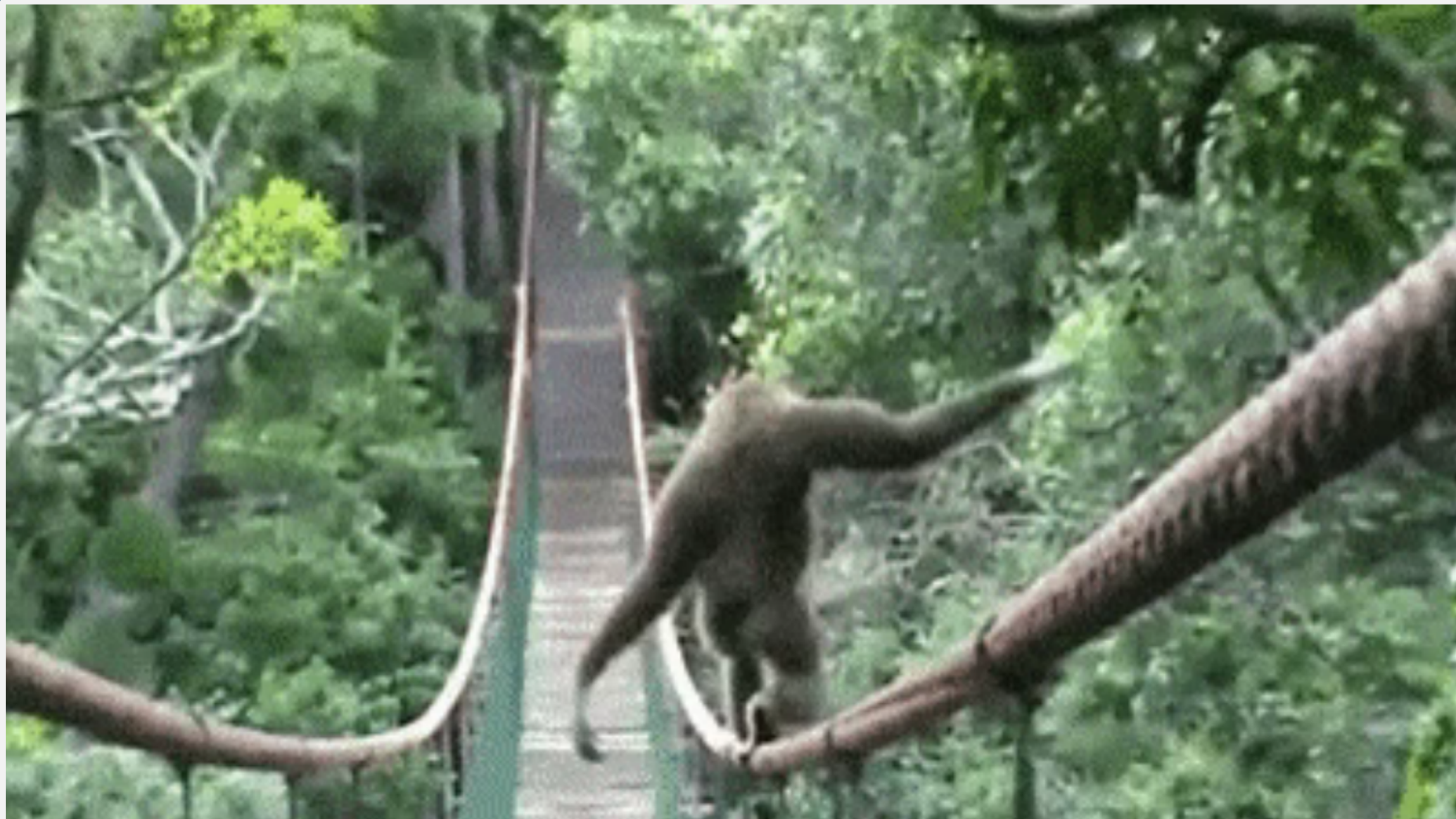


Navigating Usability and SEO

How to make your website user and SEO friendly while uncovering common misconceptions.





1

UX = UI = Usability



1

UI, UX & Usability - more or less the same thing?

Are you able to identify UX, UI and usability?

Making a website or application easy to use

Making a website or app attractive and effective according to users' preferences

Making users feel positive about a website or app



1

UI, UX & Usability - more or less the same thing?

