

8-2 7 Steps to the user experience

The ideal visitor will follow these 7 steps from a search engine through to your website.

In our view there are only 2 basic steps to getting your website to be search engine friendly.

- **Step 1 – Get on the Right List**
 - Search engine users are searching for a specific result.
 - We need to identify the keywords that our potential visitors will be looking for.
 - The right list is your target market. If the searcher is searching for “tax return” then accountants are more likely to be appropriate than say a ballet school.
- **Step 2 – Get off page 1738**
 - Once we have identified the keywords that our target market are searching for, our next task is convincing Google of the relative importance of our site so that we end up in the first few SERP's.
 - A well targeted list is less likely to have competition.
- **Step 3 – Clicking through**
 - The user chooses your website from the 10 on offer and decides to click through.
 - We examine the importance of the page title in this regard.
- **Step 4 – Scanning**
 - The user will conduct a split second scan of the page and form an opinion without reading any of the content on your page.
- **Step 5 – Skimming**
 - The user will skim through the headings to make a decision whether to continue and read the detailed content.
 - The user may elect to skip the next step and go directly to a new page I.e. the call to action or skip to a new website entirely.
- **Step 6 – Read the content**
 - The user reads through the detailed content, constantly evaluating whether to continue or not.
- **Step 7 – Call to Action**
 - The user will make a decision about what to do next. The call to action should be encouraging or leading the user to the next step.