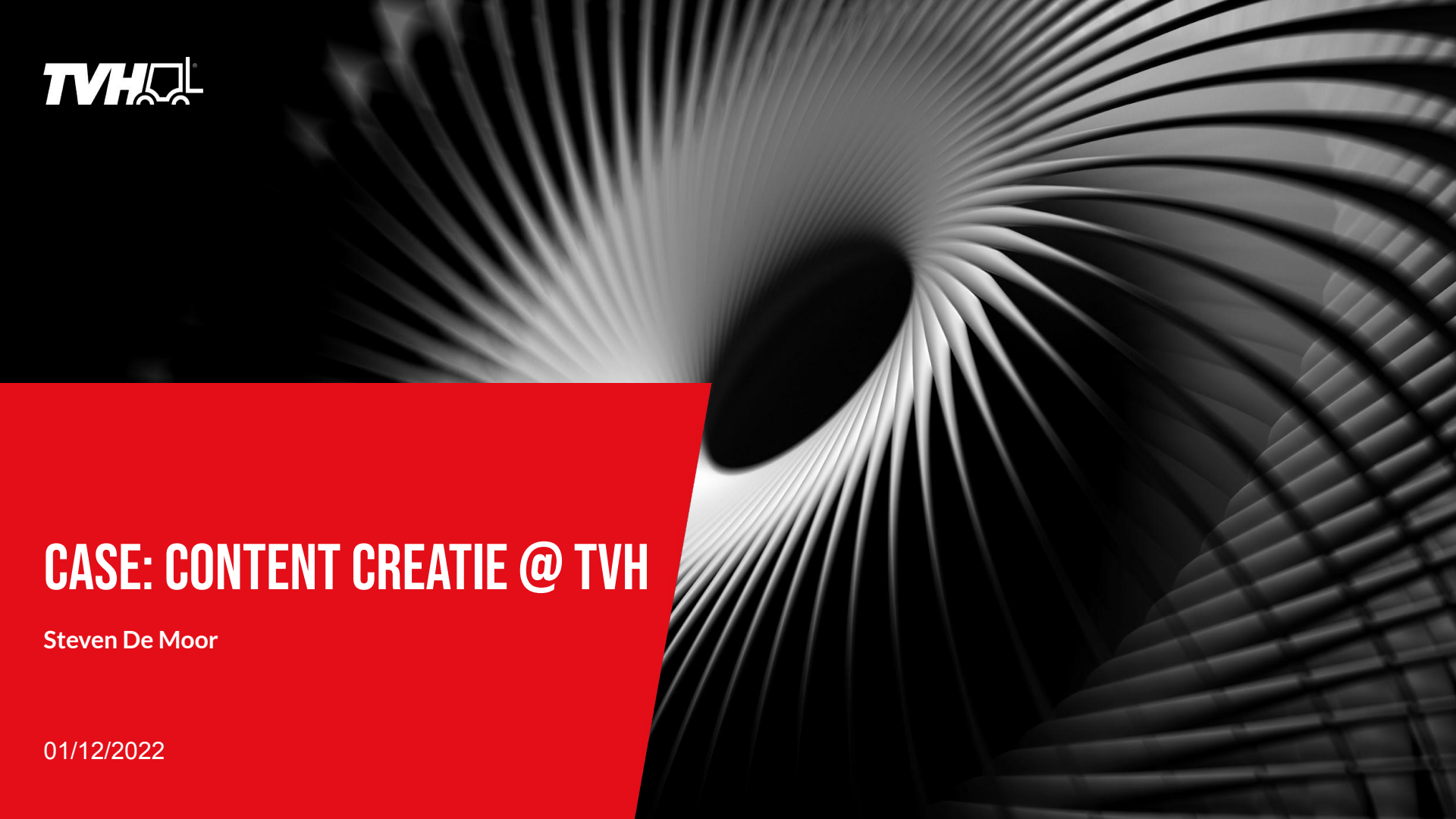


CASE: CONTENT CREATIE @ TVH

Steven De Moor

01/12/2022

INHOUDSTAFEL

01 TVH IN’T KORT

02 CASE: BEPCOPARTS.COM

03 CASE: TVH.COM

04 LEARNINGS

05 IN PETTO

WIE BEN IK?

👋 Steven De Moor
💻 Global SEO Specialist bij TVH
📈 7 jaar ervaring in SEO
💶 Eén van mijn hobbies is affiliate marketing op steviefy.be & bankvergelijker.be

RECEPTION
KEEPS YOU GOING.

TVH IN 'T KORT

FACTS & FIGURES

> 50 years
of experience

> 5000 colleagues
worldwide

62 nationalities
55 spoken languages

81 branches
worldwide

Parts for over
650 makes

> 46 000 000 known
references

> 930 000 different
stock items

> 7250
suppliers

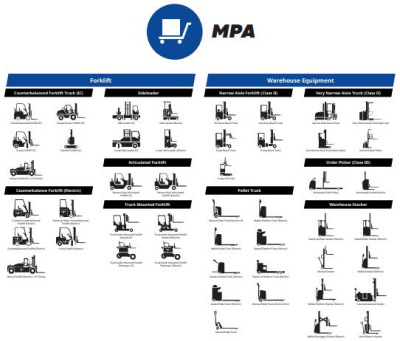
> 77 000
active customers
in > 180 countries

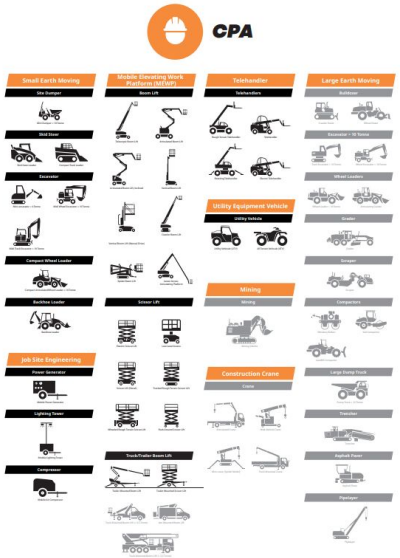
1300 m euro
consolidated turnover
(2021)

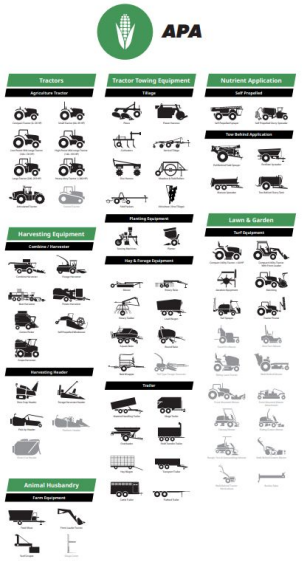
> 20 000 orders per day
> 65 000 order lines
per day

