



# Table of Contents



**Theological  
Considerations**

---



**AI Changes  
the Game and is  
to Stay**

---



**AI and Search**

---



**Churches in  
Searches and  
AI queries**

---



**Reality Check**

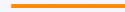
---



**sinnundsegn.de  
Location Pages**

---

# Theological Considerations

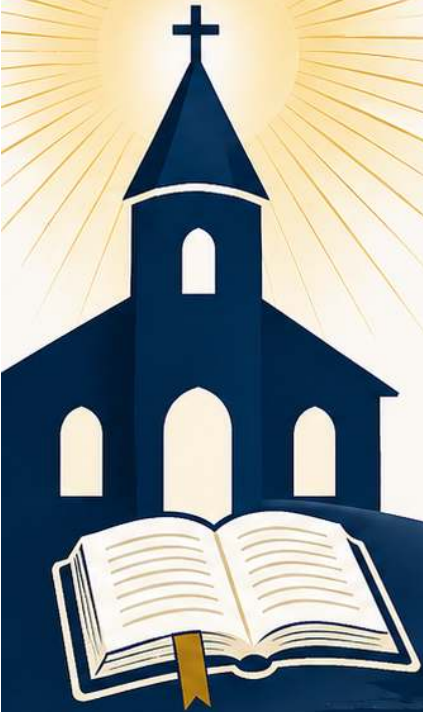


“

The church's commission,  
upon which its freedom is founded,  
consists in delivering the message of  
the free grace of God

**to all people**

in Christ's stead, and therefore in  
the ministry of his own Word and work  
through sermon and sacrament.



The Theological Declaration of Barmen (1934)

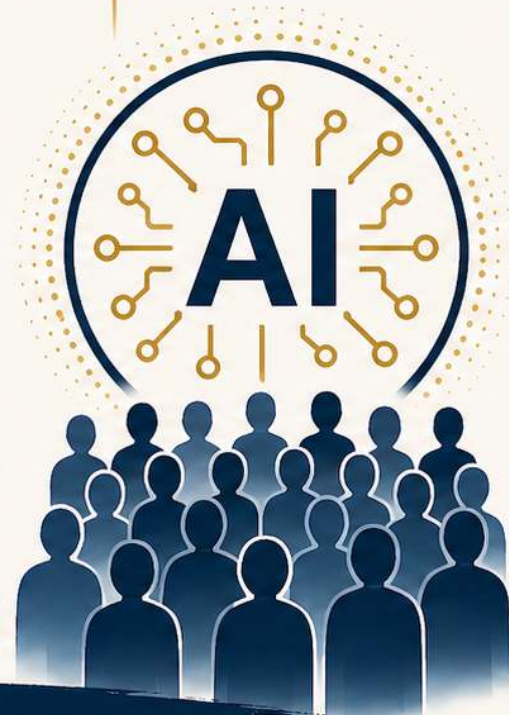


“

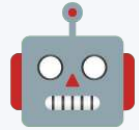
The church's commission,  
upon which its freedom is founded,  
consists in delivering the message of  
the free grace of God

**to all people**

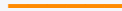
in Christ's stead, and therefore in  
the ministry of his own Word and work  
through sermon and sacrament.



The Theological Declaration of Barmen (1934)



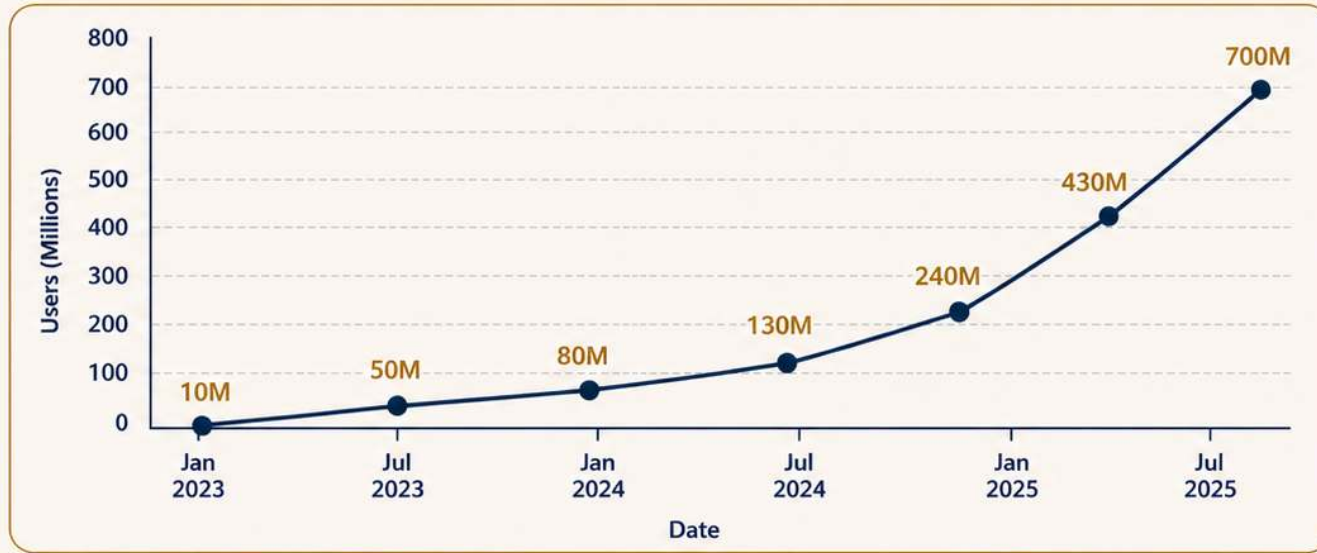
# AI Changes the Game and is to Stay



# The Growth of ChatGPT

ChatGPT was released to the public on November 30, 2022 as a “research preview,” and by December 5 it had more than one million registered users.

