

# Hello!

**I am @dominik\_schwarz.**

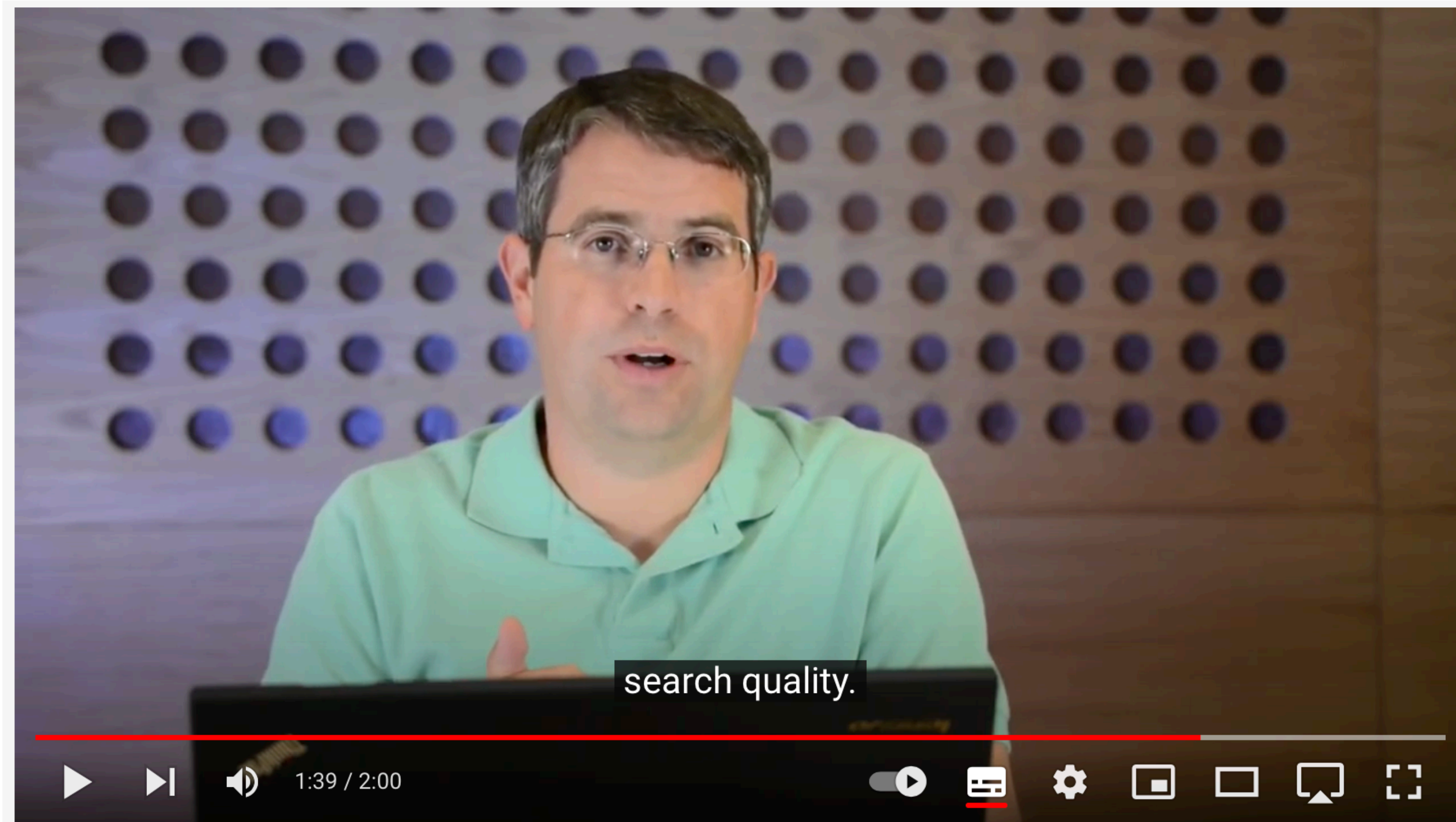
- Chief Inbound Officer (**CIO**) at HomeToGo.
- 10+ years XP in **SEO management** in Start-ups and Grown-ups.
- Scaling, **internationalization** & building inhouse SEO team.
- **In-house SEO Advocate.**



