

SEO Improvement guide for Tidslerne.dk



TIDSLERNE
Kræftforeningen
- din uafhængige patientforening

A simple guide helping you attract more people
to your website

What is SEO and why does it matter?

SEO stands for Search Engine Optimization. It helps your website appear higher in google when people search for thing related to cancer support in denmark, alternative treatment and other.

This guide will help you:

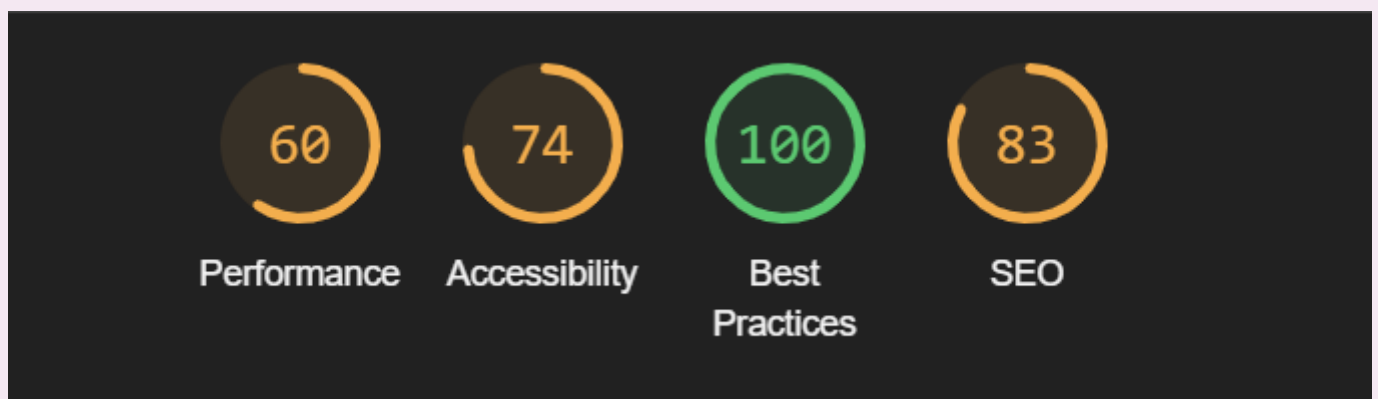
Improve your visibility in Google search

Make your Webside easier to use

Reach more people who need your services

Get stronger online reputation

More people will understand what Tidslerne.dk offers



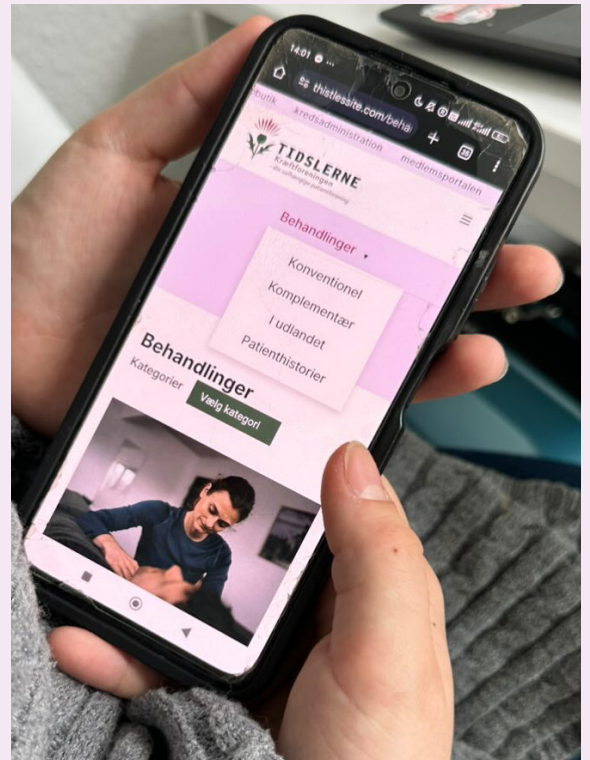
Behind the scenes improvements

Step 1: Make it mobile friendly (important)

Most visitors of your page use phones. Your web should be easy to use on small screens. It is better to start buiding your page mobile-friendly first.

