

UX/UI Redesign getMetaData

getMetaData is a useful tool that provides a clear display of all meta data and main SEO information to help improve your website's visibility on the internet

[Visit the Prototype](#)

by Srinidhi Bhat



Topics

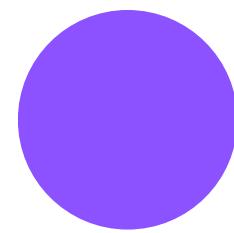
- 1 **Problem Statement**
- 2 **Competitive Analysis**
- 3 **User Personas**
- 4 **Wireframes**
- 5 **Hi-Fi Prototypes**
- 6 **Conclusion**



The Problem

Design a user interface for a Chrome extension **GetMetaData** that helps users extract and analyze key SEO elements, including meta tags, header tags, image tags, structured data, and links.





Competitive Analysis

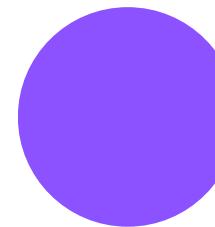
- 1) SEO META in 1 CLICK
- 3) All in One SEO Analyzer
- 3) Detailed SEO Extension
- 4) Us (getMetaData)

Each of the competitors will be analysed on the following metrics to analyse their strengths and weaknesses on the basis of their user experience:

- 1) Functionality
- 2) Usability & Interface
- 3) SEO Metrics
- 4) Documentation



*I will be testing all extensions on one website i.e. [**My Portfolio**](#) to keep the analysis environment uniform.



SEO META in 1 CLICK



strengths

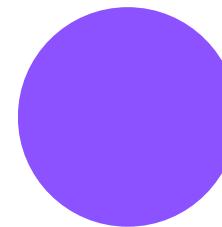
- Vast amount of SEO Data
- Simple, To-The-Point interface
- Easy to Navigate
- Useful tooltips for all features



weaknesses

- UI, although simple looks outdated and uninviting
- Data organisation could be better and appealing
- Not beginner friendly and takes time to get used to.
- Can't Export data





All in One SEO Analyzer



strengths

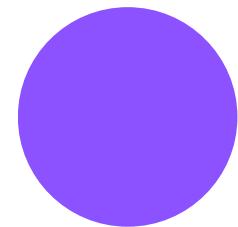
- Visually Appealing
- Information Architecture is great
- Vast Amount of SEO Data
- Easy to use UI
- Beginner friendly
- Useful tooltips for all features



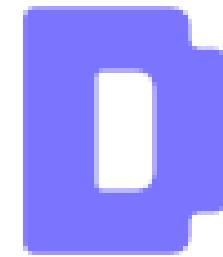
weaknesses

- Data is vertically justified, larger websites could be a pain to analyse.





Detailed SEO Extension



strengths

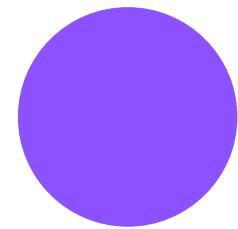
- Modern UI, Visually Appealing
- Information Architecture is great
- Vast Amount of SEO Data
- Custom Right Click menu anywhere on the Web
- Easy to use UI
- Beginner friendly
- Useful tooltips for all features
- Advanced options
- **Dark Mode!**



weaknesses

- Data is vertically justified, larger websites could be a pain to analyse.
- Export is replaced by copy.





getMetaData



strengths

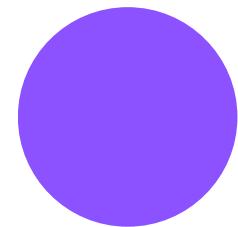
- Only Extension able to view all metrics at one time
- Vast amount of metrics, lesser than competition
- Easily Exportable Metrics
- To-The-Point interface



