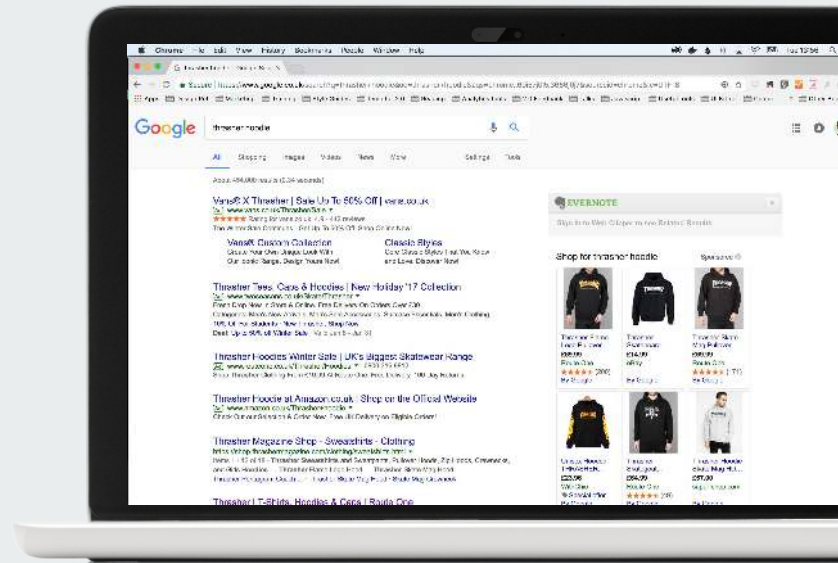


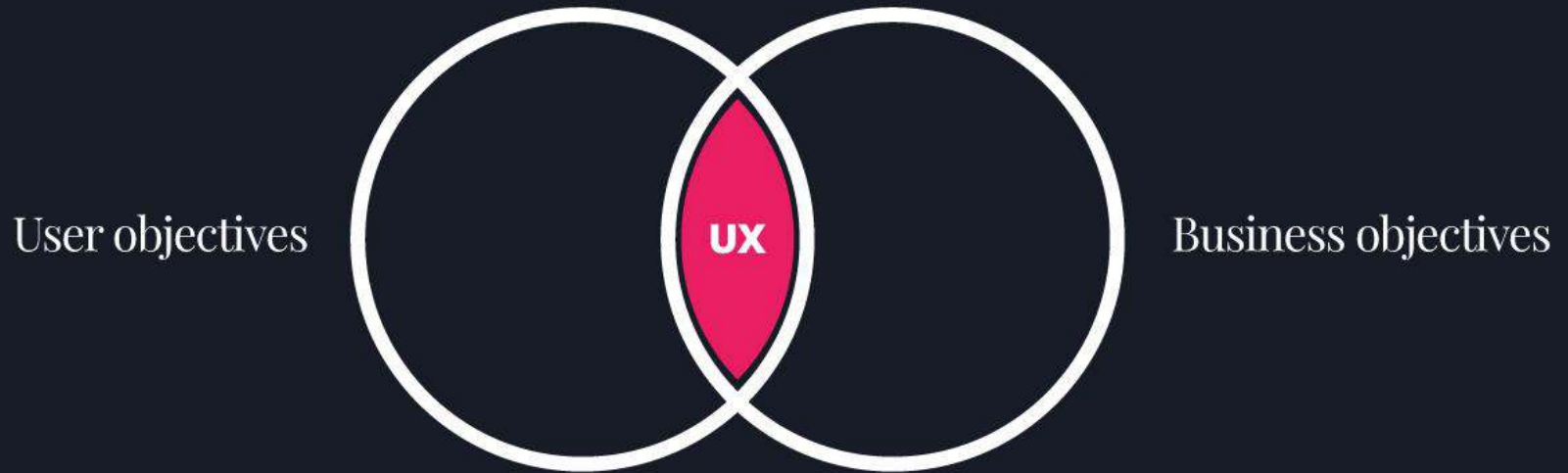


# How can UX design affect your SEO

Talk by  
Kamil Kuczynski and Nick Duffield



# WHAT IS UX?







**information  
architecture**



**website  
navigation**



**user  
experience**

from the director of waiting for godot

# BAMAKO

Sed libero purus, imperdiet  
nec.  
1234567890

Sed libero purus,  
imperdiet nec.  
1234567890

2004

Sed libero purus,  
imperdiet nec.  
1234567890

2005

Sed libero purus,  
imperdiet nec.  
1234567890

2006

Sed libero purus,  
imperdiet nec.  
1234567890

2007

Sed libero purus,  
imperdiet nec.  
1234567890

a film by adrian hernandez romero

from the director of waiting for godot

# BAMAKO

Sed libero purus, imperdiet  
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2007

Sed libero purus,  
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1234567890

a film by adrian hernandez romero

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# SEO + UX. We had an idea for a project? (story 2)

# Get certified by Google

Kickstart your career with an impressive digital certification. Our free online courses will guide you through everything from search engines, to social media and beyond.

