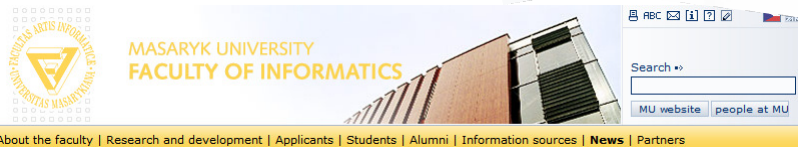


Background



Prof Weideman

CPUT, Cape Town, South Africa










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www.web-usability.co.za





Populations? – The World Scene

Rank ↕	Country (or dependent territory) ↕	Population ↕	Date ↕	% of world population ↕
1	 China ^[8]	1,366,560,000	September 5, 2014	19%
2	 India	1,248,860,000	September 5, 2014	17.4%
3	 United States	318,685,000	September 5, 2014	4.43%
4	 Indonesia	252,164,800	July 1, 2014	3.51%
5	 Brazil	203,102,000	September 5, 2014	2.83%
16	 Germany	80,781,000	November 30, 2013	1.12%
24	 South Africa	54,002,000	July 1, 2014	0.75%
83	 Czech Republic	10,517,400	April 1, 2014	0.15%
240	 Vatican City	839	July 1, 2012	0.000012%
241	 Cocos (Keeling) Islands (Australia)	596	January 14, 2014	0.0000083%
242	 Pitcairn Islands (UK)	56	February 1, 2013	0.00000078%

Languages ...



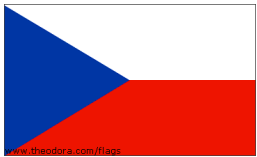
Hello

Good morning



Hallo

guten Morgen



Dobrý den

dobré ráno



Hallo

goeie more



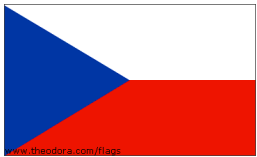
Languages ...



Please tell me how to get to the main station



Bitte sagen Sie mir, wie man an die Hauptstation bekommen



Prosím, řekněte mi , jak se dostat na hlavní nádraží



Wys my asseblief hoe om by die hoof stasie uit te kom



Languages ...



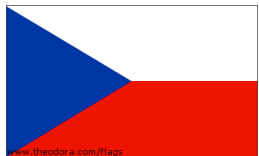
I live in Brno

One beer please



Ich lebe in Brno

Bitte ein Bier



Bydlím v Brně

jedno pivo, prosím



Ek woon in Brno

Een bier asseblief



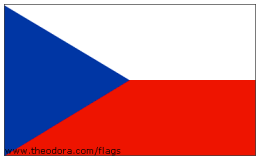
Languages ...



My hand is in warm water



Meine Hand ist im warmen Wasser



Moje ruka je v teplé vodě



My hand is in warm water



introduction

úvod



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Introduction

- High SE rankings not negotiable for websites with commercial intent
- Most websites must be visible to SE crawlers
- 91% of users do not read past SERP #3
- Thus - extreme competition for top ranking positions in SERPs
- 2 radically different ways to increase ranking – SEO & PPC
- Many websites are difficult to use
- 2x Audiences:
 - Crawlers (Visibility)
 - Humans (Usability)



