

BRIGHTEDGE
CHECKLIST

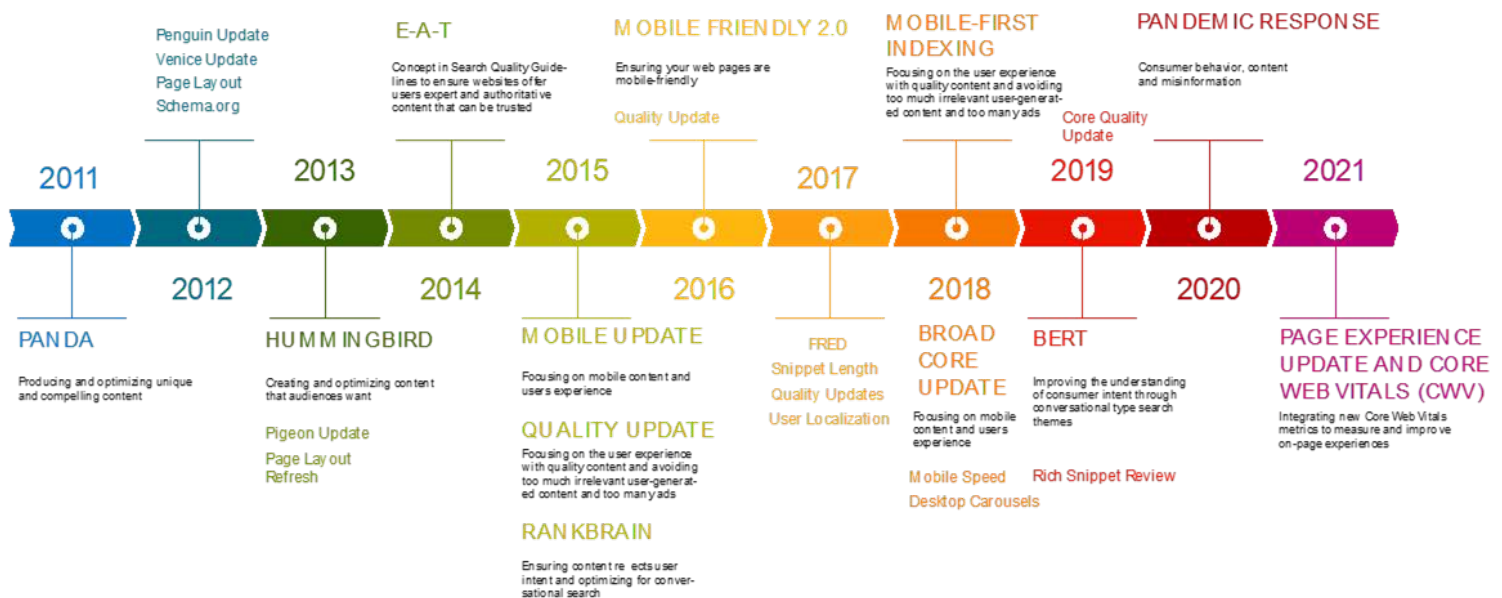


ALIGNING
SEO *AND*
USER EXPERIENCE
WITHIN THE
BRIGHTEDGE
PLATFORM

The background of the entire page is a dark blue or black field filled with numerous thin, concentric circles that create a ripple effect, drawing the eye towards the center. On the left side, there is a single, solid vertical blue line that extends from the top of the text area down towards the bottom of the page.

