

The Website Development Process



v 1.0

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Website development phases

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APPENDIX

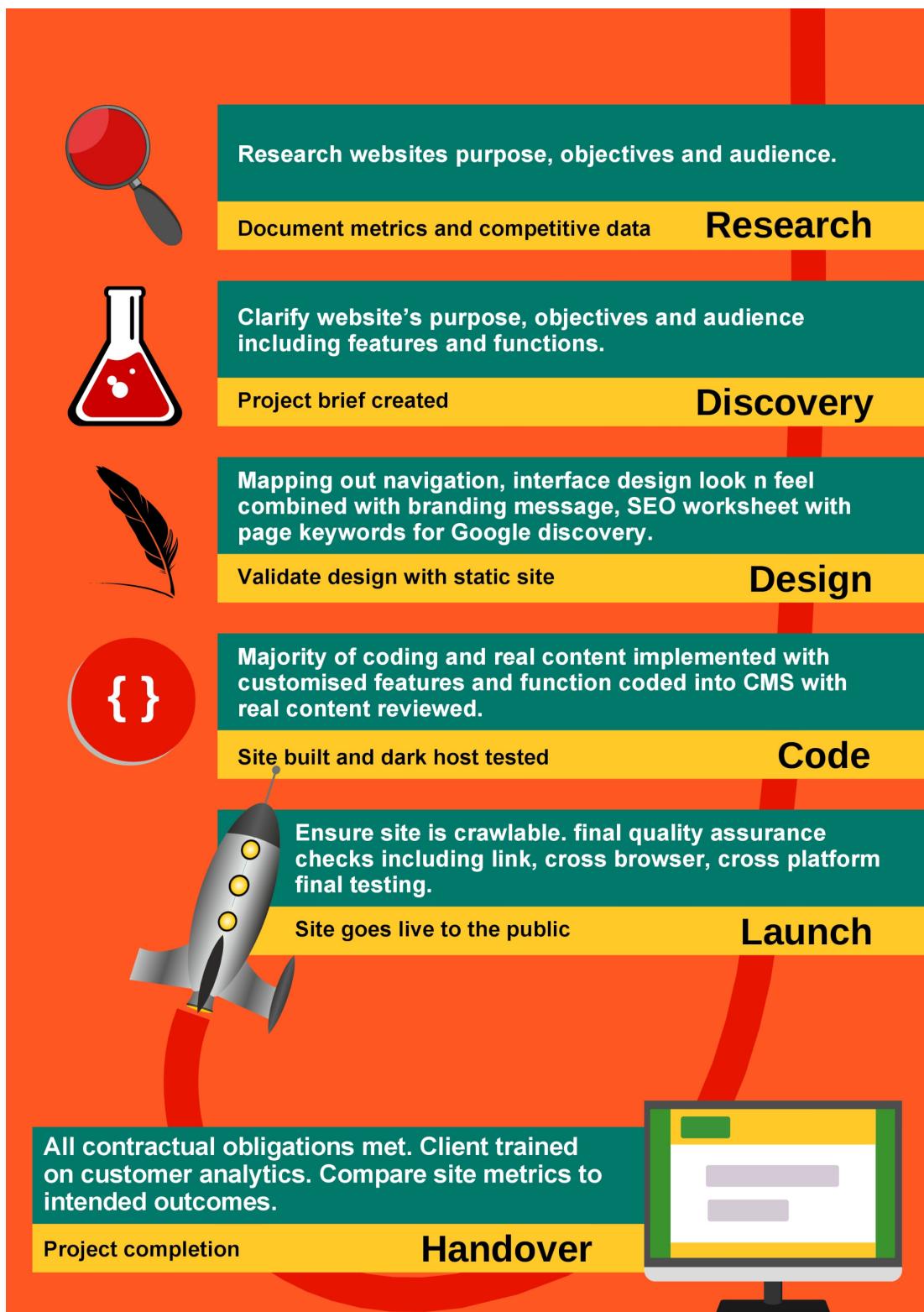
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Summary

This is a working document to describe how the different phases of website development work.

Some technical detail is included. That said there is no one single agreed structure.

A simplified version is also needed for giving to the customer, possibly as an infographic like these below.



1 Research

Initial research and exploratory guess of websites purpose, objectives and audience

Identify key data

- Access and review social pages (Facebook, Twitter etc) metrics, logs, and feedback from customers
- Interview employees who directly interact with customers to get insight into customer goals, expectations and frustrations.
- Check 5 year to see where spikes occur using [Google Trends](#)

For client sites that already exist identify

- Access current website and review customer surveys and logs
- Current drop-off and low traffic sites using Google Analytics
- User flows, goals and pain points in navigation
- Site map/ structure and information discoverability

Competitive Review

For discussion purposes in discovery phase :

- Use [Keyword Explorer](#) and [MozBar](#) chrome extension to easily review search, social and page metrics of competitors and similar sites to client
- Identify key direct and potentially substitute competitor sites
- Check how competition is listed in Google, Bing etc with [My Business Listing](#)
- Use Moz Local Category Research to find business categories with [Categories](#)
- Produce a review of three of the competitions key messaging and features

Project Management Review

- Provide the client with an outline summary of the web development process
- Arrange for preliminary discussions on the process
- Discuss costs and contractual information with stakeholders

Key Deliverables

- Document gathered current metrics and competitive data to support the discovery phase
- Clarify project management: milestones, project management processes, project communication frequency, method and any project management tools
- Outline specific activities, deliverables and timelines
- Provide FAQ's for key questions
- Provide contract information including:
 - Define roles – stakeholders, project reviewers both internal and external
 - Payment terms
 - Project closure clauses
 - Qualify project review and approval mechanism
 - Termination clauses
 - Copyright ownership and timelines
 - Cover your arse – be concise and efficient (ToB boilerplate)

2 Discovery

Clarify website's purpose, objectives and audience including features, functions and project management clarified. Produce a plan brief

Discovery Process

Identify customer needs and business and organisational goals. Clarify users, personas and competition.

Techniques to gain customer insight

These include:

- interviews
- focus groups
- surveys
- customer personas
- user journeys
- task analysis
- analyst personas include: data detective (eg with Google analytics), journalist, anthropologist, impersonator, co-creator, scientist

Discovery workshop

This is a far more in-depth process, a discovery workshop is a deep group think-tank event taking a number of sessions. It defines and refines the problem, discovers new ones and provide a set of solutions and recommendations. [Google's Venture's Design Sprint](#) helps shortcut endless debate and keeps discussions succinct.

Consider Value Proposition Techniques

The [value proposition canvas](#) is “A simple way to understand your customers needs, and design products and services they want...” not to have ideas but turn ideas into something the customer wants that’s scalable and profitable

- Create a customer profile and value proposition map to explore product market fit
 - Identify customer jobs, pains,gains
 - Prioritise pains and gains
- Describe explicitly how your products and services create value
 - List products and services
 - Prioritise pains and gains
- Produce a value proposition canvas
- Identify a minimum viable product: a minimum set of features to test with customers and partners and get insight (and minimise the scope of the website).

Content, Brand and Technical Considerations

- Identify brand design information e.g. fonts and images, the messaging and intent
- SEO and analytics information: discuss how is this to be utilised and implemented
- Review platform options: CMS like WordPress, handcrafted dynamic, static
- Discuss how site will be maintained and by whom, their needs and how content will be updated by stakeholders
- Ensure stakeholders and representatives understand accessibility and E&D needs

Define and Scope Strategic Goals

- Identify three measurable outcomes directly related to strategic goals
- Identify technical scope
- Identify milestones and required timescales and costs
- Document goals and scope in detail

Design Phase planning

As well as building up a clear picture of required features and functions, a clearer understanding of the design phase requirements will also be qualified and quantified.

- Identify Design Phase costs including:
 - Determine required software and resources
 - Identify fonts, stock photography or other content resources available (or to be avoided)
 - Identify where sub-contractors (eg photographers) may be needed
 - Additional software or site hosting costs, testing tools, development tools
 - Any other resource costs to be considered?
- Project Management
Highlight project management and design tools to be shared with stakeholders
Trello, Asana, Basecamp, Balsamiq, Moqups, Invision, Notism

Key deliverables: Project brief (a reference document)

- Discovery process review
- Project summary, goals, target audience, key messages
- Competitive review: similar offering, branding, messaging, SWOT considerations
- Content creation process (including E&D and accessibility) approach clarified
- Phase 2 Design Costs
- On agreement of purchase of design phase gain access to server FTP host, username, password, control-panel log-in information, database configuration
- Identify languages and frameworks to be used

Key Outcomes

- On agreement of purchase of design phase gain access to server FTP host, username, password, control-panel log-in information, database configuration
- Identify languages and frameworks to be used
- Project Management Review – Internal and External

3 Design

This includes mapping out navigation, the interface design look n feel combined with branding and market message, the SEO worksheet with page keywords for Google discovery.

