

Hello!

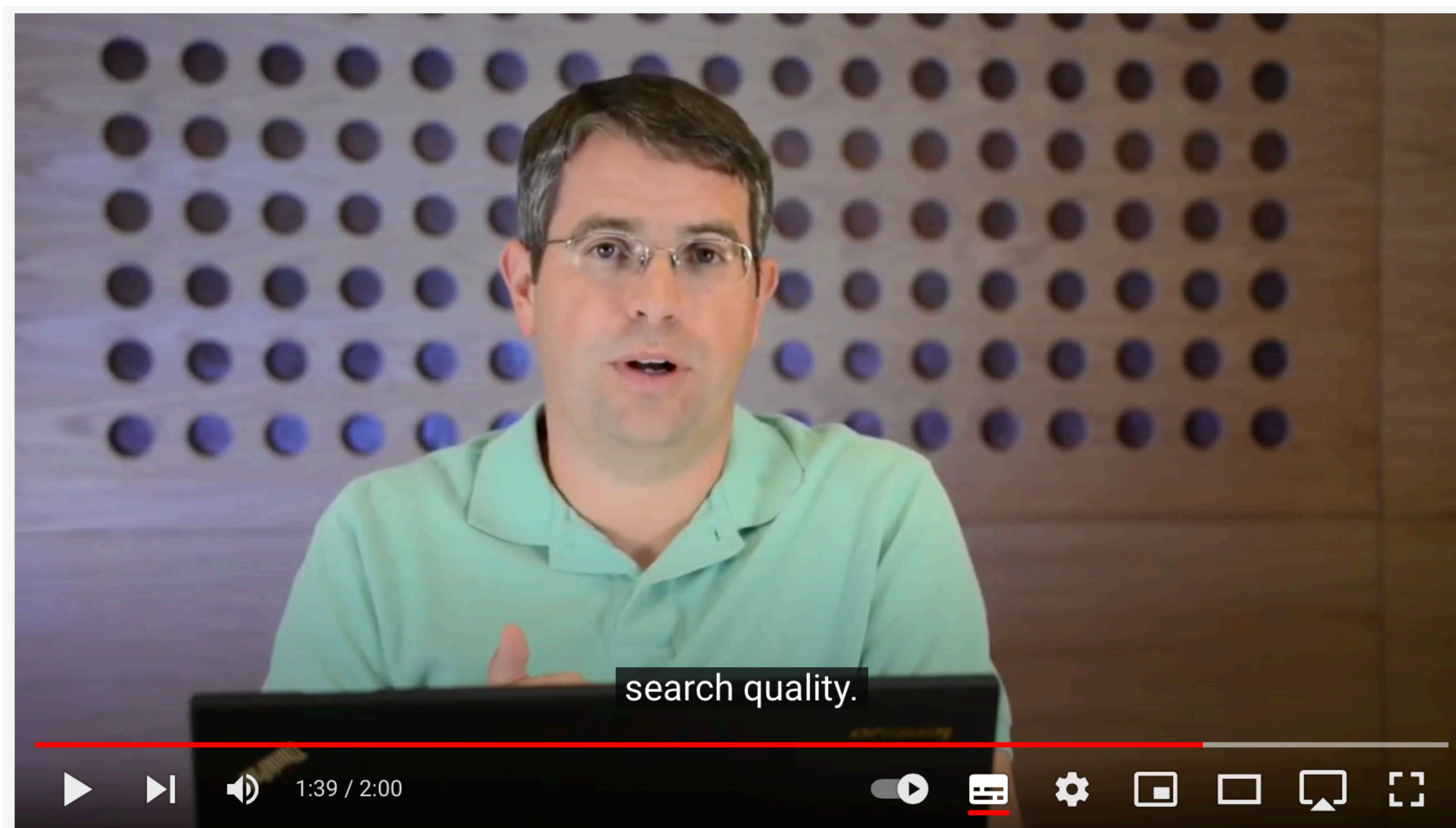
I am @dominik_schwarz.

