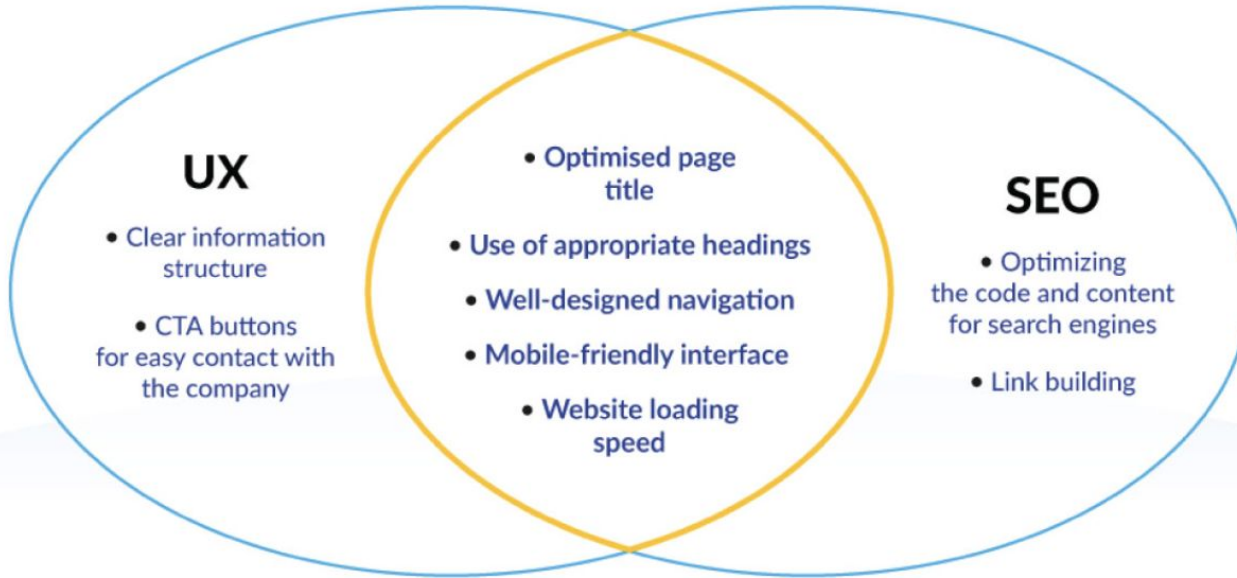


SEARCH ENGINE OPTIMIZATION



Session 07 : **Usability Test, UX & Conversion**

Skill Accelerator Bootcamp



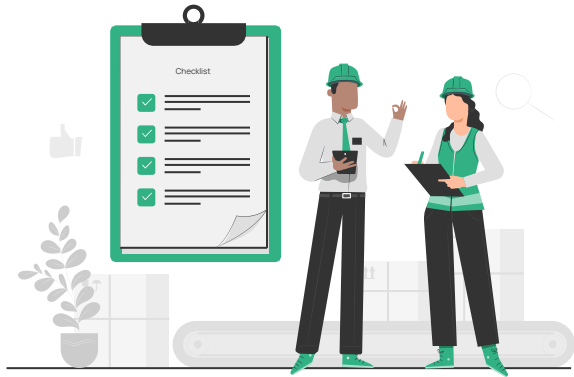
Usability Test



Usability testing is a method of testing the functionality of a website, app, or other digital product by observing real users as they attempt to complete tasks on it.

The goal is to reveal areas of confusion and uncover opportunities to improve the overall user experience.

Usability Test



Bringing in new users to test your site and/or observing how real people are already using it are effective ways to determine whether your visitors:

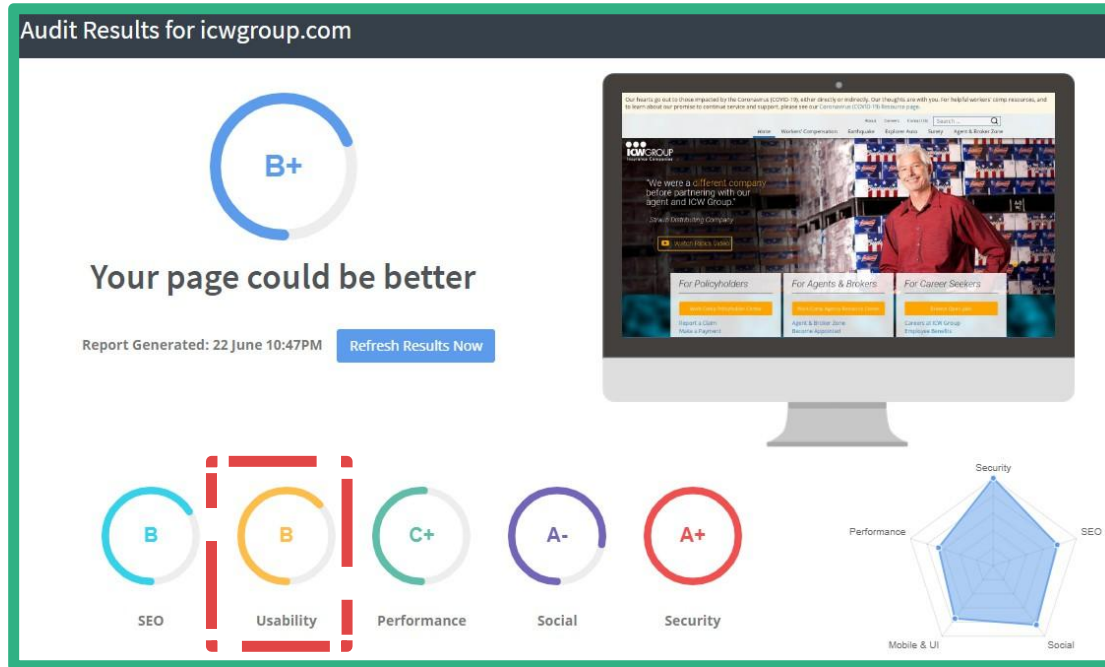
- Understand how your site works and don't get 'lost' or confused
- Can complete the main actions they need to
- Don't encounter usability issues or bugs
- Have a functional and efficient experience
- Notice any other usability problems

More UX testing checklists:


<https://www.nngroup.com/articles/usability-test-checklist/>

<https://www.userzoom.com/blog/a-framework-for-preparing-your-remote-usability-test/>

SEOptimer Audit - Usability



SEOptimer Audit - Usability

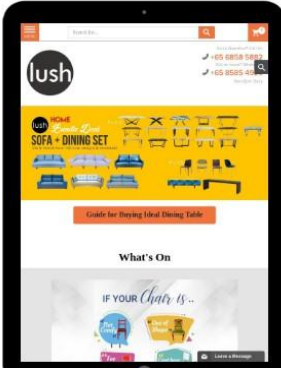



Your usability could be better

Your page is OK but could be more usable across devices. Usability is important to maximize your available audience and minimize user bounce rates (which can indirectly affect your search engine rankings).

