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Digital Marketing

3. Websites - SEO Optimization

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1. WEBSITE DEVELOPMENT

- **What is a Website?**
  - A website is a central location of available web pages connected through hypertext links (links).
  - Each website has its own unique URL (Uniform Resource Locator) address. The URL represents a unique identifier for the resource.

1. WEBSITE DEVELOPMENT

Image: Illustration of websites in a browser

1. WEBSITE DEVELOPMENT

- **Why Do Companies Need a Website?**
  - It represents the business and brand.
  - Increases credibility and relevance with consumers.
  - Provides better visibility and ranking in search engines.
  - Increases chances for better sales.
- **Types of Websites**
  - Static Websites
  - Dynamic Websites

1. WEBSITE DEVELOPMENT

- **Static Websites**
  - Content rarely changes or is "refreshed."
- **Advantages:**
  - Easier to create and maintain
  - Requires fewer resources on servers
  - Cheaper in all aspects (implementation, server space, etc.)
- **Disadvantages:**
  - Website updates are done directly through code, meaning a good understanding of code is needed
  - Problems with optimization and ranking due to irregular updates
  - Many problems with interactivity (no comments, ratings, etc.)

1. WEBSITE DEVELOPMENT

- **Dynamic Websites**
  - Frequent content changes, interactive content.
  - Content may include animations and visualizations.
- **Advantages:**
  - Easy to update
  - Better for optimization and ranking due to frequent changes
  - Simple interactivity in every regard (comments, ratings, etc.)
- **Disadvantages:**
  - Complex to create and maintain
  - Requires more resources on servers
  - Significantly more expensive compared to static websites

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- **When developing a website, it is necessary to consider and answer some questions:**

    1. Who is the target audience we want on our website?

    2. Why should our website exist?

    3. Are there similar or identical websites?

    4. Budget and deadlines: How much money and time do we have?

- **After considering the questions, the next step is purchasing a domain and hosting.**

- **What is a Domain?**

    - A domain is the internet address of a website.

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- **Domains can be divided into 3 categories:**
  1. Top-Level Domain (TLD): A Top-level domain refers to the last segment of the domain name or the part of the domain that appears immediately after the dot symbol. For example: https://www.example.com, where the .COM segment is part of the TLD. TLD includes two categories:
     - ccTLD (Country Code Top-Level Domain): These are country-specific internet domains.
     - gTLD (Generic Top-Level Domain): These are generic domains such as .COM, .NET, .BIZ, .EDU, .GOV, or .ORG.

2. Second-Level Domain (SLD): A second-level domain represents the name within the TLD.

    o ccSLD (Country Code Second-Level Domain): This is a second-level domain under a ccTLD. For example, addresses like https://www.example.org.rs, where .org.rs represents a ccSLD, or a country-specific second-level domain.

3. Third-Level Domain (Subdomain): A third-level domain, or subdomain, is a part of the domain name structure.

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- **Here is a list of some reserved and well-known domain names:**
  - .biz – Reserved for business
  - .edu – Education and universities
  - .gov – Government institutions
  - .info – Information websites
  - .jobs – Job-related sites
  - .net – Networks and internet service providers
  - .org – Non-commercial organizations
  - .com – Commercial organizations

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- **Good practices for domain name selection:**
    1. Combine the top 5 keywords
    2. Uniqueness
    3. If thinking globally, use .com
    4. Easy and short to remember
    5. The name should be related to the content
    6. Easy to brand
    7. Avoid numbers

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- **What is Hosting?**
  - Hosting is a service that allows websites to be stored on servers.
  - It ensures your website is available online.
  - You pay for space on a web server to host the site.
  - Hosting is leased for a certain period (usually a year).
  - It includes memory space for the website.
  - The hosting provider offers 24/7 support during the subscription period.

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- **Types of Hosting:**
  - Local – Slow connection, typically used for personal purposes
  - InHouse – Own web server within a hosting company
    - o Advantages: continuous power supply
    - o Disadvantages: inaccessibility, high cost
  - Shared – Shared server with other websites
  - Dedicated – Entire server leased as a virtual machine
  - Cloud – Scalable

