

# How SEO and UX can become a dream team

How UX and SEO work together while  
uncovering common misconceptions.



SEO and UX as a dream team.

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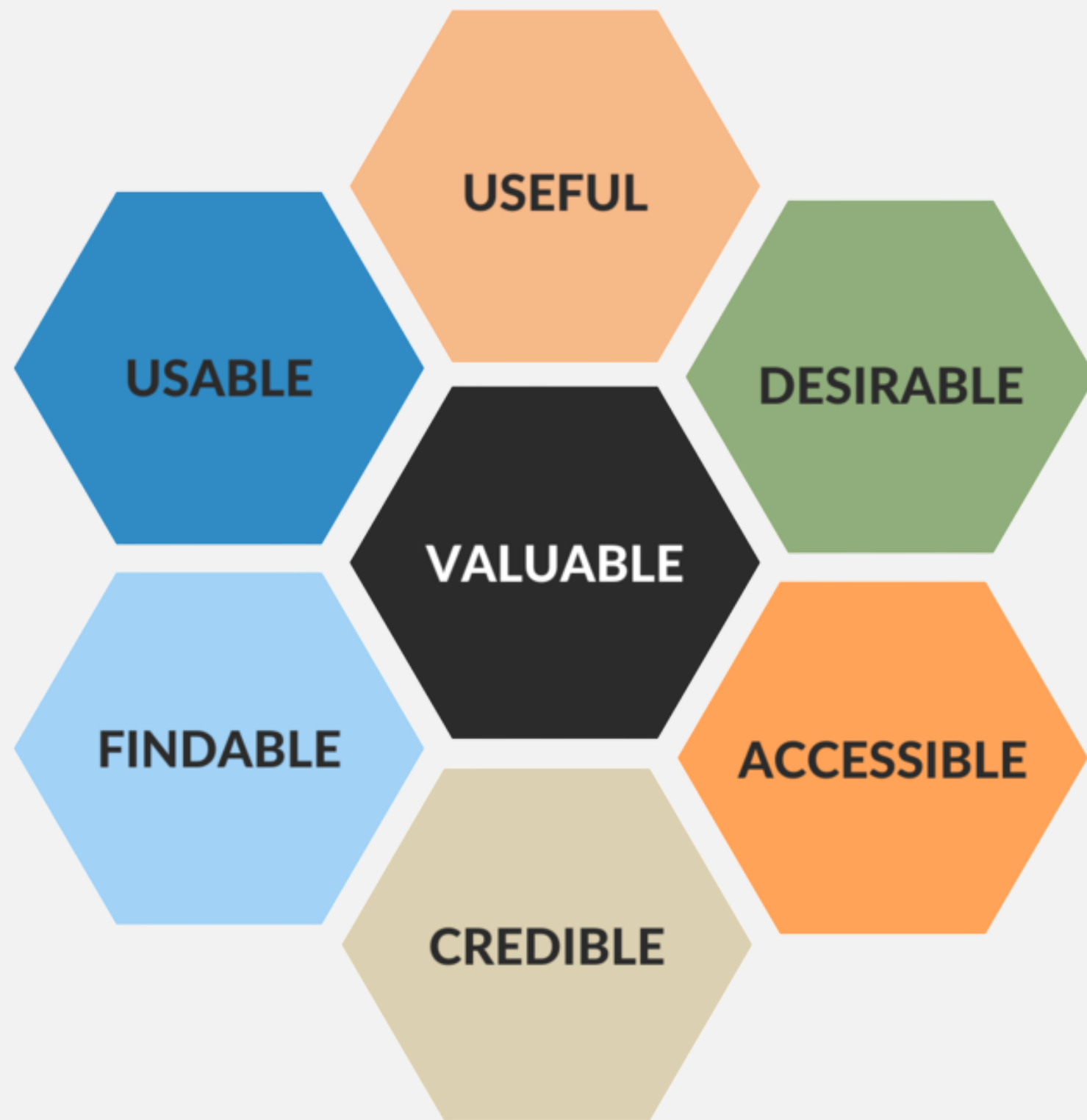


**"Focus on the user and  
all else will follow."**

— Google's philosophy

SEO and UX as a dream team.

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## UX & SEO - Same Same, but different?

While UX and SEO may seem like two separate concepts, they are actually closely related.

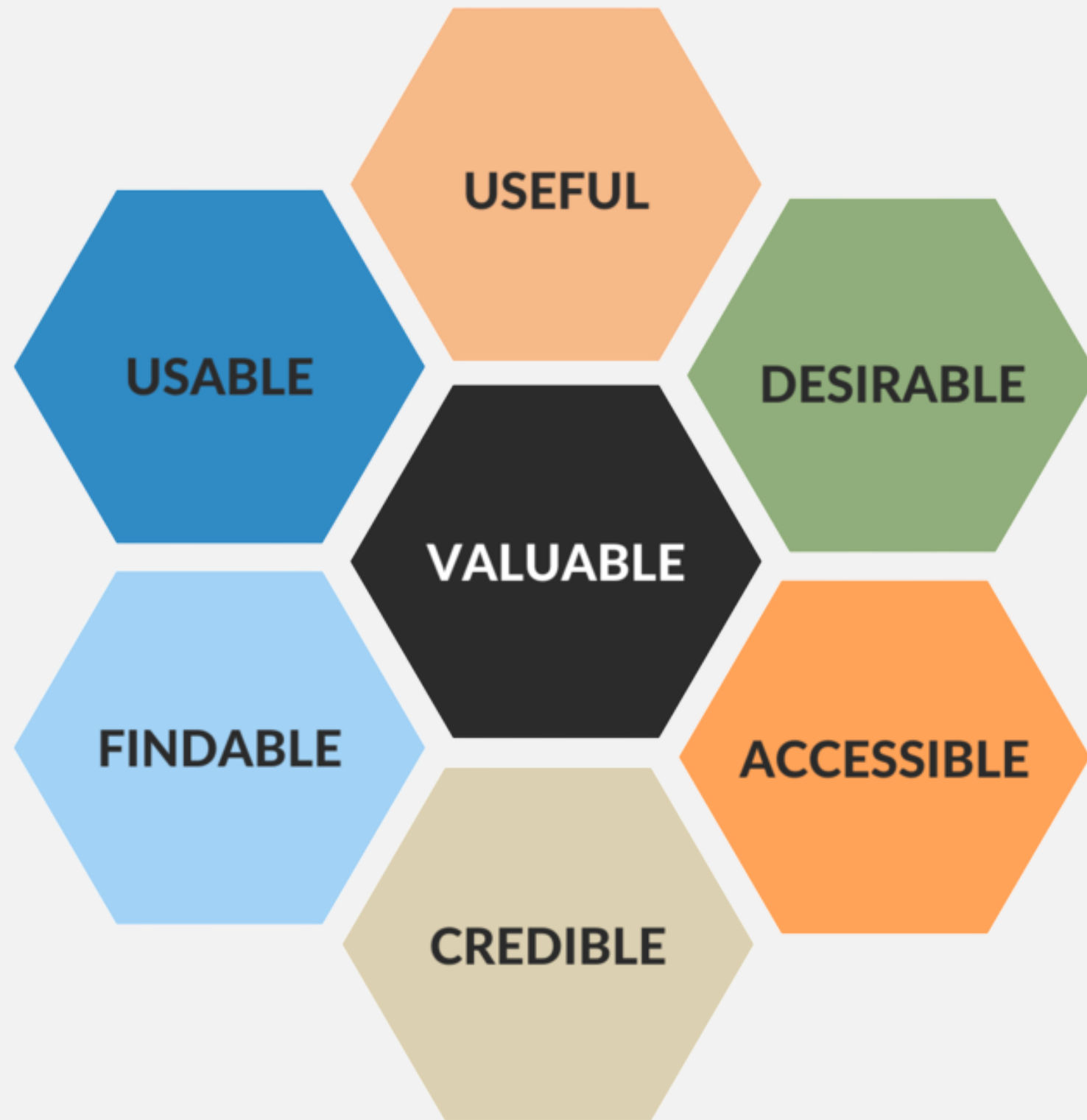
A website that is easy to use is more likely to be user-friendly and therefore rank higher on search engine results pages.

Source: Peter Morville's User Experience Honeycomb Model



SEO and UX as a dream team.

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### **Click Through Rate**

Does it seem desirable?

Is it credible?

### **Bounce Rate**

Is it useable?

Is it accessible?

