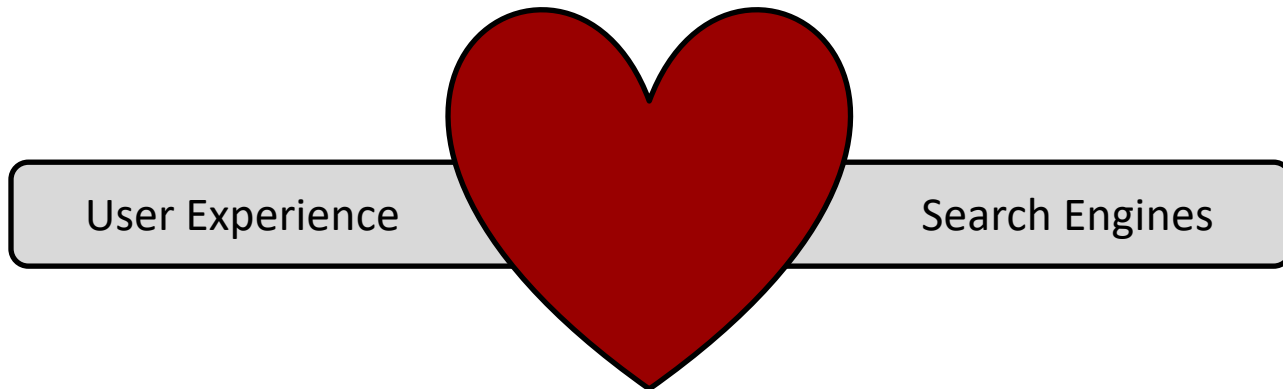


# I'm a UX Designer – and I'm an SEO:

*Working Together to Heal the Rift  
Between Customers and the  
Marketers Who Love Them*



Erin Hawk (UX) and Jonathon Colman (SEO)

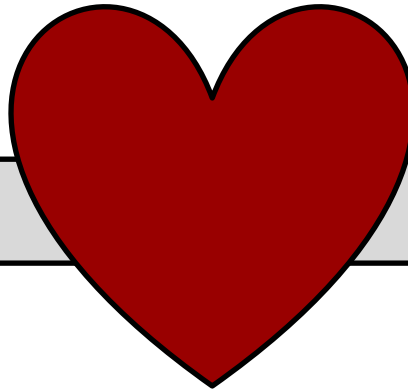
2011 IA Summit: Saturday, April 2

# I'm a UX Designer – and I'm an SEO:

*Working Together to Heal the Rift  
Between Customers and the  
Marketers Who Love Them*

IA SUMMIT WINNER: LONGEST SESSION TITLE

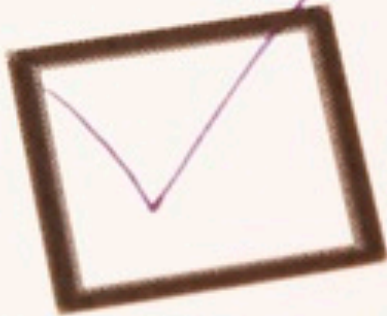
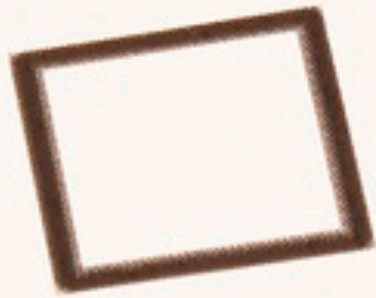
User Experience




Search Engines

Erin Hawk (UX) and Jonathon Colman (SEO)