Architecture

- Assemble and classify content types
- Define content hierarchy and flow
- Site structure: Create a site map, showing how the web pages link together
 - Make sure logical tree structure
 - Keep categories to a max of seven with even number of subcategories
 - Keep URL same as site structure and ensure shallow depth (few clicks) with
 - Short keyphrases eg. <http://www.example.com/green-dress.html>
 - Use hyphens (-) not underscores (_)
- Create page outlines for main pages

Content Creation and SEO worksheet

- Identify media requirements; pinpoint videos images, podcasts or other media that may appear on the site and alternates.
- Agree SEO keywords for each page to make it easy for Google to discover content on individual pages. Where possible formulate key initial sentences, to assist with detailed content creation in development phase.
- Articles: research what articles and text content needs creating (see Appendix G)
- Pictures and video : Identify what's required (see Appendix G)

UI Design and Visual Assets

- Review client's brand standards
- Identify colours and fonts
- Determine overall visual feel
- Design main pages based on approved homepage
- Create visual assets like buttons, call to actions, etc.
- Create hi-fi wireframes and mock-ups based on the Discovery Phase findings
- Connect the site visually to the other forms of the organisations communications integrating brand design previously identified in project brief
- Ensure accessibility, and general E&D needs are met in this phase (eg. images) or are accurately qualified for the development phase.

Validate with a basic static

- Slice the mock-up, and write the HTML and CSS code for the basic design.
- Use Bootstrap or other framework at this point to give basic shape to the site.
- Create site navigation in HTML and CSS
 - don't create navigation via js but simple HTML is easier for crawler to interpret
 - Plan <title> and <meta name= "descriptions"
 - <title> tag 50 characters max, no duplicates, mention target key-word, focused
 - <h1> title tag wrapped, mention target key-word
 - <meta> action-orientated, primary keyword, 150 characters max, no duplicates
 - ensure every page on website links to and from another page on the site
- Validate design as much as possible with static.

Accessibility (see Appendix B)

- Once HTML & CSS is complete check accessibility (see Appendix C) including:
 - that tab through matches DOM
 - ChromeVox or similar screen reader ok
 - Varvy, aXe, WAVE and DevTool audit ok
-

Key deliverables

- Site architecture: structure and content navigation established
- content creation and SEO worksheet reviewed and documented. Non-blocking content substitutes for site completion with process for attaining actual content agreed.
- UI design, navigation and visual assets with low-fi wireframes and hi-fi mock-ups developed
- Validate design with static site
- Accessibility: Ensure site complies with the Equality Act 2010 and if required the British Standard for Web Accessibility (BS 8878)

Key outcomes

- Key non-blocking media substitutes identified and costed
- Ideal content both text and media needs agreed and process to gain that media identified
- Site design, SEO content *and* hosting eg CMS like WordPress or Jekyll GitHub pages approved

4 Code

Majority of programming work done and real content implemented with customised features and function coded into CMS with real content reviewed

Build development framework

- Setup technologies eg JavaScript frameworks, databases, Sass, nodejs, gulp, CMS like WordPress as a structure
- Ensure this structure can be installed and tested on server as well as locally
- Include backup and version control system (Git)
- Setup validation and testing processes

Development

- Build theme and page templates: home, blog posts and forms based on templates
- Install and configure needed plug-ins
- Program any custom functionality
- Customise back-end
- Develop and test special features, forms and interactivity
- Code more complex JavaScript elements
- Ensure site accessibility guided by BS8878

Test

Using fake content

- Test and verify links and functionality: Go through every page created, using file manager as a guide, and ensure everything is functionally working and is visually correct
- Test accessibility
- Test performance on different devices and platforms
- Track and correct bugs
- Audit with Chrome Audit, Varvy, PageSpeed, aXe, WAVE and cross browser tools
- Add Google analytics certificate
- Implement social sharing <meta> Open Graph tags
- Ensure multiple browser and platforms tested systematically

Complete content creation with SEO focus and put real content into site

- Follow agreed content creation process
- Set individual pages to employ agreed SEO keywords
- Ensure internal and external links to content follow best SEO practice
- Work with stakeholders to get real content
- Fill in real text, images and other media from client
- Fix errors and omissions: compare against project brief and design

Content Review

- Proofread content with fresh eyes
- Ensure E&D and accessibility needs are met in the content

Friendly Audience Testing: Site vetted by stakeholders on a dark host

Launching process agreed: Identify gatekeepers to switch site from hidden to live

Key Deliverables & Outcomes

- Working site built and dark host tested by stakeholders and friendly audience
- Able to upload site onto final live host

5 Launch

Ensure site is crawlable. Final quality assurance checks including link, cross browser, cross platform final testing

- Upload to permanent server (if not done already)
 - Make site available for public viewing (unhide)
 - Ensure everything is working well on this live server with PageSpeed and Varrvy
 - Use SEO and other feedback from users to identify and fix areas minor typos, broken links and such
 - Set site up on [Search Console \(Webmaster\)](#)
 - Ensure Google Analytics is setup
 - Create a [robots.txt file](#)
 - Check nofollow on test areas, paid for advertising links and 'sign in /register' links
 - Check robots.txt with [Googles robots testing tool](#)
 - Create a [sitemap](#) (see [sitemap](#))
 - [Submit the site to Google](#)
 - Upload sitemap on Search Console for indexation
 - Search Console 'Crawl→ Fetch as Google' option and check all pages are indexed.
 - Check server supports the [If-Modified-Since HTTP header](#)
 - Ensure [HTTP caching is enabled](#)
 - Disallow pages you don't want crawlable by specifying as 'disallowed'
 - Put rel="nofollow" on, paid links, sig-in links, dynamic links, Calendars and development areas
 - If possible make the site https://
 - Make sure links are good
-

Key Deliverable and Outcome

Site goes live to the public

6 Handover

Check all contractual obligations met, and handover to client. Client to learn how customers interact with site, their visiting habits Compare site metrics to competition and intended outcomes

Hand off to client

- Ensure client happy and contractual obligations met as per the project brief.
- Handover username, and password information to site maintainer.
- If required discuss how to view analytic SEO feedback with site maintainer.
- Discuss any areas of website for easy low hanging fruit improvements.

Documentation and source files

Document the website detailing technologies used and soft-copy of the site map and source files

Project close and sign-off

Client officially closes the project, with a one month post project close assurance check.

Training

- Ensure client can maintain site, using CMS tools
- Check client is happy with basic SEO tools such as [Google Search Console](#) and [Google Analytics](#) tools to check their site for Organic traffic, Organic bounce rate, Organic conversion rate, Top exit pages for organic traffic, Traffic analytics from Bing vs Google, Compare Microsoft's Bing (or others) with Googles

Maintenance

Design, test, repeat: In reality keep searching for customer value propositions, their jobs to be done, their pain and gains.

- Performing website optimisation through A/B testing
- Design and functionality updates
- Content updates

Key Outcome

Project completion

Appendix A

FAQ's

- 1) What do I get for the money? How do you price work and how do you set your prices?
hourly rate which we multiply by the number of hours we expect it to take.
fixed price, so if it takes longer at the agreed specification, then we absorb the cost.
We also price lower than standard market value because we specifically want to work with independent businesses.
- 2) How long will it take?
- 3) Will I lose Google ranking if I redesign my website?
- 4) How much work will I have to do?
- 5) Can you help me improve my site without building a new one?
- 6) Do you build mobile friendly sites?
- 7) Is there any warranties with your website?
- 8) What is your project management process?
- 9) If you build ours, will you build a website for my competitor?
- 10) Will my current site experience downtime as you update it?
- 11) What's included in the cost of your website? Apart from the website itself, what else is included? Will I be able to edit it when its done?

A website lives in the unstable and ever-changing environment .. it needs to be robust and tested well. It also needs someone keeping an eye on it, not just hosting, but it needs software and security updates to help keep it safe. It also needs to be mobile-friendly and

Google friendly if it stands a chance of surviving and working well for you. On the surface it can look like 'extras' are a nice-to-have, and a quote that doesn't mention support may seem more cost-efficient but some are elements outside of the website itself are actually essential so dig through the detail to ensure you're getting everything you need.

12) Do you offer training for the website when it's done?

13) Will I be able to access my website statistics without contacting you?

14) Do you create your own graphics?

15) How do you integrate social media?

16) Will my business show high in a Google search?

17) Will you detail the exact technical specification of what's included?

get a full specification, a web designer worth their salt will interpret that into plain English and should be able to explain why it's included.

I have an example of a job where we quoted £20,000 LESS than another company and our spec actually offered more.

18) How do you work, what is your process?

You need to be aware of your role and responsibilities in the project, what project stages or milestones there are, what the process is if you don't like any of the designs. These are just of a few of the areas that should be uncovered when considering the process.

19) Do you have examples of your track record on budgets and timescales?

I would ask that question, and ask for proof.

All designers should have a client or three willing to vouch for them, so it shouldn't be too difficult.

Appendix B

Discovery Process

1) Uncover the Vision

Set the long-term business goal, detect problem areas that could be addressed in the exercises, understand the customer journey (including their goals and frustrations) and lastly, to gain knowledge from internal experts in order to help guide us to the right focus areas.