### **Time on Site/Engagement Rate**

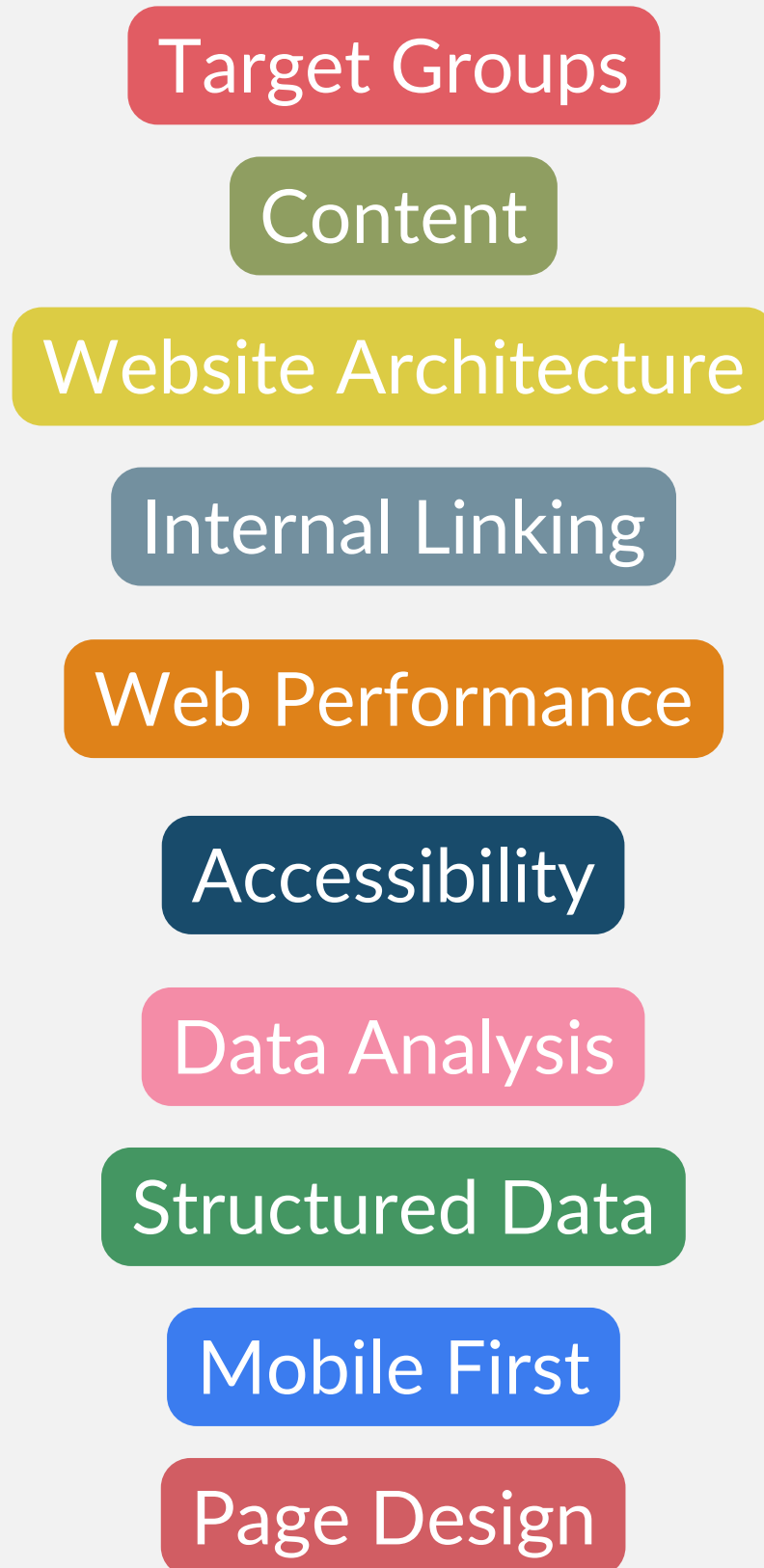
Is it useful?

Is it valuable?



SEO and UX as a dream team.

**impacts  
UX**



**impacts  
SEO**



1

**SEO relevant content vs.  
aesthetic design?**



1

# SEO relevant Content or Aesthetic Design?

## SEO Content

<H1>But I must explain to you how all this mistaken id! </H1>

<p>But I must explain to you that denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness.</p>

<p>But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful.</p>

<H2>except to obtain some advantage from it?<H2>

<p>Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it?</p>

<p>But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain that produces no resultant pleasure?</p>

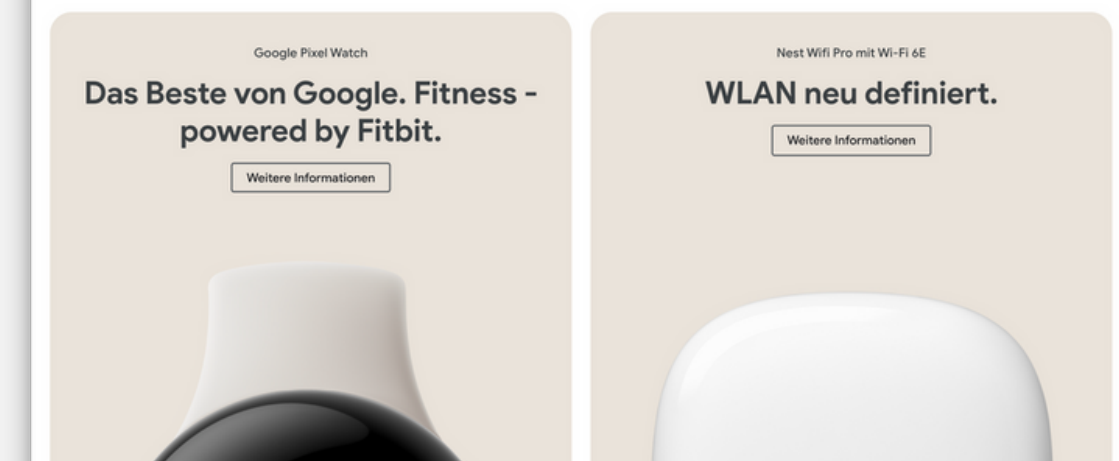
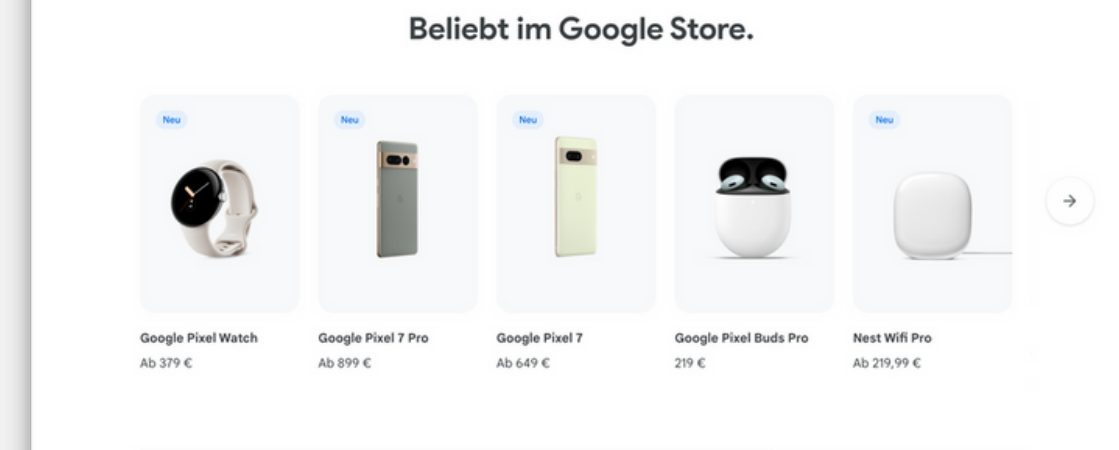
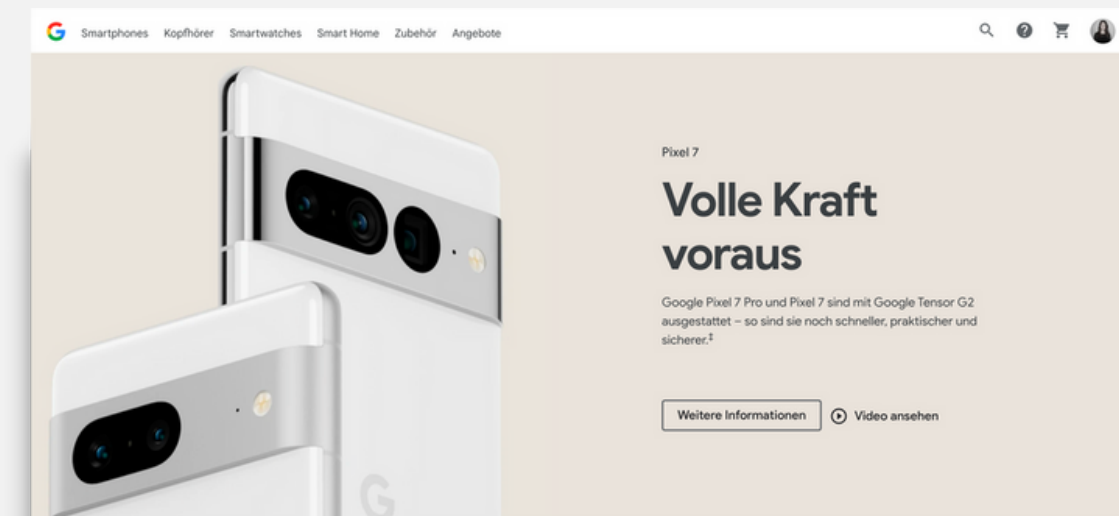
<p>On the other hand, we denounce with righteous indignation and dislike men who are so beguiled and demoralized by the charms of pleasure of the moment, so blinded by desire, that they cannot foresee the pain and trouble that are bound to ensue; and equal blame belongs to those who fail in their duty through weakness of will, which is the same as saying through shrinking from toil and pain. These cases are perfectly simple and easy to distinguish.</p>

<p>In a free hour, when our power of choice is untrammelled and when nothing prevents our being able to do what we like best, every pleasure is to be welcomed and every pain avoided. But in certain circumstances and owing to the claims of duty or the obligations of business it will frequently occur that pleasures have to be repudiated and annoyances accepted. The wise man therefore always holds in these matters to this principle of selection: he rejects pleasures to secure other greater pleasures, or else he endures pains to avoid worse pains.</p>

<H2>except to obtain some advantage from it?<H2>

<p>But I must explain to you how all this mistaken idea of denouncing pleasure and praising pain was born and I will give you a complete account of the system, and expound the actual teachings of the great explorer of the truth, the master-builder of human happiness. No one rejects, dislikes, or avoids pleasure itself, because it is pleasure, but because those who do not know how to pursue pleasure rationally encounter consequences that are extremely painful. Nor again is there anyone who loves or pursues or desires to obtain pain of itself, because it is pain, but because occasionally circumstances occur in which toil and pain can procure him some great pleasure. To take a trivial example, which of us ever undertakes laborious physical exercise, except to obtain some advantage from it? But who has any right to find fault with a man who chooses to enjoy a pleasure that has no annoying consequences, or one who avoids a pain</p>

## UI/UX



1

SEO relevant Content or  
Aesthetic Design?

