

SEO - Website Architecture



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Structure and Design Flow for Conversions





THANKS FOR BEING HERE

FUN FACT: ONLINE SALES **↑ 19%**

NOTE: TODAY IS SMALL BUSINESS SATURDAY

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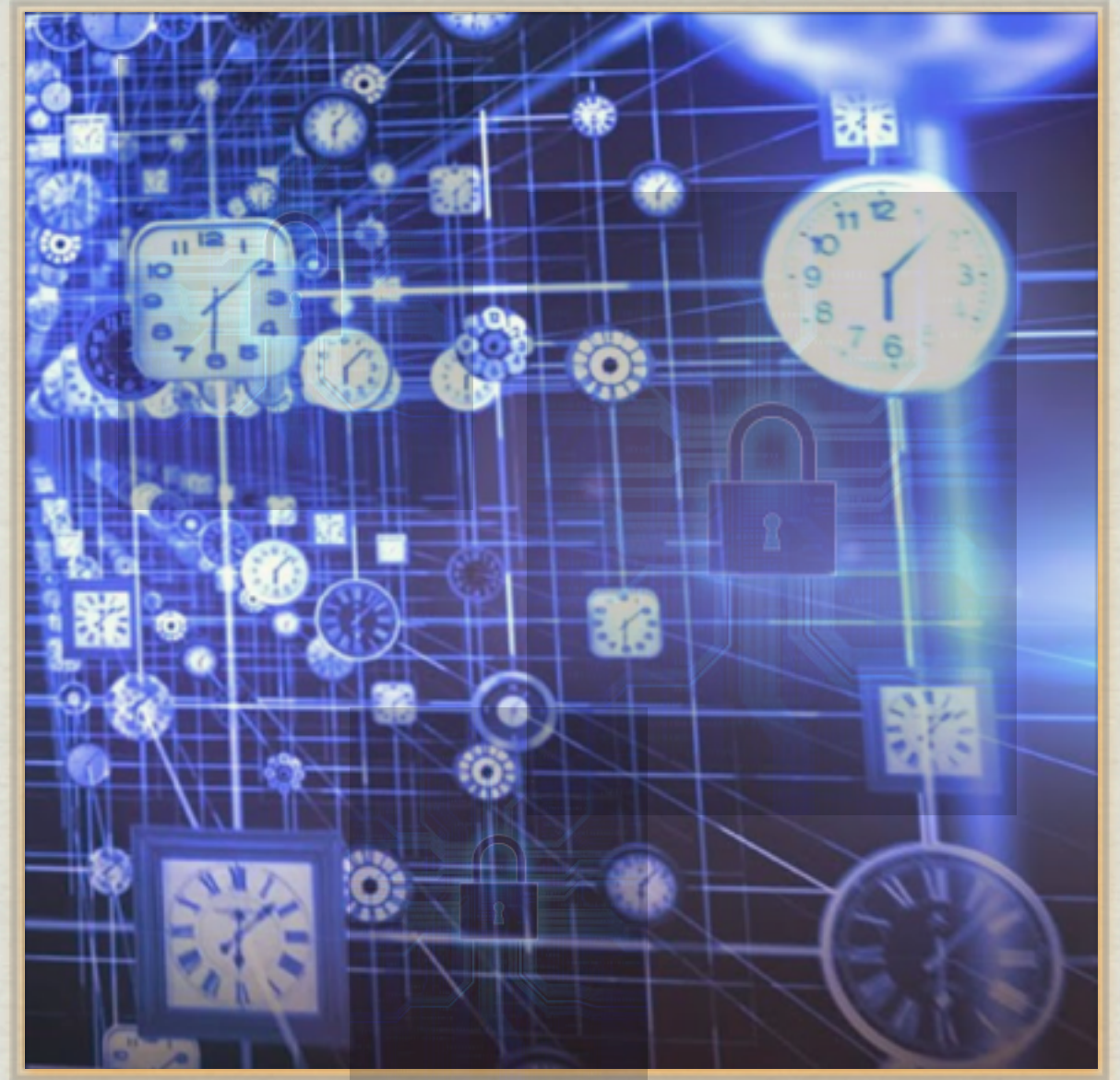
Fundamental Principles