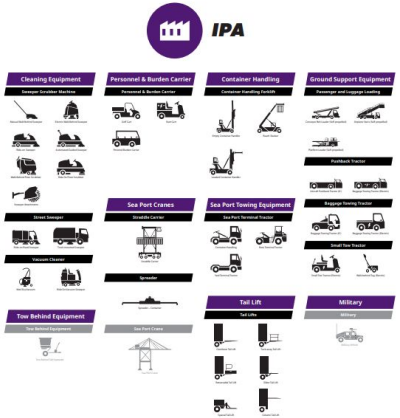
> 85% orders
via e-commerce

DEZE MERKEN ZIJN ONDERVERDEELD ONDER VERSCHILLENDE MACHINES







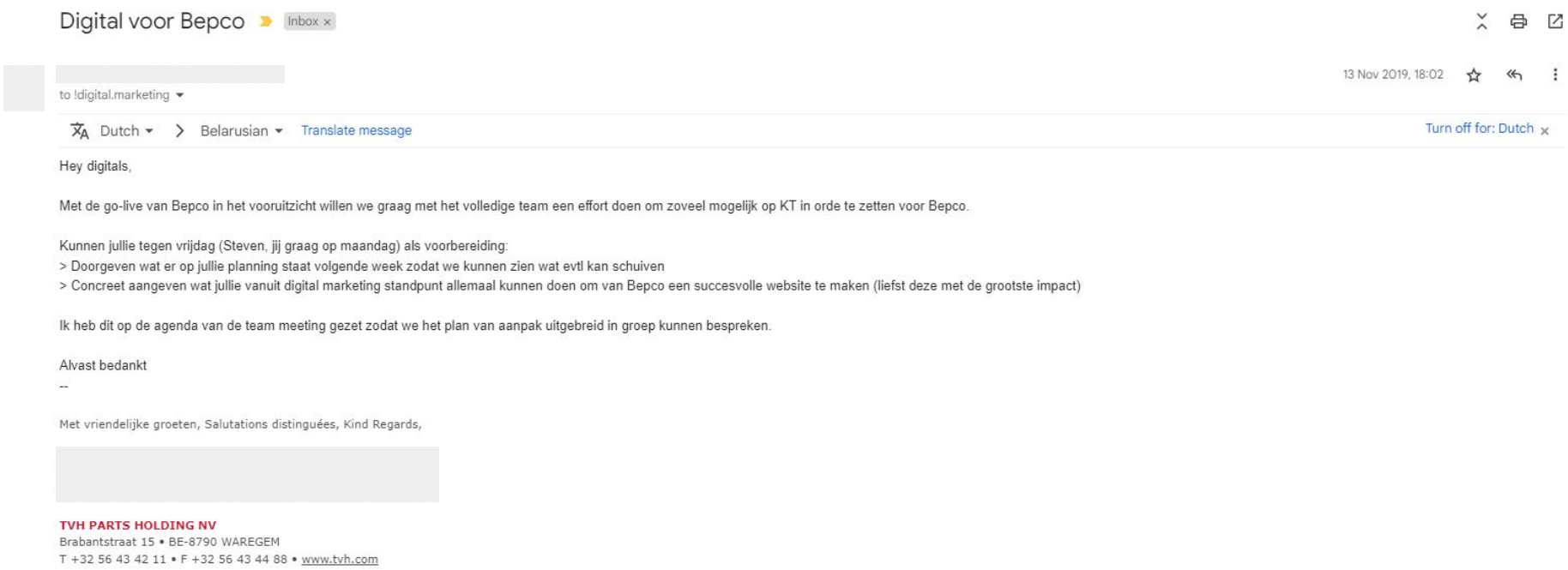


EN VOOR DIE COMBINATIES WILLEN WE ZICHTBAAR ZIJN

Keyword	↓ Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
john deere tractor parts	3,600	-19%	-19%	High	–	€0.31	€1.60
toyota forklift parts	2,900	0%	0%	High	–	€0.72	€4.37
kubota tractor parts	2,900	0%	0%	High	–	€0.24	€1.48
clark forklift parts	1,600	0%	+23%	High	–	€0.83	€5.28
hyster forklift parts	1,600	0%	-16%	High	–	€0.82	€4.77
new holland tractor parts	1,600	0%	0%	High	–	€0.27	€1.23
yale forklift parts	1,300	+23%	+23%	High	–	€1.05	€5.28
case tractor parts	1,300	0%	0%	High	–	€0.32	€1.57
massey ferguson tractor parts	1,300	+30%	-19%	High	–	€0.19	€1.29
nissan forklift parts	1,000	0%	0%	High	–	€1.07	€4.23
yanmar tractor parts	1,000	-23%	0%	High	–	€0.23	€0.95
mitsubishi forklift parts	720	+22%	0%	High	–	€0.85	€4.84
tcm forklift parts	720	-18%	0%	High	–	€0.49	€3.54
case backhoe parts	720	0%	0%	High	–	€0.57	€2.71
komatsu forklift parts	590	0%	+22%	High	–	€0.48	€2.84

DRIE JAAR GELEDEN...

ENKELE WEKEN VOOR DE LAUNCH VAN EEN NIEUWE WEBSITE



Digital voor Bepco Inbox ×

13 Nov 2019, 18:02

to !digital.marketing

Dutch › Belarusian Translate message Turn off for: Dutch ×

Hey digitals,

Met de go-live van Bepco in het vooruitzicht willen we graag met het volledige team een effort doen om zoveel mogelijk op KT in orde te zetten voor Bepco.

Kunnen jullie tegen vrijdag (Steven, jij graag op maandag) als voorbereiding:
> Doorgeven wat er op jullie planning staat volgende week zodat we kunnen zien wat evtl kan schuiven
> Concreet aangeven wat jullie vanuit digital marketing standpunt allemaal kunnen doen om van Bepco een succesvolle website te maken (liefst deze met de grootste impact)

Ik heb dit op de agenda van de team meeting gezet zodat we het plan van aanpak uitgebreid in groep kunnen bespreken.

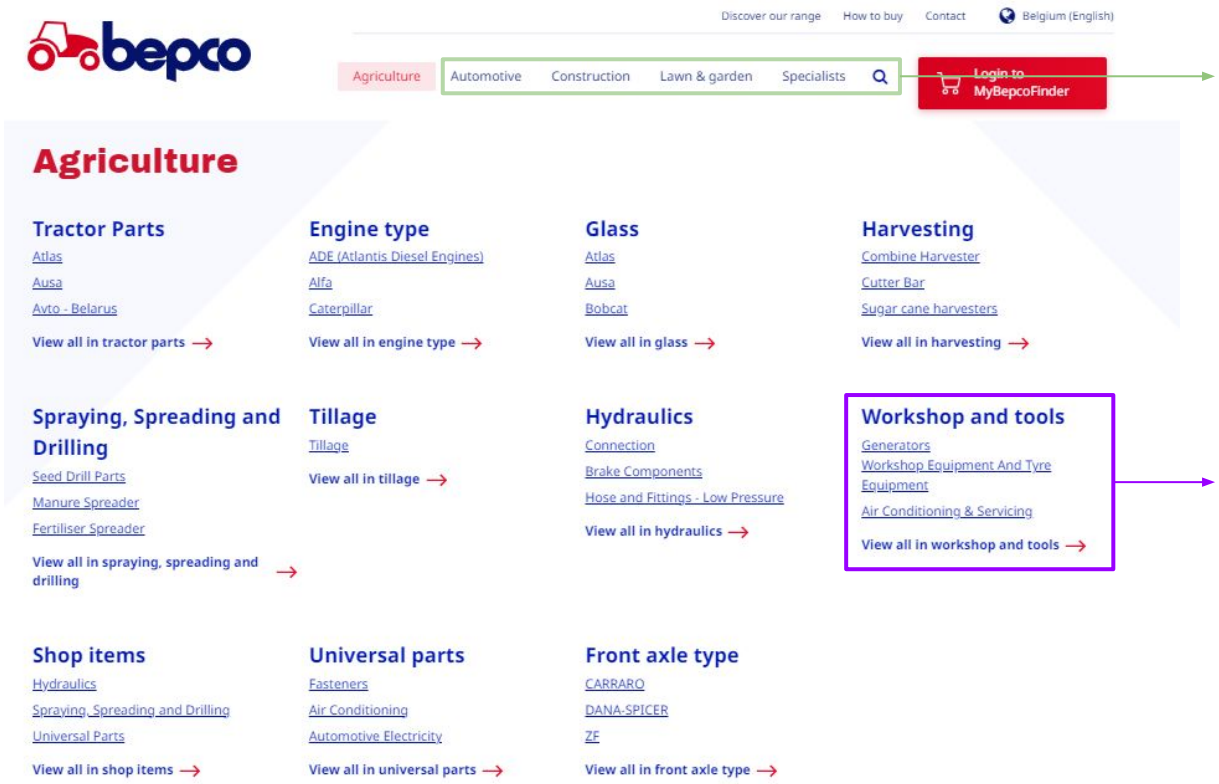
Alvast bedankt
--

Met vriendelijke groeten, Salutations distinguées, Kind Regards,

TVH PARTS HOLDING NV
Brabantstraat 15 • BE-8790 WAREGEM
T +32 56 43 42 11 • F +32 56 43 44 88 • www.tvh.com

BEPCOPARTS.COM: EEN PROBLEEMKIND VANAF ‘T BEGIN

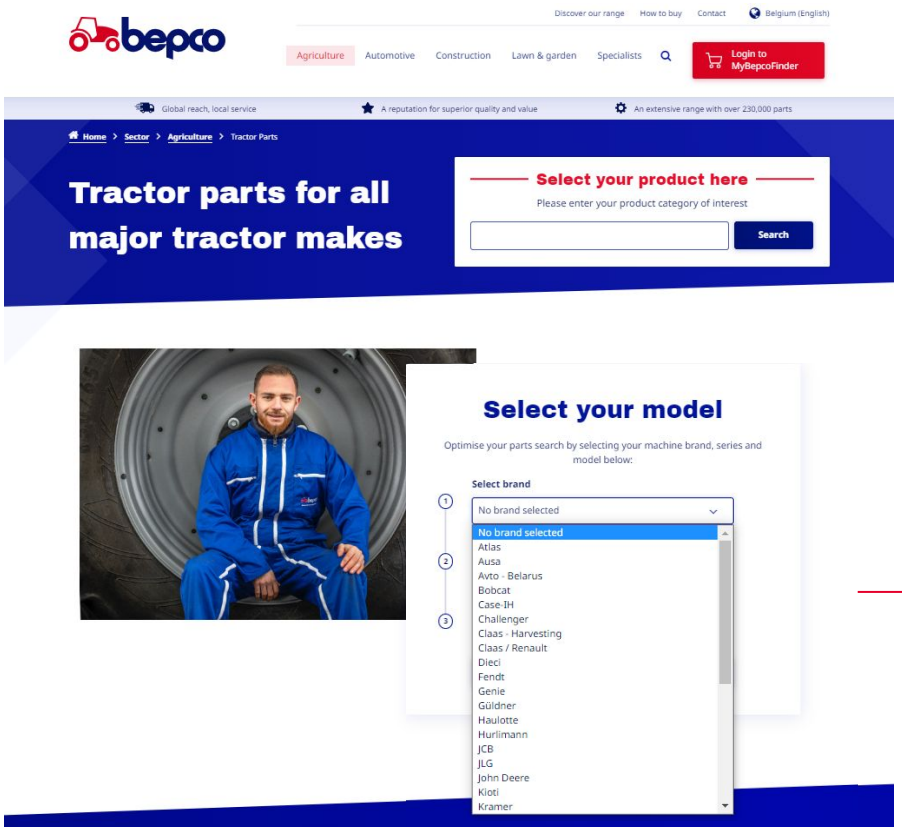
Er was een export gedaan van een DB dat werd omgezet in pagina’s, resulterend in meer dan 2.5 miljoen pagina’s.



Duplicates van inhoud onder ‘Agriculture’

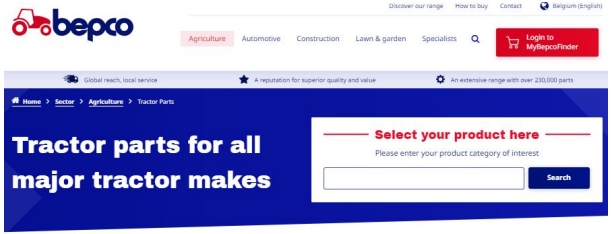
Telkens lege pagina’s verscholen achter een dropdown menu.