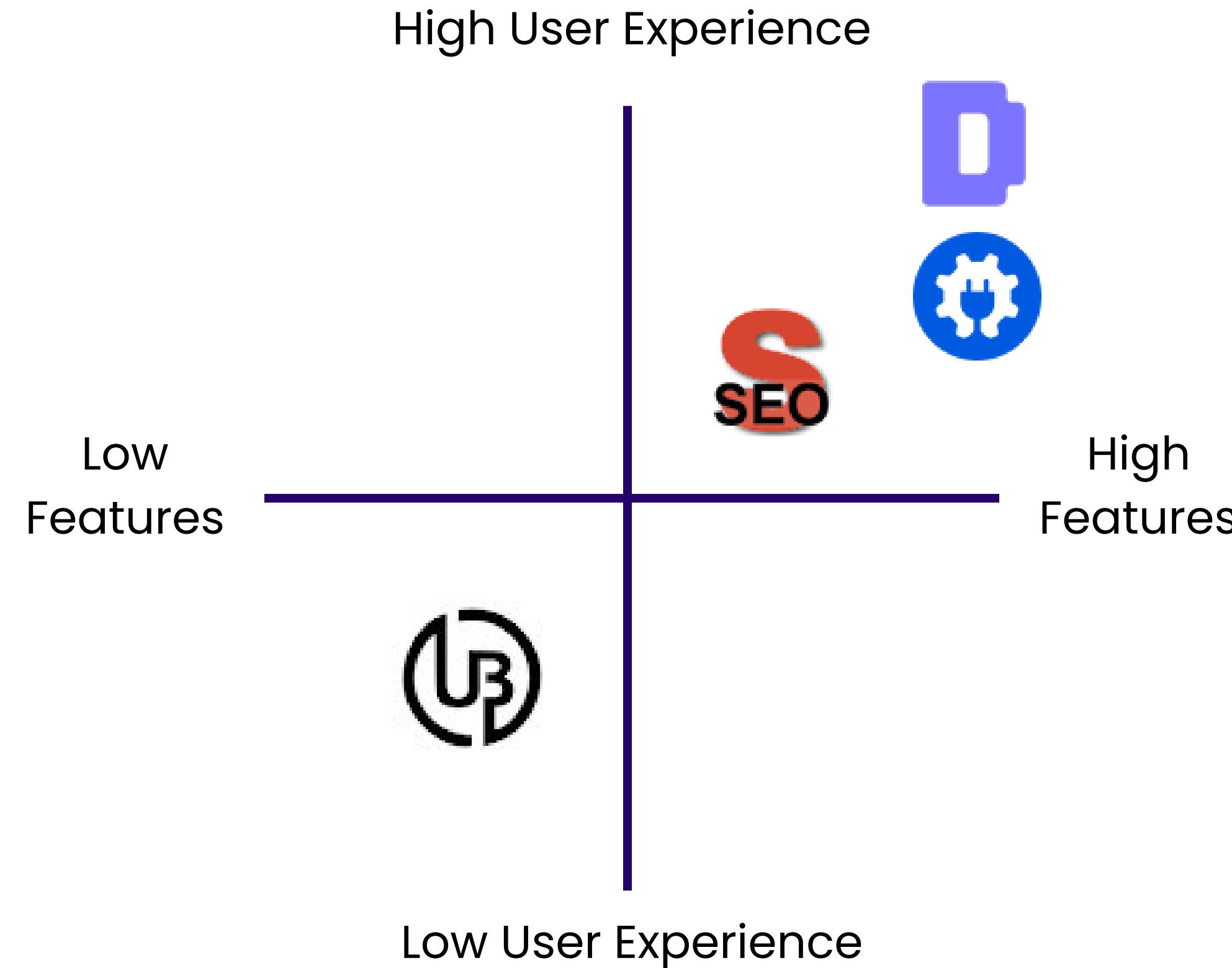
weaknesses

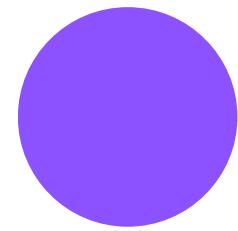
- UI is outdated
- Every time the extension is triggered, the data is repeated twice and displayed. A BUG.
- Very small size, difficult to read and understand data
- Poor Information Architecture





Competitor Analysis Mapping





User Personas



Rutik Kapoor
SEO Engineer



Sneha Singh
Content Marketer /
Small Business Owner



"I want an SEO Application that can make my life easier at work. Nothing fancy, simple and easy to use."

Name: Rutik Kapoor

Age: 29 years old

Occupation: SEO Engineer

Location: Pune, Maharashtra

Frustration

- Current SEO Apps are unable to help Rutik with his work.

