

Improving Website Usability and Search Engine Optimization for Bold Content Video

Abstract

This project is to work with **Bold Content Video** to revamp their current company website and **to enhance SEO with UX factors and better website usability that can bring in new visitors, and get more search traffic for Bold Content Video's website** to contribute the business success as users grow more engaged and can conduct with less friction.

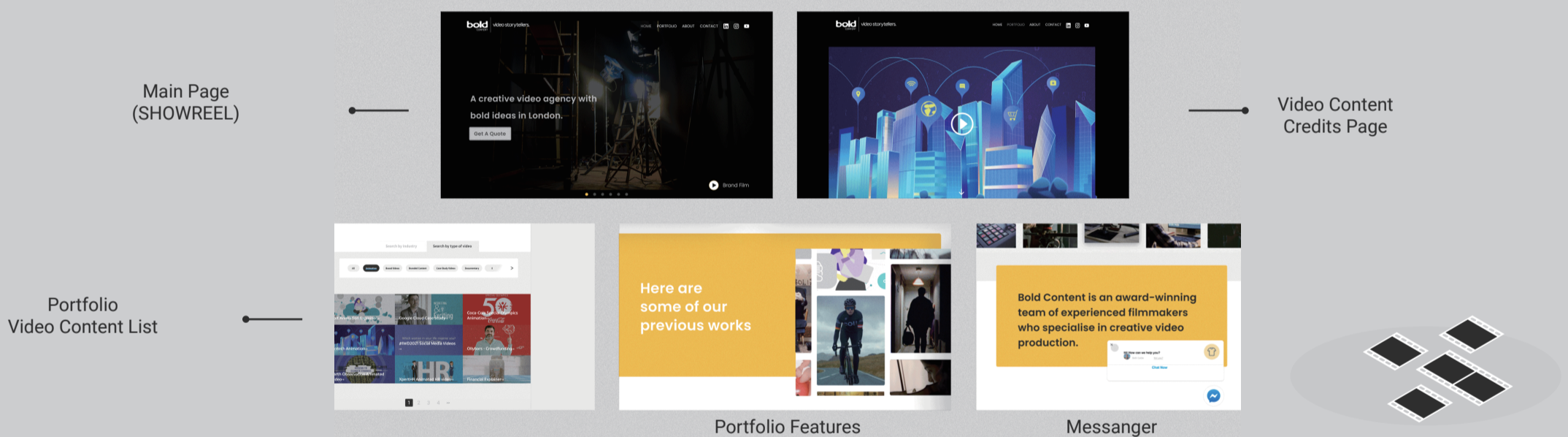
Introduction & Background

The company's website is the primary source of new business, and over 75% of the visitors come from search engine organic visits. (there aren't paid search ads). Furthermore, compared with the 3 main competitors, the company's keywords ranking was relatively low. Therefore, in order to attract more people to click, visit the site, and view the portfolio, this project is to improve and balance usability and SEO to provide a better user experience for Bold Content.



Design Diagram

The final design of the website was based on the results of user research, user testing, and user preference content.



Research Methodology

Several research methods and user study methods are used in the research and design process. **Thematic analysis** was incorporated by evaluating 50 reviews on Google and the criteria for participants meet the initial user research to conduct the interview. **User interviews** are to find and understand user requirements and pain-points, thus to categorize information, define **user journey map & persona**. **Usability tests** are to validate 2 hypothesis prototypes.



Research Results

The user interviews resulted in the collection of quantitative and qualitative data, including the Click Test task success rate, the time required to complete each task, and their feedback, search behaviors, keywords, and suggestions during the interviews. 2-hypothesis prototypes have different features, user flows. The final hi-fid prototype have the combined advantages based on click test task, and the card sorting which organised the website's information and how it all fit the contents together.

Conclusions & Future Works

This paper is intended as a guide of recommendations for future iterations of Bold Content Video's web designers, with an SEO keywords plan and page experience of visual explanation and justification via a high-fidelity prototype. The final website design decision was based on hypothesis prototypes click tests, and in-depth interviews with the potential users. For the website usability and user engagement, the future work can be focused on integration of mobile experience and user testing and interviews with the company's existing users and stakeholders, with the goal of categorising and mapping the usage scenarios that are currently in use. For the SEO of the website, the future work would entail conducting similar research activities while taking into account social media advertisements and link building with appropriate parameters with the keywords.