MAAR MIJN OGEN VIELEN OP DEZE SET VAN PAGINA'S

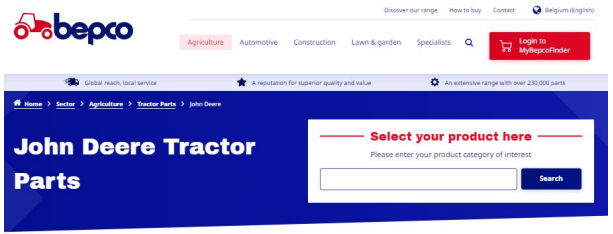


Achter deze dropdown zaten 9800 bruikbare pagina's per taal (de één wat meer dan de andere)

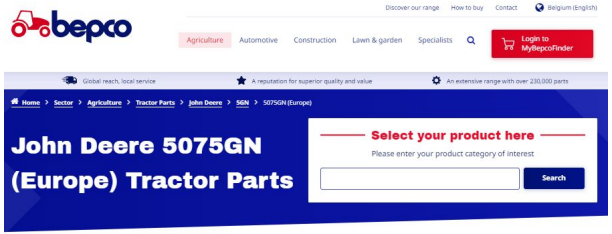
WANT ER WAS EEN DUIDELIJKE HIËRARCHIE...



1 Hoofdpagina



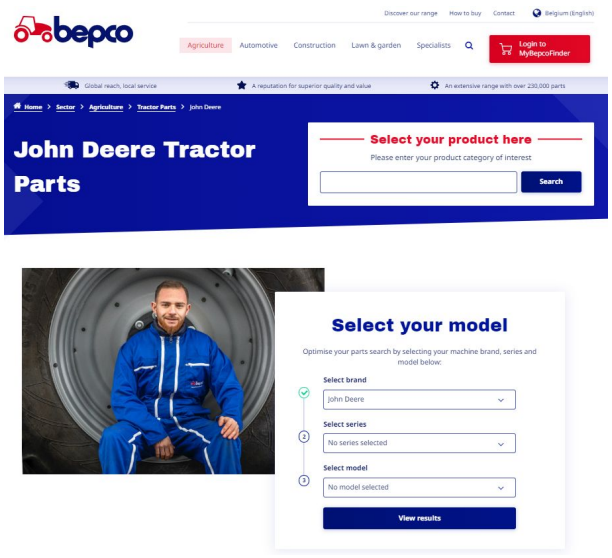
32 tractormerken pagina's



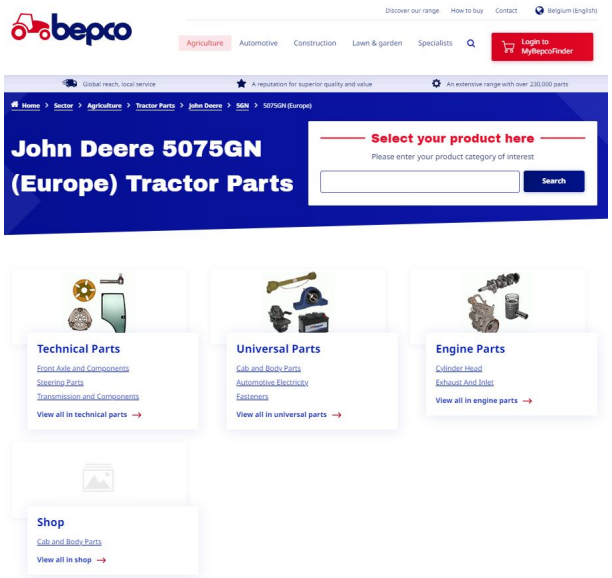
9750 tractormodel pagina's

EN DEZELFDE ZOEKWOORDCOMBI'S KWAMEN TELKENS NAAR BOVEN

Tractor parts
Tractor parts supplier
Buy tractor parts online
...



John Deere tractor parts
John Deere tractor parts supplier
Buy John Deere tractor parts online
...

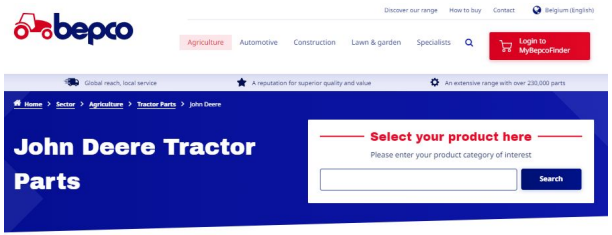


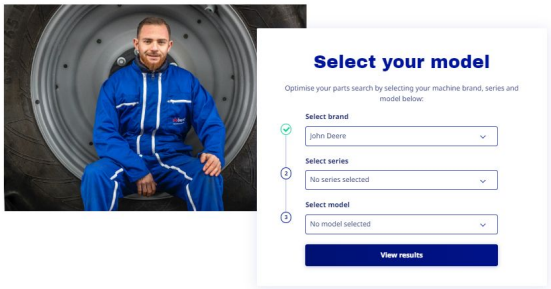
John Deere 5075gn parts
John Deere 5075gn parts supplier
Buy John Deere 5075gn parts online
...

NA WAT DENKWERK KWAM IK TOT EEN PLAN VAN AANPAK

DRIE TEKSTEN WERDEN OP ELKE PAGINA OPGELADEN VIA EEN SCRIPT

Waarbij het merk (bv John Deere) of het model (bv 5075GN) per pagina dynamisch in de teksten werden geladen (in 5 talen)





Tractors are essential on almost any farm as they provide the power and traction to help you save time by mechanising various agricultural tasks. These large heavy-duty agricultural machines are designed to last for several decades, but like other harvesting machinery, tractor parts are susceptible to wear and tear.

We understand the importance of quality and reliability in the agricultural industry. That's why Bepco has an established reputation for supplying quality John Deere tractor parts and accessories. With our comprehensive range of high quality John Deere tractor spares and tractor accessories at **competitive prices**, **next day or even same day delivery** from our network of regional warehouses and a **dedicated technical support team**, we can offer you the best possible service imaginable. Whether you need John Deere tractor parts and accessories for a routine inspection or major repairs or replacements. Bepco is regarded as the specialist among the generalists in the industry.

We are your one-stop-shop for John Deere tractor parts and accessories

To keep your John Deere tractors running, high quality tractor replacement parts are essential. Since our origins in 1958, Bepco has evolved into a major supplier of aftermarket John Deere tractor parts. Are you looking for replacement parts for your John Deere tractor? Look no further! We offer everything you need to keep your tractors operational at all times.

An ever-expanding range of spare parts for your John Deere tractor

Our commitment to first-class service and our in-depth knowledge makes Bepco the reliable partner you need for your John Deere parts. By following industry and technological developments we **continually expand our range** to offer a full parts service and choice to all agricultural machinery users. These include:

- Brakes
- Cab and Body Parts such as Gas Struts, Mirrors and Seats
- Electrical Components such as Switches, Batteries, Plugs & Sockets and Lighting
- Linkage
- Glass
- Wheels and tyres

Our **dedicated technical support team** were trained or worked at OEMs or franchised dealers so we know John Deere tractors inside out. We can provide you with technical assistance, support and guidance over the phone and also in the field. In addition we offer technical data sheets, John Deere diagrams, service bulletins, health and safety information and product training as well as assistance with retailing concepts.

A global supplier of John Deere tractor parts with warehouses worldwide

We supply our customers throughout Europe and the world via our main warehouses in France, Belgium and the UK. We also operate from warehouses in Spain, Australia, New Zealand, South Africa and Brazil. In many markets, we offer a delivery service the next day for all orders placed between 8 am and 6 pm. This means we can help you keep your John Deere tractor operational with quality parts at all time, wherever you are located in the world - whatever the age of machine. We are your **global one-stop-shop for John Deere parts**.