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MU website | people at MU

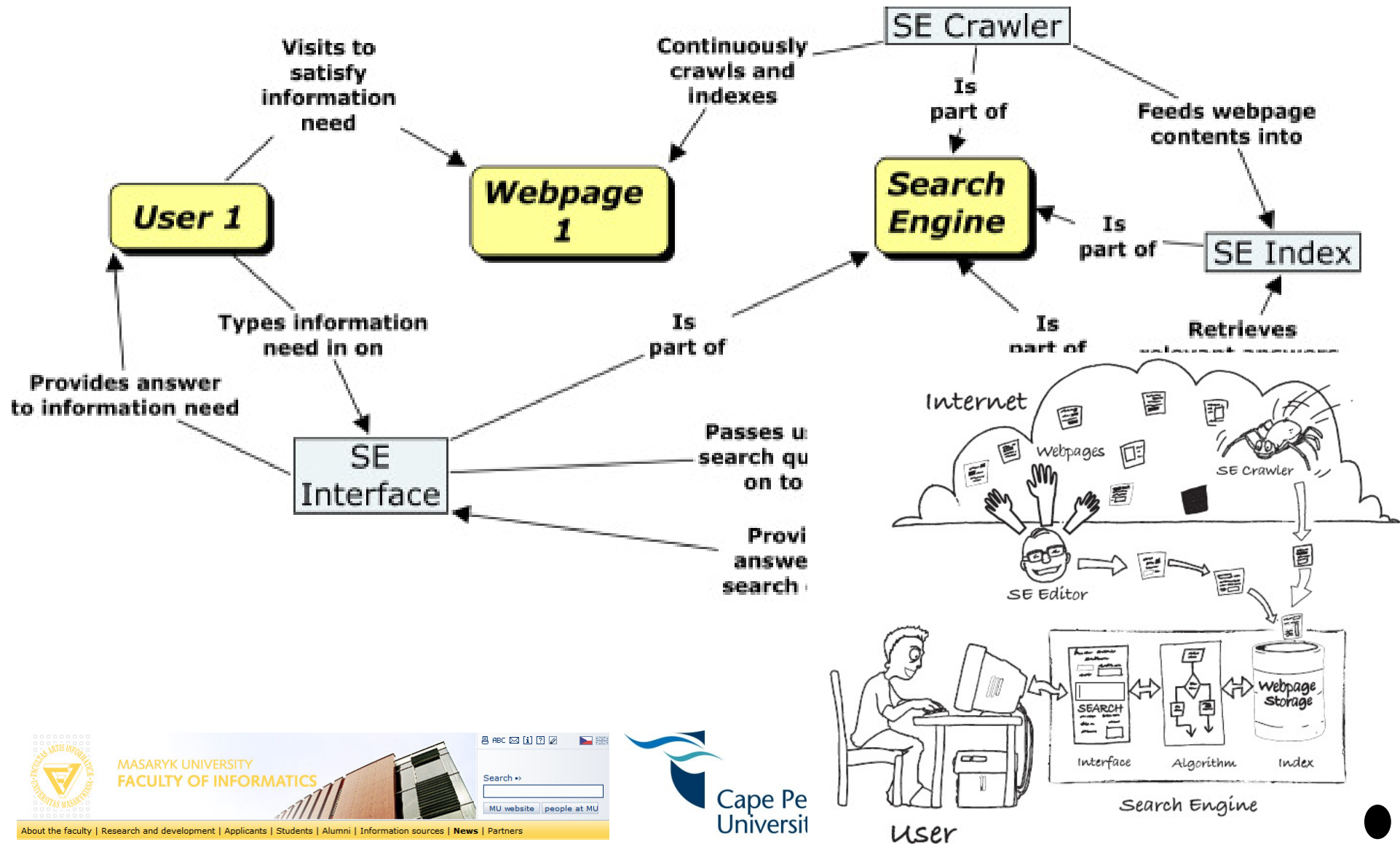


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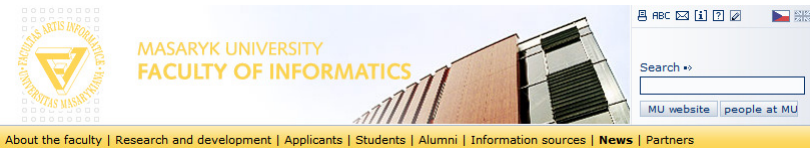
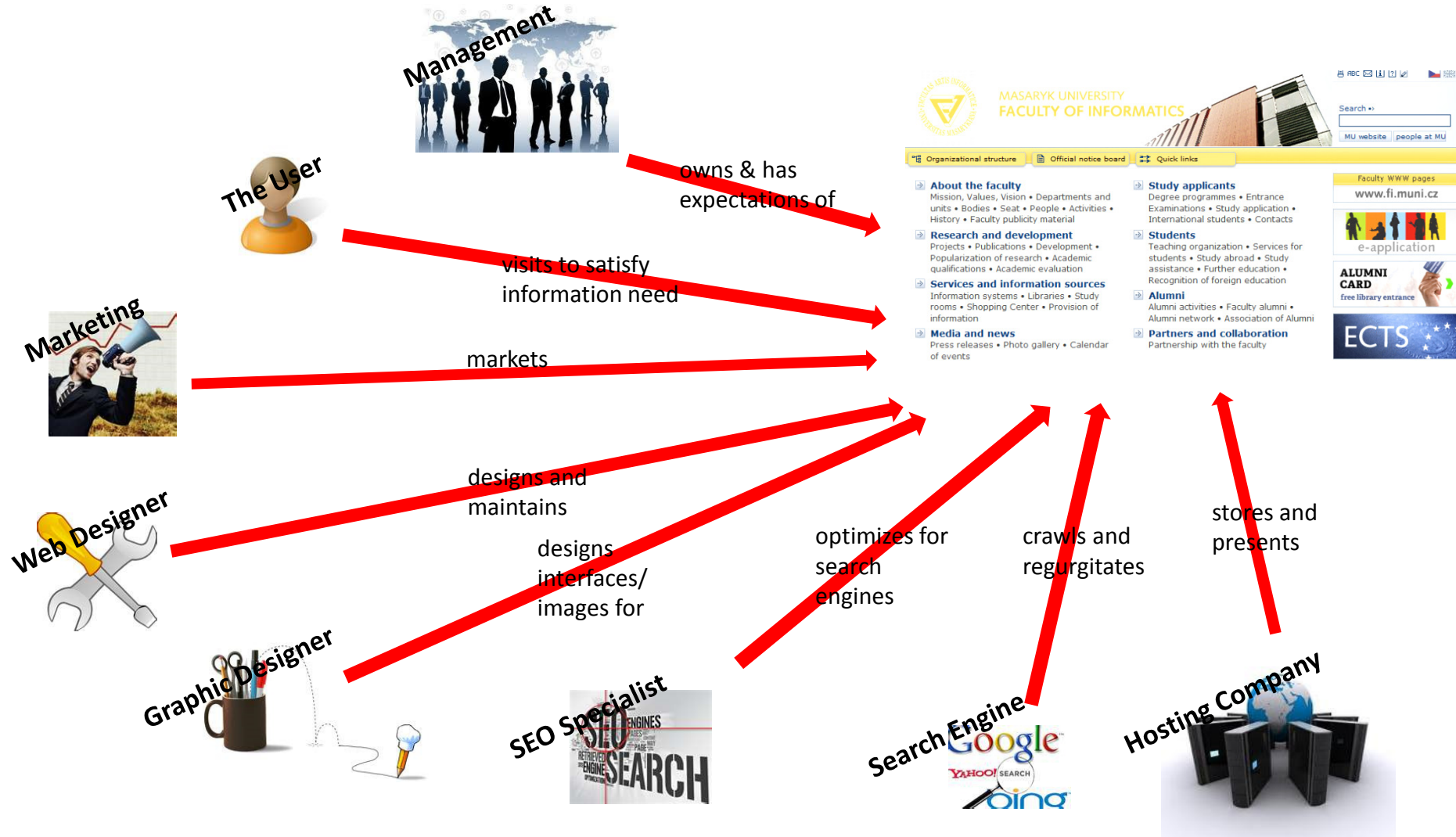
Three important parts of the Internet, and their interrelationships



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Website Roleplayers



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ranking

žebříček



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Is ranking on a SERP important? 1

Remember ...
all users are lazy!




What percentage of users read only the 1st SERP?	What percentage of users read only the 1st and 2nd SERP?	What percentage of users read only the 1st, 2nd and 3rd SERP?	Source
46.7%		83%	Neethling (2008)
	96%		Wagner (2008)
62%		90%	iProspect (2006)
	80%		George (2005)
		99%	Zhang and Dimitroff (2004)
85%			Henzinger et al. (2002)
58%			Jansen (2000)
85%			Silverstein et al. (1999)
67%	88%	91%	Averages

Is ranking on a SERP important? 2

[Masaryk University](#) 

www.muni.cz/ - Vertaal hierdie bladsy

Všeobecné informace, organizační struktura, studium, výzkum a vývoj, knihovna.
Studies for international students - IS Muni - Studies at MU - Electronic Application

[Masaryk university and Office for International Studies](#) 

ois.muni.cz/ - Vertaal hierdie bladsy

Masaryk university and Office for International Studies. We were awarded the ...

[Faculty of Medicine, Masaryk University](#) 

www.med.muni.cz/ - Vertaal hierdie bladsy

Faculty of Medicine Masaryk University. ... Study Medicine in Brno. Faculty ...

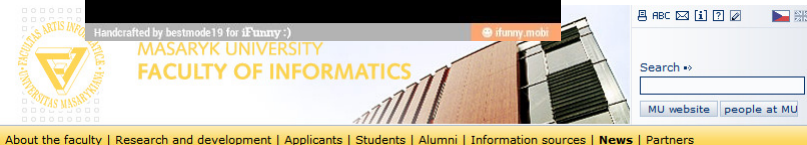
[Masaryk University](#) 

www.muni.cz/general - Vertaal hierdie bladsy

MU › About the university. Masaryk University · Print Index Contact Page ...

SERP Pos #	% of Clicks
1	51
2	16
3	6
4	6
5	5
6	4
7	2
8	1
9	1
10	2
11+	5

2/3!!



What can you do to increase the ranking of your website?

Use **SEO** (natural/organic optimisation) and/or **Paid Listings**

- **SEO** will produce results found by the SE in a natural way as being the best match with the user query - organic, ie no commercial undertones - slow but cheaper
- **Paid Listings** are ads, euphemistically called “Sponsored Links” which appear on the SERP as a result of payment to the SE - faster, as expensive as you want it to be



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www.web-usability.co.za



Is it difficult to get a website to rank well?

EASY

- Website **language** is: Czech, Afrikaans, Russian, German, Italian...
- Website content is technical, very specific or otherwise uncommon

DIFFICULT

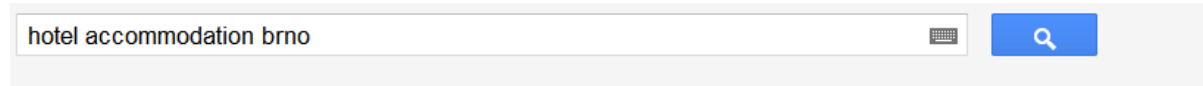
- Website language is English
- Website topic is mainstream (tourism, medical, online shops, gambling, etc)

Mainstream websites in English need payment and/or much effort to achieve high SE rankings



How do the SEs Present Search Results?

Natural (= SEO) & Paid (= PPC) Results



Highest Ranking Paid Result

Advertensies wat met **hotel ...** verband hou

[Apartment in Brno - Brno.foreigners.cz](#)
[brno.foreigners.cz/](#)
Find apartment for rent in **Brno**. From 400 €/month. Look now.
Studio 2-bedroom
1-bedroom 3-bedroom

[Cheap Brno Hotels - Brno.TripBase.com](#)
[brno.tripbase.com/hotels](#)
Cheap **Brno** Hotels Book Now and Save on **Brno** Hotels!
570 mense het Tripbase ge+1 of volg dit
Search Cheap Hotels - Search Cheap Car Rentals

[Accommodation Brno - EuroBookings.com](#)
[www.eurobookings.com/Brno-Hotels](#)
Up to 75% off on **hotel** reservations in **Brno** - Czech Republic. Book Now!
321 445 mense het Eurobookings ge+1 of volg dit

Top-listed Paid Results

Advertensies

[Tara Lodge, Belfast](#)
[www.taralodge.com/](#)
Best Rates Available Online
Free WiFi & Parking

[Hotel Accommodation](#)
[www.bookit.com/](#)
Save up to 70% On **Hotel** Deals
Absolute Best Rate Guaranteed!