Device Rendering

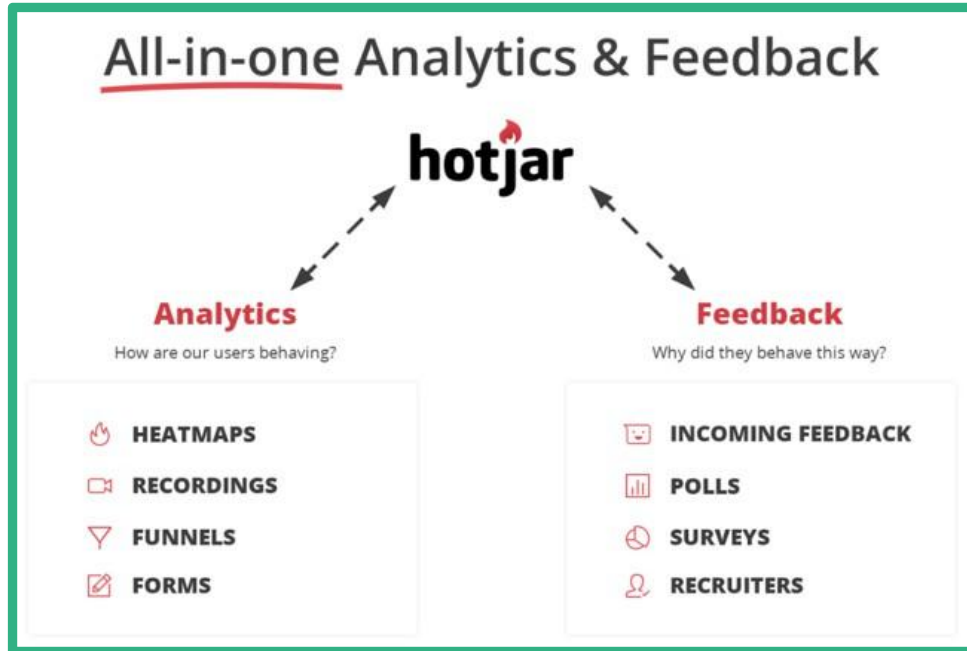
This check visually demonstrates how your page renders on different devices. It is important that your page is optimized for mobile and tablet experiences as today the majority of web traffic comes from these sources.



SEOptimizer Audit - Usability

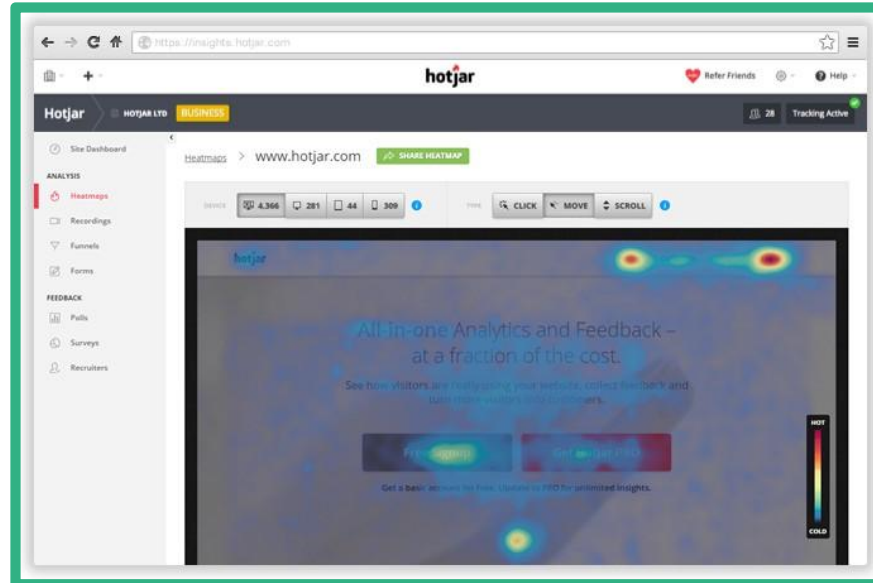
Use of Mobile Viewports Your page specifies a viewport matching the device's size, allowing it to render appropriately across devices.	✓
Flash Used? No Flash content has been identified on your page.	✓
iFrames Used? Your page appears to be using iFrames. iFrames are discouraged as they can complicate navigation of content in mobile and have historically been harder to index for search engines. There are particular coding libraries however such as Google Tag Manager that require iFrames as part of their functionality.	✗
Favicon Your page has specified a favicon.	✓
Legible Font Sizes There is some text on your page that is small and may not be legible enough for particular users. We recommend reviewing all text on your page in different devices to ensure that it is of appropriate size. Show details	✗
Tap Target Sizing Some of the links or buttons on your page may be too small for a user to easily tap on a touchscreen. Consider making these tap targets larger to provide a better user experience. Show details	✗

HotJar Usability Test



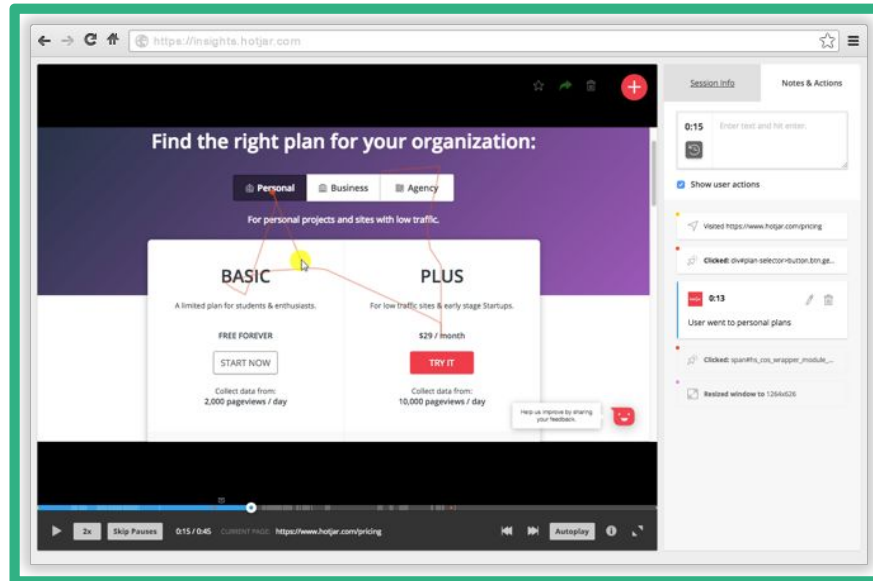
HotJar Analytics – Heatmaps

Heatmaps help you understand what users want, care about, and do on your website or app by visually representing their clicks, taps, and scrolling behavior



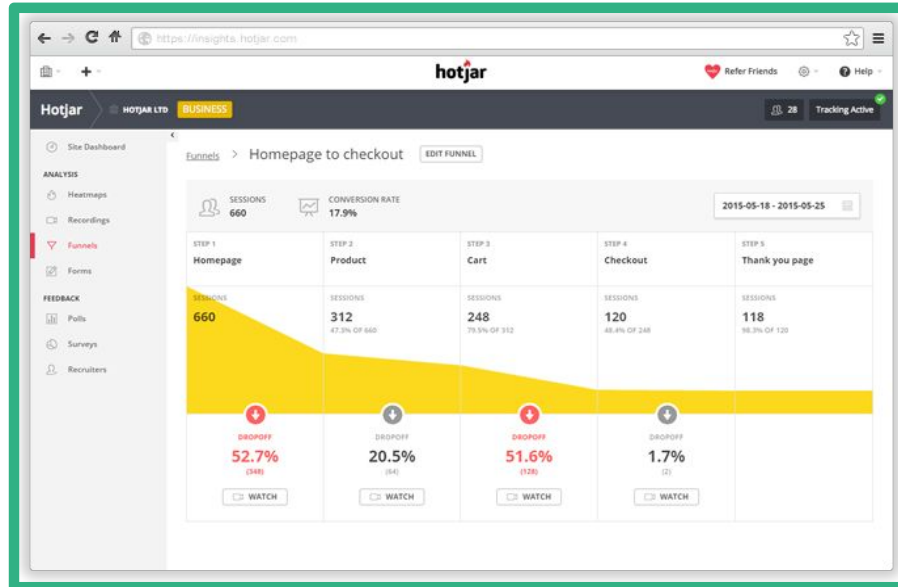
HotJar Analytics – Visitor Recordings

With Visitor Recordings, you can watch recordings of your visitors' browsers as they click, tap, scroll, and navigate across the pages of your website or app, which helps you spot the usability issues and obstacles they encounter.