2011 IA Summit: Saturday, April 2

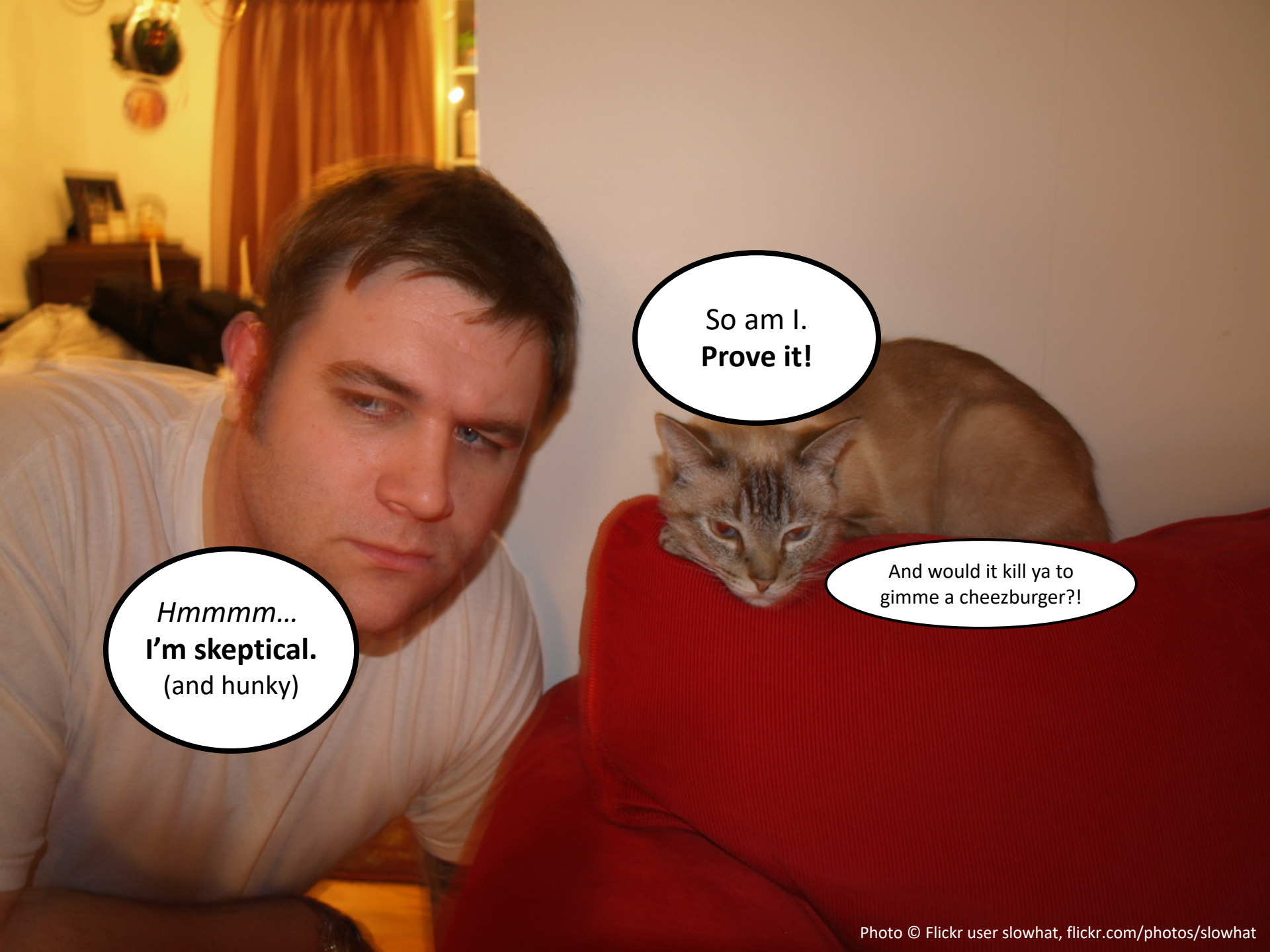


Let's learn about **you**  
with a quick survey...



**Our question:** Can UX and  
SEO be like chocolate and  
peanut butter?





*Hmmmm...*  
**I'm skeptical.**  
(and hunky)

So am I.  
**Prove it!**

And would it kill ya to  
gimme a cheezburger?!



## Top 5 UX design myths about SEO



# SPAM

Ingredients: Chopped pork shoulder  
meat with ham meat added  
and salt, water, sugar  
sodium nitrite.

**Myth:** SEO is SPAM.

# The North Face

Google Search

I'm Feeling Lucky

## The North Face



For over 40 years, [The North Face](#) climbers and mountaineers have [backpacks](#), [hiking boots](#) and [ten](#) survived the craziest conditions [fleece jackets](#), [ski parts](#) and [we](#) Dean Karnazes, have shattered [The North Face trail runners](#) and for the world's most demanding an obsession with quality and p label. As such, this dedication to [clothing](#), such as [The North Face](#) Backcountry.com features the largest selection of [The North Face products you can](#) find online - if The North Face makes it, we sell it.

### [Cotton-Like Vaporwick](#)

Made with synthetic, high-performance Coolmax fabric, these [Pants](#) stand up to rough use and yet have a soft feel.

### [Performance -Ready Fleece](#)

Whether used for warming up or working out, our [fleece](#) include new styles and fabrics:

1. Men's TKA 100 and 200 Delta: Light- and warm-weather fleece that keep wires well-protected, in place and out of the way.
2. Women's Embla Full Zip and Hoodie: Great for layering or as a standalone piece.
3. Men's Chesterton Shirt: A new silhouette in a classic style.
4. [The North Face Denali Jacket](#) continues to set the standard in the industry.

### [Insulation Essentials](#)

The North Face base layer pieces are the key to staying warm in a variety of activities and weather conditions, these light, easy-to-pack pieces are offered in two

## The North Face

### About The North Face

The North Face logo has adorned jackets, shoes, backpacks, gear and apparel of outdoor extremists, enthusiasts and adventurers since The North Face's inception in California in the late '60s. The North Face continues to push the limits of design so you can push your limits outdoors. As long as there's The North Face jackets, shoes and The North Face backpacks, you'll "never stop exploring." The North Face mission partly lies in outfitting extreme alpinists and rock climbers, skiers and boarders, hikers and trail runners. The North Face also outfits adventure travelers and casual adventurers with apparel, footwear, tents, packs and sleeping bags that survive any conditions, any activity, any location. The North Face is more than extreme gear. The North Face's casual A5® Series

### About The North Face

The North Face is one of the most well known activewear brands around. I mean, who hasn't heard of The North Face Denali or even The North Face Khumbu? You don't have to answer that question. It was totally rhetorical. But just like any other brand out there, The North Face had to work hard to get to where they are today. The company was only a twinkle in the founders' eyes in the year of 1966. After years, and by years I mean a few decades, of perfecting and expanding the line of products, The North Face has become what we know today.

As you may know, The North Face makes clothing for the entire family. You can shop men's North Face clothing, women's North Face clothing, and kids' North Face clothing. The North Face jackets are also a hot-ticket item among both casual and extreme outdoor enthusiasts. You can't deny the warmth and breathability of a North Face fleece, like The North Face Denali jacket, or a North Face Insulated Jacket like the [North Face TriClimate Jacket](#). I know I can't deny it. I don't even try to fight it. And you know you can trust the wind blocking abilities and

## th Face



In 1966, two hiking enthusiasts founded a small mountaineering retail store in the heart of San Francisco's North Beach. The company soon became known as The North Face, a retailer of high-performance climbing and backpacking equipment. (The name was selected because in the Northern Hemisphere, the north face is generally the coldest, iciest and most formidable to climb.) In 1968, The North Face

most formidable to climb.) In 1968, The North Face

has set the standard in the industry. With styles such as The North Face Denali jacket and vest. The North



A close-up photograph of a dartboard. The board is made of wood with a black felt surface. The bullseye is a small metal cup containing red powder. The surrounding area is a ring of green powder. The board is divided into segments by metal rods. A white text box with a black border is overlaid on the left side of the image.

**Reality:** SEO is relevancy marketing.



Yep, it's this one.



It's just one tool  
in your belt.

Google AdWords			
Rank	Click Potential	Conversion Rate	Conversion Potential
1	100.0%	100.0%	100.0%
2	59.8%	91.1%	54.5%
3	47.5%	75.1%	35.7%
4	39.0%	72.4%	28.2%
5	34.8%	69.3%	24.1%
6	31.3%	71.9%	22.5%
7	24.0%	67.6%	16.2%
8	20.0%	64.9%	13.0%
9	15.3%	72.3%	11.1%
10	13.9%	87.7%	12.2%

High search rank correlates with high traffic and conversion.