WHY ALIGNMENT BETWEEN SEO AND UX IS IMPORTANT

UX HAS BEEN AT THE FOREFRONT OF SEO FOR DECADES



SEO FACTORS ARE OFTEN USER EXPERIENCE FACTORS

1. Reducing load times reduces user bounce rates

- Reducing Largest Contentful Paint can improve conversions by as much as 15%
- Your audience has other things they want to do, respect their time

2. Improving Cumulative Layout Shift (CLS) provides your audience a visually stable and engaging experience

- Layout shift disrupts the user experience and annoys your audience
- Annoyed users don't convert well

3. Optimizing the right page for the right keyword improves engagement

- The faster your site addresses the users query, the crisper their experience is
- Users are less likely to return to a website they feel is poorly designed or broken



LEVERAGING BRIGHTEDGE FOR SEO AND UX COLLABORATION

CHECKLIST

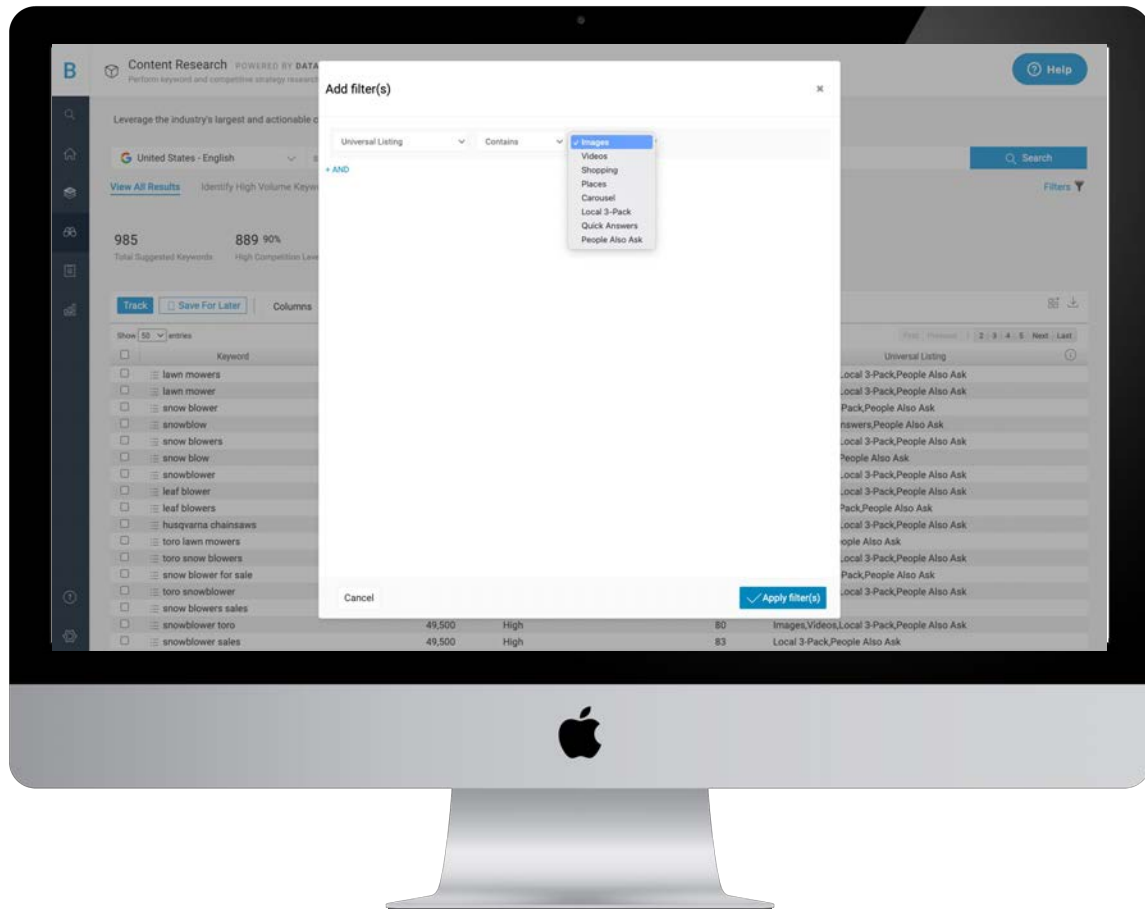
To help guide your teams, we've compiled a checklist you can use to plan your collaboration and keep it on track.