[Hotely v Brně - Hotely.cz](#)
[www.hotely.cz/brno](#)
Vyberte si z akčních cen hotelů!
Rezervujte online nebo telefonicky.

[Brno Hotel](#)
[cz.hotelium.com/Brno](#)
Porovnávač Hotelových Cen.
Nabídka z více než 200 000 hotelů!

[Brno - ubytování v centru](#)
[www.penzion-brno.com/](#)
Penzion na Starém Brně.
Brno, jeho centrum i BVV na dosah.

[Hotel na jižní Moravě](#)
[www.hotel-iris.cz/Hotel-na-jizni-Morave](#)
Hotel IRIS - to správné místo pro
Vaši dovolenou, výlet a relaxaci.

Side-listed Paid Results

Highest Ranking Natural Result

[Booking.com: 90 hotels in Brno, Czech Republic. Book your hotel now!](#)

[www.booking.com](#) > ... > South Moravia - Vertaal hierdie bladsy
Great savings on hotels in **Brno**, Czech Republic online. Good availability and great rates. Read **hotel** reviews and choose the best **hotel** deal for your stay.

[Hotels in Brno | Compare 54 Brno Hotels | 1,162 Reviews and ...](#)

[www.tripadvisor.co.uk](#) > ... > Brno - Vertaal hierdie bladsy
Brno Hotels on TripAdvisor: Find 1162 traveler reviews, 1810 candid photos, and prices for 54 hotels in **Brno**, Czech Republic.

Natural (Organic) Results

seo vs ppc

optimalizace pro vyhledávače oproti pay per click



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So how do I get my Website up there?



For PPC ...
Rank = Bid Price X
Quality Score



Advertensies wat met hotel ... verband hou

[Norton Apartment in Brno - Brno foreigners.cz](#)
[brno foreigners.cz/](#)

Find apartment for rent in **Brno**. From 400 €/month. Look now.

Studio 2-bedroom
 1-bedroom 3-bedroom

[Norton Cheap Brno Hotels - Brno.TripBase.com](#)
[brno.tripbase.com/hotels](#)

Cheap **Brno** Hotels Book Now and Save on **Brno** Hotels!

570 mense het Tripbase ge-+1 of volg dit
[Search Cheap Hotels - Search Cheap Car Rentals](#)

[Norton Accommodation Brno - EuroBookings.com](#)
[www.eurobookings.com/Brno-Hotels](#)

Up to 75% off on **hotel** reservations in **Brno** - Czech Republic. Book Now!
 321 445 mense het Eurobookings ge-+1 of volg dit

[Booking.com: 90 hotels in Brno, Czech Republic. Book your hotel now!](#)

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 Great savings on hotels in **Brno**, Czech Republic online. Good availability and great rates. Read **hotel** reviews and choose the best **hotel** deal for your stay.

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[www.tripadvisor.co.uk](#) > ... > Brno - Vertaal hierdie bladsy
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Advertensies

[Tara Lodge Belfast](#)
[www.taralodge.com/](#)

Best Rates Available Online
 Free WiFi & Parking

[Hotel Accommodation](#)
[www.bookit.com/](#)

Save up to 70% On **Hotel** Deals
 Absolute Best Rate Guaranteed!

[Hotely v Brně - Hotely.cz](#)
[www.hotely.cz/brno](#)

Vyberte si z akčních cen hotelů!
 Rezervujte online nebo telefonicky.

[Brno Hotel](#)

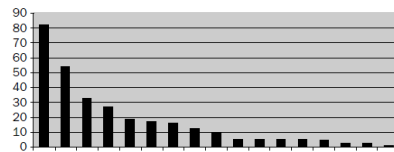
[cz.hotelium.com/Brno](#)
 Porovnáváč Hotelových Cen.
 Nabídka z více než 200 000 hotelů!

[Brno - ubytování v centru](#)
[www.penzion-brno.com/](#)

Penzion na Starém Brně.
Brno, jeho centrum i BVV na dosah.

[Hotel na jižní Moravě](#)

[www.hotel-iris.cz/Hotel-na-jizni-Morav](#)
Hotel IRIS - to správné místo pro
 Vaši dovolenou, výlet a relaxaci.



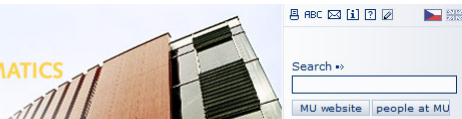
For SEO ...
Implement
the WM



1. Inlinks
2. Keywords
3. Anchor text
4. Metatags ... 17.



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[www.web-usability.co.za](#)

PPC: HOW?

How does it work?

Acoustic guitars
Large selection of hand-crafted acoustic guitars. Free shipping.
www.allworldguitars.com

You create an ad for display in search results.



YAHOO! SEARCH

acoustic guitars

Interested customers search for what you sell.



Acoustic guitars
Large selection of hand-crafted acoustic guitars. Free shipping.
www.allworldguitars.com

They see your ad, click it and go to your website.



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ABC [icons] [country flag]
Search
MU website people at MU



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SEO or PPC?

Wrong question! Ask again ...

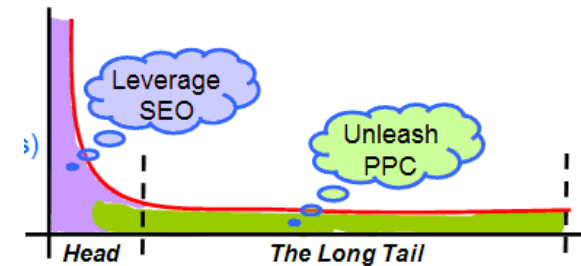
SEO

- Long time to market
 - Cannot switch ON/OFF
 - Draws disinterested clicks
- 
-
- High level of acceptance
 - Cheap in the long run
 - Once done, low complexity
- 

PPC

- Virtually immediate
 - Full control
 - Pulls in targeted audience
- 
-
- Distrust
 - Expenses never stop
 - Campaigns complex to manage
- 

If you can afford to, split your budget across both



website visibility

viditelnost webových stránek



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www.web-usability.co.za



Website Visibility ¹

Why?

It is necessary for any webpage whose owner wants it to be found on the Internet – **try to impress the SE CRAWLER**

What?