Are you able to identify UX, UI and usability?

Making a website or application easy to use

Usability

Making a website or app attractive and effective according to users' preferences

UI

Making users feel positive about a website or app

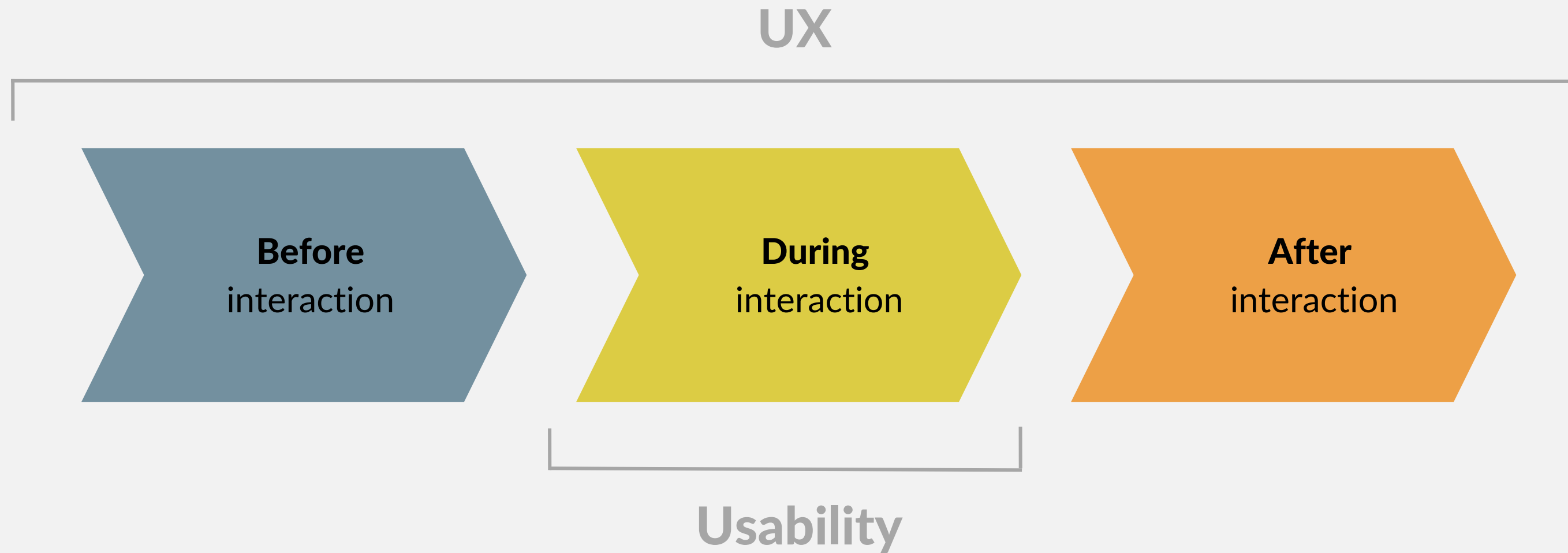
UX



1

UI, UX & Usability - more or less the same thing?

UX and Usability?





2

**SEO relevant content vs.
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>

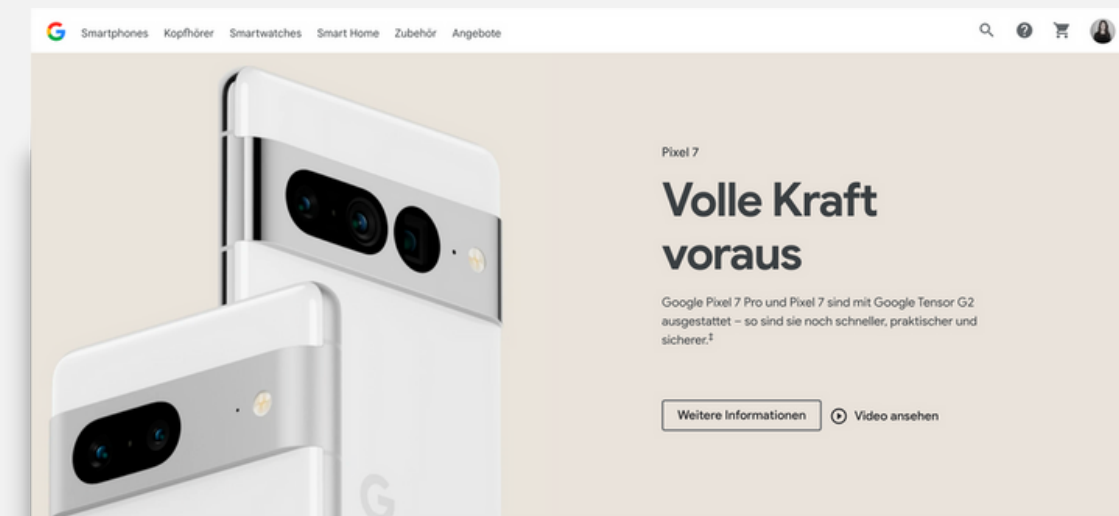
<p>On the other hand, we denounce with righteous indignation and dislike men who are so beguiled and demoralized by the charms of pleasure of the moment, so blinded by desire, that they cannot foresee the pain and trouble that are bound to ensue; and equal blame belongs to those who fail in their duty 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>