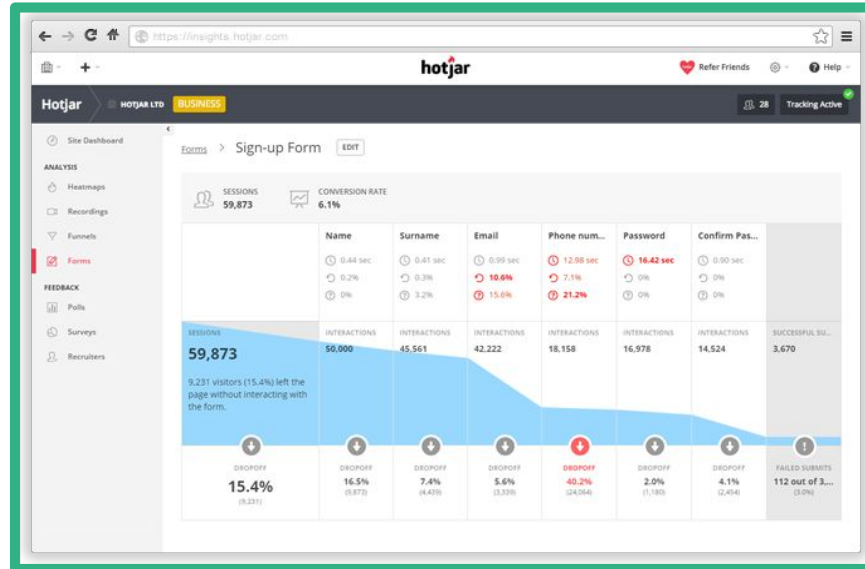
HotJar Analytics — Funnels

Funnel reports help you identify where your visitors are commonly dropping off (leaving) your website: once you know, you can find your biggest opportunities for testing and improvement.



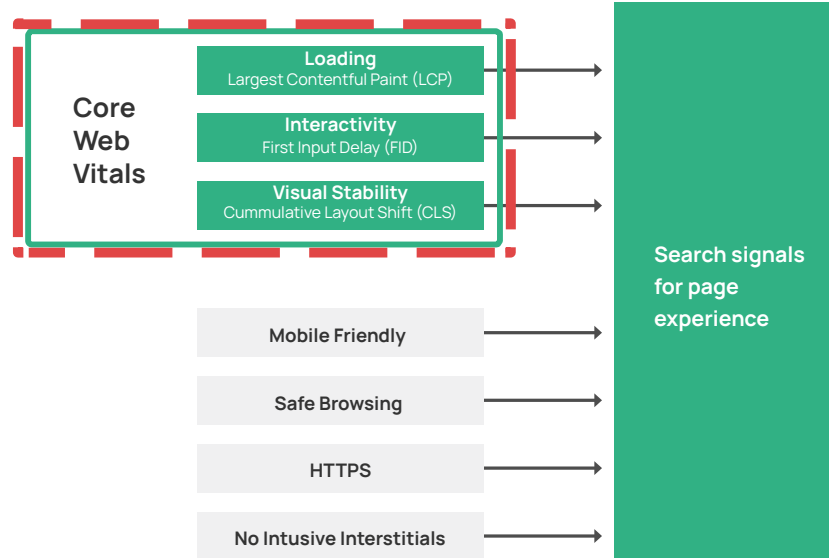
HotJar Analytics – Forms

Form reports help you analyse your forms and discover which fields take too long to fill, which are left blank, and why your visitors abandon your form—so you can work on testing and improving the situation.

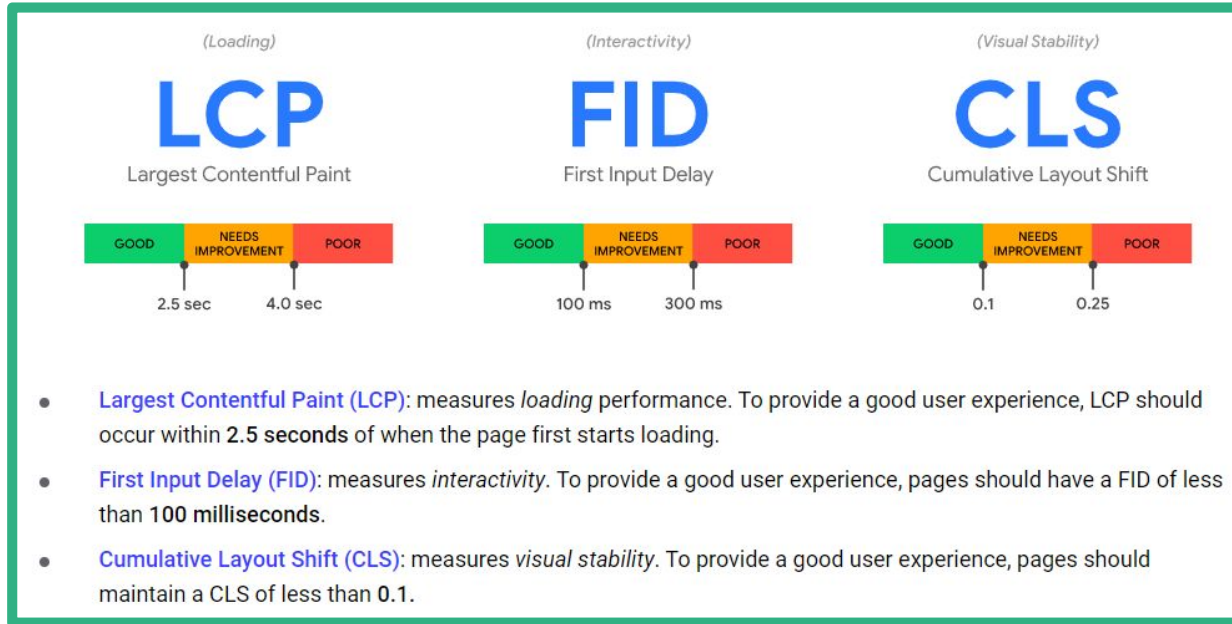


Web Vitals

Essential metrics for a healthy site



Web Vitals



Search Intent & Content Relevance

THE THREE PILLARS OF SEARCH INTENT



INFORMATIONAL



NAVIGATIONAL



TRANSACTIONAL

Search Intent & Content Relevance



I Want to Know

How to play Pokemon GO
How to Play Powerball
How tall is the Empire State Building



