

SEO|A/B|UX

Is your web page live?

Aurimas Likas
alikas@kayak.com

Overview

1. SEO

- a. On-Page factors
- b. Off-Page factors
- c. Violations

2. User experience (UX)

3. A/B Testing

SEO

ON-THE-PAGE SEO

OFF-THE-PAGE SEO

CONTENT	HTML	ARCHITECTURE	LINKS	TRUST	SOCIAL	PERSONAL
Cq ⁺³ Quality	Ht ⁺³ Titles	Ac ⁺³ Crawl	Lq ⁺³ Quality	Ta ⁺³ Authority	Sr ⁺² Reputation	Pc ⁺³ Country
Cr ⁺³ Research	Hd ⁺² Description	Ad ⁺² Duplicate	Lt ⁺² Text	Th ⁺¹ History	Ss ⁺¹ Shares	Pl ⁺³ Locality
Cw ⁺² Words	Hh ⁺¹ Headers	As ⁺¹ Speed	Ln ⁺¹ Numbers	Ti ⁺¹ Identity		Ph ⁺³ History
Ce ⁺² Engage	Hs ⁺¹ Structure	Au ⁺¹ URLs	Vp ⁻³ Paid	Vd ⁻¹ Piracy		Ps ⁺² Social
Cf ⁺² Fresh	Vs ⁻¹ Stuffing	Am ⁺¹ Mobile	Vi ⁻² Spam			
Vt ⁻² Thin	Vh ⁻¹ Hidden	Vc ⁻³ Cloaking				
Va ⁻¹ Ads						

SEO Factors Work In Combination

All factors are important

+3 > +2 > +1 > -1 > -2 > -3

On The Page Ranking Factors

Keyword Targeting



- ❑ Target a single searcher intent
- ❑ Primary keyword phrase is in the first words of `<title/>` and appears in URL. In the body 2x+
- ❑ Content is logical, comprehensive, employs related terms
- ❑ Keyword phrases are appropriately highlighted: ``, ``, `<i>`, ``, etc.
- ❑ Primary and secondary keywords in headline(s)/title/body
- ❑ Descriptive, keyword-rich `` alt attributes
- ❑ Descriptive anchor texts are used in links pointing to the page

HTML Code

- ❑ **Title tag** `<title/>` (+3, unique to page; descriptive; <75 chars)
- ❑ Canonical, next, prev, hreflang links
- ❑ **Meta description** (+2, “sell” your result (CTR), <160 chars)
- ❑ Header tags (+1, **h1**, **h2**, ... for key sections)
- ❑ Structured data (+1, rich snippets, schema.org)

Site Architecture

- ❏ **Crawlability** (+3; crawl budget & efficiency; sitemaps)
- ❏ **Duplication / canonicalization** (+2; www/non-www; rel=canonical; rel=prev/next)
- ❏ **Site speed** (+1; conversion & engagement)
- ❏ **Descriptive URLs** (+1; short URL keywords; breadcrumbs; <90 chars)
- ❏ **Multi-device ready** (same URLs)
- ❏ **UX** (clear hierarchy; easy navigation & content consumption; polished design)