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- **Website Development Planning**
  - Sketching the website layout
  - Site map
  - Responsive design
  - Content type
- **Website Layout Sketching**
  - Planning the positions of elements (menus, logos, text, images, videos).
  - Using tools like Photoshop for design.
- **Website Map**
  - Intended for website users and provides an overview of the website pages, allowing easy navigation.
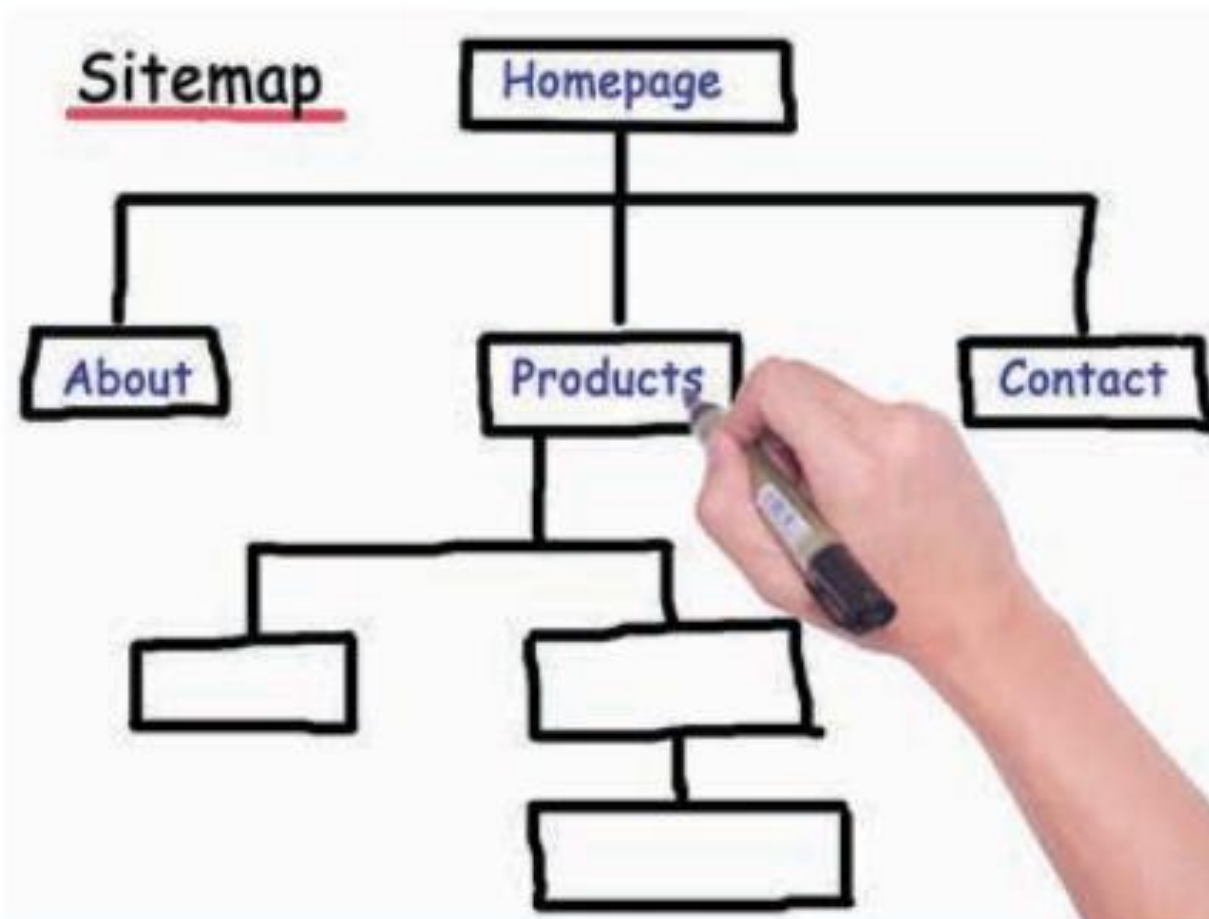
Image: Website map illustration

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- **Optimization for Different Devices**
  - Responsive Design: Adaptable website layout for various devices like phones, tablets, and computers.
- **Content Planning for a Website:**
- **Steps to consider when planning and deciding on content types:**
  - Define goals and outcomes
  - Define the audience
  - Review existing content
  - Map out essential content on the website map

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- Create content in advance (writing, preparing images, videos…)
- Optimize content elements (set rules, standards, resolutions)
- Promote content (advertising, sharing on social media)
- Website maintenance
- Content scalability

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- Trends
- Large organizations and businesses constantly update their websites and integrate new trends.
- Research shows that the time visitors spend on a website depends on factors such as:
  - Website updates
  - Reliability of data and information
  - Website interactivity
  - Website design
- Analytics indicate that the more organized and well-designed a website is, the longer visitors stay.

2. BASIC CONCEPT FOR WEBSITE DEVELOPMENT

- Website Optimization is crucial for the success of marketing campaigns, as using the right keywords increases traffic and directs consumers toward desired actions. Optimization includes analysis, feedback, and service evaluation. In today's digital world, inadequate online visibility can hinder competition with both large and small brands.