- Define long-term goals: Why do we have client portal? What problems does it solve today? What is the vision for the future? How will we measure success?
- Customer Map: Customer touch points, actions, and users.
- Ask the Experts: What will make this project successful? What's our unique advantage or opportunity? What's the biggest risk?

2) Brainstorm Solutions

Explore inspiring examples of products and services, sketch solutions, and present and vote on solutions to inform the focus areas for priority.

- List of products or services to solve the (1) Vision output; 20min/ person eg how Facebook handles users.
- Lightning Demos -shared solutions What was the big idea? What might be useful? Using whiteboard review (3 minutes each)
- sketch target concepts eg notifications, invite/add member modal and user profile dashboard. Put all on wall/ whiteboard.
- Heat Map – stakeholders put post-it notes on wall/ whiteboard on key area, question/ solution that engages with them.

3) Prioritise- Impact vs. effort

- Grid of low to high impact vs. low to high effort; voted on Impact vs. Effort on a scale of 1-5 (5 =High and 1= Low). With devs in the room for this exercise, they were able to give input and help us scope the effort each solution would take.
- Story Board – A grid was then drawn on the board with the customer touch points that we uncovered in our initial research and created the customer journey map from.
- Story Board Input – Team members took notes on index cards as the storyboard flows were described. Each person then shared his or her notes and placed them on the related sections of the storyboard.

Identify Goals

Example: "Incorporate new technologies and improve (or create) the digital user experience."

- Identify users
- Determine the business and user needs
- Uncover pain points for the business and users
- Bring together stakeholders to share their expertise
- Understand the user's journey
- Define the project scope (based on our recommended solutions) and the level of impact vs the level of effort each one would have/take
- Align business goals with the solutions presented

Appendix C

Accessibility

- Tab through your site and check the order of elements focused follow the DOM order.
- Check the page for proper labelling and semantics and any obstructions to screen reader navigation.
- Check all images for proper alt text. To signify that an image should be skipped by a screen reader, set the value of the alt attribute to an empty string, e.g., alt="".
- Check all controls for a label. For custom controls this may require the use of aria-label or aria-labelledby. See [ARIA Labels and Relationships](#) for examples.
- Check all custom controls for an appropriate role and any required ARIA attributes that confer their state. For example, a custom checkbox will need a role="checkbox" and aria-checked="true|false" to properly convey its state. See the [Introduction to ARIA](#) for a general overview of how ARIA can provide missing semantics for custom controls.
- The flow of information should make sense. Because screen readers navigate the page in DOM order, if you've used CSS to visually reposition elements, they may be announced in a nonsensical sequence. If you need something to appear earlier in the page, try to physically move it earlier in the DOM.
- Aim to support a screen reader's navigation to all content on the page. Avoid letting any sections of the site be permanently hidden or blocked from screen reader access.
- If content *should* be hidden from a screen reader, for instance, if it's offscreen or just presentational, make sure that content is set to aria-hidden="true". Take a look at the guide on [Hiding content](#) for further explanation.
- Make proper use of h1-h6 hierarchy.
- Use landmark elements such as <main> or <nav> elements. These elements have implicit landmark roles. You can also use the ARIA role attribute to explicitly define regions on the page, e.g., <div role="search">. See [the guide on headings and landmarks](#) for more examples.
- Try it with a screen reader
- Install [aXe](#) and [WAVE](#) browser extensions to test accessibility
- Use Varvy to test accessibility
- Use Chrome DevTools → Audit to test accessibility
- In a continuous integration environment, incorporate a library like [axe-core](#) into your automated test suite. axe-core is the same engine that powers the aXe chrome extension, but in an easy-to-run command line utility.
- If required the British Standard for Web Accessibility (BS 8878)

Appendix D

Images

- Compress SVG assets
Use [SVGO](#), a Nodejs-based tool for optimizing SVG vector graphics files. Can set up SVGO as a nodejs, Gulp, Grunt or just use as an [online SVGO](#) tool.
- ensure that your servers are configured to apply GZIP compression for SVG assets.
- Choose image format png, jpg, gif, webP with optimized quality settings for raster formats and remove image metadata like geo information.
- JPEG image format has a number of different [compression modes](#). Three popular modes are baseline (sequential), Progressive JPEG (PJPEG) and lossless.
- Several commercial and open source image editing and processing packages support WebP. One particularly useful application is XnConvert: a free, cross-platform, batch image processing converter. [Imagemin](#) is a popular image minification Node module that also has an add-on for converting images to WebP ([imagemin-webp](#)). This supports both lossy and lossless modes. A [WebP plugin for Gulp](#) by Sindre Sorhus built on imagemin-webp and a [WebP loader for WebPack](#) are also available.

Always convert a high quality image to begin with.

- Use [WebPageTest](#) ‘compressed images’ to experiment
- Serve scaled images: use srcset, size, <picture> as well as to resize images.
- [Automate and optimized image compression](#)

[libvips](#), [imagemin](#), or others for build process

Third party CDN's like [Cloudinary](#) (Cloudinary has a [free](#) tier), [imgix](#), [Fastly's Image Optimizer](#), [Instart Logic's SmartVision](#) or [ImageOptim API](#) offer compression and projects like [Imageflow](#) or [Thumbor](#) enable self-hosted alternatives.

At minimum use [ImageOptim](#), their Linux based suggestions are:

[Trimage](#) (GUI) — similar to ImageOptim and uses many of the same lossless tools under the hood.

[ImageOptim Web Service](#) (HTTP API) — resize and optimize images in your web applications.

[Online interface](#) — a JPEG compressor that produces smaller, higher quality files. The web interface works with any system.

Command Line

With these tools and a bit of a glue code you can build your own image optimizer:

[pngquant](#) — lossy PNG compressor.

[Zopfli](#), [PNGOUT](#) — the most efficient lossless PNG compressors.

[AdvPNG](#) — a PNG compressor with a decent speed.

[MozJPEG](#) — Use to compress jpg's (q=80 or lower is fine for web content) includes lossless jpegtran.

[Lossy Gifsicle](#) — a fork of Gifsicle with heavier compression.

Appendix E

Font Optimization

- WOFF 2.0 variant to browsers that support it; with custom preprocessing and compression
- WOFF variant to the majority of browsers; check compressor is using optimal compression
- TTF variant to old Android (below 4.4) browsers
- EOT variant to old IE (below IE9) browsers.
- Ensure that your servers are configured to apply GZIP compression when delivering TTF and EOT
- Use the format() hint to specify multiple font formats.
- Use Unicode-range sub-setting and provide a manual sub-setting fallback for older browsers.
- Reduce the number of stylistic font variants to improve the performance.
- Preload your Webfont resources

If there's a high probability that your page will need a specific Web-font hosted at a URL you know in advance, you can take advantage of a new web platform feature <link rel="preload">

```
<head>
<!-- Other tags... -->
<link rel="preload" href="/fonts/awesome-l.woff2" as="font">
</head>

@font-face {
  font-family: 'Awesome Font';
  font-style: normal;
  font-weight: 400;
  src: local('Awesome Font'),
       url('/fonts/awesome-l.woff2') format('woff2'), /* will be preloaded */
       url('/fonts/awesome-l.woff') format('woff'),
       url('/fonts/awesome-l.ttf') format('truetype'),
       url('/fonts/awesome-l.eot') format('embedded-opentype');
  unicode-range: U+000-5FF; /* Latin glyphs */
}
```

Appendix F

Example of title and description meta's

```
<title>News, sport and opinion from the Guardian's UK edition | The Guardian</title>
<meta name="description" content="Latest news, sport, business, comment, analysis and reviews from the
Guardian, the world's leading liberal voice"/>
```

Disallow pages

you don't want crawlable by specifying as 'disallowed' for example paid links, sign-ins, dynamic links, calendars

```
User-agent: *
Disallow: /cgi-bin/
Disallow: /folder
Disallow: /private.html
```

Appendix G

Article creation tips

- Research topic keywords before you write new articles
- Google Trends - check 5 year to see if spikes occur annually
- Keywords in first 100 words of articles, also use related keywords (LSI)
- Googles AI tries to interpret meaning
- Consider using Moz Keyword Explorer tool
- What's the pain, the problem, the solution? Use keyword tools to find topics already of interest to people! Use a 'Problem → agitate → solution' formulae.
- Campaigns with several call-to-actions in the site linking works well
- Use social media and email accounts already found to encourage early reviews and feedback to generate interest.
- Identify journalists and other third parties who would be interested and contact them directly for their thoughts and feedback.

Pictures, Videos and Podcasts

- Have multiple versions/edits if possible. Try A/B testing.
- Short videos often get more views
- Get the 'money shots' at the beginning of the video
- Quality information, clear concise and human
- Implement [YouTube captioning](#)

Implement social sharing <meta> [Open Graph](#) tags

- Social buttons are present to receive inbound links
- Key content pages use open graph tags
- For WP consider open source WP plugin [WP Facebook Open Graph protocol plugin](#) or Yoast
- Check a page to see what info Facebook is pulling in use [Facebook's debug tool](#)

Appendix H

Basic SEO

Organic traffic

- How many are visiting due to the SEO strategy
- On landing or other page - which pages SEO is working well and not
- By location – which place is more popular

Organic bounce rate

- How quickly do people leave? the lower the better
- By landing page – do people stay when they hit the landing page? Why not?