Figure 3 reports the growth of overall weekly active users (WAU) on consumer plans over time. ChatGPT had more than 100 million logged-in WAU after one year, and almost 350 million after two years. By the end of July 2025, ChatGPT had more than 700 million total WAU, nearly 10% of the world’s adult population.<sup>20</sup>



**Figure 3:** Weekly active ChatGPT users on consumer plans (Free, Plus, Pro), shown as point-in-time snapshots every six months, November 2022–September 2025.

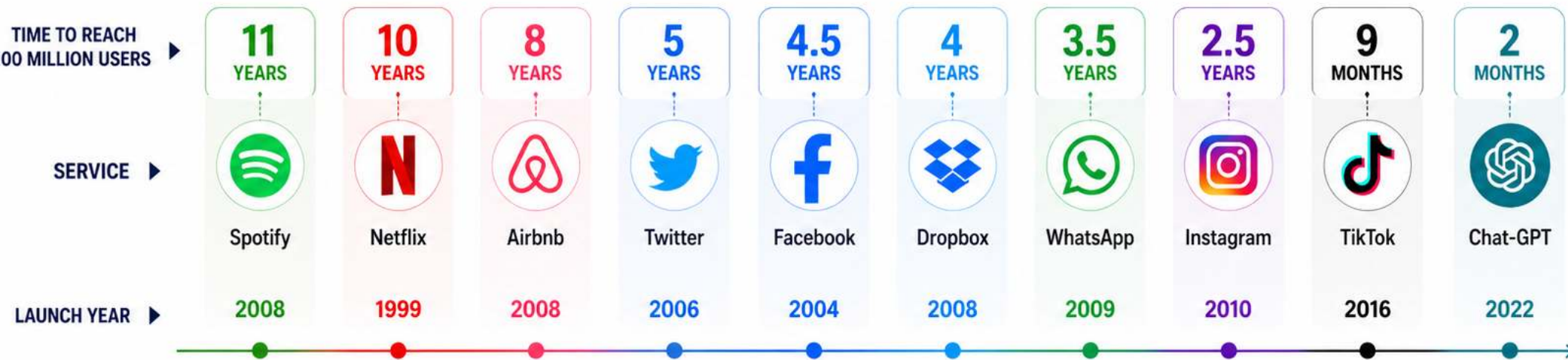
# The Speed of Adoption

## 100 Million Users

The time it took for selected online services to reach **100 million users**



Digital adoption is happening faster than ever.  
**Chat-GPT reached 100 million users in just 2 months.**



### KEY TAKEAWAYS



#### Faster Every Decade

Each generation of digital products reaches 100 million users in dramatically less time.



#### Changing Digital Landscape

Better internet access, smartphones and app ecosystems fuel rapid global adoption.



#### From Network to Utility

Unlike social platforms that rely on networks, AI tools like Chat-GPT grow through immediate usefulness.

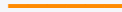


#### A New Era

Chat-GPT reached 100M users in just ~2 months—4–5x faster than TikTok, the previous record holder.



# AI and Search





By 2026,

**25-50%**

of searches will move from traditional search to AI answers<sup>1</sup>

**1** Gartner, 2025

# A Google search returns a ranked list of links to explore



Hotels near Munich Oktoberfest



Sponsored Ads

Organic Results

Map Pack

hotels near munich oktoberfest

All Maps Images Short videos Forums News More Tools

**Sponsored**

**IHG Hotels & Resorts**  
<https://www.ihg.com/hotels&resorts/munich>

**Hotels Near Oktoberfest**

View availability and rates — Looking for Hotels Near Oktoberfest? Stay with IHG! Save more on stays as an IHG One Rewards member. True Hospitality for Good – Enjoy a relaxing stay with friendly service.

**Offers & Deals**  
Browse our hotel offers and find exclusive deals.

**Book now**  
Save more on stays as an IHG One Rewards member


**IHG® Official Site**

**IHG® One Rewards**

**Sponsored**

**Booking.com**  
<https://www.booking.com/oktoberfest/munich-hotels>

**Hotels near Oktoberfest | Munich. Best Price Guarantee.**  
Book your Hotel near Oktoberfest, Munich now. Quick, Easy Booking. Great Rates. Read Real Guest Reviews. Airport Taxi available.



