HOW WEB DESIGN AND DEVELOPMENT AFFECT SEARCH ENGINE RESULTS

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INTRODUCTION

Helping more people online: How engaging your clients through your website and search engines drives more business

SUMMARY:
Is Google going to be more or less important over the next 5 years? How about 10 years? Clearly search engines will only continue to increase in both importance and value in the years to come as we all become further ingrained with our digital landscape. More than ever, search engines want to connect businesses with the people who are searching for them, however, the criteria the search engines are using to make these connections are becoming more complicated, yet streamlined. What that also means is that with the right expertise, these changes can be taken advantage of while competitors flounder to try to keep up, gaining or losing clients based on their trajectory.
WHO IS DIRECT LINE DEVELOPMENT?
WHAT AFFECTS THE RESULTS OF A GOOGLE SEARCH

1. Internal Factors
2. External Factors
3. User Behavior
INTERNAL FACTORS
STRUCTURE

1. Prototype
2. Content
   a. Title
   b. Meta-description
   c. Headers
   d. Body Text
KEYWORDS

1. Primary
2. Modifiers
1. Engaging
   a. Must answer the question that is being searched
   b. Must Control Behavior of User

2. Percentage of Keywords
   a. Too much equals SPAM
   b. Too Little equals No Results
SPEED

1. How it is Written
2. What are the Current Measurements
DESIGN

1. UX/UI
2. Conversion
3. Engagement
4. Mobile
5. Above the Fold-Splash
EXTERNAL FACTORS

1. DA
2. Links
3. Referral
4. Social Media Presence
5. Content
USER BEHAVIOR

1. Bounce
2. CTR
3. Content
CURRENT STATE OF
SERP
HOW TO CHECK

1. Tools
HOW TO INCREASE SERP CURRENTLY

1. SEO
2. SMM
3. SEM
4. Mobile
WHERE ARE WE HEADING

1. Brand Mentions
2. Speed
3. Mobile
4. Mobile Speed
5. Voice Search
6. What Is the Question They are Asking?
   a. Autocomplete
   b. What you mean vs what you ask
7. Picture Searches

8. Where are they Searching? And Why?
   a. Google
   b. Amazon
   c. YouTube
   d. Bing
   e. Facebook
   f. Instagram