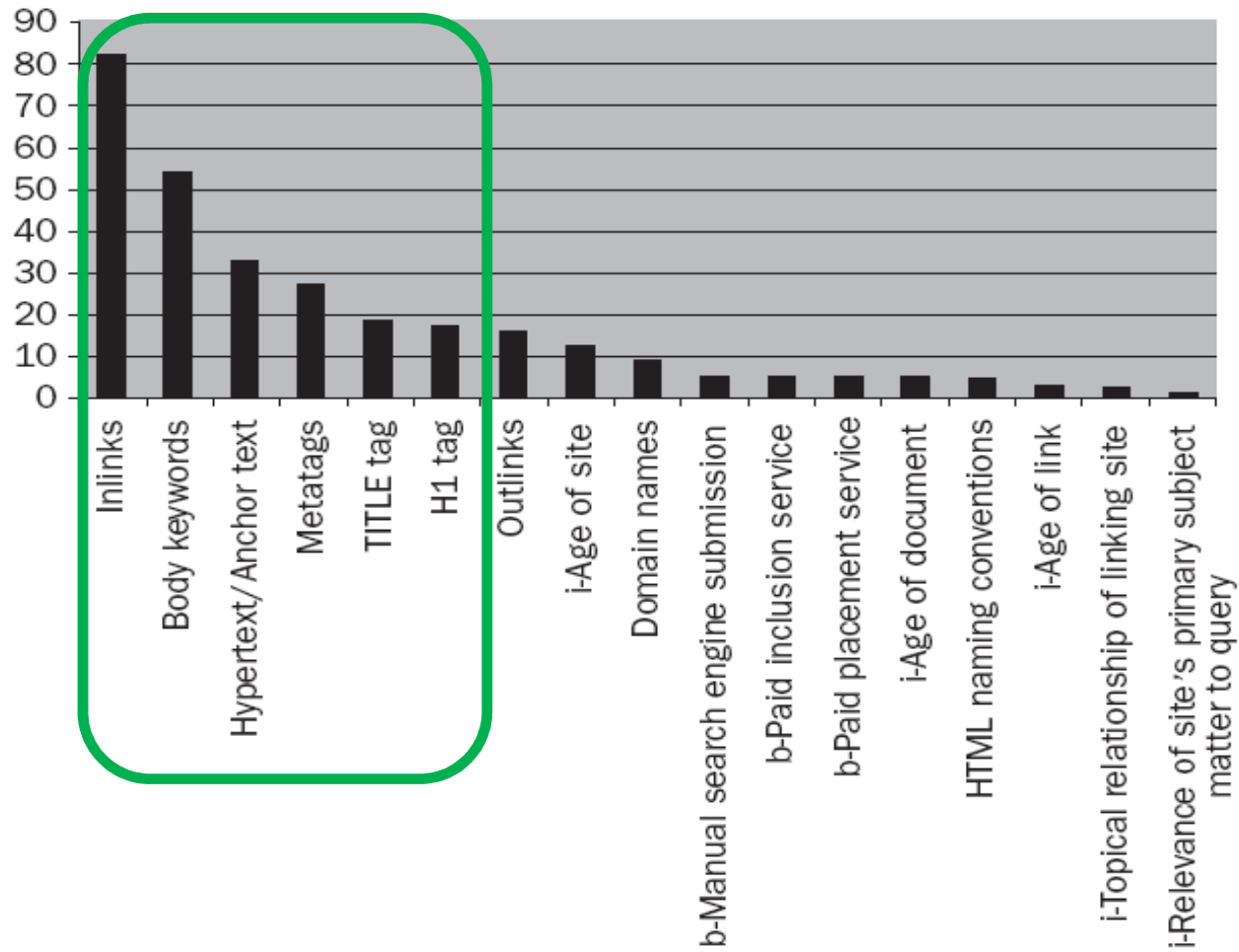
It is a feature of a given webpage. This feature is defined by the degree of ease with which a search engine crawler can find the webpage. Once found, it is further defined by the degree of success the crawler has in indexing the page. A webpage with high visibility can be easily found and has been designed in such a way that a crawler will find a large amount of relevant, easy to index information on the page



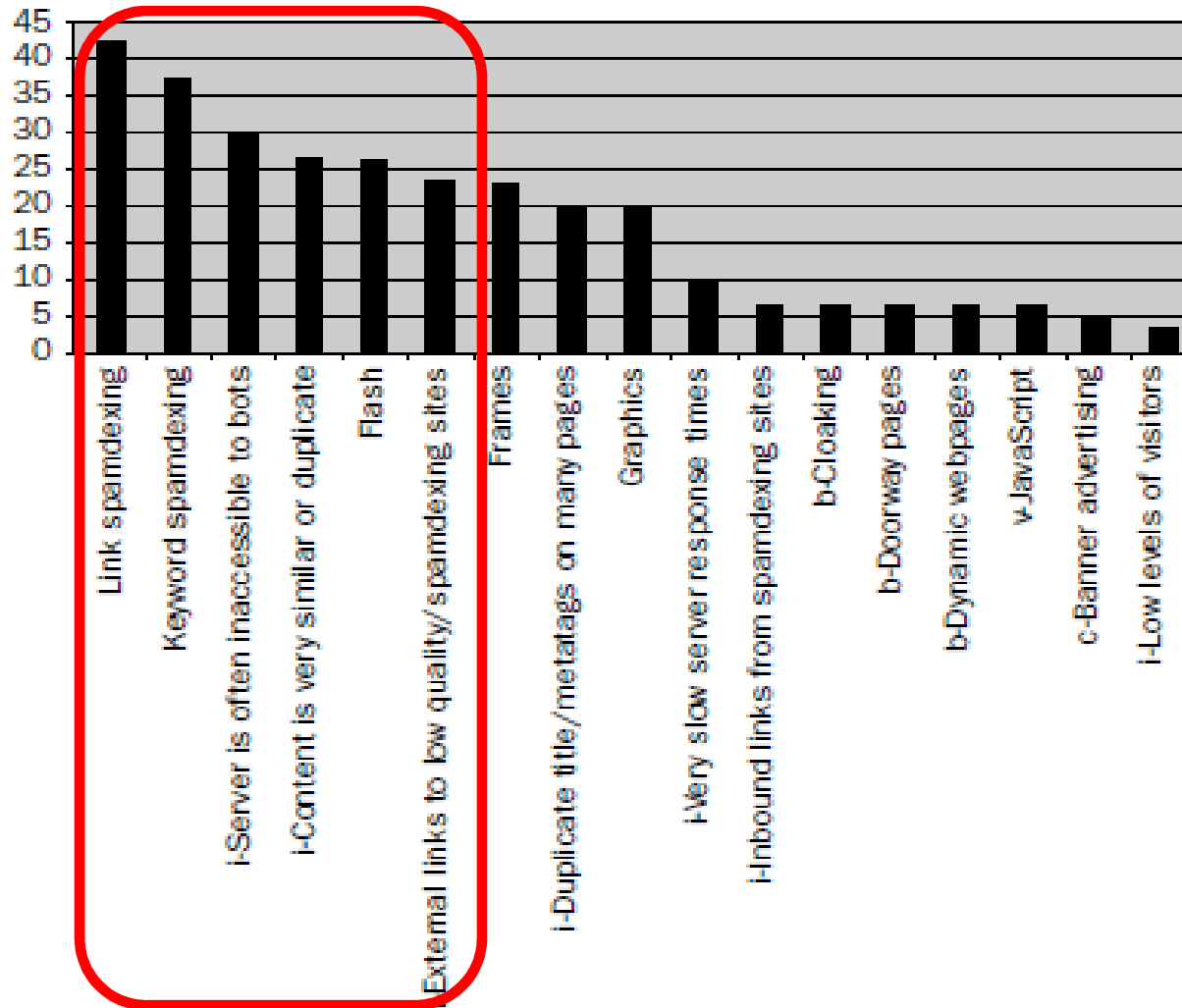
www.web-visibility.co.za
www.web-usability.co.za