- ✓ DEFINE INTENTS FOR UX
- ✓ DESIGNATE KEYWORD GROUPS FOR UX
- ✓ CONNECT PAGES TO INTENTS
- ✓ HELP UX TEAMS VISUALIZE JOURNEYS
- ✓ MANAGE WORKFLOWS
- ✓ TEST PAGES FASTER
- ✓ PICK LOW HANGING FRUIT

Let's get started.



Define Intents for UX

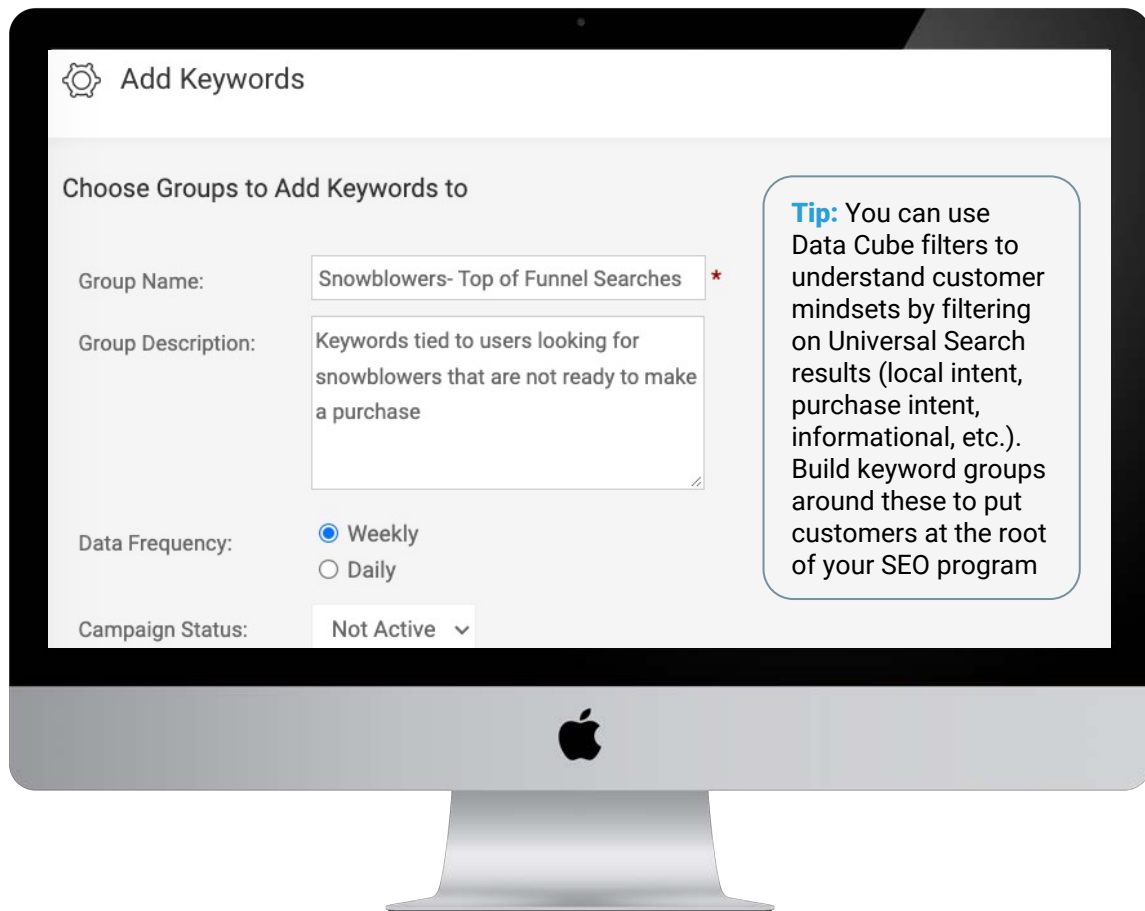


Use Data Cube to filter by Universal Listing to understand intents

- In addition to filtering by keywords, Data Cube can also filter by universal results.
- Help UX teams understand what intents are behind keywords to help define the page pathway
- **Tip:** combine different results by using +ADD to simplify what you share. For example, "Local 3 Pack + Shopping" can define what keywords have a specific transactional intent