START LEARNING



Why get certified?

# Key learnings

Create and structure your content in a meaningful way for your visitors

Speak to your customers to understand how they describe your products so that you can write more meaningful content for them

Optimise your site for user behaviour

---



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# Getting started (the project story 3)



View an introduction  
to Search Console

# You want to be found on the web. We want to help.

Track your site's search performance with Google Search Console and browse around for more webmaster resources.

[SEARCH CONSOLE](#) →

[GET HELP](#) →

Get support for



# Defining the problem

The store had poor page indexing, but why?

Is the site user friendly?

If competitors are achieving better indexing, how are they doing it?







**90%**



**Good**

**Designers**

**Copy**



**Great**

**Designers**

**Steal!**



# Search Console

Recommended HTML improvements

- 65 Duplicate page titles
- 822 Duplicate meta descriptions
- Just as many duplicate keywords

All due to save as publishing behaviour. Resulting in inaccurate page information for search results





# An example of a proposed fix

Title creation guide

'Brand and item name' - 'Detail (e.g. like colour if relevant)' - Store name

Resulting HTML

```
<title>Thrasher Skateboarding Magazine Logo Hoodie - Black - Hardcore Hobbies</title>
```



# Improved checkout experience

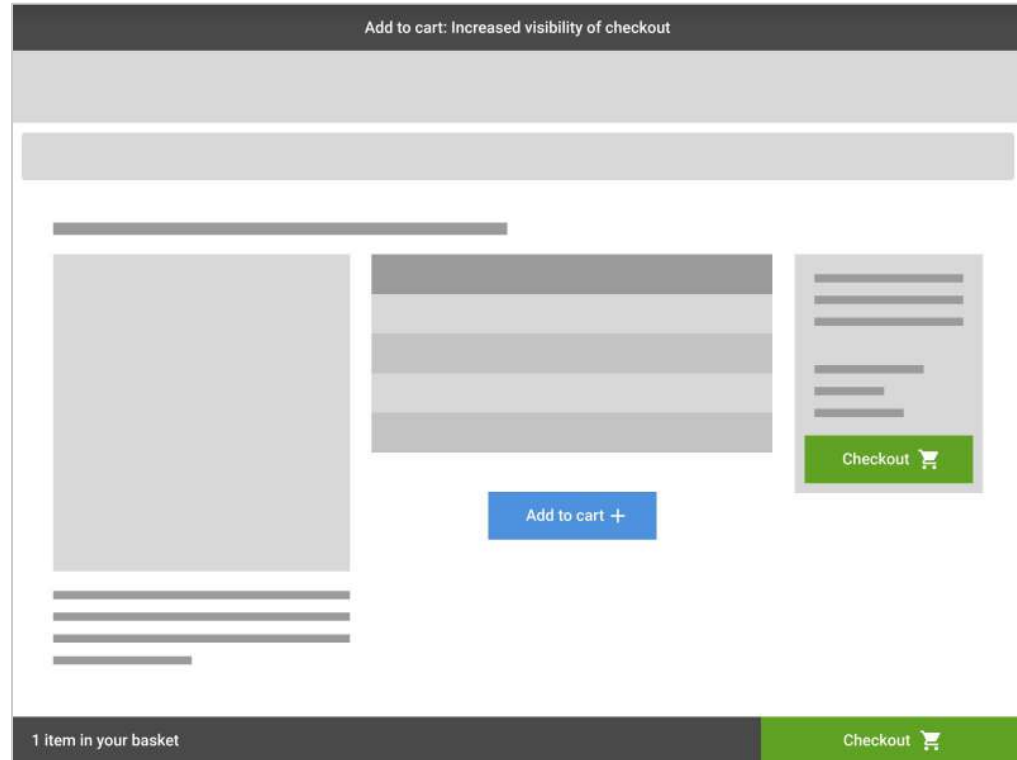
Based on our in-store user study, customers could not find the checkout after adding goods to their shopping cart.

Why? The 'Go to checkout' button was buried among other links in a sidebar. Not a primary call to action.



# An example of a proposed fix

A lo-fidelity wireframe showing how to increase the value of the Checkout button






# Can UX design affect your SEO?



**Optimise(y) for your audience**



**Optimise(y) for your audience  
Not the search engines!**



**MOZ - [www.moz.com](http://www.moz.com)**

**Hotjar - [www.hotjar.com](http://www.hotjar.com)**

**Draw - [www.draw.io](http://www.draw.io)**

**Google Docs/Sheets/Slides**