Goals

- To be proficient in SEO Analysis and research
- To have the best SEO Optimised products for his company.

Personality

- Hard worker
- Patient
- Empathetic

Motivations:

- Comfort
- Convenience
- Price

User Description

Rutik is a dedicated SEO Engineer for the past 3 years. He was a QA Engineer before becoming an SEO Specialist

Interests

- Reading
- Coding
- Research



"I want to be in-line with trends especially in SEO so I can keep my website updated at all times. SEO means leads and leads mean business!"

Name: Sneha Singh

Age: 31 years old

Occupation: Content Marketer / Small Business Owner

Location: Kolkata, West Bengal

Frustrations

- Isn't technically inclined so normal SEO tools are a hassle to understand.

Goals

- To grow her business and get leads.
- To get her website to the top of the search page.

Personality

- Energetic
- Hard working
- Bold

Motivations:

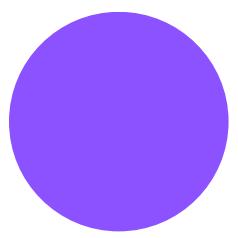
- Comfort
- Convenience
- Price

User Description

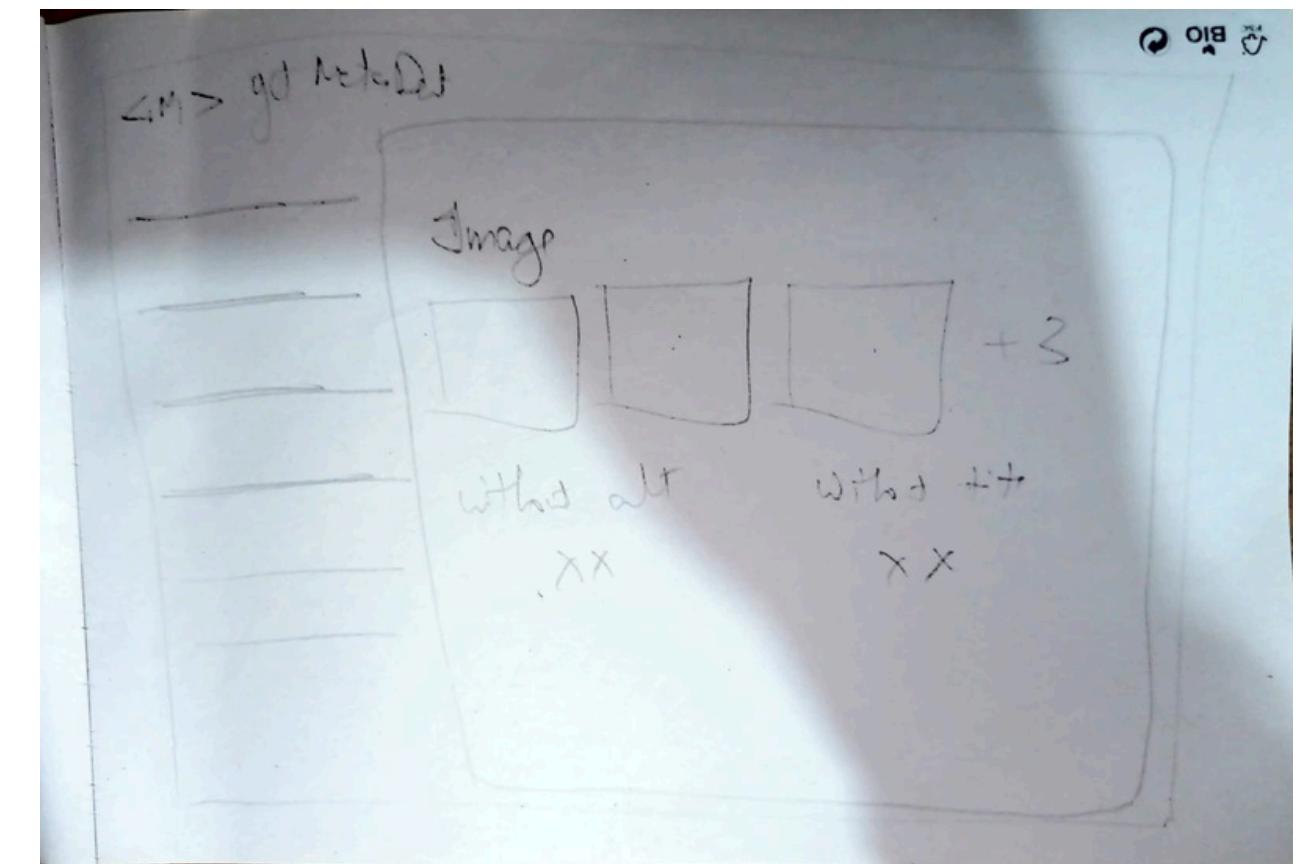
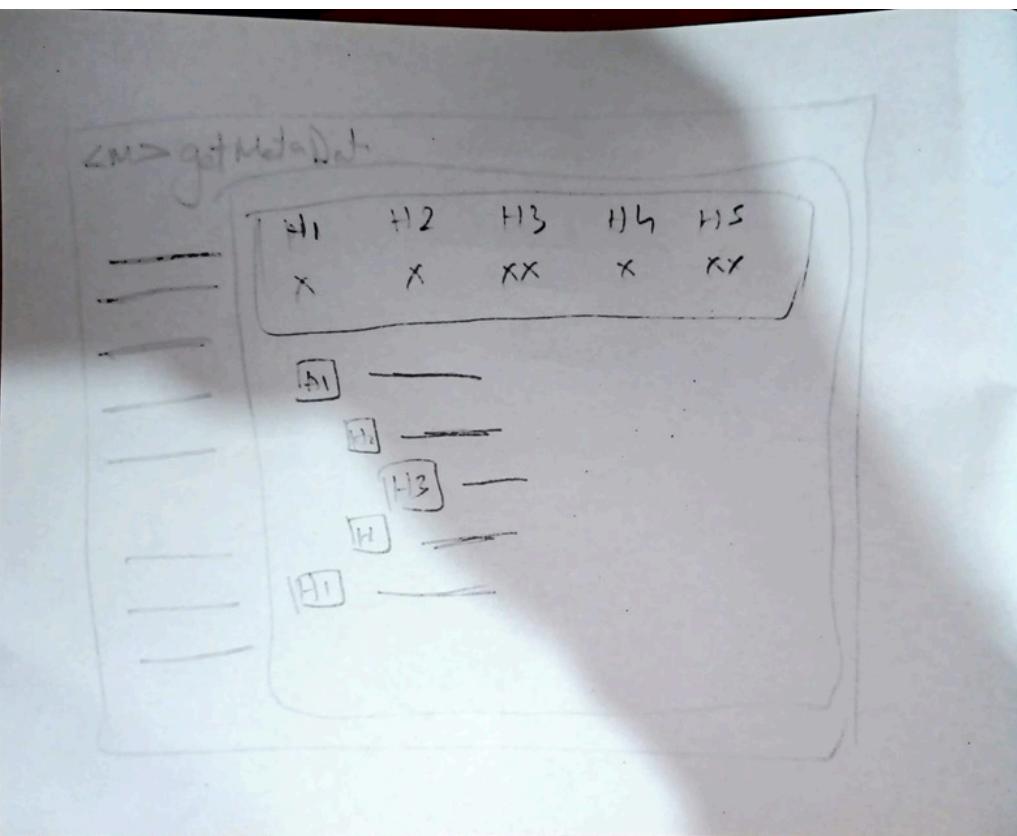
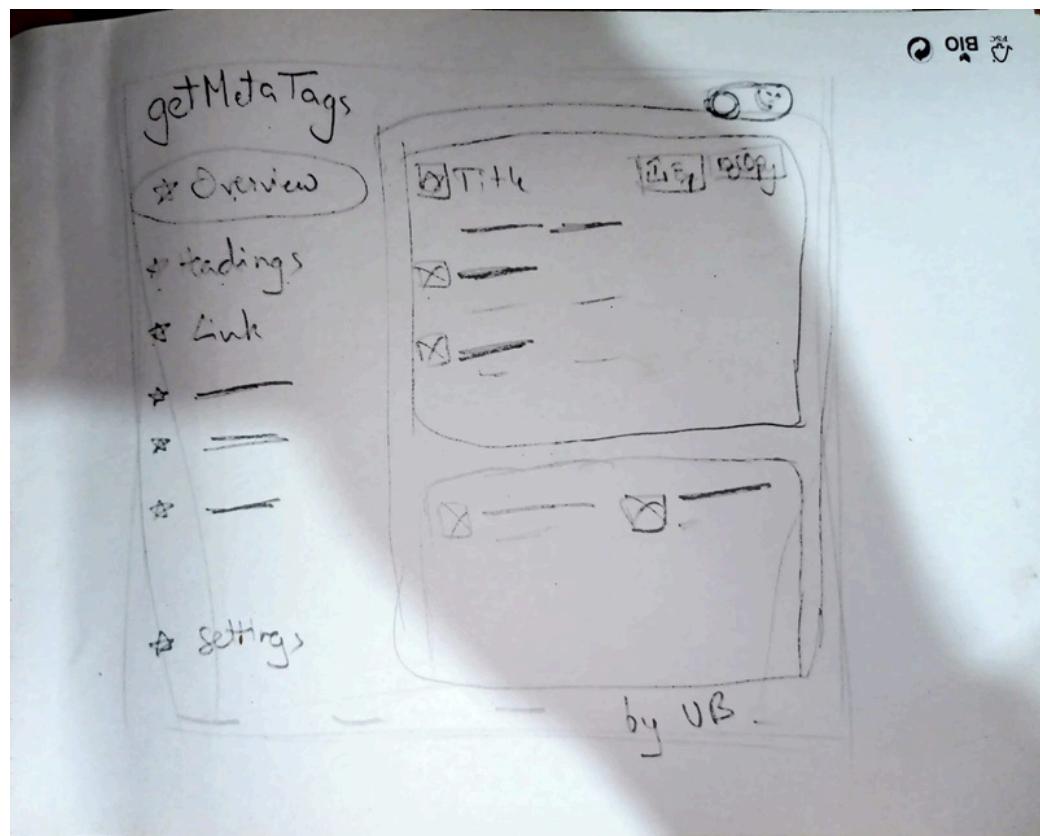
Sneha owns a small business that she's looking to take global. She is hard working, Energetic and Smart.

