

# Web Developer

HTML, CSS e Strumenti di Digital Marketing  
(SEO, SEM, SEA)

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# UX & Mobile-friendliness

On-page seo

Shadi Lahham - Web development

User experience

# User experience

UX, user experience, plays a critical role in improving SEO by making a site more valuable and easier to use, search engines prioritize websites that offer a good experience to visitors, which can improve rankings, focusing on UX, mobile-friendliness, and usability ensures the site meets both user needs and search engine standards

# Easy navigation

clear site architecture and logical navigation paths ensure users can quickly find the information they need, improving user satisfaction and helping search engines understand the site structure

- create a logical menu structure with clear categories and subcategories
- use proper HTML5 semantic elements like `<nav>`, `<header>`, and `<footer>`
- implement breadcrumbs for complex site structures

an e-commerce site with categories like "men", "women", "kids" and subcategories such as "shoes" and "clothing" helps users explore easily

# Readability

content that is easy to read and understand keeps users engaged and is a positive signal for search engines

- use simple language and short paragraphs
- implement proper heading structure of H1, H2, etc.
- ensure sufficient white space
- optimize CSS for readability with appropriate line-height and font-size

Very important to use [accessible colors and contrast](#)

# Content quality

an engaging page with multimedia elements and high-quality content that directly answers user queries improves dwell time, signaling value to search engines

- create high-quality, engaging content that directly answers user queries
- use a mix of text, images, and video content where appropriate
- structure content logically such as introduction, main points, conclusion

Mobile-friendliness



# Mobile-friendliness

with Google's mobile-first indexing, ensuring your site is mobile-friendly is critical for both user experience and SEO rankings

this involves designing websites that are responsive to different screen sizes, incorporating touch-friendly elements for easy navigation, testing mobile usability to identify and address issues, and following mobile best practices to optimize the overall experience for mobile users

# Responsive design

- use the viewport meta tag to ensure content is readable on all devices
- implement CSS media queries to adjust layout based on device size

```
<meta name="viewport" content="width=device-width, initial-scale=1">
```

```
@media screen and (max-width: 600px) {  
  .grid-container {  
    display: block;  
  }  
}
```

# Touch-friendly elements

- ensure text is readable without zooming
- make buttons and links easily tappable on mobile devices

```
/*  
  apple general rule:  
  buttons need a hit region of at least 44x44 px to ensure that they can be easily selected  
*/  
.button {  
  min-width: 44px;  
  min-height: 44px;  
  padding: 10px 15px;  
}
```

# Testing mobile usability

Google Lighthouse and similar tools can audit your site's mobile performance and provide suggestions for improvement so that issues like "Text too small" or "Viewport not set" can be identified and resolved

## Mobile testing tools

[Google Lighthouse](#)

[WebPageTest](#)

[Google PageSpeed Insights](#)

[Mobile Friendly Test](#)