**Sponsored**

**Expedia**  
<https://www.expedia.com/>

**Hotels in Munich City Centre | See It on the Map | Stays from \$79**

**Hotels | Munich, Germany**

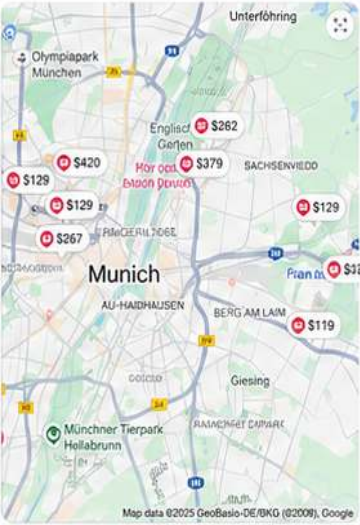
Thu, Sep 25 Fri, Sep 26 2 Top-rated Budget options Luxury stays Free cancellation Deals

**Boutique Hotel Atrium München** \$453  
4.3 ★★★★★ (1.4K)  
**DEAL** 16% less than usual  
Nice and cheap and located in a cool area

**Hotel garni Jedermann, Jenke GmbH &**  
4.3 ★★★★★ (679)  
The fairgrounds (Oktoberfest) is also very close  
Simple hotel with free Wi-Fi & breakfast

**Oktoberfest Wiesn Camp Lodge** \$129  
4.5 ★★★★★ (19)

[See more](#)



Map data ©2025 GeoBasis-DE/BKG (©2008), Google

hotels near munich oktoberfest

**My Wanderlust Life**  
<https://www.mywanderlustlife.com> · Blog

**Where to Stay for Oktoberfest: Best Munich Hotels + Expert ...**  
Aug 24, 2023 — Full list of Oktoberfest hotel suggestions · Hotel Senator · Eurostars Book Hotel · Residence Inn by Marriott Munich Central · Le Méridien ...

[Price of hotels during Oktoberfest](#) [Oktoberfest hotels in the Old...](#)

**Tripadvisor**  
<https://www.tripadvisor.com> · Munich Hotels

**THE 10 CLOSEST Hotels to Oktoberfest, Munich**  
Nearby Hotels within Walking Distance · 1. Boutique Hotel Krone Munich · 2. Bavaria Boutique Hotel · 3. Schwan Locke, Theresienwiese - 4.

**Reddit - r/Oktoberfest**  
40+ comments · 1 year ago

**Hotel recommendations for Oktoberfest 2024**  
Leonardo Hotel Munich City West is near the Metro and two stops from the Oktoberfest grounds. The hotel is very nice, reasonably priced and ...

**Best hotel to stay away from crowds but close enough ...** 23 posts Apr 23, 2025  
**Oktoberfest Airbnb or Hotels - Reddit** 6 posts Jun 12, 2024  
[More results from www.reddit.com](#)

**People also ask**

Where should you stay for the Munich Oktoberfest?

Where to stay outside Munich for Oktoberfest?

How far is Oktoberfest from downtown Munich?

# An AI conversation delivers an answer



Here's a straight rundown of your lodging options for September and early October, and accommodations book soon.

## 1. Hotels near Theresienwiese (festival grounds)

**Pros:** Walk to the tents, no transit headaches, total convenience.



If you won't have a car, your best bet is to **stay within walking distance** of **Theresienwiese**, where Oktoberfest happens. That way you avoid packed U-Bahn rides, late-night taxi hunts, or long walks through Munich when the crowds spill out.

## Best Options Without Transportation

### 1. Hotels Directly by the Festival Grounds

- **Hotel Augustin:** Modern, clean, ~5 minutes from the tents.
- **Hotel Seibel:** Literally across from the Wiesn. Basic, noisy, but unbeatable for convenience.
- **Boutique Hotel Krone:** 10 minutes' walk. More character, less chaotic than being right on the gates.
- **Lizz Hotel:** Boutique, ~10 minutes away, quieter but still walkable.

### 2. Hotels Near Hauptbahnhof

- Euro Youth Hostel
- Wombat's City Hostel
- Jaeger's Hostel



Do you want me to **check what's still available walking distance for Sept 28-29?**

That'll narrow this down to realistic options, since Oktoberfest bookings go fast.

Where's the best place to stay in Munich near Oktoberfest that has family rooms & breakfast?



Which option is best if I don't have a car?



Yes, please!



# AI overviews are reducing clicks and raising the stakes

When an AI Overview appears, site CTR drops from 16% to ~8%<sup>1</sup>

## Google Classic Search

Emergency Vet Paris



Results for Paris, France · Choose area

### Businesses

#### VETINPARIS - Veterinary EMERGENCY Paris

4.7 ★★★★★ (189) · Veterinarian  
7+ years in business · 89 Rue du Faubourg Saint-Antoine, 75012 Paris, France  
Open 24 hours · +33 1 43 07 01 06  
"The clinic is clean and welcoming," and the doctors are caring and competent."



#### Veterinary Hospital Frégis

4.4 ★★★★★ (3.1K) · Veterinarian  
185+ years in business · Courbevoie, France  
Open 24 hours · +33 1 49 85 83 00  
"Everything was explained clearly and we were very happy with our experience."

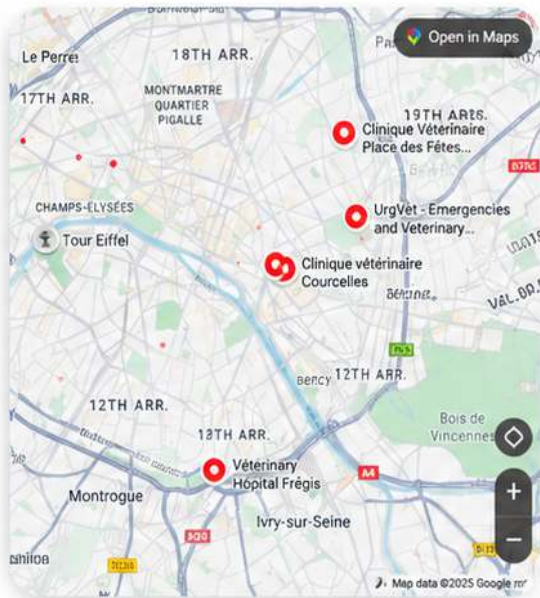


#### UCVet - Emergencies and Veterinary Consultations

3.9 ★★★★★ (264) · Veterinarian  
10+ years in business · 175 Rue des Pyrénées, 75020 Paris, France  
Open 24 hours · +33 1 71 19 70 10  
"Excellent service and care for my pet."



