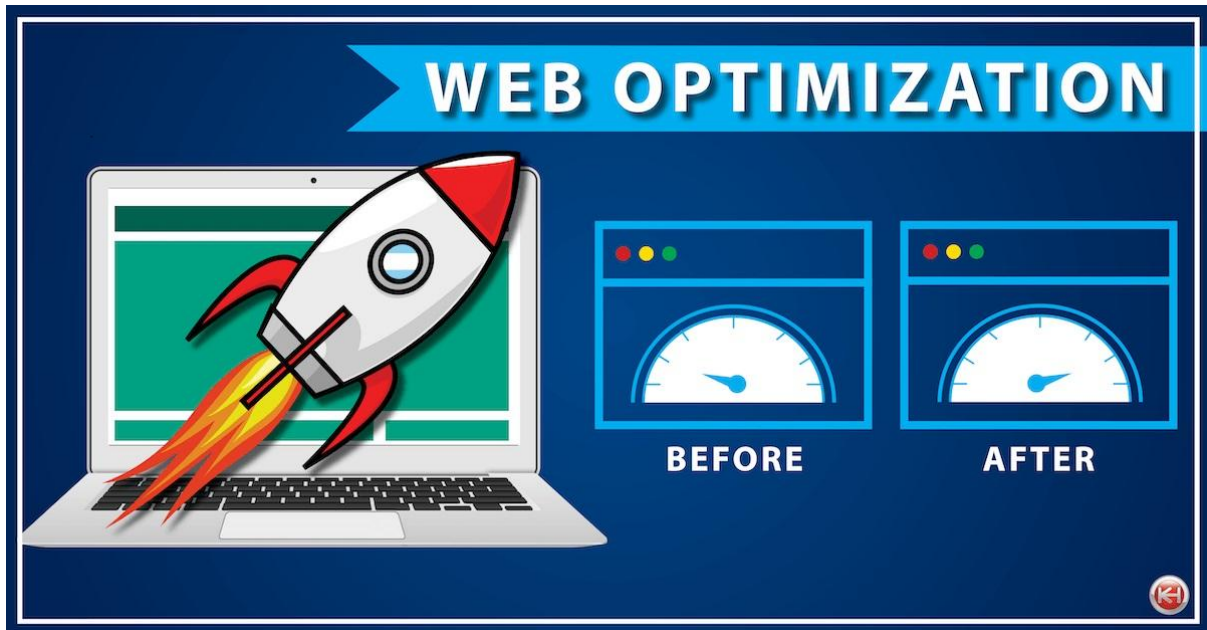# Website Optimization

Website optimization is a continuous action to develop our site by using our user experience, traffic and conversion on our site. In other words we can tell that Website optimization is the process of improving our website performance to rank high on search engines by using methods, strategy, tools and some prior knowledge.

Search engine optimization (SEO) gives us a basic idea of how we can optimise our website with minimum effort. The industry exports are having different paths or their own view about how they can optimise their own site. Both ways can give you success but it's not always enough.

Why? Website optimization!

When we launch our website, we all love it at first. As the day progresses due to many reasons and the traffic conversion it may go down. Users may start giving his views and feedback about his experience with our website. It's better if we have a personalised experience that helps your customer convert faster.

Why website optimization is crucial these days. Website is our home of business on the internet so it must look good, work well, user friendly and be maintained regularly. If we want to sell our product or service online then the internet is the place for this. When we have well maintained website with 24*7 customer care so that we can give good service to customers then and there it will improve our website views and opinion of users.

How can we optimise our website?

To optimise our website first we have to know the cause and effect of the problem. We need to define & analyse our root cause. Then make a strategy to tackle the problem. If we start without knowing the root cause of the problem then it will ruin our whole work and make sure that problem you are fixing must have a long term impact.

Strategy for web optimization

- · SEO
- · Content
- · Web Analytics
- · User Experience (UX)
- · Web Design and Development
- · Conversion Rate Optimization

Website optimization tools

- **Page speed insights-**

  It is a free tool offered by Google to measure speed performance of our website on desktop and mobile devices.

- **HotJar** –

  It is a cross-platform behaviour analytics platform.

- **Google search console-**

  It gives search related data, troubleshooting problems and fixing indexes.

- **SEMRush-**

  It helps in optimising websites as well as content of your website.

And many more to go

Website strategy for marketer should know

- · **Optimise for mobile**:

  These days people are using mobile more than computers so it's necessary to have an optimised mobile browser so that effective use and to reach each one.

- **Improve page speed**:

    These days a second of delay in search engines can give a head for your competitor. So minimising search speed will give you better results to develop.

- **Voice search**:

    Optimise your search engine via voice search too.

- **Optimise your website content**:

    spend time in high-quality SEO content writing services.

Think you are a web optimizer having knowledge of strategy and tools give feedback which can be taken care of.

Cheers!