



Posicionar en países que se tienen amor-odio

Dinámicas y rivalidades DACH.

By Dani Leitner

¿Qué es DACH?

Dach



Haus



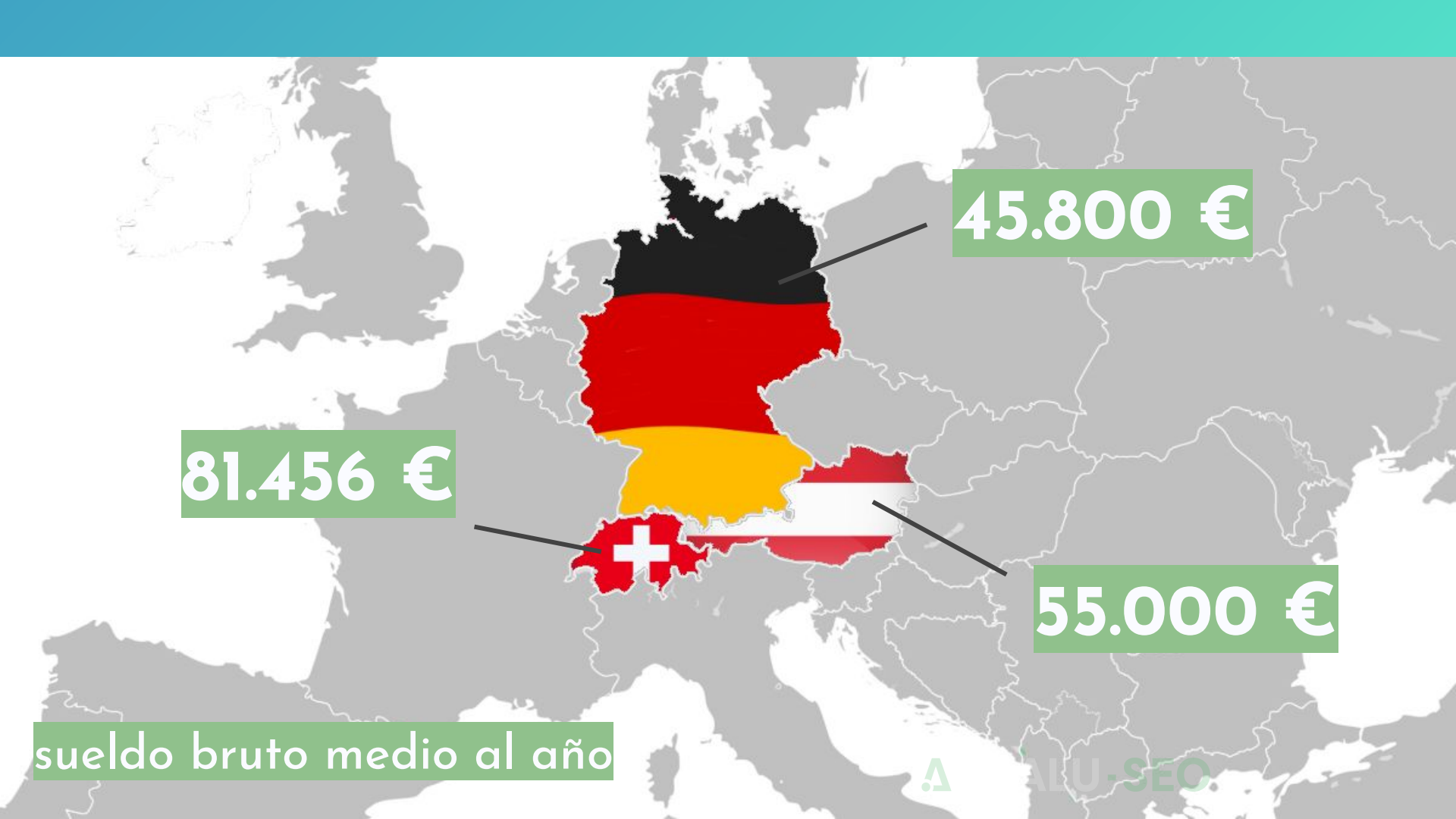




100
Millones



100 Millones
= 2x España



81.456 €

45.800 €

55.000 €

suelo bruto medio al año

21.000 €
al año

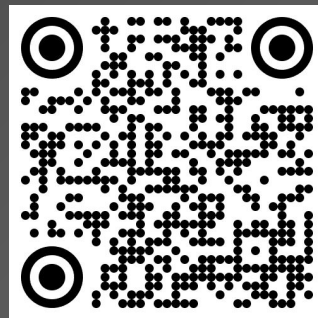


Hi, I am Dani Leitner.
An Independent Swiss
SEO Consultant.

danileitner.ch



Scan to Match



Dani Leitner | danileitner.ch/andalu-seo/

ANDALU-SEO







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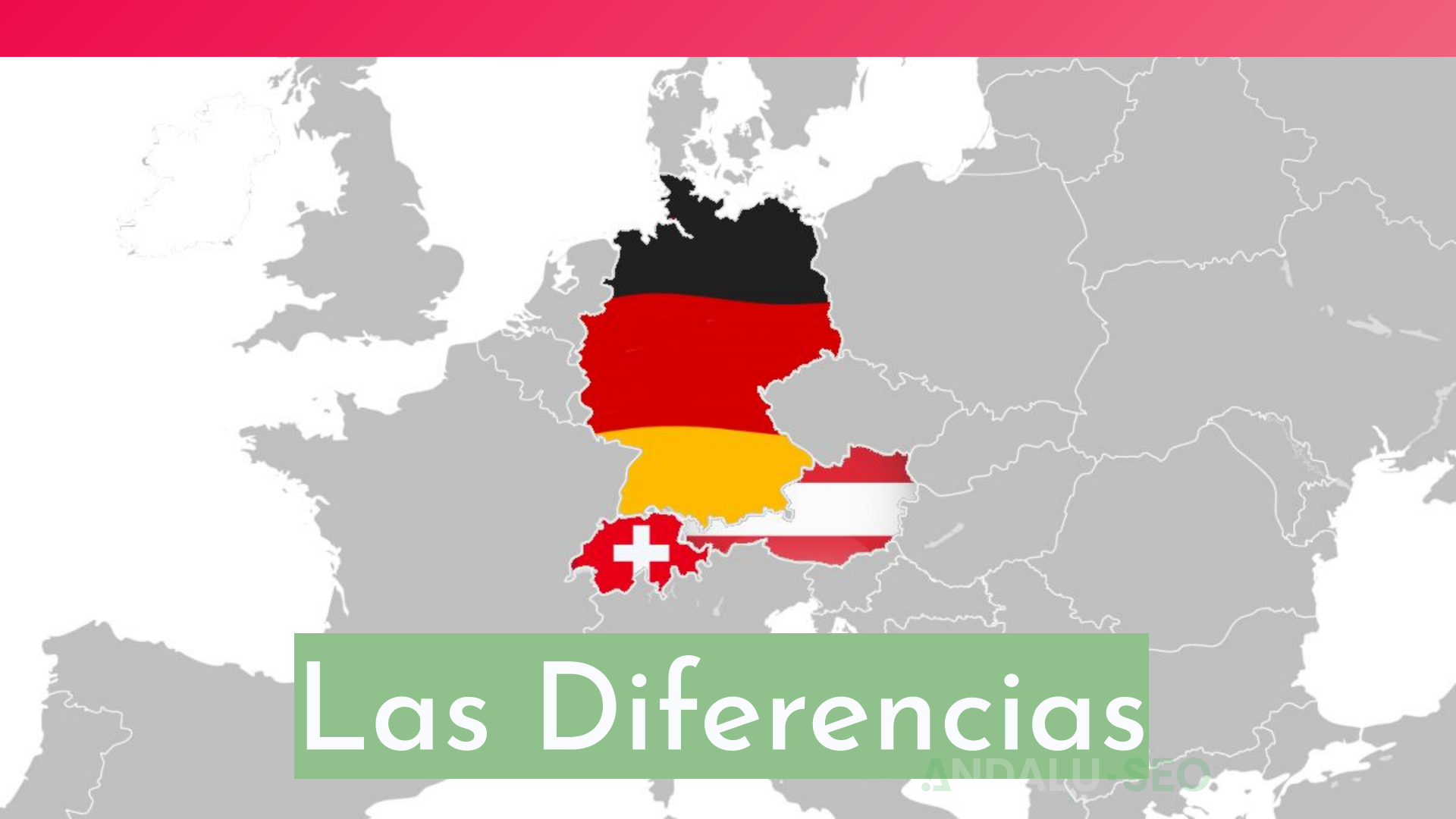