Designate Keyword Groups for UX

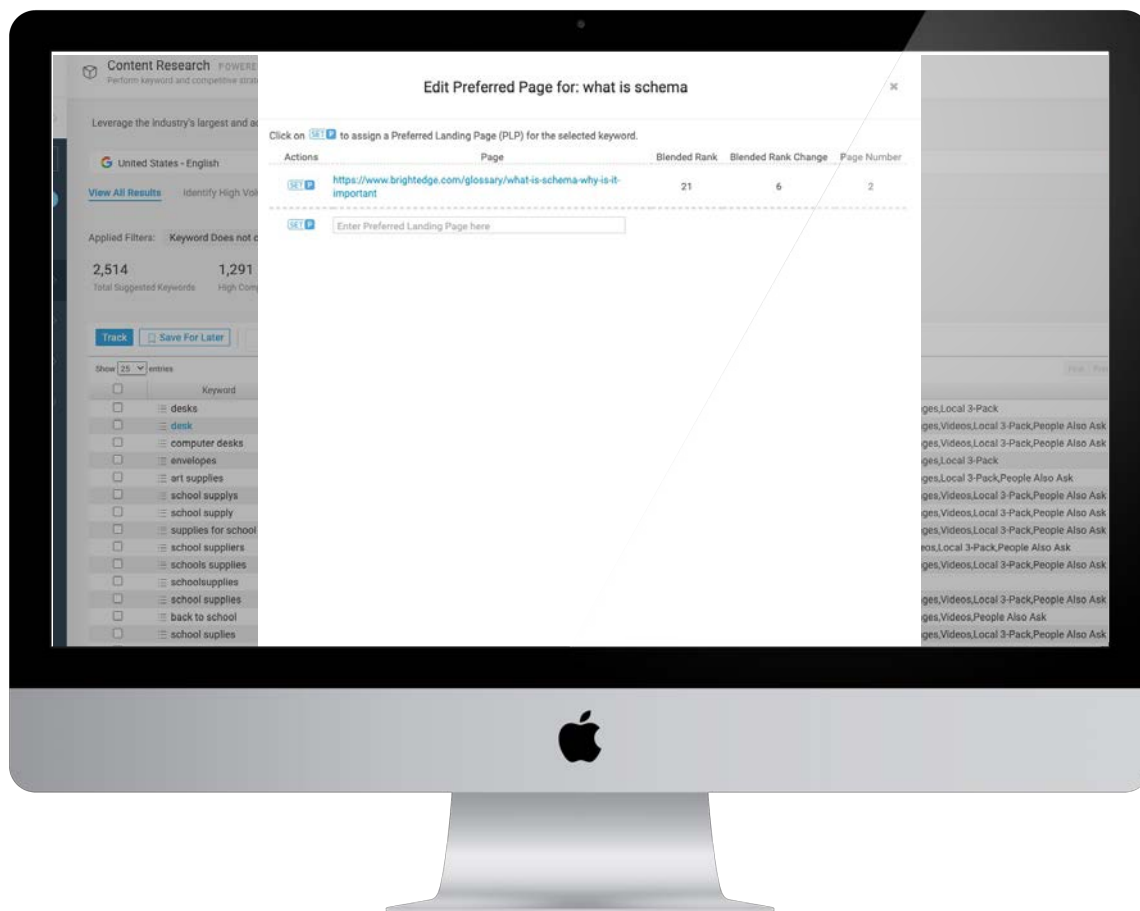


Create Page Groups based around mindsets to help UX

- Keyword groups carry through the platform
- UX teams can see what mindsets are rising and receding
- **Tip:** Preferred Landing Pages can help UX teams understand if the intent of pages are resonating with Google (and ultimately the user)