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## What is the solution to this?



- Share briefings between the UX, UI and SEO Teams
- Make sure to implement touch-point meetings early on
- Teams should communicate any relevant changes that could affect SEO or UX
- Try to find a healthy balance between design and content, taking into account the search intent of the user and Content UX







**2**

**SEO harms the readability  
and quality of content.**



**b**

## Which Vacuum Cleaner is best for me?

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Which is the **best vacuum cleaner** for you? With so many choices around, deciding for the best model may prove to be a difficult task.

The **most used vacuum** cleaners these days are the **upright and canister** types.

So if you are trying to choose the **best vacuum cleaner** among them, you need to keep a few things in mind.



2

SEO harms the readability and quality of content.

The screenshot shows a Google search for "best vacuum cleaner". The search bar at the top contains the text "best vacuum cleaner" and the Google logo. Below the search bar, there are three search results. The first result is from Good Housekeeping, dated 09.08.2023, titled "11 Best Vacuum Cleaners, Tested by Experts". It lists several vacuum models: SharkNinja Upright Vacuum, Bissell CleanView Bagless Vacuum, 5 Best Cheap Vacuum..., 7 Best HEPA Vacuum..., and 9 Best Vacuums for Pet Hair. To the right of the text is a small image of three upright vacuums. Below the search results is a section titled "Weitere Fragen" (Further Questions) with four expandable questions: "What is the best vacuum cleaner to purchase?", "What is the #1 best vacuum?", "Does Dyson have the best vacuum?", and "What is the best vacuum to clean carpets?". A "Feedback geben" link is located at the bottom right of this section. The second search result is from RTINGS.com, dated 03.08.2023, titled "The 6 Best Vacuum Cleaners - Summer 2023: Reviews". It states that the best vacuum cleaner tested is the Dyson V15 Detect and lists other models: Best Bagless Vacuums, Miele Complete C3, Samsung Jet 75, and Eureka Mighty Mite. To the right is an image of a vacuum cleaner. The third search result is from The New York Times, dated 07.06.2023, titled "The Best Vacuum Cleaners - The New York Times". It lists "Best overall vacuum" (Shark Navigator Lift-Away NV352), "Well rounded, great value" (Miele Complete C3 Calima), and "Top notch" (180,00 \$). To the right is an image of a yellow vacuum cleaner.



## Search Intent

Search engine's goal is to provide relevant results for users. If you want to rank in Google, you must satisfy the search intent behind a query:

- Navigational intent
- Informational intent
- Commercial intent
- Transactional intent



2

SEO harms the readability and quality of content.

### Weitere Fragen :

What is the best vacuum cleaner to purchase?

- Dyson Gen5detect Cordless Vacuum Cleaner. ...
- Shark IZ862H Stratos Cordless Vacuum. ...
- Bissell Zing Canister, 2156A Bagless Vacuum, Green. ...
- Bissell CleanView Swivel Rewind Pet Reach Vacuum Cleaner. ...
- Miele Classic C1 Pure Suction Canister Vacuum. ...
- Dyson V8 Cordless Vacuum. ...
- Bissell Featherweight Stick Lightweight Bagless Vacuum.



[Weitere Einträge...](#) • 10.07.2023

 New York Magazine  
<https://nymag.com> > [strategist](#) > [article](#) > [best-vacuums](#)

### 10 Best Vacuum Cleaners 2023 | The Strategist

Suchen nach: [What is the best vacuum cleaner to purchase?](#)

What is the #1 best vacuum? ▾

Does Dyson have the best vacuum? ▾



## Q&A Phrases

For each keyword, there are **related questions** that users have and type into search engines.

If they are answered in the content, this not only **increases the chance of better rankings**, but also **enhances the user experience** on the landing page.



2

SEO harms the readability and quality of content.

E

EXPERIENCE

E

EXPERTISE

A

AUTHORITATIVENESS

T

TRUSTWORTHINESS

## E-E-A-T: Google's Quality Rater Guidelines

- **Experience:** Author's first-hand experience with the subject
- **Expertise:** Author has topical expertise
- **Authoritativeness:** Author's and website's overall reputation in the industry
- **Trustworthiness:** Accurate, up to date, credible sources



2

SEO harms the readability and quality of content.

## Why trust Good Housekeeping?

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[Carolyn Forté](#) has tested and reviewed hundreds of vacuum cleaners, carpet cleaners, mops and other major (and minor) home appliances as executive director of the Home Care Lab. She oversees all testing done in the Cleaning Lab and recently tested all of the handheld, stick, upright and canister vacuums that were submitted for consideration in the most recent Cleaning and Organizing Awards. She is an active member of the ASTM Committee on vacuum cleaners and chairman of the consumer information sub-committee.



CAROLYN FORTÉ

HOME CARE & CLEANING LAB EXECUTIVE DIRECTOR

Carolyn Forté brings more than 40 years of experience as a consumer products expert to her role as executive director of the [Good Housekeeping Institute's](#) Home Care and Cleaning Lab. Using deep analytical testing and writing expertise in appliances, cleaning, textiles and organizational products, she produces cleaning and home care advice for GH, has authored numerous books and bookazines for the brand and partners with the American Cleaning Institute to co-produce the...

[Read full bio](#)



## Author Bio & Pages

Author bios and pages support the EEAT evaluation by Google. It can include:

- Job title & function
- Years of experience
- Published works
- Degrees
- Social Media Profile



SEO harms the readability and quality of content.

## 11 Best Vacuum Cleaners, Tested by Experts

From an upright vacuum that can tackle pet hair to a cordless Dyson that's ideal for hardwood floors.

BY CAROLYN FORTÉ AND JODHAIRA RODRIGUEZ | UPDATED: AUG 9, 2023

SAVE ARTICLE



When shopping for a new vacuum, decision paralysis can hit when you're given so many options with seemingly endless brands, styles and models to choose from, not to mention prices ranging from [budget-friendly vacuums under \\$100](#) to well over \$1,000 from online [retailers like Amazon](#). While most [vacuum cleaners](#) should work well on low- to medium-pile carpets and bare floors, choosing the best [vacuum cleaner](#) for you and your home means also thinking about the surface(s) you'll be vacuuming.

IBM

So sparen Sie  
75 %/Jahr beim  
Aktualisieren des  
Rechenzentrums

AIOps entdecken →

The advertisement includes a flowchart with various colored shapes (circles, squares, diamonds) connected by lines, representing a process or system architecture.


2

SEO harms the readability and quality of content.

## 11 Best Vacuum Cleaners, Tested by Experts

Appliances - Vacuum Cleaners - Reviews

GOOD HOUSEKEEPING PRODUCT REVIEWS LIFE FOOD BEAUTY HEALTH SUBSCRIBE SIGN IN




**1**  
BEST OVERALL VACUUM CLEANER  
**SharkNinja Upright Vacuum**  
\$399 AT WALMART  
CREDIT: SHARK

PROS	CONS
<ul style="list-style-type: none"><li>Comes with a HEPA filter</li><li>Converts from an upright to a stick</li><li>Brush roll system minimizes pet hair clogging</li></ul>	<ul style="list-style-type: none"><li>Heavy</li></ul>

If you prefer bagless vacuums, but still want a model that filters out tiny particles, this sealed vacuum with a HEPA filter is a great option. While we haven't tested this model in our Lab, it has similar features to our previous pick for best overall, the APEX Upright Vacuum Cleaner, which has since been discontinued by Shark.

home24  
ARMLEHNENSTUHL MELBU  
Klassisch, formschön und hochwertig  
Jetzt shoppen



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SEO harms the readability and quality of content.