I Want to Go

Where is Bali
What to do in Vegas
Where do I vote



I Want to Do

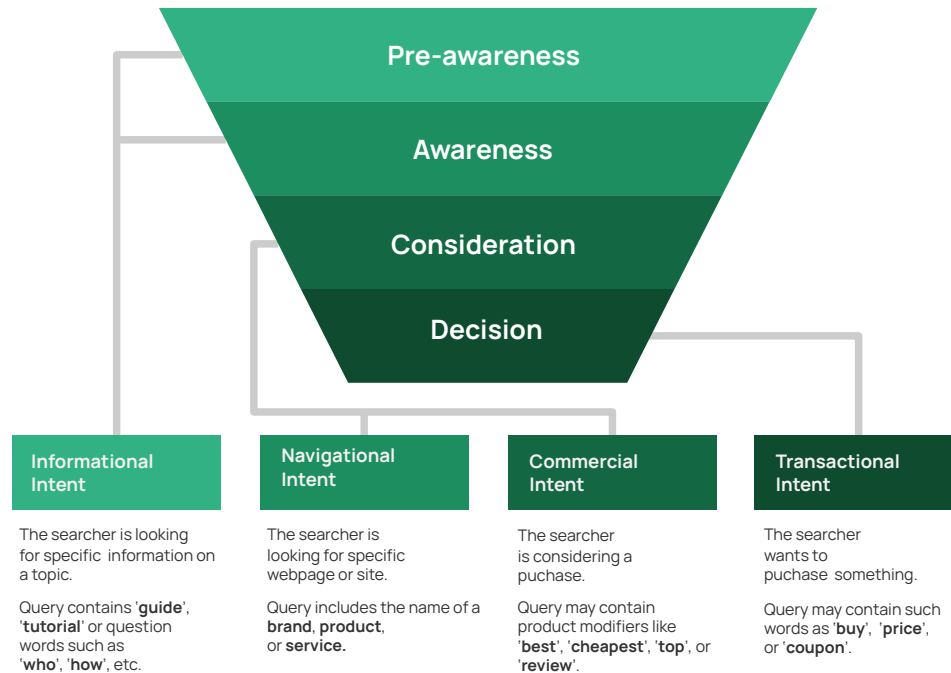
Snow cream recipe
4-week ab workout
How to make slime



I Want to Buy

Coffee nearby
Grocery store near me
Nintendo Switch

Search Intent & Content Funnel



Click-Through Rate (CTR)

Click-Through Rate

Organic click-through-rate (also known as “Organic CTR”), is the percentage of searchers that click on a search engine result. Organic CTR is largely based on ranking position, but is also influenced by a result’s title tag, description, URL and presence of Rich Snippets.

Best Practices: Brackets in title, include numbers in title, short URL, ‘emotional’ description, add year into title and description, clickbait (if possible), rich snippets/sitelinks

<https://sumo.com/kickass-headline-generator/>



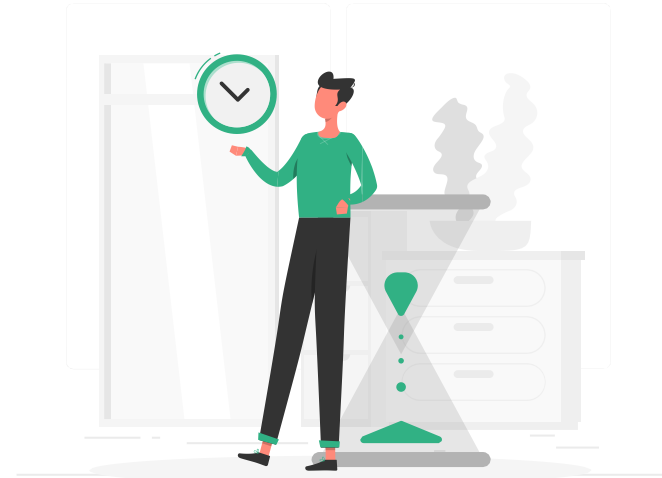
Dwell Time

Or average session duration

What Is Dwell Time?

Dwell Time is the amount of time that a Google searcher spends on a page from the search results before returning back to the SERPs. Many SEO professionals consider Dwell Time an important Google ranking signal.

Best Practices: Embed videos, write longer content, maximize site/page speed, mobile-friendly, check google analytics (avg session duration), COC.



Pogo Sticking

Unsatisfied organic clicks

Pogo sticking is when a search engine user visits several different search results in order to find a result that satisfies their search query.

Best Practices: Match user and content intents, reduce bounce rate, add videos, COC, more comprehensive and longer contents



Bounce Rate

Unsatisfied organic clicks

What Is Bounce Rate?

Bounce Rate is defined as the percentage of visitors that leave a webpage without taking an action, such as clicking on a link, filling out a form, or making a purchase.

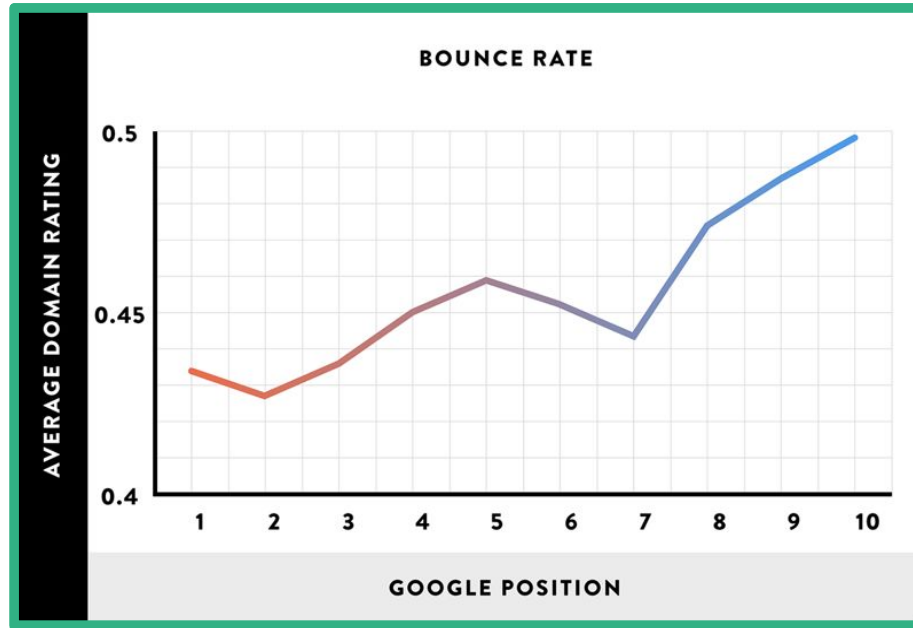
Bounce Rate is important for three main reasons:

- Someone that bounces from your site (obviously) didn't convert. So when you stop a visitor from bouncing, you can also increase your conversion rate.
- Bounce Rate may be used as a Google Ranking factor. In fact, one industry study found that Bounce Rate was closely correlated to first page Google rankings.
- A high Bounce Rate lets you know that your site (or specific pages on your site) has issues with content, user experience, page layout or copywriting.

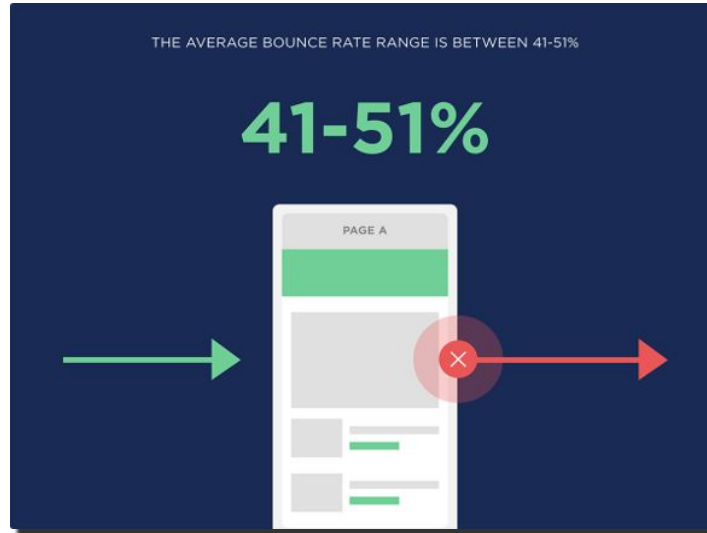
Best Practices: Match user and content intents, add videos, COC, more comprehensive and longer contents, site speed/page speed, content is readable, internal links, use HotJar.