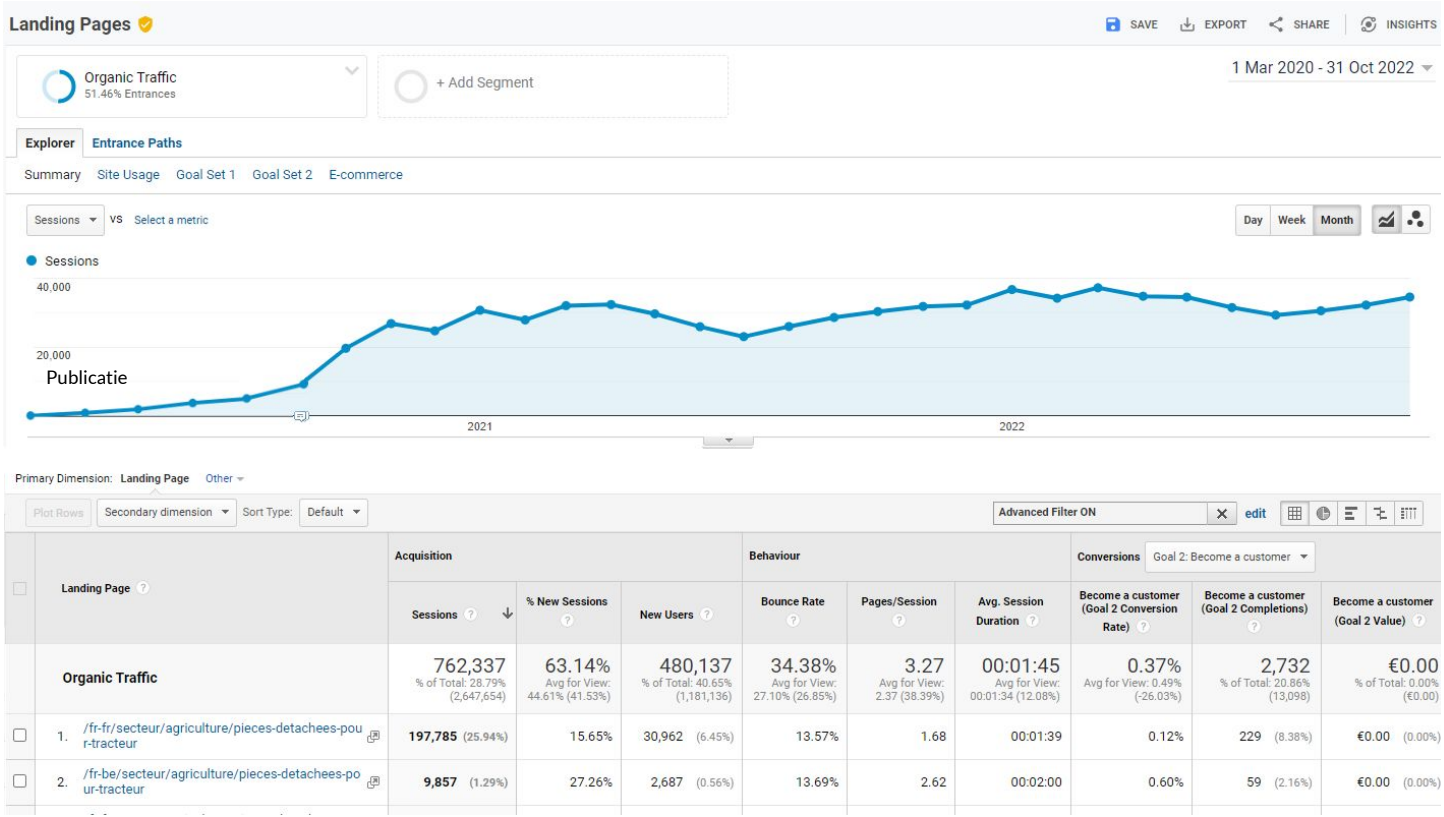
Would you like to buy new John Deere tractor parts online? Discover MyBepcoFinder

Would you like to buy John Deere tractor parts and accessories, with **24/7 access** to our online portal featuring **more than 150,000 individual items**? Then please apply here to become a customer. Already a customer? Login here to MyBepcoFinder. We are constantly developing our e-commerce platform with new products and offers to improve customers' daily use. Clear product images, precise technical details and comprehensive tractor applications make daily work that much easier.

Should you need any further information regarding our range of John Deere spare parts or any other topic, please feel free to contact us.

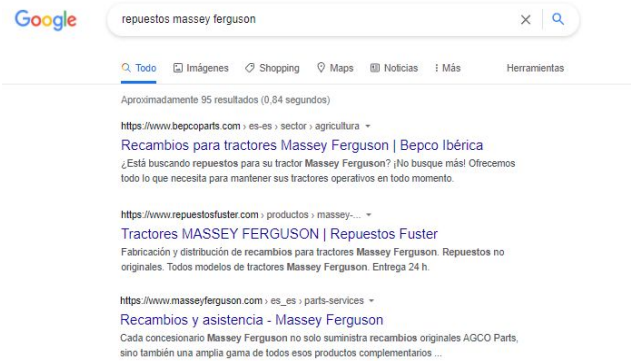
EN DAN WAS HET WACHTEN...

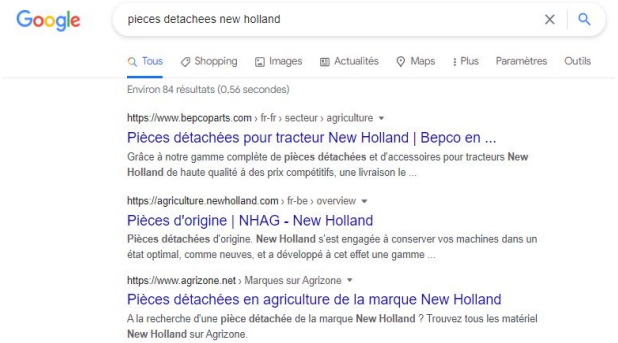
EN NA 6 WEKEN ZAGEN WE MEER BEZOEKERS: VAN 300 NAAR 40000