Mallorca

ALU-SEO



Mallorca

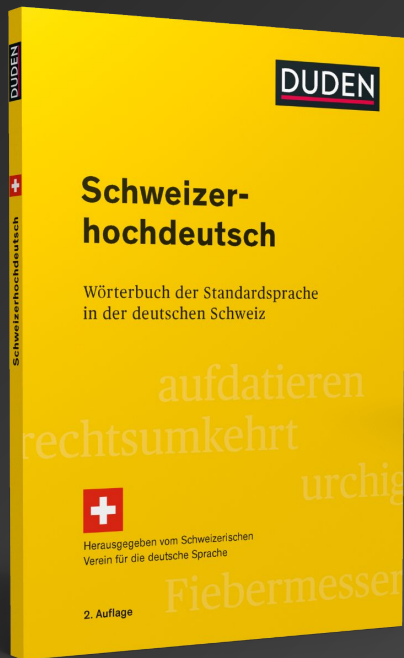
ANDALU-SEO

A map of Europe with a grey background. The borders of the countries are outlined in white. Overlaid on the map are the flags of Germany (black, red, and gold horizontal stripes), Spain (red, white, and red horizontal stripes), and Switzerland (a red shield with a white cross).

Las Diferencias

ANDALU-SEO

#1: IDIOMA







Ese año



Dieses Jahr



Heuer





Bicicleta



Fahrrad



Velo



acera



Bürgersteig



Gehsteig



Trottoir

A map of Europe with a grey background. The map highlights three countries with their respective flags: Germany (black, red, and gold horizontal stripes) in the north, Spain (red, white, and red horizontal stripes) in the south, and Switzerland (red with a white cross) in the southwest. A green banner with white text is overlaid at the bottom.

LOCALIZACIÓN!!!

ANDALU-SEO

Keyword-Recherche

Finde die profitabelsten Keywords

1. seo localization



 ANALYSIEREN

#2 Búsqueda de Palabras Clave

Keyword Recherche



SUCHVOLUMEN ⁱ ✓ Aktualisiert

170

600



Jul 2024

Jan 2025

SUCHVOLUMEN ⁱ ✓ Aktualisiert

2.9K

4.8k



Jul 2024

Jan 2025

SUCHVOLUMEN ⁱ ✓ Aktualisiert

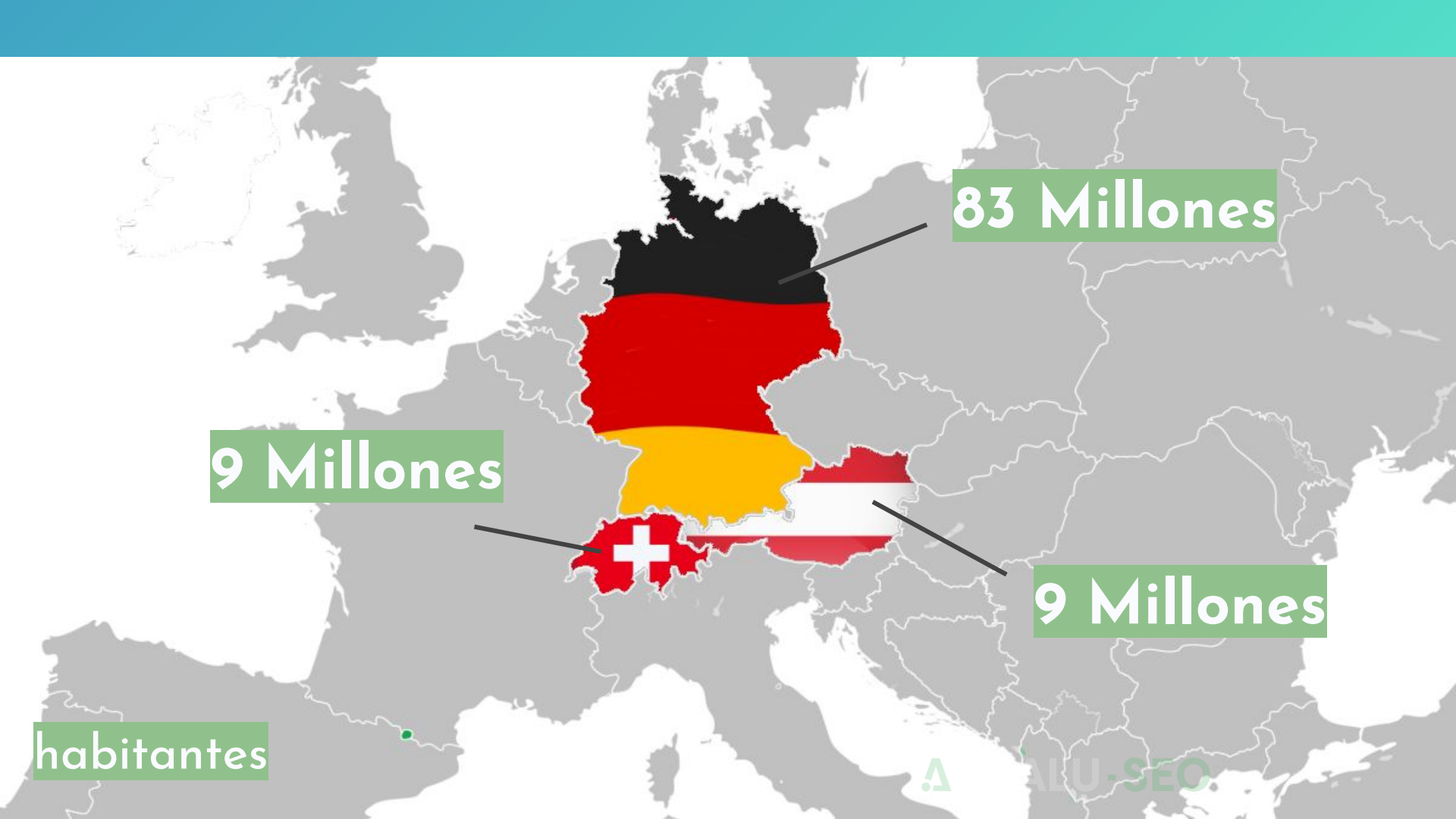
260

600



Jul 2024

Jan 2025



83 Millones

9 Millones

9 Millones

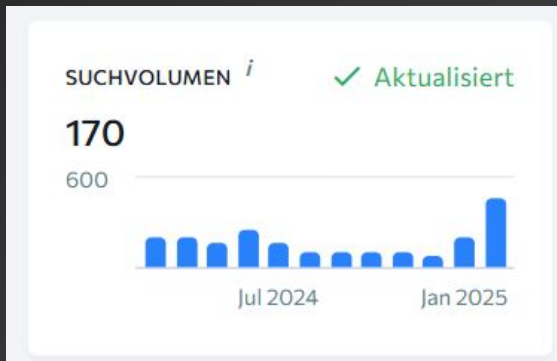
habitantes

ALU-SEO

Keyword Recherche



???