Bounce Rate & Google Position

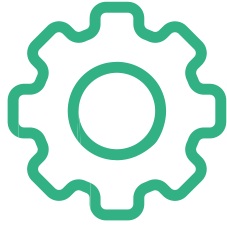


The Average Bounce Rate



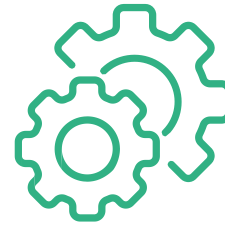
Best Practices: Match user and content intents, add videos, COC, more comprehensive and longer contents, site speed/page speed, content is readable, internal links, use HotJar

Conversion



Macro Conversion

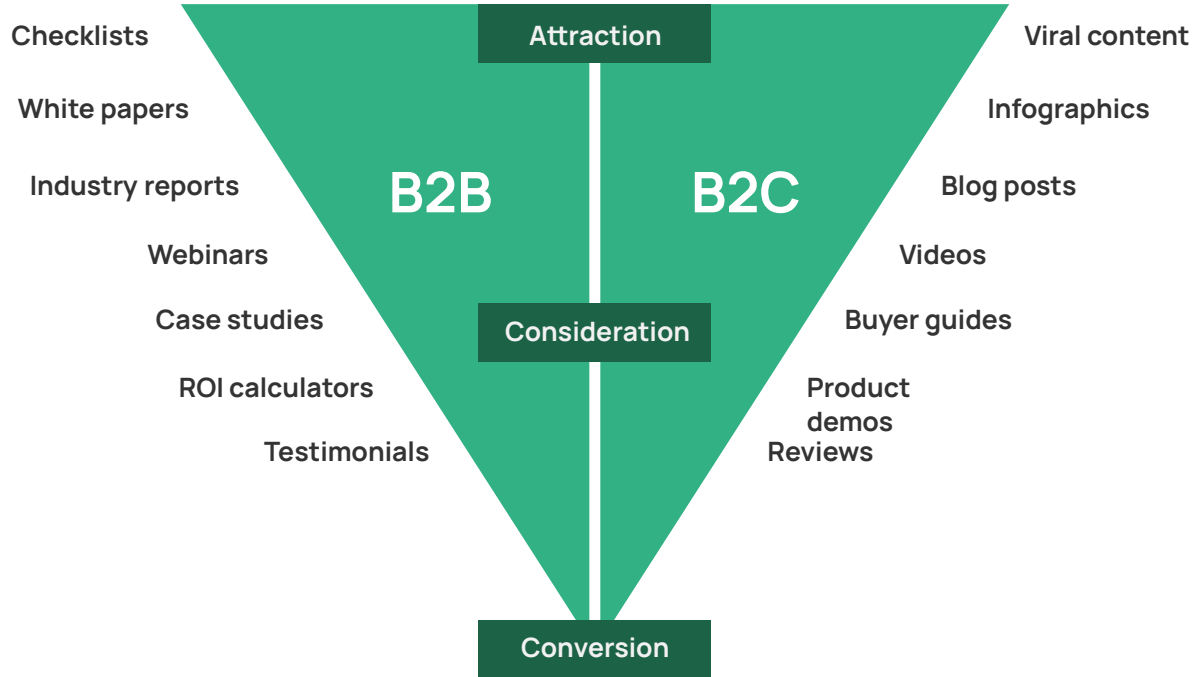
A **macro conversion** is the primary **conversion** on a website, for example a completed sale on an ecommerce site or completed lead generation form.



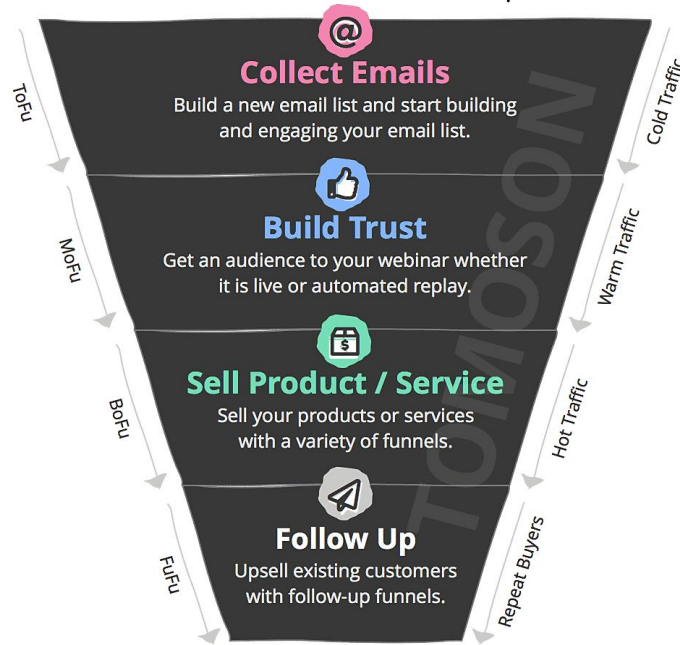
Micro Conversion

A **micro conversion** relates to smaller engagements such as a newsletter sign up or a user watching a product video. **Micro conversion** can often precede the **macro conversion**.