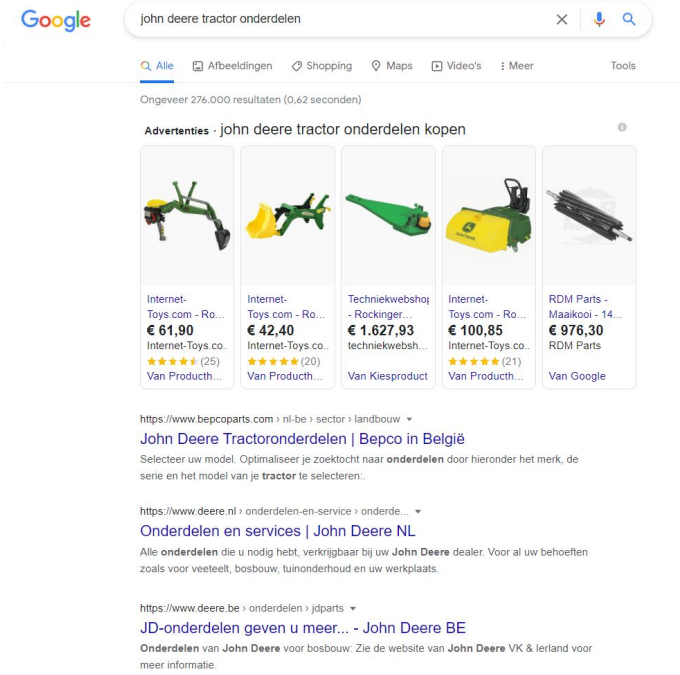


Live

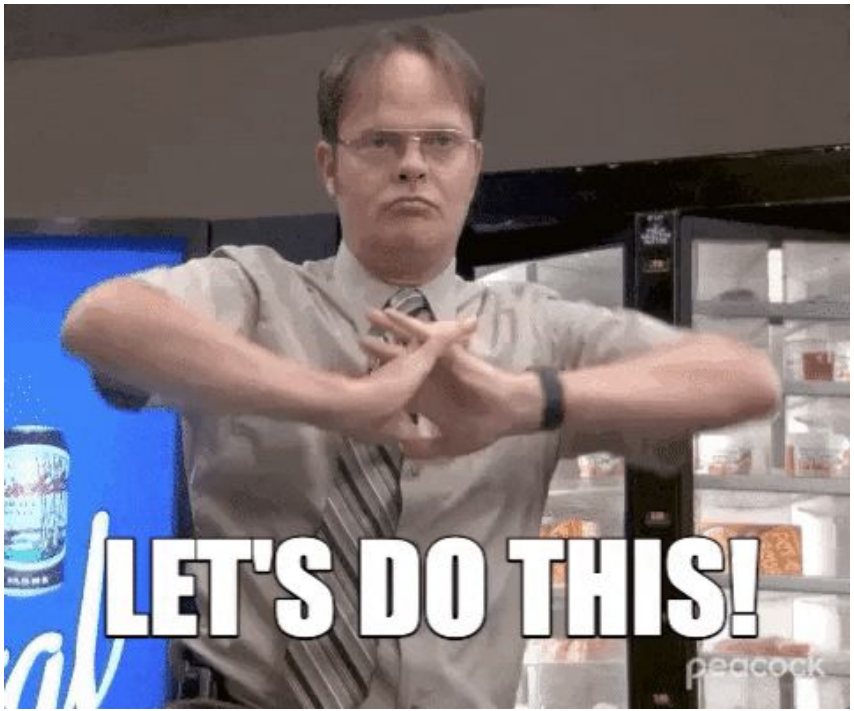
WE KWAMEN ZELFS BOVEN SOMMIGE MERKENWEBSITES TE STAAN







ANDERHALF JAAR LATER WAS HET TVH.COM Z'N BEURT... MAAR GROOTSER



HOEWEL WE VAN 0 MOESTEN STARTEN... EN IK ENKELE REQS HAD

COPY

IK WILDE UNIEKERE TEKSTEN

PUBLISHING

IK WILDE NIETS MANUEEL PUBLICEREN

ONDERHOUD

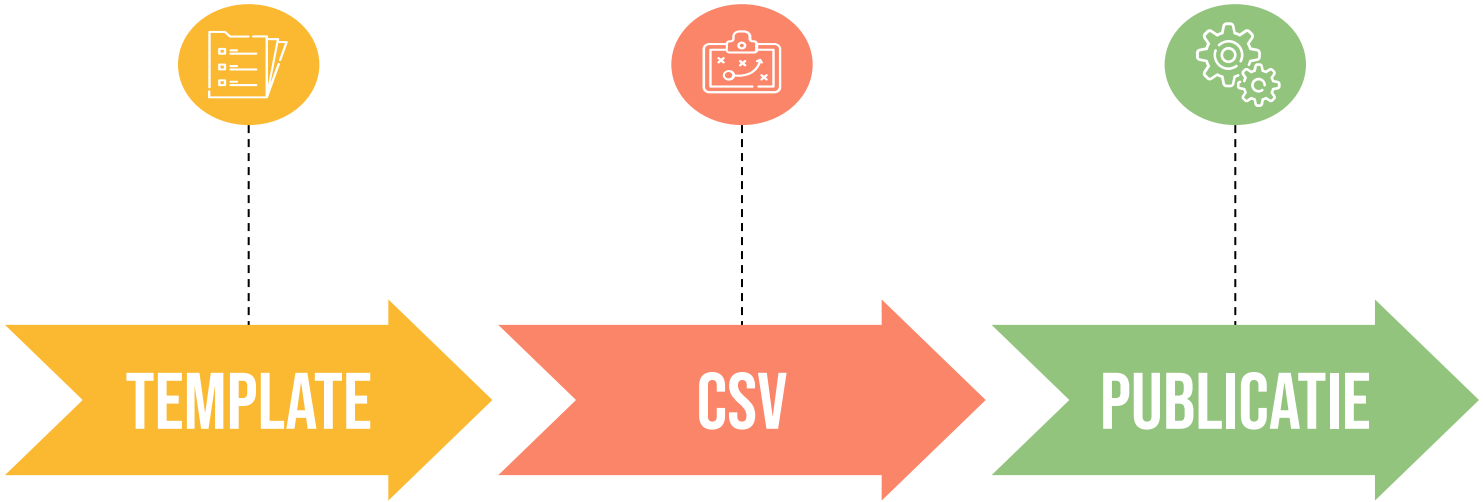
IK WILDE OM HET EVEN WANNEER PAGINA'S IN BULK KUNNEN OPTIMALISEREN

BEHEER

IK WILDE ZELF IN HET BEHEER ZIJN VAN DE FUNCTIONALITEIT, ZONDER HULP VAN DEVELOPERS

DE DEVELOPERS EN IK ZATEN SAMEN

EN WE KWAMEN OP EEN NIEUWE MANIER VAN CONTENT PUBLICEREN



OPNIEUW DOOR EEN BASISTEKST, MAAR DEZE KEER MET MEER TOKENS

TEMPLATE BRAND PAGE

Are you in need of **{budget-friendly|affordable|reasonably priced|low-cost|cost-effective} parts and accessories** suitable for **{Make-token} {MachinePlural-token}**? Whether you manage a few {MachinePlural-token} or an entire fleet of {MachinePlural-token}, our aftermarket parts allow you to **keep costs low** and keep your {Make-token} {MachinePlural-token} operating at **peak productivity**.

We are constantly adding new {MachineSingular-token} parts to our product lineup. Filters, tyres, batteries, engine components... You name it, we have it! Our aftermarket parts keep your {Make-token} {MachineSingular-token} up and running. We offer:

- **Support for most** if not all **{Make-token} {MachineSingular-token} models**.
- **95% same-day shipment**, **next-day delivery** to all our customers.
- Customer support in **42 languages**.
- A **dedicated technical support team** that will provide you with the best possible service imaginable.
- A **database of over 44 000 000 item numbers,** of which **more than 930 000 different references are in stock**.
- **87 600 part repairs per year**, of which 80 000 electronic part repairs.

Create a **free account** for our webshop MyTotalSource. You will **get access to a vast range of spare parts suitable for {Make-token} {MachinePlural-token}**. Already have an account? Log in now!

Create an account **Log in to shop**

WHY YOU SHOULD CHOOSE TVH AS YOUR {MACHINESINGULAR-TOKEN} PARTS SUPPLIER

TVH Parts is your **one-stop-shop** for material handling, industrial and agricultural equipment. Buying parts for {Make-token} {MachinePlural-token} at TVH guarantees you premium service and fast delivery, within 24-48 hours.

In our **online parts catalogue**, you will find a **wide variety of replacement parts suitable for {Make-token} {MachinePlural-token}**, including:

Cabin parts (i.e. seats, joysticks, mirrors, ...), electrical parts (i.e. batteries, starters, alternators, ...), engines and engine parts (belts, bearings, pistons, flywheels, crankshafts, ...), cooling (i.e. radiators, water pumps, ...), transmission parts, lights, filters, hydraulic parts (i.e. hydraulic pumps, hydraulic motors, accumulators, hydraulic cylinders, ...).

Each month, 24 500 new part numbers are added. You will never have to search for '{Make-token} {MachineSingular-token} parts near me' ever again. **In addition, we can provide you with the parts list or diagram for your machine**, so you have all the info you need at your fingertips.

Tokens die reeds gedefinieerd zijn:

{Make-token} die verwijst naar een merk zoals *Toyota*.
{MachineSingular-token} die verwijst naar een machine in het enkelvoud, zoals *heftruck*.
{MachinePlural-token} die verwijst naar een machine in het meervoud, zoals *heftrucks*.
{Country-token} die verwijst naar een land, zoals *België*.
{ProductGroupSingular-token} die verwijst naar een onderdeel in het enkelvoud, zoals *filter*.
{ProductGroupPlural-token} die verwijst naar een onderdeel in het meervoud, zoals *filters*.
{BrandUrlList-token} die verwijst naar een reeks van relevante merken met een interne link, zoals Ausa, Balkancar, BT.
{Spinner} die tijdens het publiceren een willekeurig woord kiest tussen de haakjes.

DE CSV BEVAT DE VARIABELEN DIE DE TEMPLATE VERRIJKEN

Elk lijntje in het CSV-bestand is één nieuwe pagina (die nadien wordt gepubliceerd op meerdere regio's, bv en-GB en en-SG)

A	B	C	D	E	F	G	H	I	K	L	M	N
Template_page	Make_Key	Machine _Key	Make	Machine Singular	Machine Plural	Region	Language	ID_parent_ page	H1	BrandURLlist	Meta_title	Meta_description
107116	Atlet	forklift	Atlet	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Atlet forklifts going	Ausa|node|107336, Balka	Parts for Atlet forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Atlet fork
107116	Ausa	forklift	Ausa	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Ausa forklifts going	Atlet|node|107331, Balkar	Parts for Ausa forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Ausa for
107116	Balkancar	forklift	Balkancar	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Balkancar forklifts going	Atlet|node|107331, Ausa|I	Parts for Balkancar forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Balkanc
107116	Baoli	forklift	Baoli	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Baoli forklifts going	Atlet|node|107331, Ausa|I	Parts for Baoli forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Baoli for
107116	BT	forklift	BT	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your BT forklifts going	Atlet|node|107331, Ausa|I	Parts for BT forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your BT forkli
107116	Cesab	forklift	Cesab	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Cesab forklifts going	Atlet|node|107331, Ausa|I	Parts for Cesab forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Cesab fo
107116	Coventry Climax	forklift	Coventry Climax	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Coventry Climax forklifts going	Atlet|node|107331, Ausa|I	Parts for Coventry Climax forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Coventry
107116	Daewoo	forklift	Daewoo	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Daewoo forklifts going	Atlet|node|107331, Ausa|I	Parts for Daewoo forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Daewoo
107116	DanTruck	forklift	DanTruck	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your DanTruck forklifts going	Atlet|node|107331, Ausa|I	Parts for DanTruck forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your DanTruc
107116	Fenwick	forklift	Fenwick	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Fenwick forklifts going	Atlet|node|107331, Ausa|I	Parts for Fenwick forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Fenwick
107116	Fiat	forklift	Fiat	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Fiat forklifts going	Atlet|node|107331, Ausa|I	Parts for Fiat forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Fiat forkl
107116	Halla	forklift	Halla	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Halla forklifts going	Atlet|node|107331, Ausa|I	Parts for Halla forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Halla for
107116	Hyundai	forklift	Hyundai	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Hyundai forklifts going	Atlet|node|107331, Ausa|I	Parts for Hyundai forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Hyundai
107116	Lansing	forklift	Lansing	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Lansing forklifts going	Atlet|node|107331, Ausa|I	Parts for Lansing forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Lansing
107116	LOC	forklift	LOC	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your LOC forklifts going	Atlet|node|107331, Ausa|I	Parts for LOC forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your LOC fork
107116	Montini	forklift	Montini	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Montini forklifts going	Atlet|node|107331, Ausa|I	Parts for Montini forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Montini f
107116	Nichiyu	forklift	Nichiyu	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Nichiyu forklifts going	Atlet|node|107331, Ausa|I	Parts for Nichiyu forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Nichiyu f
107116	OMG	forklift	OMG	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your OMG forklifts going	Atlet|node|107331, Ausa|I	Parts for OMG forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your OMG for
107116	Rocla	forklift	Rocla	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Rocla forklifts going	Atlet|node|107331, Ausa|I	Parts for Rocla forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Rocla for
107116	Shinko	forklift	Shinko	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Shinko forklifts going	Atlet|node|107331, Ausa|I	Parts for Shinko forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Shinko f
107116	Sisu	forklift	Sisu	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Sisu forklifts going	Atlet|node|107331, Ausa|I	Parts for Sisu forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Sisu fork
107116	Steinbock	forklift	Steinbock	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Steinbock forklifts going	Atlet|node|107331, Ausa|I	Parts for Steinbock forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Steinboc
107116	Stocklin	forklift	Stocklin	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Stocklin forklifts going	Atlet|node|107331, Ausa|I	Parts for Stocklin forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Stocklin
107116	Tailift	forklift	Tailift	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Tailift forklifts going	Atlet|node|107331, Ausa|I	Parts for Tailift forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Tailift for
107116	Unicarriers	forklift	Unicarriers	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Unicarriers forklifts going	Atlet|node|107331, Ausa|I	Parts for Unicarriers forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Unicarrie
107116	Utilev	forklift	Utilev	forklift	forklifts	en-gb;en-be;en-xf;en-xa;	en-oc	228	Parts and accessories to keep your Utilev forklifts going	Atlet|node|107331, Ausa|I	Parts for Utilev forklifts? TVH is your global supplier | [site:name]	In need of affordable parts and accessories suitable for your Utilev for