100 %



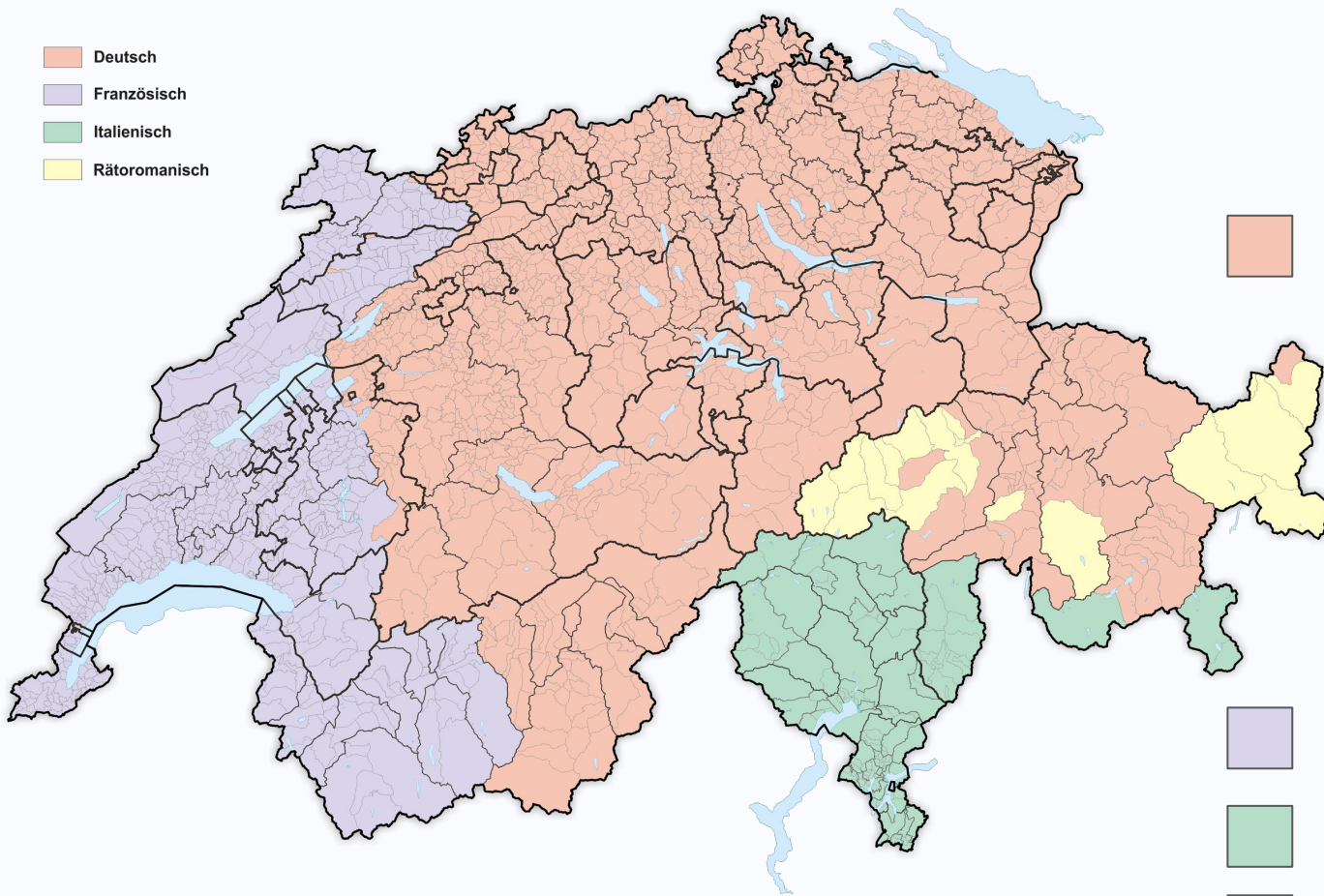
290



aprox. 10 %



Deutsch
Französisch
Italienisch
Rätoromanisch



Alemán 62,3 %
aprox. 5,6 Millones



Francés 22,8 %



Italiano 8 %



Romanche 0,5 %



Keyword Recherche



174

aprox. 6 %?



100 %



aprox. 10 %

SUCHVOLUMEN *i* ✓ Aktualisiert

170

600



Jul 2024

Jan 2025

SUCHVOLUMEN *i* ✓ Aktualisiert

2.9K

4.8k



Jul 2024

Jan 2025

SUCHVOLUMEN *i* ✓ Aktualisiert

260

600



Jul 2024

Jan 2025



#3 El caso suizo

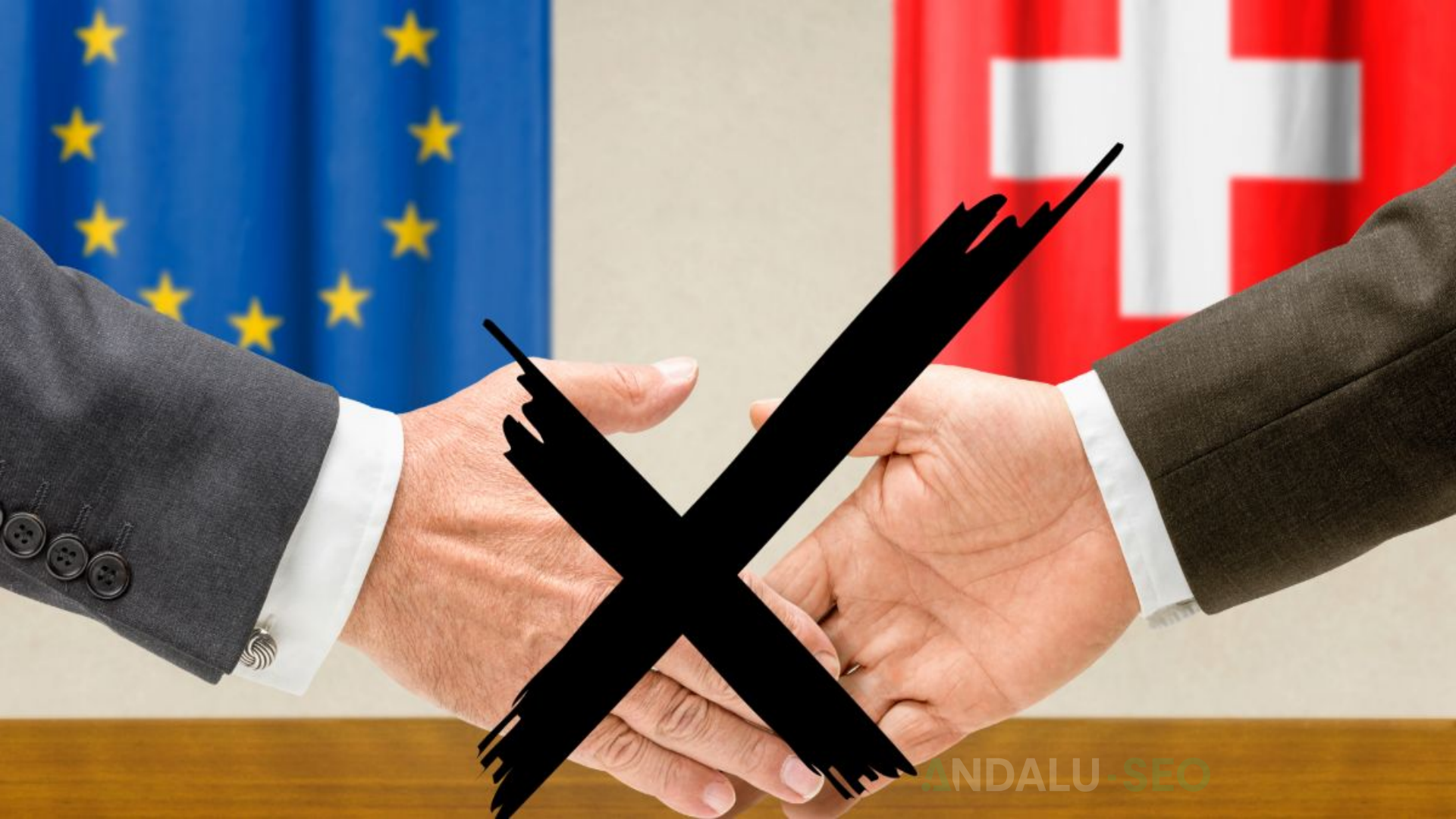
Dani Leitner | danileitner.ch/andalu-seo/

