

### 3 Design and Publishing

To facilitate a higher ranking for “天航小說站” on organic search result page from search engines, several SEO tactics were adopted when building the web page:

#### 3.1 Keyword research

With Google Keyword Planner, we can define some most relevant keywords about the theme “天航” (e.g. “天航 D 系列”, “披上狼皮的羊咩咩”, “天航小說”, “天航出版社” and “天航電子書”) (see Figure 2). Therefore, these keywords are targeted and added in the meta tags of the web page to facilitate organic search.

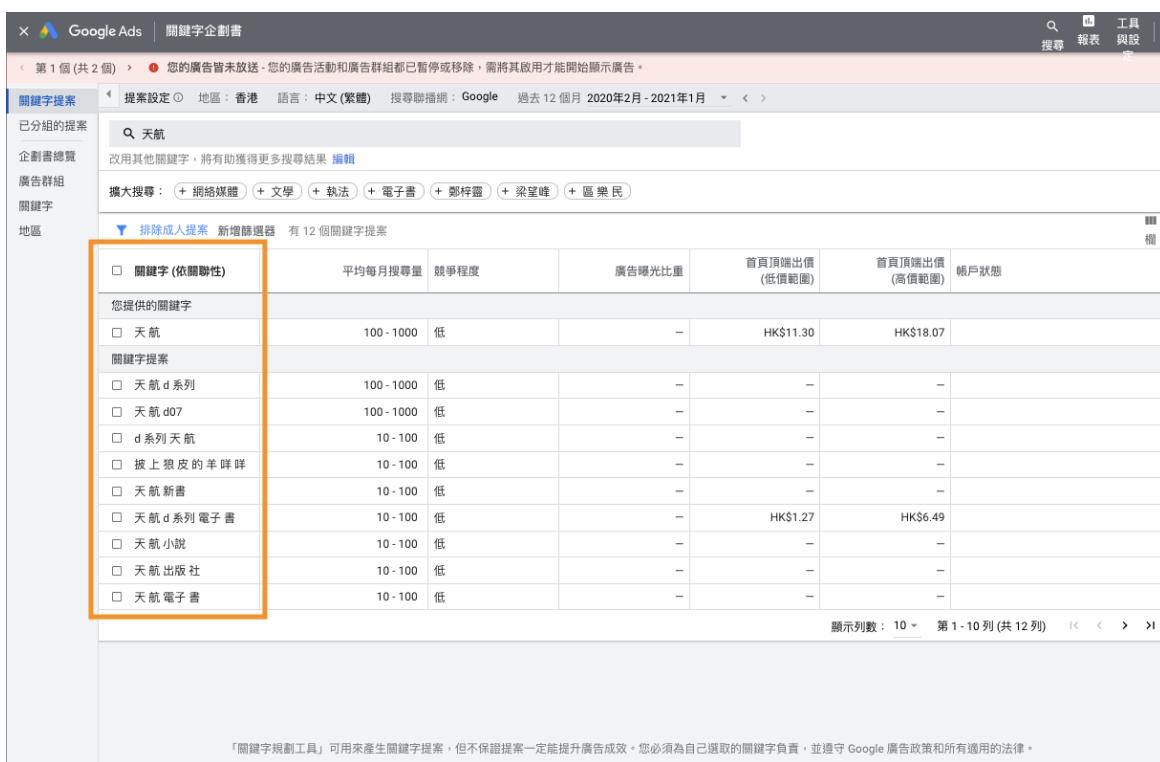


Figure 2. Google Keyword Planner for the phrase “天航”.

## 3.2 On-page elements

### 3.2.1 Relevant web page title

The web page is named as “天航小說站” which contains and represents the author name and main content of the page, which are the novels. This page title will be shown on both the page tab and top navigation bar of the page (see Figure 3). This may help the search engines to recognize the page as relevant to search keywords of “天航” and “天航小說”.



Figure 3. Web page title.