- Global network trends have changed, and users expect instant responses, while waiting several days for a response is now considered too long. There are options to automate services on websites, such as intelligent chatbots with advanced artificial intelligence that provide precise answers instead of generic automated ones.

3. USER EXPERIENCE (UX) ON A WEBSITE

- **What is User Experience?**
  - User experience (UX) encompasses everything that affects how users perceive and interact with a website.
  - Focuses on simplicity, efficiency, and user satisfaction.
  - It's important to ensure an easy path to the goal (e.g., purchasing a product or service).
- **Why is Quality User Experience Important?**
  - Helps build user loyalty
  - Provides easy access to all website content
  - Increases conversions and contributes to business success

3. USER EXPERIENCE (UX) ON A WEBSITE

- **A guide for improving overall user experience on a website is provided below.**

- **How to Improve User Experience?**
  - Track user behavior through analytics
  - Collect feedback through surveys
  - Continuously improve the website based on user feedback

- **Tracking the User Journey**
  - Track the user's journey: from entering the website to making a purchase
  - Analyze how users get to the cart and what they've bought
  - Adjust content so users can more easily find what they're looking for

3. USER EXPERIENCE (UX) ON A WEBSITE

- **Possible Problems in User Experience**
    - High bounce rates (users leaving the site without interacting)
    - Low return visit rates
    - Lack of user engagement or feedback
- **What is Conversion?**
    - Conversion is an action that a user takes on the website (purchase, registration, signing up for a mailing list).
    - Track what exactly constitutes a conversion on the site.
    - Understanding conversions helps optimize the website.

3. USER EXPERIENCE (UX) ON A WEBSITE

- **Factors Affecting User Experience**
  - Simplicity: Is the website easy to use?
  - Credibility: Does the website inspire trust?
  - Accessibility: Is the website accessible to all users?
  - Visual Design: Is the website aesthetically appealing and functional?
- **How to Improve User Experience?**
  - Understand users' needs
  - Test and improve navigation
  - Provide clear information (contact pages, purchase process, etc.)

4. CONTENT ON A WEBSITE: TYPES OF PAGES ON A WEBSITE

- **Standard Pages of a Website:**
    1. Home Page
    2. About Us
    3. Portfolio
    4. Categories
    5. Gallery
    6. Contact
    7. Landing Page

4. CONTENT ON A WEBSITE: TYPES OF PAGES ON A WEBSITE

- **Home Page**
  - Represents the purpose of the site and services
  - Includes key content (video, infographics)
  - Links to all available pages via the navigation menu
    - o Links
    - o Text
    - o Blogs
    - o Images
    - o Infographics

4. CONTENT ON A WEBSITE: TYPES OF PAGES ON A WEBSITE

- **About Us**
  - Introduces the organization, brand, or company
  - Owner's introduction
  - Team with pictures and short descriptions
  - Contact details
- **Portfolio**
  - Displays collaborations with known and lesser-known brands
  - Highlights client logos
  - Quotes from brand owners

4. CONTENT ON A WEBSITE: TYPES OF PAGES ON A WEBSITE

- **Categories**
  - Helps users search for specific products or services
  - Eases navigation on e-commerce websites
- **Gallery**
  - Showcases the team or products through videos and photos
  - May include tutorials, lectures, and conferences
- **Contact**
  - Mandatory page with contact details
    - Phone numbers
    - Email or form

4. CONTENT ON A WEBSITE: TYPES OF PAGES ON A WEBSITE

- o Map and location
- o Video of the building

- **Landing Page**
  - A page with a single goal: encouraging the user to take action (purchase, registration, etc.)
  - Usually without a navigation menu
  - Created for marketing campaigns and increasing conversions
  - Click and visit analytics

5. SEO AND CONTENT WRITING FOR WEBSITES

- **What is SEO?**

- **SEO (Search Engine Optimization) is the process of optimizing a website to improve its visibility in search engines.**

- **It essentially refers to the process of improving a website's quality and the amount of traffic it gets from search engines through natural search results.**

- **SEO Goals:**

  - Increase organic traffic

  - Improve website ranking in search engines like Google

5. SEO AND CONTENT WRITING FOR WEBSITES

- **Content Writing Rules:**
  - Clear message:
- **The text should clearly show what your organization offers.**
  - User experience:
- **The content should be useful and tailored to users' needs.**
  - SEO optimization:
- **Use of keywords in texts, titles, and page descriptions.**

Questions & Answers