Referentie voor functionaliteit

Merk

Machine

Regio's waar de pagina op wordt gepubliceerd

Parent page

H1

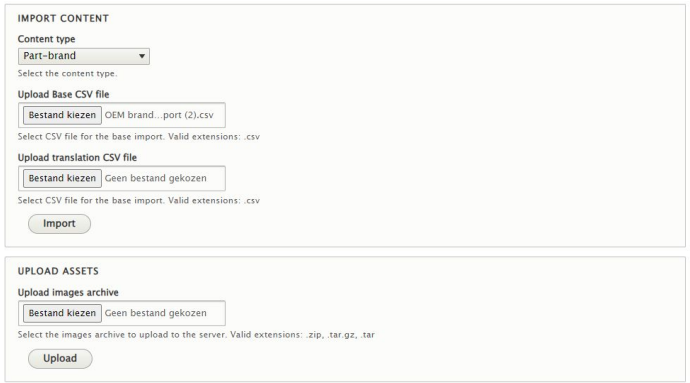
Interne links

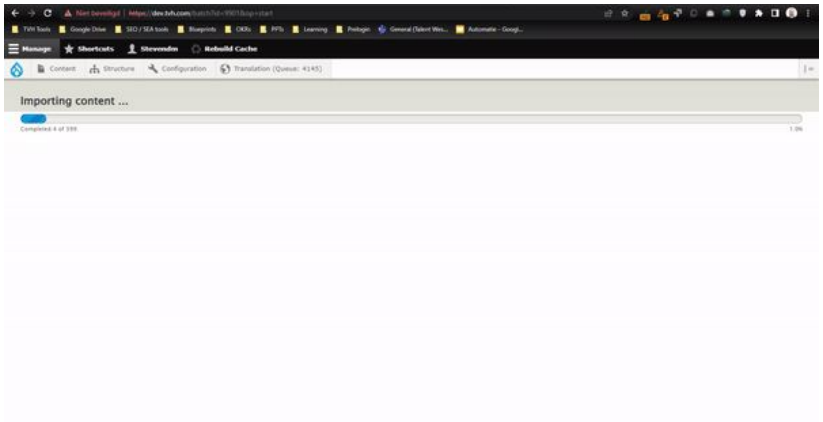
Meta title

Meta description

Niet zichtbaar: CRUD (Create - Update - Delete) commando

ENKEL NOG DE CSV UPLOADEN ...





EN DE PAGINA'S ZIJN AUTOMATISCH AANGEMAAKT!

TEILE UND ZUBEHÖR, UM IHRE TOYOTA GABELSTAPLER EINSATZBEREIT ZU HALTEN

Benötigen sie **preiswerte Teile und Zubehör** geeignet für **Toyota Gabelstapler**? Ob sie eine einzelne Gabelstapler oder eine ganze Flotte von Gabelstaplerverwalten, unsere Ersatzteile ermöglichen es ihnen, **die Kosten niedrig** zu halten und die Produktivität ihrer Toyota Gabelstapler auf dem Höchststand **zu halten**.

Wir nehmen ständig neue Gabelstapler Teile in unsere Produktpalette auf. Filter, Reifen, Batterien, Motorteile... Egal was sie suchen, wir haben es! Unsere Ersatzteile halten ihr Toyota Gabelstapler einsatzbereit. Unser Angebot:

- **Support für die meisten**, wenn nicht für alle **Toyota Gabelstapler Modelle**.
- **95% Versand am selben Tag**, **Lieferung am nächsten Tag** an alle unsere Kunden.
- Kundenbetreuung in **42 Sprachen**.
- Ein **engagiertes Team für technischen Support**, das ihnen den bestmöglichen Service bieten wird.
- Eine **Datenbank von über 44 000 000 Artikelnummern,** davon **über 930 000 verschiedene Referenzen auf Lager**.
- **87 600 Teilereparaturen pro Jahr**, davon 80 000 Reparaturen elektronischer Teile.

Erstellen sie ein **kostenloses Konto** für unseren Webshop MyTotalSource. Sie **erhalten Zugang zu einer breiten Palette von Ersatzteilen für Toyota Gabelstapler**. Haben sie bereits ein Konto? Melden sie sich jetzt an!

Erstellen sie ein Konto | **Melden sie sich im Shop an**

RECAMBIOS Y ACCESORIOS PARA MANTENER EN FUNCIONAMIENTO TUS CARRETILLAS ELEVADORAS TOYOTA

¿Necesitas recambios y accesorios de bajo costo adecuados para carretillas elevadoras Toyota? Tanto si manejas unos/-as carretillas elevadoras como toda una flota de carretillas elevadoras, nuestros recambios te permiten mantener los costes bajos y conservar tus carretillas elevadoras Toyota operando a la máxima productividad.

Constantemente añadimos nuevos recambios para carretillas elevadoras a nuestra gama de productos. Filtros, neumáticos, baterías, componentes del motor... ¡Tenemos lo que necesitas! Nuestros recambios mantienen tu carretilla elevadora Toyota en funcionamiento. Ofrecemos:

- Apoyo para la mayoría, si no **todos los modelos de carretillas elevadoras Toyota**.
- **95% de los envíos realizados en el mismo día**, entrega al siguiente día a todos nuestros clientes.
- Atención al cliente en **42 idiomas**.
- Un **equipo de apoyo técnico dedicado** que te brindará el mejor servicio posible.
- Una base de datos de **más de 44 000 000 de números de artículos**, de los cuales más de 930 000 referencias diferentes están en stock.
- **87 600 reparaciones de piezas al año**, de las cuales 80 000 reparaciones de piezas electrónicas.

Crea una cuenta gratuita para acceder a nuestra tienda en línea MyTotalSource. Tendrás acceso a una amplia gama de recambios adecuados para carretillas elevadoras Toyota. ¿Ya tienes una cuenta? ¡Inicia sesión ahora!

Crea una cuenta | **Inicia sesión para visitar la tienda**

TOYOTA FORKLİFTLERİ ÇALIŞIR DURUMDA TUTACAK PARÇALAR VE AKSESUARLAR

Toyota forkliftileri için uygun **düşük maliyetli parça ve aksesuarlara** mi ihtiyacınız var? İster birkaç forklifteri, ister bir forklifteri filosunun tamamını yönetin, satış sonrası parçalarımız **maliyetleri düşük tutmanıza** ve Toyota forklifteri'in **en yüksek verimlilikte çalışmasını sağlar.**

Ürün yelpazemize sürekli olarak yeni forklift parçaları ekliyoruz. Filtreler, lastikler, aküler, motor bileşenleri... Siz söyleyin, biz tedarik edelim Satış sonrası parçalarımız, Toyota forklift marka makinenizin her zaman çalışır durumda kalmasını sağlar. Size sunduklarımız:

- Toyota forklift modellerinin tümü olmasa da çoğu için destek.
- Türkiye stoklarımızdan 1-2 iş günü, Belçika stoklarımızdan 10-15 iş günü içerisinde teslimat sağlıyoruz.
- 42 dilde müşteri desteği.
- Sizlere en iyi hizmeti sağlayacak özel bir teknik destek ekibi.
- Stokta 930.000 farklı referansı bulunan 44.000.000 dan fazla ürün numarasına sahip veri tabanıyla 180 ülkeden müşterilere ürün tedarik ediyor.
- Yılda 87.600 parça onarımı, bunun 80.000'i elektronik parça onarımı.

MyTotalSource web mağazamız için ücretsiz bir hesap oluşturun. **Toyota forkliftleri için uygun çok çeşitli yedek parçalara erişebileceksiniz**. Zaten hesabınız var mı? Şimdi giriş yapın!

Hesap oluştur | **Giriş yap**

CZĘŚCI I AKCESORIA, DZIĘKI KTÓRYM TWÓJE WÓZKI WIDŁOWE TOYOTA BEDĄ DZIAŁAĆ

Czy potrzebujesz **rozsądnych cenowo części i akcesoriów** odpowiednich dla **Toyota wózki widłowe**? Niezależnie od tego, czy zarządzasz kilkoma maszynami wózki widłowe, czy całą flotą wózki widłowe, nasze części zamienne pozwalają utrzymać **koszty na niskim poziomie** i utrzymać Twoją Toyota wózki widłowe działającą z **najwyższą wydajnością**.

Wciąż dodajemy nowe wózek widłowy części do naszego asortymentu produktów. Filtry, opony, akumulatory, części silnika... Mamy wszystko czego szukasz! Nasze części zamienne utrzymują Twoją Toyota wózek widłowy w stanie gotowości do pracy. Oferujemy:

- **Wsparcie dla większości,** jeśli nie wszystkich modeli **Toyota wózek widłowy** .
- **95% wysyłek tego samego dnia, dnia, dostawa następnego dnia** do wszystkich naszych klientów.
- Wsparcie klienta w **42 językach**.
- **Dedykowany zespół wsparcia technicznego** zapewni Ci najlepszą możliwą obsługę, jaką można sobie wyobrazić.
- **Baza danych zawierająca ponad 44 000 000 numerów katalogowych,,** z czego **ponad 930 000 różnych artykułów znajduje się na stanie magazynowym**.
- **87 600 napraw części rocznie**, z czego 80 000 to naprawy części elektronicznych.

Załóż **darmowe konto** w naszym sklepie internetowym MyTotalSource. Uzyskasz **dostęp do szerokiego asortymentu części zamiennych odpowiednich do Toyota wózki widłowe.**. Masz już konto? Zaloguj się teraz!