### 3.2.2 Meta tags and page descriptions

With reference to Google Keyword Planner results as mentioned above, meta tags of the web page is defined with numerous relevant keywords, like “天航小說”, “天航出版社”, “天航電子書” and “天航 D 系列”; Some broader phrases, such as “香港作家”, “電子書” and some of the book names (e.g. “愛因斯坦被擗了一巴”, “三分球神射手”, “披上狼皮的羊咩咩”) are also included in the meta tags for better SEO (see Figure 4).

```

1 <!DOCTYPE html>
2 <html>
3
4   <head>
5     <!-- Global site tag (gtag.js) - Google Analytics -->
6     <script async src="https://www.googletagmanager.com/gtag/js?id=G-8GP8BZQDPH"></script>
7   </script>
8   window.dataLayer = window.dataLayer || [];
9   function gtag(){dataLayer.push(arguments);}
10  gtag('js', new Date());
11
12  gtag('config', 'G-8GP8BZQDPH');
13 </script>
14 <title>天航小說站</title>
15 <meta charset="utf-8">
16 <meta name="viewport" content="width=device-width, initial-scale=1">
17 <meta name="keywords" content="香港作家,香港作家天航,天航作品,天航小說,天航,天航出版社,天航新書,天航電子書,電子書,天航D系列,天航D07,D系列,D07,愛因斯坦被撞了一巴,三分球神射手,披上狼皮的羊群咩">
18 <link rel="stylesheet" href="https://canis.cloudflare.com/ajax/libs/font-awesome/4.7.0/css/font-awesome.min.css" type="text/css" >
19 <link rel="stylesheet" href="theme.css" type="text/css" >
20 </head>
21
22 <body>
23   <nav class="navbar navbar-light" style="">
24     <div class="container d-flex justify-content-center"> <a class="navbar-brand text-primary" href="#">
25       <i class="fa fa-bookmark-o"></i>
26     <b>天航小說站</b>

```

Figure 4. Meta tags of the web page.

### 3.2.3 Add relevant outbound links

There is an additional part named “Other Links” placed at the bottom of the web page (see Figure 5). Some relevant outbound links are provided here and users can simply click the titles to know more information about Tinhong and his works (e.g. Tinhong’s personal official website, website for reading Tinhong’s novels in the forms of e-book, feature stories about Tinhong). Users will be linked to credible external websites.

#### 🔗 其他連結

[【作家天航的個人網站】](#)

[【天航電子書| Readmoo 讀墨電子書】](#)

[【經歷比小說更淒美的愛情故事 作家天航停筆兩年陪癌妻走人生最後旅程】](#)

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Figure 5. Some relevant outbound links to external websites.

### 3.3 High quality and relevant content

#### 3.3.1 Maintain website freshness / consistent update

To keep freshness of the content provided, latest information about Tinhong and his books will be carefully monitored and frequently tracked. When new books or critical news about Tinhong are released, the web page will update its content accordingly.

#### 3.3.2 Long content

The web page is mainly constituted by three major content parts, which are introduction to Tinhong, Tinhong's portfolios, and "Other Links" as mentioned. In particular, the portfolio part presents Tinhong's major works with cover images, names, categories and short description of the book, so that users can have a direct overview on Tinhong's works (see Figure 6). There are about 30 books introduced in the portfolio. In overall, the web page offered a relatively rich and long content for users. This may also help to generate a better organic search performance.



Figure 6. Tinhong's portfolios.