Connect Pages to Intents

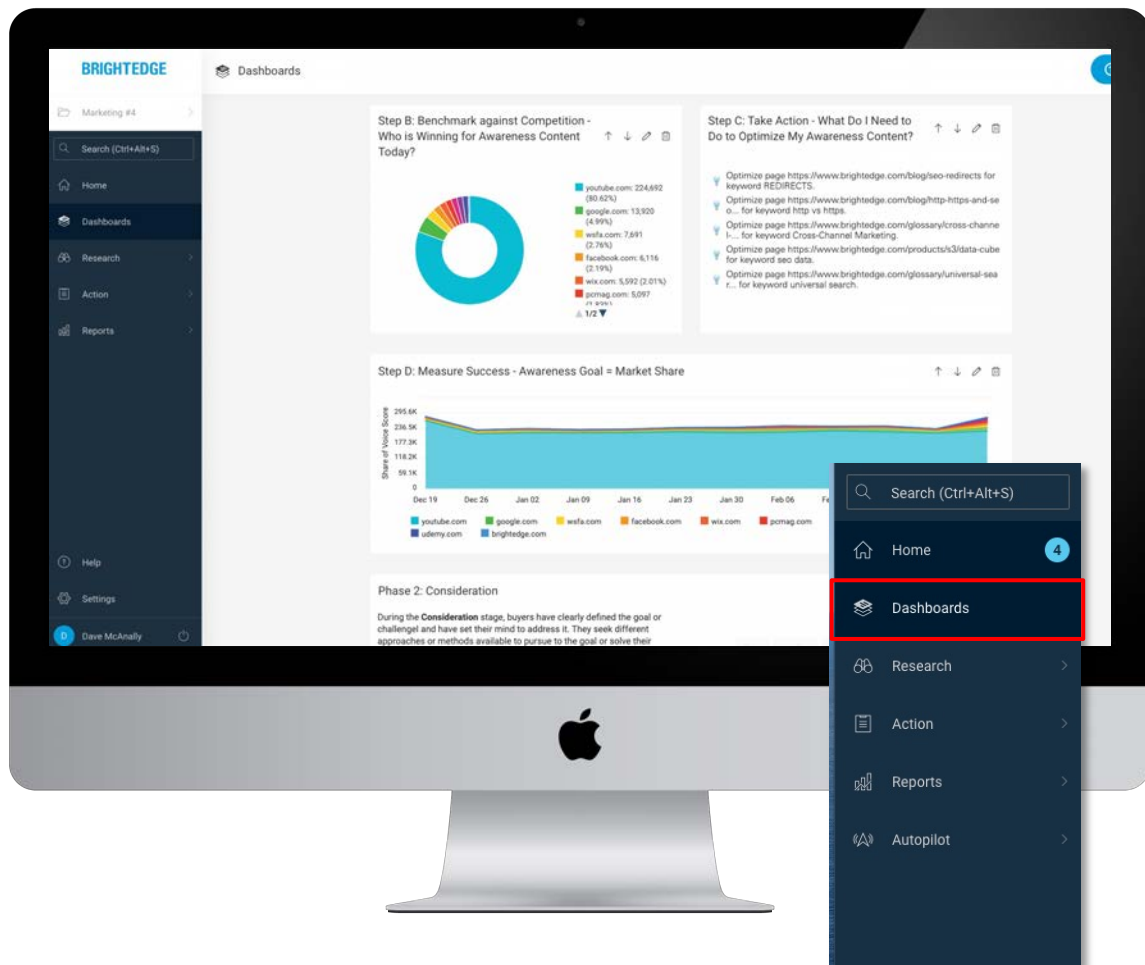


Use Preferred Landing Pages to align on keywords

- As you define your page pathways, setting what page should be the entry point organically is critical
- Use Preferred Landing Pages to define how users should enter the site from organic search