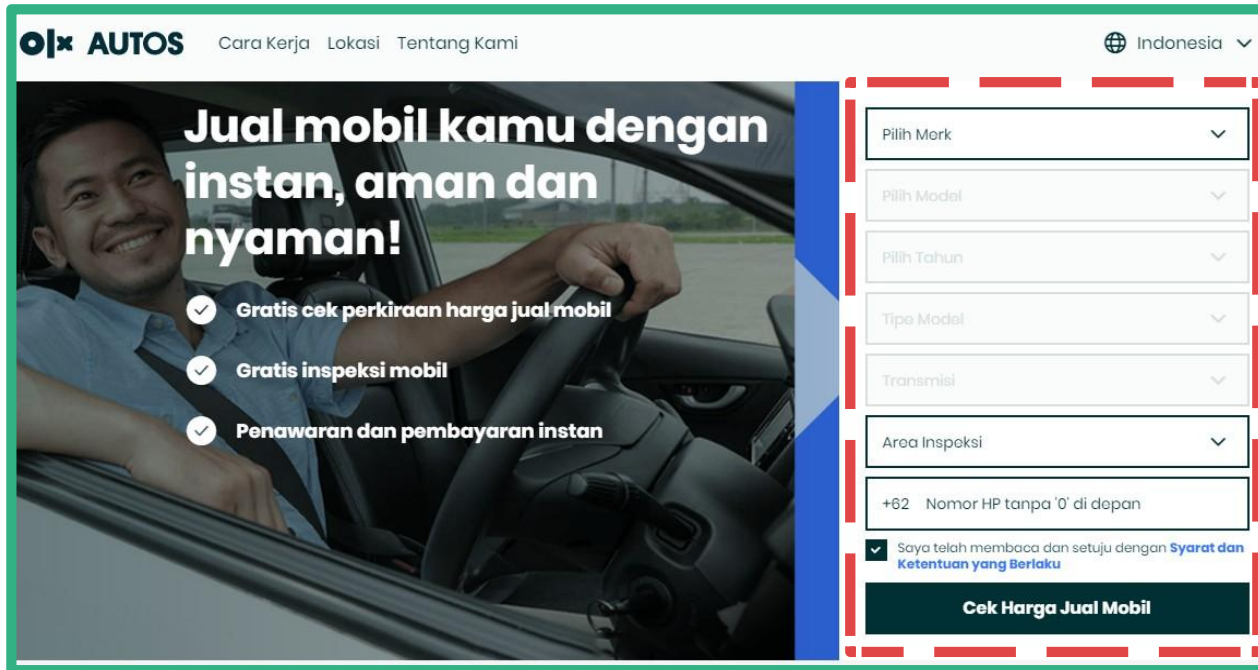
Content for the Buyer's Journey



Sales Funnel Types



Sales Funnel Example



o|x AUTOS Cara Kerja Lokasi Tentang Kami Indonesia ▾

Jual mobil kamu dengan instan, aman dan nyaman!

- ✓ Gratis cek perkiraan harga jual mobil
- ✓ Gratis inspeksi mobil
- ✓ Penawaran dan pembayaran instan

Pilih Merk ▾

Pilih Model ▾

Pilih Tahun ▾

Tipe Model ▾

Transmisi ▾

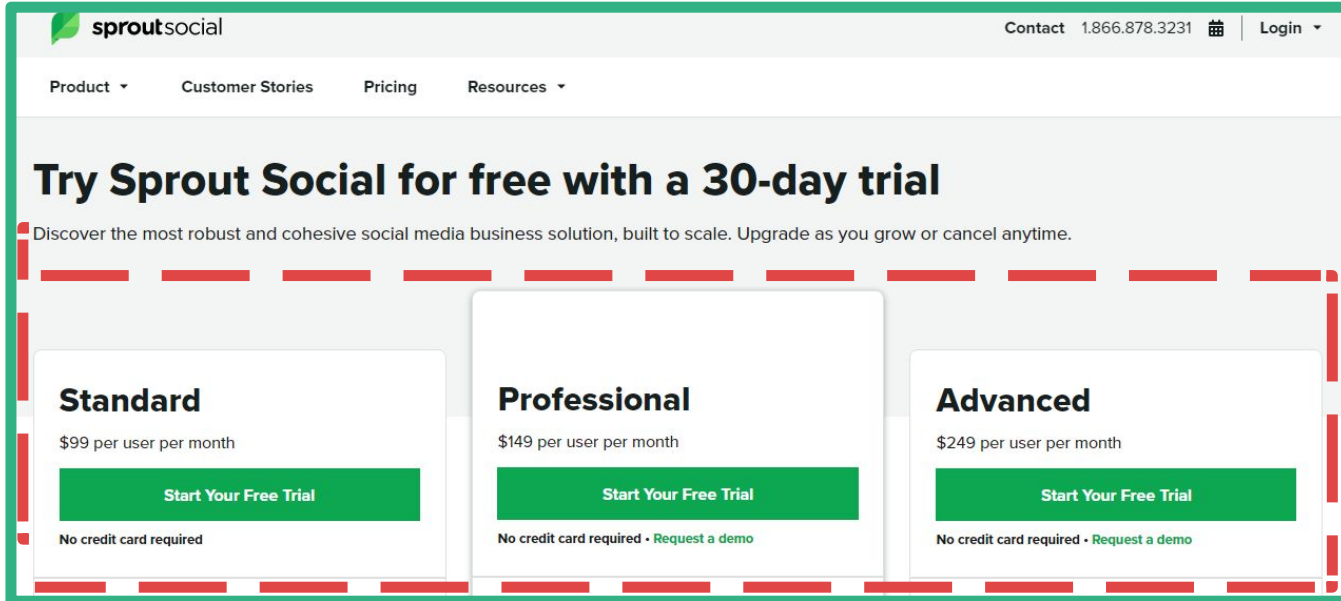
Area Inspeksi ▾

+62 Nomor HP tanpa '0' di depan

Saya telah membaca dan setuju dengan [Syarat dan Ketentuan yang Berlaku](#)

Cek Harga Jual Mobil

Sales Funnel Example



The screenshot displays the Sprout Social website's pricing page. At the top, the Sprout Social logo is on the left, and 'Contact 1.866.878.3231' and 'Login' are on the right. A navigation bar includes 'Product', 'Customer Stories', 'Pricing', and 'Resources'. The main heading is 'Try Sprout Social for free with a 30-day trial', followed by the subtext 'Discover the most robust and cohesive social media business solution, built to scale. Upgrade as you grow or cancel anytime.' Below this, three pricing cards are shown, each with a 'Start Your Free Trial' button. The Standard plan is \$99 per user per month, the Professional plan is \$149 per user per month, and the Advanced plan is \$249 per user per month. All plans include a 'No credit card required' note, with the Professional and Advanced plans also offering a 'Request a demo' link.

Plan	Price	Free Trial	Additional Info
Standard	\$99 per user per month	Start Your Free Trial	No credit card required
Professional	\$149 per user per month	Start Your Free Trial	No credit card required • Request a demo
Advanced	\$249 per user per month	Start Your Free Trial	No credit card required • Request a demo

Homepage vs Landing Page

	Homepage	Landing Page
Objective	Direct visitor to other pages	Deliver specific content
Visitor Intent	Broad range	Specific, targeted
Traffic Sources	Varied	Specific campaign
Navigational	Full navigational menu	None (or minimal)
Content	Business info and messaging	Specific to call-to-action
Desired Action	Draw visitor deeper into site	Single call-to-action (subscribe or contact us)

Copywriting Flow



Headline Generator

Kickass Headline Generator

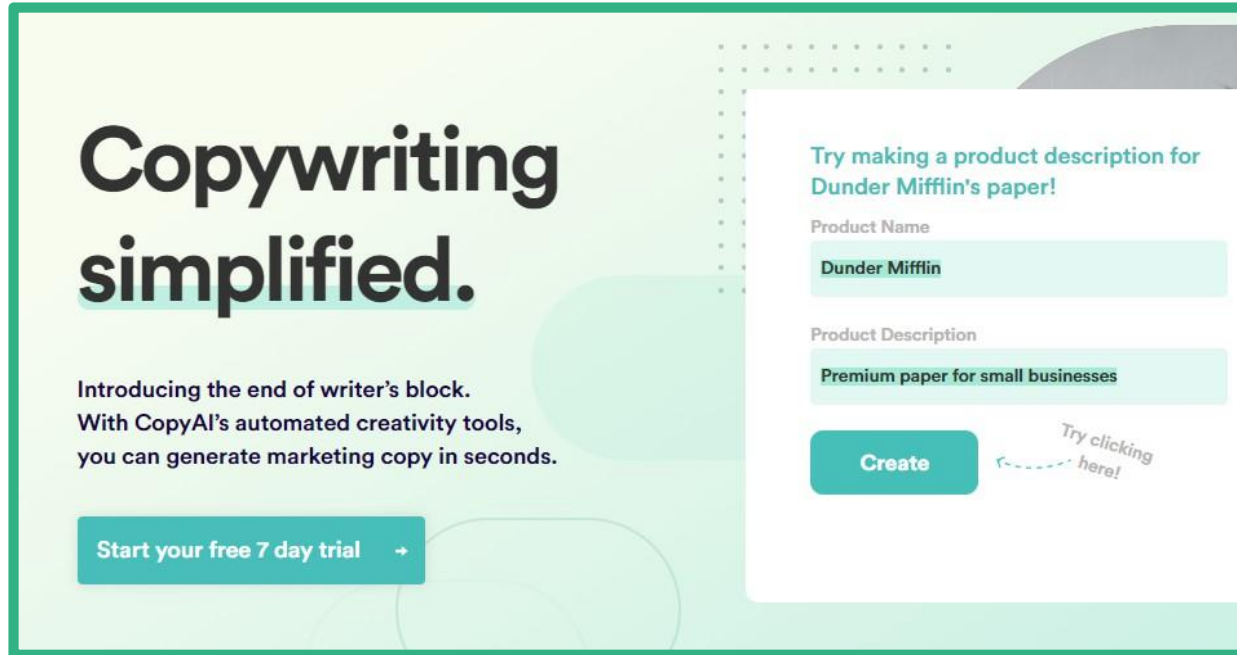
Write engaging titles like a boss!