More businesses →



VS

## Google AI Mode

My dog ate chocolate.  
Should I call the vet?



Google

AI Mode

All

Short videos

Forums

Videos

Images

Shopping

More

Tools

### AI Overview

**Yes, you should take your dog to the vet or call a poison control center immediately after it eats chocolate because it can be toxic and cause serious health issues.** Provide your vet with the dog's weight, the type of chocolate, and the amount eaten to help assess the risk. Do not wait for symptoms to appear, as early treatment is crucial for a good prognosis.

#### Why chocolate is dangerous for dogs

##### Theobromine and Caffeine:

Chocolate contains theobromine and caffeine, which dogs metabolize much more slowly than humans, leading to toxic buildup.

Chocolate toxicity in dogs: Signs, treatment, and prevention

Mar 10, 2024 — Theobromine is the main toxic compound in...

AKC

My Dog Ate a Corn Cob – What Should I Do? | VCA...

Aug 8, 2023 — Even if your dog is acting normal and still...

VCA Hospitals

<sup>1</sup> Pew Research Center – Google's AI Summaries (2025)

# Strategies to win in the AI era

---

1



Expand visibility beyond (Google) search

2



Create for people and train for machines (LLMs)

# How does AI answer this question?



What is the **best** **Indian restaurant** near **Soho**  
that has **late night dining** and **patio seating** ?



# Distribute data everywhere AI looks

## Website & Local Pages



KRICKET



BRIXTON

41-45 Atlantic Rd  
London SW9 8JL



020 3826 4090  
reservations@kricket.co.uk

Thursday – Saturday  
12pm-1am  
Sunday – Wednesday  
Closed

Full Control

## Listings



### Maharaja of India – SoHo Branch

4.9 ★★★★★ (667) · £20-30 · Indian restaurant



Reserve a table · Order online · Website · Directions

Save · Share · Call

Overview · Menu · Reviews

Recently opened  
Address: 63 Old Compton St, London W1D 6HT, United Kingdom  
Hours: Open - Closes 12:30AM  
Updated by this business 6 weeks ago  
Phone: +44 20 3041 9956  
Price per person: £20-30  
Reported by 258 people  
Service options: Good for watching sports - Wi-Fi - Kids' menu  
Reservations: maharaja@soho.uk, Quandoo.co.uk

Suggest an edit · Own this business?

#### Questions & answers

Be the first to ask a question

Ask a question

#### Popular times

MON TUE WED THU FRI SAT SUN



Primary Control

## Reviews & Social



### 2. The Delhi Brasserie

4.2 ★★★★★ (1,007 reviews)

Indian, Asian · \$\$ - \$\$\$ · Open now

Menu

"Superb Traditional Indian - Reasonably priced  
I have always enjoyed the food and will..."

Order online



### 3. Dishoom Carnaby

4.5 ★★★★★ (3,258 reviews)

Indian, Asian · \$\$ - \$\$\$ · Open now

Menu

"I had a lovely lunch at Dishoom today on Cor...  
Not impressed that lunch orders not taken till..."



MICHSLIN

### 4. Cricket Soho

4.4 ★★★★★ (168 reviews)

Indian, Asian · \$\$ - \$\$\$ · Open now

Menu

"Outstanding Indian inspired fusion feast. We  
"Exquisite Indian food with cool Soho v..."

Reserve

Partial Control

## New & Forums



### Indian food in london

Sources: r/LondonFood, r/london, r/FoodLosAngeles + 5 more

Craving authentic Indian food in London? Redditors recommend **Tamil Prince**, **Brigadiers**, and **Roti King** among other top choices.

#### Top Recommendations

- Tamil Prince:** Known for its authentic South Indian cuisine. "I've heard good things about Tamil Prince near Call Road (Islington)"
- Brigadiers:** Offers a stylish take on Indian dining with delicious small bites. "An excellent meal was had at Brigadiers!"
- Roti King:** A must-try for those looking for authentic and affordable Indian food. "Roti King near Waterloo"
- Tayyabs:** Famous for its Pakistani cuisine, especially the grilled kebabs. "Tayyabs in Whitechapel! Unbelievable and such good value."
- Punjab:** One of London's oldest Indian restaurants, offering classic Punjabi dishes. "Punjab in Seven Dials, have always had fantastic food there."

#### More Great Options

- Lahor Kebab House:** Known for its delicious kebabs and Pakistani cuisine. "Lahor kebab house"
- Saravana Bhavan:** A vegetarian paradise with a wide variety of South Indian dishes. "Saravana Bhavan for vegetarian"
- Gunpowder:** Popular for its modern take on Indian cuisine. "Gunpowder or Brigadiers for those wings"
- MTR:** "MTR in Harrow. South Indian fare but I'm from Bangalore (where the original MTR is) and I can guarantee that the dosas are the most authentic in London."