- Chief Inbound Officer (**CIO**) at HomeToGo.
- 10+ years XP in **SEO management** in Start-ups and Grown-ups.
- Scaling, **internationalization** & building inhouse SEO team.
- **In-house SEO Advocate.**

State of In-house SEO

**Is 2022 in SEO same
same but different?**

9 hypothesis





**Google ~~wants~~ can
deliver quality.**





**You can't fake
quality.**

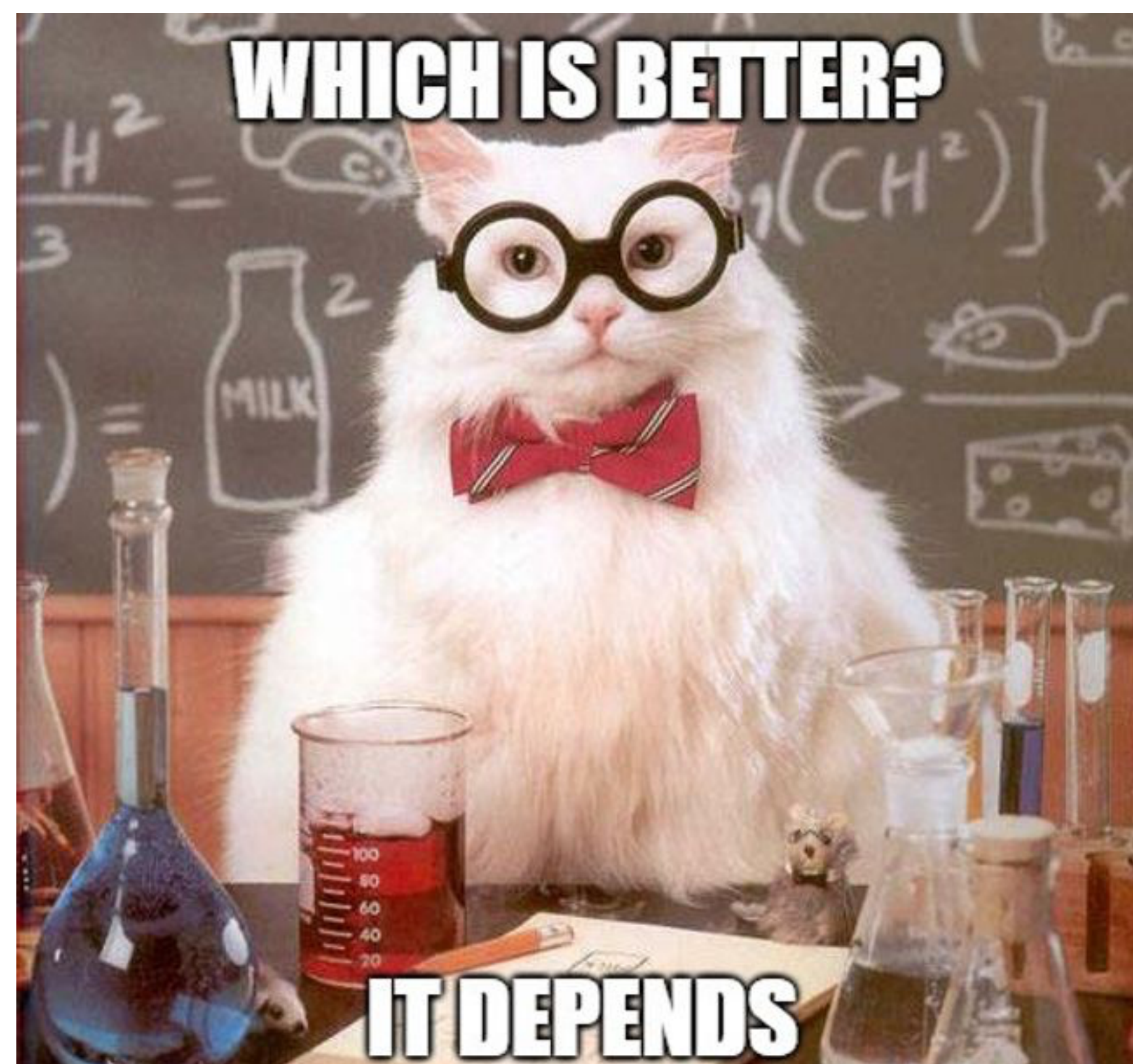




**Quality is a
matter of
x-team work.**

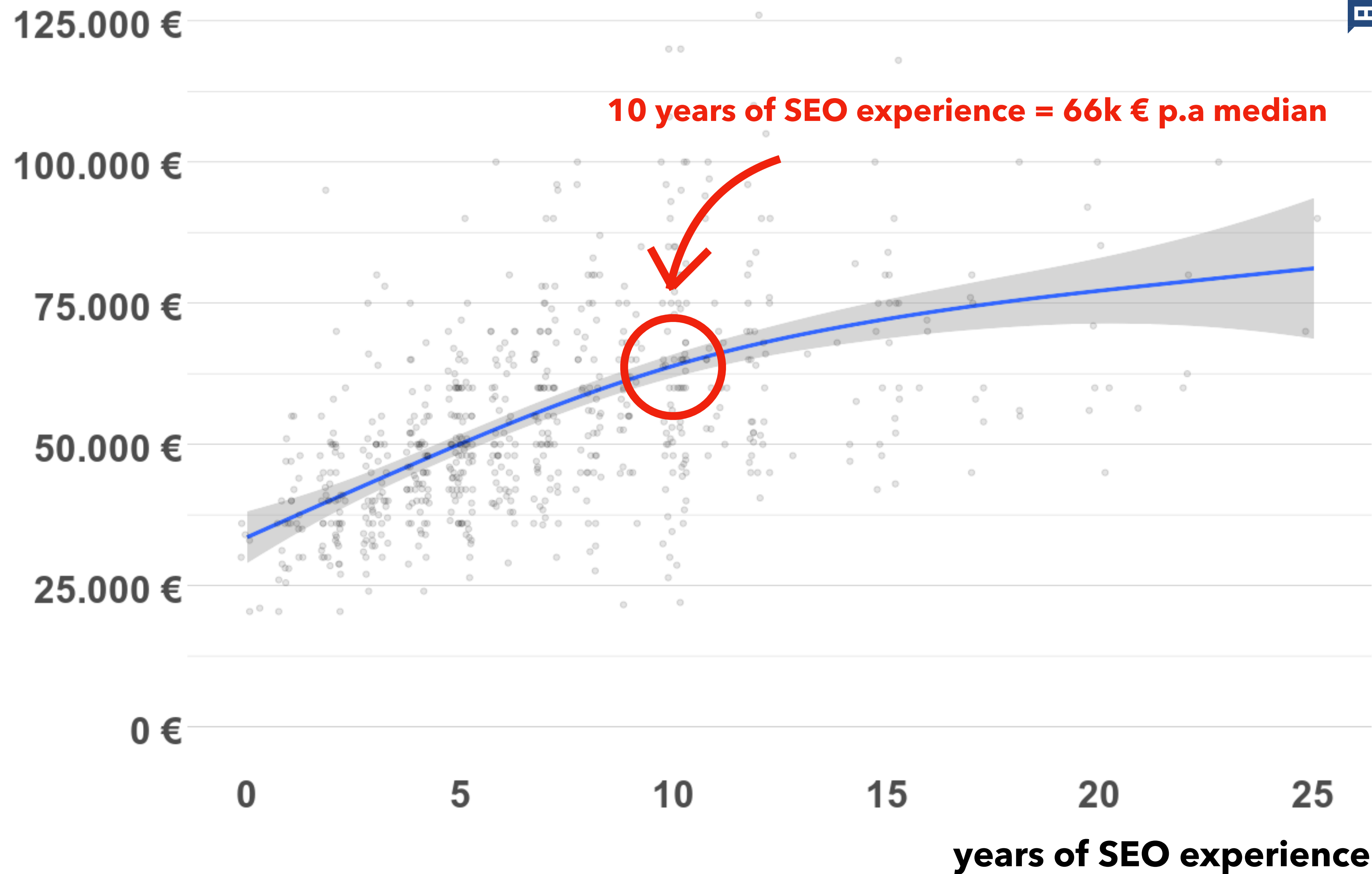
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SEO =
Management.





