



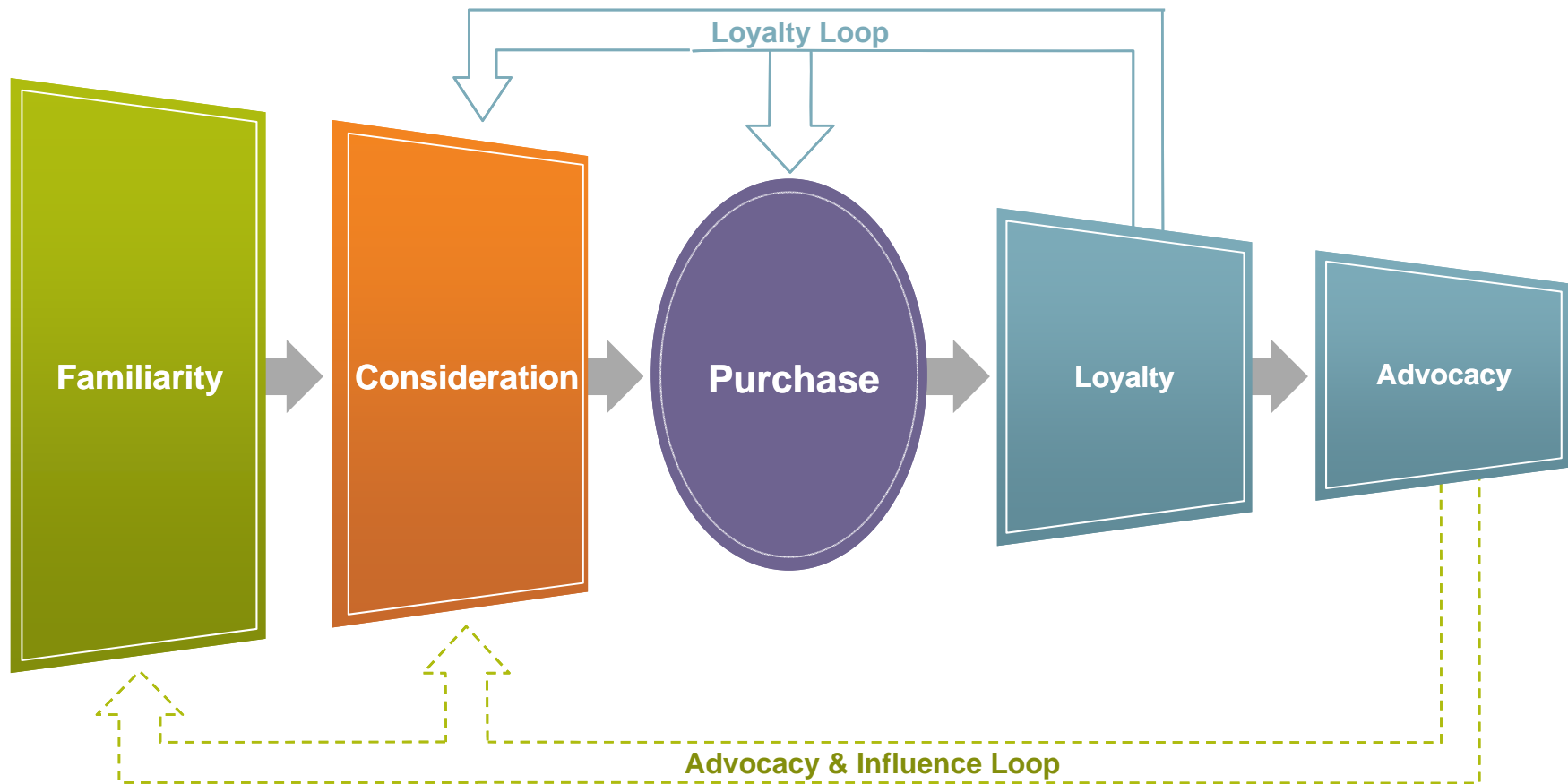
nFUSION

Closing the Gap Between SEO and Usability

PubCon 2009

Understanding SEO and Usability's Role in Consumer Engagement

Stages of Customer Engagement



How SEO Influences Usability



- ▮ The obvious influence: visitors

Site Architecture Influences

- ▣ URL structure
 - Including keywords in URLs
 - Example: www.sexiestmanintheworld.com/taylorpratt
 - Limiting URL length
- ▣ Page load time
- ▣ Creating user friendly meta descriptions

Site Architecture Influences

- ▣ Improving site navigation
 - Limiting the number of folder levels
 - Example: nfusion.com/taylor/is/amazing/
- ▣ Limiting flash content
- ▣ Eliminating splash pages
- ▣ Making ALT attributes user friendly

Content Influences

- ▣ Gauging user intent
 - Informational vs. transactional keywords
- ▣ Improving page relevance
- ▣ Setting clear expectations for the user
 - Prior to visiting the site
 - Navigating the site (e.g. anchor text)
- ▣ Making title tags bookmark friendly

Action Items

- Conduct an SEO audit to find usability opportunities
- Setup a test with optimized headlines
- Setup a test with and without flash content
- Change anchor text to include keywords to better set user expectations

How Usability Influences SEO



- ▮ The obvious influence: conversions

Why is it Important?

- ▮ Site impression is made in 1/20th second
- ▮ Users only spend an average of 27 seconds on a web page
- ▮ On the web, people succeed 66% of the time and then they move on

Site Architecture Influences

- Improving linkability
- Incorporating product images
- Improving navigation paths
- Decreasing bounce rates and improving time on site
- Less SEO might mean more conversions

Keyword Influences

- ▣ Keyword ideas from user testing
- ▣ Improve keyword targeting effectiveness
 - Are you targeting the right keywords on the right pages?
- ▣ Making a case for including keywords in headlines

Content Influences

- Implementing user reviews
- Using demographics and persona data to create targeted content
- Improve content engagement
 - Comments, social sharing, etc.
- Matching content to user intent

Action Items

- ▮ Analyze top non-branded keywords for user engagement metrics
- ▮ Setup user tests with SEO targeted questions
- ▮ Setup test with increases in images

Parting Shots – Start With Some Basic Questions

- ❑ Does the page/site provide evidence that users' goals can be accomplished?
- ❑ Does the page provide a signal as to “where to start?”
- ❑ Does the page/navigation provide enough information for the user to self-identify?
- ❑ Does the page answer “what do they have here?”
- ❑ Does the page answer “what can I do here?”
- ❑ Is the “signal to noise” ratio appropriate?

Thank You!

- <http://twitter.com/pratt>
- <http://twitter.com/nfusion>
- tpratt@nfusion.com
- <http://www.nfusion.com/>