Organic conversion rate by

- Landing page
- Location
- Device – who's not using it?
- Browser – have you optimised for browsers listed low. Is this proportion typical?

Top exit pages for organic traffic

Where do people go/ stay

Traffic analytics from Bing vs Google

Compare Microsoft's Bing (or others) with Google.

Facebook and Twitter click through

Offer targeted campaign images in [open graph tags](#) to increase click through

Education from Moz blog

How to Create an SEO audit for your startup

How to Kickstart An SEO Audit for Your Startup

Crawling, Indexing, & Website Structure	1) Everything on one sub+root domain 2) GSC Search Console 3) Eliminate duplicates, search URLs, & thin pages
Keyword Research + Targeting	1) Make a big, broad list 2) Get volume, difficulty, & CTR opportunity (Competitors, related, suggest, synonyms) 3) Prioritize by importance, ease, and traffic (KW Explorer can help)
Accessible Content that Delights Searchers	1) Don't just serve your customers or funnel; satisfy searchers 2) Use low engagement to ID poorly-performing URLs
KW Use + On-Page Optimization	1) Title, URL, Meta Description, Headline, and Content all still matter 2) Target all the KWs that share the same intent on 1 URL
Snippet, Markup, & Schema	1) Check Schema.org 2) Compare types of results in your SERPs/KWs 3) ID "answer box" opportunities
Alternative Formats & Engines	1) YouTube → Video 2) Image/News/Apps 3) Maps → Local 4) Amazon → E-commerce
Links & Amplification	1) Before creating, ask "who will help amplify this and why?" 2) Choose a flywheel; reduce friction w/ smart hacks
Conversion/Funnel Optimized	1) Conversion takes time + many visits; find a path to attract, to draw back, and to close

FAQs

- A) Consultant/Agency vs. In-House
- B) PPC vs. SEO
- C) Can't Google Just Figure It Out?
- D) Does Social Impact SEO?

How to Build a Killer Content → Keyword Map for SEO

How to Build a Killer Content → Keyword Map for SEO

Keyword	URL	Volume	Title Grade	Content Grade	Spend	Engagement	Internal Links	Ext. Links	PA	G Dom Rank	G Mobile	Organic Visits
Roses	/roses	118-300K	95/100	60/100	3.2s	High	1,056	35	82	#3	#4	15,000
Daffodils	/daffodils	11.5-30.3K	90/100	55/100	4.5s	Med	82	3	63	#14	#12	400
Tulips	/tulips	30.3-70.8K	65/100	65/100	5.7s	Med	19	2	55	#7	#10	900
Daisies	N/A	30.3-70.8K	70/100	55/100	10.1s	Low	16	4	58	#9	#27	300
Carnations	N/A	11.5-30.3K	75/100	40/100	5.5s	Low	14	7	61	#15	#10	150
Lilies	/lilies	30.3-70.8K	90/100	75/100	2.2s	High	109	11	80	#5	#3	1,200

* Other columns to consider:

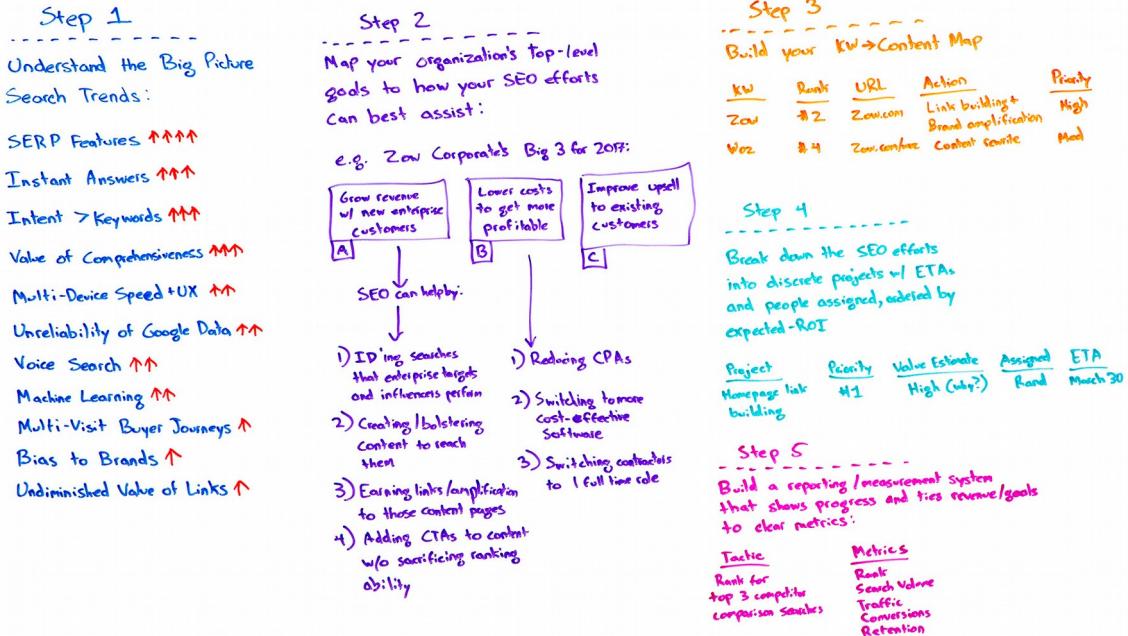
- Anchor text
- GSC CTR
- Difficulty
- CTR opportunity
- KW Potential
- Importance
- Pg-level conv. Rate

How to Use This Map

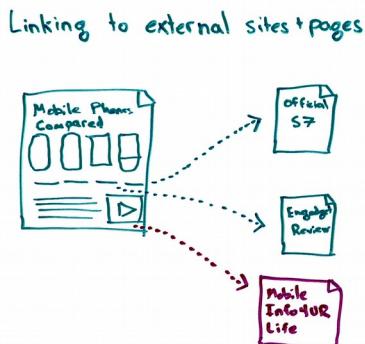
- 1) Identify KWs w/o Content
- 2) Identify On-Page Opportunities to Improve
- 3) Identify Content w/o Intentional KW targeting
- 4) Identify Link Building Needs
- 5) Prioritize Focus + Work

How to Craft a Remarkable SEO Strategy for 2017

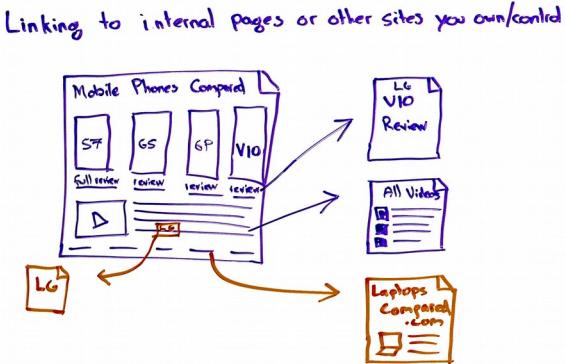
How to Craft a Remarkable SEO Strategy for 2017



Linking Internally and Externally from Your Site - Dangers, Opportunities, Risk and Reward



- A) Good, external-pointing links CAN reward your perceived relevance and rankings.
- B) Linking out can drive traffic and earn the notice of other site owners who are more likely to link to you.
- C) Manipulative linking, to low quality sites/pages OR to good sites for non-editorial reasons CAN hurt your rankings.



- A) The RIGHT internal links can have a large, positive impact on indexation and ranking.
- B) Internal links that drive traffic and continue the visitor's journey, as well as those that provide useful reference information, are often the most helpful.
- C) Internal links tend to have the largest impact on already-authoritative sites w/ indexation/crawl issues.
- D) Manipulative internal links, especially stuffed in footers or universally replacing text, or in template areas that don't earn real clicks can HARM rankings and cause penalties (but even these aren't ALWAYS bad)

Should SEOs Care About Internal Links?

Attributes of Internal Links



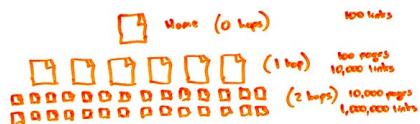
- 1) Anchor Text
- 2) Location on Page
- 3) Link Target
- 4) Importance of Linking Page
- 5) Relevance of the Link
- 6) First link on page
- 7) Type of link (text, img, JS, etc)

Internal vs. External Links

- A) External links usually give more authority and ranking ability
- B) The anchor text of internal links generally has less influence
- C) A lack of internal links can seriously hamper a page's ability to get crawled/tracked
- D) It's still the case that, broadly, pages w/ more links send slightly less value per link (internal + external, though internal's easier to control)
- E) Internal link flow (aka PR sculpting) is rarely effective, and usually has only mild effects.... BUT a little of the right internal linking can go a long way

How do I get to the shipping routes page?