Let's cut the bs.





**SEOs deserve
more.**



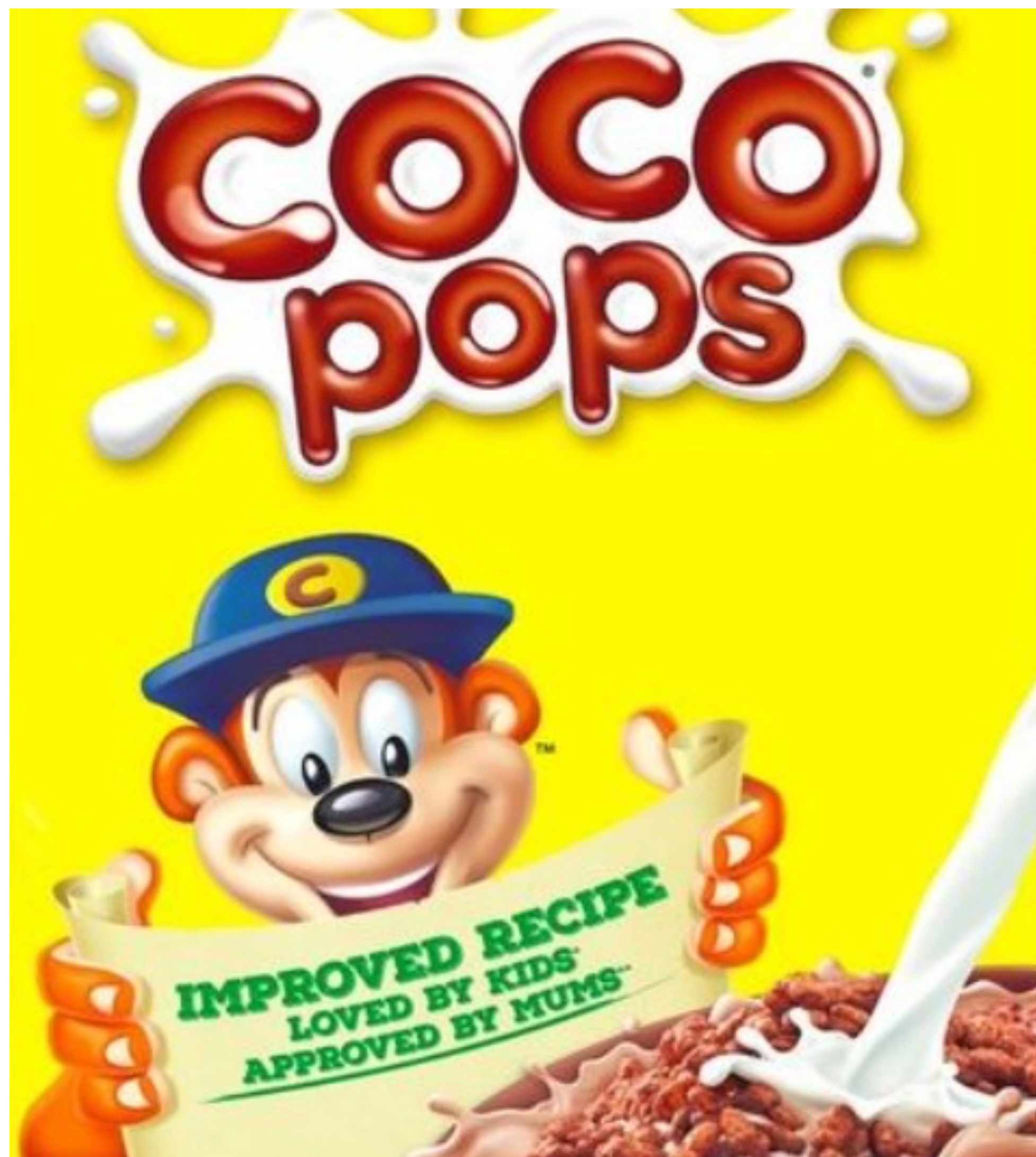


Inhouse is
Inhouse is
Inhouse.





**It's the network,
stupid.**





#rebrandingSEO

let's go!