Interests

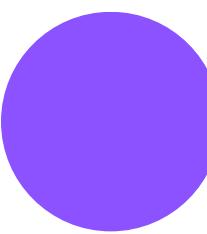
- Writing
- Public Speaking
- Fitness



Wireframes



High-Fidelity Prototype



getMetaData

Overview

Title ⓘ Srinidhi Bhat - Portfolio X 25 Characters

Description ⓘ Hello and welcome to my page! Feel free to reach out for your graphic designing needs ✓ 85 Characters

URL ⓘ https://srinidhibhat.netlify.app ✓ Indexable ⓘ

Canonical ⓘ Not Specified

Keywords ⓘ Srinidhi Bhat India Graphic Designing Front-end Developer Freelance Engineer UI/UX Web

Word Count ⓘ Publisher ⓘ

Export **Copy**

Designed with ❤ & Code by Srinidhi Bhat

getMetaData

Headers

H1	H2	H3	H4	H5	H6
10	10	10	10	10	10

Links
H1 Srinidhi Bhat
H2 Srinidhi Bhat
H3 Srinidhi Bhat
H4 Srinidhi Bhat
H5 Srinidhi Bhat
H6 Srinidhi Bhat

Images
H1 Srinidhi Bhat
H2 Srinidhi Bhat
H3 Srinidhi Bhat
H4 Srinidhi Bhat
H5 Srinidhi Bhat
H6 Srinidhi Bhat

Schema

Social

Advanced

Settings

Designed with ❤ & Code by Srinidhi Bhat

Overview

Title ⓘ Srinidhi Bhat - P X 25 Characters

This is an example of a tooltip that appears on hover and shows information about the particular metric that is beside the mark. It can show all the information here, or lead the user to a better site for [more information](#)

Export **Copy**

Conclusion

getMetaData will bring about a fresh new option in the already loaded, boring looking market of SEO Analysis extensions.

GMD will prove to be a revolution in terms of both the interface and the User Experience.





Thank you

Srinidhi Bhat

9834615792

srinidhibhat45@gmail.com