SEO









A close-up, over-the-shoulder shot of a person with long blonde hair wearing a dark blue jacket. The back of the jacket features the word 'ZOLL' in large, white, reflective letters. The person is standing in front of a red and white striped barrier, which is slightly out of focus. A green rectangular box is overlaid on the left side of the image, containing the text 'Hay aduana' in white.

Hay aduana

Dani Leitner | danileitner.ch/andalu-seo/

ANDALU-SEO



!A

-SEO



no tienen Euro

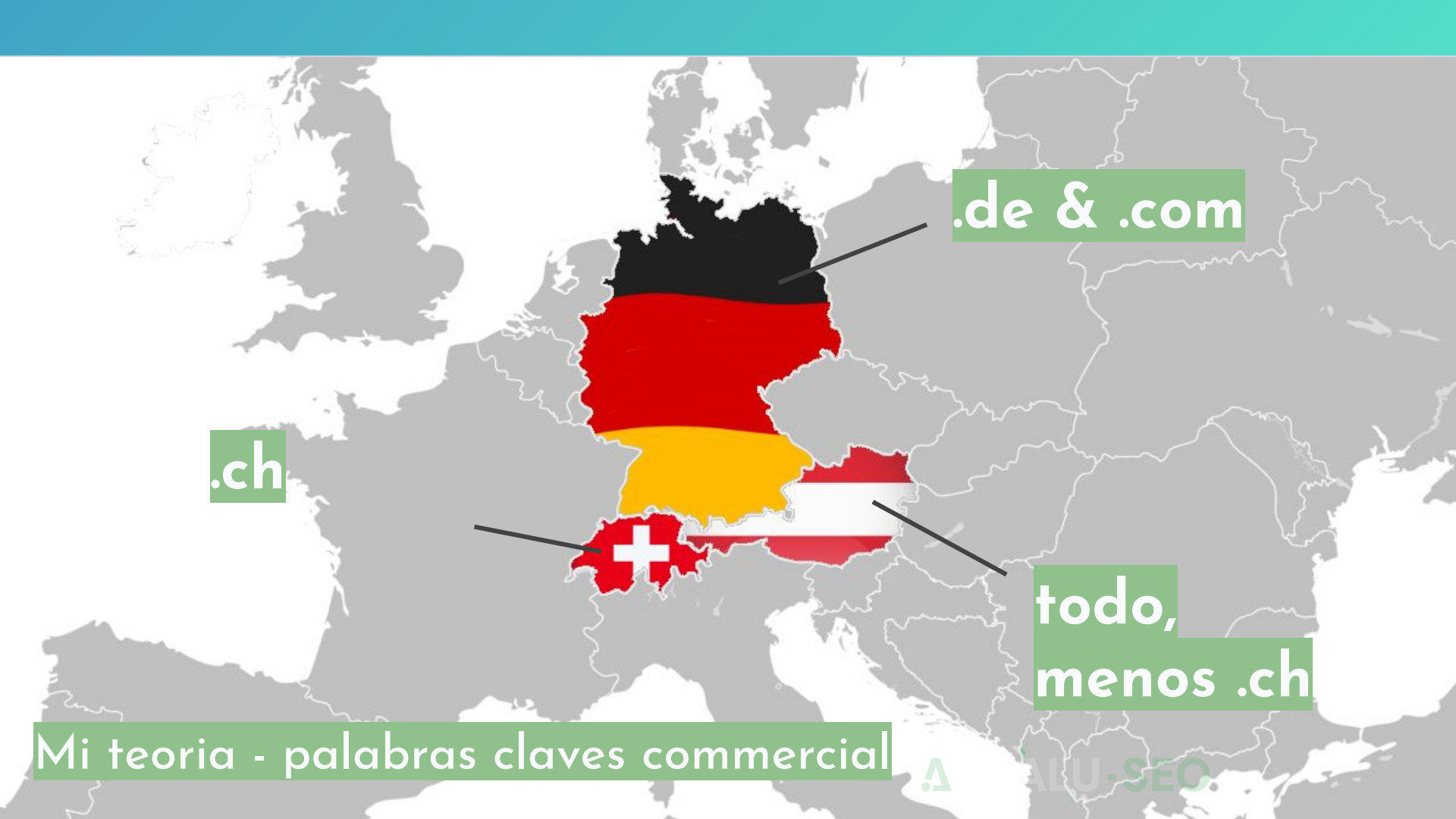
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In Coca-Cola steckt mehr Schweiz, als man denkt