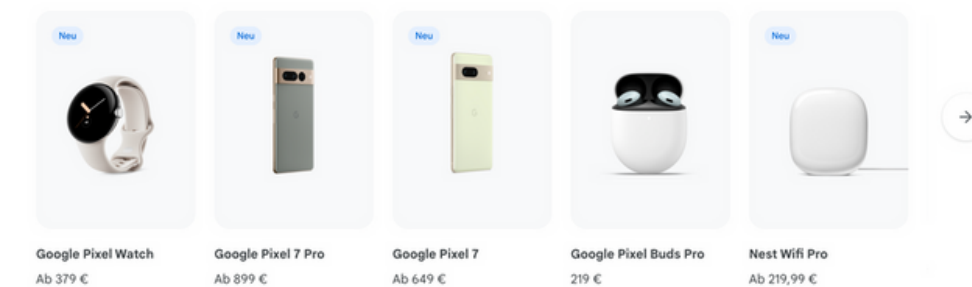
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UI/UX



Beliebt im Google Store.



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



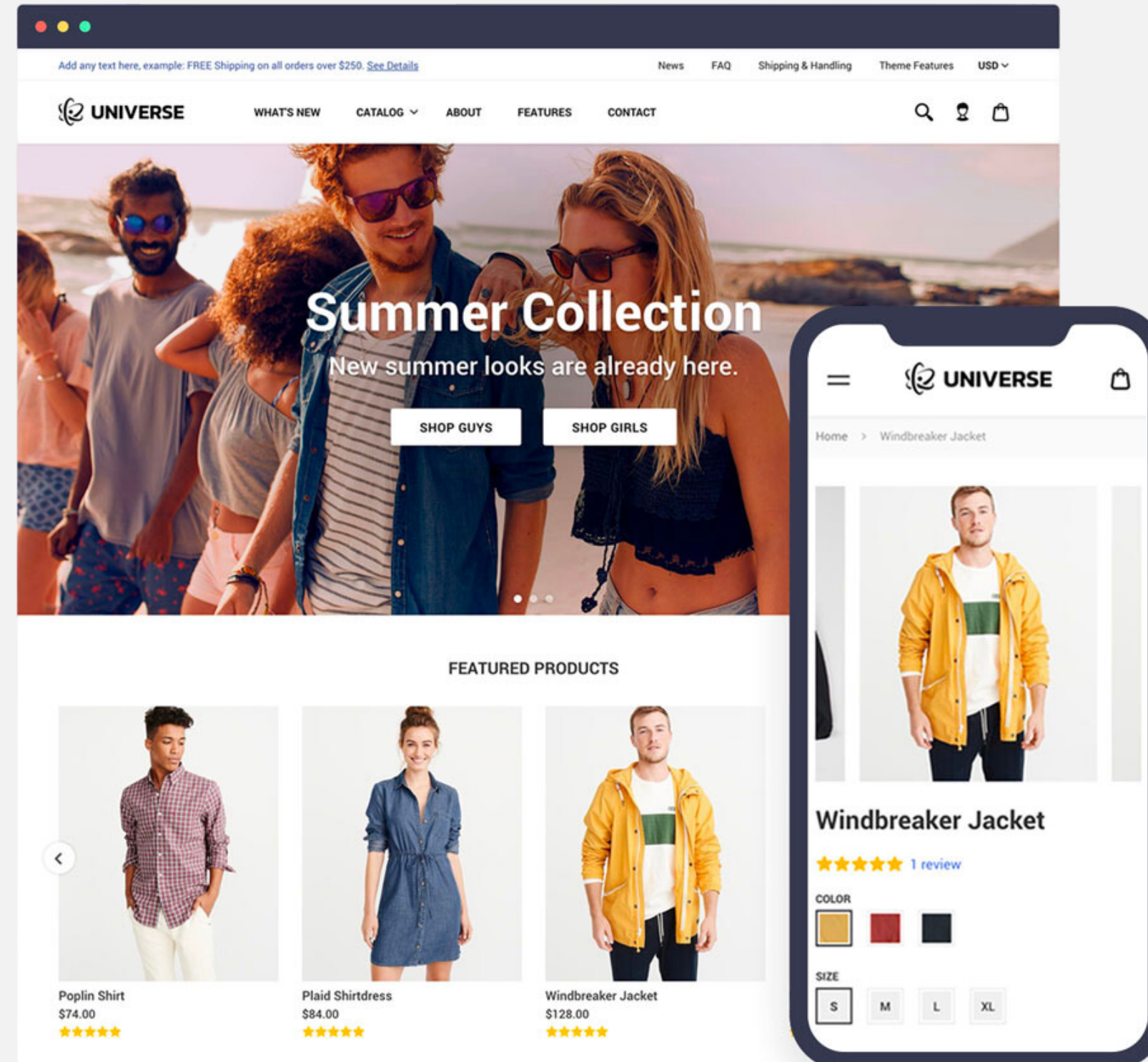
3

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