Załóż nowe konto | **Zaloguj się do sklepu**

FORKLİFT PARÇALARI İÇİN TEDARİKÇİNİZ OLARAK NEDEN TVH'İ SEÇMELİSİNİZ?

TVH Parts, malzeme taşıma ve endüstriyel ekipmanlarınızın yedek parçaları ve aksesuarları için **tek durağınızdır.** TVH'de Toyota forkliftleri için parça satın almak, 24-48 saat içinde size birinci sınıf hizmet ve hızlı teslimat garantisi verir.

Çevrimiçi parça kataloğumuzda, **aşağıdaki markalar da dahil, Toyota forkliftleri** için uygun çok çeşitli yedek parçalar bulacaksınız:

Kabin parçaları İkoltuklar, joystickler, aynalar, ...İ, elektrikli parçalar İakü aksesuarları, marş motorları, alternatörler, ...İ, motor parçaları İkayışlar, yataklar, pistonlar, volanlar, krank milleri, ...İ, soğutma İradyatörler, devirdaim pompaları, ...İ, şanzıman parçaları, rşıklar, filtreler, hidrolik parçalar İhidrolik pompalar, hidrolik motorlar, akümülatörler, hidrolik silindirler, ...İ.

Stoklarımıza her ay 24.500 yeni parça ekleniyor. Bir daha asla "Yüklenmiş forklift ProductGroupPlural-bileşen parçaları" yazıp aramak zorunda kalmayacaksınız. **Ek olarak, makineniz için parça listesi veya bilgi grafikleri sağlayabiliriz,** böylece ihtiyacınız olan tüm bilgiler parmaklarınızın ucunda olur.

DLACZEGO POWINIENEŚ WYBRAĆ TVH JAKO DOSTAWCĘ CZĘŚCI DO WÓZEK WIDŁOWY

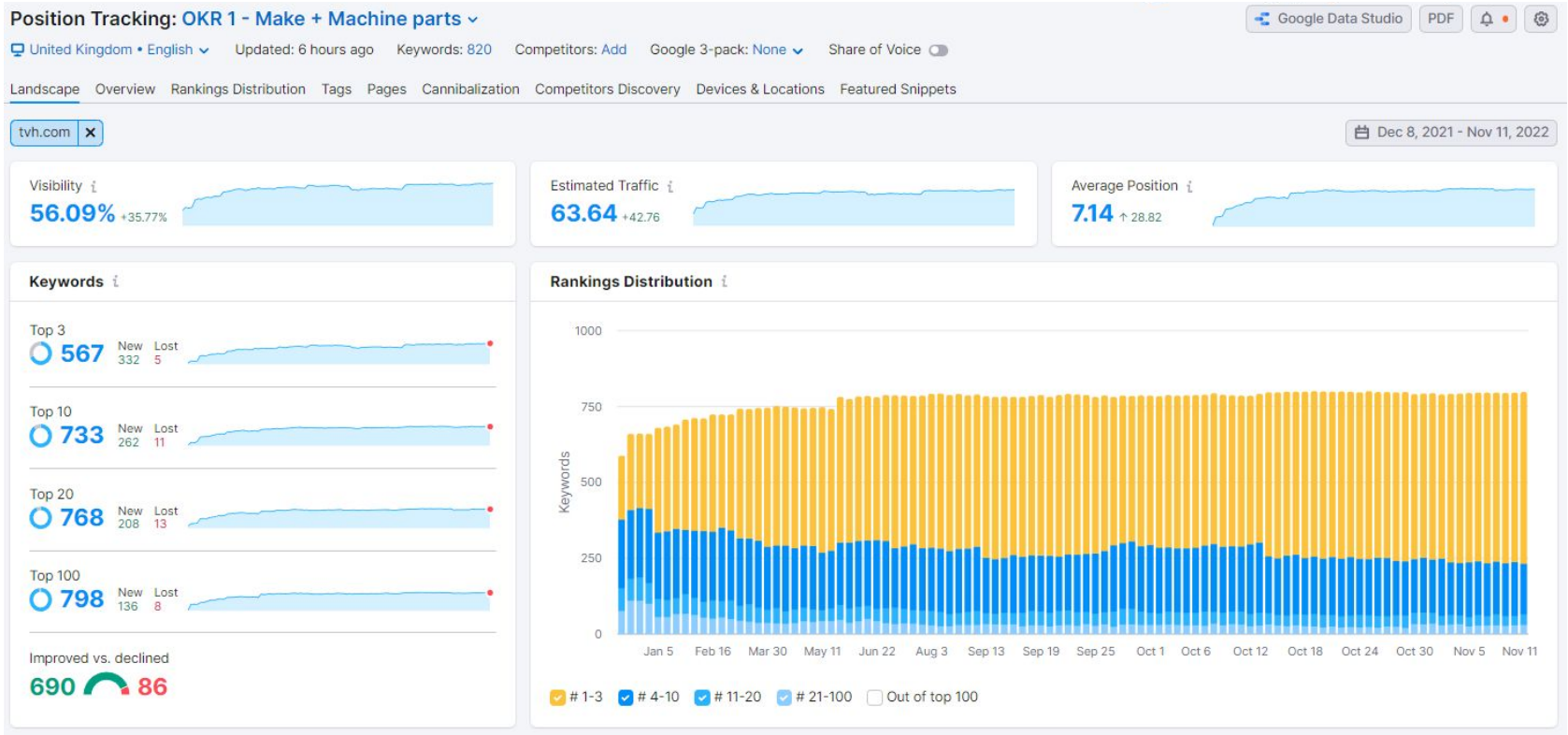
TVH Parts to **kompleksowy sklep** z artykułami do maszyn transportu materiałów, przemysłowych i rolniczych. Kupowanie części do Toyota wózki widłowe w TVH gwarantuje najwyższą jakość usług i szybką dostawę, w ciągu 24-48 godzin.

W naszym **internetowym katalogu części zamiennych**, znajdziesz **szeroki wybór części zamiennych odpowiednich dla Toyota wózki widłowe**, w tym:

Części do kabiny İnp. fotele, joysticki, lusterka, ...İ, części elektryczne İnp. akumulatory, rozrusznik, alternatory, ...İ, silniki i części silnikowe İpaski, łożyska, tłoki, koła zamachowe, wały korbowe, ...İ, chłodzenie İnp. chłodnice, pompy wody, ...İ, części do skrzyni biegów, światła, filtry, części hydrauliczne İnp. pompy hydrauliczne, silniki hydrauliczne, akumulatory, siłowniki hydrauliczne, ...İ. Przetłumaczono z www.DeepL.com/Translator (wersja darmowa)

Każdego miesiąca dodawanych jest 24 500 nowych numerów części. Już nigdy więcej nie będziesz musiał szukać części do 'wózek widłowy Toyota w' innym miejscu. **Dodatkowo możemy dostarczyć Ci listę części lub schemat Twojej maszyny**, abyś miał wszystkie potrzebne informacje pod ręką.

EN GOOGLE ZAG DAT HET GOED WAS (+70% VAN KWS IN TOP 3 IN DE UK)