1. Durability
2. Functionality
3. Beauty



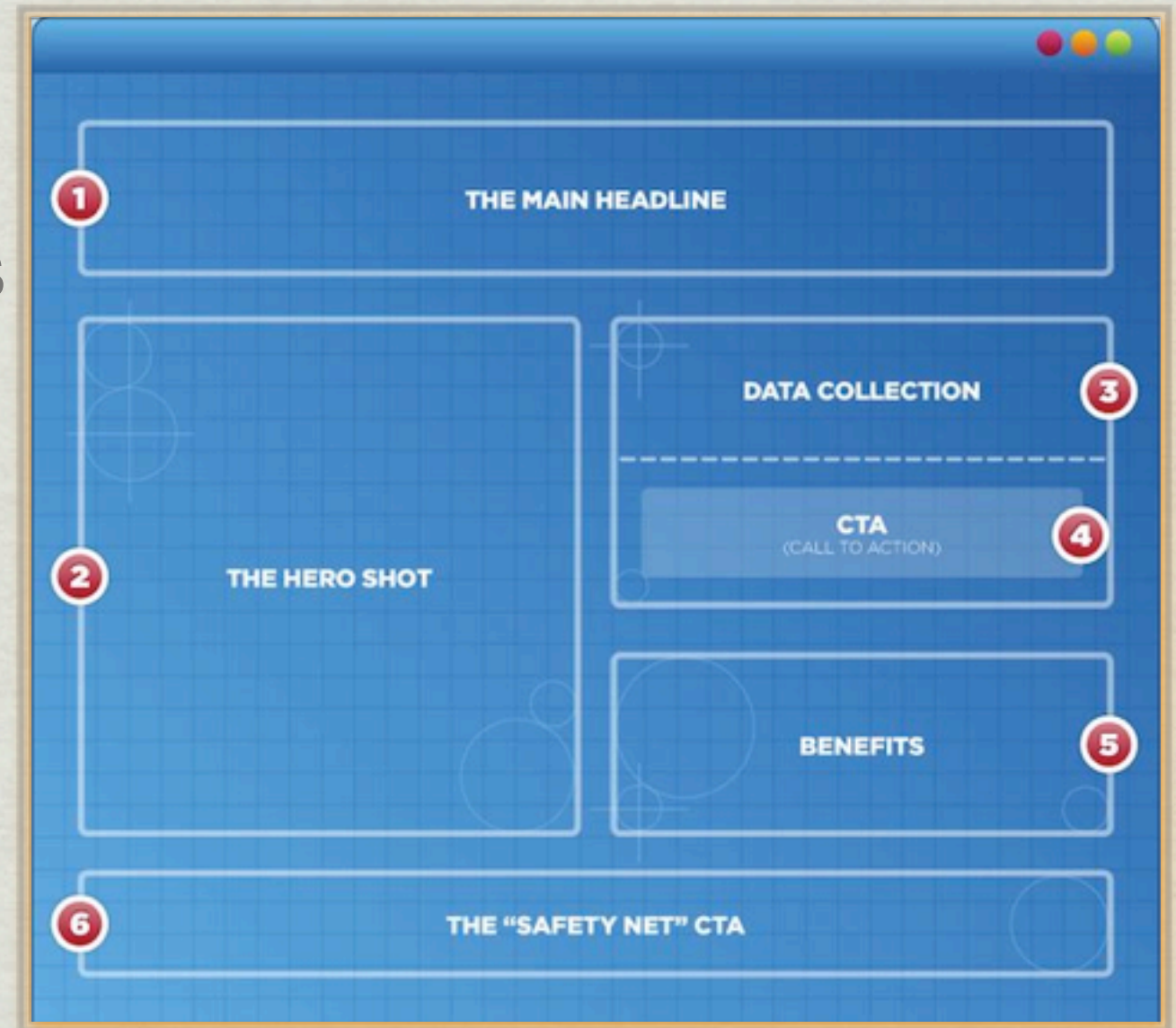
Durability

- ✱ Sites live longer
- ✱ Separation of concerns
- ✱ Semantic markup
- ✱ Responsive design
- ✱ Child theme
- ✱ Secure



