains around 32,000
vs. **Haufe** 6,4 Mio.



What does Haufe make better than us?

1. All content is on the URL www.haufe.de/... All views pay off to the website.
2. Haufe has **backlinks** from well-known portals and generates strong traffic through them:

amazon	https://www.haufe.de/steuern/taxulting/steuerberatung-amazon-fba-und-fbm_598848_6035...	37,2Mi
ebay	https://www.haufe.de/finance/haufe-finance-office-premium/ebay-verkaeufe-und-verkaeufe-...	11,1Mi
paypal	https://www.haufe.de/finance/haufe-finance-office-premium/paypal-6-kosten-die-dem-zahlu...	4,1Mi

What does the website of the future have?

View 2: Where do we need to improve the ICV website?

1. Responsive Design



2. Fast loading times



3. Security



4. Data protection and compliance



5. SEO



6. Accessibility / Voice Search and Voice Control

7. Social Media Integration

8. Personalization

9. Artificial Intelligence (AI), Chatbots and Interactive Content

10. Sustainability

> Need for optimization! <



Future functions and features for our website:

Voice Search, Voice Management, Accessibility	Supporting voice-controlled searches and interactions.
Social Media Integration	Linked icons, displayed feeds, new: Social Sharing Buttons, Social Media Logins, Social Proof: Add social media testimonials / show followers of the ICV channels on the website
Personalization/Segmentation	The system suggests users what they might be interested in based on their previous visits, also thanks to AI and chatbots.
ICV Mobile News	Pushing notifications when new content is posted (the user chooses what interests them)
Interactive content	Videos, animations, 3D graphics within a post/page
Sustainability	Reviewing sustainable practices in terms of hosting providers, energy consumption and design
Live Chat	Help via pop-up windows directly on the website
Contact form	Quick way to get in touch/provide feedback
Print/share function on relevant pages	Making it easier to process and recommend our content
Improved search function	Comfortable search, clearer search results
Integrating the blog visually into the website	Finding it faster and easier without changing platforms
Shop / paid content on the website	Not having to change platform for purchasing > fewer clicks from purchase decision to purchase Pay directly (PayPal) / SEO!

Next steps: What needs to be done now?

Objective 2: More user-friendliness & attractiveness of the ICV website

Creating specifications for the website relaunch:

1. Defining **target groups/personas**: Rough structure Target group already in the Life Cycle poster.
2. Defining the **goal** we want to achieve with the website (leads, requests, purchases, memberships, awareness) and defining funnels (how do we guide our target groups through our site?).
3. Defining **SEO Keyword Strategy** so that our content can be found organically even better via search engines.
4. Checking **style guide** as a basis for the design of the website, which must match the corporate design of the company.
5. Decision about the **CMS** (Content Management System).

Looking back:

Survey Summer 2020 to all ICV officials. Focus: Website

100 respondents (Board, Board of Trustees, Head of Work/Division, Regional Delegate) / 10 answers

What content do you read on our website?

- Place 1 News
- Place 2 Events
- Place 3 Knowledge
- Place 4 working groups

Which content should be further explored?

- TOP topics presented as short recordings or presentations
- Focus on: How to improve corporate governance in practice
- In the future it is more about experience than knowledge, therefore videos and presentations with concrete help to improve methods/mindsets
- Practical reports from Controller Magazine!
- Improve internal search with advanced search functions
- Timeliness, scope of information
- Good, current articles from the working groups (what is discussed there?)
- Presenting Ideas Workshop more prominently as a think tank of the ICV
- Optimize presentation: teaser, then main report
- Short interviews with experts from the financial sector

How often do you visit our website per month?

From 'occasionally' to several times a week

Which of our other online channels do you know and read – how often a month?

Blog, LinkedIn, XING, Twitter, Instagram

Andere Websites rund ums Controlling, die gut gefallen?

- <https://www.gpm-ipma.de/startseite.html> - she seems calmer.
- Optics: looser arrangement of contents at the Controller Institute, otherwise we are already better than the others
- ÖCI and Federation of Logisticians (are more recent)
- Generally I feel better about light, not overloaded, not colored pages with better structure
- <https://www.bvl.de/>
- <https://fwiwi.fhws.de/master-international-business/>

Other comments

- Homepage as the face of the ICV – first impression! What should be shown as such?
- Examine terminology (does everyone understand each term?)
- Structuring controlling knowledge
- Place newsletters more prominently
- Place Bulletin where the Controller Magazine pages are
- English pages – some in English, then within one page in German and English
- Even with search function you can not find topics
- “Themes are often multiple”



International
Association
of Controllers

YOUR TURN: Now it's your turn! Your view on www.icv-controlling.com

1. What is particularly important to you as a user of our website

- a) technical (e.g. charging time)
- b) Optical
- c) functional (e.g. menu navigation)
- d) in terms of content

2. What do you like about our website? (3 keywords)

3. What do you dislike about our website (3 keywords)

4. What do you expect from the ICV website of the future?

5. How do you like the ICV Controlling Blog?

6. Optional: Which CMS can you recommend and why?



BESUCHEN SIE ×
menti.com

GEBEN SIE DEN
CODE EIN

6400 7245

 0