Minimal Control



# Churches in Searches and AI Queries

---

# How does AI answer this question?



What is the **best** **church** in **Mülheim** with good **music** ?



**Best:**

## Reviews & Social Media

AI checks ratings, reviews and mentions on platforms like Google Reviews, Facebook, Reddit and more.



**Church:**

## Listings & Directories

AI looks at church directories, listings and relevant category pages.



**Mülheim:**

## Maps & Local Websites

AI pulls information from Google Maps, local directories and websites about Mülheim.



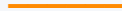
**Music:**

## Local Websites

AI checks church websites and event pages for information about music, worship style and choirs.



# Reality Check



26 Gottesdienstplan				Gottesdienstplan 27			
01.03.2026	10.00 Uhr	Gottesdienst mit Singspiel vom Kinderchor	Schirmer	14.05.2026	11.15 Uhr	Gottesdienst mit Wandelgang in und um die Lutherkirche	Göttert
01.03.2026	11.30 Uhr	Taufgottesdienst	Schirmer	Himmelfahrt			
08.03.2026	10.00 Uhr	Gottesdienst	Hasselhoff	17.05.2026	10.00 Uhr	Gottesdienst	Hillebrand
15.03.2026	10.00 Uhr	Vorstellungsgottesdienst der Konfirmandinnen und Konfirmanden mit Staffelübergabe	Schirmer / Göttert & KU Team	24.05.2026	10.00 Uhr	Gottesdienst mit Orgel und Trompete	Schirmer
22.03.2026	10.00 Uhr	Gottesdienst	Reimann	Pfingstsonntag			
29.03.2026	10.00 Uhr	Gottesdienst	Langfeld	24.05.2026	11.30 Uhr	Taufgottesdienst	Schirmer
03.04.2026	10.00 Uhr	Gottesdienst mit Abendmahl (Wein) mit Flöten und Flügel	Göttert	Pfingstsonntag			
04.04.2026	22.00 Uhr	Osternacht mit Gospelchor und anschließendem Osterfeuer	Schirmer	25.05.2026	11.15 Uhr	Gottesdienst Links der Ruhr mit Abendmahl und Chor in Broich	Pfeiffer
05.04.2026	10.00 Uhr	Ostergottesdienst mit Orgel und Trompete	Göttert	Pfingstmontag			
06.04.2026	10.30 Uhr	Familiengottesdienst Links der Ruhr mit anschl. Osterbrunch im Gemeindehaus Dorfkirche Saarn	Unterhansberg	31.05.2026	10.00 Uhr	Gottesdienst mit Taufen	Göttert
12.04.2026	10.00 Uhr	Gottesdienst	Schirmer	07.06.2026	10.00 Uhr	Gottesdienst	Göttert
12.04.2026	11.30 Uhr	Taufgottesdienst	Schirmer				
19.04.2026	10.00 Uhr	Gottesdienst	Langfeld				
26.04.2026	10.00 Uhr	Konfirmationsgottesdienst mit Abendmahl	Schirmer				
03.05.2026	10.00 Uhr	Konfirmationsgottesdienst mit Abendmahl	Göttert				
10.05.2026	10.00 Uhr	Gottesdienst	Schirmer				

🟡 Besondere Gottesdienste an Feiertagen    ⚪ Gottesdienst findet nicht in der Lutherkirche statt.

## Weitere Termine

**Carpe Diem – Mehr als Worte –**  
 Ev. Andacht mit allen Sinnen  
 Donnerstag, 23. April 2026  
 um 17.00 Uhr  
 Carpe Diem, Hansastr. 19a-23  
 Kontakt: Michaela Langfeld

**Gottesdienst im Marienhof**  
 jeweils um 16:00 Uhr  
 5. März, 2. April und 7. Mai 2026  
 mit Pfarrer Göttert  
 (Am Halbach 1)

**Ökumenischer Gottesdienst**  
 im Christophorushaus, Kirchstr. 91  
 am 1. April 2026 um 15.00 Uhr  
 mit Pfarrer Göttert und  
 Gemeindereferentin Andrea Schlüter

**Ökumenischer Schulgottesdienst**  
 am 27. März 2026 um 10.15 Uhr  
 in St. Michael  
 mit Diakon Bader und Pfarrer Göttert

**Tauftermine**

01. März	11:30 Uhr	Schirmer
12. April	11:30 Uhr	Schirmer
24. Mai	11:30 Uhr	Schirmer
31. Mai	10:00 Uhr	Göttert
05. Juli	10:00 Uhr	Göttert
09. August	11:30 Uhr	Schirmer
27. September	10:00 Uhr	Göttert

*Weitere Termine nach Absprache*

Welche Kirche in Mülheim hat die besten Predigten?

