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# The Balance Between Search Marketing & User Experience

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## How Search & Usability Interact



## Arriving from Search is to Enter the Unknown

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1. The searcher's expectation for what they think they'll find must be met.
2. Information must be presented to enable a decision or make choices.
3. The next steps must be clear.
4. The entire experience must feel safe, secure, authentic and believable.

**Providing information and decision-making next steps to searchers is critical to success**

# Usability & Search Share Common Concerns

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- Findable
- Credibility
- Usable/Useful
- Valuable/Desirable
- Offering Choice

**Find-ability is not enough.**

**Craft the right message to lead searchers to  
your desired outcomes**

# Include Search Behaviors in Usability Research

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## When Thinking About...

- Browsing/surfing
- Pogosticking
- Foraging
- Scanning
- Reading



## Make Certain to Include:

- Querying
- Refining
- Expanding

**How visitors problem-solve in search relates directly to the content that is or should be on the website**

# Ask Who/What Questions

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- Who
  - Who are you targeting?



small  
business  
grant  
contest

- What
  - What do you offer?



#1 small  
business  
financial  
software

**SEO Tip #1: Use a keyword oriented tagline with the “Who” and “What” answered**

# Ask Where, When, Why & How Questions

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- Where

- Where is your company located? (local search , link to directions)

- When

- When is the next release for “keyword”?

- Why

- Why are you the expert on “keyword”?

- How

- How will your “keyword” service help me? (value proposition)

**SEO Tip #2: Use content to answer questions naturally making sure to include the appropriate keyword**

## Asking These Questions...

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- Helps generate fresh content
- Helps to better define anchor text (better definition increases user confidence)
- Provides new ideas for navigation text link labels (and offers incentive to click)
- Increases understandability for humans, search engines and those using assistive technology to interact with your website

**Provide a pleasant online experience and searchers will refer the site to friends, return themselves, bookmark it, link to it, blog about it, submit user generated content to it, and more.**

## Get Local



# Local Search is Changing the SEO Rules

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## 1. Claim

- Your listings on the search engines and beyond (Yelp, CitySearch, etc.)

## 2. Consistent

- Use the same address and phone number across the web

## 3. Monitor

- Actively monitor/manage your and your competitors' reputation in the social space

**Personalized and mobile search demands marketers' attention to Local**