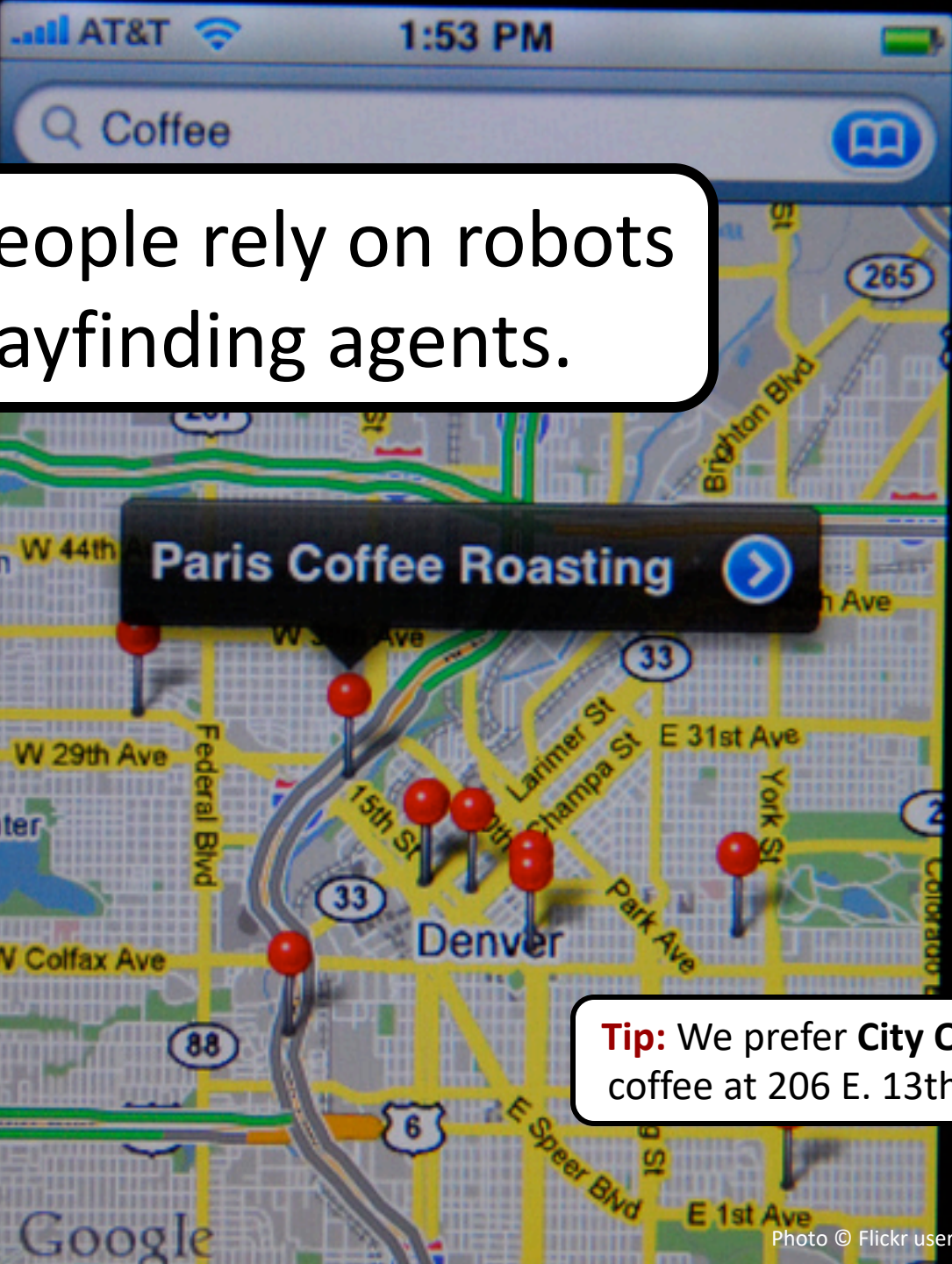
**Myth:** Design is for people, not robots.






**Reality:** Search engines are consumers of your content, too.





...and people rely on robots as wayfinding agents.

**Tip:** We prefer **City O' City** coffee at 206 E. 13th Ave.



**Myth:** SEO seems filled with secrets and mysteries.



Deluxe Nancy Pearl  
LIBRARIAN ACTION FIGURE

ACCOUTREMENTS  
DISTILLERS OF POPULAR CULTURE

With  
Amazing  
push-button  
Shushing  
Action!



**Reality:** So is any discipline...  
when seen from the outside.

WARNING: CHOKING HAZARD. SMALL PARTS. NOT SUITABLE FOR CHILDREN UNDER 3 YEARS.






SEOs are *not* gurus; they're just practitioners. Like you!







...and SEO works best when  
it's built-in to the experience.





**Myth:** SEO is about text, not design.



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 [SEARCH](#)

Let's look at a product page...

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MEM2011. [Get full coupon details.](#)

[Camping & Hiking](#) > [Tents](#) > [Backpacking Tents](#)

[SHARE](#) [Print](#) [Like](#) 371



## REI Half Dome 2 Plus Tent

Product Rating [Read 47 Reviews](#) | [Write a Review](#)

\$199.00

Item # 794296

**REI Members:** This item ships for free! [Learn more](#) about this member benefit.

golden apricot/platinum 2 person

Quantity

[add to cart](#) [add to wish list](#)

**NEW!**

This item may be available in your local REI store.