# State of In-house SEO

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

# 9 hypothesis





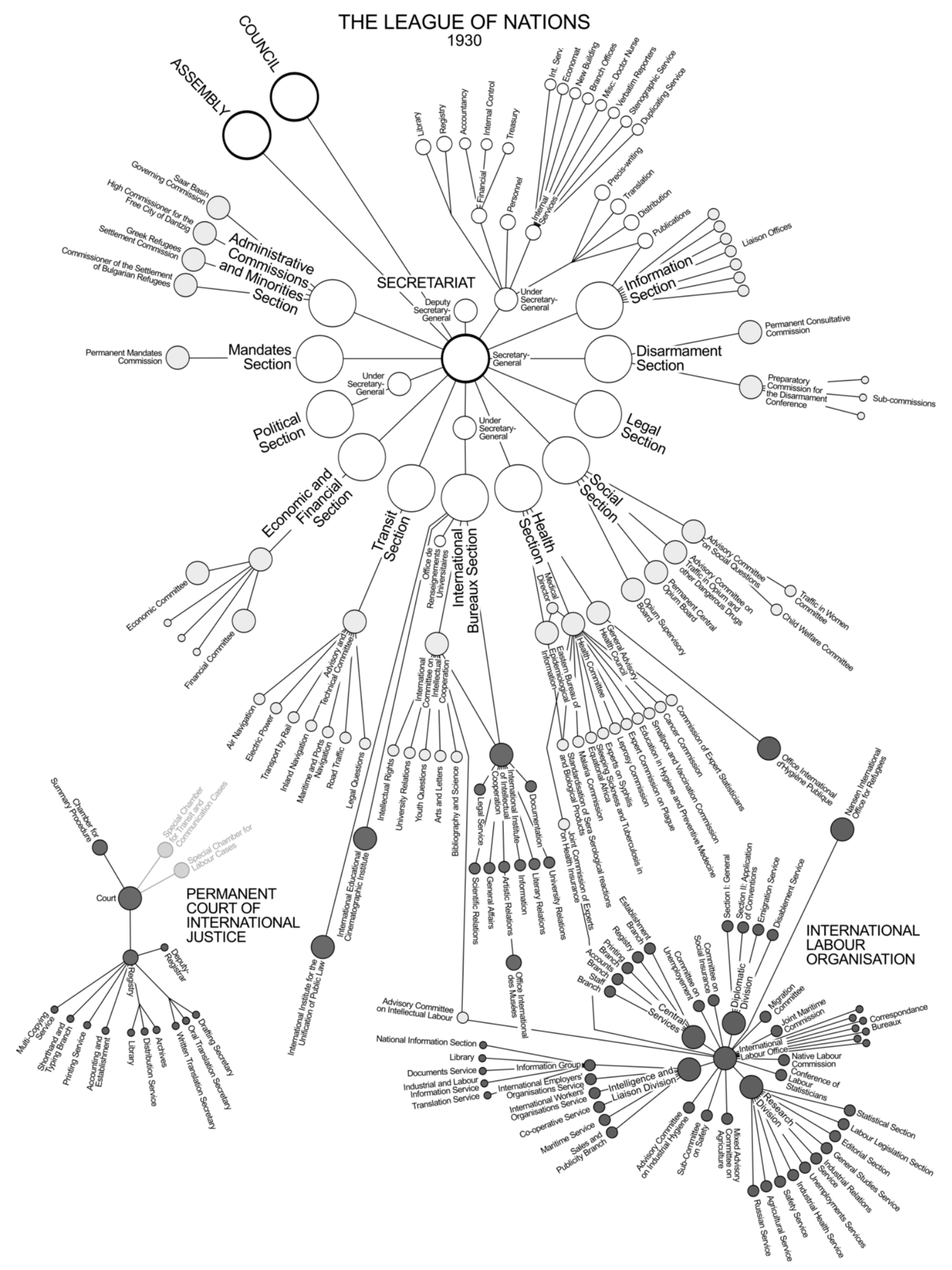
**Google ~~wants~~ can  
deliver quality.**





