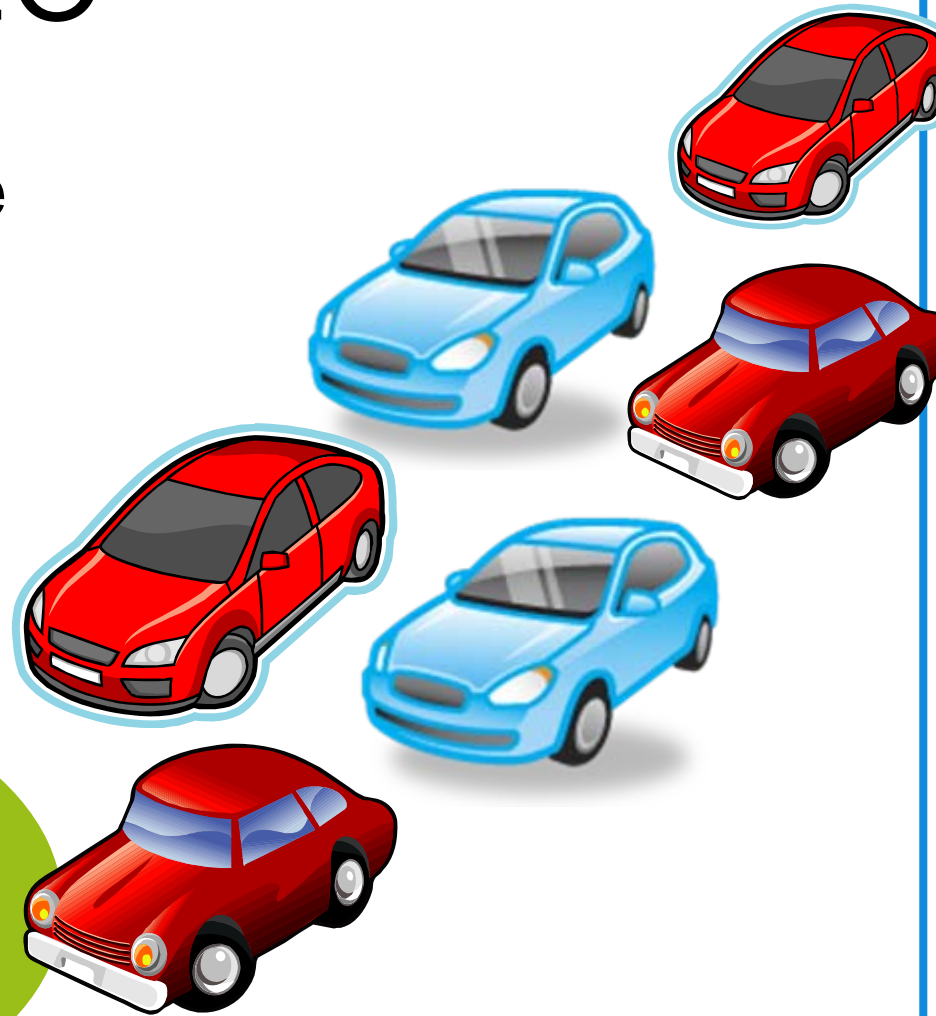


Usability & SEO: 2 Wins for the Price of 1

Ensuring Your Site's Success

SEO

- Drives traffic to your site
 - Site architecture
 - Optimization
 - Links
 - Blogs
 - Social
 - Video
 - Podcasts



Usability

- Behavioral-based
- Helps the visitor know what to do, how to do it and where to go.
 - How do they interact with the site?
 - What motivates them?
 - Can they find what they need?
 - Is it appealing?



Why do we need SEO & Usability?

SEO

- Helps the visitors find the site. Without traffic, there might as well be no site.
 - Rankings
 - Visibility avenues - local search, links, press releases
- Each page acts as a way into the site.



Usability

- Helps visitors to use the site. If visitors can't use the site, no conversions.
- Guides visitors to a path to obtain information or perform an action.
- Provides insights on the users motivation.
- Allows us to test, correct and/or verify navigation and conversion points.

Together – a partnership is formed.

Build a Good Site

- Good architecture
- Strong navigation
- Site search
- Quality, relevant content
- Clear calls to action
- Site maps



Commonalities

Consistent, logical navigation

Meaningful, quality content with **keyword phrases**, organized using **headlines**.