[find in store](#)



**The new REI Half Dome 2 Plus tent is the extended size version of the popular Half Dome 2 tent. Want a little extra room? This tent is made just for you.**

- The 2010 Spring/Summer edition of Outside magazine says, "It'd be a good tent at any price ... but it's an incredible tent at this price."
- Plus sizing provides more room with an extended floor plan; it's 10 in. longer and 4 in. wider than the standard Half Dome 2
- REI Half Dome 2 Plus tent is a lightweight, weather-worthy backpacking tent for 2 that maximizes livability, access and storage; and the price is unbeatable!
- This tent brings together the successful design philosophy that made the original Half Dome so popular and adds insightful technological updates
- 2 side doors and 2 vestibules offer easy access and personalized storage for each occupant; 2 vents ensure the tent stays well ventilated
- Rectangular floor plan optimizes usable space and allows comfortable sleeping shoulder-to-shoulder or head-to-toe
- Color-coded poles and pole clips ensure an easy setup
- Frame design combines multidiameter Combi poles and unique dual-hub architecture to create nearly vertical side and end walls; the result is spacious area and wide headroom
- DAC Featherlite® NSL poles and engineered plastic hubs combine to offer a high-performance pole set that is strong, durable and lightweight
- Exclusive Tension Truss architecture leverages bound seams to provide low-weight structural stability and to increase interior volume

REI MEMBERS!  
**SAVE**  
**\$39.80**

on this item with coupon code  
**MEM2011** through 4/10/11.\*

**Not a Member?** [Join to use this coupon today!](#)

\*Coupon good on the highest-price item in your cart. [Coupon details & exclusions.](#)

Text is clearly an important part of the experience for humans and search engines.

...but how did they find that product?

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TRAVEL WITH REI

LE

Camping & Hiking Climbing Cycling Fitness Paddling Snowsports Travel

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Categories

- ▶ Tents (142)
- ▶ Shelters (46)
- ▶ Tent Accessories (209)

REFINE BY

- ▼ Brand
  - Big Agnes (62)
  - CGear Multimats (3)
  - Coghlan's (7)
  - Coleman (4)
  - DAC (2)
  - [See All Brands](#)

▼ Sleeping capacity

- 1 (21)
- 2 (44)
- 3 (26)
- 4 (24)
- 5 (1)

## Tents and Shelters

**NEED HELP?** [▶ TRY OUR TENT FINDER](#)

sorted by: [Relevance](#) tents and shelters per page: 20 [page 1](#) [2](#) [3](#) [4](#) [5](#) [next](#) | [next 15](#)



REI Kingd...

Price: \$48

[compa](#)

[compare](#)

[\(16 Reviews\)](#)

[\(90 Reviews\)](#)

Design and architecture affect humans and search engines.