Eine sehr empfehlenswerte Kirche in Mülheim ist die

### EFG Evangelisch freikirchliche Gemeinde Mülheim

★ 4.9 • Church



Warum ich sie für eine „beste Wahl“ halte:

- Die Gemeinde schreibt auf ihrer Webseite, dass bei Gottesdiensten „Gottes Wort ... gelesen und gepredigt“ wird und „Ermutigung, neue Impulse, schöpfen Kraft für den Alltag, neue Inspiration“ angeboten wird. [efgmuelheim.de](http://efgmuelheim.de)
- Predigten können nachgeholt werden: „Die Predigten der vergangenen Gottesdienste sind auch als Audiodatei oder als YouTube-Video abrufbar.“ [efgmuelheim.de](http://efgmuelheim.de)
- Gute Bewertung bei Google (4.9 Sterne) – was darauf hindeutet, dass Besucher sehr zufrieden mit Atmosphäre und Verkündigung sind.

Wenn du möchtest, kann ich **drei bis fünf** Kirchen in Mülheim mit sehr guten Predigten auflisten, damit du schauen kannst, welche Richtung (evangelisch, freikirchlich, katholisch) am besten zu dir passt. Möchtest du das?




+ Ask anything





Welche Kirche in Mülheim hat die besten Predigten?

Die "beste" Predigt ist eine sehr subjektive Empfindung, da dies von individuellen Präferenzen und Glaubensvorstellungen abhängt. Einige suchen vielleicht nach theologisch fundierten Predigten, während andere sich von charismatischen Rednern oder lebensnahen Bezügen ansprechen lassen. Es gibt jedoch einige Gemeinden in Mülheim, die für ihre Predigten und ihre aktive Gemeindegemeinschaft positiv hervorgehoben wurden. 

## Evangelische Gemeinden

### Christus-Gemeinde Mülheim (Freikirche)

- Die Christus-Gemeinde Mülheim hat auf Google eine sehr hohe Bewertung (4.9 Sterne).
- Kommentare beschreiben die Gottesdienste als "fröhlich" und die Atmosphäre als "freundlich" und "offen", was auf ansprechende und lebendige Predigten hindeutet.
- Die Gemeinde betreibt eine Website mit einem Archiv, das einen Einblick in frühere Predigten bietet. 



# sinnundsegen.de Location Pages

with support of



Evangelische Kirche  
in Deutschland



Segen, Schwester!



Segen, Schwester! Der neue Podcast



Jesus Christus: Leben und Wirken



Vatertag oder Himmelfahrt?



Klimaschutz und Kirche



Häufige Fragen zum Wehrdienst



Das evangelische Abendmahl



Die Kreuzigung von Jesus



Das waren die besten Freunde und jünger von Jesus



Menschen und Storys

Sinn und Segen .de DIE SINNSUCHSEITE der Evangelischen Kirche im Rheinland

# Objective

---

A dedicated landing page is created for each municipality / city  
Content includes:



Protestant church buildings



Events, services, and activities



Additional local information

Based on: EKD project “Digitale Kirchtürme” and regional church event calendars (decentralized)



## Nordrhein-Westfalen

Die [Evangelische Kirche im Rheinland](#), die [Evangelische Kirche von Westfalen](#) und die [Lippische Landeskirche](#) liegen im Gebiet des Bundeslandes Nordrhein-Westfalen.

Bitte beachten Sie, dass nicht für alle Orte Daten verfügbar sind. Über die [Gemeindesuche](#) der Evangelischen Kirche in Deutschland können Sie jedoch flächendeckend die jeweils zuständige Kirchengemeinde finden.

Nach Stadt filtern



A

Aachen

Ahaus

Ahlen

Aldenhoven

Alfter



## Kirchen und kirchliche Einrichtungen in Aachen

Nach Postleitzahl filtern:

Alle anzeigen ▾

Standorte nach Kategorie filtern:

Alle anzeigen ▾



### Auferstehungskirche - Evangelische Kirchengemeinde Aachen

Am Kupferofen 19-21  
52066 Aachen

📍 [Anfahrt anzeigen](#)

Tel: [+49241453110](tel:+49241453110)

Mail: [aachen@ekir.de](mailto:aachen@ekir.de)

Website: <https://www.evangelisch-in-aachen.de>

- > [Services anzeigen](#)
- > [Beschreibung anzeigen](#)



### Dreifaltigkeitskirche - Evangelische Kirchengemeinde Aachen

Ecke Zollernstraße / Herzogstraße  
52070 Aachen

📍 [Anfahrt anzeigen](#)

Tel: [+4916096692489](tel:+4916096692489)

Mail: [info@juki-aachen.de](mailto:info@juki-aachen.de)

Website: <https://juki-aachen.de>

- > [Services anzeigen](#)
- > [Beschreibung anzeigen](#)

## Veranstaltungen in Aachen

Nach Kategorie filtern:

Alle anzeigen ▾

### Malen Aquarell und Pastellkreide

27. April 2026 um 09:30

Fortbildungen / Seminare / Vorträge

Schleckheimer Straße 12-16  
52076 Aachen

### EineWeltLaden in der GenezarethKirche

27. April 2026 um 11:00

Vaalser Straße 349  
52074 Aachen

# Structured data builds trust with AI answer engines



**Centralise:** one place to manage all brand data



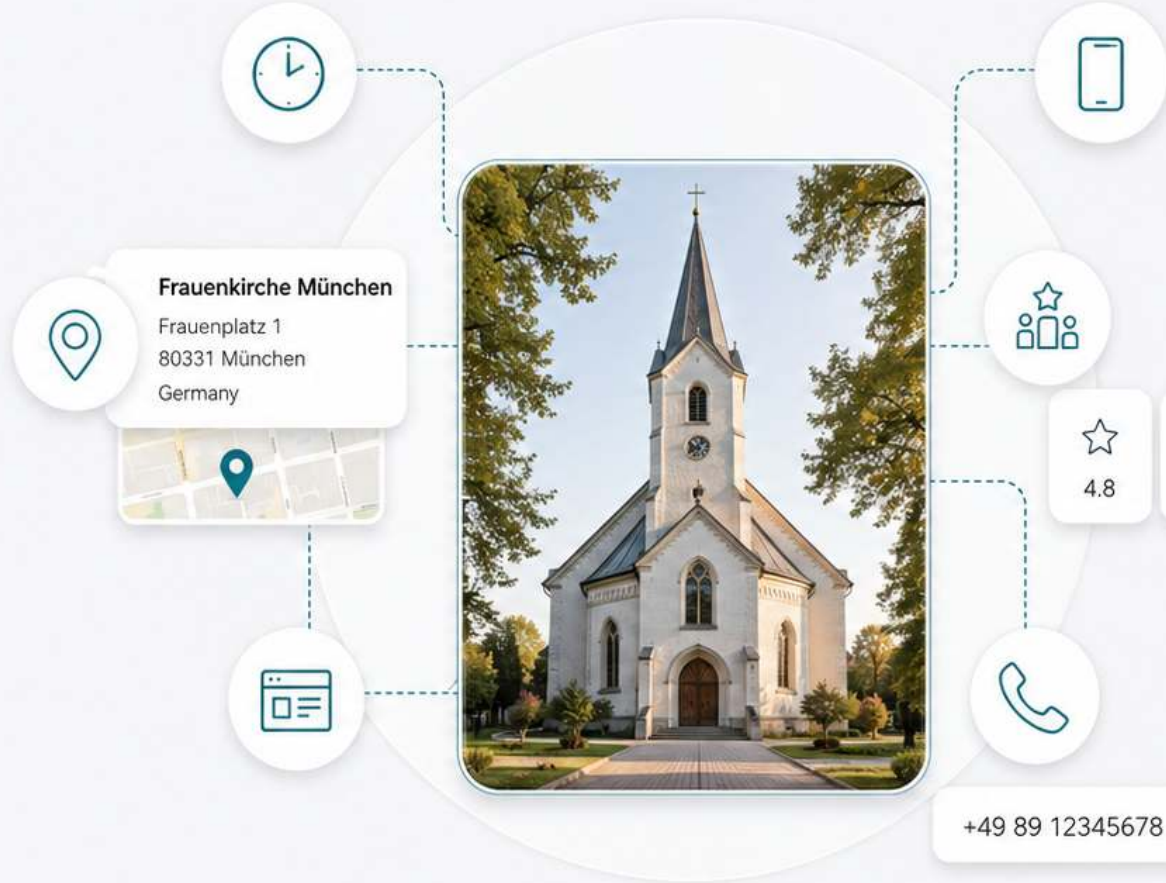
**Standardise:** ensure accuracy and consistency everywhere



**Enrich:** make data robust and query-ready






**Connect:** map relationships between entities for context



+49 89 12345678

# Use Cases

---

-  Users search for a church or service
-  AI systems retrieve structured data
-  SEO: Improved discoverability per location

# Challenges & Requirements

---



Completeness for each location



Up-to-date event information



Consistent structure: Location → Building → Events



Validated tagging of all data according to [schema.org](https://schema.org)

https://standorte.sinnundseggen.de/duisburg

Neuer Test



```

1 <html lang="de"><head><link rel="stylesheet" href="/assets/static/index-vJapKY01.css"/>
2 <link href="/assets/static/city-xdVfiCQx.css"/><title>Evangelische Kirche in Duisburg | Sinn und
3 <meta charset="UTF-8"/>
4 <meta viewport content="width=device-width, initial-scale=1"/>
5 <link rel="icon" type="image/x-icon" href="/assets/static/favicon-q3MQ04vI.png"/>
6 <meta description="Evangelische Kirche in Duisburg: 74 Standorte, 1180 Veranstaltungen. Finde evange
7 <meta property="og:title" content="Evangelische Kirche in Duisburg | Sinn und Segen"/>
8 <meta property="og:description" content="Evangelische Kirche in Duisburg: 74 Standorte, 1180 Veranstaltungen. Finde
9 <meta property="og:type" content="website"/>
10 <meta property="og:card" content="summary"/>
11 <meta property="og:site_name" content="index, follow"/>
12 <script type="module" src="/assets/client/city-9zKU_zvv.js" import.meta.url>
13 <script type="module">
14   import componentURL from "/assets/client/city-9zKU_zvv.js";
15   import renderURL from "/assets/renders/_client.TFfooV3y.js";
16   import { render } from "react";
17   render(
18     <div>
19       <div>
20         <div>
21           <div>
22             <div>
23               <div>
24                 <div>
25                   <div>
26                     <div>
27                       <div>
28                         <div>

