

SEO Training: Usability and User-Centered Design (WEBUSA, 2 jours)

Description

The course Usability and User-Centered Design (Web and SEO Training) teaches you to design a web site that is appealing, functional, user-friendly and search engine compliant. You will learn to develop user profiles and usage scenarios, to plan, structure, develop and test site navigation to maximize the user experience. Students will explore a number of hands-on tools used in user interface design, and troubleshoot a range of existing websites to develop their critical eye. Participants will also explore how writing online content differs from traditional communication. Finally, this course will also introduce participants to the principles of search engine optimization (SEO), and provide tips and techniques to ramp up website rankings.

Tarifs

- Tarification: \$1,500/person
- Rabais de 10% lorsque vous inscrivez 3 personnes.

Plan de cours

Introduction

Principles of user-centered web design

Why will user-centered design improve your business?

Understanding your audience

Creating user profiles and usage scenarios

Communication and the Web

Guiding the audience

How we search: Scanning versus reading

The power of visuals

Writing and editing online content

5 top layout tips

Using cascading style sheets

Designing for Usability

What is usability?

Planning your web structure

Principles of user-friendly navigation

Categories of navigation: structural, associative and utility

Using street signs and breadcrumbs

Adding visual elements

Designing for accessibility

Designing for devices: mobile, desktop, tablets and more

Overview of key web design tools for UI

Designing for SEO

The importance and power of search engines

Understanding Search Engine Optimization (SEO)

Using site maps, headings, tags, keywords and links to maximum effect

Using redirect, alt text and meta descriptions

Understanding data analytics

Usability Testing

Planning to test

Top tips for usability testing

Testing user profiles and use cases

Testing different search engines

Testing different operating systems

Usability testing tools

Building for the long-term

Building a relationship

Conversion Optimization versus User Experience Optimization

Customer Feedback and Continual improvement