#4 Dominios



.de & .com

.ch

todo,
menos .ch

Mi teoria - palabras claves commercial



ALU-SEO

Los Datos



6.000

Palabras Claves
más buscados
en DE, AT y CH

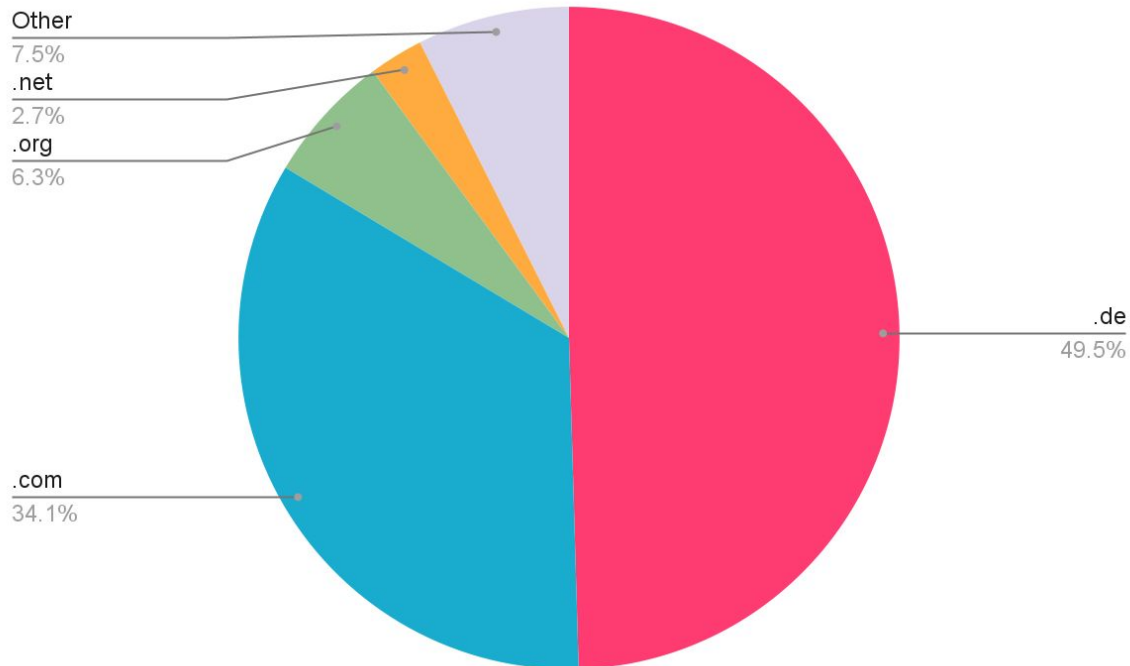
50 / 50

Informacionales
y
Comerciales

TOP 10

Dominios para
cada País /
Palabra Clave

Informacional en Alemania

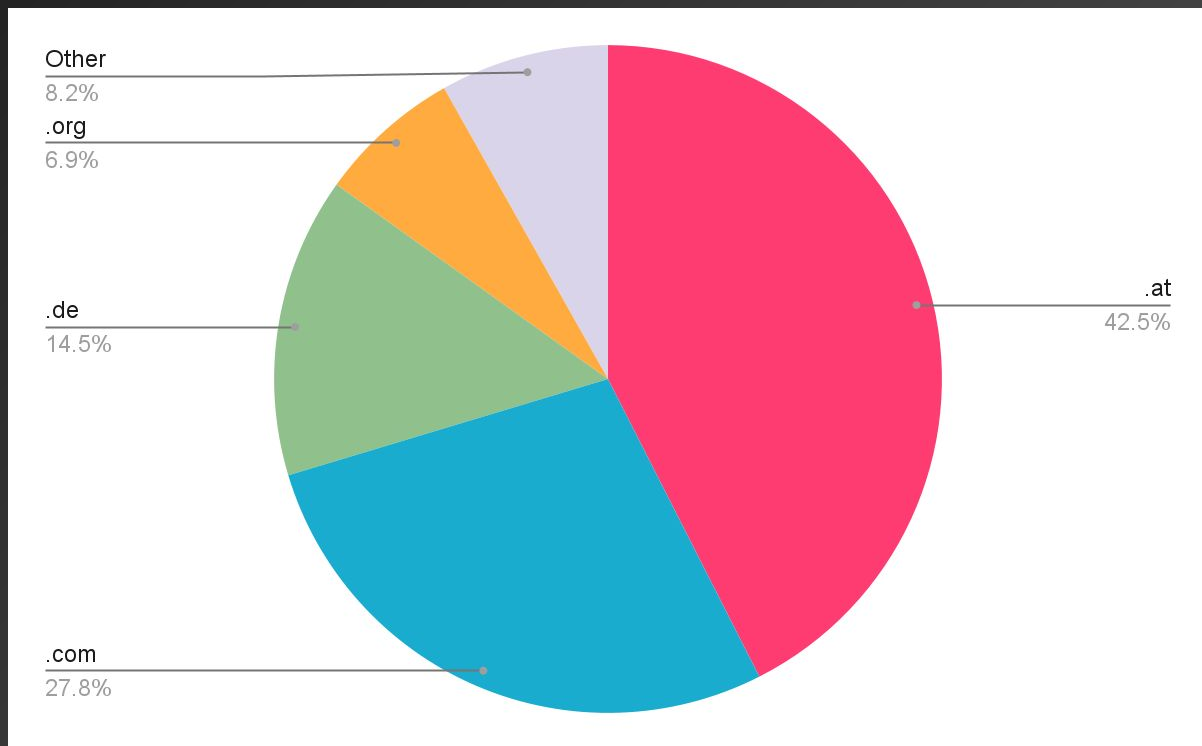


¿Dónde está .at y .ch?

ccTLD	Cantidad	Porcentaje (%)
.de	14839	49.53%
.com	10204	34.06%
.org	1886	6.30%
.net	797	2.66%
.at	190	0.63%
.tv	126	0.42%
.eu	124	0.41%
.ch	123	0.41%
Other	1669	5.57%



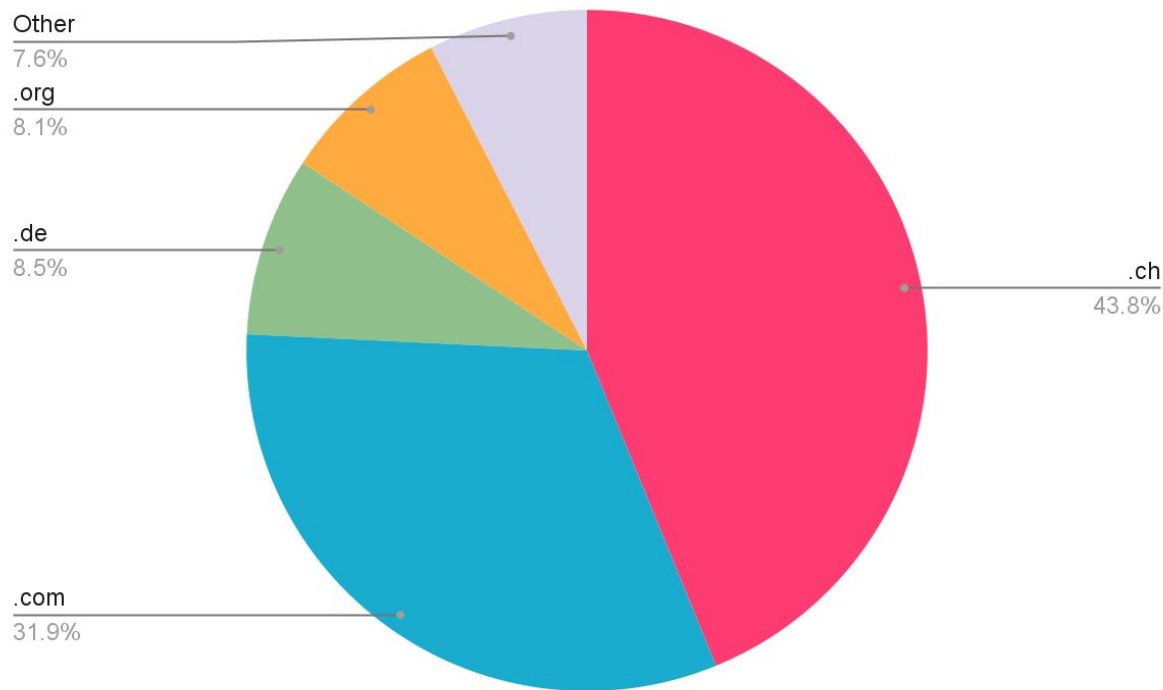
Informacional en Austria



¿Dónde está .de y .ch?

ccTLD	Cantidad	Porcentaje (%)
.at	12749	42.51
.com	8346	27.83
.de	4363	14.55
.org	2081	6.94
.net	532	1.77
.info	204	0.68
.eu	139	0.46
.tv	131	0.44
.ch	130	0.43
Other	1314	4.24