Crawlability

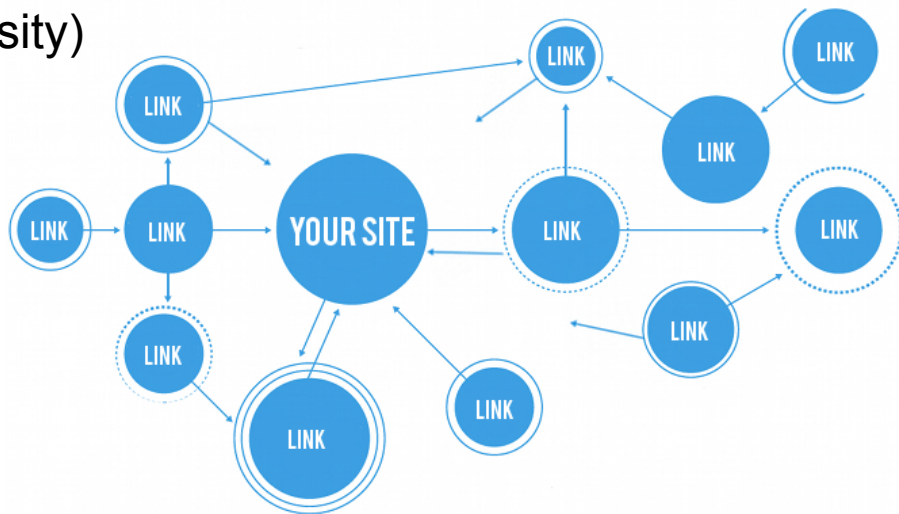
- ❑ Static URLs (max 2 dynamic params recommended)
- ❑ Content in HTML (not via Ajax/Flash/Image/iFrame/etc.)
- ❑ 301 for old->new (or canonical URL, but not 302!)
- ❑ 503 for temp unavailable pages
- ❑ Meta robots and robots.txt allows crawling & indexing
- ❑ XML sitemap
- ❑ No more 4 clicks from any page on the site to URL



Off The Page Ranking Factors

Link Building

- ❏ **Link quality** (+3; respectable site or related in topic)
- ❏ **Link (anchor) text** (+2; should be natural)
- ❏ **Number of links** (+1; diversity)



Social

❏ Reputation (+2)

- ❏ Social signals = “Votes” in SERPs
- ❏ Authentic vs. Fake accounts
- ❏ Engage with customers

❏ Shares (+1)

- ❏ Quality vs. quantity of shares
- ❏ Sharing options (G+, FB, Twitter)
- ❏ Employs appropriate tags (FB Open Graph, Twitter Cards, etc.)



Trust

- ❏ **Authority** (+3; reviews; ratings; type of received links, engagement metrics, social references from respected accounts)
- ❏ **History** (+1)
 - ❏ gained respect over time vs history of violating guidelines
 - ❏ domain age
 - ❏ abnormal linking to “bad neighbours” or irrelevant topics can raise an alarm bell
- ❏ **Identity** (+1; identity + relationships + content; people/places/things)