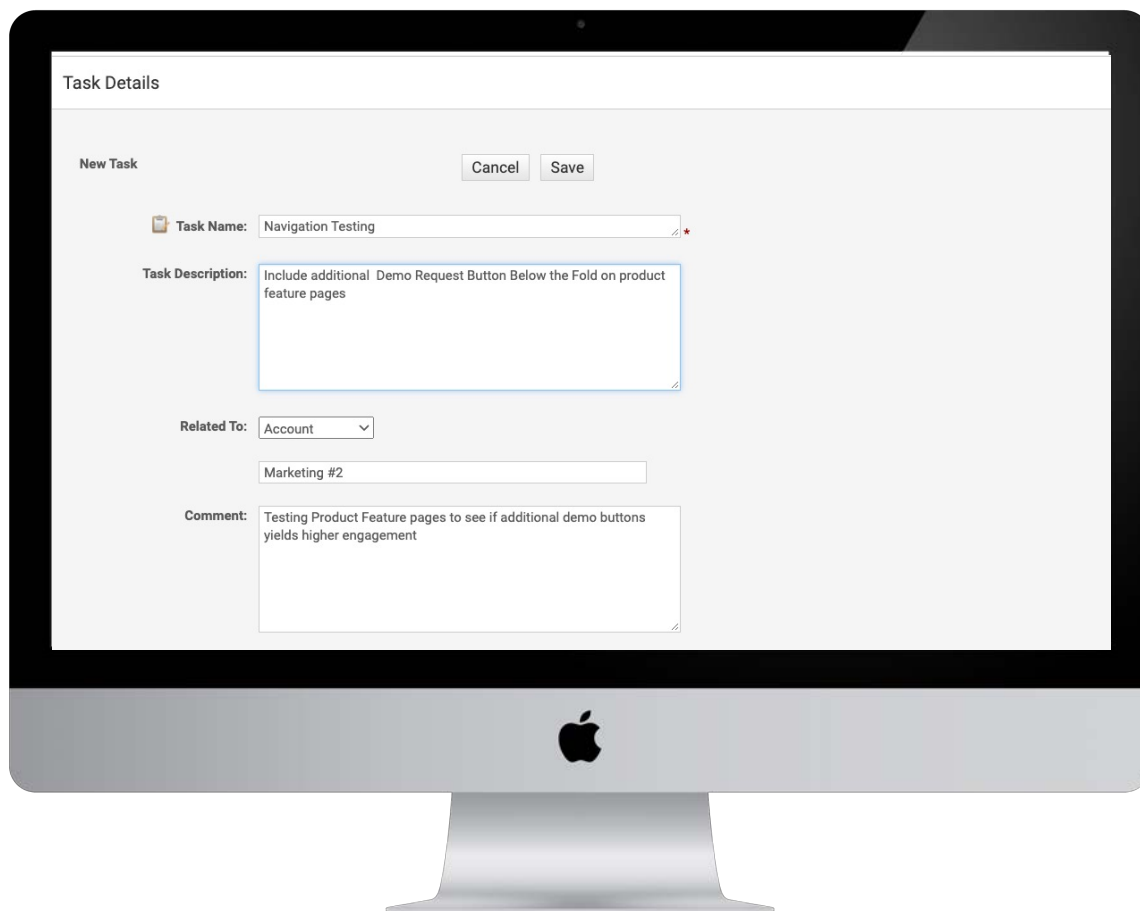
Help UX Teams Visualize Journeys



Create a UX Dashboard

- Dashboards can be used to track both SEO and engagement metrics
- Use the Buyer's Journey template to measure how your search experience aligns to user expectations
- **Tip:** you can add more modules to this dashboard to customize to your needs (e.g. web analytics)