Appliances > Vacuum Cleaner Reviews

# 11 Best Vacuum Cleaners, Tested by Experts

GOOD HOUSEKEEPING PRODUCT REVIEWS LIFE FOOD BEAUTY HEALTH SUBSCRIBE SIGN IN

## What is the best type of vacuum cleaner to buy?

✓ **Choose an upright vacuum cleaner** if your home is mostly wall-to-wall carpeting and all on one floor. In our Cleaning Lab tests, upright vacuum cleaners do the best job of removing ground-in, embedded dirt from carpeting because they are usually heavier than other styles and the weight of the nozzle helps them reach deep into the carpet pile for better cleaning. Uprights can weigh anywhere from 10 to over 20 pounds, which can be heavy to carry up and down stairs. If your home has more than one level and you prefer an upright, consider keeping one on each floor. Most uprights feature on-board hoses, wands and tools for vacuuming crevices and upholstery and cleaning above-the-floor spaces like door frames and crown moldings. If you'll be using an upright vacuum to clean bare floors and low loop or pile rugs, we recommend selecting a model where you can adjust the height of the nozzle and switch off the rotating brush to avoid scattering debris and damaging flat and delicate surfaces.

✓ **Opt for a canister vacuum cleaner** if your home has lots of stairs and bare floors. Many full-size canister vacuums come with a power nozzle that has a rotating brush to mimic that of an upright. We recommend this attachment if you prefer a canister and have deep pile carpets in, say, just the bedrooms. Otherwise, you'll see a long flat attachment or brush that can be used on bare floors and low, flat rugs. Canisters can be heavy, too, but are easier to pick up and carry with two hands. All have hoses and attachments for dusting, upholstery and crevices. Because the motor and canister can be placed out of the way, these vacuums are easier to maneuver into tight spaces and to use on stairs than uprights are.


✓ **Consider a stick or pole vacuum cleaner** if you are looking for a lightweight, quick picker-upper for bare floors and low pile rugs. The cleaning performance of this type of vacuum is getting better and better, and it may be the only vac some homes require. Most are slim enough to stash in a corner or closet for speedy clean-ups. They come corded or cordless, and in our Cleaning Lab tests, we've found rechargeable ones usually run anywhere up to one hour, so you'll need to keep them plugged into an outlet to keep them fully charged and ready to go. Second batteries are also helpful so you always have a backup. Most have rotating brushes for efficient floor and rug cleaning, and many convert to or have a hand vacuum on board so it's like having two vacuums in one. Most come

PROS

- ⊕ Come
- ⊕ Conve
- ⊕ Brush

If you pre  
filter is a  
best over

IMMER EIN  
GUTES ANGEBOT



JYSK



2

SEO harms the readability and quality of content.

# 11 Best Vacuum Cleaners, Tested by Experts

GOOD HOUSEKEEPING PRODUCT REVIEWS LIFE FOOD BEAUTY HEALTH SUBSCRIBE SIGN IN

## What is the best type of vacuum cleaner to buy?

✓ Choose an  
Cleaning Lab t  
because they a  
carpet pile for  
carry up and d  
each floor. Mo  
cleaning above  
bare floors and  
nozzle and sw

✓ Opt for a c  
vacuums come  
attachment if y  
long flat attach  
easier to pick t  
Because the m  
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✓ Consider a  
floors and low pile rugs. The cleaning performance  
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### PROS

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Committee on vacuum c

Carolyn selected all of th  
[Rodriguez](#), during testin  
best vacuums. Rodrigue  
research notes.



### CAROLYN FORTÉ

HOME CARE & CLEANING LAB EXECUTIVE DIRECTOR

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[Read full bio](#)





**3**

**High quality images and  
animated designs vs. web  
performance?**



3

Elaborate image files and animated page design have a negative impact on web performance

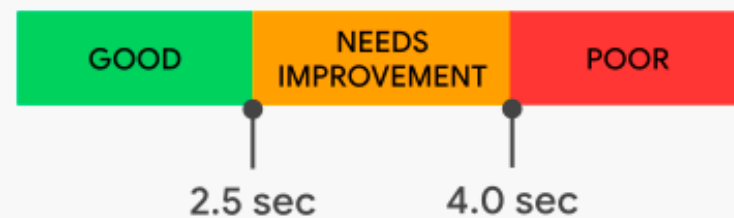
# Core Web Vitals



(Loading)

## LCP

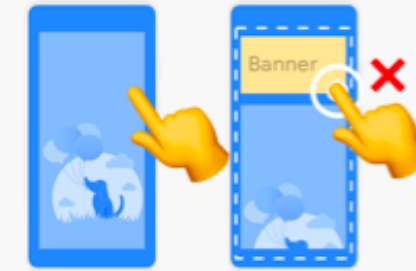
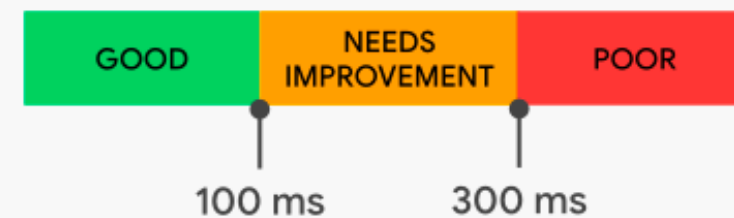
Largest Contentful Paint



(Interactivity)

## FID

First Input Delay



(Visual Stability)