Ideal Internal Link Structures



- No page should be more than 3 link "hops" away from another (on most small+medium sites)
- Pages should contain links visitors will find relevant and useful (i.e. if no one ever clicks that link from that page, it's a bad sign)
- Just as no two pages should target the same KW/searcher intent, so too should no matching anchor links point to separate pages. Canonicalize!
- Limit use of rel=nofollow to UGC or specific untrusted external links. It won't help your internal link flow efforts for SEO.
- Removing low value content and the accompanying internal links is usually the best way to control link flow for SEO.
- Don't orphan! Make sure pages that matter have links to (and from) them.

On Page SEO - 9 Actionable Techniques That Work

- Short URL's
- Include keyword in URL
- Include closely related LSI keywords.
- Publish long content on a blog
- Optimize your title tag for CTR (click through rate) by including in title, numbers, brackets and parenthesise eg "12 Best ways to eat eggs [and not get fat]"
- Add some external links in each article.
- Include internal linking, linking back to 2 to 5 your own links per page your strategic
- Optimize your page for sitespeed.
- Include multimedia (video, charts, sound) in your content

Appendix I

Tools

[PageSpeed](#) Check for multiple factors including page load speed

[Lighthouse](#)

Run Lighthouse in Chrome DevTools, from the command line, or as a Node module

[Varvy SEO tool](#)

EXTREMELY HELPFUL! - see how well a page follows the Google guidelines.

[Webmaster](#)

Googles main educational site on its Web creation guidelines

Also a Webster course here!

[Robots.txt tester](#) to check the robots

"You can submit a URL to the robots.txt Tester tool...test whether the Googlebot-Image crawler can crawl the URL of an image you wish to block from Google Image Search."

[Sitemap Generator tools](#)

Server-side Programs, CMS and Other Plugins, Downloadable Tools, Online Generators/Services

[Google Fetch](#)

The Fetch as Google tool enables you to test how Google crawls or renders a URL on your site.

[Webpack vs Browserify vs Gulp](#)

Google's Tools

- [Mobile-friendly Testing Tool](#)
- [Search Console](#)
- [Structured data testing tool](#)
- [Google My Business](#)
- [PageSpeed Insights testing tool](#)

[Moz tools](#)

- [Keyword Explorer](#) Discover and prioritise keywords for your site
- [Open Site Explorer](#) Research link-building opportunities, find damaging links and compare to competitors
- [MozBar](#) Examine and analyse important search, social and page metrics
- [My Business Listing](#) See how your listing appears on local search engines and directories
- [My Business Console](#) An easy way for brands to work with managers in bulk
- [Categories](#) Optimise local business listings by first assigning the right categories

Appendix J

Typical Customer Complaints

Lack of responsiveness

- Client not sure what's going on, what web dev is doing and their next steps.
- Communicate productivity – phone calls, emails and meeting deadlines.
Developers tend not to share until they have concrete evidence of work.
Rough reviews don't add value as they lead to more questions that will be answered when coding is done.
Solution: have agreed regular touch points, weekly check meetings; mutually agreed times for client to reach out to developer.
- Ask about communication in the project brief. Agree frequency and method eg weekly 15min by phone or bi-weekly face to face for 30min better?
- Have a simple site with daily progress update (Gantt chart) available

Poor project management

- Client needs to know exactly what development steps are.
- Who's doing what and by when; milestones and deliverables are clear.
- Avoid feature creep
- Have internal as well as external reviewers: Guy, Bill, Martin, Florin: internal

Key Questions

- What is the normal time frame for a project like mine?
- What do you need from me to get our project started?
- What's your content strategy?
- How will I be able to see progress on the website?
- When do we begin the page flowchart and content mapping efforts?
- What type of project management tools do you use?
- Will we be talking regularly and how do we do that?
- What's included in the website development cost?
- What does the 'completed' site look like (features, controls, content, etc.)?
- What is the process for change requests?

Clients do 'all' the work

- Website quotes don't often include content creation
- The developer isn't the person who's best placed to create the content
- BUT content is king!
- What's your content strategy

Appendix K

Value Proposition Design

[The Business Model Canvas Gets Even Better – Value Proposition Design](#)

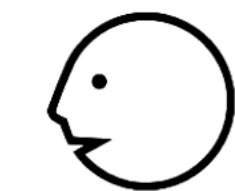
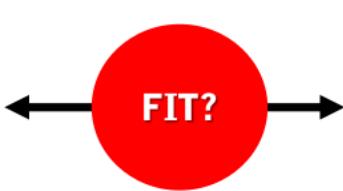
<https://strategyzer.com/canvas/value-proposition-canvas>

<https://youtu.be/ReM1uqmVfP0>



Value Map

The set of value proposition **benefits** that you **design** to attract customers



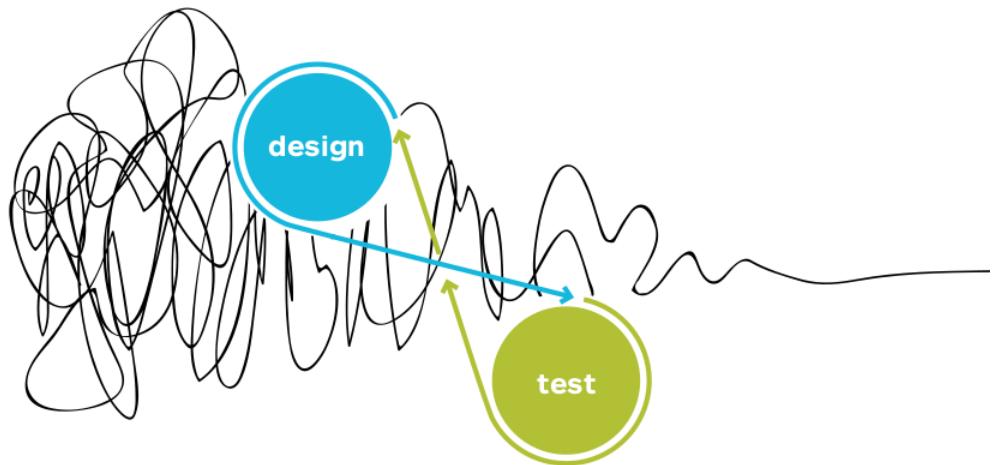
Customer Profile

The set of customer **characteristics** that you **assume, observe** and **verify** in the market



Design, Test, Repeat

The search for value propositions that meet customer jobs, pains, and gains is a continuous back and forth between designing prototypes and testing them. The process is iterative rather than sequential. The goal of Value Proposition Design is to test ideas as quickly as possible in order to learn, create better designs, and test again.



What's Prototyping?

Use the activity of making quick and rough study models of your idea to explore alternatives, shape your value proposition, and find the best opportunities. Prototyping is common in the design professions for physical artifacts. We apply it to the concept of value propositions to rapidly explore possibilities before testing and building real products and services.

DEF-I-NITION Prototyping

The practice of building quick, inexpensive, and rough study models to learn about the desirability, feasibility and viability of alternative value propositions and business models.



Our help(s) who
want to by and
 . (unlike)

Quickly explore radically different directions for the same idea with the following prototyping techniques before refining one in particular.

Napkin Sketches • p. 80

Make alternatives tangible with napkin sketches. Use a single sketch for every potential direction your idea could take.

Ad-libs • p. 82

Pinpoint how different alternatives create value by filling in the blanks in short ad-libs.

Tips

- Spend a maximum of 5 to 15 minutes on sketching out your early prototypes.
- Always use a visible timer and stick to a predefined time frame.
- Don't discuss too long which one of several possible directions to prototype. Prototype several of them quickly and then compare.
- Remember constantly that prototyping is an exploratory tool. Don't spend time on the details of a prototype that is likely to change radically anyway.



Value Proposition Canvases
⌚ p. 84

Flesh out possible directions with the Value Proposition Canvas. Understand which jobs, pains, and gains each alternative is addressing.



Representation of a Value Proposition
⌚ p. 234

Help customers and partners understand potential value propositions by bringing them to life—yet without building them.



Minimum Viable Product
⌚ p. 223

Build a minimum feature set that brings your value proposition to life and allows testing it with customers and partners.

More in section 3. Test, ⌚ p. 172

Techniques to gain customer insights



The Data Detective



The Journalist



The Anthropologist



The Impersonator



The Co-creator



The Scientist

The Journalist: Interview Your Customers

OBJECTIVE
Gain a better customer understanding

OUTCOME
First lightly validated customer profile(s)

110

Talk to customers to gain insights relevant to your context. Use the Value Proposition Canvas to prepare interviews and organize the chaotic mass of information that will be coming at you during the interviews process.



- 1 Create a Customer Profile**
Sketch out the jobs, pains, and gains you believe characterize the customer you are targeting. Rank jobs, pains, and gains in order of importance.

2 Create an Interview outline

Ask yourself what you want to learn. Derive the interview questions from your customer profile. Ask about the most important jobs, pains, and gains.



3 Conduct interview

Conduct the interview by following the interview ground rules outlined on the next page.



5 Review interview

Assess if you need to review the interview questions based on what you learned.

c10 x

Tip

Capture your biggest insights from all the interviews.



3 Conduct interview

Conduct the interview by following the interview ground rules outlined on the next page.

7 Synthesize

Make a separate synthesized customer profile for every customer segment that emerges from all your interviews. Write down your most important insights on sticky notes.