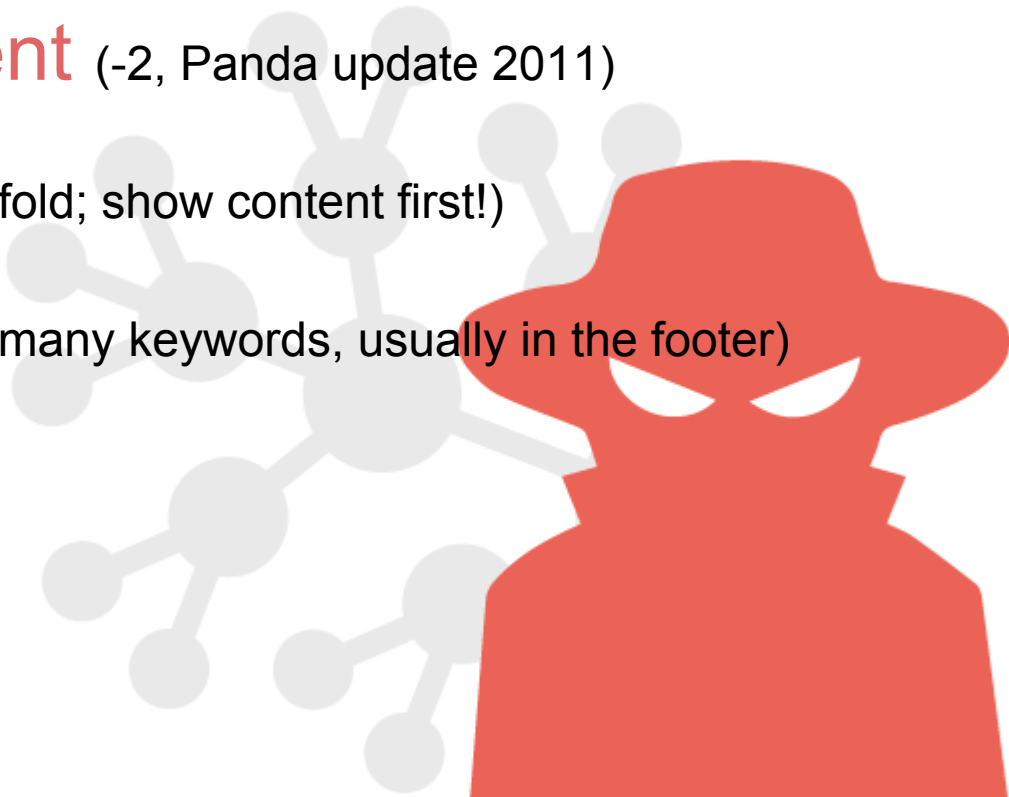
Personalization

- ❏ **Country** (+3; i.e. “football” in US is “soccer” in EU; TLDs; hosting)
- ❏ **Locality** (+3; city/area geolocated results, i.e. local dentist)
- ❏ **Personal history** (+3; signed in/preferences; search history, clicked results, liked/+1d/tweeted pages)
- ❏ **Social connections** (+2; friend’s review or page in Google+ circles can affect **your** results!)

