

Day-9

Learned about Non-Functional Requirements

Non-functional requirements (NFRs) for a website are those that focus on how well the site operates rather than what specific features it has. When it comes to search engine ranking (SERP), several NFRs play a crucial role in improving your website's position. Here are some key ones to consider:

Performance:

- **Speed:** This is a major factor for both users and search engines. A slow website frustrates users and increases bounce rate (the percentage of visitors who leave after viewing just one page). Search engines prioritize fast-loading websites to deliver a better user experience.
- **Responsiveness:** Your website should adapt seamlessly to different devices (desktops, tablets, mobiles). This ensures a smooth user experience across all platforms and can improve SEO since Google prioritizes mobile-friendly websites.

Usability:

- **Navigation:** Make sure your website has a clear and intuitive navigation structure. Users should be able to find the information they need easily. Search engines also consider website structure when ranking pages.
- **Content Organization:** Organize your content logically and hierarchically. Break down long text blocks with subheadings and bullet points for better readability. This improves user experience and helps search engines understand your content better.

Accessibility:

- **Code:** Use clean, well-structured code that validates according to web standards. This ensures smooth rendering across different browsers and devices.
- **Content:** Make your website accessible to users with disabilities. This includes using alt text for images, proper heading structures, and keyboard navigation options. Not only is this the right thing to do, but search engines may also give slight ranking boosts to accessible websites.

Security:

- **HTTPS:** Having a secure connection with HTTPS encryption is crucial. It protects user data and reassures visitors that your website is trustworthy. Search engines may give slight ranking boosts to secure websites (HTTPS) over non-secure ones (HTTP).

Scalability:

- **Traffic Fluctuations:** Your website should be able to handle traffic spikes without performance degradation. This ensures a smooth user experience even during peak usage times.

By focusing on these NFRs, you can create a website that not only ranks well in search engines but also delivers a positive user experience, which can further improve your ranking through positive user signals.

Remember, SEO is a complex process, and NFRs are just one piece of the puzzle. However, by prioritizing these aspects, you can lay a strong foundation for a website that search engines and users alike will love.

Installed some important chrome extensions

- Adblock plus
- Whatfont
- LastPass
- Colorzilla

How to check the performance of your website?

Using page insights or by simply installing the Google lighthouse extension.