Elements of Visibility - Positive



Elements of Visibility - Negative



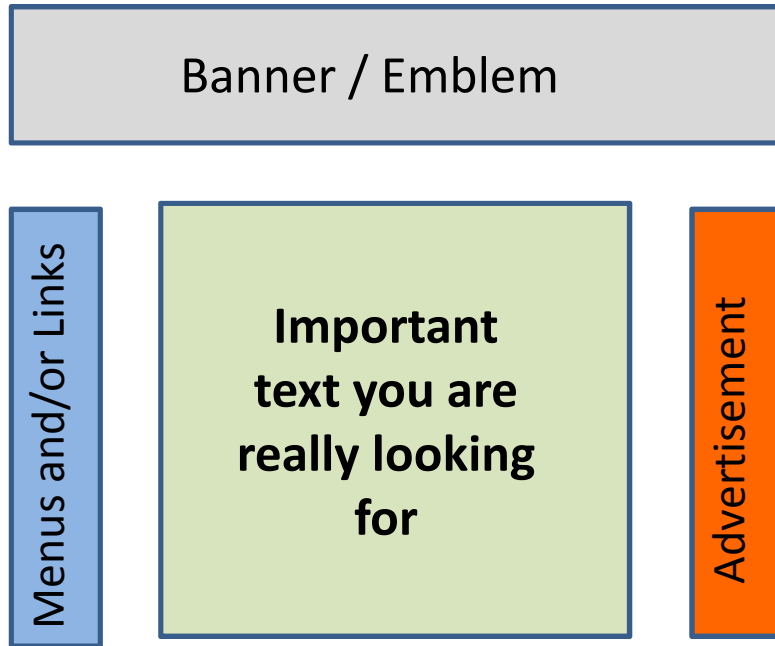
website usability

použitelnost webových stránek



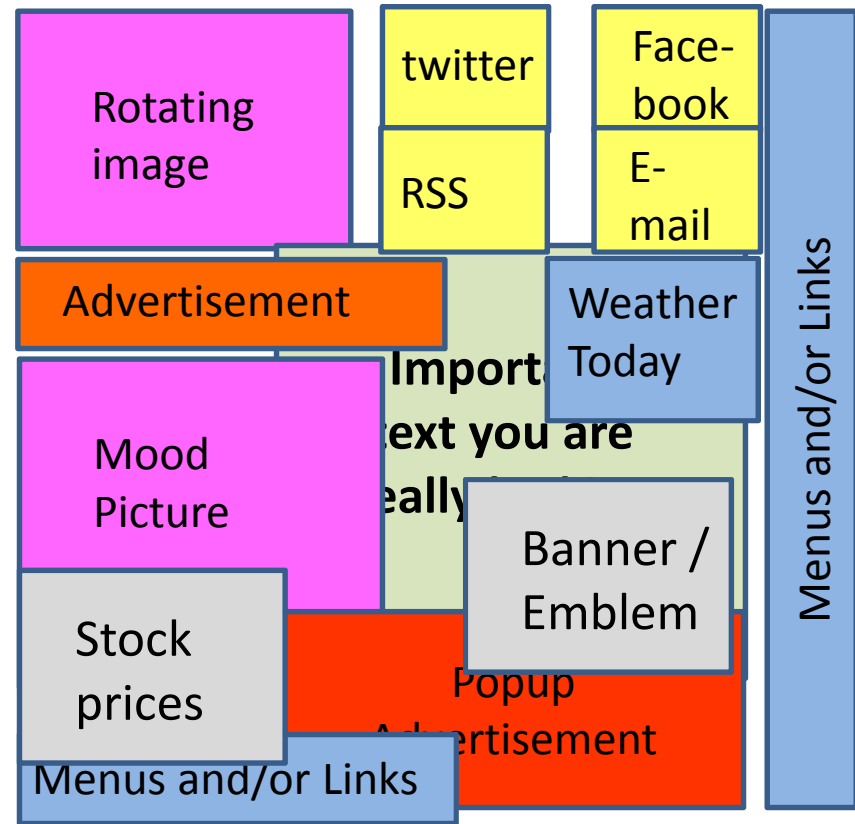
www.web-visibility.co.za
www.web-usability.co.za





The first websites - 1996

BORING!



Websites today - 2014

BETTER?



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www.web-usability.co.za



Website Usability

Why?

To ensure that user can accomplish (a) task(s) easily while working on a website - **try to impress the HUMAN USER**

What?

Usability is a term used to denote the ease with which people can employ a particular tool or other human-made object in order to achieve a particular goal. Usability can also refer to the methods of measuring usability and the study of the principles behind an object's perceived efficiency or elegance. (Wikipedia)

Learnability: How easy is it for users to accomplish basic tasks the first time they encounter the design?

Efficiency: Once users have learned the design, how quickly can they perform tasks?

Memorability: When users return to the design after a period of not using it, how easily can they reestablish proficiency?

Errors: How many errors do users make, how severe are these errors, and how easily can they recover from the errors?

Satisfaction: How pleasant is it to use the design? (Nielsen - use-it.com)



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www.web-usability.co.za



Website Usability – Error 1

The screenshot shows the top navigation of a website. The breadcrumb trail reads "Home > Annual Conference on WWW Applications". The main heading is "Annual Conference on WWW Applications". Below this is an "Announcements" section with the text "Papers accepted for the Port Elizabeth event!". On the right side, there is a user interface panel with the following elements: a "LANGUAGE" dropdown menu set to "English", a "FONT SIZE" section with three buttons labeled "A", "A", and "A" (representing small, medium, and large font sizes), a "USER" section with "Username" and "Password" input fields, a "Remember me" checkbox, and a "Log In" button. A red rectangle highlights the "FONT SIZE" section.

Which font is currently selected? Must I really go through all 3 options and figure it out myself?



Website Usability – Error 2



1 – Card Details

Card Type *

Select...

Select...

Visa

MasterCard

JCB

Maestro

Solo

American Express

Electron

Issue Number Solo only

Payment Status - DECLINED (see below)

Transaction Details

Payment Status: DECLINED (see below)

Date / Time: Jul 12 2009 09:31:16

Merchant: Fitzwilliam College Network Services

Approval Code: -

Payment ID: 090712092928-719-5def1f9b

Amount: £ 10.00

Card Number: *****4654

Expiry Date: 10/2010

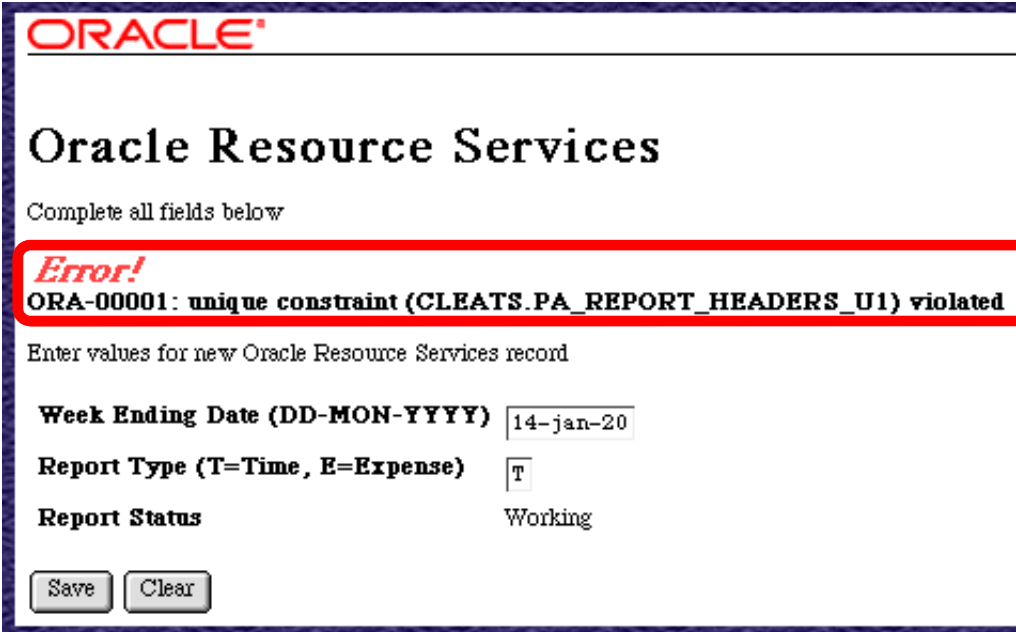
De

Delive
Addre

****This store does not accept American Express. Please try again using a different card type.**

Email:

Website Usability – Error 3



ORACLE

Oracle Resource Services

Complete all fields below

Error!
ORA-00001: unique constraint (CLEATS.PA_REPORT_HEADERS_U1) violated

Enter values for new Oracle Resource Services record

Week Ending Date (DD-MON-YYYY)

Report Type (T=Time, E=Expense)

Report Status Working

- Exposing coding in user messages
- They don't care!!
- Use ordinary language, eg. "The date you supplied is not a workday"

whitehat vs blackhat seo

bílý klobouk proti Black Hat SEO



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Black & White Hat SEO

Whitehats are those website designers that "play nice" and try to follow all of the search engine guidelines to optimize their site



- Creation of high quality Inlinks
- Correct use of targeted keywords
- Correct use of Anchor Text
- Correct use of Metatags

Blackhats are where website designers use backdoors, cloaking, and other tricks to optimize sites



- Inlink Spamdexing
- Keyword Spamdexing
- Duplicate Content
- Invisible Text, etc



Be careful ...