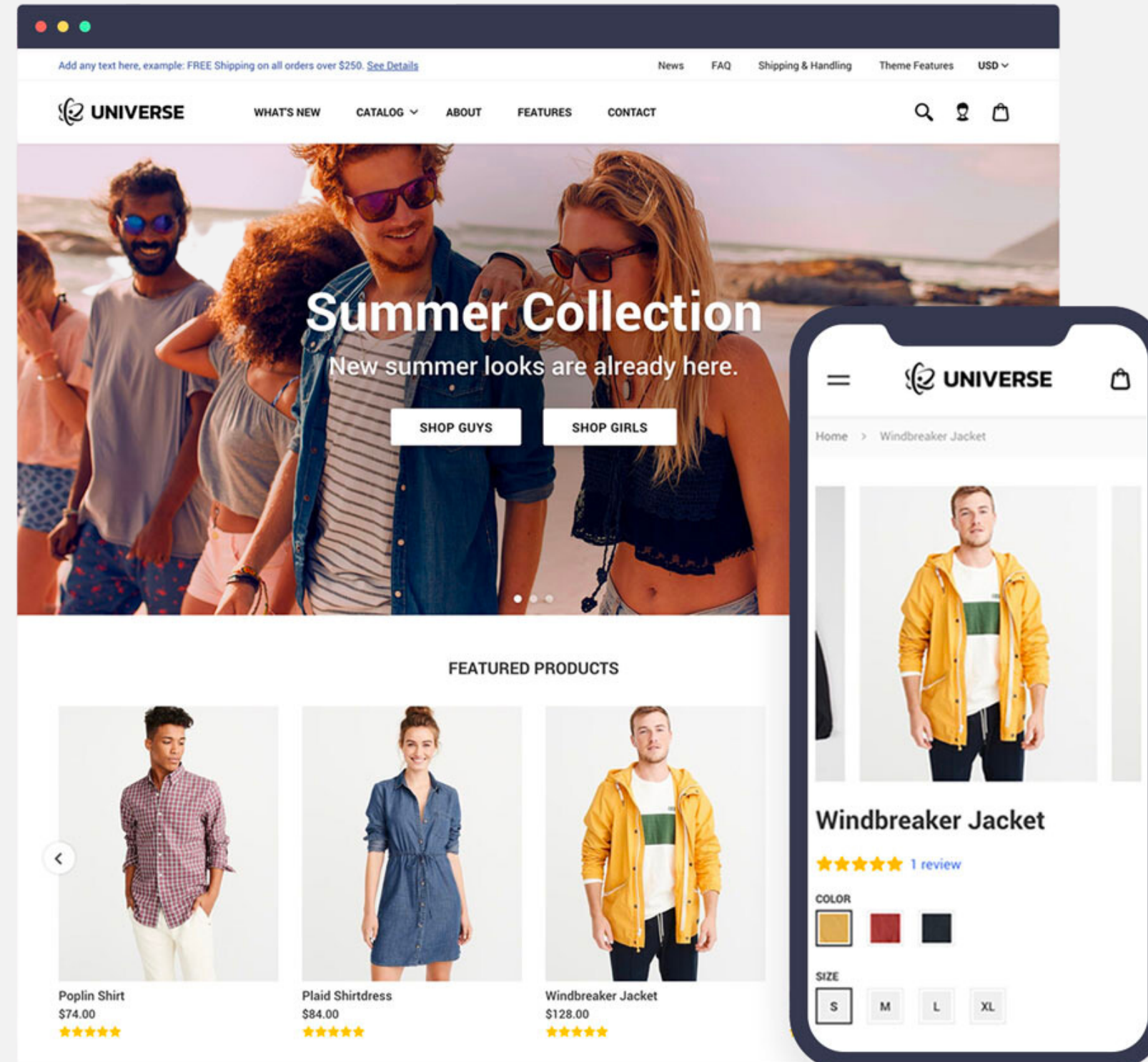
## CLS

Cumulative Layout Shift



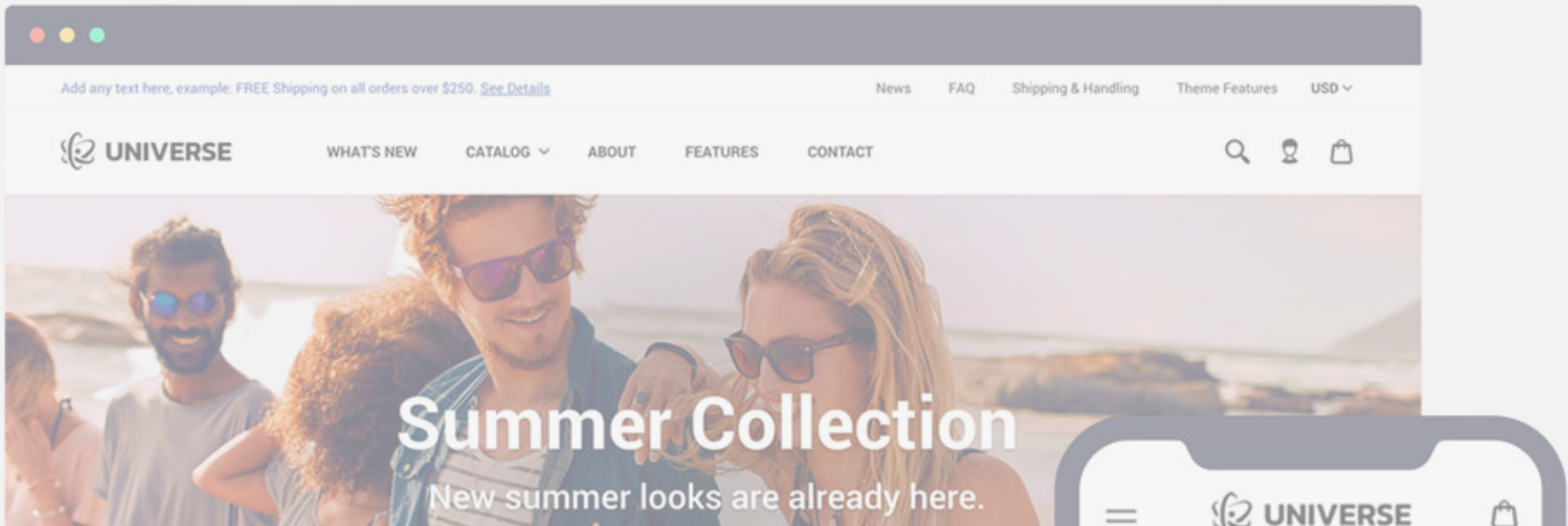
3

Elaborate image files and animated page design have a negative impact on web performance



3

Elaborate image files and animated page design have a negative impact on web performance



### Page Performance Metrics

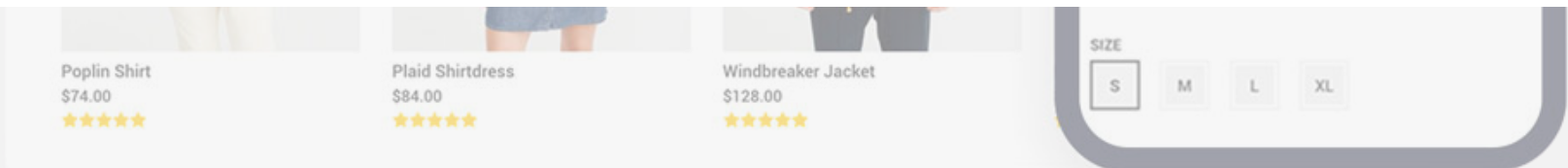
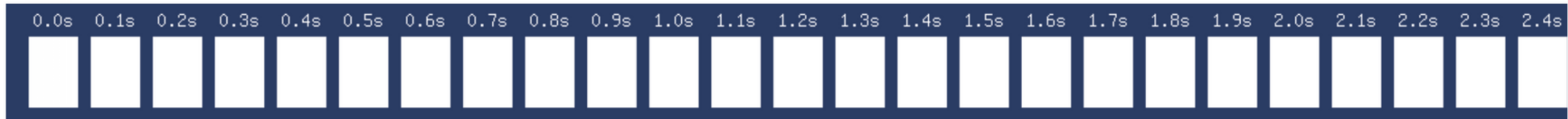
(Run 2)

View run details: [Run 1 \(Repeat View\)](#), [Run 2 \(Repeat View\)](#), [Run 3 \(Repeat View\)](#)

First View (Run 2)

TTFB	Start Render	FCP	Speed Index	LCP	CLS	TBT	DC Time	DC Requests	DC Bytes	Total Time
<b>.874s</b>	<b>3.500s</b>	<b>3.301s</b>	<b>20.726s</b>	<b>35.064s</b>	<b>.563</b>	<b>6.679s</b>	<b>45.547s</b>	<b>429</b>	<b>5,941 KB</b>	<b>46.199s</b>

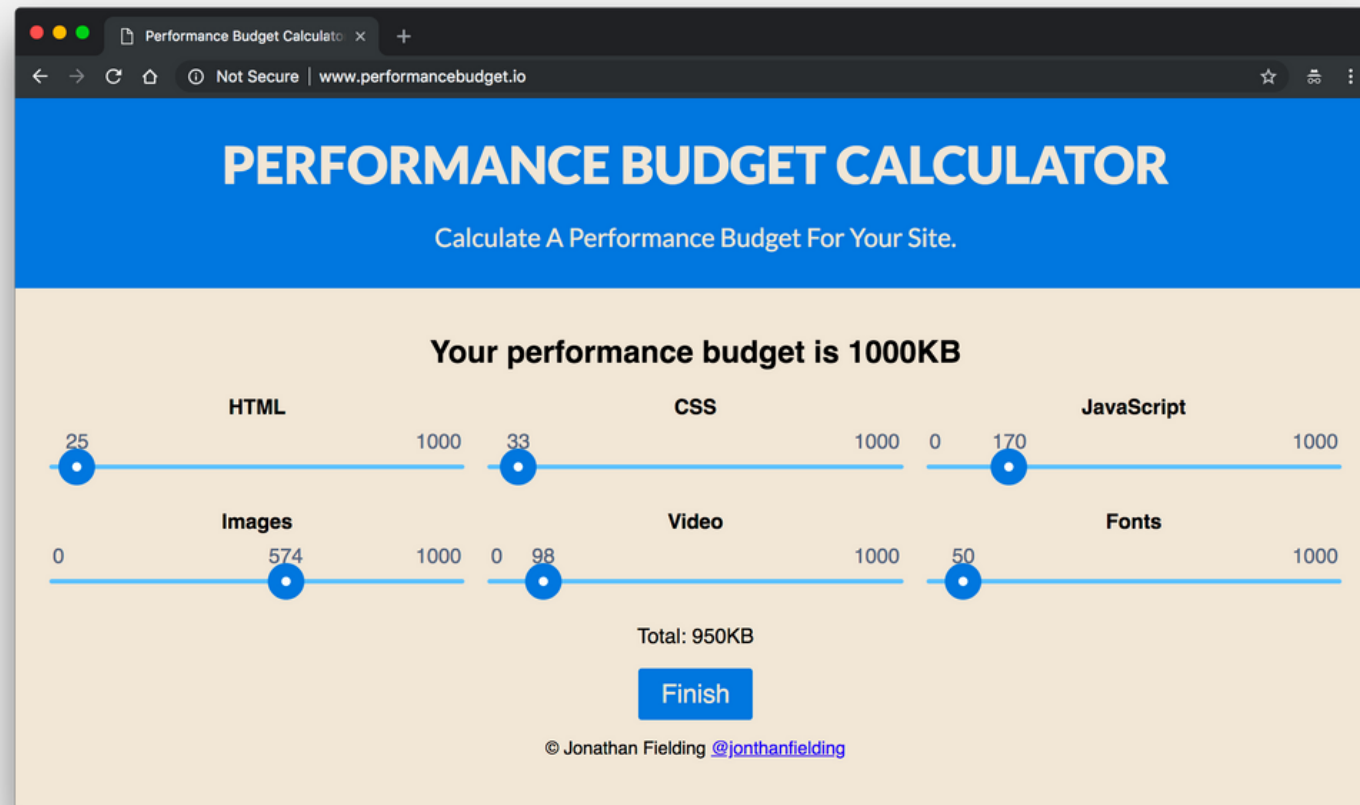
Visual Page Loading Process ([Explore](#))



3

Elaborate image files and animated page design have a negative impact on web performance

## What is the solution to this?



## Focus on certain key metrics

- Prioritize optimizing Core Web Vitals to ensure a positive user experience
- Set performance budgets to define limits on page size, load times, and other key metrics.





4

**Stuffed mega menus vs.  
user-friendly navigation?**





4

Stuffed mega menus vs. user-friendly navigation?

