

EDU-CON NEWSLETTER 23-02

April / 2023



Hello and welcome to our Social Media Newsletter!

In our last Newsletter 23-01 we destroyed with our article „Enrolment is King“ the mythos of data analysts. Here you'll find our last Newsletters.

<https://www.edu-con.info/english/newsletter>

We got the feedback: if we can't trust the fairy tale teller how can we steer effective our campaign. Our answer was and is „Enrolment is King“ and you have to make strategic decisions oriented on things you can measure. We have a different related answer.

In Newsletter 23-02 we focus on one answer – Backlink-Mangement. This is an underestimated Social-Media-Tool which more effective. Firstly we explain the value of Backlinks and secondly how we work with it.

At least we inform you about. „33th Niederländischer Hochschultag“ at 14th November 2023. A backup-solution of our company transformed from an presence-action located near the dutch boarder to an strong German Online event.

Greetings

Your EDU-CON Team



THE VALUE OF BACKLINKS

The Value of Backlinks: Understanding the Difference Between Worthy and Not-So-Worthy Backlinks

In the world of search engine optimization (SEO), backlinks are often considered a valuable currency. They are the links from other websites that point back to your website, and they are seen as an endorsement of your website's authority and credibility. Backlinks can play a significant role in improving your website's ranking in search engine results pages (SERPs) and driving organic traffic to your site.

But not all backlinks are created equal. Some backlinks carry more weight and value than others, and understanding the difference between worthy and not-so-worthy backlinks is

crucial for a successful SEO strategy. In this article, we will explore the value of backlinks in Euro and delve into expert statements about the importance of backlinks in SEO.

The Value of Backlinks in Euro

Assigning a specific value to backlinks in Euro can be challenging, as the worth of a backlink depends on various factors, such as the authority of the linking domain, the relevance of the linking site to your niche, and the context of the link. However, it's important to note that backlinks are not meant to be bought or sold, as this violates search engine guidelines and can result in penalties.

Nevertheless, the value of backlinks can be indirectly measured by their impact on your website's SEO performance. High-quality backlinks from authoritative websites can significantly boost your website's authority and credibility in the eyes of search engines like Google, which can result in higher rankings and increased organic traffic. On the other hand, low-quality or spammy backlinks can harm your website's reputation and rankings, and may even result in penalties.

Understanding Worthy Backlinks

Worthy backlinks are those that come from authoritative and relevant websites, and are earned naturally through valuable content, outreach efforts, or brand mentions. These backlinks are seen as genuine endorsements of your website's authority and can have a positive impact on your SEO performance. Here are some characteristics of worthy backlinks:

1. **High Domain Authority (DA):** Backlinks from websites with high domain authority, which is a measure of a website's overall authority and credibility, are considered more valuable. Websites with higher DA are typically more trustworthy in the eyes of search engines, and backlinks from such sites can help boost your website's authority as well.
2. **Relevance:** Backlinks from websites that are relevant to your niche or industry are considered more valuable. For example, if you have a website about fitness, a backlink from a reputable fitness blog or a health-related website would be more relevant and valuable compared to a backlink from a fashion blog.
3. **Context:** The context of the backlink is also crucial. Backlinks that are embedded within relevant and informative content are considered more valuable than backlinks from random placements, such as blog comments or forum signatures. Contextual backlinks show that the linking website has genuinely found your content valuable and worth referencing.

Expert Statements on the Importance of Backlinks

Numerous experts in the field of SEO and digital marketing emphasize the significance of backlinks in improving website rankings and driving organic traffic. Here are some notable statements from industry experts:

1. Neil Patel, a renowned SEO expert, says: "Backlinks are a critical part of Google's algorithm. If you want to rank higher in search results, you need more backlinks from authoritative websites in your niche."
2. Brian Dean, the founder of Backlinko, a popular SEO blog, states: "The number of domains linking to a page correlated with rankings more than any other factor. Backlinks remain one of the most critical ranking signals."
3. Google's official SEO Starter Guide states: "Keep in mind that our algorithms can distinguish natural links from unnatural links."

As the world becomes more connected, online presence is essential for businesses, organizations, and universities alike. For Dutch universities looking to attract students from Germany and other German-speaking countries, having a strong online presence is crucial. One way to achieve this is through backlinks from reputable websites such as www.studieren-in-holland.de and other websites of Edu-con, as well as through YouTube channels and Facebook groups. Studieren in Holland and other websites have a high domain authority. These are often No. 1 since twenty years.

