

3 pillars of a good website



EVROPSKÁ UNIE
Evropské strukturální a investiční fondy
Operační program Výzkum, vývoj a vzdělávání



Introduction

The website is nowadays a necessity for almost every single business. Through it you present who you are, what you produce, what you sell, where you operate, how can you be contacted etc. Unfortunately bad websites are still not an exception. So what are the foundations of a good website?

3 pillars

There are three pillars of a good website.

- .Structure
- .Content
- .Optimization

They are connected

These pillars do not stand alone, but there are more or less connected in a couple of specific ways. When we talk about structure, we do not mean just a structure of a website as a whole, but also a structure of a content within a certain page. When we talk about optimization, we do not mean just an optimization of a website as a whole, but also an optimization of a structure. And there is more of it.

Optimization

Content Structure

Structure

Structure of a website itself and also of a content on every single page must be coherent and clear for visitors. You want them to find what they are looking for as soon as possible, because they may leave your website otherwise without taking an action. Well done structure both website and content also helps optimization.

Example: Good structure of website

Basic Website Layout

Home Page

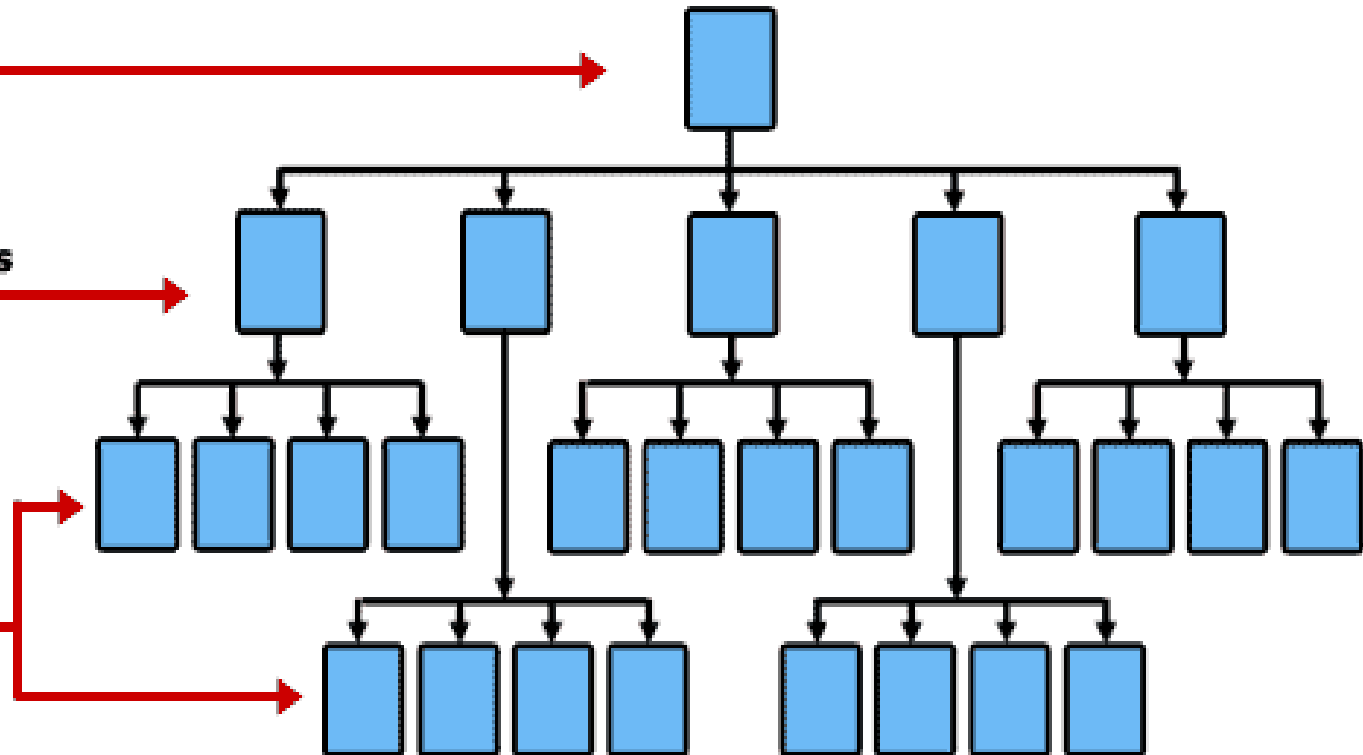
(index page)

Main Sections

(site index)

Subsections

(content)



Content

Content is not just a wall of text. It should be:

- .Attractive, so it sells
- .Rich – text (paragraphs, bulleting, numbering), pictures, videos, infographics etc.
- .Structured – clear for visitors, SEO friendly
- .Long enough – you pass necessary information, SEO friendly
- .Not too long – nobody will go through it
- .Interlinked – helps visitors to browse your web, SEO friendly
- .Without mistakes in text
- .Text should be valid
- .Text should be unique

Example: Good basic structure of content

Heading H1

Paragraph

Picture

Heading H2

Paragraph

Heading H2

Paragraph

Heading H3

Paragraph

Picture

Heading H2

Paragraph

Heading H3

Paragraph

You structure content through subheadings also known

Optimization

When we talk about website optimization, we mean optimization for search engines in most cases. Discipline which focuses on optimizing websites for search engines is called Search Engine Optimization, shortly SEO. It has two parts. The one that is focused on optimizing website itself is called onpage SEO. The one that is focused on optimizing link profile is called offpage SEO.