4 Capture

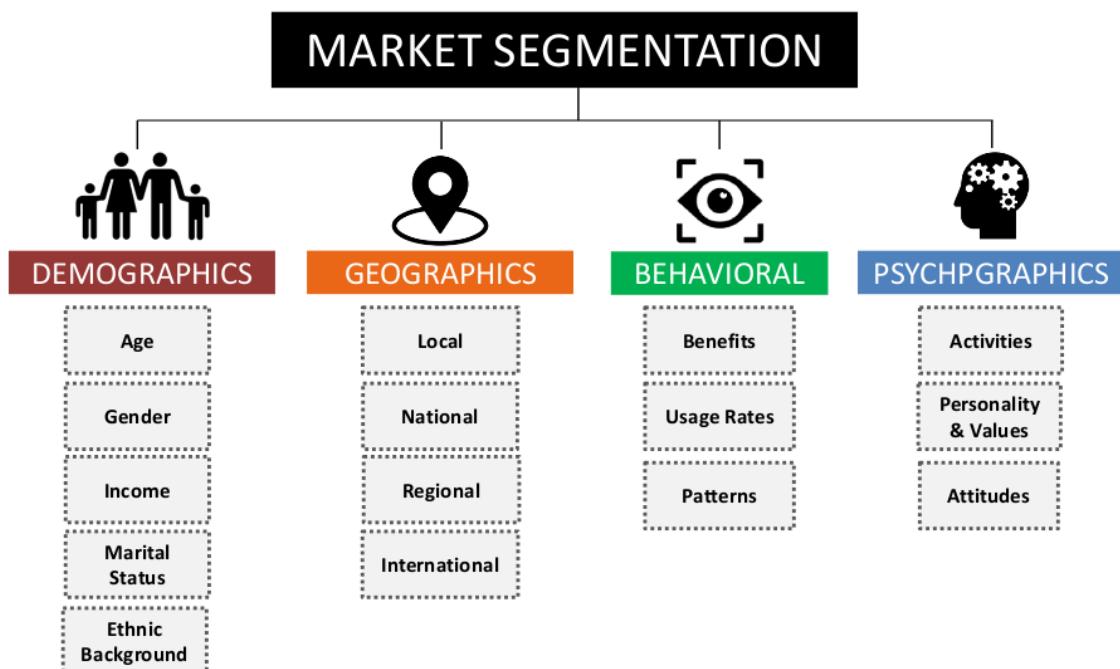
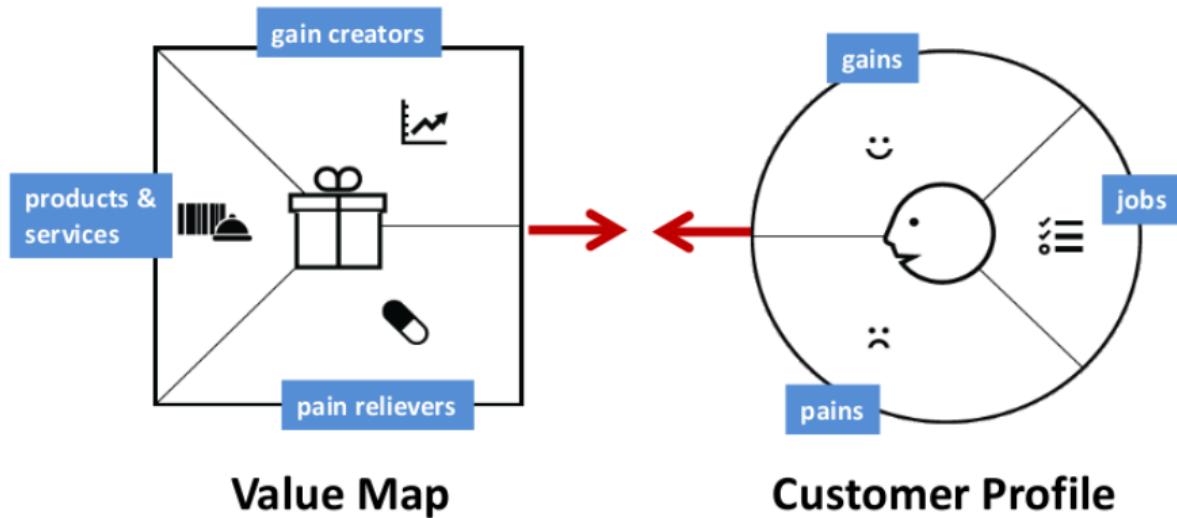
Map out the jobs, pains, and gains you learned about in the interview on an empty customer profile. Make sure you also capture business model learnings. Write down your most important insights.



6 Search for patterns

Can you discover similar jobs, pains, and gains? What stands out? What is similar or different among interviewees? Why are they similar or different? Can you detect specific (recurring) contexts that influence jobs, pains, and gains?

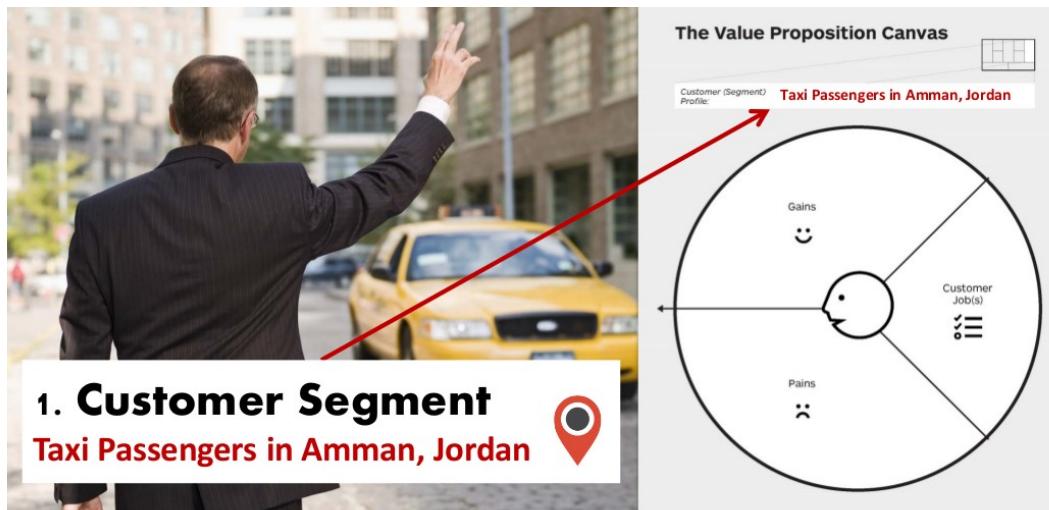
Value Proposition Canvas (VPC)



Customer Profile Summary

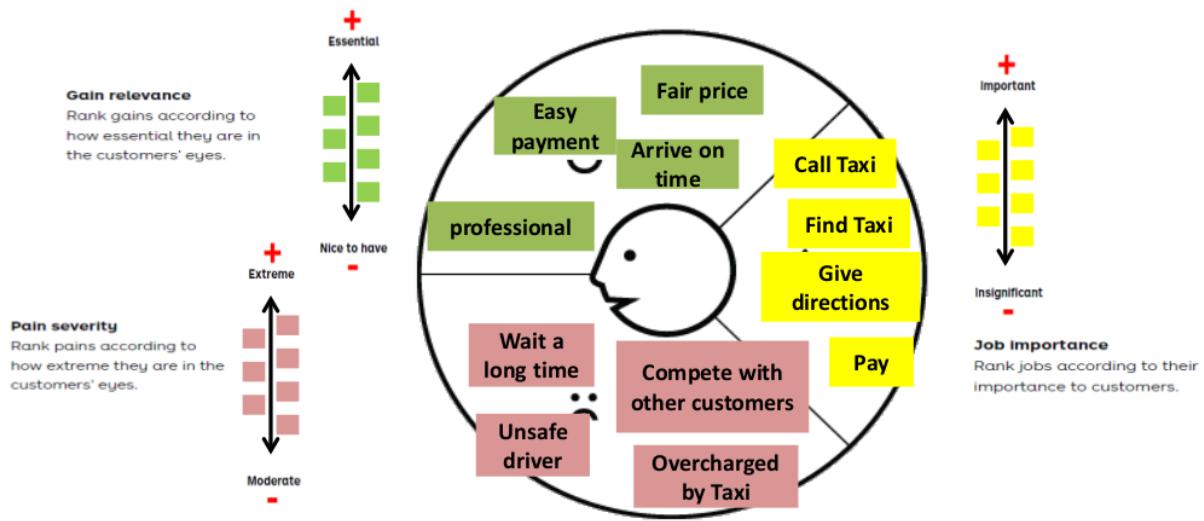
OBJECTIVE: Visualize what matters to your customers in a sharable format

OUTCOME: 1 page actionable customer profile



5. Ranking

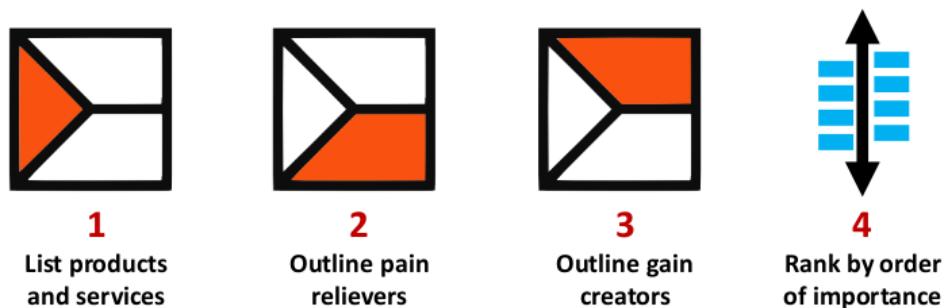
What is the customer priority?