Backlinks, also known as inbound links, are links from one website to another. They are a critical component of search engine optimization (SEO) and are used by search engines to determine the authority and relevance of a website. When a website has a high number of quality backlinks, it is seen as more trustworthy and valuable by search engines, which can improve its search engine ranking.

Dutch universities can benefit greatly from having backlinks from reputable websites such as www.studieren-in-holland.de and other websites of Edu-con. These websites provide valuable information and resources for students who are interested in studying in the Netherlands. By having backlinks from these websites, Dutch universities can increase their visibility and reach a wider audience of potential applicants.

Furthermore, backlinks from YouTube channels such as "studienberatung" and Facebook groups like "studieren in holland" can also be beneficial for Dutch universities. YouTube is

the second-largest search engine in the world, and channels such as "studienberatung" provide valuable information and advice to students who are considering studying abroad. By having backlinks from these channels, Dutch universities can tap into this valuable source of potential applicants.

Similarly, Facebook groups such as "studieren in holland" are a valuable resource for students who are considering studying in the Netherlands. These groups provide a platform for students to connect with each other, share information and advice, and ask questions about studying in the Netherlands. By having backlinks from these groups, Dutch universities can increase their visibility and reach a wider audience of potential applicants.

In conclusion, backlinks are an essential component of online presence and SEO for Dutch universities. Backlinks from reputable websites such as www.studieren-in-holland.de and other websites of Edu-con, as well as from YouTube channels and Facebook groups, can increase the visibility and reach of Dutch universities and attract a wider audience of potential applicants. By leveraging the power of backlinks, Dutch universities can establish themselves as reputable institutions of higher education and attract top talent from Germany and other German-speaking countries.



BACKLINKS ARE PART OF THE BACKBONE OF ONLINE STUDENT AQUISATION – THE IMPORTANCE OF BACKLINKS.

As a consultant in the field of student recruitment, I understand the significance of backlinks in today's competitive online landscape. Backlinks, also known as inbound links, are crucial for attracting prospective students to educational institutions and increasing enrolment. Through extensive research and insights from experts in the field, it's evident that backlinks play a pivotal role in student recruitment strategies. In this article, we will delve into the importance of backlinks for recruiting students and highlight the top five rules to follow for a successful backlink strategy.

1. **Enhanced Online Visibility:** Backlinks are an essential factor in improving a website's online visibility. When reputable and authoritative websites link to a university's website, it signals to search engines that the university's website is credible and trustworthy. This can result in higher search engine rankings, making the website more visible to prospective students who are actively searching for study programs.

2. **Increased Website Traffic:** Backlinks can also drive referral traffic to a university's website. When a website with high traffic volume links to the university's website, it creates an opportunity for prospective students to click on the link and visit the university's website. This can result in increased website traffic, leading to higher engagement and potential student inquiries.

3. **Improved Credibility and Authority:** Backlinks from reputable websites can significantly impact a university's credibility and authority. When esteemed websites in the education industry link to a university's website, it serves as a "vote of confidence" and validates the university's expertise and reputation. This can in still trust in prospective students, making them more likely to consider the university as a viable option for their studies.

4. **Enhanced Student Recruitment Strategies:** Backlinks can also complement a university's overall student recruitment strategies. By obtaining backlinks from websites that are relevant to the target audience, such as education directories, study abroad websites, or industry influencers, universities can reach a wider audience and generate more leads. Backlinks can also help universities establish partnerships and collaborations with other educational institutions, further expanding their reach and recruitment efforts.

5. **Relationship Building:** Building relationships with other websites through backlinks can be invaluable in the student recruitment process. Collaborating with other universities, study abroad agencies, or industry influencers through backlinks can lead to mutually beneficial partnerships, guest blogging opportunities, and cross-promotion. This can not only increase the university's online visibility but also foster long-term relationships that can aid in ongoing student recruitment efforts.

Numerous experts in the field of education and digital marketing emphasize the importance of backlinks in student recruitment strategies. According to a study by QS Enrolment Solutions, a global leader in student enrolment management, backlinks are one of the top three most effective digital marketing strategies for student recruitment, alongside social media and search engine optimization (SEO). Many educational institutions have also reported that backlinks have been crucial in generating leads, increasing website traffic, and improving their online credibility.

In conclusion, backlinks are a critical component of a successful student recruitment strategy for educational institutions. They can enhance online visibility, drive website traffic, improve credibility and authority, complement overall recruitment efforts, and foster relationships with other websites. Following the top five rules of strategic backlinking, including obtaining backlinks from reputable websites, targeting relevant websites, leveraging partnerships, and

building relationships, can greatly contribute to a university's student recruitment success. As a consultant in the field of student recruitment, I highly recommend incorporating a well-planned and strategic backlinking strategy into your overall digital marketing efforts to attract prospective students and achieve enrolment goals.