Onpage SEO

Onpage SEO is fully under your control, because you are the only one who works with it and has access to administration.

Some tasks of onpage SEO:

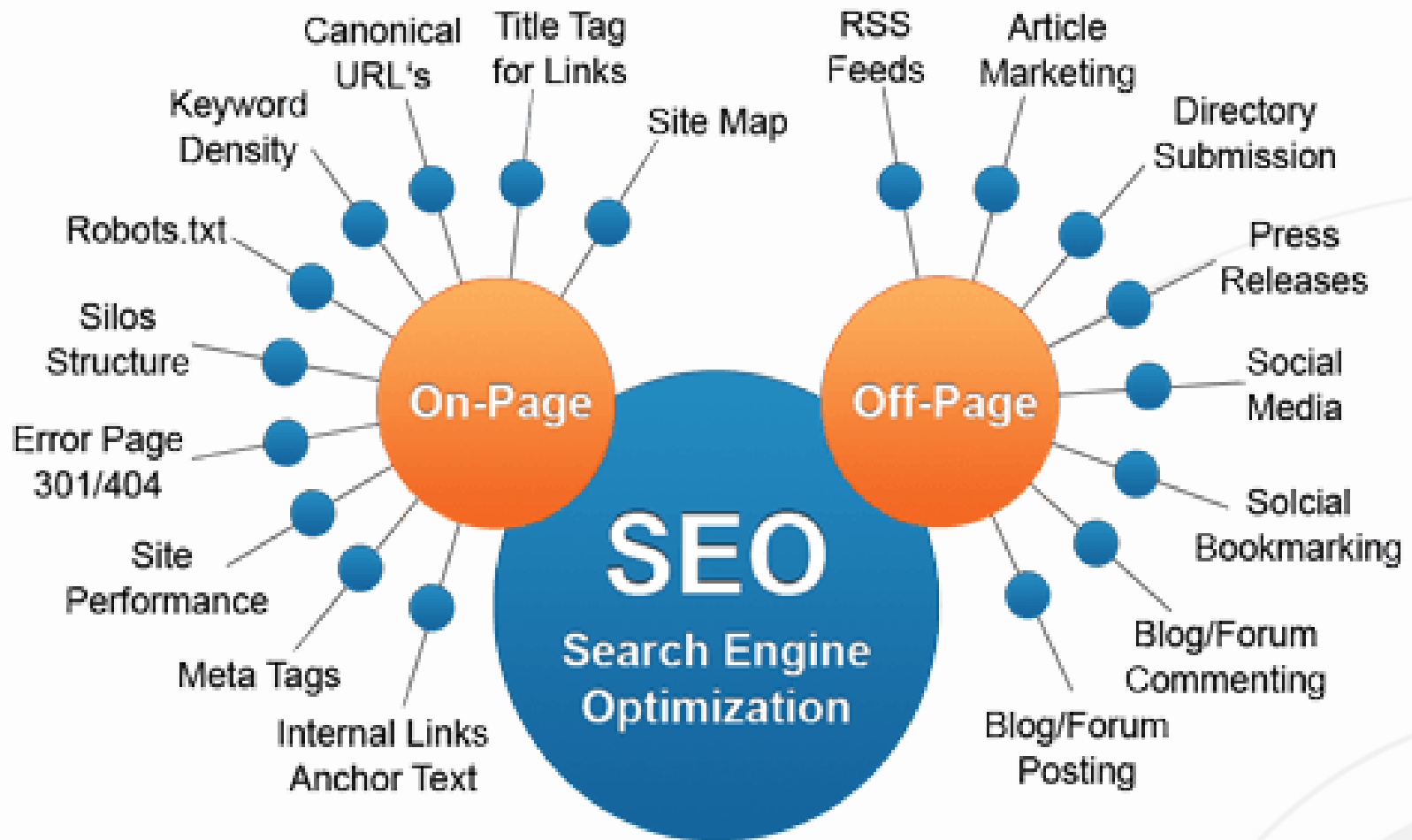
- .Keyword density control
- .Content – rich, long enough, structured, interlinked, etc.
- .Creating good titles a tags
- .Giving images alt texts
- .Control of dead links – both inbound and outbound

Offpage SEO

Offpage SEO is not fully under your control, because you can not affect who links to your website and in what way (links can be do-follow – these are stronger and no-follow – these are weaker).