Violations

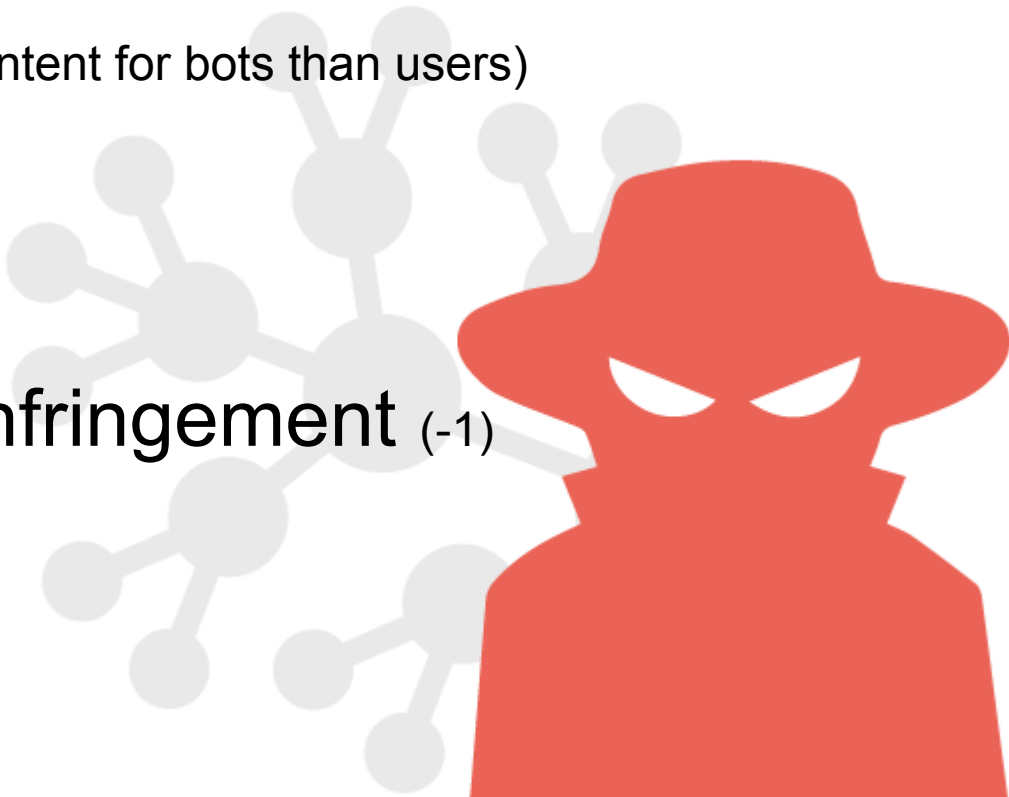
Violations

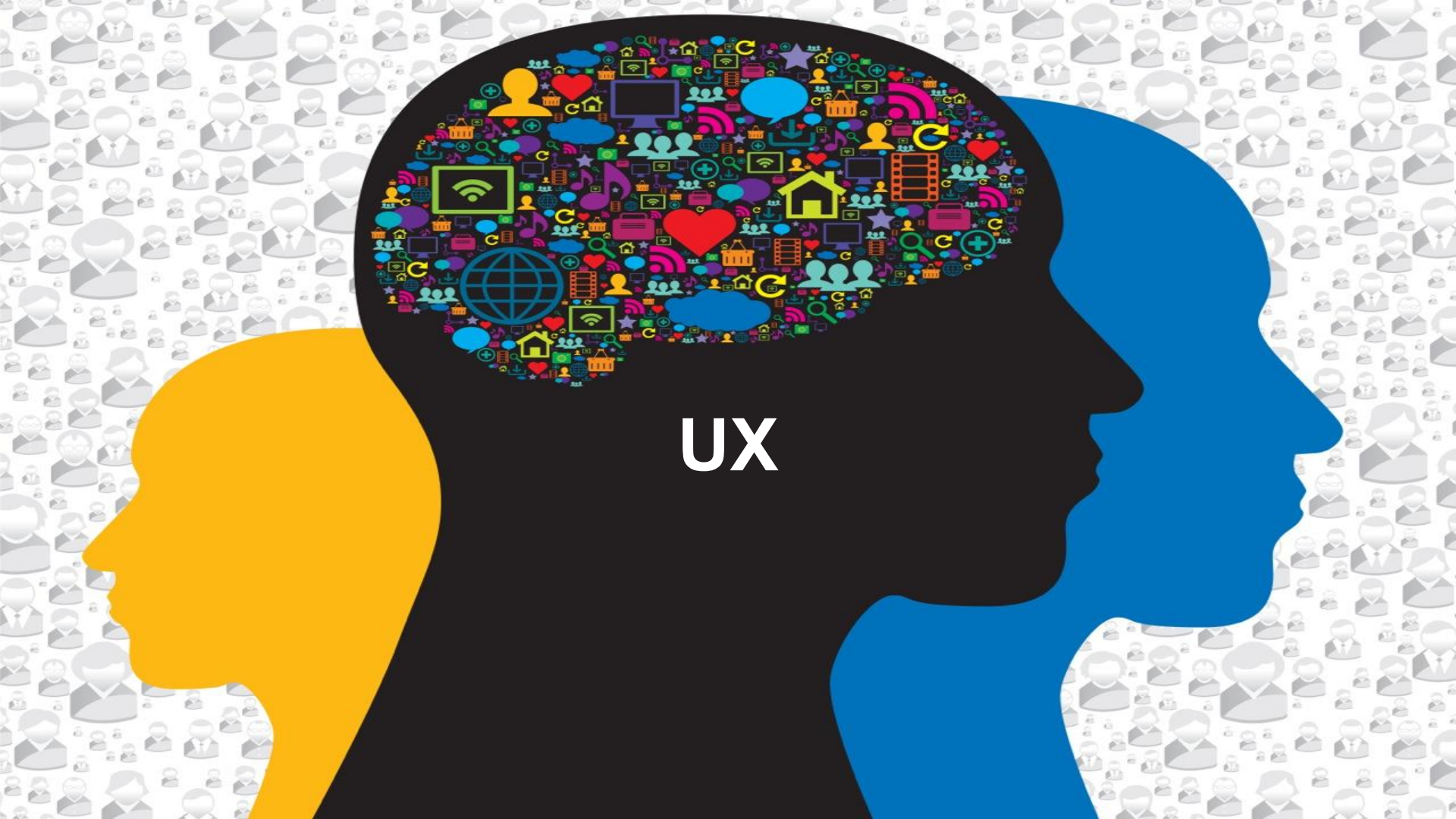
- ❏ **Thin / shallow content** (-2, Panda update 2011)
- ❏ **Ads** (-1, especially above-the-fold; show content first!)
- ❏ **Keyword stuffing** (-1, many keywords, usually in the footer)
- ❏ **Hidden text** (-1)



Violations continued..