✓ Manage Workflows

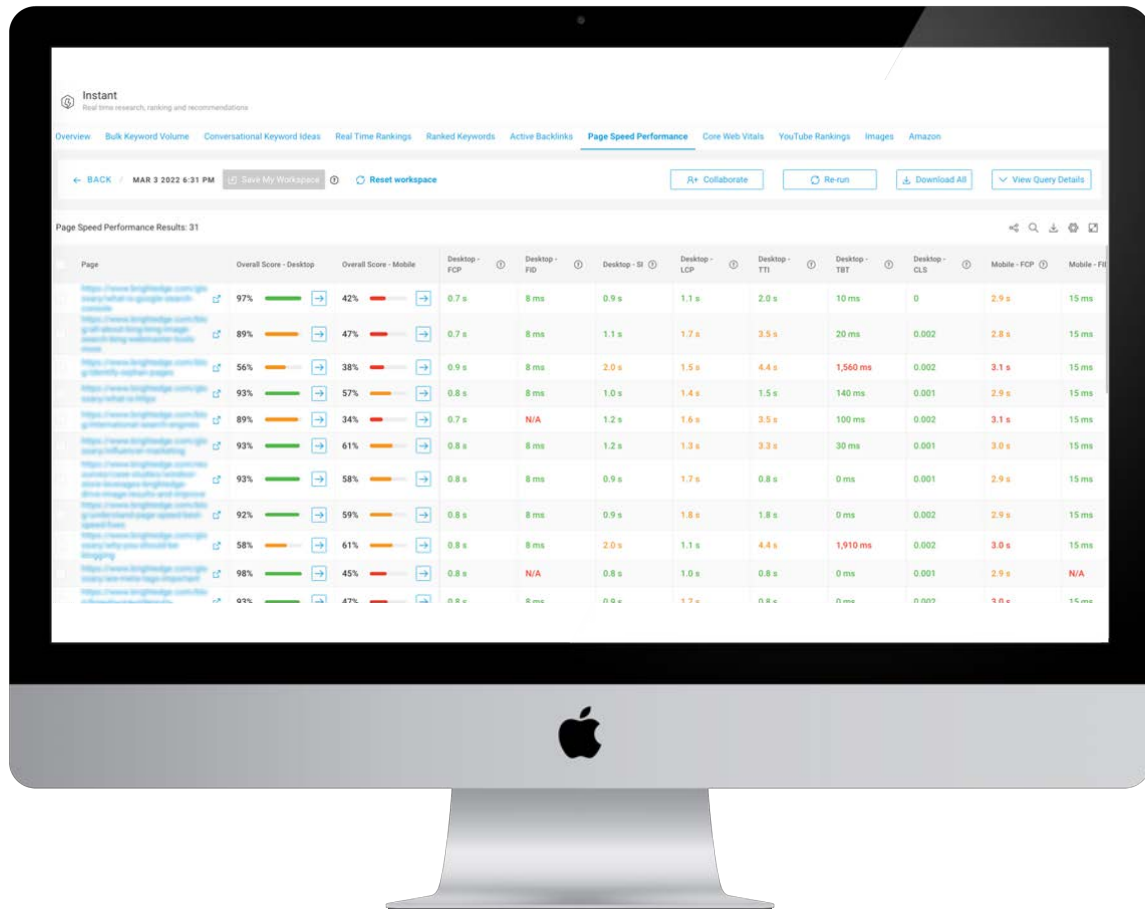


Use the Task Manager to track incremental changes

- The Task Manager can be used within the platform for SEO or any task for anyone associated with the account
- Task Manager will automatically track implementation (if it's site-specific)
- **Tip:** be clear what is being tested to make it easy to see what changes were made