**You can't fake  
quality.**



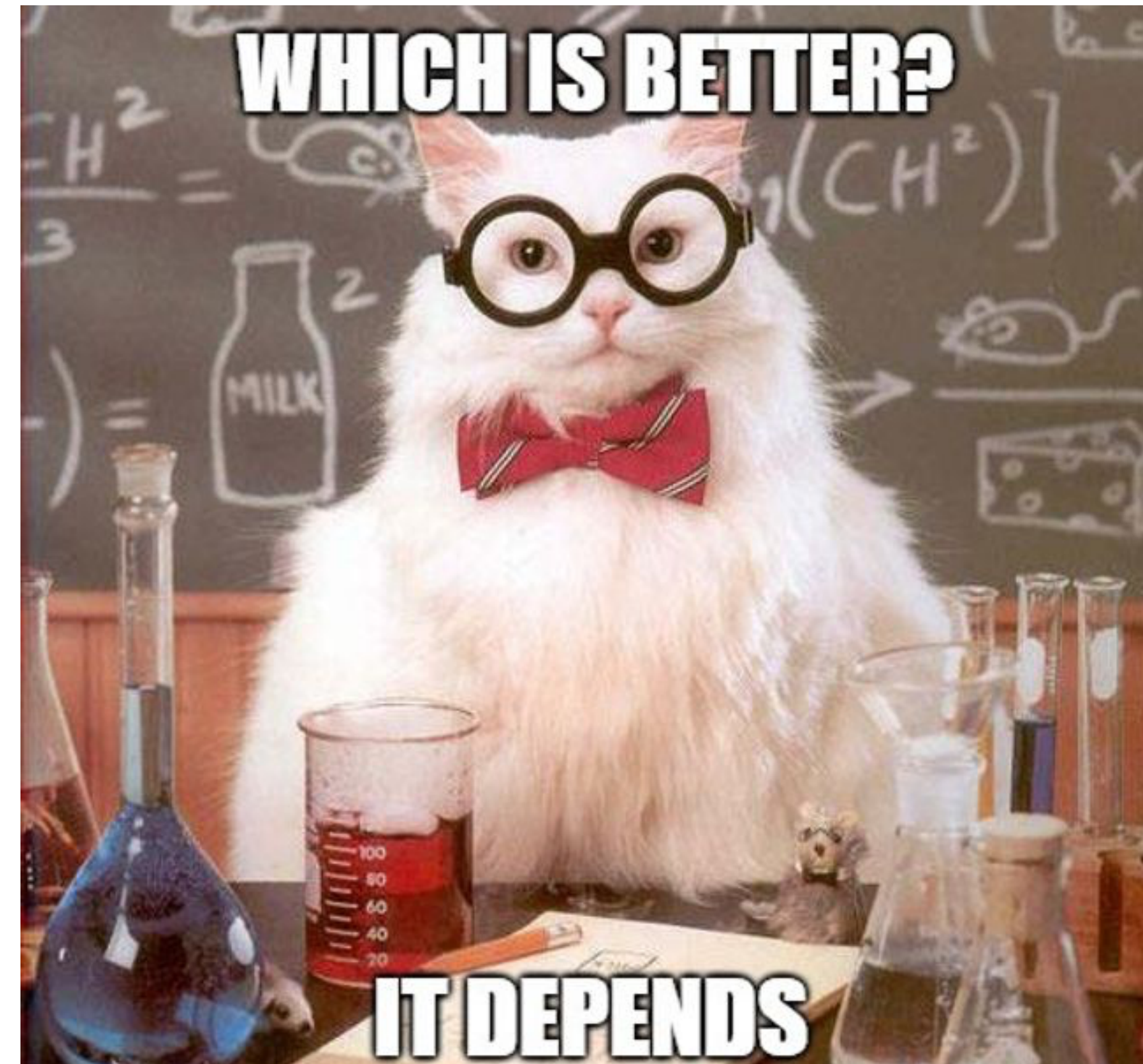




**Quality is a  
matter of  
x-team work.**