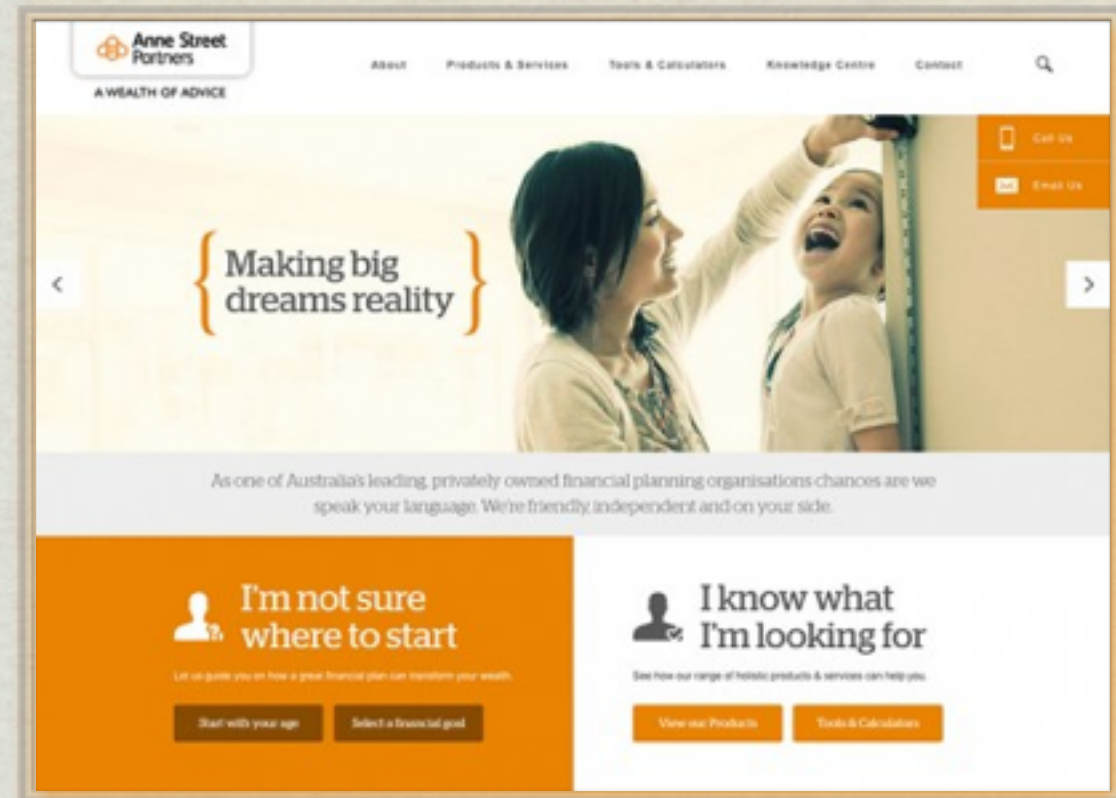
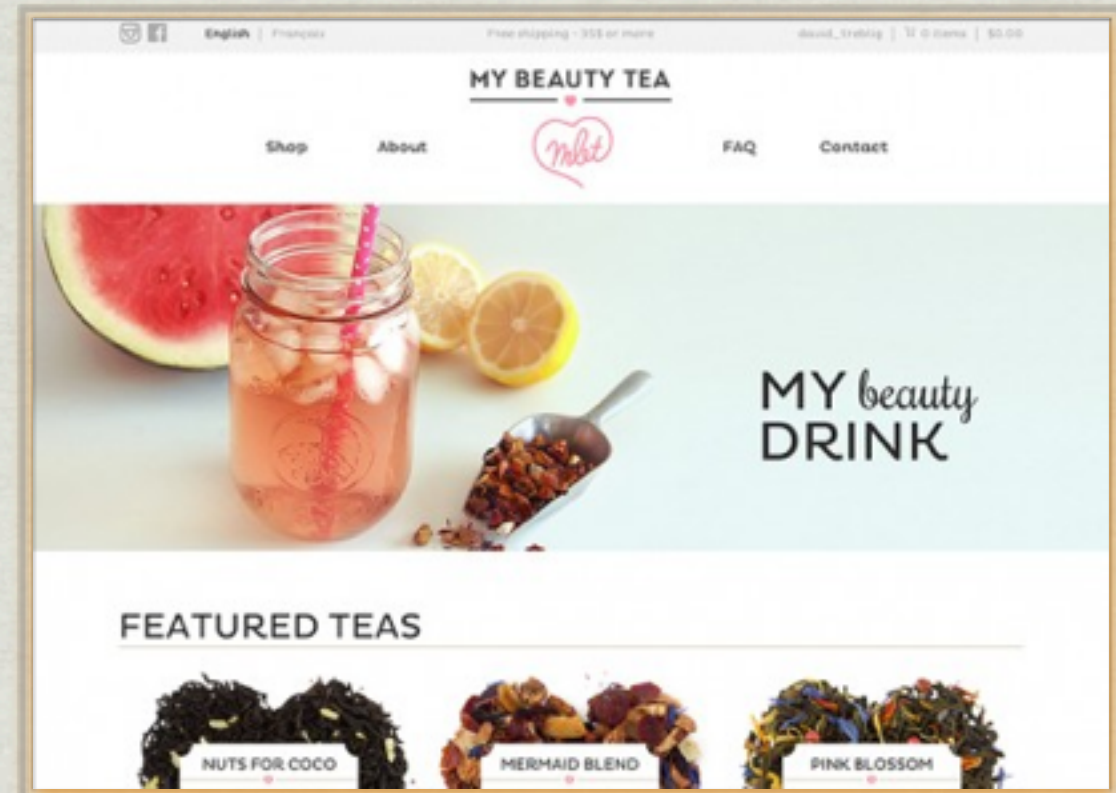
Functionality