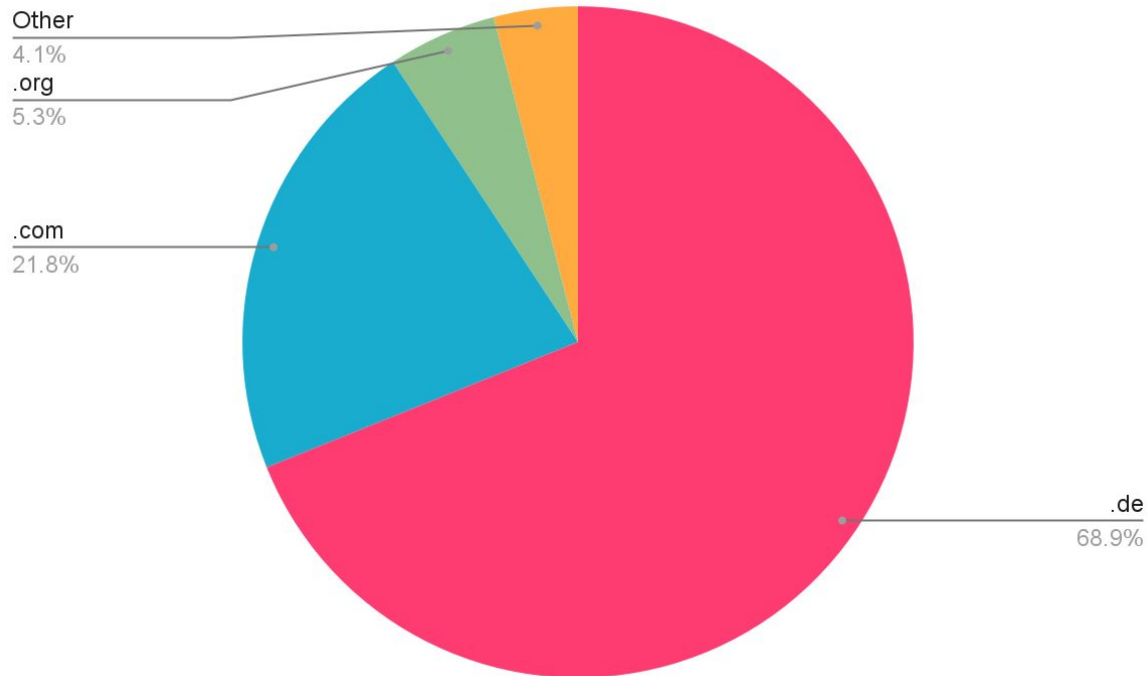


¿Dónde está .de y .at?

ccTLD	Cantidad	Porcentaje (%)
.ch	13135	43.81
.com	9578	31.95
.de	2555	8.52
.org	2443	8.15
.net	420	1.4
.it	254	0.85
.fr	198	0.66
.at	132	0.44
.swiss	78	0.26
.info	74	0.25
Other	1114	3.58

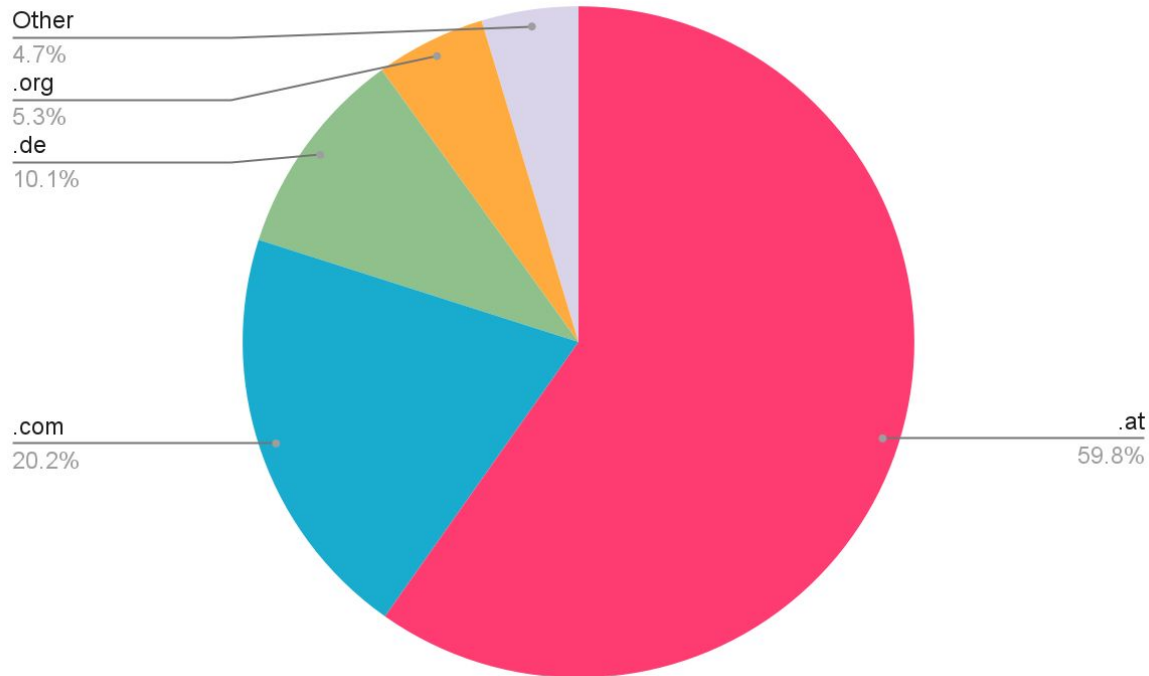


¿Dónde está .ch y .at?



ccTLD	Cantidad	Porcentaje (%)
.de	20672	68.91%
.com	6538	21.79%
.org	1575	5.25%
.berlin	205	0.68%
.net	169	0.56%
.info	132	0.44%
.eu	121	0.40%
.at	82	0.27%
.ch	61	0.20%
Other	445	1.48%

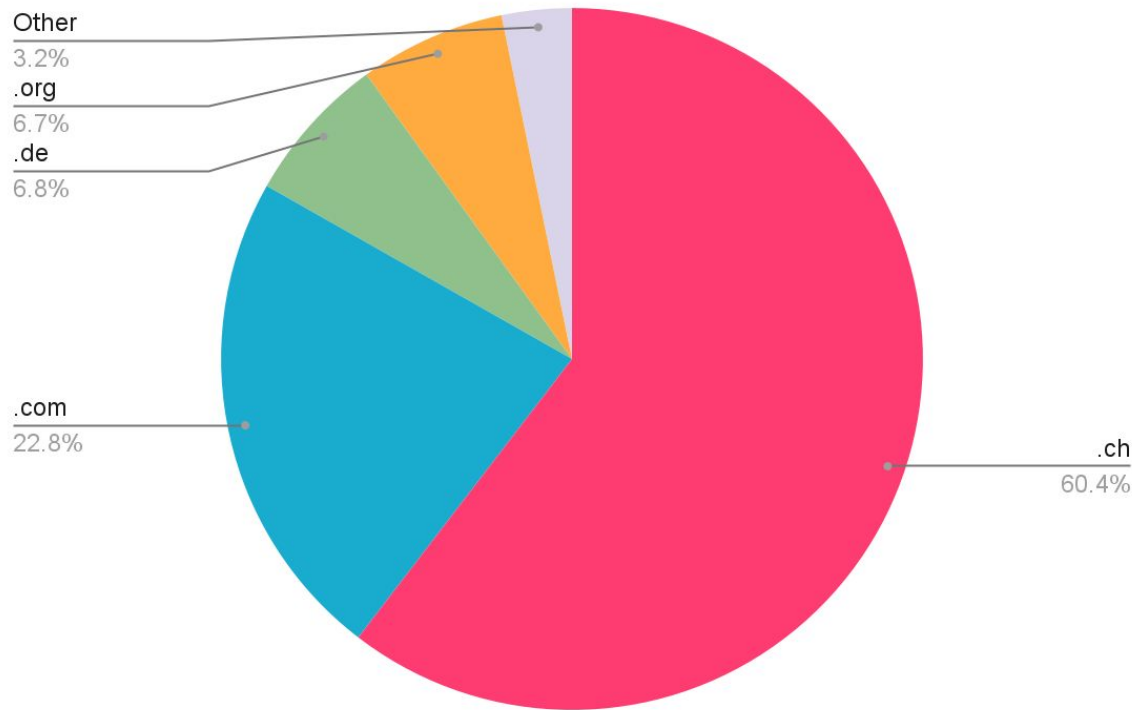




¿Donde está .de y .ch?