---

**"Linking to every page from a site's homepage will stop Google from understanding a site's architecture."**

—— John Mueller, Google

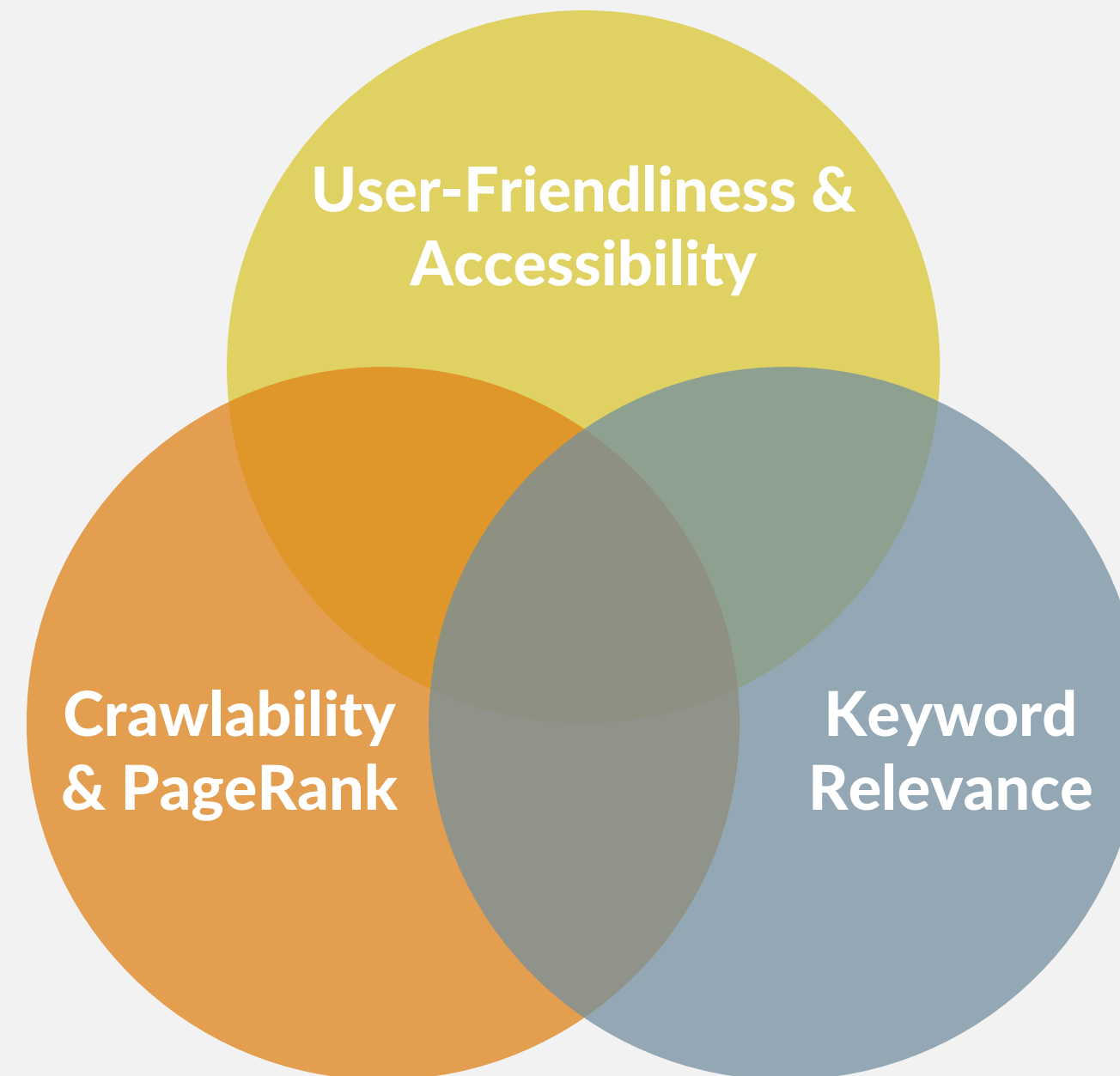


4

Stuffed mega menus vs. user-friendly navigation?

When planning a navigation menu, UX and accessibility always come first, **user signals play an important role for SEO.**

Search engines rely on links to crawl and index websites. **Important pages** should be **1 or 2 clicks away** from the homepage, so Google can easily find them and **PageRank is passed on to these strategic sections.**

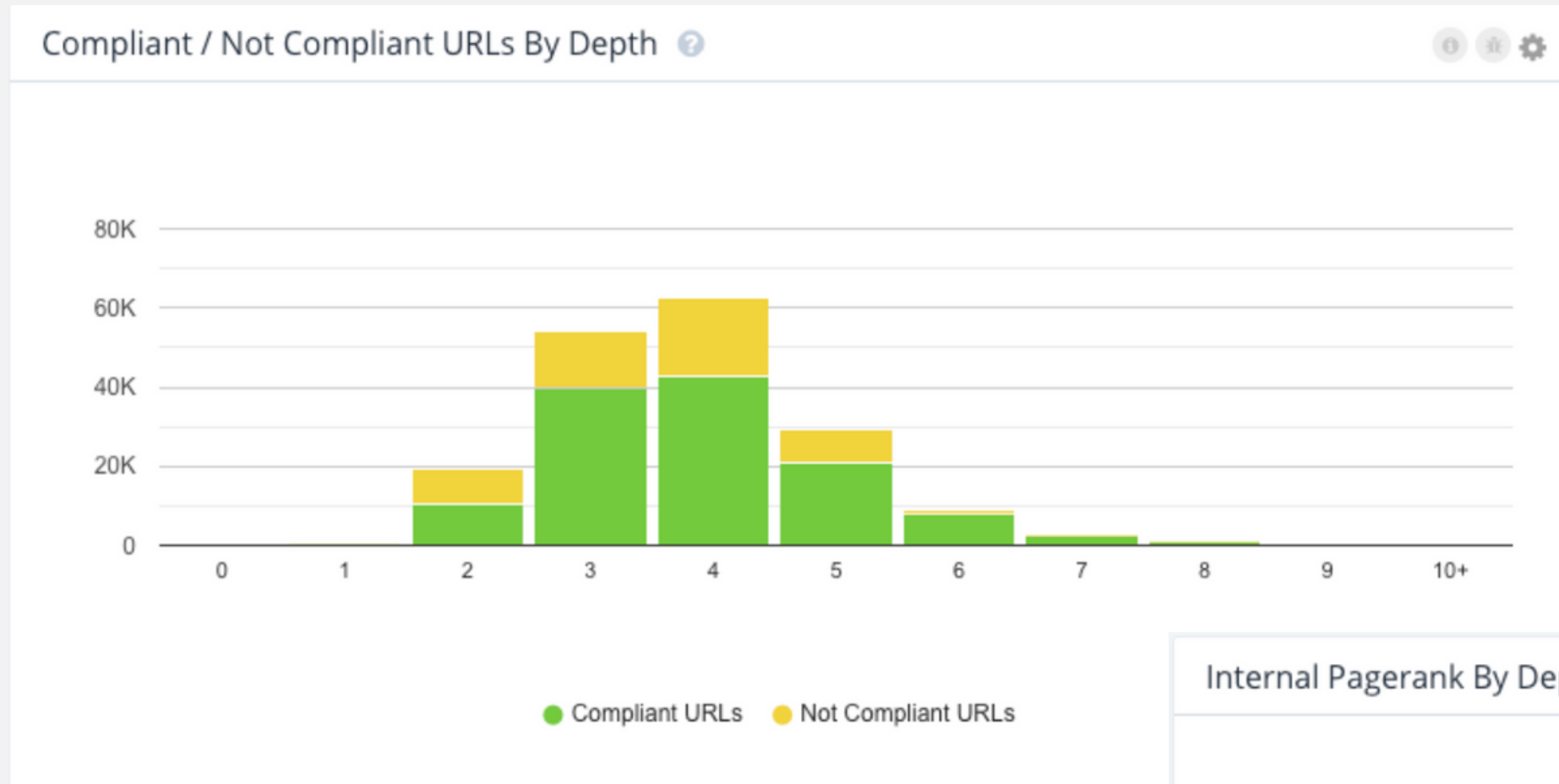


Using **descriptive anchor text** including keywords for links can help shape that page's keyword relevance.