[About](#) [Numbered Lists](#) [How To](#) [Explanatory / Why](#)

[Strong / Controversial](#) [Fun / Playful](#)

[DIY Headline Formulas](#)

AI Copywriting Tool



Copywriting simplified.

Introducing the end of writer's block. With CopyAI's automated creativity tools, you can generate marketing copy in seconds.

[Start your free 7 day trial →](#)

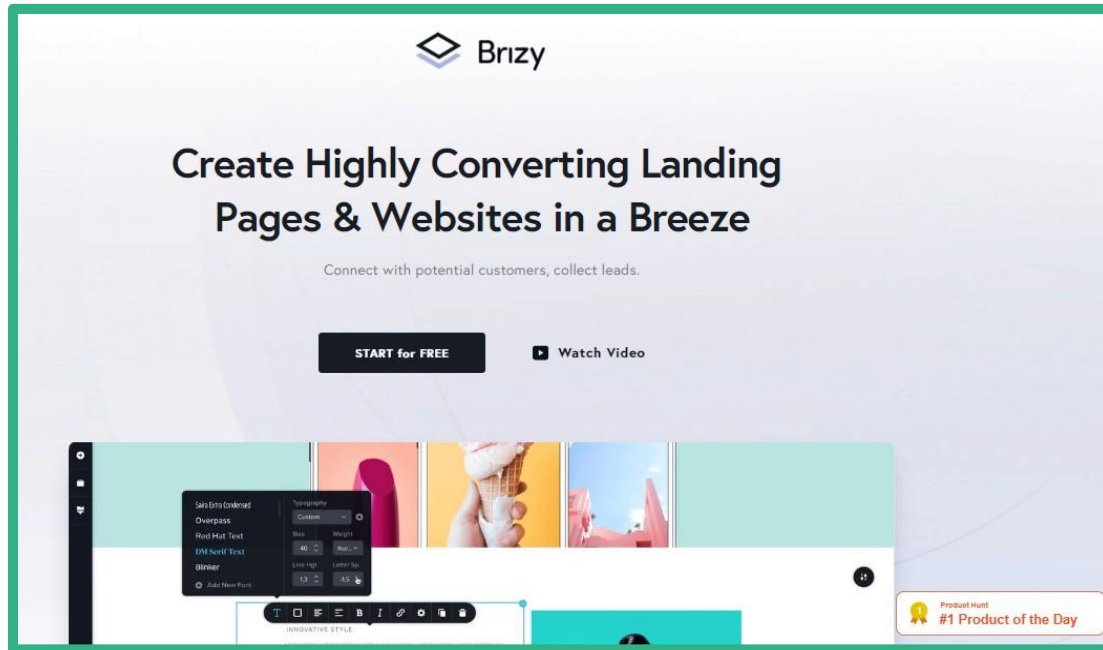
Try making a product description for Dunder Mifflin's paper!

Product Name
Dunder Mifflin

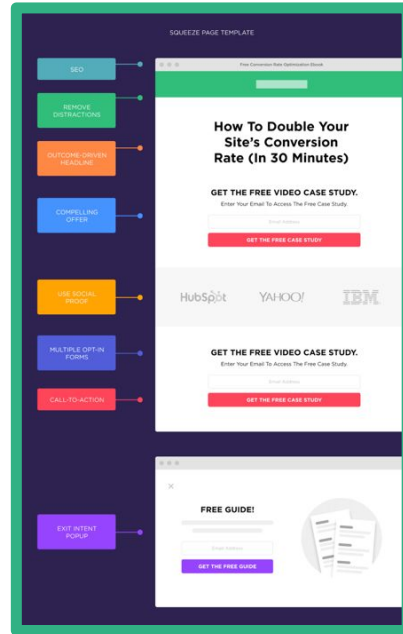
Product Description
Premium paper for small businesses

[Create](#) *Try clicking here!*

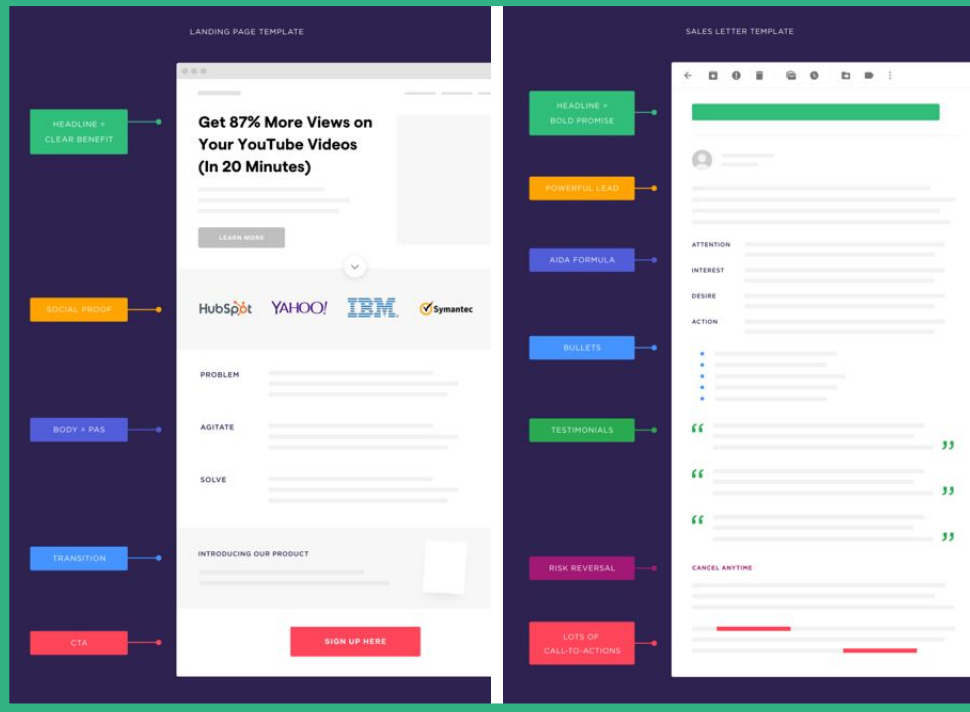
Landing Page Builder



Landing Page Checklists



- Write Your Headline (SEO)
- Make a Compelling Offer
- Use Multiple Opt-in Forms
- Add a Call to Action
- Use Social Proof
- Remove Distractions
- Build Your Squeeze Page
- Optimize For Search Engine



The image displays two digital marketing templates side-by-side, each with a dark blue background and a green border. The left template is titled "LANDING PAGE TEMPLATE" and features a white content area. The right template is titled "SALES LETTER TEMPLATE" and features a white content area with a dark blue header.