Test Pages Faster

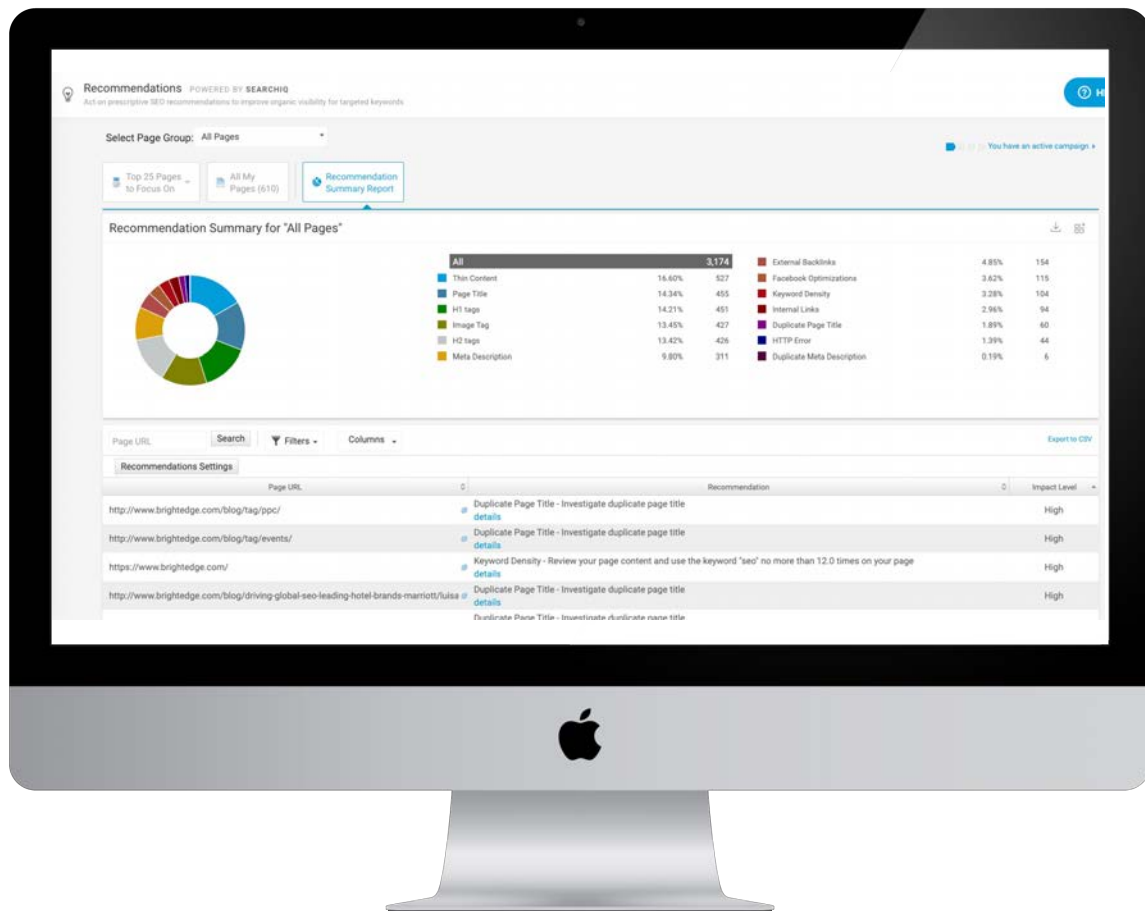


Use Page Speed Performance to bulk test your pages for Core Web Vitals

- If you are an Instant customer, you can measure page speed for up to 50 pages at once in real time
- Use Page Speed Performance to connect SEO to UX requirements
- **Tip:** if you are working on sections of the site, you can save your workspace and re-run to get incremental progress as enhancements are made



Pick Low Hanging Fruit



Use Recommendations to track immediate opportunities with UX Team

- Standard SEO tasks can have impacts on UX metrics
- Use the Recommendations to quickly pinpoint and collaborate on UX opportunities
- **Tip:** you can add the Recommendation Summary to your UX dashboard to track immediate opportunities

NOW YOU HAVE

- ✓ A COLLABORATIVE APPROACH TO DEFINING THE PAGE PATHWAYS FOR YOUR ORGANIZATION
- ✓ A CENTRALIZED REPORTING MECHANISM TO ALIGN UX AND SEO
- ✓ INCREMENTAL TASK TRACKING ACROSS SEO AND UX
- ✓ A REPEATABLE METHOD TO MEASURE PAGE EXPERIENCE

THANK YOU

If you would like to learn more about BrightEdge or how some of the steps discussed can be leveraged in your own organization, please reach out!

[REQUEST A DEMO](#)