4

# Stuffed mega menus vs. user-friendly navigation?



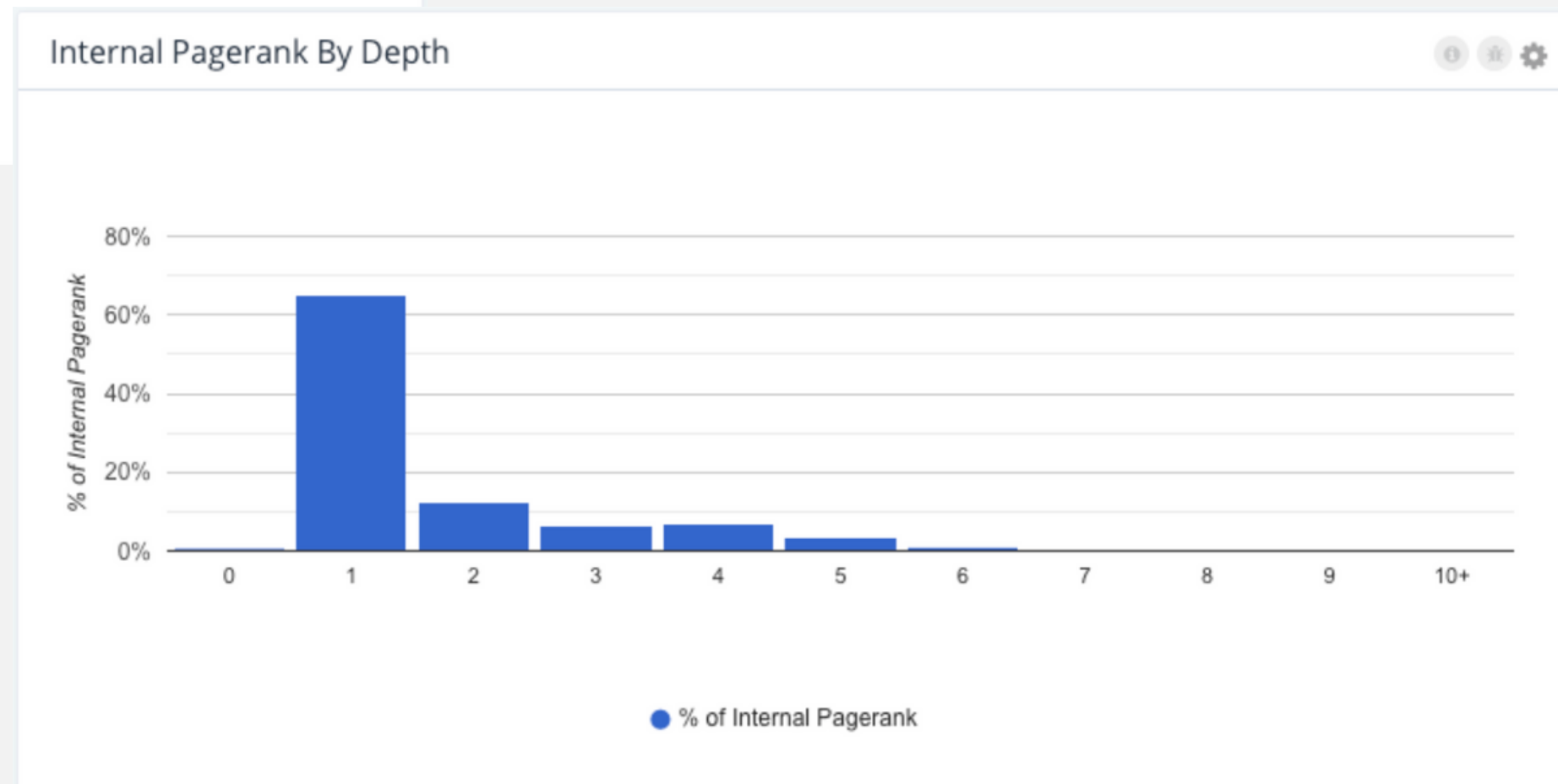
Well organized e-commerce website navigation



Most pages can be reached after 1-4 clicks

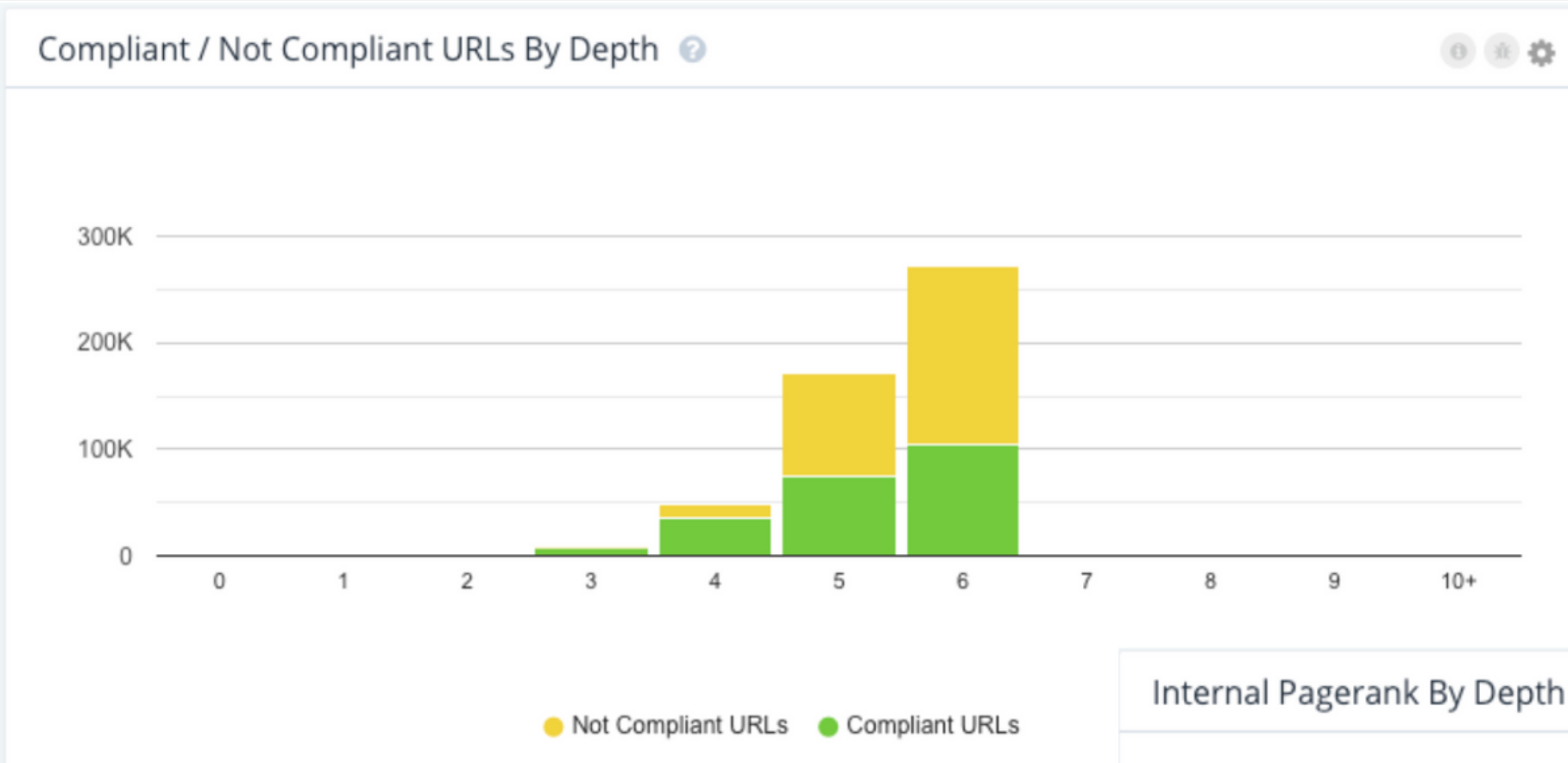


Most PageRank on most important pages



4

# Stuffed mega menus vs. user-friendly navigation?



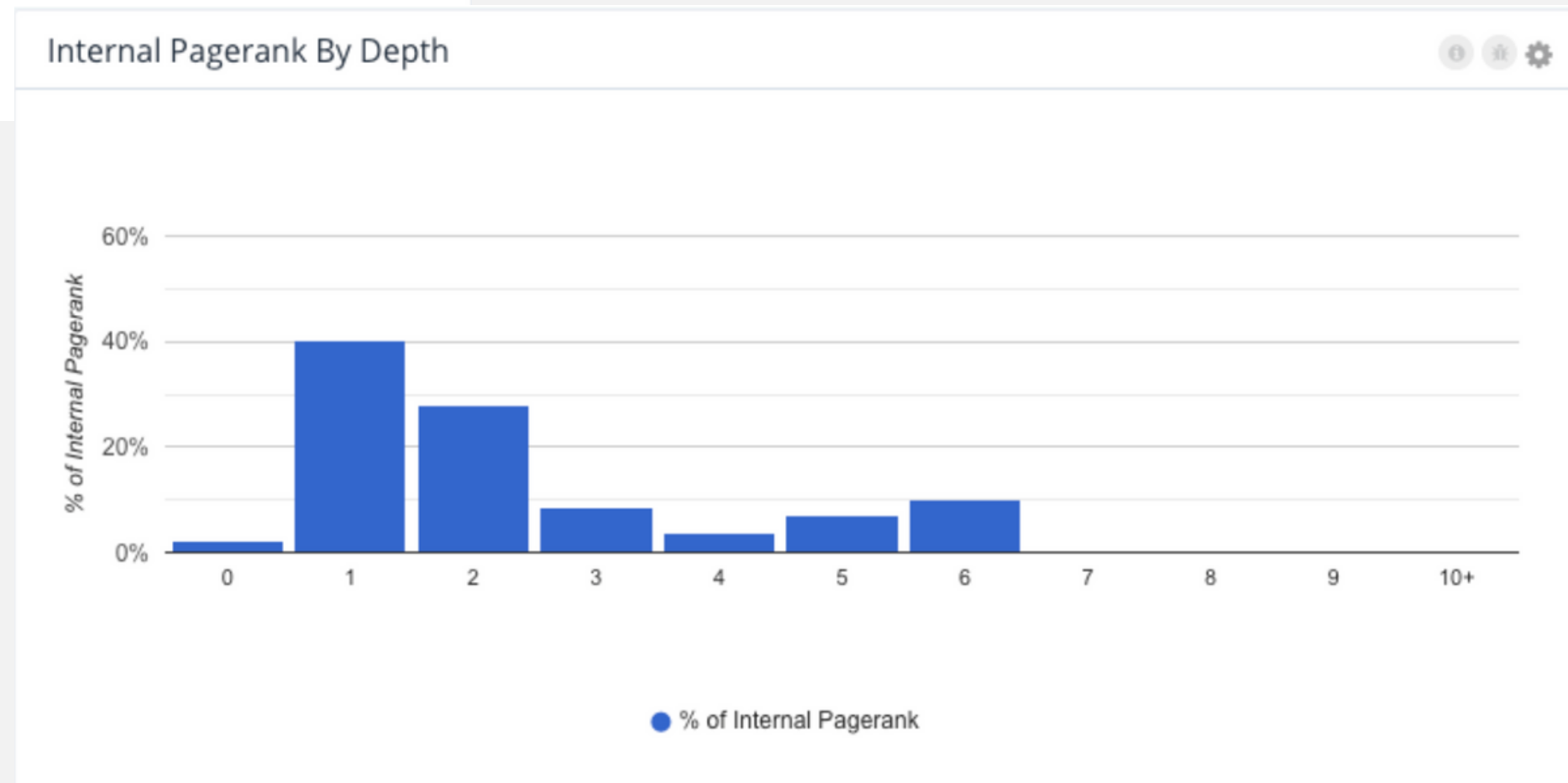
Deep site-structure and less optimal navigation