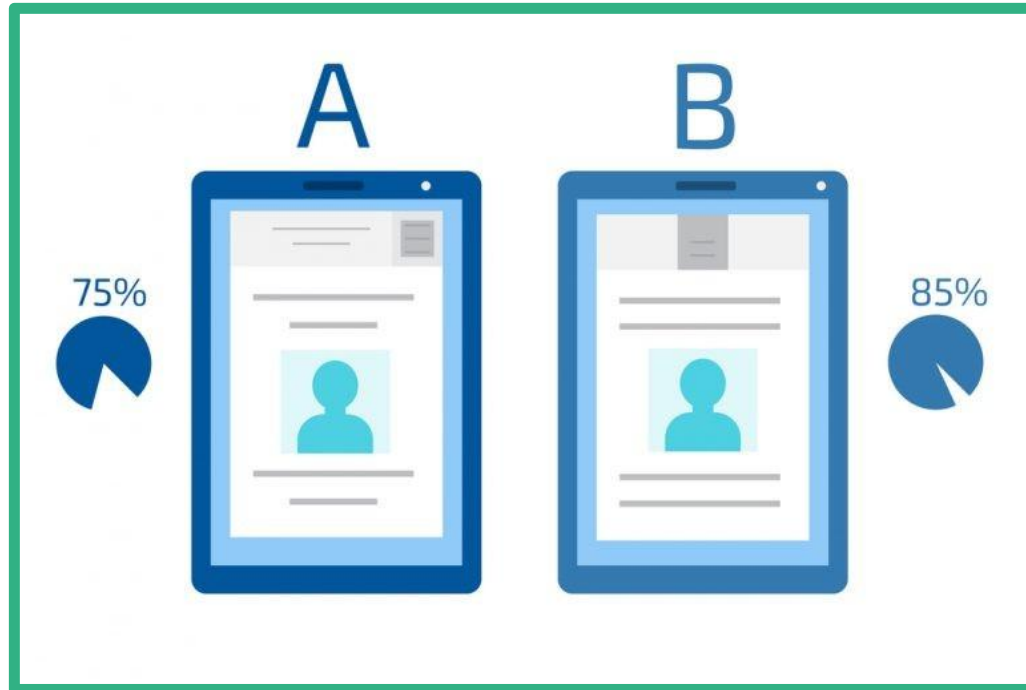
LANDING PAGE TEMPLATE Annotations:

- HEADLINE = CLEAR BENEFIT:** Points to the headline "Get 87% More Views on Your YouTube Videos (In 20 Minutes)".
- SOCIAL PROOF:** Points to a row of logos including HubSpot, YAHOO!, IBM, and Symantec.
- BODY = PAS:** Points to the "PROBLEM", "AGITATE", and "SOLVE" sections.
- TRANSITION:** Points to the "INTRODUCING OUR PRODUCT" section.
- CTA:** Points to the "SIGN UP HERE" button.

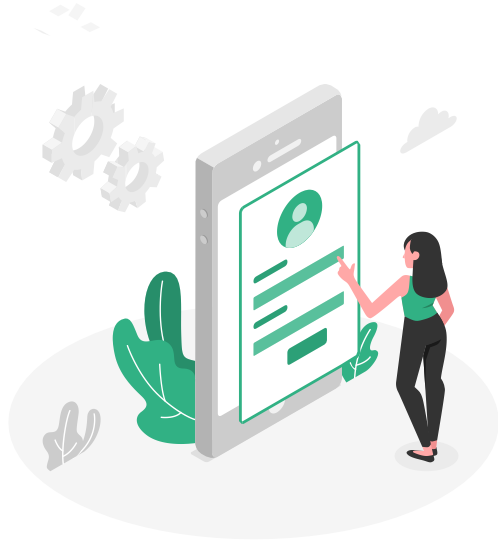
SALES LETTER TEMPLATE Annotations:

- HEADLINE = BOLD PROMISE:** Points to the top green header bar.
- POWERFUL LEAD:** Points to the introductory paragraph.
- AIDA FORMULA:** Points to the "ATTENTION", "INTEREST", "DESIRE", and "ACTION" sections.
- BULLETS:** Points to a list of bullet points.
- TESTIMONIALS:** Points to three testimonial blocks, each enclosed in quotation marks.
- RISK REVERSAL:** Points to the "CANCEL ANYTIME" text.
- LOTS OF CALLED-TO-ACTIONS:** Points to two red buttons at the bottom of the page.

Landing Page A/B Testing



CRO Insights



Conversion Rate Optimization (CRO)

is the practice of optimizing your website **to maximize the number of people that take a desired action**, such as signing up for a newsletter or making a purchase.

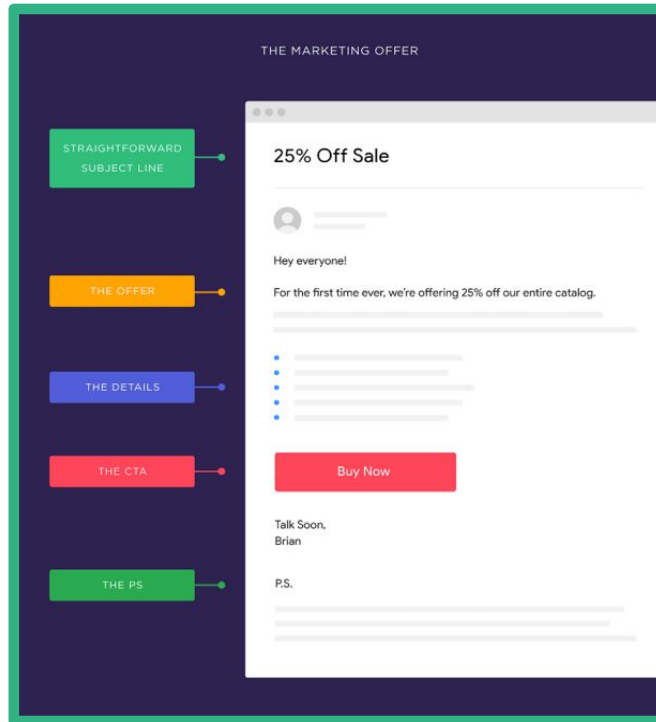
As you might expect, a “conversion” is the specific action that you want visitors to take.

- Do you run an Ecommerce site? Then a “conversion” is buying one of your products.
- Are you a blogger? Then a “conversion” is signing up for your email newsletter. Are you a
- SaaS founder? Then a “conversion” is signing up for a free trial.

Copywriting Formula



Marketing Offer Structure



Intriguing Subject Line

Use a subject line that will make someone curious about what's inside your message.

Irresistible Offers

Start with something SUPER compelling and irresistible offers. That way, you hook your reader right off the bat.

CTA

use a CTA that provoke valuable actions

Thank You!

PURWADHIKA HEAD OFFICE

BSD Green Office Park 9 - G Floor,
BSD City, Tangerang, Banten

CAMPUS BRANCHES

Purwadhika BSD
Purwadhika Jakarta

CONTACT

021 - 5012 3161
0813 - 1867 8671
0812 - 8060 7160

EMAIL

admission1@purwadhika.com
admission2@purwadhika.com
admission3@purwadhika.com

WEBSITE

www.purwadhika.com