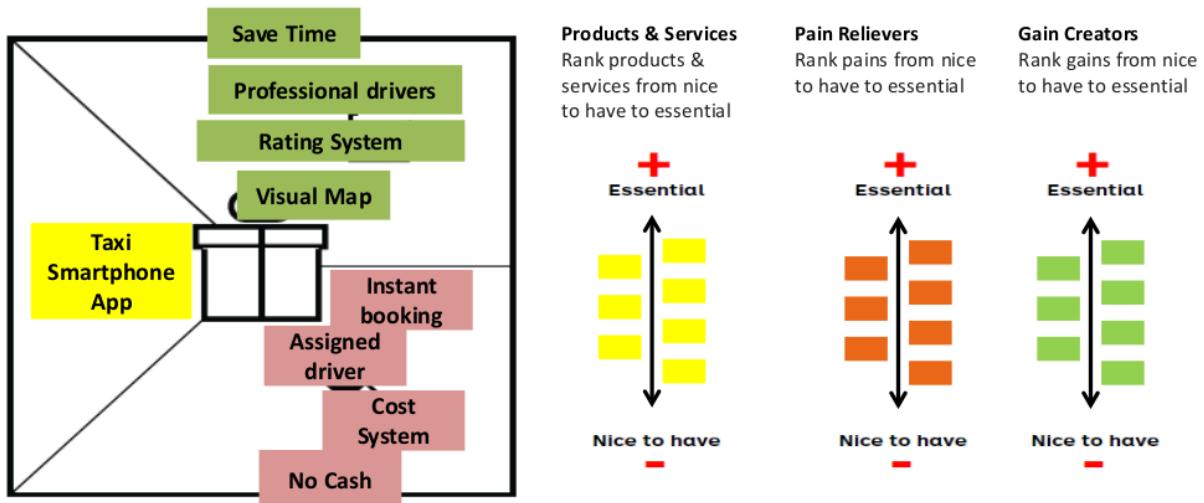
Value Map Summary

OBJECTIVE: Describe explicitly how your products and services create value

OUTCOME: 1 page map of value creation



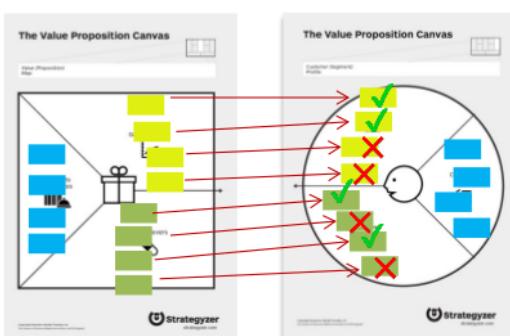
RANKED



Fit Overview

OBJECTIVE: Verify if you are addressing what matters to customers

OUTCOME: Connection between your products and services and customer jobs, pains, and gains



1

Bring in the Value Proposition Map and Customer Segment Profile you completed earlier.

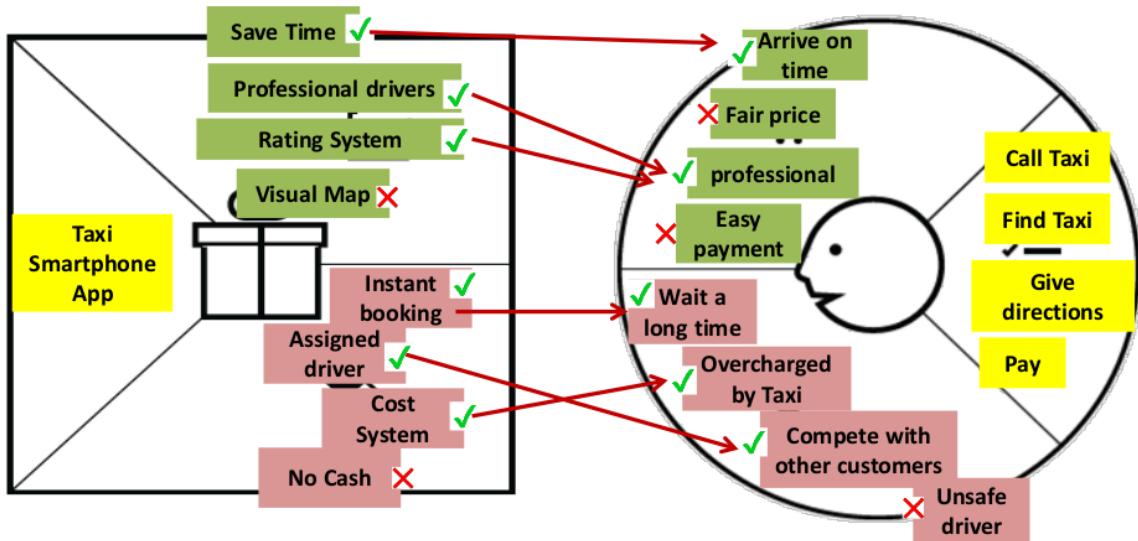
2

Go through Pain Relievers and Gain Creators one by one, and check to see whether they fit a customer job, pain, or gain.

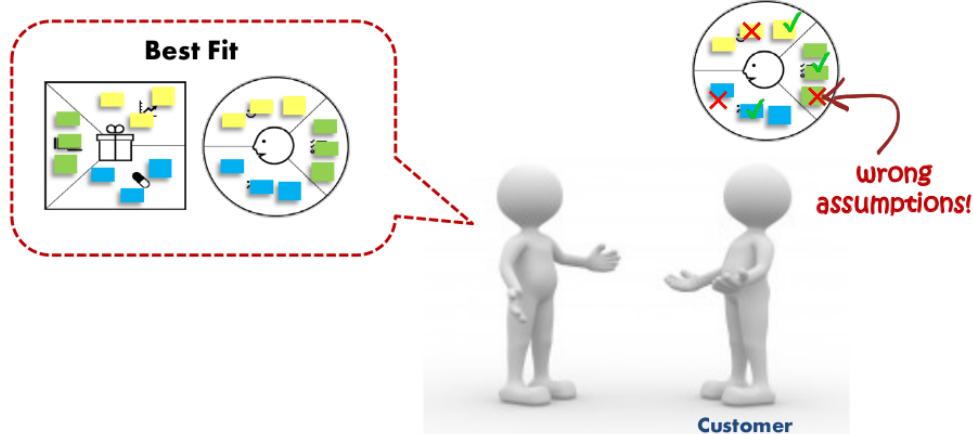
3

Put a check mark on each one that does.

Taxi Smartphone Application

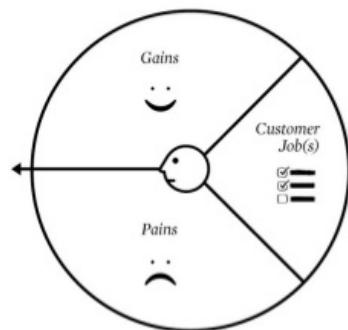


Test Your Customer Assumptions

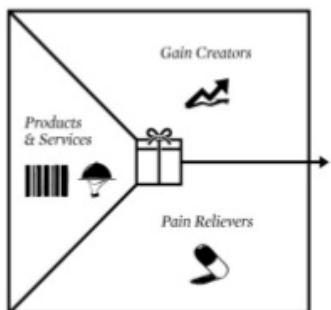


Testing the circle

Provide evidence showing “what” customers care about (the circle) before focusing on “how” to help them (the square)

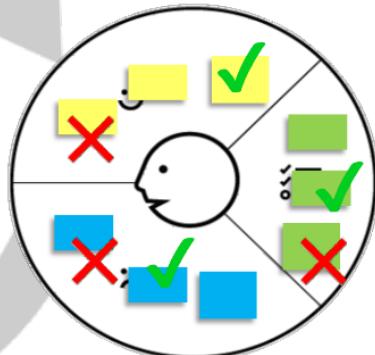
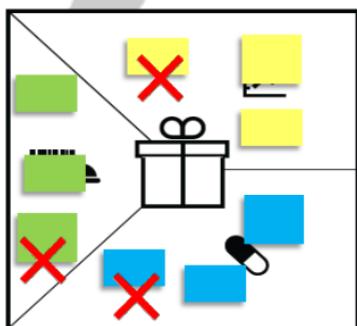


Testing the square



Provide evidence showing that your customers care about how your products and services kill pains and create gains

Adjust & Redesign



References

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Why you need to get back to SEO basics