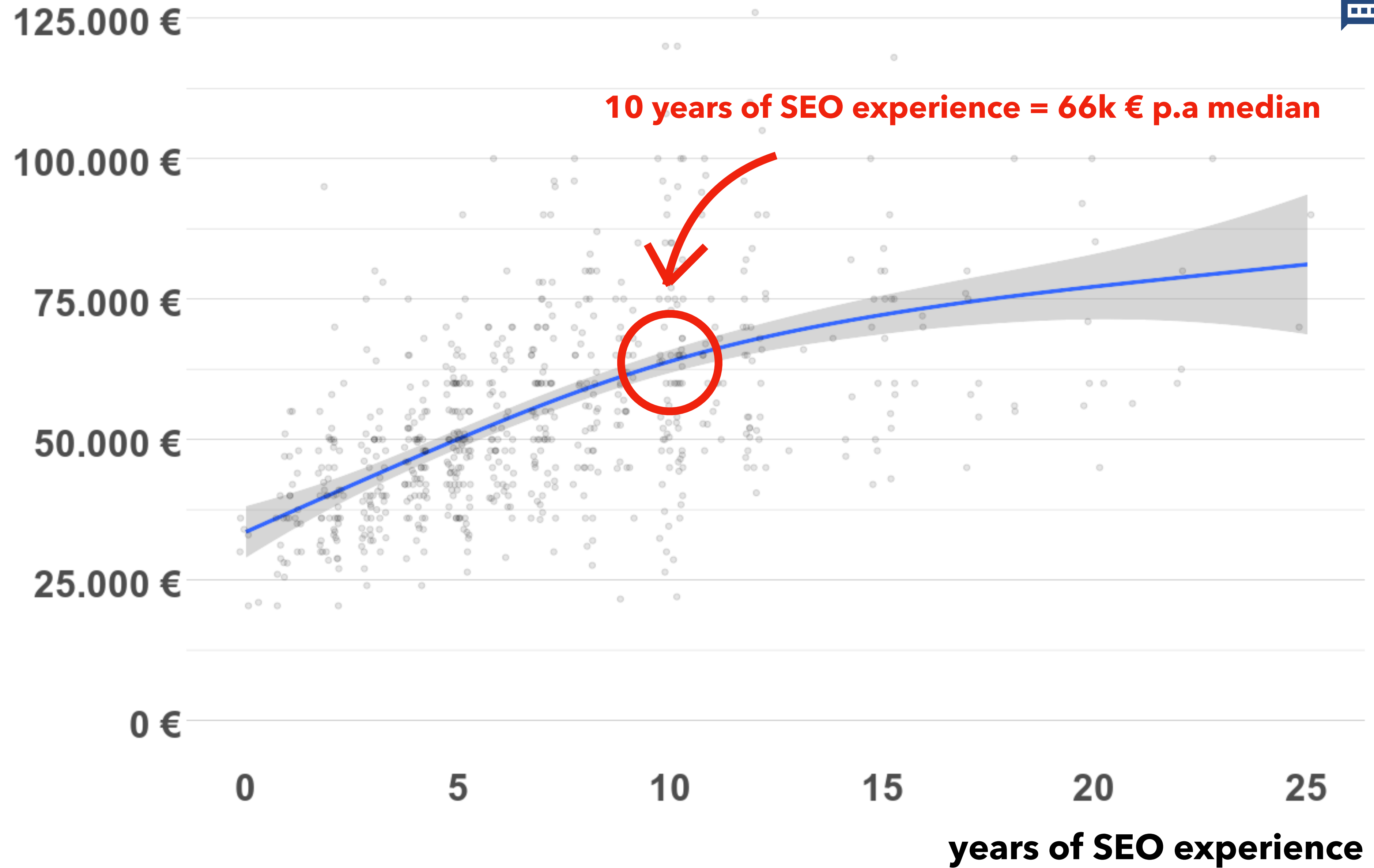
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SEO =  
**Management.**