- ❏ **Cloaking** (-3!; different content for bots than users)
- ❏ **Paid links** (-3!)
- ❏ **Link spam** (-2)
- ❏ **Piracy / Copyright Infringement** (-1)





UX

We Experience User Experience Everyday & Everywhere

- ❑ UX everyday everywhere (when we drive our car, cook a meal in the microwave, etc.)
- ❑ Examples? (great customer service, an easy to use product, a website that gave you the exact information you needed, in just the right format, at just the right time)
- ❑ A great UI is so seamless that we don't even think about it – we just use it, get what we need, and move on.

UX Basics

- ❑ Understanding of users
needs, habits, expectations, thought processes
- ❑ Takes into account business goals
- ❑ Promotes improving the quality of the user's interaction with and perceptions of your product and any related services.

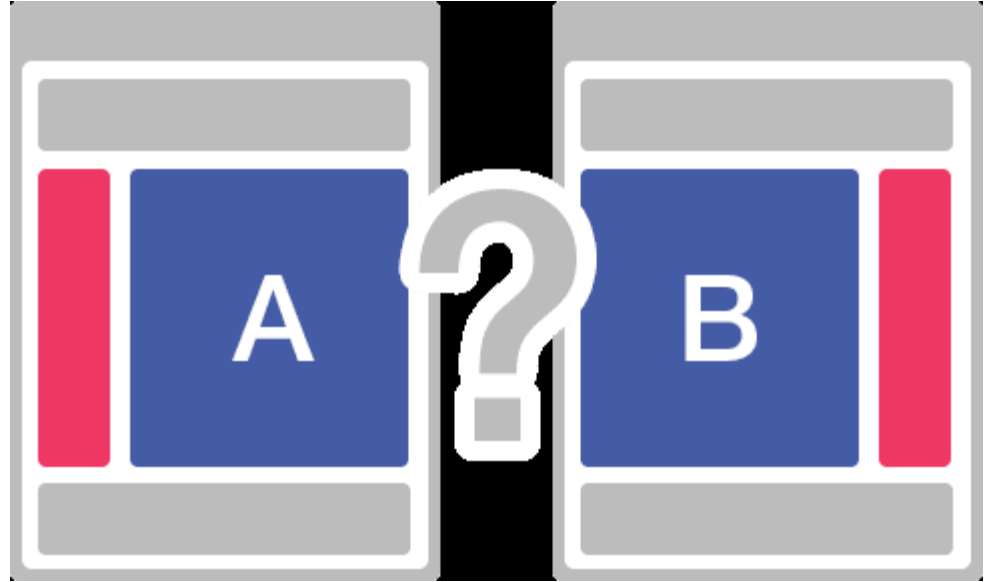
UX Honeycomb



- ❑ **Useful:** Your content should be original and fulfill a need
- ❑ **Usable:** Site must be easy to use
- ❑ **Desirable:** Image, identity, brand, and other design elements are used to evoke emotion and appreciation
- ❑ **Findable:** Content needs to be navigable and locatable onsite and offsite
- ❑ **Accessible:** Content needs to be accessible to people with disabilities
- ❑ **Credible:** Users must trust and believe what you tell them

A/B testing

“It’s a simple way to test changes to your page against the current design and determine which ones produce positive results.”



Data Backed Decisions

- ❑ Takes the guesswork out of website optimization
- ❑ Results in improved conversions = more \$\$\$
- ❑ Ongoing / iterative process

Resources

- <https://moz.com/beginners-guide-to-seo>
- <https://support.google.com/webmasters/answer/35769>
- <https://www.feedthebot.com>
- <http://saijogeorge.com/best-marketing-tools/>