- Think before you spend your money
- Check out the Black vs the White Hats
- You DON'T want Google to do a BMW on your website ...

Last Updated: Monday, 6 February 2006, 15:31 GMT

 E-mail this to a friend

 Printable version

BMW given Google 'death penalty'

Search giant Google has "blacklisted" German car manufacturer BMW for breaching its guidelines.

Investigations by Google found that BMW's German website influenced search results to ensure top ranking when users searched for "used car."

Google has now reduced BMW's page rank to zero, ensuring the company no longer appears at the top.

BMW admitted using so-called "doorway pages" to boost search rankings, but denied any attempt to mislead users.



Some of the suspect pages already appear to have been removed

A successful website

= Visibility +

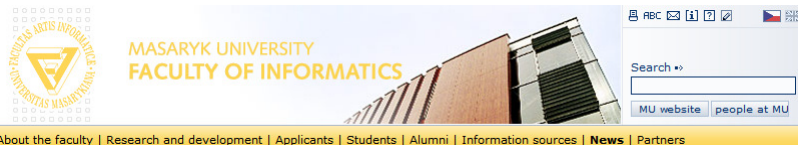
Usability:

www.muni.cz/fi?

Úspěšné webové stránky

= Viditelnost + Použitelnost:

www.muni.cz/fi?



www.web-visibility.co.za
www.web-usability.co.za



MU > FI

appearance

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Search

MU website people at MU

Organizational structure Official notice board Quick links

- **About the faculty**
Mission, Values, Vision • Departments and units • Bodies • Seat • People • Activities • History • Faculty publicity material
- **Research and development**
Projects • Publications • Development • Popularization of research • Academic qualifications • Academic evaluation
- **Services and information sources**
Information systems • Libraries • Study rooms • Shopping Center • Provision of information
- **Media and news**
Press releases • Photo gallery • Calendar of events
- **Study applicants**
Degree programmes • Entrance Examinations • Study application • International students • Contacts
- **Students**
Teaching organization • Services for students • Study abroad • Study assistance • Further education • Recognition of foreign education
- **Alumni**
Alumni activities • Faculty alumni • Alumni network • Association of Alumni
- **Partners and collaboration**
Partnership with the faculty

Faculty WWW pages
www.fi.muni.cz

e-application

ALUMNI CARD
free library entrance

ECTS

[Latest news](#) → [Events](#) → [Press releases](#) →

Currently no news nor events are posted on this page. Archives are available on the pages [Latest news](#), [Calendar of events](#) and [Press releases](#).

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Search

MU website people at MU

About the faculty | Research and development | Applicants | Students | Alumni | Information sources | **News** | Partners

Measuring Visibility - MUNI FI - Ranking

Statistics Summary for **muni.cz**

Muni.cz is ranked #19,806 in the world according to the three-month Alexa traffic rankings. The site is based in the Czech Republic. Compared with the overall internet population, the site's users tend to browse from school and home, and they tend to be men under the age of 45. Muni.cz has a relatively good traffic rank in the cities of Brno (#17), Prievidza (#21), and Brandys Nad Labem (#21). About 50% of visits to this site consist of only one pageview (i.e., are bounces). [Show Less](#)

Alexa Traffic Rank

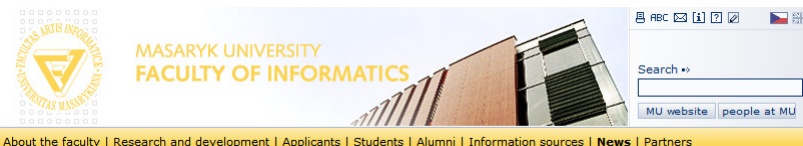
 **19,806**
Global Rank 

 **119**
Rank in [CZ](#) 

Reputation

6,235
Sites Linking In 


(No reviews yet)



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FACULTY OF INFORMATICS

Search

MU website people at MU

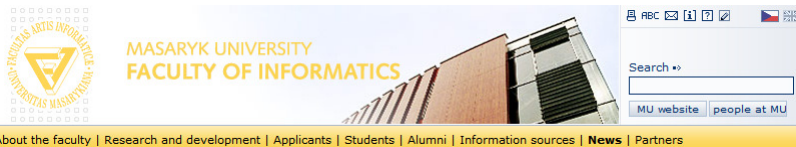
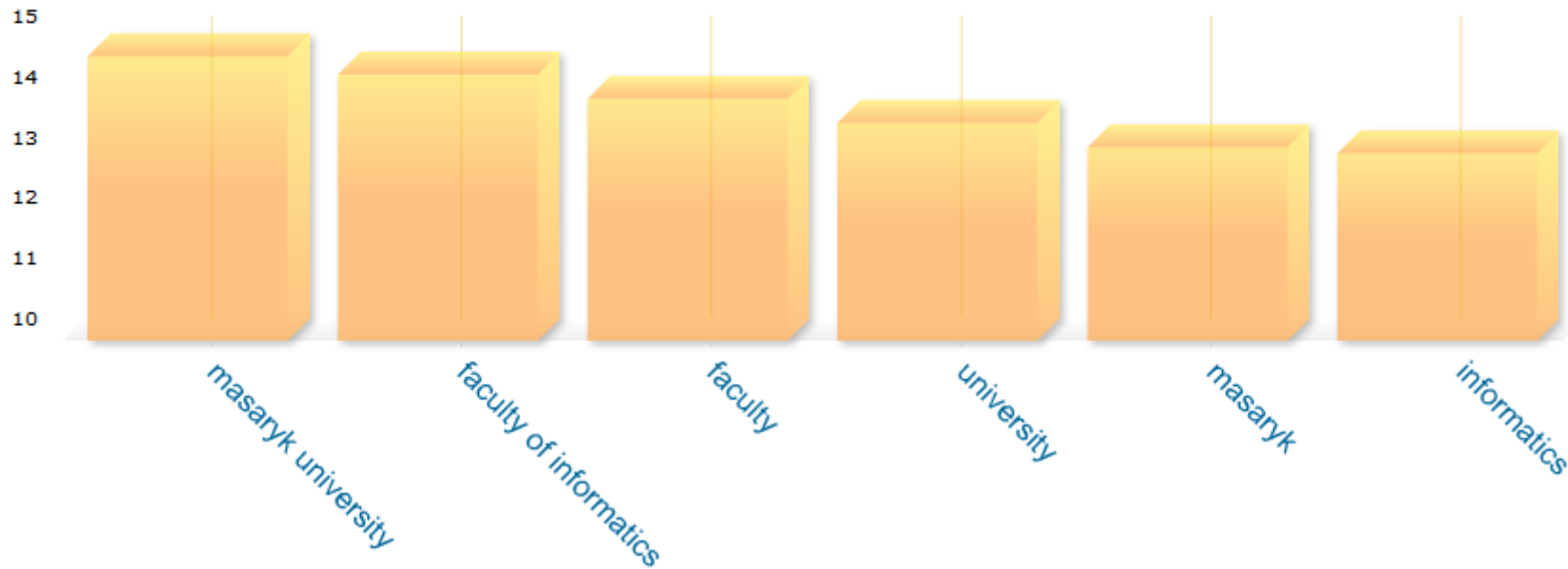
About the faculty | Research and development | Applicants | Students | Alumni | Information sources | **News** | Partners

Measuring Visibility - MUNI

FI – Keyword Density


This page looks like it is optimised for:

faculty of informatics [14.4] * faculty [14.0] * informatics [13.1] * masaryk university [14.7] *
masaryk [13.2] * university [13.6] *




Measuring Visibility - MUNI FI - Blog

✓ Yay! You have a blog!