+++++

Here you find a list with our most valueable and important websites which generate backlinks for your website.

EDU-CON WEBSITES

www.studieren-in-holland.de

www.studieren-medizin.de

www.studieren-in-oesterreich.de

www.studieren-in-daenemark.de

www.studieren-in-england.de

www.studienwahltest.de

www.auswahlgrenzen.de

www.design-studieren.de

www.studiereninbelgien.de

www.studieren-psychologie.de

www.studielink-hilfe.de

www.werde-physiotherapeut.de

www.study-in-holland.co.uk

www.studieren-jura.de

www.studieren-musik.de

www.beamter-werden.de

www.derberufsberater.de

www.masterschmie.de

www.studieren-in-der-tuerkei.de

www.bewerbung-studium.de

www.in-frankreich-studieren.de

www.werde-lehrer.de

www.studieren-in-norwegen.de

www.studieren-in-schweden.de

www.study-in-holland.com

www.studieren-tiermedizin.de

www.studieren-in-usa.de

www.finanzieren-studium.de

www.studieren-in-der-schweiz.de

www.studieren-in-korea.de

www.studieren-bio.de

www.studieren-in-ungarn.de

www.ohne-abitur-studieren.de

+++++



NIEDERLÄNDISCHER HOCHSCHULTAG 2023-11-14

„Niederländischer Hochschultag“ starts again 2023 November 14th. Lot of Social media activities are placed round our anchorwebsite www.niederlaendischer-hochschultag.de.

We will use our Youtube channel “Studienberatung” for student advisory services - 9220 subscribers and 4, 8 Mio views. We do additional advertising on our 40 websites, 40 Facebook sites and Instagram about studying. We kept it simple, as all other formats have not convinced us so far. Everyone can take part. With this we doubled our www.studieren-in-holland.de Social Media campaign. If you join, you are automatically for one year part of www.studieren-in-holland.de and related websites.

Little bit about of history. 1990 - more than thirty years ago the Dutch University Day began and so did the flow of German students to the Netherlands. Robert Marzell, now retired employee of the Employment Agency and holder of the Medal of Honor of the Euregio Rhein-Waal, brought it into being. With him, we are still convinced of the quality of Dutch universities and the range of courses on offer. For many German students it is an excellent choice.

The Dutch university day went through many changes. The original sponsor, the Federal Employment Agency, withdrew in 2005. We have been organizing it since 2006, at times coupled with a symposium on student recruitment. It took place in different places. The university day was renamed the German-Dutch university day for political reasons by Euregio Rhein-Waal. Three years ago, the event took place in an online format due to the Corona crisis.

2021 we went back to our roots and run the Dutch University Day on our own. We want to concentrate again on the excellent Dutch range of courses and give German students the opportunity to obtain information easily and without barriers.

Don't hesitate to take part.

P.S.

Nowadays we have discussions about German students in the Netherlands again. How it could end when brother people become estranged you can watch in eastern part of Europe. That's the reason why we only shake our heads when we read Dutch newspapers nowadays. To build up a wall for students from foreign countries could be one root for new wars in Europe and in the world. The Netherlands has always been an idol and pioneer for internationalization – to give up this status of a role model is not wise.

+++++

SPECIAL OFFER: SOCIAL MEDIA COURSE BUNDLE (SMCB)

Booking this SMCB offers many advantages. For each course that you present on www.studieren-in-holland.de, which costs 250 euros individually, we also make 2 Facebook posts (2 x 60 euros) and 2 Instagram posts (2 x 60 euros). We also upload a video to our YouTube channel "Studienberatung". This costs 300 euros individually from us. The total price for the products offered is 790 euros. We offer you this bundle for 700 euros. Please contact us at stegelmann@edu-con.de.

250 Euros - course of studies (At www.studieren-in-holland.de + up to 38 additional Websites)

300 Euros – Youtube appearance per Video per year

2 x 60 = Facebook postings

2 x 60 = Instagram postings

790 total

700 Euro if you book all marketing measures (90€ Discount)

+++++

Thanks for reading our Newsletter

If you want more information or like to work with us - feel free to contact us.

+++++

Geschäftsführer Dr. Peter Stegelmann

Salzbergener Str. 64

D-48431 RHEINE

info@edu-con.de

FON: 0049[0]5971.91121-0

FAX: 0049[0]5971.91121-29

<https://www.edu-con.info/>