**Search Engine Optimization - Remaker.ai - Phase 1**

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| **Project Name** | **Remaker.ai Webpages Optimization - Phase 1** |
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**Background**

**SEO Performance: Low visibility on Google Search Engine**

Based on research from the inspect element of this link <https://remaker.ai/face-swap-free/>

| <title>Face Swap Online Free</title>  <meta name="description" content="Free online face changer that allows you to swap heads and replace faces in photos.">  <meta name="keywords" content="Face Swap Online Free, AI Face Swap, Free Face Swap Online, Face Swap Free, Face Merge, Face Morph, Face Mixer, Face Changer"> |
| --- |

Accessed by 31 March 2024 on 13.00 (UTC + 7)

| **Keywords** | **Google Page Rank** | **Google Page 1, Rank 1** |
| --- | --- | --- |
| **Face Swap Online Free** | * Google Page 1 and Rank 1 * From appx 212.000.000 web-pages | <https://remaker.ai/face-swap-free/> |
| **AI Face Swap** | * Google Page 1 and Rank 1 * From appx 99.000.000 web-pages | <https://remaker.ai/face-swap-free/> |
| **Free Face Swap Online** | * Google Page 1 and Rank 1 * From appx 237.000.000 web-pages | <https://remaker.ai/face-swap-free/> |
| **Face Swap Free** | * Google Page 1 and Rank 1 * From appx 352.000.000 web-pages | <https://remaker.ai/face-swap-free/> |
| Face Merge | * Not appear on Page 1 until Page 3 of Google Page * From appx 1.890.000.000 web-pages | <https://www.fotor.com/features/face-morph/> |
| Face Morph | * Not appear on Page 1 until Page 3 of Google Page * From appx 648.000.000 web-pages | <https://play.google.com/store/apps/details?id=com.hamsoft.face.morph&hl=en&gl=US> |
| Face Mixer | * Not appear on Page 1 - Page 3 of Google Page * From appx 804.000.000 web-pages | <https://www.fotor.com/features/face-morph/> |
| **Face Changer** | * Google Page 1 and Rank 3 * From appx 483.000.000 web-pages | <https://www.pica-ai.com/> |

* We found from the data above we have several not truly optimized keywords on;  
  A. Face Merge,  
  B. Face Morph,  
  C. Face Mixer,  
  D. Face Changer
* We only lead with keywords on a number of webpages less than 500K, meaning that’s keyword is still not truly popular and or fewer people want to elaborate and find on Google Search.
* Still limited keywords that are implemented on the <https://remaker.ai/face-swap-free/> (only 8 different keywords)

**Website Loading Speed: Needs Improvement on web-performance on Mobile View and Poor Performance in Desktop View**

Based on research from the inspect element of this link <https://remaker.ai/face-swap-free/>

Assessed via: <https://pagespeed.web.dev/>

Report from: 01 April 2024, 13:46 (UTC + 7)

| **Parameter** | **Mobile View (Average Weighted Score: 72)** | **Desktop View (Average Weighted Score: 49)** |
| --- | --- | --- |
| First Contentful Paint | 4 seconds | 1 second |
| Total Blocking Time | 1.78 seconds | 0,22 seconds |
| Largest Contentful Paint | 14 seconds | 2.6 seconds |
| Speed Index | 14.7 seconds | 2.6 seconds |
| Cumulative Layout Shift | 1,003 pixels | 0.573 pixels |

Metrics Score

1. 0 to 49 : Poor
2. 50 to 89 (orange): Needs Improvement
3. 90 to 100 (green): Good

**User**

* First-comer user (P0) is equivalent to a user who never uses the face-swap feature before.
* A loyal user (P1) is equivalent to a user who at least uses more than one time per month

**Goal**

Revamp the webpages of <https://remaker.ai/face-swap-free/> with the objective of achieving three (3) main metrics:

* Website performance on Mobile View score based on <https://pagespeed.web.dev/> increased from 72 to more than 90.
* Website performance on Desktop View score based on <https://pagespeed.web.dev/> increased from 49 to more than 90.
* First-time and loyal users grow double digits (by percentage) consistently in a monthly basis through refining and experimenting on SEO perspective.

**Concern**

When we try to analyze the traffic growth of <https://remaker.ai/face-swap-free/> we can separate and track the growth of traffic because of web-revamp project or enhance the SEO to avoid producing a false positive (elaborate and discuss with Data Analyst and Data Scientist).