**Reality:** SEO is all about IA, taxonomy, ops, analytics, infrastructure, relationships... UX!

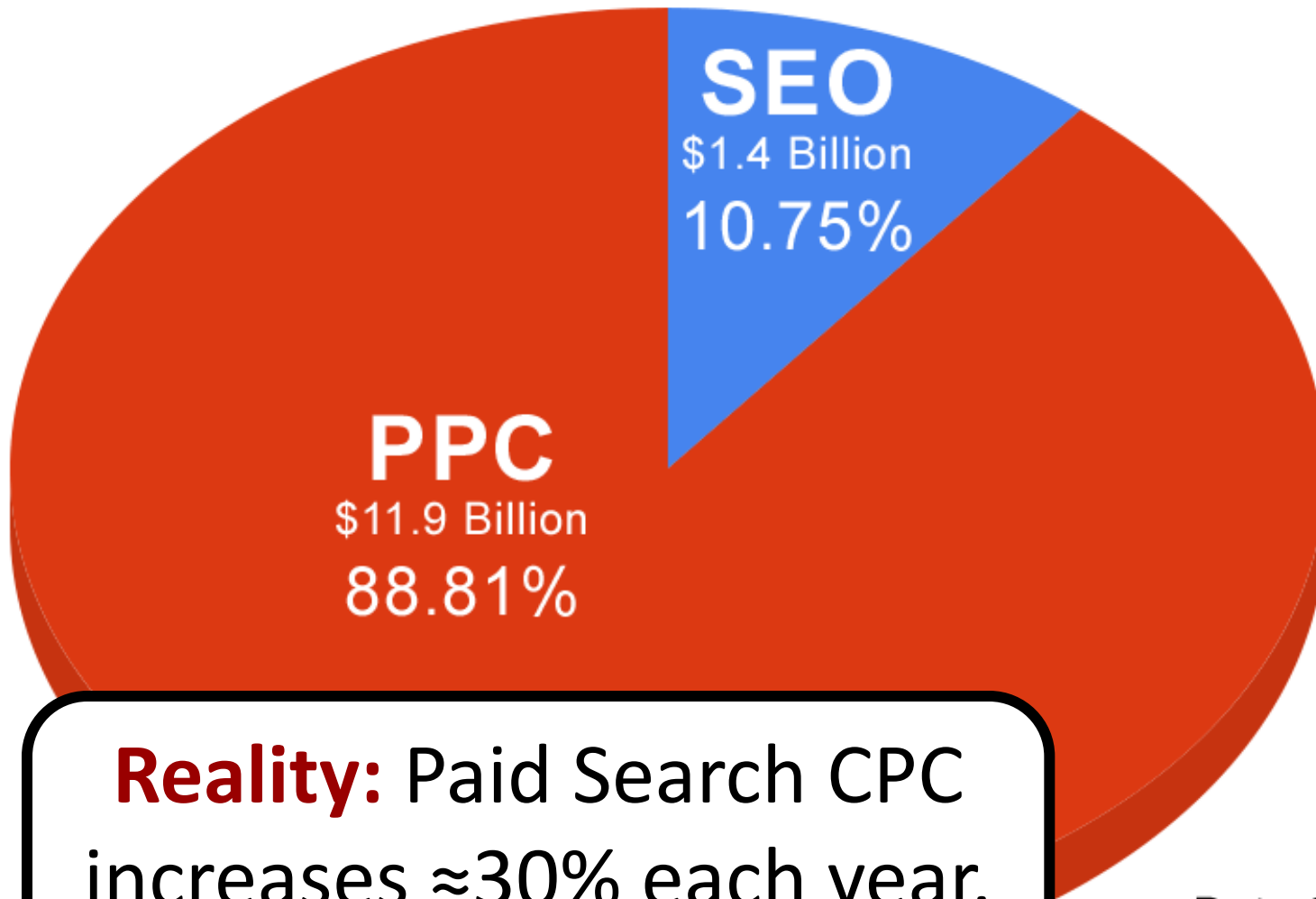


**Myth:** I can rely on advertising for traffic.

SAY IT  
WITH  
FLOWERS

CAROUSEL GIFTS  
FLOWERS  
FOR EVERY OCCASION

# US SEM Spend 2008



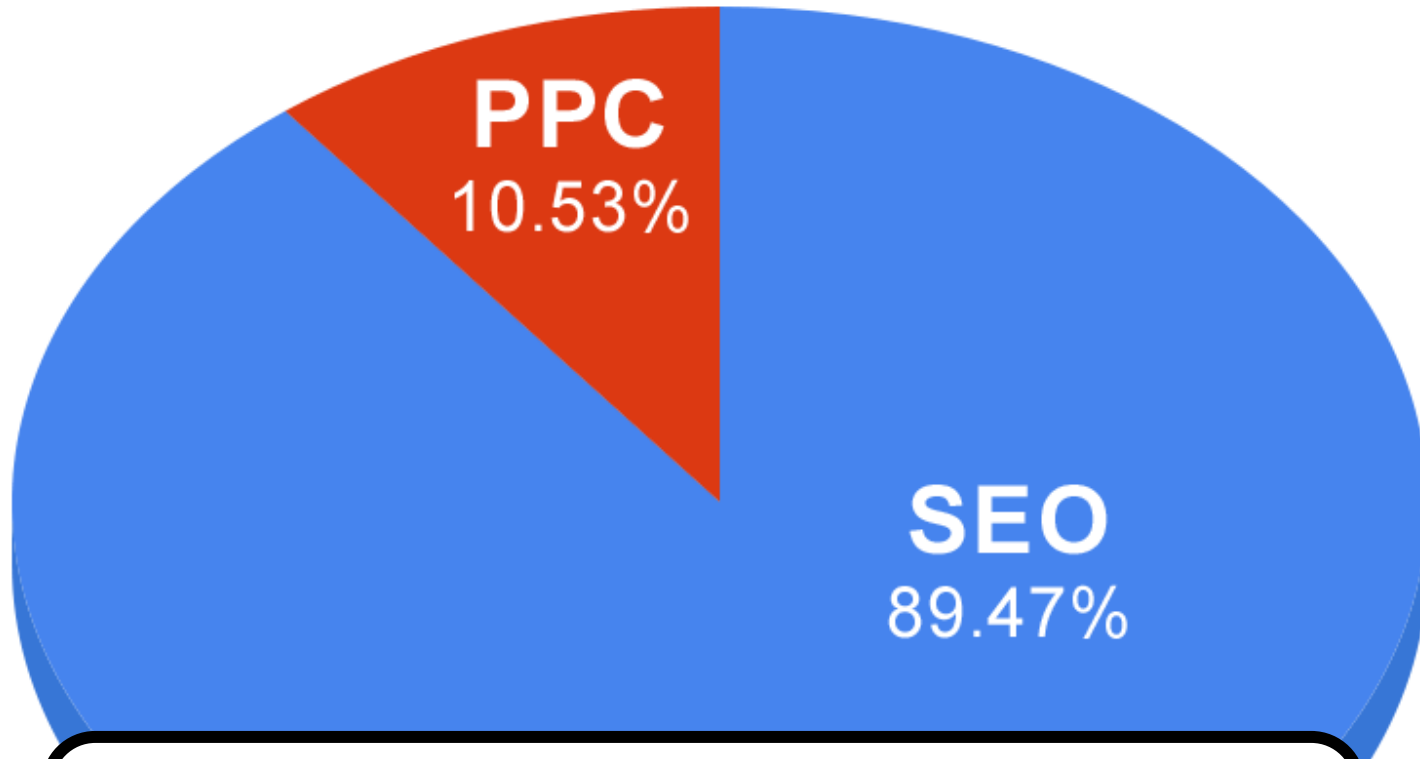
**Reality:** Paid Search CPC increases  $\approx 30\%$  each year. Does your ad budget?

