

SEO & STICKINESS

IN SEARCH OF SUCCESSFUL

FUSION

IN WEBSITE DESIGN

WEBSITE USABILITY

1. Emphasise higher priority tasks on the home page.
2. Prioritise "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. Only include a sitemap if substantial resources have been used on the website.
9. The use of routing pages is sometimes suggested.
10. Home page should be a short description (20 to 30 words; are expected to be read by the visitor).
11. Interior web pages are more important than the home page.
12. Multiple websites should not be used to avoid confusion in terms of which the preferred website is.
13. Reduce keyword densities used on the web pages.
14. Limit the amount of times a keyword is highlighted.

SEARCH ENGINE OPTIMISATION

1. Emphasise content on the homepage.
2. Prioritise content silos on the home page and in the primary navigation.
3. Keywords need to be included in all content at all times.
 - 1. In-linking is crucial to SEO. Preferably, in-links should link to landing pages.
 - 2. Whenever possible, in-text keyword links should be applied when linking internally.
4. The title tag should contain primary keywords used on the actual web page.
5. Description tags need to be unique to each web page and must contain keywords from the current website only.
6. Always make use of a sitemap. This is especially good for visitor and search engine re-entry into the website.
7. The home page must be the index file at all times.
8. Home page must introduce all areas of the website to the search engine. The best way to do this is by means of text links throughout the content.
 - 1. Home page is the index file on the domain and is thus of paramount importance.
 - 2. Multiple websites could be used for specific dataset ranking. They could also assist with link building.
 - 3. Keyword densities are based on competitor websites that rank well.
 - 4. Keyword emphasis is required to assist with the theme-ing of a web page.

THE SOLUTION TO WEBSITE OPTIMISATION

1. Content could be prioritised on the home page, whereby priority task could be placed in between text where possible.
2. "About us", "contact us" and company information should appear to the back-end of the navigation.
3. Additional links could be placed next to content, but primary links should be made in text links where possible.
4. Landing pages and the home page carry the most weight in terms of ranking. This indicates that these webpages should receive the majority of in-links. Useful information should be present on the primary webpages or useful information should be linked to from landing pages.
5. Include overall website description (theme) within the content on the webpage. The theme could be used in the description without stating the same thing in all description tags.
6. Apply keywords used on the webpage followed by the company name.
7. Merge crucial information with SEO content to display above the page fold. Also make use of "call to action" functionality in between text.
8. The sitemap link can be placed in the footer of the website, out of the way.
9. Important routing links should also be the silos and could thus link in the primary navigation.
10. The home page is the introductory webpage to the website and should thus carry as much weight as the landing pages.
11. Multiple domain website should rank on different datasets, thus avoiding multiple domain rankings.
12. Applying a site structure would assist in reducing keyword densities, but at the same time still emphasising the necessary keywords.
13. Again, site-ing could assist to reduce keyword emphasis, but still retain webpage theme-ing.
14. Keywords are difficult to include in examples. Examples should be added as an extra, whereby good content would include primary keywords. This will also assist in linking as visitors often link to good content.



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