

# Online Marketing Glossar

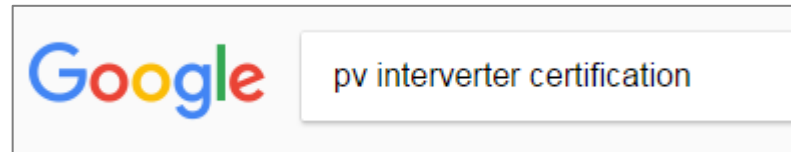
For TÜV Rheinland e-volution templates

# Keywords

## SEO Keywords, CMS Keywords

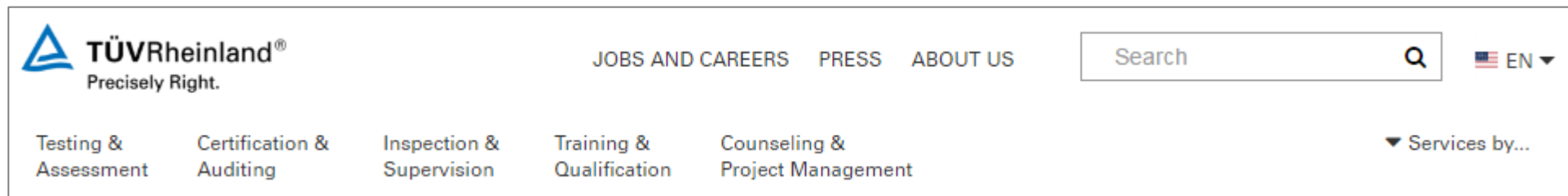
**SEO** = search engine optimization

Your **SEO keywords** are the keywords and phrases in your web content describing the topic of a webpage. The appropriate use of keywords is an important ranking factor and the selection of 2-3 keywords is based on an keyword analysis, which shows, how many people are using this keyword via search engine.



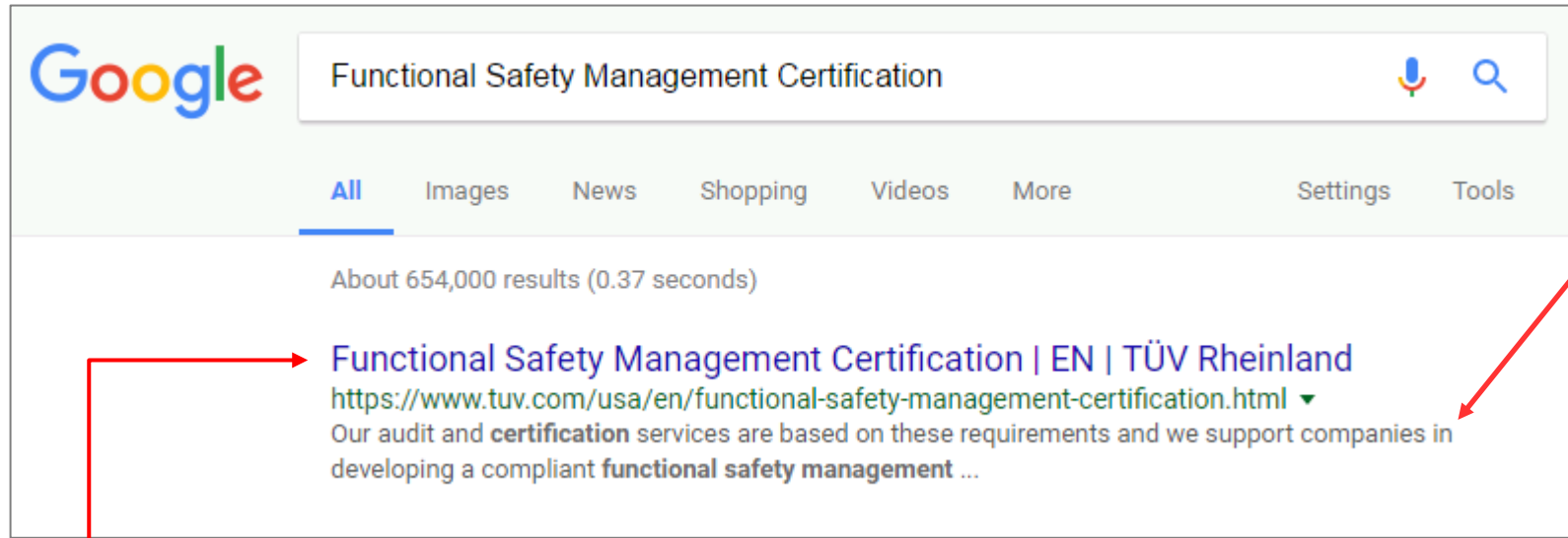
**CMS** = content management system

**CMS keywords** are related keywords which do not have to be part of the text but are related to the topic. Aim: visitors of tuv.com can find the service with these keywords in the internal search.