Always check if:

menus and buttons work well on a phone and if can you read everything without zooming in



Step 2: Link pages together

Good internal links help users and google find your important pages.

Examples:

From about us to become a member
From Articles to Events



Step 3: Make it load faster

A slow website makes visitors leave and Google lowers your ranking.

To improve speed:

use smaller and compressed images

Better search result

Step 1: Titles and Description

Each page needs a short and clear title (max 60 characters) and a description (max 160 characters)

Examples:

Title: Support for cancer survivors/ Tidslerne

Description: We offer support, counseling and safe space for cancer patients and their family in Denmark.



Step 2: Use headings

Headings organize your content, like chapters in a book.

Tip: Only use one big heading (H1) per page, and smaller headings (H2,H3,H4,..) for each section.

Step 3: Descriptions for Images

Google can't see pictures, it reads the image description ("alt text"). Describe the image.

Example:

alt: "cancer survivors meeting at Tidslerne center"

Internal Linking

1. Use descriptive anchor text and links

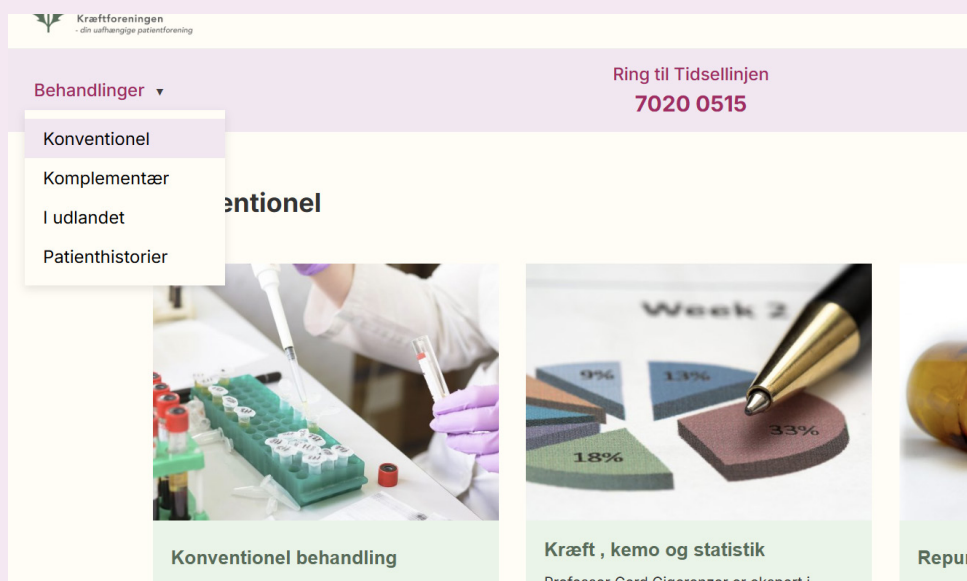
Use relevant keywords or phrases. Avoid generic text like “click here.” Link to relevant and useful content. Only link where it genuinely adds value to the reader. Link from high-traffic pages to pages you want to boost.

Example:

Instead of “Click here for our treatments”, use “Explore our holistic cancer treatments”.

2. Maintain a logical site structure

Ensure key pages are no more than 3 clicks away from the homepage.



Example:

Use a clear hierarchy (Home - Treatments - Massage Therapy).

3. Keep links updated

Regularly audit to fix or remove broken internal links. Update links when URLs change due to restructuring.

External Linking

1. Link to reputable, authoritative sources

Only link to trustworthy domains (government health sites, cancer research organizations).

Tip:

Avoid linking to competitors or low-quality domains.

2. Open external links in a new tab

Helps retain users on your own website.

3. Ensure relevance

External links should match the context of the content. Don't force them just for SEO value.

5. Limit the number of external links

Don't overdo it. Too many external links can take away your own content's value.

Bonus Tips for linking:

Create useful content and keywords

Step 1: Danish and Meaningful keywords

Your audience is mostly danish, so you need to use keywords that are relevant to your audience.

Reccomended strategy:

Use short-tail keywords in navigation, headlines (H1/H2), and menu titles.