Some tasks of offpage SEO:

- .Getting high quality links – it means do-follow links from high authority websites
- .Controlling that your link profile does not have too high keyword density for keyword you want to rank for

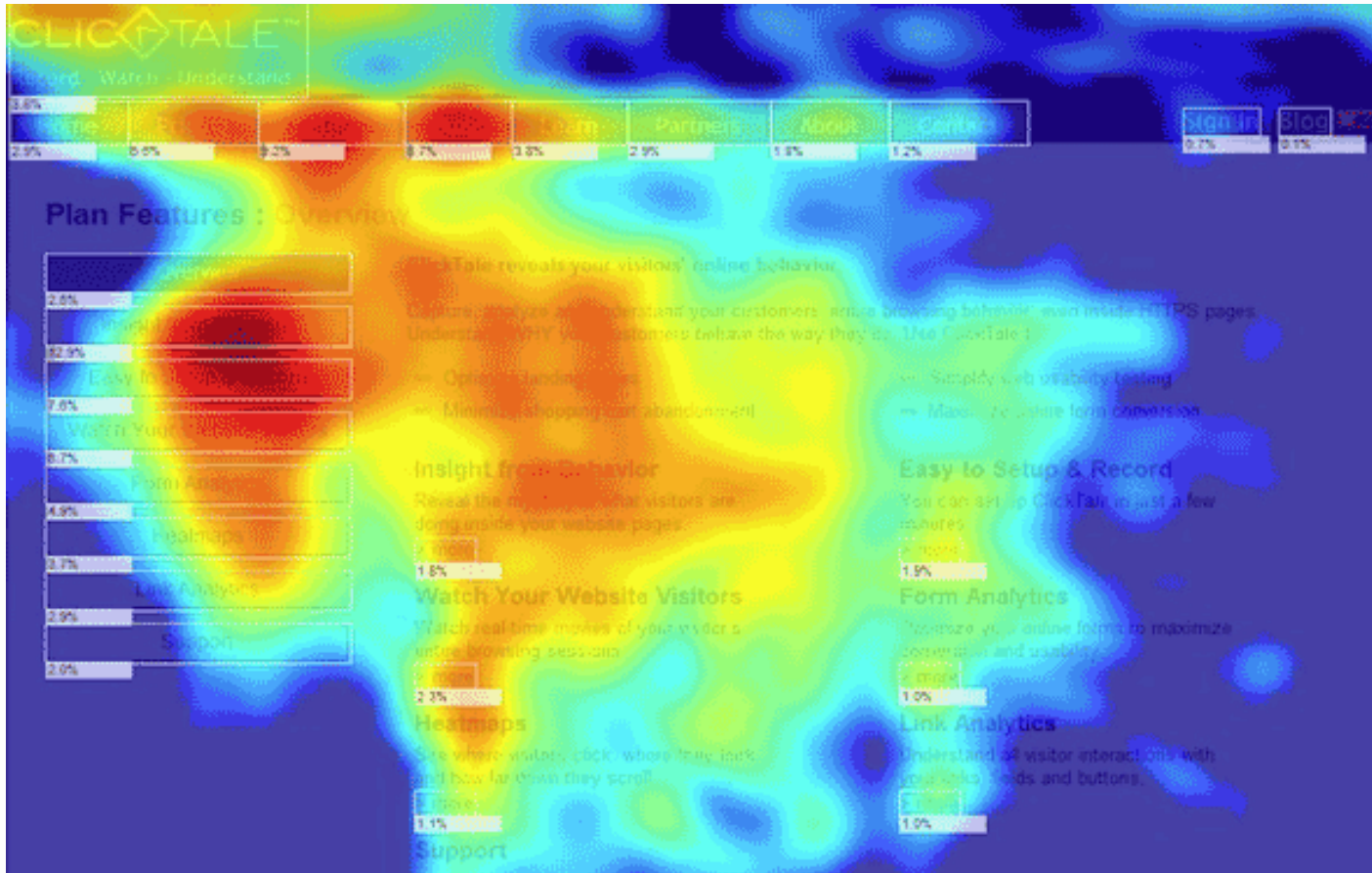


Source: Quora.com

Another optimization

Despite the fact that the term optimization is used almost exclusively for SEO, we can optimize our website in many other ways depending on what we want to improve. The most common is using of so called heatmaps. They show you in which parts of the web page are visitors active and how much by following movement of cursor. You can then say if the most important stuff on the page is where visitors are the most active. If not, you can change page structure upon these heat maps.

Example: Picture of heatmap



Source: Growtraffic.com

Q&A



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