Headlines

Text links – navigational footer

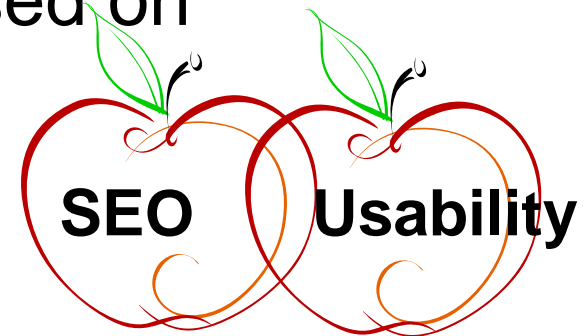
The screenshot shows a website for Jessica B. Gallina MD, P.C., a foot and ankle orthopaedic surgeon. The page features a navigation menu with links: home, meet the doctor, foot & ankle disorders, treatments, faqs, forms, contact us, and email. The main content area includes a headline: "Board certified and fellowship trained in foot and ankle", followed by a paragraph about the doctor's specialization. A sub-headline "Foot and ankle injuries" is followed by text explaining the need for care. A list of services is provided under the heading "Your experience as our patient includes:". A sub-headline "Surgery is not always necessary" is followed by text explaining alternative treatments. A sidebar on the right contains a photo of feet and three text boxes: "Jessica Gallina MD Quality orthopaedic care for you and your family...", "Non-surgical and surgical treatments are available", and "Have questions about what to expect when you visit Dr. Gallina?". A footer contains contact information and office hours. Annotations with arrows point from the text boxes on the left to specific elements on the website: "Consistent, logical navigation" points to the menu; "Meaningful, quality content with keyword phrases, organized using headlines." points to the "Board certified..." headline; "Headlines" points to the "Surgery is not always necessary" headline; and "Text links – navigational footer" points to the footer links. An "Internal Links" box points to the "up-to-date treatment options" link within the main text.

Internal Links

Commonalities

Both SEO and Usability are ongoing efforts

- Strategies, based on objectives, budgets and timetables, will lead to better results.
- Best results are obtained with early involvement and often cost much less.
- Adjustments are needed - based on results and data gathering.
- Large and small adjustments can make a difference.



Usability Enhances SEO Opportunities

- Better definition of content
 - Keyword phrasing
 - More appropriate language
 - Content
 - Headlines
 - Navigation – additional pages and opportunities
 - International / Global opportunities and brand building
- Improved linking strategies
- Better ROI for SEO if conversions increase

Plan of Action

Create or understand the design strategy

- Business Goals
- Targeted Users
- General Tasks
- Technological Constraints
- Marketing and Branding Goals
- Critical Success Factors
- Known Roadblocks
 - Shopping cart issues
 - High bounce rate

User-Centered Design

- Understanding the users' mental model
 - Why are they using the site? Motivation?
 - What type of searcher are they?
 - How do they look for information?
 - Navigation
 - Category
 - Chronologically
 - Alphabetically
 - By ratings



Usability Testing

- Conducted before a site redesign or after implementation
- User is given tasks to complete
 - Buy a stainless steel refrigerator. Needs to fit into a space 34” wide and 68” high.
- Finds roadblocks to conversion
- Verifies or improves site navigation
- Tests changes – new buttons, placement, colors, layout



Roadblock to Usability Techniques



No or limited access to potential/actual site users.

- Time
- Budget
- Resistance/Fear
- Restricts direct input and insight thru interviews
- Usability testing can't verify improvements, roadblocks and success

So what should you do?

- Employ usability techniques whenever possible
- Use indirect methods – surveys, help desks, bulletin boards, forums, Internet ratings and reviews, web logs
- Make it part of the overall design and SEO process

Usability Techniques (and their SEO opportunities)

- User Profiles and Personas
 - Keyword Research
 - Links
 - Additional pages to optimize
- User Interviews
 - Keyword Research
 - Navigation
 - Calls to Action
- Task Analysis
 - Navigation – site structure
 - Page scent / flow of information / internal links
 - Additional pages to optimize

Usability Techniques

(and their SEO opportunities) – cont'd

- Card Sorts
 - Navigation
 - Keyword phrases through labeling
- PET (Persuasion, Emotion, Trust)
 - Increased time on site
 - Brand enhancement
 - Conversions

User Profiles

- Segmenting targeted user groups from general audience.
- Example: Orthopedic surgeon's site
 - Patients – sports injuries
 - Patients – dancers
 - Patients – general injuries
 - Patients – workers comp injuries
 - Patients – elderly – falls, osteoporosis, arthritis
 - Doctors – referral for current patient

Personas

- Create personas for high priority target groups (based on user profiles)
- Specific characterization of a single user profile
- Contains – demographics, tasks and environmental information
- Not a “real” person
- Small set of personas helps manage site requirements and drive content
- Focus on probabilities, not possibilities



Patty Forest

- 41 years old
- Mother of three
- College educated
- Moderate computer abilities
- Researches all purchases if time permits

Scenario: Son plays football and is injured while going for the first down. Emergency room doctor suggests she take him to a specialist in sports medicine.