**Project: Mobile and Desktop View Revamp - Phase 1**

| **Feature** | **User Story** | **User Acceptance Criteria** |
| --- | --- | --- |
| Display video with own hosting | As a user, we are using videos who stored on our own host | **Existing Conditions**  Using YouTube embedded player: <https://www.youtube.com/s/player/3b96d06c/www-embed-player.vflset/www-embed-player.js>  **Impact**  Extra effort of webpage to call the youtube video-player (3rd party-hosted)  **Solution**   * Host on our server and exposed using public\_video\_url that is generated by our server. |
| Layout refinement | As a user, I can the webpages on many sections, instead of one big layout shifts | **Existing Conditions**   * One big layout, sample picture is here [Screenshot 2024-04-01 at 14.50.45.png](https://drive.google.com/file/d/1EScFWmmjz1U10vutwNbs1IP_TjX0FHyP/view?usp=sharing) * Not yet have any lazy load scheme   **Impact**  The extra effort of the webpage to render fast.  **Solution**   * Focus on feature pages only * Divided into at least 6 different sections into different webpages. * Implement a lazy load feature |
| Replacing picture with .ico and .svg | As a user, I can see the icon in fast and lite load | **Existing Conditions**  We have several icons still on .png, or .webp   * <img src="img/face/**simple.png**" class="tab-img"> * <img src="img/face/**mul.png**" class="tab-img" style="width: 20px;"> * <img src="img/face/**swap0.png**" style="height: 40px;"> * <img src="img/face/**target0.png**" style="height: 40px;"> * <img src="./img/face/**default.webp**" class="draw-img"> * <img src="img/**fb-group.png**" class="fb-group"> * <img src="img/**logo-word-remaker.webp**" class="box-header-logo remaker-logo" style="vertical-align: middle !important; cursor: pointer;"> * <img src="img/face/**video.png**" class="tab-img" style="width: 24px;">   **Impact**  The extra effort of the webpage to render fast.  **Solution**   * All of the icon images changes into .ico * Except for logo-word-remaker.webp change into .svg (because of logo). |
| Reduce the Javascript Execution Time | As a user, I can see the webpages with focus to content and useful javascript load. | **Solution**   * Change the video\_player\_url with our own public\_video\_url, avoid any kind of javascript. * Remove unused Javascript code. * Use our own font, instead of call-out zingfront.com and googlefont.com |
| Change the Header of Face Swap Free Online | As a user, I can have a better appearance of Face Swap Free online with fast load | **Existing Conditions**   * Sample picture is here,   **Impact**   * Bad appetite * Took 14,48 second to load (take so long)   **Solution**  Provide .svg image with better appetite and low bandwith |
| Implement Better Long-time Cache on Webpages | As a user, I can load image and data without calling-out to server frequently. | **Solution**  Set cache on image with duration > 5 years |

**Proposal Design of Mobile and Desktop View Revamp - Phase 1**

<https://www.figma.com/file/REsEdcqpaGhyGtUsbYTtRU/Proposal---Face-Swap-Wireframe-Feature-(Mobile---Desktop-View)?type=design&node-id=0%3A1&mode=design&t=BCDMQadDbNln4bCg-1>

1. Focus on the highlighted features first.
2. Tutorials or any additional information can be done on separated Mobile or Desktop View Pages

**Project: SEO Implementation - Phase 1**

| **Feature** | **User Story** | **User Acceptance Criteria** |
| --- | --- | --- |
| Revamp the title of webpages meta with adding tags | As a user, I can access the platform from google search with various keywords | **Existing Conditions**  <title>Face Swap Online Free</title> without any tags  **Impact**  No tags on title  **Solutions**  Adding extra tags on title (we provide more than 10 different tags)   1. face swap online 2. free face swap 3. online face swap editor 4. face swap app free 5. change faces in photos online 6. free online face swap software 7. cloud-based face swap 8. mobile-friendly face swap tool 9. secure online face swap 10. The Best Free Online Face Swap Tool 11. The Funniest Face Swap App Online 12. Free Face Swap - Unleash Your Creativity 13. Start Your Free Face Swap Fun Now! 14. Free Face Swap - The Ultimate Photo Editor |
| Adding new keywords on meta | As a user, I can access the platform from google search with various keywords | **Existing Conditions**  <meta name="keywords" content="Face Swap Online Free, AI Face Swap, Free Face Swap Online, Face Swap Free, Face Merge, Face Morph, Face Mixer, Face Changer">  **Impact**  Limited keywords  **Solutions**  Adding extra keywords (we provide more than 10 different keywords)   1. face swap online 2. free face swap 3. online face swap editor 4. face swap app free 5. change faces in photos online 6. free online face swap software 7. cloud-based face swap 8. mobile-friendly face swap tool 9. secure online face swap 10. The Best Free Online Face Swap Tool 11. The Funniest Face Swap App Online 12. Free Face Swap - Unleash Your Creativity 13. Start Your Free Face Swap Fun Now! 14. Free Face Swap - The Ultimate Photo Editor |
| Create blog.remaker.ai | As a user I can have tons of information related with ai-tools stuff | **Objective** Create pages that are as helpful to search engines as they are to your users.   1. Make blog with comparison our own tools vs. competitor tools Sample: <https://www.larksuite.com/en_us/blog/comparisons> 2. Make blog with section tell the productivity story Sample: <https://www.larksuite.com/en_us/blog/productivity> 3. Make a change log of feature with blog Sample: <https://www.larksuite.com/en_us/blog/recent-updates> |
| Create robots.txt | As a user, I only process the selected information | **Objective** robots.txt is used to tell crawlers where they’re allowed to crawl and not crawl on your site. Focus on the features.  **Solution**  Implement <https://remaker.ai/face-swap-free/robots.txt> |
| Emphasize Internal Link | As a user, I can click a text, image, and bring to the new web pages | **Existing Condition**  Not yet implemented  **Solution**  Implement Internal linking on several section   * Text Links: You can add links within text that's relevant to another page on your website. For instance, in an text about "Faceswap" you can link the phrase "Faceswap" to a page of <https://remaker.ai/face-swap-free/> * Image Links: You can include links on images that lead to relevant pages. * Navigation Menu Links: You can add links to important pages on your website within the navigation menu. * Breadcrumb Links: Breadcrumbs are navigational elements that show users their current location on your website. You can make the breadcrumbs clickable, linking them to relevant pages. |

**Implementation**

1. We can set a design experiment with timeline 4 months with well-distributed traffic for 4 different usecases:  
   A. Revamp web-pages (mobile and desktop) yes, SEO Implementation (No)  
   B. Revamp web-pages (mobile and desktop) yes, SEO Implementation (Yes)  
   **C. Revamp web-pages (mobile and desktop) No, SEO Implementation (No) -> existing**D. Revamp web-pages (mobile and desktop) No, SEO Implementation (Yes)
2. Collaborate with Data Analyst and revisit after 4 months
3. Gather the data with Google Console (Google Analytics).
4. The winner of traction after 4 months (compared each others) will be set as the new approach.