Use long-tail keywords in the rest of the content, blog posts, patient stories, and meta descriptions.

Geo-specific terms like "Esbjerg" "Odense" and "Danmark" help with local SEO.

Step 2: Use your advantages

Your audience knows you already and you have a reputation. Don't be afraid to use it. Show their stories and be real to people.

Examples:

Member stories- dedicate part of the website for positive reviews

Volunteer highlights- make it clear on your page how to become a volunteer

For people- use clear and simple language.

"Tidslerne is a support network for people affected by cancer. We offer:....."

What you need to know about keywords

Keywords are specific words or phrases that people type into search engines when looking for information. They help search engines understand what your website is about and connect it with users searching for related topics.

How to use them and where:

	Short	Long
Home	cancer support, life after cancer	support for people living with cancer, community for cancer survivors in Denmark
About us	cancer support organization	organization supporting cancer survivors in Denmark, how we help cancer patients and survivors
Contact	cancer support, life after cancer	organization supporting cancer survivors in Denmark, how we help cancer patients and survivors
Events	cancer support, life after cancer	organization supporting cancer survivors in Denmark, how we help cancer patients and survivors

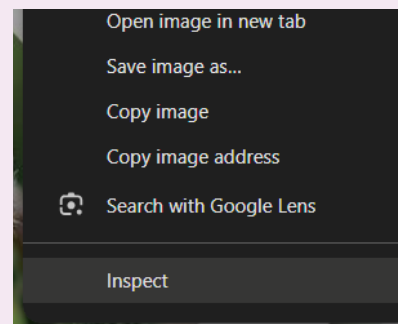
Resources to help you

1. Google Lighthouse Extention

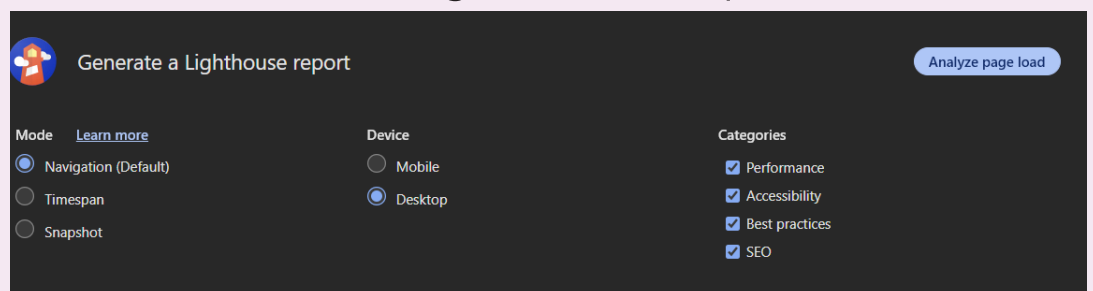
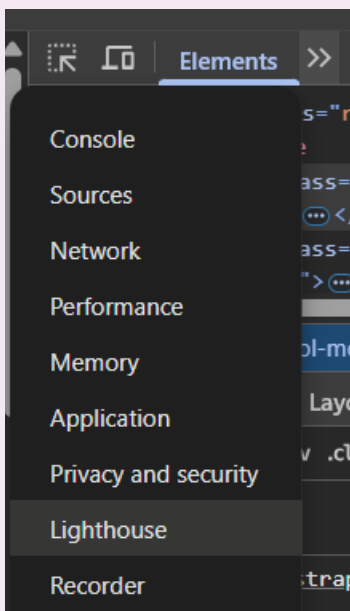
"Lighthouse is an open-source, automated tool to help you improve the quality of web pages. You can run it on any web page, public or requiring authentication. It has audits for performance, accessibility, progressive web apps, SEO, and more."

Step 1: Download extension and activate it.