Things she wants to know:


- Doctor's qualifications?
- Doctor offers non-surgical options or minimally invasive?
- Is physical therapy offered on-site or separate arrangements?
- Will their family insurance plan cover most of the costs?
- If tests or x-rays are needed, are services performed at the office?

Things she wants to do:

- Research the doctor
- Make an appointment immediately.
- Prepare documentation for visit.
- Staff and facility overview.
- Check payment policies and options.

Direct Methods

User-Centered Design

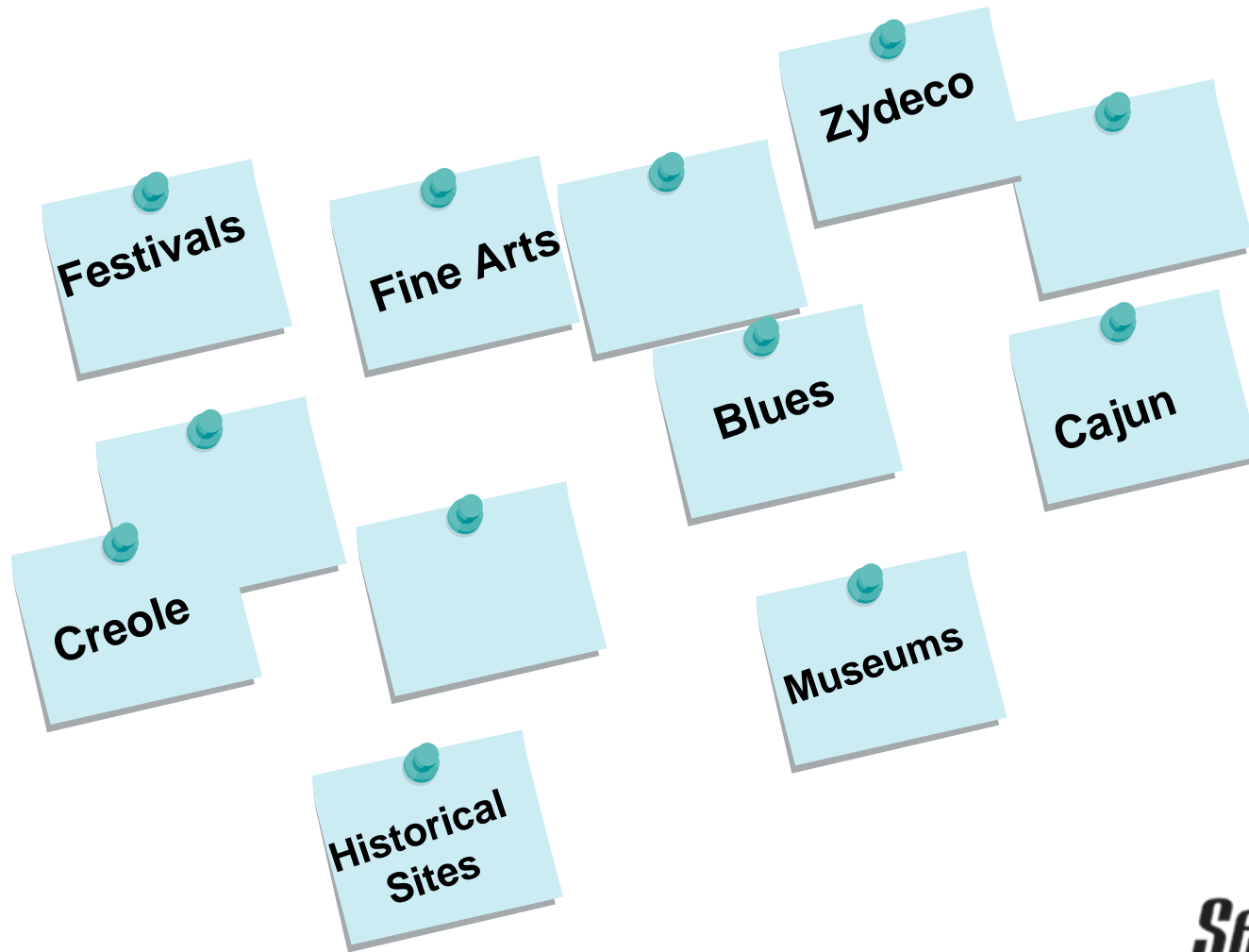
- Interviews
 - “Listen” to the user’s words
 - Notice the phrasing
 - Notice any jargon
 - Add these terms to your keyword research
- Field observation, surveys, prototypes
- Words  Actions