DE NUMMER 1 POSITIES VOLGDEN SNEL

Keyword	SERP	Pos.	Diff	Visibility	Diff	Est. traffic	Diff	Vol.	CPC	URL
atlet order picker parts		1	↑12	0.237%	+0.228	0.12	+0.12	10	n/a	https://www.tvh.com/en-xe/part...r-pickers/atlet
nichiyu reach truck parts		1	↑7	0.237%	+0.214	0.12	+0.11	10	n/a	https://www.tvh.com/en-gb/part...-trucks/nichiyu
hyundai reach truck parts		1	↑3	0.237%	+0.185	0.12	+0.10	10	n/a	https://www.tvh.com/en-xe/part...-trucks/hyundai
nissan reach truck parts		1	↑4	0.237%	+0.197	0	0	n/a	n/a	https://www.tvh.com/en-gb/part...orklifts/nissan
isuzu reach truck parts		1	↑35	0.237%	+0.232	0.12	+0.12	10	n/a	https://www.tvh.com/parts/get-...ch-trucks/isuzu
rocla reach truck parts		1	↑8	0.237%	+0.217	0.12	+0.11	10	n/a	https://www.tvh.com/en-gb/part...ch-trucks/rocla
aichi boom lift parts		1	↑7	0.237%	+0.214	0.12	+0.11	10	n/a	https://www.tvh.com/parts/get-...oom-lifts/aichi
dingli boom lift parts		1	↑2	0.237%	+0.175	0.12	+0.09	10	n/a	https://www.tvh.com/parts/get-...om-lifts/dingli
dinolift boom lift parts		1	↑5	0.237%	+0.210	0.12	+0.11	10	n/a	https://www.tvh.com/en-gb/part...-lifts/dinolift
grove boom lift parts		1	↑9	0.237%	+0.223	0.12	+0.12	10	n/a	https://www.tvh.com/en-gb/part...oom-lifts/grove
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jcb boom lift parts		1	↑4	0.237%	+0.197	0.12	+0.10	10	n/a	https://www.tvh.com/en-gb/part.../boom-lifts/jcb
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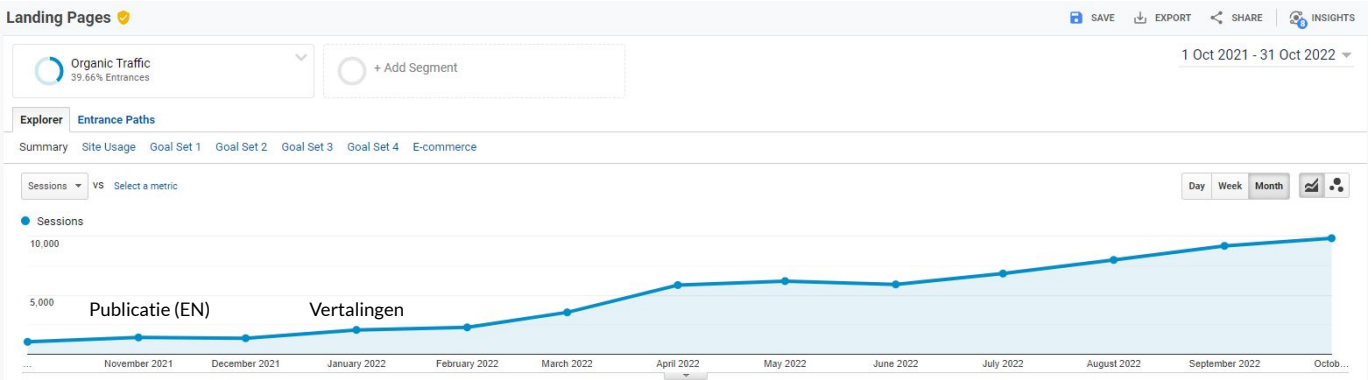
niftylift boom lift parts		1	↑15	0.237%	+0.229	0.12	+0.12	10	n/a	https://www.tvh.com/en-gb/part...lifts/niftylift
aichi scissor lift parts		1	↑8	0.237%	+0.217	0.12	+0.11	10	n/a	https://www.tvh.com/parts/get-...sor-lifts/aichi
almac scissor lift parts		1	↑10	0.237%	+0.224	0.12	+0.12	10	n/a	https://www.tvh.com/parts/get-...sor-lifts/almac
bravi scissor lift parts		1	↑2	0.237%	+0.175	0.12	+0.09	10	n/a	https://www.tvh.com/en-gb/part...sor-lifts/bravi
dingli scissor lift parts		1	↑6	0.237%	+0.212	0.12	+0.11	10	n/a	https://www.tvh.com/en-gb/part...or-lifts/dingli
grove scissor lift parts		1	↑11	0.237%	+0.227	0.12	+0.12	10	n/a	https://www.tvh.com/en-xe/part...sor-lifts/grove
imer/itec scissor lift parts		1	new	0.237%	new	0.60	new	50	n/a	https://www.tvh.com/parts/get-...ifts/imer-iteco
jcb scissor lift parts		1	↑24	0.237%	+0.231	0.12	+0.12	10	n/a	https://www.tvh.com/en-gb/part...issor-lifts/jcb

EN HET ORGANISCH VERKEER: VAN 1000 NAAR 10000 IN ÉÉN JAAR TIJD

Experiment met 15 pagina's in augustus

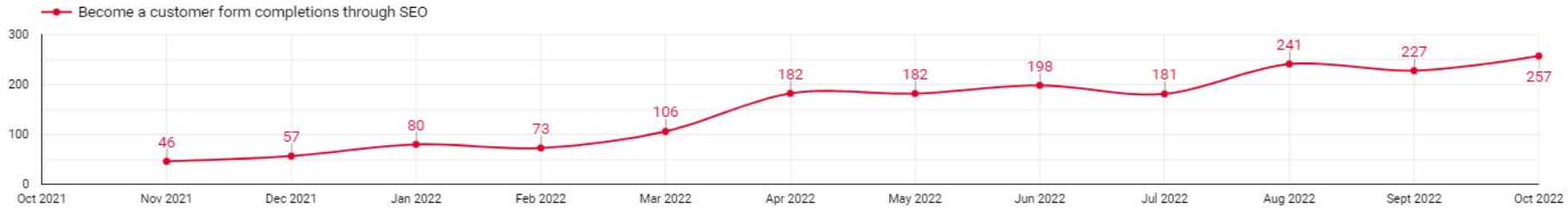


Primary Dimension: Landing Page Other

Plot Rows | Secondary dimension | Sort Type: Default | Advanced Filter ON | edit

Landing Page	Acquisition			Behaviour			Conversions (All Goals)		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions	Goal Value
Organic Traffic	63,485 % of Total: 1.53% (4,161,735)	80.92% Avg for View: 60.04% (34.77%)	51,371 % of Total: 2.06% (2,498,729)	57.73% Avg for View: 55.65% (3.72%)	2.45 Avg for View: 1.95 (25.23%)	00:01:36 Avg for View: 00:01:36 (0.51%)	1.19% Avg for View: 0.56% (111.93%)	756 % of Total: 3.23% (23,388)	€0.00 % of Total: 0.00% (€0.00)
1. /fr-fr/pieces/inspirez-vous/pieces-pour/engins-de-terrassement-et-tp/mini-pelles/bobcat	5,885 (9.27%)	83.79%	4,931 (9.60%)	62.99%	2.35	00:01:21	0.00%	0 (0.00%)	€0.00 (0.00%)
2. /parts/get-inspired/parts-for/forklifts/linde	594 (0.94%)	77.27%	459 (0.89%)	53.03%	2.62	00:01:36	3.03%	18 (2.38%)	€0.00 (0.00%)
3. /parts/get-inspired/parts-for/forklifts/manitou	567 (0.89%)	74.60%	423 (0.82%)	49.21%	3.79	00:02:16	4.76%	27 (3.57%)	€0.00 (0.00%)
4. /parts/get-inspired/parts-for/forklifts/hyster	549 (0.86%)	72.13%	396 (0.77%)	65.57%	2.30	00:01:18	0.00%	0 (0.00%)	€0.00 (0.00%)
5. /parts/get-inspired/parts-for/forklifts/yale	522 (0.82%)	82.76%	432 (0.84%)	60.34%	2.40	00:01:15	3.45%	18 (2.38%)	€0.00 (0.00%)
6. /en-xe/parts/get-inspired/parts-for/forklifts/nissan	486 (0.77%)	74.07%	360 (0.70%)	64.81%	1.87	00:01:10	1.85%	9 (1.19%)	€0.00 (0.00%)
7. /parts/get-inspired/parts-for/forklifts/kalmar	477 (0.75%)	83.02%	396 (0.77%)	49.06%	2.42	00:01:55	0.00%	0 (0.00%)	€0.00 (0.00%)

MET EEN GELIJKAARDIGE GROEI IN AANTAL LEADS (B2B)



	Landing Page	Conversions ▾
1.	www.tvh.com/fr-fr/pieces/inspirez-vous/pieces-pour/engins-de-terrassement-et-tp/mini-pelles/bobcat	156
2.	www.tvh.com/parts/get-inspired/parts-for/forklifts/manitou	39
3.	www.tvh.com/parts/get-inspired/parts-for/forklifts/hyster	25
4.	www.tvh.com/parts/get-inspired/parts-for/forklifts/linde	24
5.	www.tvh.com/en-xe/parts/get-inspired/parts-for/tractors/belarus	23
6.	www.tvh.com/en-au/parts/get-inspired/parts-for/small-earth-moving-equipment/mini-excavators/takeuchi	23
7.	www.tvh.com/parts/get-inspired/parts-for/forklifts/toyota	17
8.	www.tvh.com/parts/get-inspired/parts-for/forklifts/jungheinrich	17
	Grand total	**1,829**

1 - 100 / 705 < >

	Date ▾	Become a customer form completi...
1.	31 Oct 2022	10
2.	30 Oct 2022	7
3.	29 Oct 2022	9
4.	28 Oct 2022	7
5.	27 Oct 2022	9
6.	26 Oct 2022	8
7.	25 Oct 2022	11
8.	24 Oct 2022	15
	Grand total	**1,829**

1 - 100 / 335 < >

4 LEARNINGS OM MEE TE NEMEN

01 ‘DUPLICATE’	Google kan een resem van gelijkaardige pagina’s van elkaar onderscheiden door de aanwezigheid van 1 of 2 variabelen. De URL, meta title en H1 helpen hier sterk bij.
02 CLUSTERS	Probeer clusters van zoekwoorden mee te nemen die relevant zijn aan elkaar. Zo vergroot je jouw bereik. Ook al zeggen de KWR tools dat er geen zoekvolume op zit, ze zitten er vaak naast.
03 INDEXATIE	Indexatie is vaak de grootste uitdaging bij dit type projecten. Interne links en een manuele fetch in GSC doen wonderen.
04 BUGS	Bugs snel ontdekken is cruciaal. Ik ontdekte pas na een week dat de tokens op één of andere manier gereset waren op de pagina’s (vb Toyota heftruck -> {Make-token} {MachineSingular-token}). Met als gevolg een drop in rankings en verkeer.
05 DEVS	Goede devs zijn een godsgeschenk voor een SEO’er!

KEEPS YOU GOING.

VOLGEND JAAR SCALEN WE TO THE MOON

Halverwege 2023 stellen we via tvh.com onze gloednieuwe ecom omgeving open voor zoekmachines. Hierdoor gaan we **van een <50K URL website groeien naar een +5M URL website**.

Deze import functionaliteit zal ook geredeveloped worden in het nieuwe CMS 🥳

Dit zal o.a. geautomatiseerd worden:

- ★ MachinexModel: 77K x 35 regio's = 2.7M URLs
- ★ MachinexParts: 45K x 35 regio's = 1.6M URLs
- ★ TBD ModelxParts: 770K x 35 regio's = 27M URLs

(en ik kan misschien wel wat hulp gebruiken)

Q&A