

How UX can help improve SEO results?

Important aspect of SEO is the preparation of a website for both users and search systems. Although search systems' robots have become increasingly clever through many iterations and improvements in algorithms, there are still limitations to how the website will be perceived by the robots. SEO process should take into consideration the signals that indicate quality traffic for the robots and work on UX to combine the best of both worlds - clear and concise for robots and humans alike.



So, what is UX and how does it improve SEO?

10 WEB design + and -

UX is the User Experience on your website - whatever the content you're serving in the digital realm, it must be *understandable, intuitive and reachable*. UX, of course, is an area of subjectives, dependent on the target audience, but just like for a pie recipe, however many different variations, there are certain constants that *can and should* be followed.

Simple titles

From domain name to product titles - keeping it simple is the way to go.

Clever domain names

Clever = difficult to remember.

Fast load speed

Load speed either on a mobile device or desktop should be more or less the same - i.e. fast.

Slow load speeds

All is needed HERE & NOW, and no other way will do.

UX design

Efforts to understand the user behaviour lead to better design solutions, intuitive for both humans and robots to use.

Crowded design

Broad and incoherent array of choices mostly make the users choose to leave.

Readable fonts

12 for documents, 14 for digital.

Small fonts

Terms and Conditions - Let's leave the tiny fonts for the boring stuff that nobody wants to see anyway.

Coherence

Use the website design to make a point, attract attention, create CTAs and stand out from the crowd.

Pop up banners

Pop up banners are often taken as CAPS LOCK by users now - try to avoid it. However subscription boxes are still OK, so go ahead and pop.

Content structure

Single block of content just seems too much like a text book or a finance report. Keep it fun and structure the content into related boxes with visuals and animations. Make it a pie chart, add a bubble box or put a counter on it - have users interact with the content.

Too much content

We're about the single blocks here.

Design for target audience

Burger Menu or the word MENU, link to the homepage on the logo or button in the menu called Home? Understand and design for your audience.

Monotonous design

It's rather subjective, but understanding what your audience considers interesting is pivotal.

Solid image

When conveying a solid image in the digital realm, keep in mind, that there are many tools at your disposal - even small changes in the routine, like font switch or interactive buttons, will do miracles.

Corporate and strict

We are very sorry, dear corporates, but keeping the design light and easy is what the users seem to want.

Intuitive navigation

Even without the header it should be clear what you do, the value you provide and how to reach the most relevant info.

Navigation issues

Cover up the header - is it still clear? Make the most of the navigation and ensure it all works perfect.

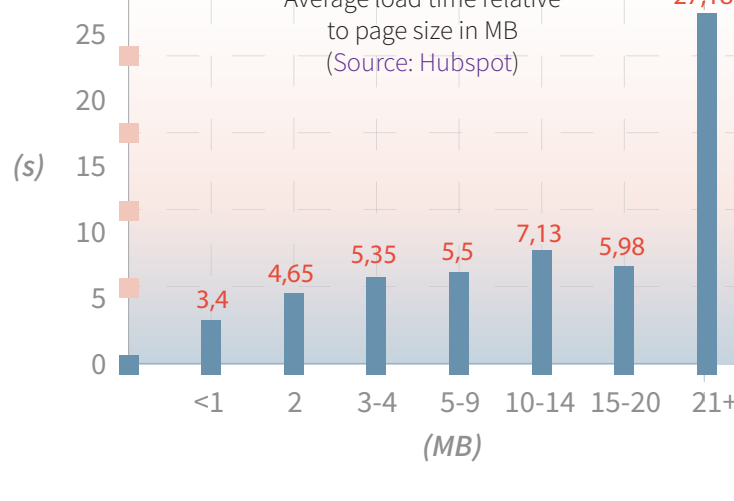
Pitch-perfect SEO

Intuitive design and perfect UX has sustainable impact on SEO - quality, returning and recommending traffic to your website.