# Search results

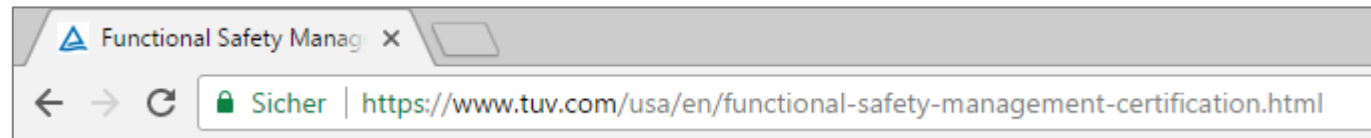
## Browser Title, Meta Description



### Meta Description

The meta description is displayed below the page title in search results. For the user it describes what the page is about. It is max. 160 characters long and should contain a keyword.

### Page Title = Browser Title



The page title will appear in the top line of the search result. It also specifies what text will appear at the top of the browser window for that page (browser title). The editable part is max. 45 characters long (" | EN | TÜV Rheinland" will be added automatically).






# Images

## Image Alt

The **Image Alt** text is normally not displayed on the website. It describes the image in words and provides clear text alternative of the image for screen readers or it appears if, for some reason, the image cannot be displayed.

Image

**Image:**

Referenz  TUV-Rheinland-Photovoltaic-Modules-Picture    

Status:	Freigegeben (Sabine Volmert)
Letzte Veränderung:	24.05.2017 16:30:04 (Sabine Volmert)





Image alt tag

Image caption

Image Position  

Zoom ☒

Content Management System  
of TÜV Rheinland




# E-volution specific parts

Title for Distribution Page, Teaser Text

The **Title for Distribution Page** is the service title as it is shown on the distribution page for this topic.


The **Teaser Text** is the short text describing the service on the distribution page. It is max. 100 characters long.

Our portfolio




Acceptance Testing and Periodic Inspections >

Full range of inspection services from a single source.



Acoustic Emission >

Detect defects and flaws even at early stages with our acoustic emission (AE) testing services.



Pressure Vessel Inspection According to ASME >

Extensive testing and ASME certification services for your pressure equipment.

# E-volution specific parts

## Downloads, Related Services

Learn more about our testing services for photovoltaic components

PDF	Flyer – Testing and certification of cables for PV systems	62 KB	<a href="#">Download</a>
PDF	Flyer – Testing and certification of connectors for PV systems	45 KB	<a href="#">Download</a>
PDF	Flyer – Testing and certification of junction boxes for PV systems	75 KB	<a href="#">Download</a>




The **Downloads** (e.g. flyer, references, FAQ) are shown below the service text as a table. They contain more information about the service.

The **Related Services** are shown at the end of a service page – each one in a automatic generated box. These are services that are related to the topic.



### Related Services


#### PV Module Testing and Certification



We test and certify PV modules according to national and international standards.

[MORE](#)


#### Energy Storage Systems



From market entry to service network – we will support you from the very beginning.

[MORE](#)

#### Solar Power Plants



Industrial Energy Production from Solar Energy.

[MORE](#)

# E-volution specific parts

## Visual types

Visuals in a service page can be arranged differently:

- Left / Right / Full wide
- Zoomable (every visual can be zoomed via button)
- Gallery

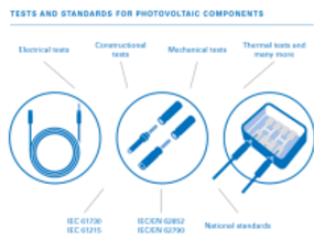
Headline (optional) H2 Lorem ipsum dolor sit amet



With more than 123 years of experience with 456 types of customers and a global network of experts, we support you with practical advice every step along the way. Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Gallery

## Our testing and certification services for solar technology



We carry out a wide range of tests for your photovoltaic components according to national and international standards.

In addition, our requirements such as 2 diverse UL standards designate the electrical and construction requirements to which products must comply in order to guarantee sufficient safety. They also lay out specific material requirements for fireproofing and resistance against environmental stress.

Proper operation of PV modules and other components like PV inverter depend upon appropriate PV component properties as well as safety and efficiency.

Our experts are able to provide a wide range of testing and certification services from global test labs. Proper testing laboratories simulate distribution grids and solar power needed to measure efficiency and network deliver surveys of various operating conditions. Products compliant to all common national quality requirements.

In the solar sector, an international presence is not only a matter of convenience. With seven laboratories located in different climate zones and subject to varying weather conditions, we are able to offer our customers PV module testing that subjects them to real-life challenges, not only simulations.

## Gain access to new markets with our PV module certification services

Our global presence benefits our partners in many ways. It means we are familiar and actively shaping national standards in countries across Asia, the Middle East, North and South America and Europe. We test as well to international standards (EN, IEC, ANSI) and keep abreast of changes and harmonizations that affect market access for PV modules.



In the solar sector, an international presence is not only a matter of convenience. With seven laboratories located in different climate zones and subject to varying weather conditions, we are able to offer our customers PV module testing that subjects them to real-life challenges, not only simulations.

Left

Right

## Comprehensive PV module testing and certification under one roof

### OUR GLOBAL PV NETWORK



Full wide