SEO & STICKINESS
IN SEARCH OF SUCCESSFUL
FUSION IN WEBSITE DESIGN

WEBSITE USABILITY
1. Emphasize higher priority tasks on the home page.
2. Prioritize "about us," "contact us" and "company information" on the home page.
3. Use examples to reveal site content.
4. Link directly to useful information.
5. Place a link to website categories next to examples.
6. Begin the title tag with the company name.
7. Description tags should describe the entire website.
8. Include a link to substantial resources that have been used on the website.
9. The use of meta tagging is sometimes suggested.
10. The home page should be a short description.
11. The home page should include important information.
12. Avoid bundling too much information on the home page.
13. The home page should include a "sitemap" link.
14. The home page should be a short description.

WEBSITE OPTIMISATION
Emphasize content on the home page.
1. Prioritize content on the home page and the primary navigation.
2. Keywords need to be included in all content at all times.
3. The use of keywords should be included in all content at all times.
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THE SOLUTION TO WEBSITE OPTIMISATION
1. The solution to website optimisation is to make sure that the keywords are used in the correct places.
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REFERENCES