My 12 most important SEO metrics to monitor

blog.kissmetrics.com/seo-optimized-web-page/

How to Build an SEO Optimized Web Page

How to Create a Site Structure That Will Enhance SEO

<https://blog.kissmetrics.com/how-to-increase-viewership/>

<https://blog.kissmetrics.com/open-graph-meta-tags/>

Google Webmaster

Moz

Open Graph

<http://ogp.me/>

[WP Facebook Open Graph protocol plugin](#)

<https://wordpress.org/plugins/wp-facebook-open-graph-protocol/>

<https://yoast.com/wordpress-seo/>

Facebook's Open Graph debug Tool

<http://developers.facebook.com/tools/debug>

Accessibility

[A11ycasts](#)

[accessibility with Google](#)

[The new way to test accessibility with Chrome DevTools - A11ycasts #23](#)

[DevTools Audits 2.0 powered by Lighthouse](#)

<https://goo.gl/2xUPh2>

<https://goo.gl/Nsp7wB>

<https://goo.gl/QmBy9d>

<http://www.w3.org/TR/WCAG10/checkpoint-list.html>

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<http://www.rnib.org.uk/about-rnib/web-accessibility-statement>

<http://www.hassellinclusion.com/bs8878/>

UX/UI info

[Design Sprint](#) by Google Venture playlist

[UX for dummies cheat sheet](#)

[3 day UX discover workshop](#)

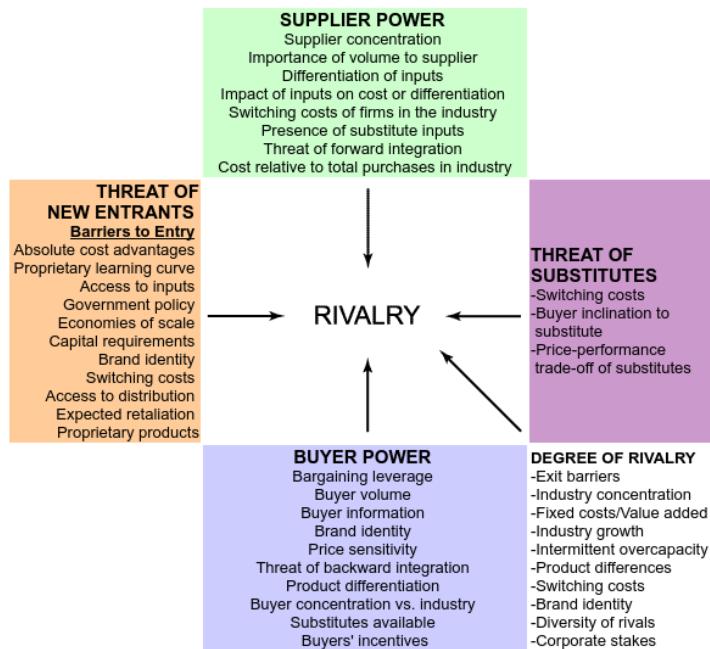
Classical strategic analysis tools

<http://www.quickmba.com/strategy/>

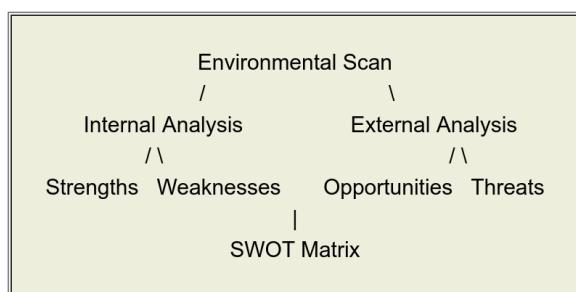
Porter's Generic strategies

Target Scope	Advantage	
	Low Cost	Product Uniqueness
Broad (Industry Wide)	Cost Leadership Strategy	Differentiation Strategy
Narrow (Market Segment)	Focus Strategy (low cost)	Focus Strategy (differentiation)

Porter's 5 forces



SWOT analysis



Phases of WEBSITE DEVELOPMENT

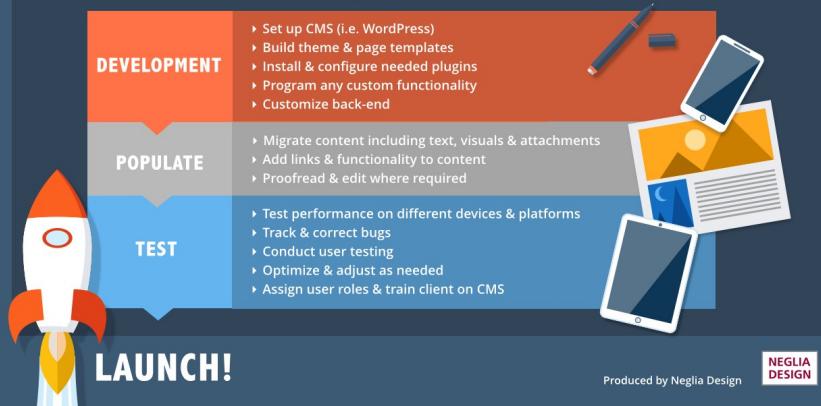
Phase 1: Plan



Phase 2: Design



Phase 3: Development

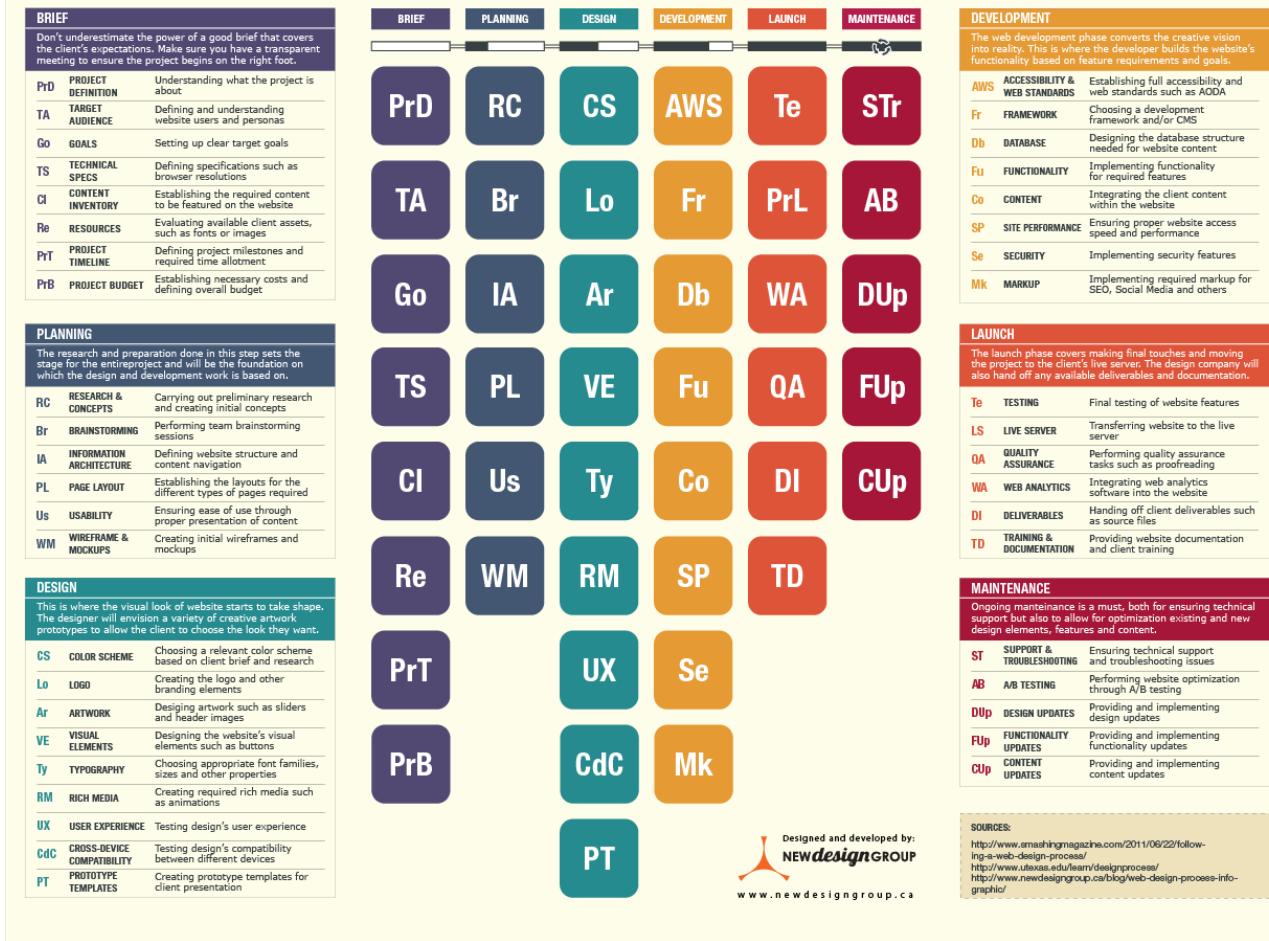


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<https://negliadesign.com/general/website-development-process/>

PERIODIC TABLE OF WEB DESIGN PROCESS



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