Not so pitch-perfect SEO

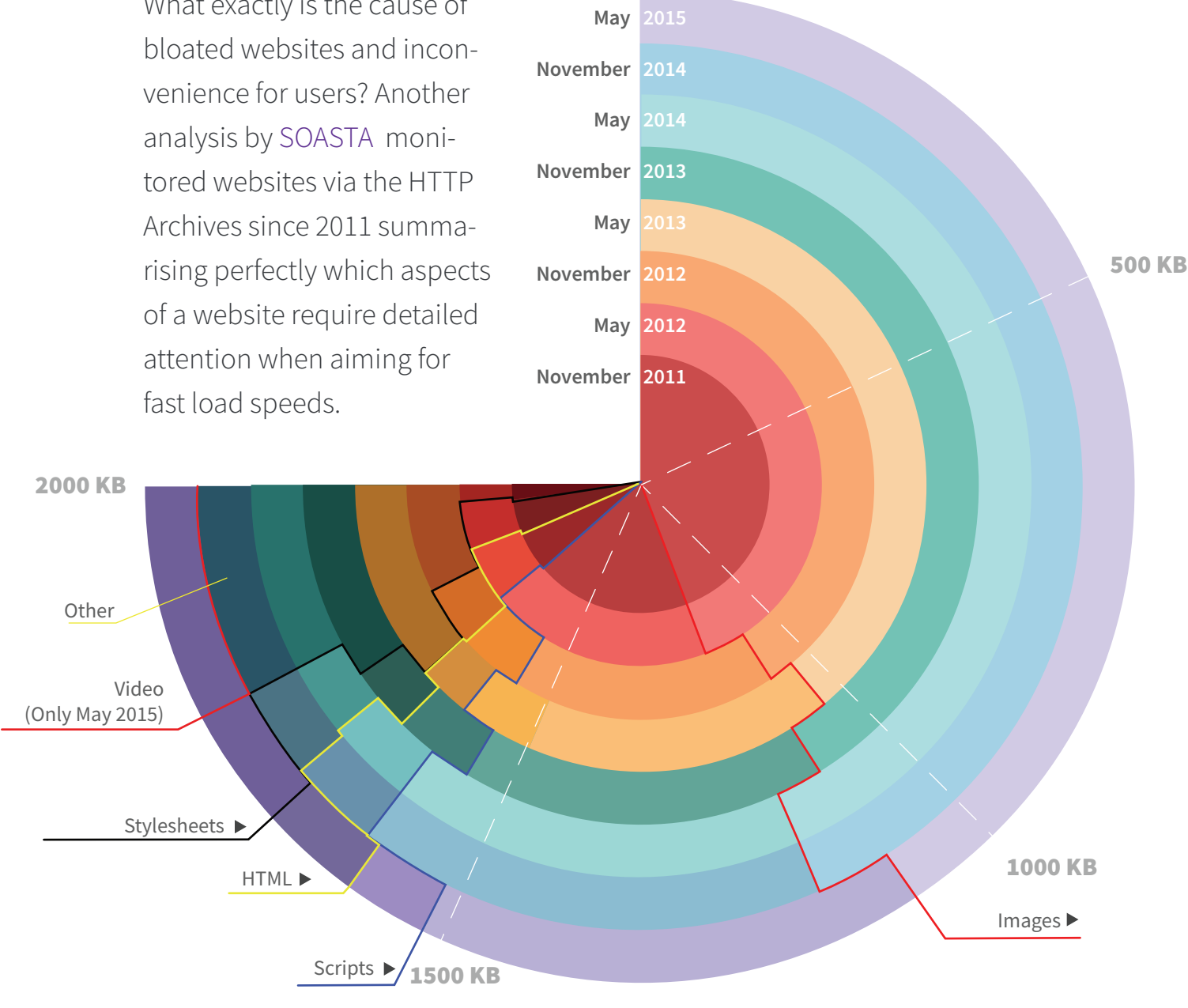
We like to reiterate this point - if traffic reaches your website, be sure to have quality content waiting there.

In an analysis by Hubspot, it was reported that many websites are not optimised for fast load speeds, which is extremely important, considering that many users search for information using mobile devices. Out of 26 000 websites Hubspot analysed, the average score was 60/100: most websites took 3.9 seconds to load, were 1.4 MB in size and sent 61 extra resource requests.



In a survey by SOASTA where 2 000 people, shopping for Mother's Day, were asked what frustrates and worries them most, 24% replied that slow load speed is the most frustrating aspect when online shopping.

What exactly is the cause of bloated websites and inconvenience for users? Another analysis by SOASTA monitored websites via the HTTP Archives since 2011 summarising perfectly which aspects of a website require detailed attention when aiming for fast load speeds.



Ranking factors

2015

by searchmetrics

Trends

- ▲ Rising
- ▼ Unchanged
- ▶ Falling
- ★ New

Importance

- 2 Very positive impact
- 1 Positive impact
- 0 No impact
- 1 Negative impact

CONTENT

Relevant terms	▲ 0,15	2
Keywords in internal links	▼ 0,9	1
Keyword in body	▼ 0,7	0
Word count	▼ 0,7	2
Proof terms	★ 0,03	2
Keyword in external links	▼ 0,03	-1
Flesch readability	▲ 0,02	1
Keyword in description	▼ -0,01	0

UX

Click through rate	▲ 0,67	2
Time on site	★ 0,09	2
Internal links	▼ 0,09	1
Presence of unordered lists	▲ 0,07	1
Video integration	★ 0,07	0
Responsive design	★ 0,06	2
Bounce rate	★ 0,04	2
Number of images	▼ 0,04	1
Adlinks/ Adsense	▼ -0,03	-1
Font size	★ -0,12	1

TECHNICAL DETAILS

Domain SEO visibility	★ 0,26	2
Search volume domain name	▼ 0,16	1
HTTPS	★ 0,05	1
Existence of speed	▼ 0,04	1
Site speed	★ 0,04	2
Flash	▲ -0,01	-1
Keyword in domain	▶ -0,02	0
.com domain	▶ -0,04	0

BACKLINKS

Number of backlinks	▼ 0,28	1
Referring domains	▼ 0,22	2
Links from newssites	▲ 0,22	1
Nofollow backlink ratio	▼ 0,20	0
Backlink age	▲ 0,19	0
Keywords in anchor text	▲ 0,17	-1
Domain in name anchor text	▶ 0,16	1
Links to homepage	▲ -0,06	1

SOCIAL

Google +	▼ 0,31	0
Facebook	▶ 0,28	0
Twitter	▼ 0,23	0
Pinterest	▼ 0,23	0

Source: Searchmetrics

There are many variables that search engine algorithms take into consideration (keywords, links, information structure) aiming to provide the best search results to users, but even with extensive link network, keywords and good code structure, the end results will depend on the user. So providing a convenient method of reaching information and a pleasant user experience, the website will achieve its goal - engage the user. UX integration into SEO provides the indirect value of signalling to the search engines that users enjoy the content, share it, recommend it, therefore it must be good.

When crafting an integrated solution for a website, it's always best to start with the content - that is where both users and search engine robots begin their journey.

Hubspot, 2016, <https://research.hubspot.com/>
Soasta, 2015, <http://www.soasta.com/blog/web-performance-mothers-day/>
Soasta, 2015, <http://www.soasta.com/blog/page-bloat-average-web-page-2-mb/>
MOZ, 2015, <https://moz.com/>
Search Metrics, 2015, <http://www.searchmetrics.com/>

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