Task Analysis

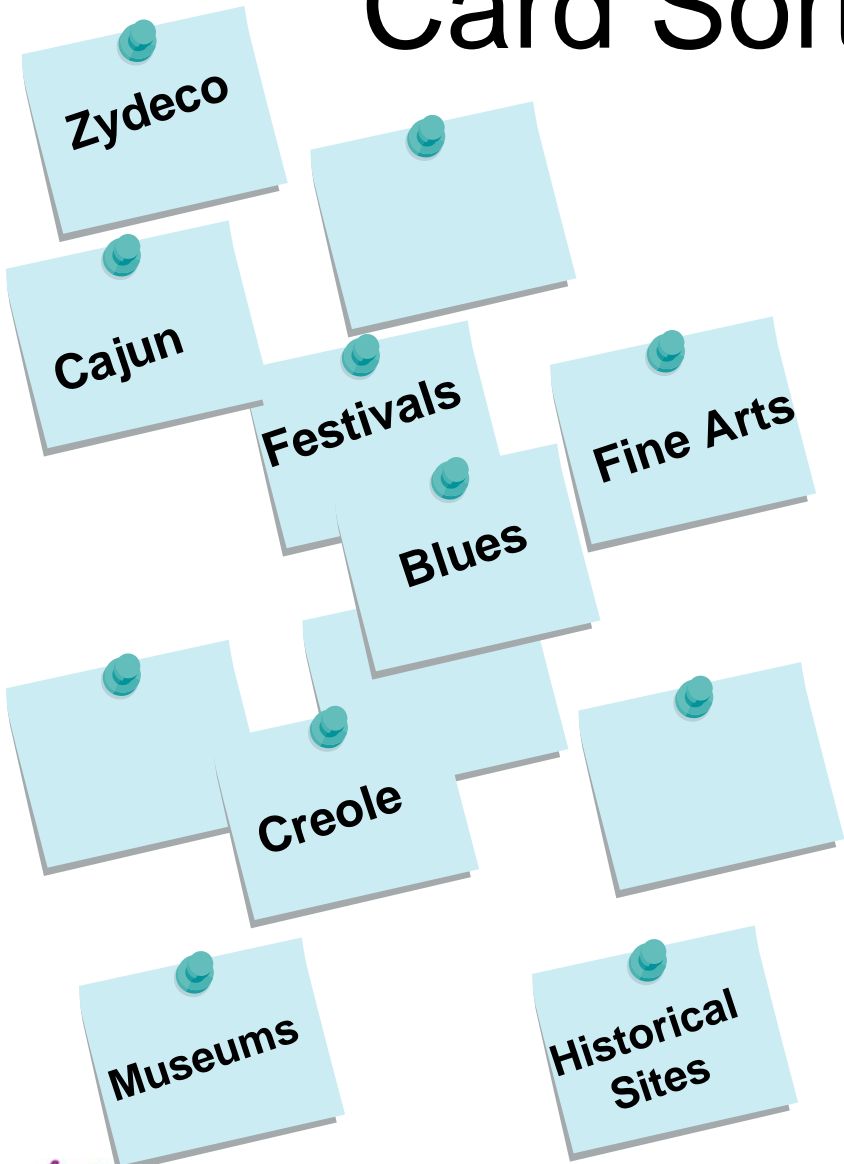
Scenario: Son plays football and is injured while going for the first down. Emergency room doctor suggests specialist in sports medicine.