```

itemListElement	
@type	Listitem
position	2
item	
@type	Church
@id	https://www.hochfeld-neudorf.de/
name	Christuskirche - Evangelische Kirchengemeinde Duisburg Hochfeld-Neudorf
telephone	+4920329510
url	https://www.hochfeld-neudorf.de/
name	Gemeindezentrum - Evangelische Gemeinde Duisburg Hochfeld-Neudorf
name	Gemeindehaus Gustav-Adolf-Str. - Ev. Gemeinde Duisburg Hochfeld-Neudorf
image	
@type	ImageObject
url	https://a.mktgcdn.com/p/OzGVgTkp8U66BlgFxp7kxWpJmtvo9dCk_EhiBky0ye4/236 2x2542.jpg
width	2362
height	2542
address	
@type	PostalAddress
streetAddress	Neudorfer Markt 22
postalCode	47057
addressLocality	Duisburg
addressCountry	
@type	Country



<https://standorte.sinnundseggen.de/duisburg>

Neuer Test



```

1 <html lang="de"><head><link rel="stylesheet" href="/assets/static/index-vJapKY01.css"/>
2 <link href="/assets/static/city-xdVfiCQx.css"/><title>Evangelische Kirche in Duisburg | Sinn und
3 </title></head></html>
4 <viewport content="width=device-width, initial-scale=1"/>
5 <link rel="icon" type="image/x-icon" href="/assets/static/favicon-q3MQ04vI.png"/>
6 <meta description="Evangelische Kirche in Duisburg: 74 Standorte, 1180 Veranstaltungen. Finde evange
7 </meta><meta property="og:title" content="Evangelische Kirche in Duisburg | Sinn und Segen"/>
8 <meta property="og:description" content="Evangelische Kirche in Duisburg: 74 Standorte, 1180 Veranstaltungen. Finde
9 </meta><meta property="og:type" content="website"/>
10 <meta property="og:card" content="summary"/>
11 <meta property="og:site_name" content="index, follow"/>
12 <script src="/cal" href="/duisburg"/><script type="module">
13 import componentURL = new URL("/assets/client/city.9zKU_zvv.js", import.meta.url)
14 import component = await import(componentURL);
15 import renderURL = new URL("/assets/render/_client.TFfooV3y.js", import.meta.url)
16 import render = await import(renderURL);
17 render(
18   component.default,
19   {
20     props: JSON.parse(decodeURIComponent("%7B%22document%22%3A%7B%22__%22%3A%7B%22entityPageSet%22%3A%7B%22
21     },
22     {
23       script>var IS_PRODUCTION = true;var PRODUCTION_DOMAINS = JSON.parse("{\"primary\": \"ekir-locations.f
24     },
25     {
26       reactele><div class="min-h-screen flex flex-col"><header class="bg-white shadow h-24 flex items-
27       .ca de Habla Hispana: Fundada en 1964, es un refugio espiritual abierto a todas las personas de ha
28     </div></div>

```

@type	Listitem
position	894
item	
@type	Event
@id	https://termine.ekir.de/d-990066
name	Gottesdienst
url	https://termine.ekir.de/d-990066
startDate	2026-12-13T11:00:00
endDate	2026-12-13T12:00:00
eventAttendanceMode	http://schema.org/OfflineEventAttendanceMode
eventStatus	http://schema.org/EventScheduled
location	
@type	Place
name	Duisburg
address	
@type	PostalAddress
streetAddress	Kaiser-Friedrich-Straße 40
postalCode	47169
addressLocality	Duisburg
addressCountry	
@type	Country
name	DE
itemListElement	
@type	Listitem
position	895
item	
@type	Event
@id	https://termine.ekir.de/d-1026168

# Goal

---

≈ 750,000 Entities nationwide

# AI understands intent — and delivers the right answer

## Your message



I want to attend a Christmas service with kids in Cologne.

10:24 AM

## AI interprets correctly



### Identifies intent

Attend a church service



### Adds constraint

Family-friendly / with kids



### Extracts context

Christmas, Cologne



### Matches structured data

- Churches
- Christmas service times
- Family / children services
- Locations

## AI provides the right answer



Here's a family-friendly Christmas service in Cologne that you might like:

10:25 AM ✓

### RECOMMENDED OPTION



### Family-Friendly Christmas Service

- 📅 December 24, 4:00 PM
- 👨‍👩‍👧 Children's program included
- 📍 Central Cologne location
- 🕒 Approx. 60 minutes



This service is especially suitable for families with children and includes a dedicated children's segment.

### More options available



Other Christmas services for families at different times



Various locations across Cologne and the area



Options with music, nativity plays or shorter formats



View more options



## Takeaway

Structured, enriched data enables AI to deliver precise, context-aware answers that match real needs.



# Credits & Links

---

- Rebecca Colwell, Sam Dais: Winning Search in EMEA:  
How Yext Scout drives visibility across local and AI platforms
- Silverstein, J., Martin, K., Antin, A., Kaba, R., Pellegrini, L., Jenkins, A., & Ferguson, C. (2023). Predicts 2024: How GenAI Will Reshape Tech Marketing (No. G00800771). Gartner, Inc.  
<https://www.gartner.com/en/doc/800771-predicts-2024-how-genai-will-reshape-tech-marketing>
- Chapekis, A., & Lieb, A. (2025, July 22). Do people click on links in Google AI summaries? Pew Research Center.  
<https://www.pewresearch.org/short-reads/2025/07/22/google-users-are-less-likely-to-click-on-links-when-an-ai-summary-appears-in-the-results/>
- Digitale Kirchtürme:  
<https://www.ekd.de/digitale-kirchturme-fur-bessere-suchergebnisse-53303.htm>
- <https://standorte.sinnundsegen.de/>