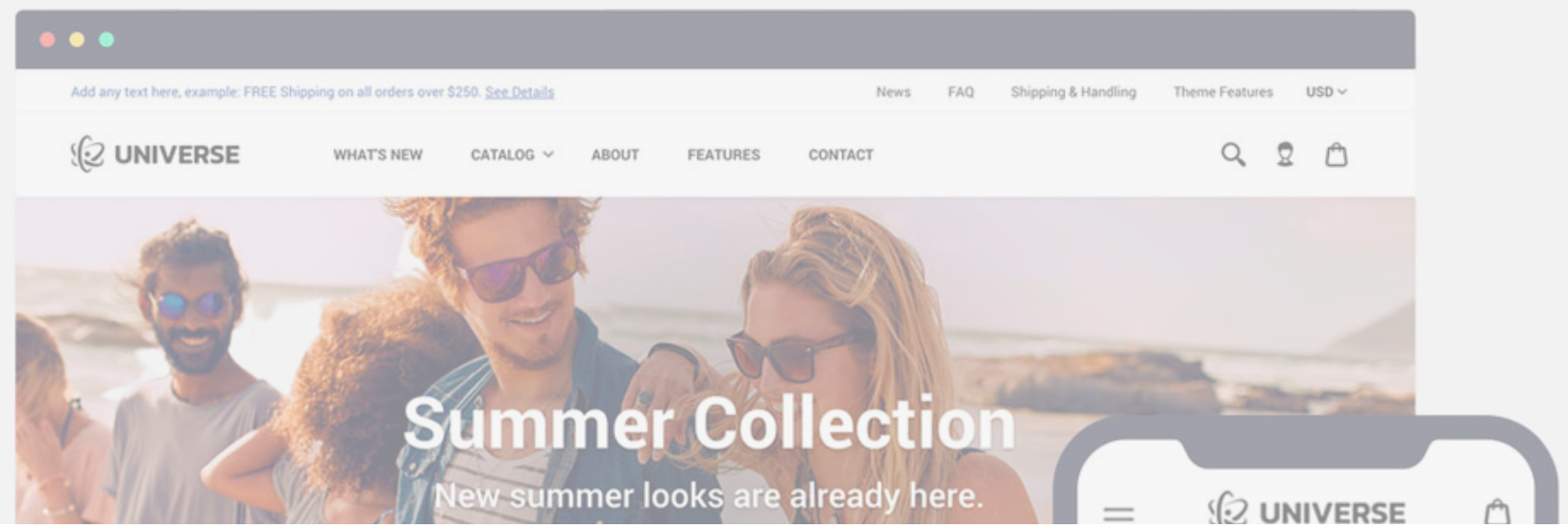
3

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



3

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



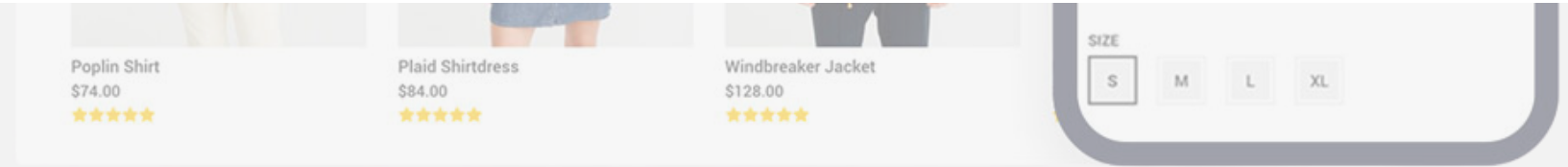
Page Performance Metrics (Run 2)