It takes up to 6 clicks for search engines and users to find the important pages



Diluted PageRank





**5**

**"SEO relevant" landing pages vs. filter pages?**

5

## SEO relevant landing pages vs. filter pages?

PROMO: 2 KAUFEN, 25 % SPAREN

hilfe bestellungen und rückgabe Geschenkkarten werde mitglied

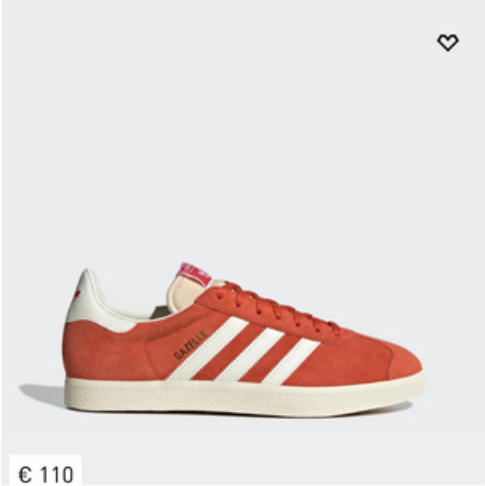
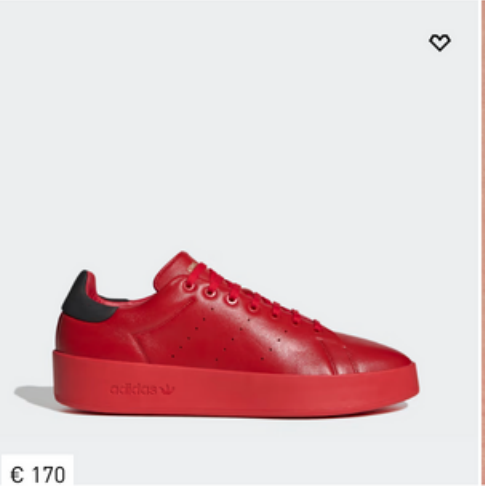
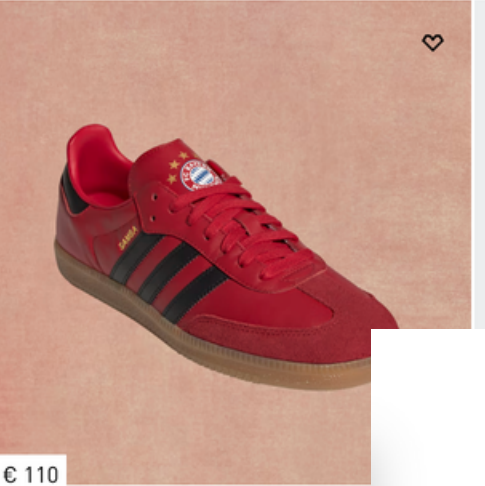
MÄNNER FRAUEN KINDER NEU SPORT KOLLEKTIONEN OUTLET

Suchen

← ZURÜCK Home / Rot / Frauen / Sneakers

### ROTE SNEAKER FÜR DAMEN [44]

Filtern & Sortieren

 <p>€ 110</p> <p>Gazelle Schuh Originals 3 Farben · von aktion ausgeschlossen</p>	 <p>€ 170</p> <p>Stan Smith Recon Schuh Originals 5 Farben · von aktion ausgeschlossen</p>	 <p>€ 110</p> <p>Samba FC Bayern Schuh Originals 3 Farben · von aktion ausgeschlossen</p>
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### ROTE SNEAKER FÜR DAMEN

Die Regeln bestimmst du. Und, welche Schuhe du an Arbeitstagen und am Wochenende trägst, auch! adidas Sneaker stabilisieren deine Füße und bieten Komfort pur, sodass du jeden Moment nutzen kannst. Unsere roten Sneaker für Damen geben dir einen coolen Look.

### DEINE REGELN BESTIMMST DU – ADIDAS ROTE SNEAKER FÜR DAMEN

Unsere Sneaker bestehen aus Leder-Obermaterial.

### UNSERE MARKEN VEREINEN STRASSENTAUGLICHEN STYLE MIT DEN ANFORDERUNGEN VON ATHLETEN

Mit Sneaker-Kollektionen wie Originals bist du dem Trend immer einen Schritt voraus. Archivoschätze und Innovationen vereint unter dem Dach der Kreativität. Das ist die Welt von adidas Originals. Für volle Power bei jedem Schritt sorgt die BOOST-Zwischensohle, die die reaktionsfreudigste Dämpfung ermöglicht, die wir je entwickelt haben. Sie haben es nicht nur auf die Straßen der Stadt, sondern auch auf die Bühnen der Welt geschafft – adidas Schuhe gelten als Statement und werden international gefeiert. Unsere Sneaker-Kollektionen umfassen Disney, TERRACE und Spezial. NMD steht für fortschrittliches Design und kombiniert einen urbanen Look mit Running-Style. Bei Schuhen geht es nicht nur um den Look. Unsere Füße tragen uns schließlich den ganzen Tag. Daher ist es uns ein Anliegen, dass adidas Schuhe sowohl Komfort als auch Style vereinen.

Wir unterstützen Sportsgeist und Kreativität. Gemeinsam können Damen alte Regeln brechen und neue aufstellen, nur um sie dann wieder zu hinterfragen. Abgestimmt auf die Bedürfnisse von Frauen sind unsere Damen-Outfits ein echtes Upgrade für einen authentischen Look. Unsere Sneaker sind für Hallen und Straße geeignet.

Die Zukunft ist zum Greifen nah. Greif dir unsere roten Sneaker für Damen von adidas – und dein Moment ist da.

WERDE MITGLIED & SICHER DIR 10% RABATT\*

KOSTENLOS ANMELDEN →



5

# SEO relevant landing pages vs. filter pages?

The image shows a filter bar at the top of an e-commerce page. It includes sections for Color (with color swatches), Size (with buttons for XS, S, M, L, XL), Price (with a slider from \$100 to \$1000), and Sort By (with a dropdown menu set to 'Latest'). There are also navigation icons for search and refresh.

Below the filter bar is a grid of product cards. On the left is a 'SHOP BY CATEGORY' sidebar with a list of clothing items: Tops, Shirts & Blouses, Basic, Cardigans & Jumpers, Hoodies & Sweatshirts, Knitwear, Dresses (selected), Maxi Dresses, Skirts, Trousers, Jumpsuits, Jeans, and Outerwear. Under 'Dresses', there are sub-categories: Short Dresses, Midi Dresses, Bodycon, Party Dresses, and Maxi Dresses.

The product grid displays 'Lace V-neck dress' items. Each card shows the product name, price (\$234), a 5-star rating, color swatches, size options (XS, S, M, L, XL), and an image of the dress. The first card has a red 'ADD TO CART' button. The second and third cards show a '-\$50' discount. The fourth card is partially visible at the bottom.



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## "SEO relevant" landing page

### Better Indexing

can be more easily indexed by search engines as they are often accessible through menus or other navigation structures.

### Unique Content

unique and valuable content, such as descriptions or guides, that can be useful for both users and search engines.

### Optimized Page Metadata

use specific and optimized meta tags (titles, descriptions, etc.) that target certain keywords.

### Landing page for SEA

can be used as specific landing pages for PPC campaigns (Pay-per-Click) or other marketing initiatives.

### Internal Linking

allows for targeted internal linking to increase the authority and relevance.

## Filter (and faceted navigation) pages

### Clarity

faceted search and filter navigation are often intuitive and easy to understand.

### Interactivity

Allows users to apply multiple filters and facets simultaneously to refine their search.

### Response Time

The results are often updated in real-time to give users immediate feedback

### Adaptability

Users' preferences and behavior patterns can be recognized and offer personalize filter options.






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## What is the solution to this?

### Filter pages

"Implement product types as **filters instead of categories** when most product attributes (e.g., "brand", "size", and "style") are the same across the product type"

<input type="checkbox"/>	Keyword	Intent	Volu 
<input type="checkbox"/>	<a href="#">+ adidas sneaker rot &gt;&gt;</a>	<b>I</b>	390
<input type="checkbox"/>	<a href="#">+ adidas sneaker damen rot &gt;&gt;</a>	<b>I</b>	170

### ("SEO relevant") landing page

"Product types as **category landing page** if the **search volume** of the keyword is significantly high."



**Thank  
you!**



Johanna Dietrich & Verena Lahner

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