The Impact Of User Experience (UX) On SEO
For A Winning Competitive Mix

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Abstract

When a person searches for a specific product, he enters a search engine such as Google, goes to the search engine archive, which includes hundreds of millions of sites and products on Internet pages, and chooses from him what provides the content that meets what wanted. Then Google ranks those sites that provide content that meets search, google shows only ten results per page, and here comes the role of some factors, including UX and SEO.

Sites are always competing to be on the first page of search results by surfers. Lately, many website owners have become interested in improving their user experience and search engines, Since this technology is an excellent way to display the page better. Because websites with these options save a lot of time and money, increase visibility and increase brand awareness and confidence.

Designing the user experience and search engines is a combination of the success or failure of the website and are the primary step. SEO brings the user to the website. The user experience makes the user follow the process of browsing and feeling happy, completes the task he is searching for and restores hatred.

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Introduction

Probably know that the number of searches on Google every day is 53. One billion searches,[1] means that, no matter how small business is, people are searching for it on the Internet. However, the problem is that 90.88% of the webpages on Google are hidden and inaccessible, In other words, it does not get any natural organic unpaid traffic, according to Ahrefs.com specializing in SEO tools, After studying nearly a billion webpages, he finds that a considerable number of them are not visible to users.[2]

Pages are racing between making the site the first results from the search archive and improving the user experience. However, the most critical factor is the user experience design factor, as it is considered a necessary process in building the website and influencing other factors. So the site must be adapted to serve the needs of users, the goal of any improvement is to make the user experience better, One of these users is the search engine that helps other users discover content, They both share a common goal of giving users the best experience.

SEO has many factors, including content and use-related, For content like internal improvements and external improvements like (Backlinks), We will review the importance and impact of the user experience on SEO.

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[1] Google Search Statistics, https://www.internetlivestats.com/google-search-statistics/ Accession Date: 29.05.2020.

[2] 90.63% of Content Gets No Traffic From Google. And How to Be in the Other 9.37%, Tim Soulo, https://ahrefs.com/blog/search-traffic-study/ Accession Date: March 31, 2020.

1. Search Engines Optimization (SEO)

There are many search engines on the Internet, and According to recent statistics, Google is the most popular search engine with a stunning 87.35% market share, Then the Bing search engine.[3]

Google has changed SEs rules everywhere. Google has punished many websites after it developed its rules for archiving websites. Therefore, some sites that relied on fake links, or do not design their website according to the principle of mobile-first, or the speed of opening pages has bad; alternatively, even the site ranking and structure are not good; some companies wake up one day to find their websites have completely fallen off. Since these significant shifts, the SEO world has become a completely different place.[4]

SEO aims to improve the site, according to the rules of the search engines, And that is by following a set of methodologies and processes to obtain an advanced rank in the first search results pages, The more the site appears in the first results, the more likely it is to visit, Trust the site and provide an excellent business image.[5]

SEO optimization, on the other hand, is by making minor adjustments to parts of the site, But when looking at these changes, It

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[3] Top 10 Search Engines In The World , ALEX CHRIS, https://www.reliablesoft.net/top-10-search-engines-in-the-world/ Accession Date: 29/05/2020.

[4] Google Algorithm Update History, https://moz.com/google-algorithm-change Accession Date: 29/05/2020.

[5] Search Engine Optimization (SEO) Starter Guide, https://support.google.com/webmasters/answer/7451184?hl=en Accession Date: 29/05/2020.

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can have a tangible good or negative impact on a website's performance in search results and user experience.[6]

To understand how search engines work, Google has created a program (Googlebot) is a general automated search engine, the program launches another program It is a program (Crawler) to continuously explore the web and search for sites to add to the index, The index stores all the web pages that it recognizes, and each page classifies the content of that page and the URL.
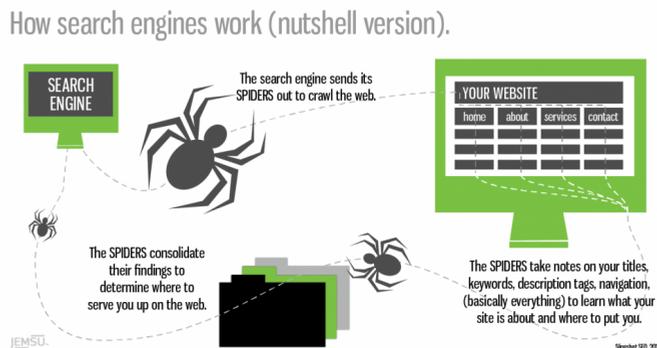

Figure 1: How Search Engines Work.[7]

However, in reality, When the program finds nothing to memorize, We have to follow other steps to define the pages and make the necessary improvements to add the pages to archive them.