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
.874s	3.500s	3.301s	20.726s	35.064s	.563	6.679s	45.547s	429	5,941 KB	46.199s

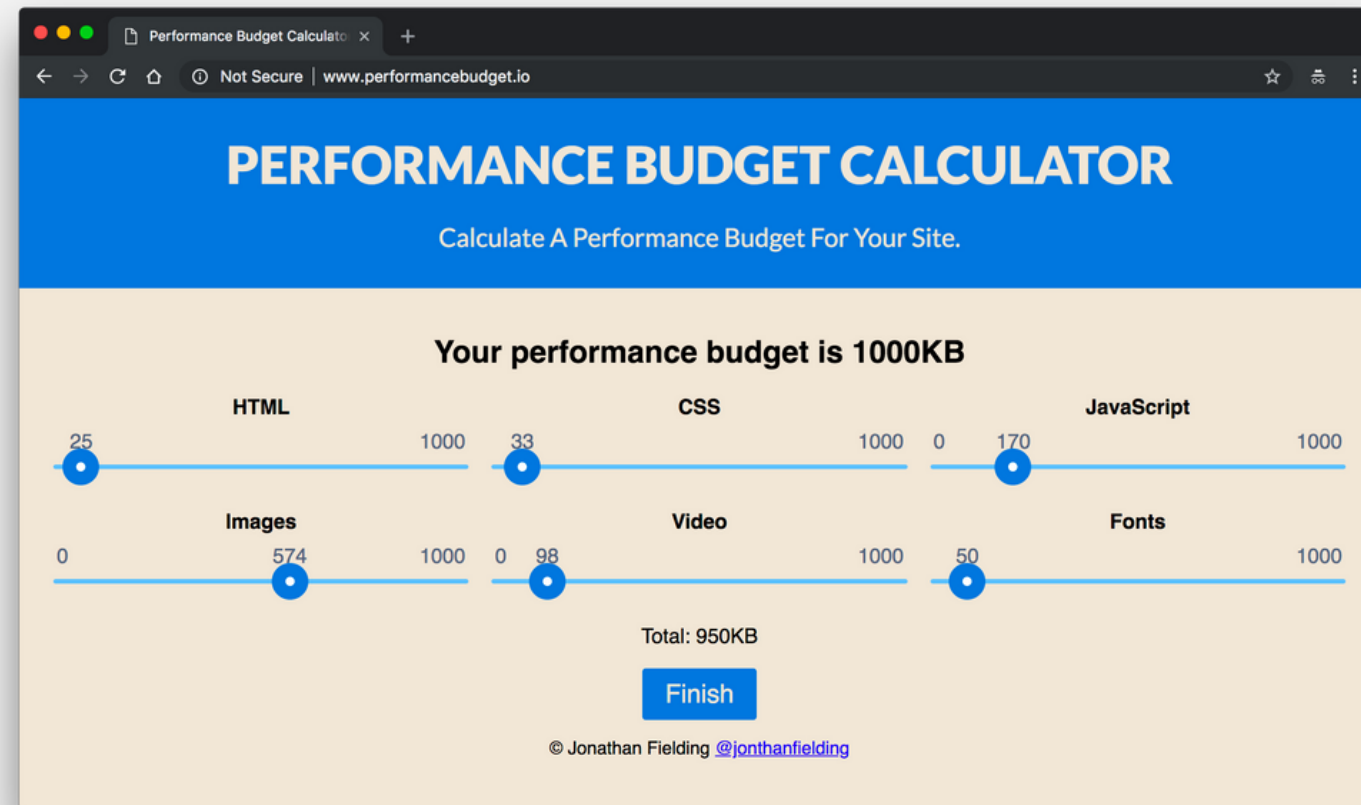
Visual Page Loading Process [\(Explore\)](#)



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.