ccTLD	Cantidad	Porcentaje (%)
.at	17929	59.77
.com	6044	20.15
.de	3034	10.12
.org	1589	5.3
.info	442	1.47
.net	208	0.69
.eu	132	0.44
.wien	126	0.42
.ch	64	0.21
Other	427	2.35





¿Dónde está .de y .at?

ccTLD	Cantidad	Porcentaje (%)
.ch	18126	60.42
.com	6836	22.79
.de	2049	6.83
.org	2021	6.74
.fr	127	0.42
.net	122	0.41
.eu	84	0.28
.swiss	79	0.26
.at	74	0.25
.info	44	0.15
Other	438	1.34



Informacional

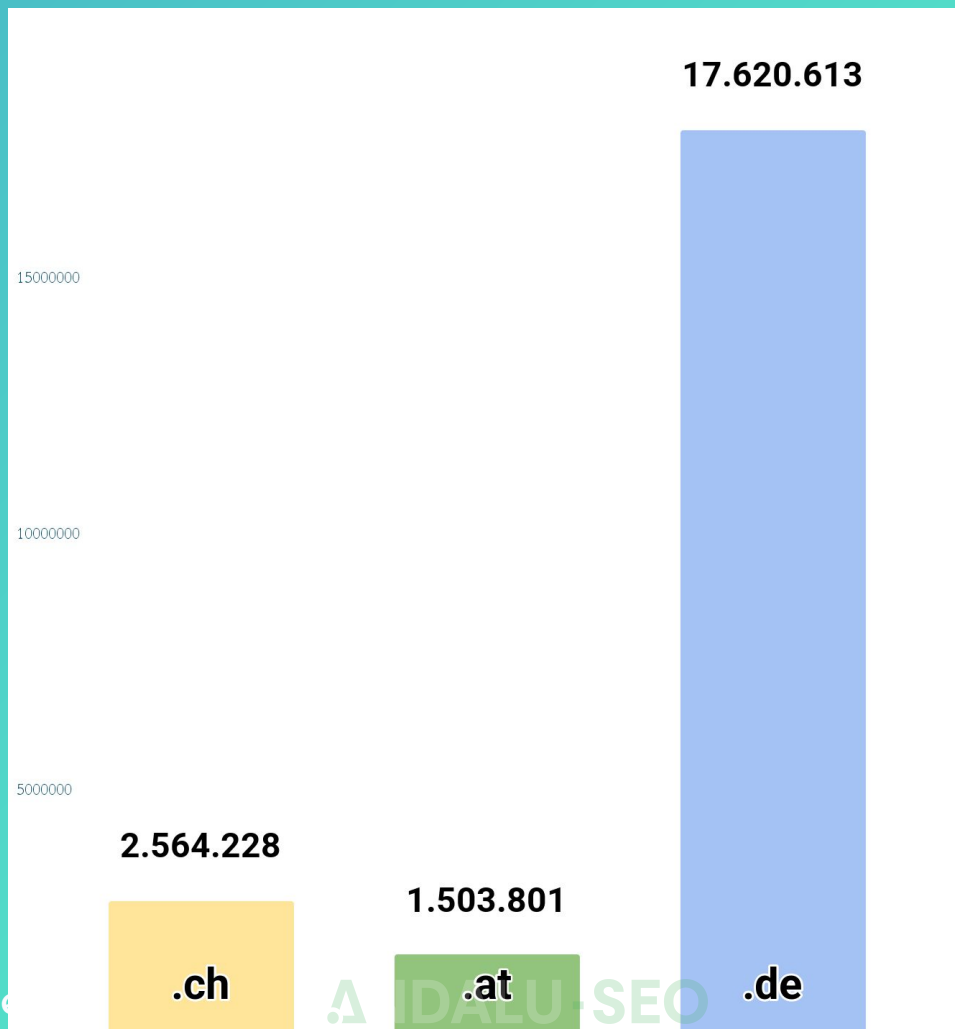
	DE	AT	CH
Propio pais (.de, .at, .ch)	49.53%	42.51%	43.81%
.com	34.06%	27.83%	31.95%
.de		14.55%	8.52%
.org	6.30%	6.94%	8.15%
Other	10.11%	8.02%	7.44%

Comercial

	DE	AT	CH
	68.91%	59.77%	60.42%
	21.79%	20.15%	22.79%
		10.12%	6.83%
	5.25%	5.30%	6.74%
	4.05%	4.66%	3.11%

Dominios registrados

Fuente: Perplexity (marzo 2025)



- The top 10 keywords by search volume are variations on 'youtube', 'wetter', 'facebook', ' xnxx', 'translate', 'google', 'maps', and 'xhamster', with all having over 1.8 million searches. The intents for these keywords are **informational** and/or **navigational**.



- The top 10 keywords by search volume are variations on 'pornhub', 'youtube', 'google', ' xnxx', 'translate', 'facebook', 'chatgpt', and 'deepl', with all having over 1.5 million searches. The intents for these keywords are **informational** and/or **navigational**.

- The top 10 keywords by search volume are variations on 'bild', 'amazon', 'youtube', and 'wetter', with all having over 30 million searches. The intents for these keywords are **informational** and/or **navigational**.





keyword	volume	intents
blick	6120000	informational
pornhub	6120000	informational, na
pornhup	6120000	informational, na
youtube	5000000	informational, na
yutub	5000000	informational, na
restaurant	4090000	informational
20 min	3350000	informational, na
20 minutes	3350000	informational
google	2740000	informational
gool	2740000	informational
xnxx	2740000	informational, na
chatgpt	1830000	informational
facebook	1830000	informational, na



keyword	volume	intents
yutub	5000000	informational, na
youtube	5000000	informational, na
amazon	4090000	informational, na
wetter	4090000	informational
orf	3350000	informational
facebook	3350000	informational, na
krone	3350000	informational
xnxx	3350000	informational, na
übersetzer	2740000	informational, na
news orf	2240000	informational, na
orf news	2240000	informational, na
wetter wien	2240000	informational
orf.at news	2240000	informational, na



jutub	37200000
porn hab	30400000
pornhoub	30400000
yout	30400000
yutub	30400000
pornhup	30400000
übersetzer	30400000
pornhube	30400000
phub	30400000
pornhub	30400000
google	20400000
ama z	16600000