**Let's cut the bs.**





**SEOs deserve  
more.**





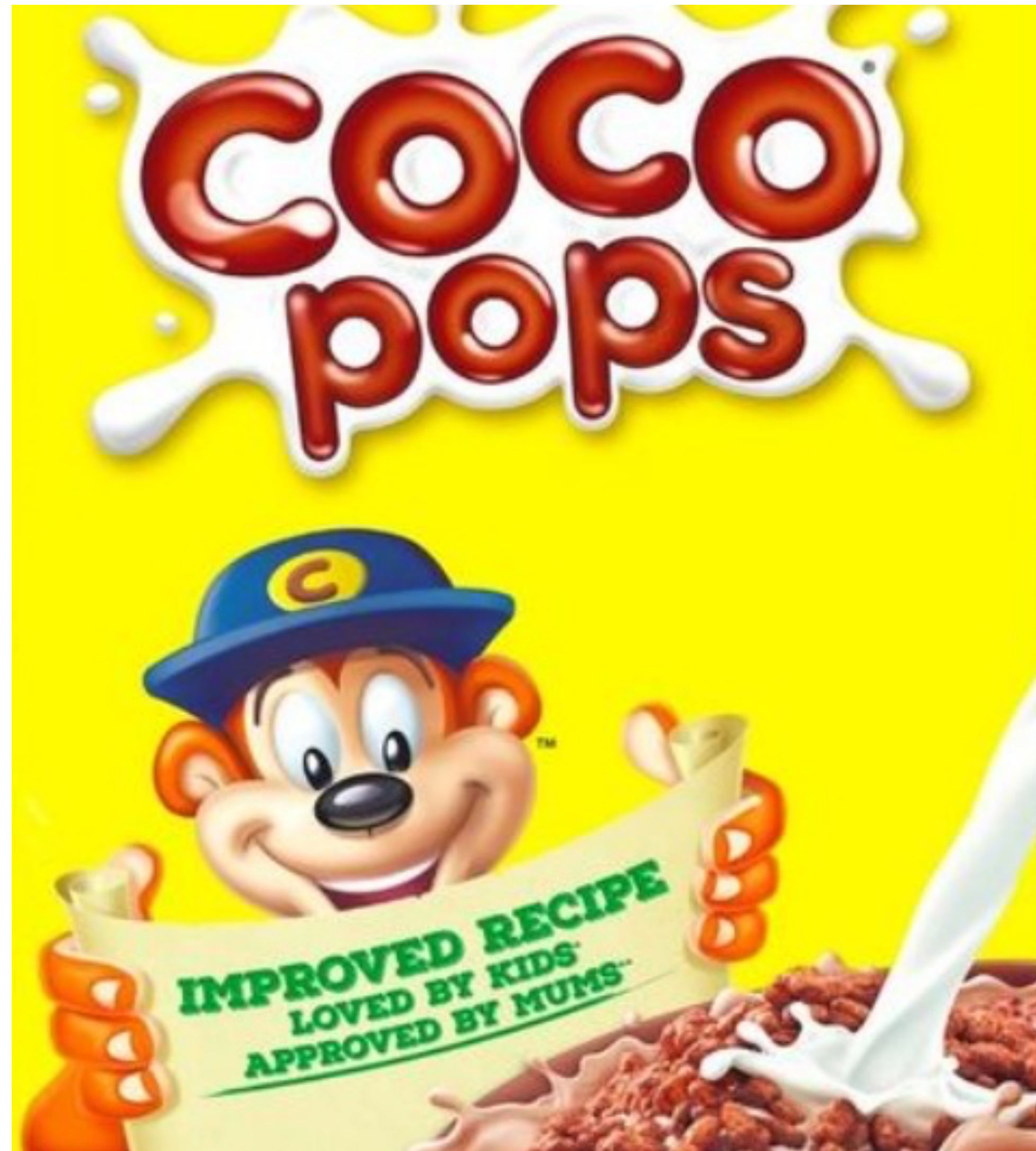


**Inhouse is**  
**Inhouse is**  
**Inhouse.**





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





**#rebrandingSEO**

**let's go!**