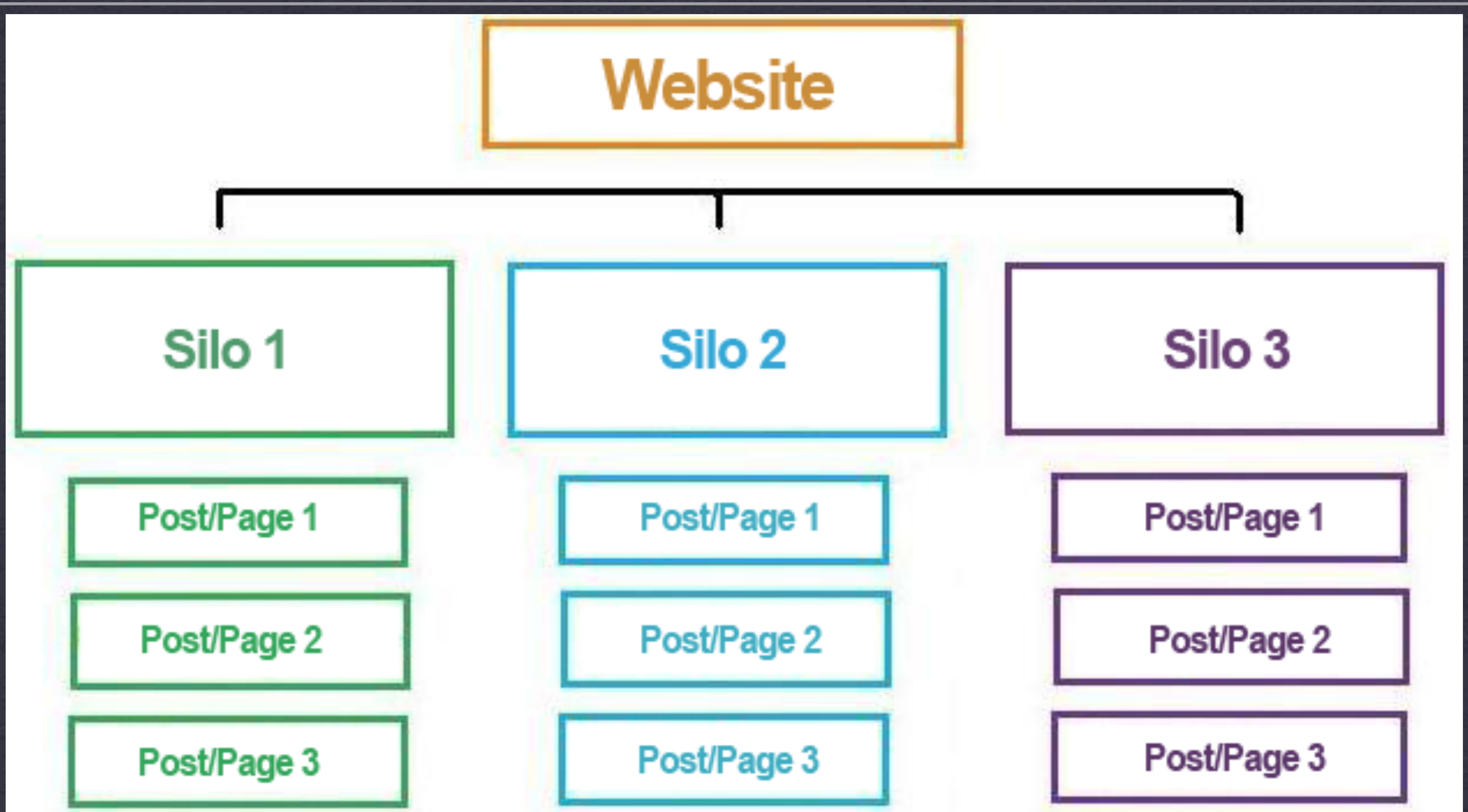
- * Clear navigation
- * Accessible to all users
- * Design flow
- * Fast
- * Meta data friendly
- * Behavior tracking
- * Ability to submit .xml sitemaps
- * Close button