 You've got a blog, which means you know it's the best way to reach your target audience and grab them with the content they crave. In fact, it might already be the only way to reach them.

<http://www.muni.cz/general/events/calendar/>


✗ It doesn't look like your blog offers an easy way to subscribe by email.

 Hold the phone! Don't you want people to read your new posts? Sure you do! At the very least, you should be offering them the standard RSS, email subscription, and social sharing options.

✗ Is your blog easy to find? No

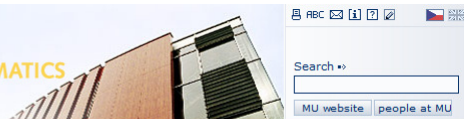
 It looks like you don't link to your blog from your homepage! Seriously? How do you expect people to find your blog if you don't make it easy for them? Fairies?

✗ Is your blog easy to share? No

 Whoopsie! You forgot to add social sharing buttons to your blog. These handy little buttons make it super simple for your readers to share your awesome content on their social networks.



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www.web-usability.co.za

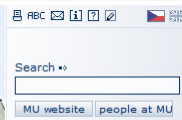
Measuring Visibility - MUNI FI - Inlinks

- ✓ **Your site has 3,850,000 pages indexed by search engines.**
 - i Search engines look for fresh content so that they can serve it up later in search results. If they don't index it, results won't show it. The more fresh content you create, the more often search engines will come back looking for more. It's a beautiful thing. It's the cycle of life.
- ✓ **12,145 other sites have linked to your site.**
 - i Every link to your site is another vote in the giant popularity contest that is the internet. The more sites that link to you, the better you will rank. Keep on creating and sharing all that great content, and you'll keep moving closer to the top of the charts.
- ✓ **Here are 25 authoritative pages that are linking to you.**
 - i It's not enough to just get links from other sites – those sites need to be trustworthy and authoritative, too. Naturally, these are harder to come by. But you're doing great so far – keep it up!

Domain	Linking Page
wikipedia.org	Masarykova univerzita - Wikipedie
yahoo.com	Свежее ...
ec.europa	Lifelong learning - Support measures and network...
wordpress.com	Kat&#039;s log
sourceforge.net	MathML to Braille conversion
opera.com	Mart'ulje - Šílená Mar...
dmoz.org	Open Directory - Reference: Education: Colleges...
unesco.org	http://www.unesco.org/en/university-twinning-an...



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Measuring Visibility - MUNI FI – Social Networks



Are you on Twitter? **No**



@ × I don't have a Twitter account

Update & Run Report

We can't find a twitter account for your company! Seriously? Companies that use Twitter average **2x more leads** than those who don't. Don't you want more leads?



Your homepage has been tweeted **2** times.



According to Twitter, your homepage has been tweeted **2** times recently (usually in the last few days). To increase this, make sure you are including social sharing buttons right on your homepage and creating compelling content.



Your Facebook business fan page has **3,136** fans.

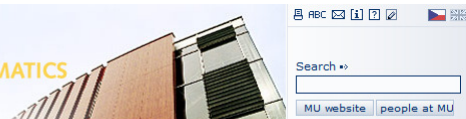


You are clearly friends with Facebook! Social media is only going to have a bigger impact on search rankings over time, and you're definitely working that to your advantage.

<http://www.facebook.com/studujnamuni>



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Measuring Visibility - MUNI FI – General

✓ Do you have a mobile version of your website? **Yes**

i Pretty slick mobile website you've got there, my friend. You're fully on the mobile bandwagon.

✗ Do you have Apple icons? **No**

i The iPhone and iPad both allow users to add a quick link to the desktop of their device for easy access. Don't let a hard-to-see screenshot (which is the default option) rob you of an excellent branding opportunity!

✗ It doesn't look like you are using software to measure your website.

i Are you measuring your website's effectiveness at all? Because it looks like you're operating without the proverbial net out there. You need to hook up some serious analytics if you're ever going to get a handle on what's working and what's not. Remember: Knowledge is power.



usability measurements on muni.cz/fi

měření použitelnosti na muni.cz/fi



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Measuring Usability - MUNI FI – Text easy to read?

Readability Indices

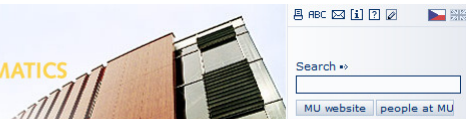
Flesch Kincaid Reading Ease	10.3	
Flesch Kincaid Grade Level	12.7	
Gunning Fog Score	10.7	
SMOG Index	6.5	
Coleman Liau Index	22.8	
Automated Readability Index	11.2	

Text Statistics

No. of sentences	127
No. of words	425
No. of complex words	148
Percent of complex words	34.82%
Average words per sentence	3.40
Average syllables per word	2.28



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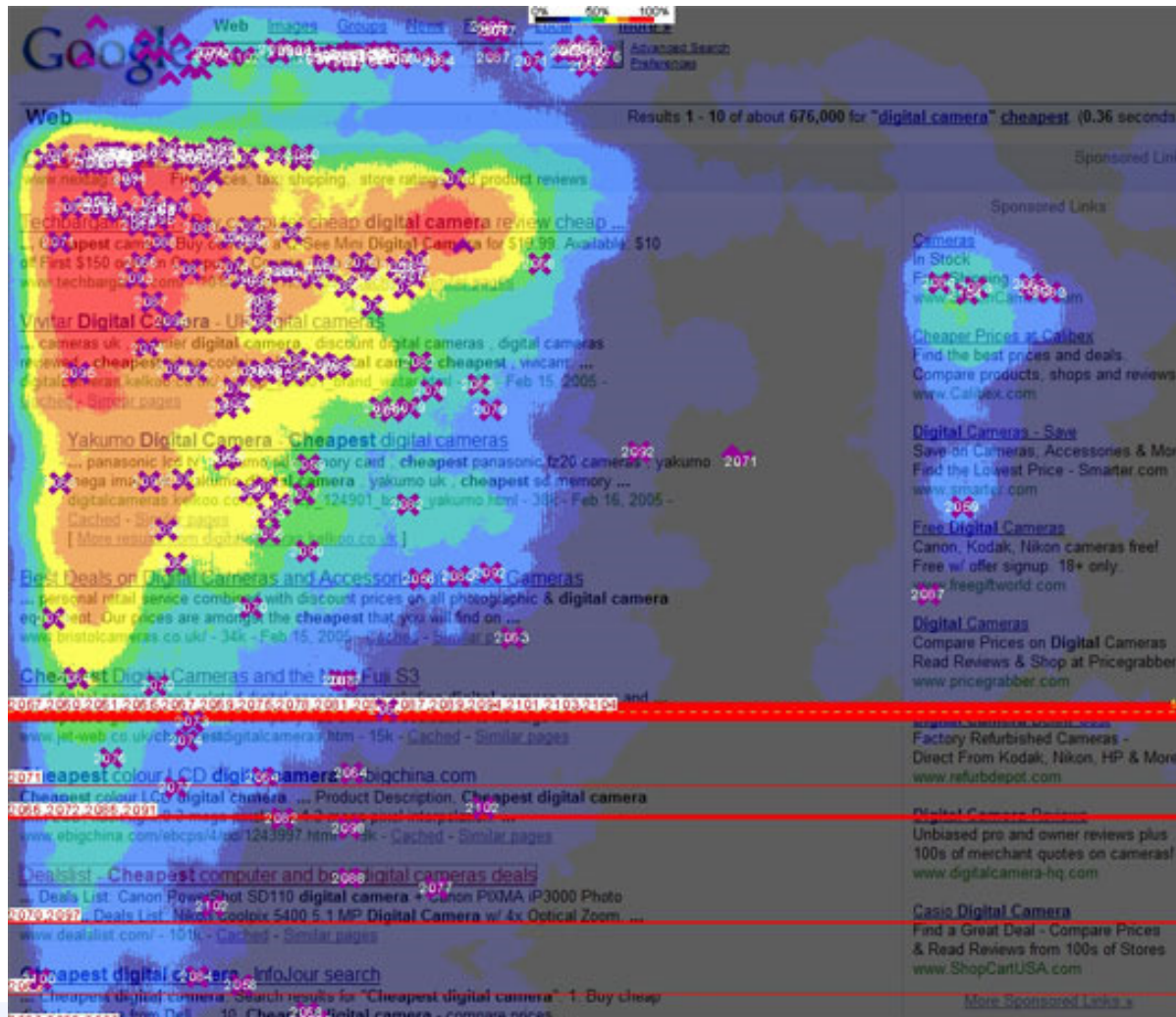