Data Source: SEMPO





# Distribution of Search Clicks




**Reality:** If SEO isn't *at least* 50% of your traffic, it's still growing.

Source: Enquisite



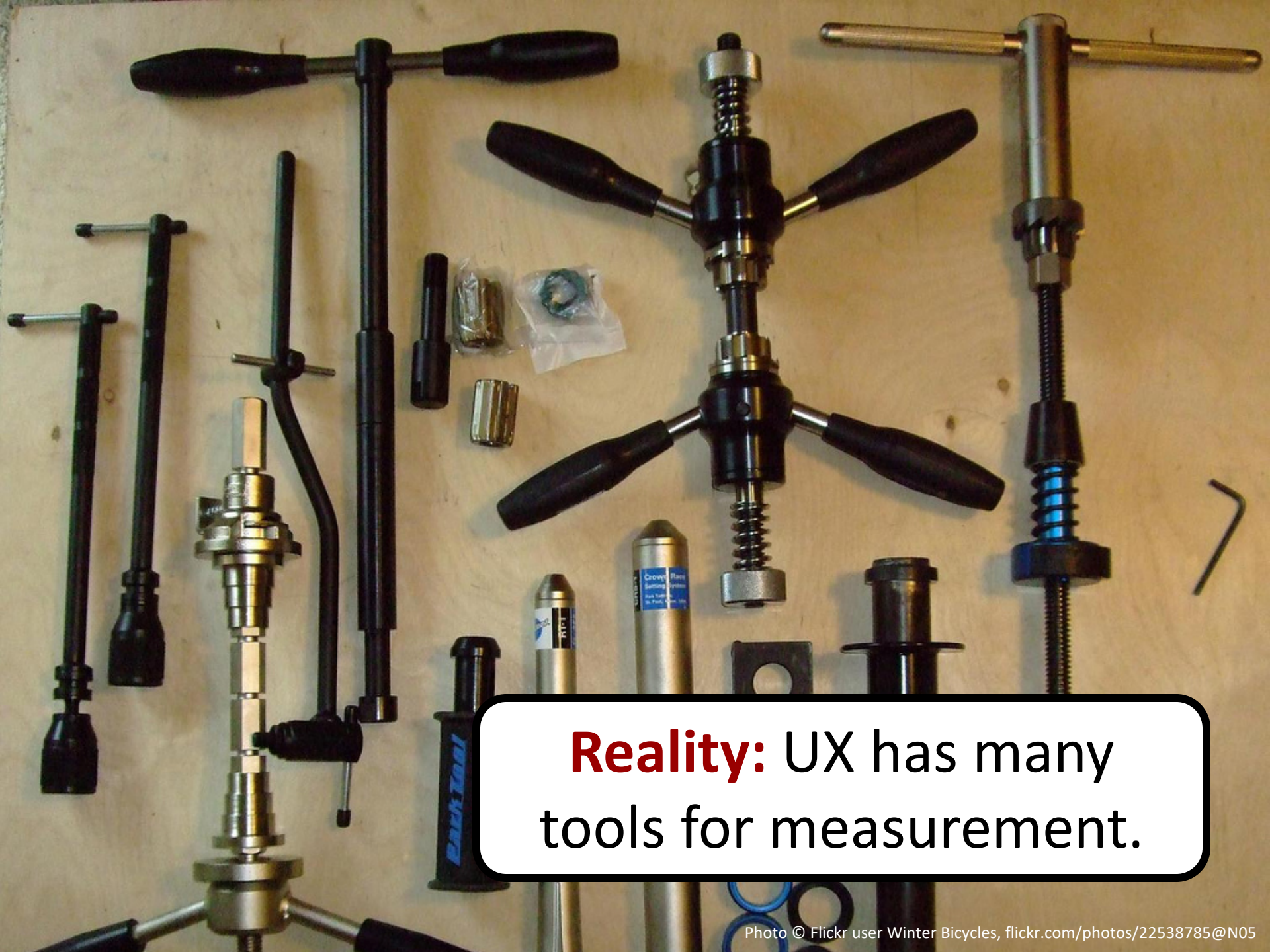
**Top 5 SEO myths  
about UX design**





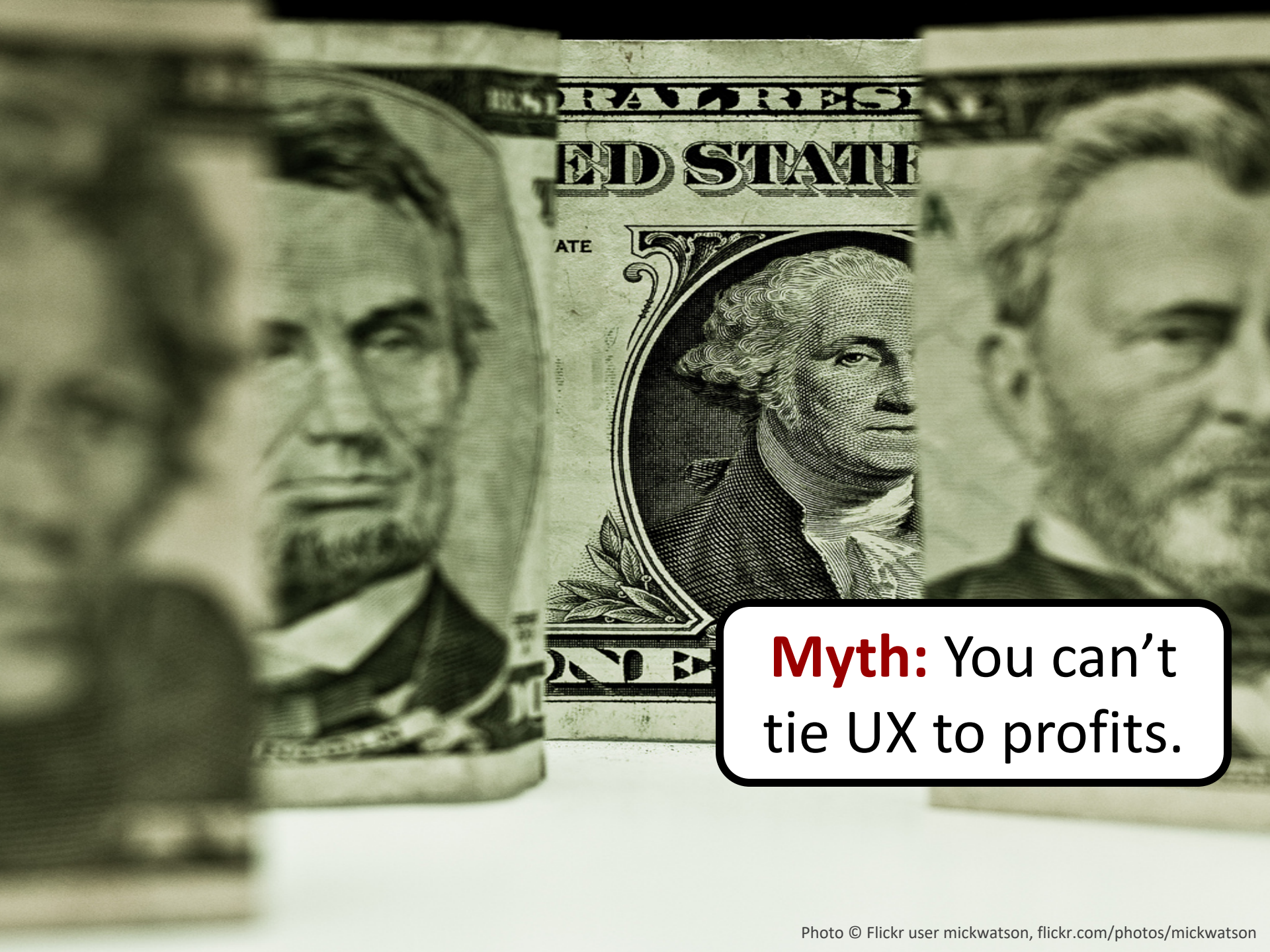
**Myth:** You can't truly measure "experience".





