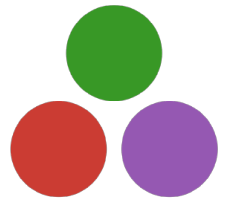


Improve SEO for Julia Website



How SEO works ?

SEO is an acronym that stands for search engine optimisation, which is the process of optimising your website to get organic, or un-paid, traffic from the search engine results page

How to improve SEO ?

Here are a few ways through which we can improve SEO for Julia:

1. Page load speed

Popular search engines like Google take 'page load speed' as a serious factor in ranking the websites. It is important for the website that the web pages are light and page loads in a few seconds.

Pros : Keeps the people engaged with new information when they click a button instead of making them wait.

Cons : If the page load speed is a little slow, it can result many viewers to back out.

2. More multimedia

It is important for the website to have much more images and videos embedded. The website already has many different multi-medias such as videos and images but it would be perhaps better, if we add a interactive and engaging video at the homepage of the website explaining what is Julia and how it is different from others.

Pros : Better Branding and greater immersion of people in content.

Cons : Increases loading time and some browsers are not compatible with embedded multimedia.

3. A Better Contact us page

Websites that have sufficient contact information are considered to be more trust-worthy and therefore may rank higher by search engines. The Julia website has a contact page but it has the contacts at the social networking websites where the users may feel that they might not be heard and might not be taken seriously. It would be good, if we add an e-mail support to the website.

Pros : Better language support to learners.

Cons : Can lead to more spam e-mails.

4. Mobile optimisation

More and more users are consuming content on mobile devices, and not being mobile optimised is going to affect user experience. The website is indeed optimised for the mobile devices but there is sure some room for improvement such as resizing the YouTube video embedded in it and removing the white spaces.

Pros : Better user experience and reaches greater audience.

Cons : Less efficient and focused due to lots of clutter.

5. Social sharing

The number of Facebook shares, Tweets, Pinterest pins and other social media mentions can influence SEO rank. The website can have some more ui buttons for contacting them through social networking sites such as Facebook and Pinterest which in turn can surely increase Julia's popularity.

Pros : Reaches bigger audience and has low cost.

Cons : Time consuming and risk of negative publicity.