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Measuring Usability - MUNI FI – The F Pattern (Golden Triangle)



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Partnership with the faculty

Faculty www pages
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e-application

ALUMNI CARD
free library entrance

ECTS

Latest news •> **Events** •> **Press releases** •>

Currently no news nor events are posted on this page. Archives are available on the pages [Latest news](#), [Calendar of events](#) and [Press releases](#).

Videos

Weideman Website Visibility Introduction melius vid#001

<http://youtu.be/b1htILDAm8w>

Weideman Website Visibility Search Engine Submission vid#002

http://youtu.be/VAqxArE_6FE

Weideman Website Visibility Analytics melius vid#003

<http://youtu.be/gdnrtCGhmDk>

Weideman Website Visibility Content Writing melius vid#004

<http://youtu.be/odPNNSffscY>

Weideman Website Visibility Metatags melius vid#005

<http://www.youtube.com/watch?v=FSzV2mhRSSQ>

Weideman Website Visibility White Hat Black Hat SEO melius vid#006

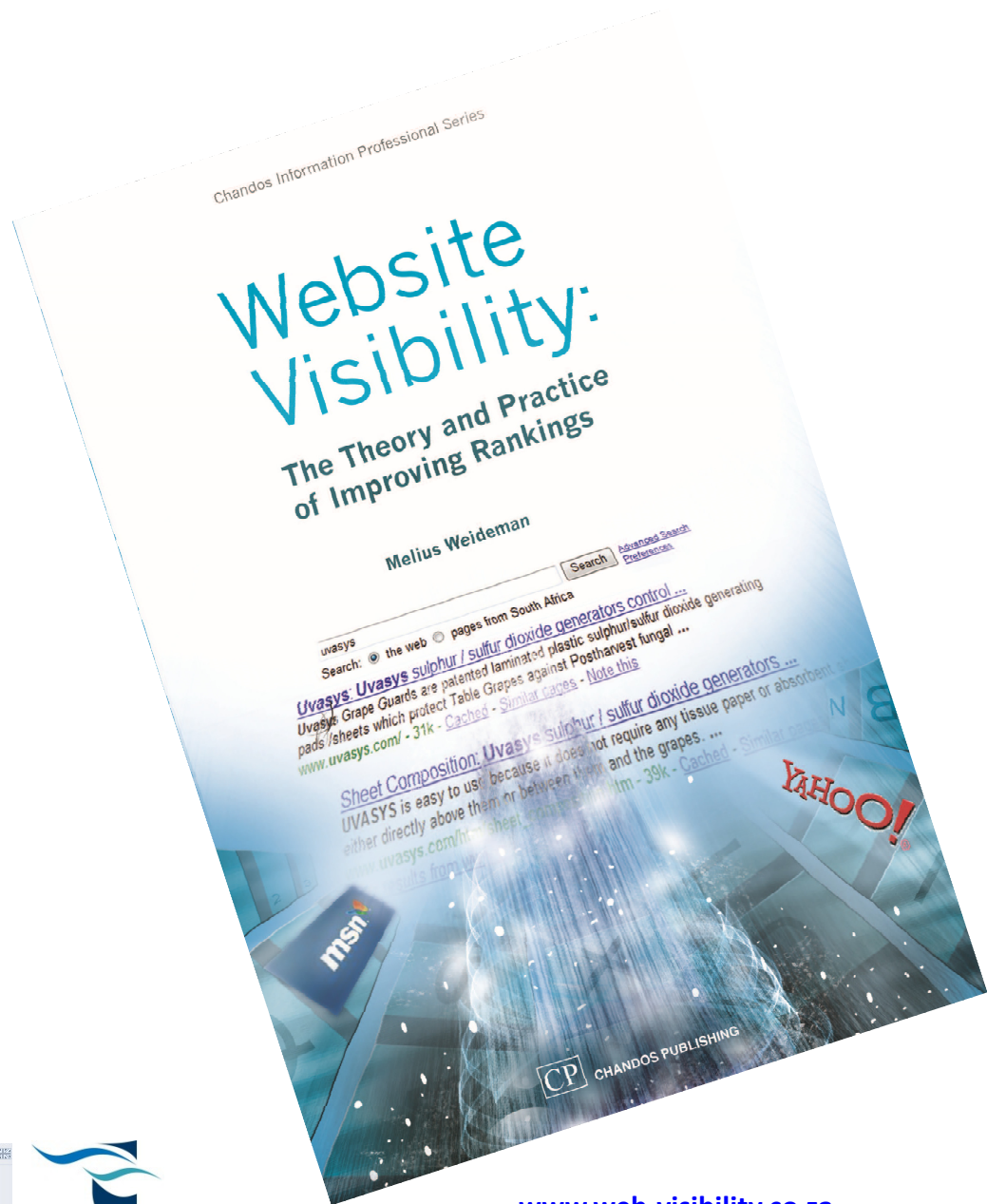
<http://www.youtube.com/watch?v=iHXWbmYv-7E>



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You've Seen the Movie...Now Read
the Book!



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Summary

Your website needs to be on SERP p1 for keyword phrase(s): ...

Choose SEO, PPC or a mix

Compare yourself to competition, and LEARN

Choose a reputable SEO/PPC specialist company

If your memory is short: get those INLINKS, use those KEYWORDS

GO RANK!!!



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nearby 200 million websites

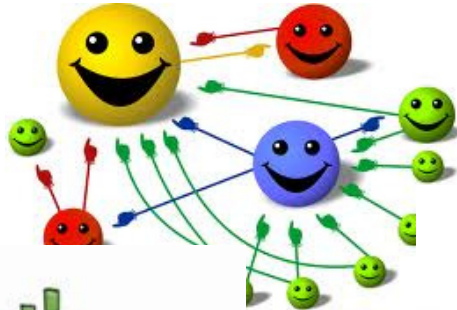
WHERE DO YOU RANK



SEO

Get found on Google
Get more business

Imagine reaching Page 1 on a search engine



Get Your Website On Top!

Quality services provided by our
SEO experts

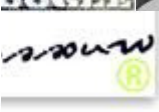


Rankpay

✓ no risk ✓ results-based ✓ smart ✓ easy

SEO

Search Engine Optimization



Search Engine
page Rank Visits
the social Business



SEO TOOL



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SEO TOOLS
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