### 3.4 Design and Programming

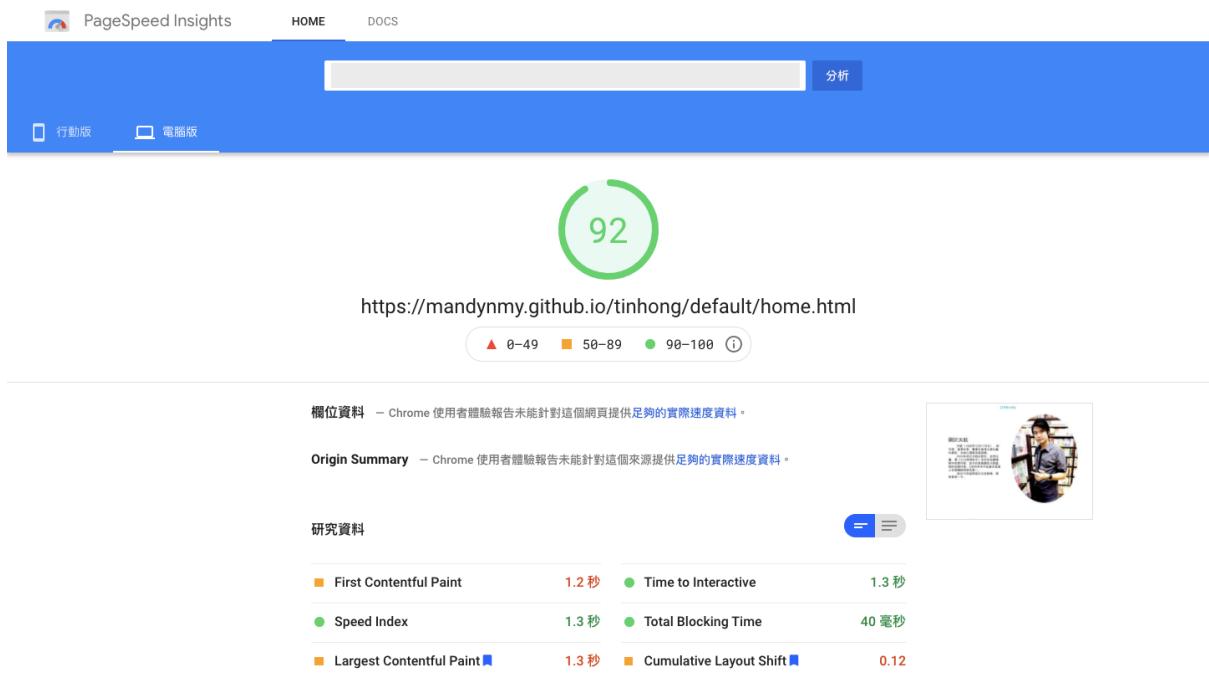
#### 3.4.1 Satisfying loading speed

After publishing the web page, its loading performance has been tested by the Google

Page Speed Insights (see Figure 7). Results showed that interactive time needed to load the

web page was less than two seconds and total blocking time was less than one second. The

overall performance score on page speed was 92 for desktop version, which is satisfying.



*Figure 7. Google Page Speed Insights evaluation result.*

### 3.4.2 Mobile friendly / responsive web design

The web page also has a responsive web design which is user-friendly to mobile users (see Figure 8). This can be an effective tactic for better user experience and SEO.

## 3.5 Regular review

Google Analytics will be used to regularly review and track the website performance (e.g. how many people are visiting the page at the moment, total website traffic for the previous week) and understand more about the background of visitors (e.g. where do they come from, what kind of devices do they use when browsing).

下午 10:40 72%

**天航小說站**

## 關於天航

天航（1980年12月17日生），射手座，香港作家。畢業於香港大學社會科學系，主修心理學及經濟學。

2004年成立天航出版社，自資出書，憑《三分球神射手》系列成為最暢銷本地男作家，至今仍是高踞各大銷量榜的全職作家。D系列多本作品曾先後登上全港暢銷榜排名第一。

自2010年起移居台北並結婚，現時育有一子。



**D系列**



愛因斯坦被  
摑了一巴

奇幻驚險小說

「他的宏願就是  
消滅人類，我的  
遺願就是要你去  
阻止他的陰  
謀。」



蕭邦的刀，  
少女的微笑

奇幻驚險小說

世上最危險的陷  
阱，就是藏在微  
笑裡的謊言和詭  
計。

## 其他連結

[【作家天航的個人網站】](#)

[【天航電子書|Readmoo 讀墨電子書】](#)

[【經歷比小說更淒美的愛情故事 作家天航停筆  
兩年陪癌妻走人生最後旅程】](#)

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Figure 8. “天航小說站” mobile view (content reduced version).