There are some questions that we must learn to understand the nature of the website and its goals in the framework of SEO and user experience: Is site appearing on Google? Do offer high-quality content

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[6] Nursel Yalçin , Utku Köse; What is search engine optimization: SEO?. Procedia Social and Behavioral Sciences 9. 2010. (487–493).

[7] How Do Search Engines Work & Why You Should Care, ALEX CHRIS, https://www.reliablesoft.net/how-search-engines-work/ Accession Date: 26/05/2020.

to users? Is content fast and easy to use on all devices? Is the website secure?.[8] From these questions, we can form the essential elements required on the website and analyze user attitudes by analyzing the site, before starting to improve search engines.

According to a study conducted by Amazon regarding browsing the site, The difference was only 100 milliseconds-a person cannot comprehend, enough to reduce their sales by 1%, should expect competitors who invested in configuring their websites to match with the SEO celebrate their victory on site.[9]

1.1   SEO elements

We can divide SEO into two main parts: SEO on and off the page. However, if we want to rank the SEO sections broadly and comprehensively, we must integrate SEO into three main parts.[10]

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[8]   Search   Engine   Optimization   (SEO)   Starter   Guide, https://support.google.com/webmasters/answer/7451184?hl=en   Accession   Date: 26/05/2020.

[9] How to Improve Page Speed for More Traffic & Conversions, Jeremy Knauff, https://www.searchenginejournal.com/technical-seo/page-speed/#close   Accession Date: 26/12/2019.

[10] Miika Kivistö; Case Study: SEO Strategy and Implementation for Industrial Pump Company. Metropolia Ammattikorkeakoulu. 2016.

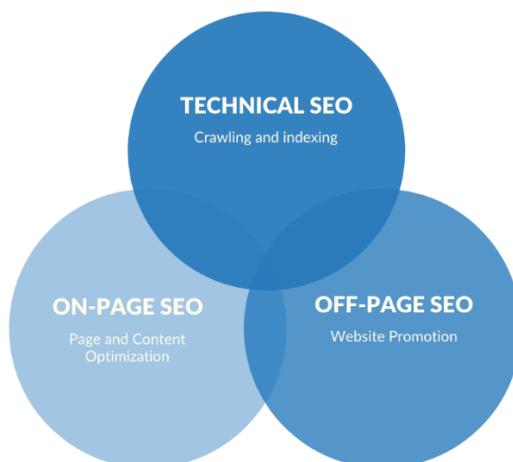**The Impact Of User Experience (UX) On SEO For A Winning Competitive Mix**

Figure 2: part of SEO, On-Page SEO and SEO.[11]

- **On-Page SEO**

One of the fundamental parts of the structure and content of a web page, by keywords, Meta description, images, custom URL creation, insert internal links, navigation, Furthermore, most importantly, providing users with the highest quality content.

Also, it is called "on the page" because any improvement changes made to a web page contribute to improving the user experience; furthermore, the main task of the site is to improve the content and structure of a particular page. Here is a review of all on-page SEO methods :[12]

- Title tags
- Headings

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[11] On-Page SEO Techniques That'll Boost Your Rankings, ALEX CHRIS, https://www.reliablesoft.net/on-page-seo/ Accession Date: 26/05/2020.

[12] On-Page SEO Techniques That'll Boost Your Rankings, ALEX CHRIS, https://www.reliablesoft.net/on-page-seo/ Accession Date: 26/05/2020.

- URL structure
- Alt text for images
- Site speed
- Internal links
- Meta descriptions
- Responsiveness

- **Off-page SEO**

External links and catalyst to promote the website are indispensable. A significant factor for search engines, Whenever the link connected to another website When confidence and quality, essential for search engines.

Also, social networking links, and build articles on credible and confidence-building sites, the way to build a brand's reputation online. Meaning off-page SEO is all the things do outside site to get Google and other search engines to see website trusted and trusted.[13]

Search engines also get into account the number and quality of backlinks to a site; however, quality is more important than the quantity and the number that refers to the website. Here are some essential types mentioned in **backlinko**:[14]

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[13] O13 Off-Page SEO Techniques To Drive Organic Traffic & Raise Brand Awareness, Eva Nastrut, https://cognitiveseo.com/blog/17851/13-off-page-seo-techniques/#7 Accession Date: 22/03/2020.