**Reality:** UX has many tools for measurement.





**Myth:** You can't tie UX to profits.

- ① BADLY DEFINED REQUIREMENTS
- ② POOR COMMUNICATIONS
- ③ STAKEHOLDER POLITICS

THE **ROI** OF USER EXPERIENCE

**Reality: ERIN, PUT SOMETHING HERE, pretty please.**







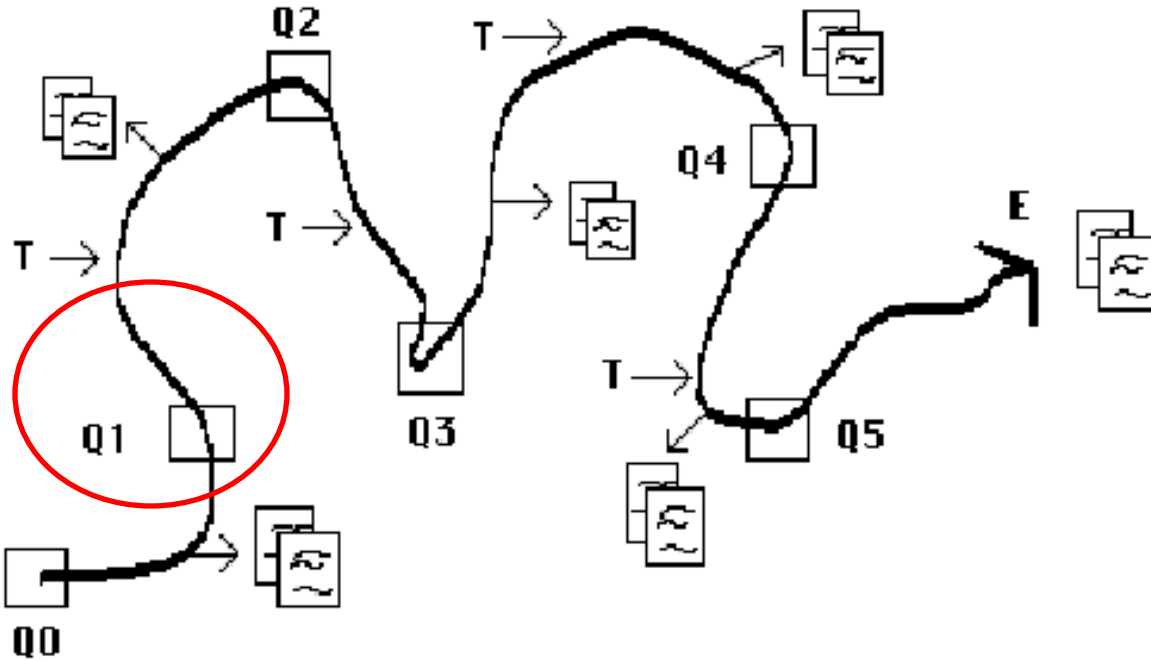
**Myth:** Search solves all  
your navigation issues.



**Reality:** Users often don't know what they don't know.


And that's OK.





...because learning and refining  
is part of their experience.

**FIGURE 2: A Berrypicking, Evolving Search**

A wooden mannequin figure is shown against a dark background. The figure is made of light-colored wood and has a rounded head, a torso, and two arms. The arms are positioned outwards and slightly downwards. A white text box with a black border is overlaid on the mannequin's head area. The text inside the box reads "Myth: I already know our customers!".

**Myth:** I already know our customers!



OK, so which  
one am I?



**Reality:** You don't know  
Jack. Or Jill! Until you test.





**Happy**



**Sad**



**Excited**



**Sleepy**



**P**



**Myth:** The user's feelings don't matter.





Which one of these  
people will come back?  
Or recommend you?



**Reality:** Satisfied customers  
are your best referrers.

Actually, the user  
doesn't matter.





**Reality:** Search engines can't buy anything from you.





Time for our  
group exercise!



The North Face Apex Bionic Jacket



Search

[The North Face Apex Bionic Jacket - Men's at REI.com](#)  

Mar 8, 2008 ... This **jacket** from **The North Face** is great for mildly aerobic activity in cold temperatures and damp conditions—Steve Austin would be envious!

[www.rei.com](#) > ... > [Men's Jackets](#) > [Men's Soft Shell Jackets](#) - [Cached](#) - [Similar](#)

Witty, huh?



**Scenario:** This is a product users like. REI ranks well for its name. And it drives traffic.

▶ SEARCH

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[Men's](#) > [Men's Jackets](#) > [Men's Soft Shell Jackets](#)

[SHARE](#) [Print](#) [Like](#) 55



## The North Face Apex Bionic Jacket - Men's

When customers click on the search result, they get a "Product Unavailable" page.

### People Also Viewed





 [SEARCH](#)

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**But guess what?** We have a newer version of this product in stock!

STEWARDSHIP

[Brands](#) [All Categories](#)

[Print](#) [82 people](#)



## The North Face Apex Bionic Jacket - Men's

Product Rating  [Read 13 Reviews](#) | [Write a Review](#)

\$129.00

Item # 799081

**REI Members:** This item ships for free! [Learn more](#) about this member benefit.

Choose your Color/Size

[Size Chart](#)

But it's located at a different URL that does not rank well in search.



DE

[find in store](#)





**What would YOU do?**

**Split into two teams...**

**Team SEO:**

What would you do to improve findability and drive traffic to the new version of the jacket?

**Team UX:**


What would you do to reduce bounce rate on the old jacket and improve conversion for the new version?





## Nice work!

This stormtrooper demands that you hug it out now.