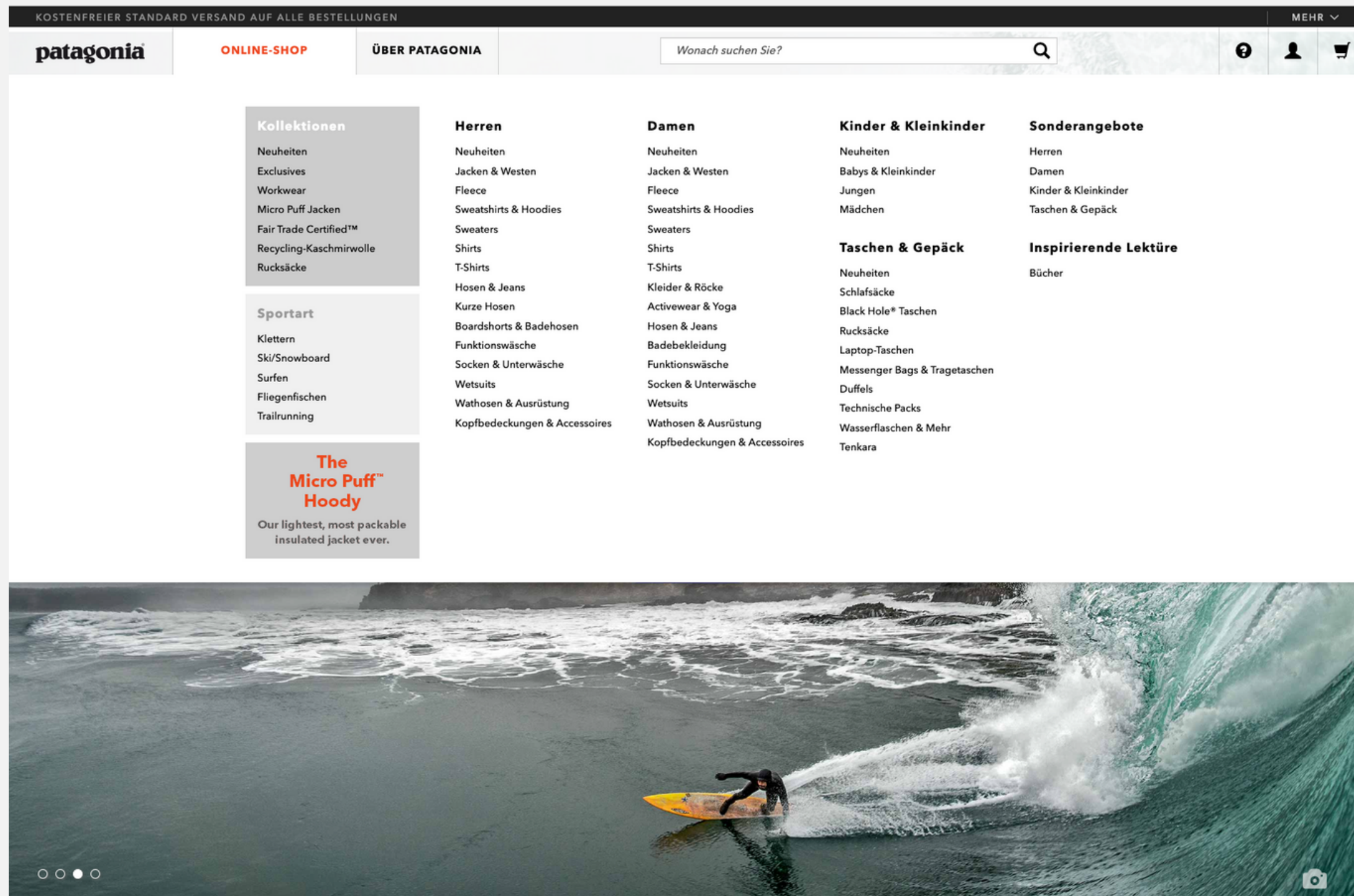


4

**Mega navigation menus
have negative impact on
usability**

4

Mega navigation menus can