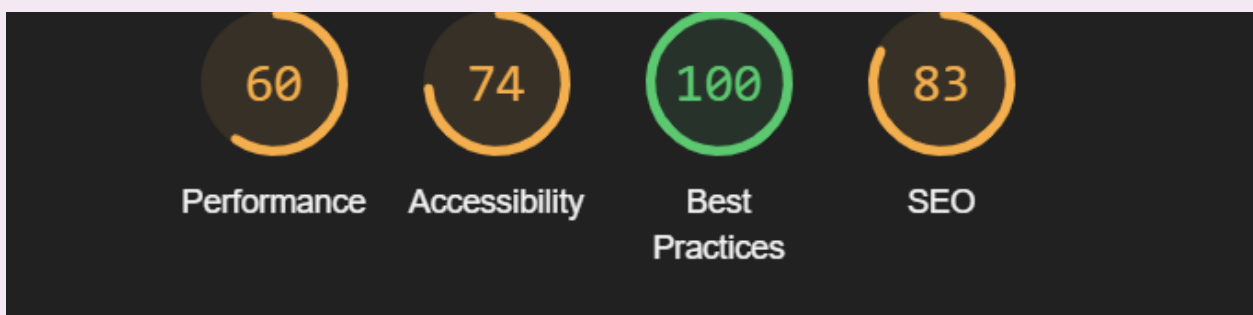
Step 2: Right click on the mouse or touchpad, this will pop up. Click on Inspect and it will open new window on the side for you.



Step 3: Click on arrows next to Elements and this selection will show up. Click on Lighthouse. This will give you options on how to do the lighthouse report.



Step 4: Click on analyze and you are done.



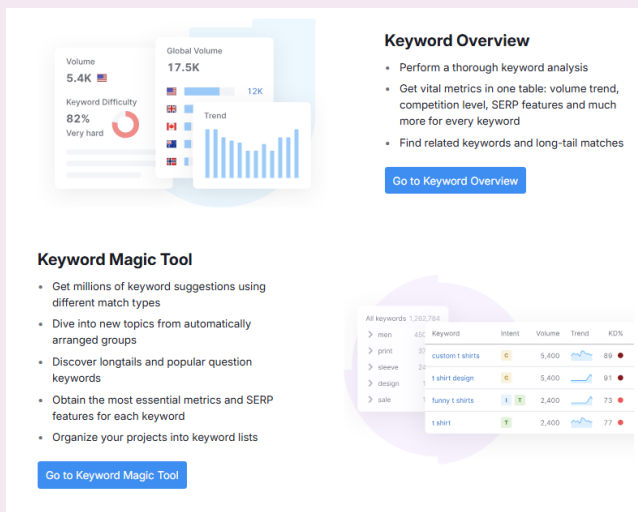
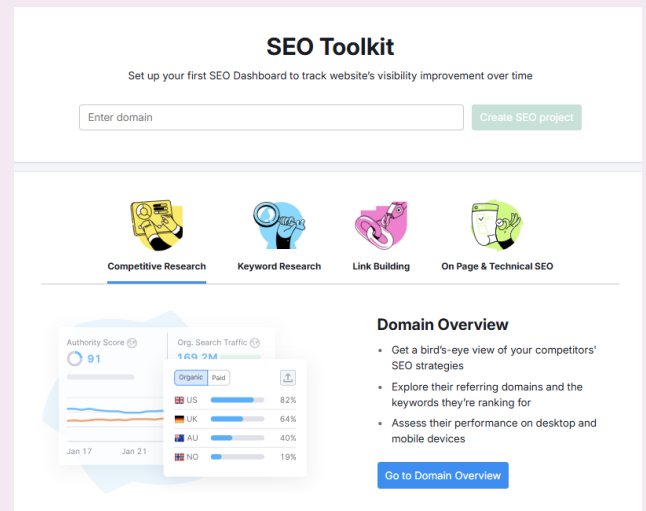
Resources to help you

2. Semrush

"SEMrush is an all-in-one digital marketing tool used for SEO, PPC, content marketing, and competitive research. It helps users find high-traffic keywords, analyze competitors' websites, track search engine rankings, audit on-page SEO, and monitor backlinks."

Step 1: Make an account.

Step 2: Open SEO Toolkit. This is going to help you with your SEO and Keyword re-search.



Tip: These two tools are going to help you with your keyword research the most. You can pick a country where you are searching for keywords and they give you wide range of options as you can see down below.

