UNIVERSIDAD TECNOLÓGICA DE

SAN LUIS RIO COLORADO

INVESTIGATION

MTRO. AURELIO FLORES

ALUMNO: VICTOR MANUEL GALVAN COVARRUBIAS

ING. EN DESARROLLO Y GESTIÓN DE SOFTWARE

San Luis Rio Colorado, Sonora   Marzo, 2022

SEO

SEO stands for "search engine optimization." In simple terms, it means the process of improving your site to increase its visibility when people search for products or services related to your business in Google, Bing, and other search engines. The better visibility your pages have in search results, the more likely you are to garner attention and attract prospective and existing customers to your business.

SEM

SEM stands for Search Engine Marketing, or it can also be called search engine marketing. SEM is normally used to designate paid search engine advertising campaigns, although the truth is that its definition could encompass all those marketing actions that take place within a search engine, whether or not they are paid.

Google Analytics

Google Analytics is an online tool and platform developed by Google to measure and analyze what happens on a website or in a mobile application.
Used by millions of companies and webmasters around the world, a free version is available with more than enough functionality for most businesses

Comparative A / B analysis

A/B testing is a way to compare two versions of a single variable, typically by testing a subject's response to variant A against variant B, and determining which of the two variants is more effective.

Heuristic evaluation

Is a process where experts use rules of thumb to measure the usability of user interfaces in independent walkthroughs and report issues. Evaluators use established heuristics and reveal insights that can help design teams enhance product usability from early in development.

Think aloud

A think-aloud protocol is a method used to collect data in usability testing in product design and development, in psychology, and in a variety of social sciences.

Cognitive walkthrough

The cognitive walkthrough method is a usability inspection method used to identify usability issues in interactive systems, focusing on how easy it is for new users to accomplish tasks with the system.

Questionnaires

A questionnaire is a research instrument consisting of a series of questions for the purpose of gathering information from respondents. Questionnaires can be thought of as a kind of written interview. They can be carried out face to face, by telephone, computer or post.

Clickstreams

The tracking and analysis of visits to websites. Although there are other ways to collect this data, clickstream analysis typically uses the Web server log files to monitor and measure website activity.

Eye tracking

It is the process of evaluating either the point where the gaze is fixed, or the movement of the eye in relation to the head. This process is used in research on visual systems, psychology, cognitive linguistics, and product design.