[14] OFF-PAGE SEO: The Definitive Guide, Brian Dean, https://backlinko.com/off-page-seo-guide#generate-brand-signals Accession Date: 20/05/2020

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- **Backlinks:**

When it comes to off-page SEO, backlinks are Super relevant. Building backlinks for off-page is all-around quality. But Not quantity. Moreover, if want the links to build actually to boost rankings in the Search Engine Results Pages, they need to be authority links from related sites.[15]

- **Social Media Marketing:**

Social media is part of 'off-site' and also a form of link building. Moreover, It should besnoted that almost all of the links get from social media are "Nofollow", but this does not determine that they do not have any value. These sites indicate that they acquire ranking factors, and proper configuration of the profiles for these sites can also enhance SEO.[16]

- **Brand Mentions**

Google loves brands and prefers branded top results. Part of the SEO strategy tracks any positive references and confirms negative and misleading comments. Brands are reliable for Google and users, translates into a better and happier user experience.

Google's crawl program can capture and evaluate signals. Create an image of how others see the brand. So there is not necessarily a link pointing to the website. Instead, it can be a reference to the brand in

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[15] Carlos Lopezosa ; Lluís Codina; Carlos Gonzalo-Penela; Off-page SEO and link building: General strategies and authority transfer in the digital news media, El profesional de la información (EPI), 28(1) 2019.

[16] What is Off Page SEO?, ALEX CHRIS, https://www.reliablesoft.net/what-is-off-page-seo/ Accession Date: 2020.

articles, reviews or social networks in a positive way that enhances the brand and makes it credible.[17]

- **Technical SEO**

Technical SEO requires Search Engines, Crawlers, and lots and lots of code, Image Optimization, XML sitemap, Duplicate content and Website Structure. Can technically optimize every step.

- **Speed/Performance** : More excellent website performance gives the user a better experience and allows the search engines to get to all of the content before timing out. Images should be optimized and right-sized. Moreover, more active Code (CSS, JavaScript, HTML) should organize so that it does not slow down your website.[18]

- **Well-Structured** :A well-structured website will allow someone to find information quickly. It can Include a good menu structure and descriptive URLs. If the structure is confusing, then the user will not be able to find content quickly, and neither will search engines.

- **Sitemaps** (index page): A Sitemap tells the search engine which pages you want indexed in the search system.

- **Mobile Friendly** : Want a website to load quickly and present well on mobile devices. The number of smartphones connected

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[17] What is Off Page SEO?, ALEX CHRIS, https://www.reliablesoft.net/what-is-off-page-seo/ Accession Date: 2020.

[18] UX vs. SEO: Web Design Battle Royale?, ZACK RUTHERFORD , https://www.awwwards.com/ux-vs-seo-web-design-battle-royale.html Accession Date: 20/05/2020.

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to the Internet is 5.1 billion, according to the website we are social[19].Google changed its strategy in search engines, after entering Google's Mobile-first indexing in archiving websites and evaluating the website, As the lack of a mobile site, this will affect the ranking in search engines.[20]

- **SSL Certificates** : The entrance web servers and web browsers communicate safely—an essential trust in a website that has an SSL certificate. Having an SSL certificate builds trust with users and search engines. Google says it prefers safe websites.[21]

1.2 Benefit of SEO

SEO helps to position website position among search results with minimal maintenance and gives a good return on investment (ROI)[22], and makes the website reliable and reliable, SEO helps in digital marketing and website branding.[23]

2. User Experience

There is a common misunderstanding between inexperienced marketers that SEO is all about keywords and link building. Google

[19] Digital 2020,We Are Social, https://wearesocial.com/digital-2020 Accession Date: 30/01/2020.

[20] Mobile-first indexing best practices, https://developers.google.com/search/mobile-sites/mobile-first-indexing Accession Date: 25/05/2020.

[21] SEO Basics: Three Parts of SEO, Kris Heiberg, https://sevwebdesign.com/seo-basics-three-parts-of-seo/ Accession Date:27/02/2020.

[22] Hamza Salim Khraim, The Impact of Search Engine Optimization on Online Advertisement: The Case of Companies using E-Marketing in Jordan, American Journal of Business and Management, (76-84) 2015.

[23] What is SEO?, https://www.translationlight.com/mastering-seo-and-maximizing-financial-returns/ Accession Date:28/08/2019.

rates a plethora of factors when the ranking site and elements of user experience are the most important among them.

In 2004, Peter Morville devised a 7-facet honeycomb to supervise those interested with user experience, Useful, Usable, Findable, Credible, Desirable, Accessible and Valuable.[24] Important factors affect user experience. Google wants to know that users can easily find the most important actions on a website.[25]

There are five layers, each level increases on the level before it, and they start with abstract level towards concrete from the bottom to top. Garrett writes The Elements of UX written by Garrett.[26] First, Strategy and Scope that is about the defines the functional and content requirements in the application.

