

A Search Engine Optimization and User Experience Design Framework

DISCOVERY

Discovery comes before experience

Purpose

- Illuminate problem space
- Set client expectations
- Educate on how search engines work

Tasks

- Evaluate the current state
- Clarify the problem being solved
- Set Key Performance Indicators (KPIs)

Key TakeAways

- What are the client requirements?
- What is the level of support for SEO efforts?
- What does success look like?

Deliverables

- SEO assessment
- SEO roadmap

Tools

Search engines: link:<url> - related: <url> - site: <url> - cache: <url>
 Content density tool
www.seochat.com/seo-tools/code-to-text-ratio/
 Keyword density tool
www.ranks.nl/tools/spider.html
 PageRank
<http://www.smartpagerank.com/>
 Spider view tool
www.seo-browser.com/index.php?actionType=advanced&saveURL=true

PLANNING

Reduce the search spider signal to noise ratio

Purpose

Build a site that has optimal discovery by search engines along with onsite wayfinding

Tasks

- Review competitive landscape
- Review current site traffic patterns and search behavior
- Analyze customer search behavior
- Review site content

Key TakeAways

- How customers look for information on products or services
- How the site is perceived by search engines? i.e. What is the machine defined context?

Deliverables

- Core metadata
- SEO findings and recommendations

Tools

Web analytics
 Google Insights for Search:
www.google.com/insights/search/
 Blog search engine
blogsearch.google.com/
www.blogpulse.com
 Web benchmarking tools
www.webceo.com
 Social Media Measure Tools
www.boardtracker.com
www.socialwebsiteanalyzer.com
klout.com
www.twitalyzer.com
www.socialmention.com
www.trackur.com

DESIGN

Structure is relevance

Purpose

- Map optimization to customer search behavior
- Ensure optimization post launch

Tasks

- Optimize page layout with optimized components in the top quadrants
- Optimized keyword rich URL naming
- Build a link structure that reinforces context
- Annotate rich media components with on-the-page text

Key TakeAways

- Multi-functional wayfinding
- Search engine annotated information architecture and design
- Optimized site search
- Related content = related context

Deliverables

- Configuration files
- SWFObject (for Flash)
- Content strategy
- Link strategy
- URL naming convention
- Custom metadata for key content on the site

Tools

- Content audit
- Configuration files
- Relational content model

POST LAUNCH

Flexibility = perpetuity

Purpose

- Proof of concept (success)
- Evergreen SEO

Tasks

- Benchmark impact
- Tune to real-time performance
- Develop system to accommodate change

Key TakeAways

- Find out what's working and what's not
- Illuminate gaps in coverage
- Capitalize on uncovered or emerging opportunities

Deliverables

- Performance reporting
- SEO insights and recommendations

Tools

- Web Positioning software
- Web analytics
- Site server logs
- Webmaster accounts