**So...** Can we make UX and SEO be like chocolate and peanut butter?

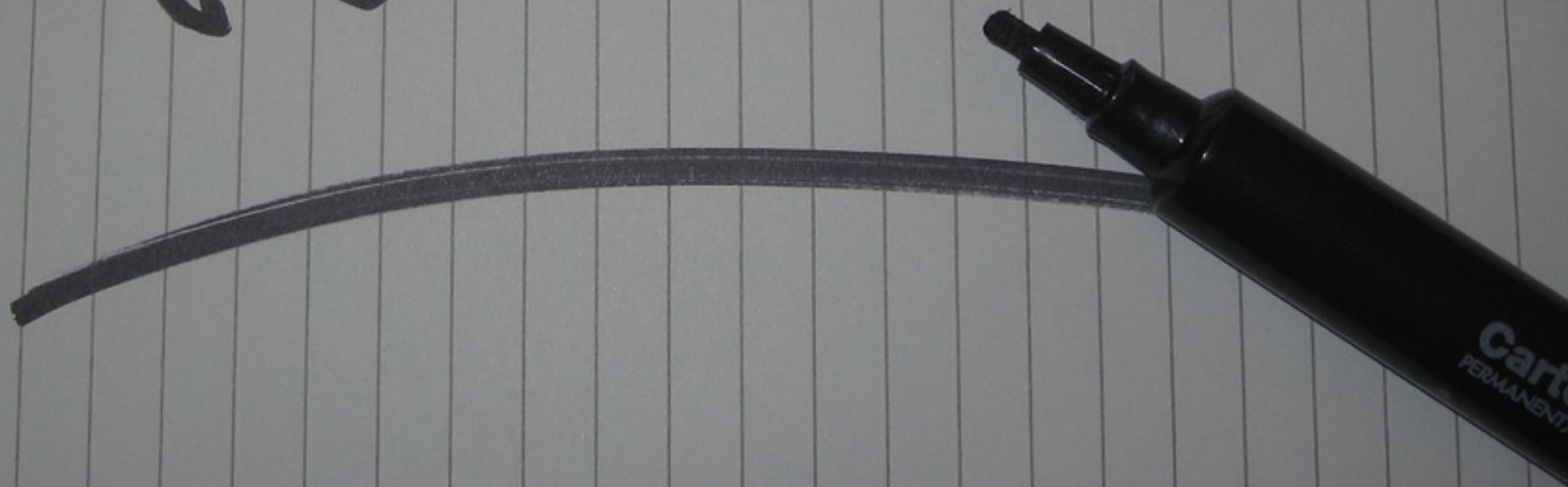


YES

WE

CAN

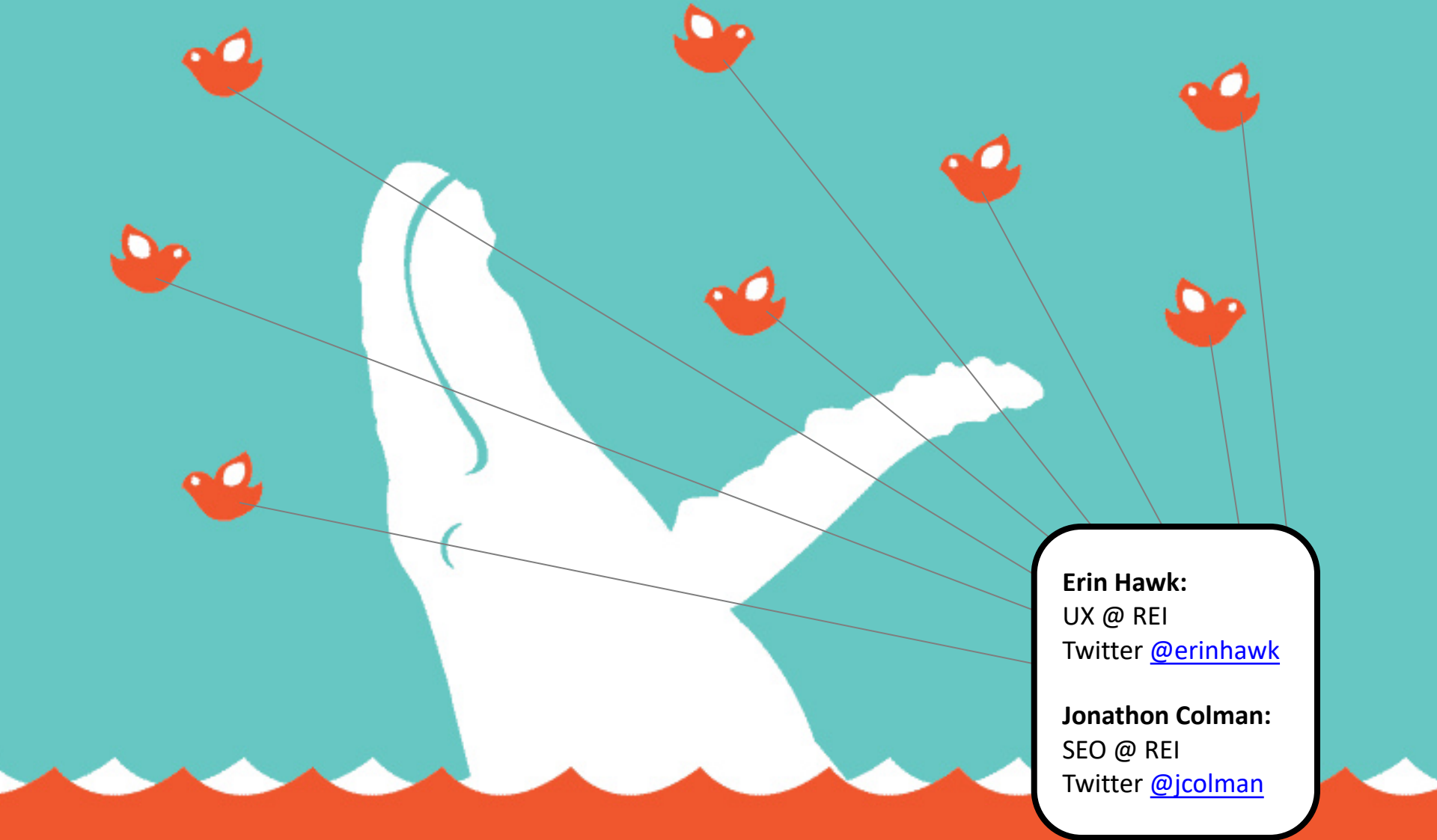
Questions?







**Want more SEO/UX resources?**  
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**Erin Hawk:**  
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**Jonathon Colman:**  
SEO @ REI  
Twitter [@jcolman](https://twitter.com/jcolman)

# Not all Whales are Fail Whales