Beauty

- ✱ Color
- ✱ Images
- ✱ Content
- ✱ Emotion





DESIGN FLOW

CONTENT SILOS

BENEFIT **ORGANIZED SITE**

BENEFIT **KEYWORD FOCUS & INTERLINKING**

On Site Info

- * Business name
- * Address
- * Contact page
- * Current Copyright date
- * Terms & Conditions
- * Privacy Policy



WordPress Makes Website Architecture Easy

- * Edit permalinks in CMS
- * Wordfence Security
- * WP Super Cache
- * Google XML Sitemaps
- * WordPress SEO by Yoast
- * Google Analytics by Yoast
- * SEO Ultimate
- * WP No Category Base



SEO Must Have List

- * Google Analytics Account
- * Google Webmaster Tools Account
- * Bing Webmaster Tools Account
- * Google AdWords Account (keyword research)
- * Screaming Frog (site crawler application)
- * Moz Web Developer's SEO Cheat Sheet: <http://moz.com/blog/the-web-developers-seo-cheat-sheet-2013-edition>



Explore

- * Web Fundamentals: <https://developers.google.com/web/fundamentals/>
- * SEO 101: How Your Website's Structure Affects its SEO: <http://www.searchenginejournal.com/website-structure-and-seo/54156/>
- * How to create a silo structure in WordPress: <http://scratch99.com/wordpress/wp-seo/siloing/>
- * SEO Siloing: How to Build a website silo architecture: <http://www.bruceclay.com/seo/silo.htm>
- * PageSpeed Insights: <https://developers.google.com/speed/pagespeed/insights/>
- * Mobile-Friendly Test & Guide: <https://www.google.com/webmasters/tools/mobile-friendly/>
- * Rich Snippet Generator: <http://www.ebusiness-unibw.org/tools/grsnippetgen/>



Questions?