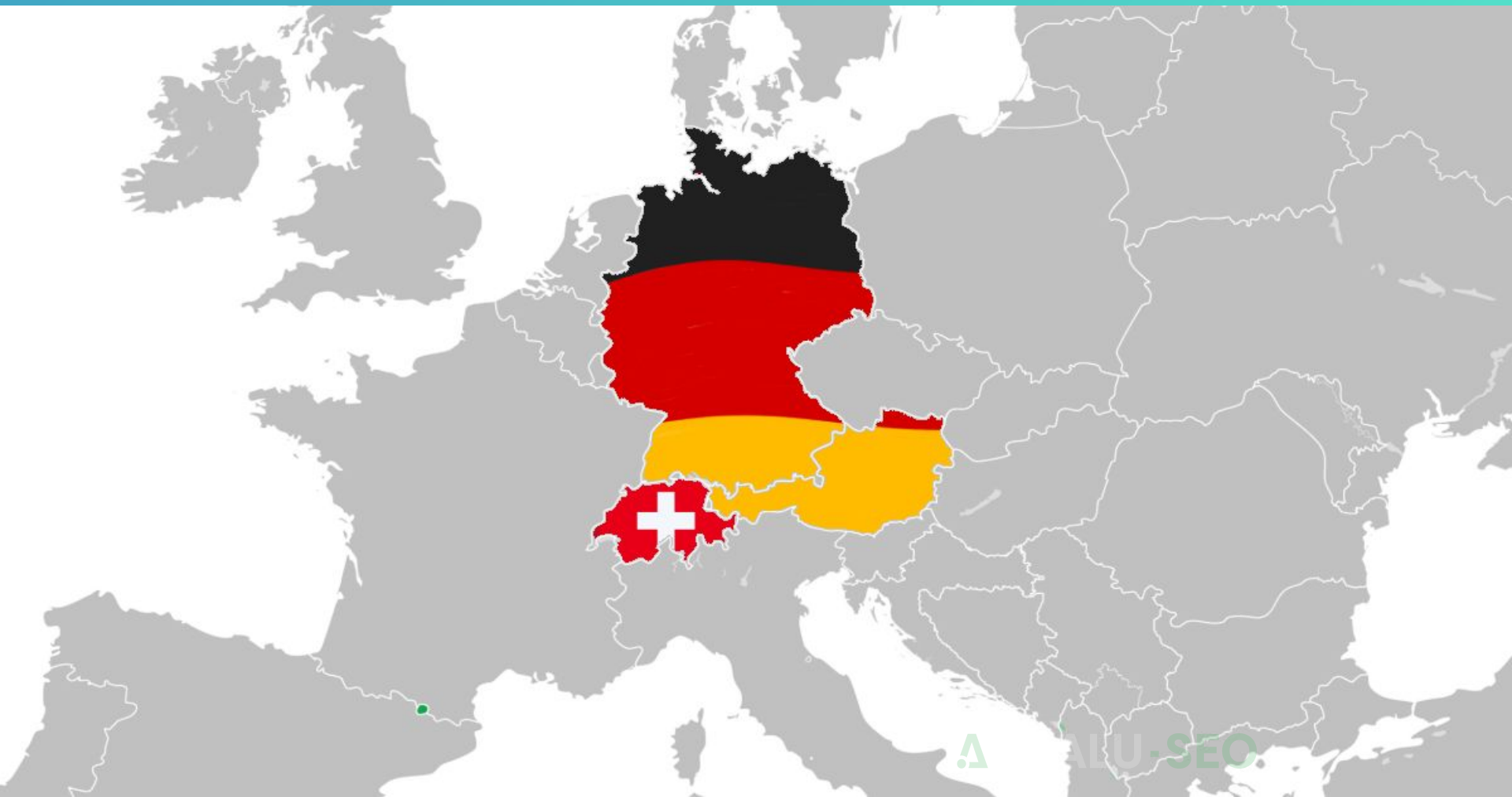
Mi recomendación final

Dani Leitner | danileitner.ch/andalu-seo/

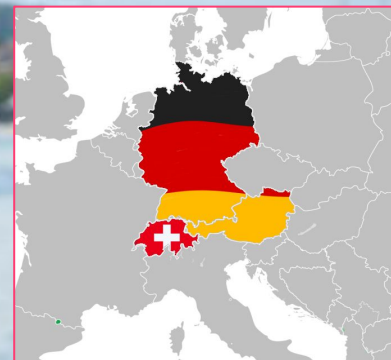
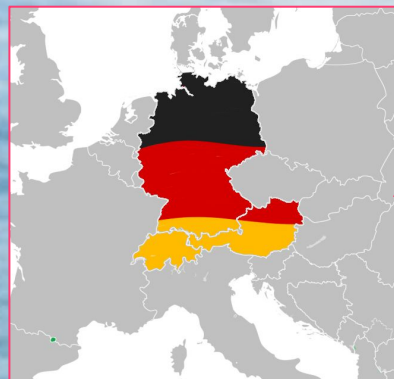
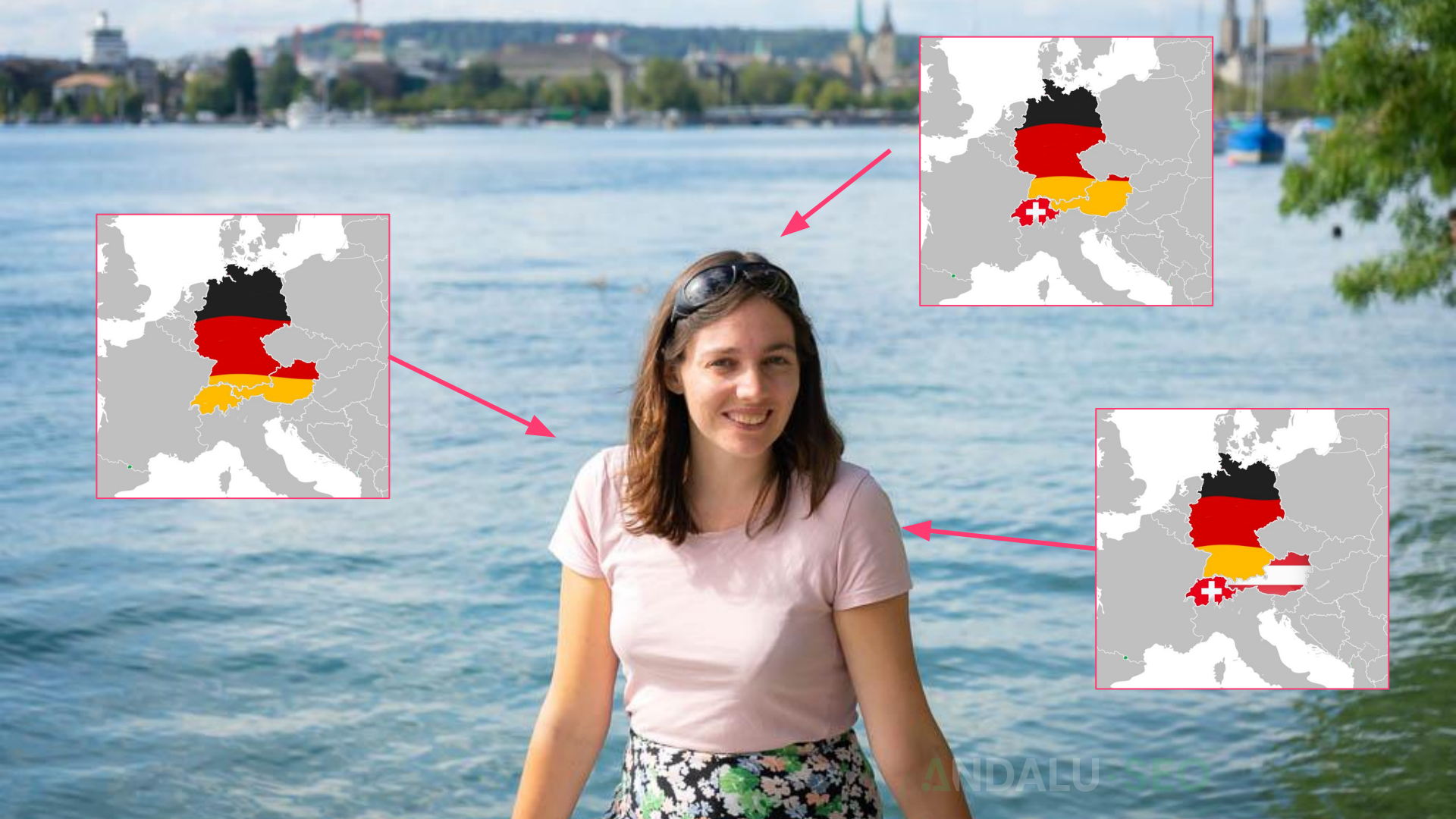


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Preguntas?

ANDALU-SEO

A black and white photograph of a woman with blonde hair styled in a bun, wearing a light-colored blouse. She is holding a black telephone receiver to her ear with her left hand and has her right hand near her mouth, looking upwards with an expression of surprise or concern. The background is blurred, showing what appears to be an office setting with papers and a desk.

SEO Office Hours en Español

¿Sigues con preguntas?
seoheesp@gmail.com