Structure: It determines how the user interacts with the product, how the system behaves when the user interacts, how it organized, prioritization, and how much of it. The structure divided into two components, Interaction Design and Information Engineering.[27]

Skeleton: It defines the skeleton and the optical form, and the organization of the elements that make us interact with the functions of the system on the interface and also show how the user moves through the information, providing information and making it useful and clear.

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[24] User Experience Design, Peter Morville,
http://semanticstudios.com/user_experience_design/ Accession Date:21/02/2020

[25] Components of Search Engine Optimisation,
https://www.kook.com.au/n/components-of-search-engine-optimisation/ Accession Date:2020.

[26] Jesse James Garrett, The Elements of User Experience: User-centered Design for the Web, New riders publishing 2002.

[27] Jesse James Garrett, The Elements of User Experience: User-centered Design for the Web, New riders publishing 2002.

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Skeleton divided into three elements Interface Design, Navigation Design, & Information Designs.[28]

Bad UX hurts SEO, and spammy SEO practices can break UX. We Paying attention to the content, elements, links and places of links, distributing the elements, according to the SEO parts and ensuring the user's browsing process.[29]

We Paying attention too to the Bounce Rate is the total number of visits to a page, divided by the total number of visits to the site, and They are the visitors who see only one page of the site. A high bounce rate a bad thing, means that website does not attract enough visitors to browse it.[30] Here are the most important points for creating a good user experience impact on SEO: [31]

- The Page Load Time
- Architecture Simple
- Responsiveness
- Images and Alt Text
- Clear site Navigation
- website structure

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[28] Jesse James Garrett, The Elements of User Experience: User-centered Design for the Web, New riders publishing 2002.

[29] Understanding the link between UX design and SEO, Raul Harman , https://uxdesign.cc/understanding-the-link-between-ux-design-and-seo-415d94892c0b   Accession Date:30/10/2018

[30] Decrease Bounce Rate by Focusing on UX Design, Michael White, https://www.thecreativemomentum.com/blog/decrease-bounce-rate-by-focusing-on-ux-design Accession Date:07/04/2017

[31] Decrease Bounce Rate by Focusing on UX Design, Michael White, https://www.thecreativemomentum.com/blog/decrease-bounce-rate-by-focusing-on-ux-design Accession Date:07/04/2017

- Ease of Use
- User Satisfaction
- Bounce Rate

2.2 Good UX is a Good Job

The user experience in the marketing process is one of the crucial steps that guarantee the success of the service. Attention must be paid to develop services that are found on search engines to ensure proper use of visitors to sites and services. It requires providing content appropriate for the user and using it to work to satisfy the user and the search engines.

A great customer experience grows more browsing, reduces their desire to switch brands by 15.8%, increases the likelihood of recommending a product 16.6% and reporting site on pages or social media, according to a study by Forrester Research.[32] Good user experience improves productivity and reduces operating costs. Efficiency is problem-solving and helping people achieve their goals,[33] and contributes to creating value for customers by reducing costs of product access and increasing customer value.[34]

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[32] Design-Driven Companies Outperform S&P by 228% Over Ten Years - DMI and Motiv Partner to Develop the 'DMI Design Value Index, mwestcott, https://dmidialog.blogspot.com/2014/02/design-driven-companies-outperform-s-by.html Accession Date:14/02/2014

[33] The Value Of User Experience Design, odell keller, https://www.odellkeller.com/the-value-of-user-experience-design/ Accession Date:02/05/2019

[34] Tomasz Niedziółka, User Experience Research and Creating Value for the Customer, HANDEL WEWNĘTRZNY (426-434) 2018.

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Conclusion

UX design affects how visitors perceive, and the site is the first link between and target audience. It is like an online ID that tells visitors how reliable and reliable are. Precisely for this reason, need to use the UX design to build trust and promote awareness between them.

UX	SEO
The Page Load Time	(Technical page) Speed
Bounce Rate	
Architecture Simple	(On-page) Content
Responsiveness image	(Technical page)
User Satisfaction	(Of-Page)

SEO efforts cannot be enhanced without taking into account the user experience, and by creating websites that users and search engines love. Do not spend all of the time on the visual side of the website, but pay more attention to user experience and usability. The new website but very slow on mobile will not help get traffic and organic arrangement. Furthermore, What users and search engines want today is fast, safe, mobile-friendly websites.

The first goal is a good and essential user experience that comes through studying the site and users and also through many user experience design experiences on the website, by analyzing user behaviour using various tools and making informed decisions about how to improve design, structure and content compatible and easy for search engines and users.

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