- Scenarios drive the users' path and function
- All tasks are derived from user's perspective
- Navigation – sequence
 - Tasks / Info
 - Internal links to provide “scent”
 - Calls to action

Card Sorts – Labeling



Card Sorts – Labeling



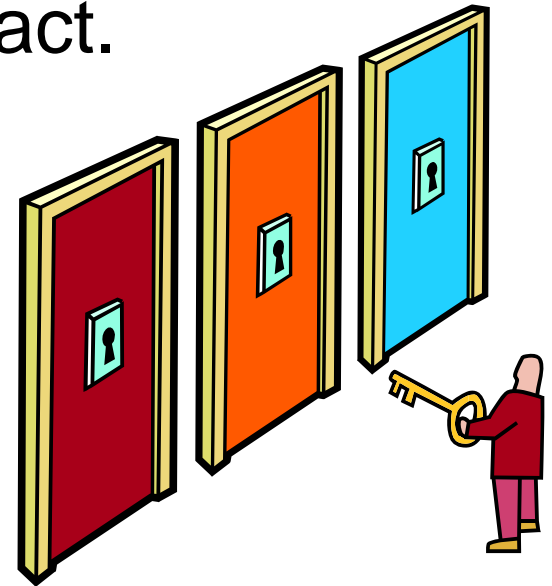
Usability - One Step Further & SEO Opportunities



PET - Persuasion, Emotion, Trust

Will Do vs. Can Do (traditional usability)

- Conversion = What does the web site owner want the user/visitor to do?
- People are key to conversions.
- Each user/visitor must decide to act.
- Persuasion + Emotion + Trust
= **Decision Making**
= **Conversions**
- Persona: motivation, mindset, needs/drives



Search Engine
STRATEGIES
CONFERENCE & EXPO.

PET - Persuasion, Emotion, Trust

Will Do vs. Can Do (traditional usability)



- Persuasion: What makes user decide to act?
 - Is it easy to do? Is it easy for me to click on it?
- Emotion: How does it make them feel? What do you want them to feel?
 - Without emotional markers, decision making is virtually impossible. (Saver and Damasio – 1991)
- Trust: Do they feel confident or uneasy?
 - Ease of navigation, appearance, privacy policies, ads separated from content, working site (no broken links)
 - Stories/narratives build trust



WOMEN *for* WOMEN
International

AS FEATURED ON 60 MINUTES

You can help the women of DR Congo. [Learn More](#)



Receive Email Updates:

Enter Your Email Address

Go

- Home
- About Us
- Programs
- Get Involved
- Donate
- Sponsor
- Events
- News



LEARN MORE ABOUT
SPONSORSHIP

THE WOMEN OF
DR CONGO

THE WOMEN OF
AFGHANISTAN

SPONSOR A WOMAN SURVIVOR OF WAR. AND CHANGE A LIFE.

AS FEATURED ON 60 MINUTES

Despite their suffering, the women of DR Congo understand that peace and prosperity for their country depends on their ability to rebuild their lives and their community. [Learn More.](#)

Help support the Women of DR Congo.

Sponsor A Woman

Donate Now



Women for Women International is featured in President Clinton's new book 'Giving'

President Clinton writes about the connections sponsors and their sisters make, and how life changing the experience can be. [More](#)



Women for Women International launches in Google Earth

See where we work and read women's stories in our Google Earth layer. [Click here for information.](#)

Breaking News

[Honorata's story from the DR Congo on CNN Global Impact for International Women's Day.](#)

[Women for Women International's Iraq Report featured on BBC World News.](#)

[Zainab Salbi featured on The](#)

Google AdWords

Women for Women Int'l

One woman can
change anything.
Many women can
change everything.



PET and SEO

- Apply PET and you influence conversions
 - Articles that drive the emotion
 - Narrative story
 - Targeted keywords
 - Engagement points
 - Credibility factors
 - Bragrolls and Blogrolls
 - Associated Links

Autism Research



Two new studies are underway that could shed some light, one harnessing the power of vitamins.

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Autism Diet

Autism Virtual Clipboard

Early Diagnosis of Autism

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SEO and Usability

A Win – Win Situation

- Incoming traffic is only beneficial if the site's visitors stay and act.
- Good visitor experience
 - Heightened chance of conversion
 - Brand building
 - Long-term relationship
 - Word-of-mouth
 - Less long-term costs

SEO and Usability

A Win – Win Situation

Greater opportunities for you:

- You'll be perceived as an individual who understands the overall picture.
- You'll be a more valuable part of the web team and marketing team.
 - You drive traffic AND direct the visitor's behaviors.
 - Greater opportunity to interact with various departments and influence decisions.



Helpful Usability Links

- Usability.gov - <http://www.usability.gov/>
- Human Factors International –
<http://humanfactors.com/>
 - ROI Calculators -
<http://humanfactors.com/training/roi.asp>
- Usability Professionals' Association -
http://www.usabilityprofessionals.org/usability_resources/
- SEMPO Institute –
<http://www.sempoinstitute.com>





Thank you!

Kathleen Fealy

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