have negative impact on usability and SEO

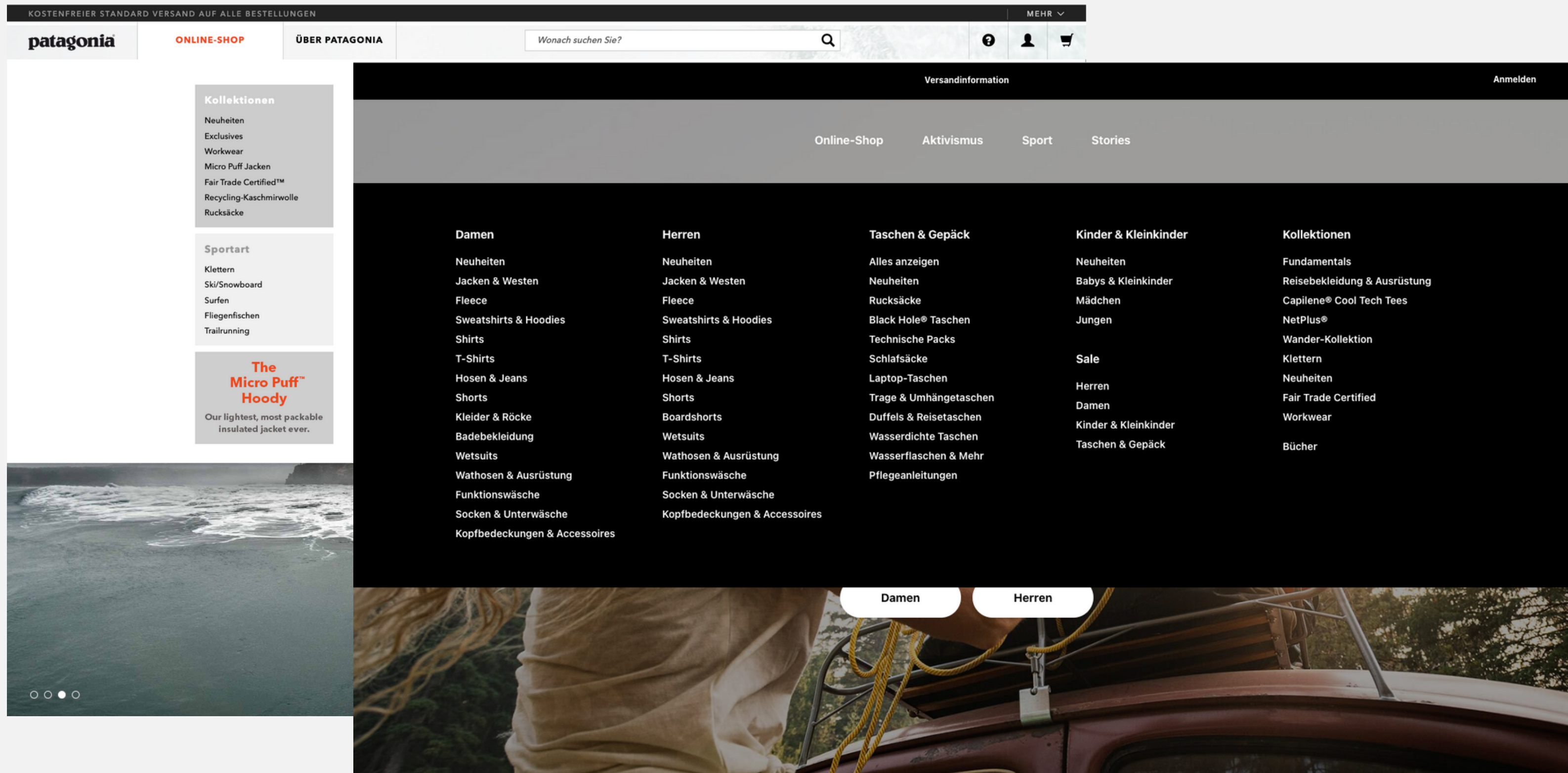


Source: Wayback Machine, en.patagonia.com, 2017



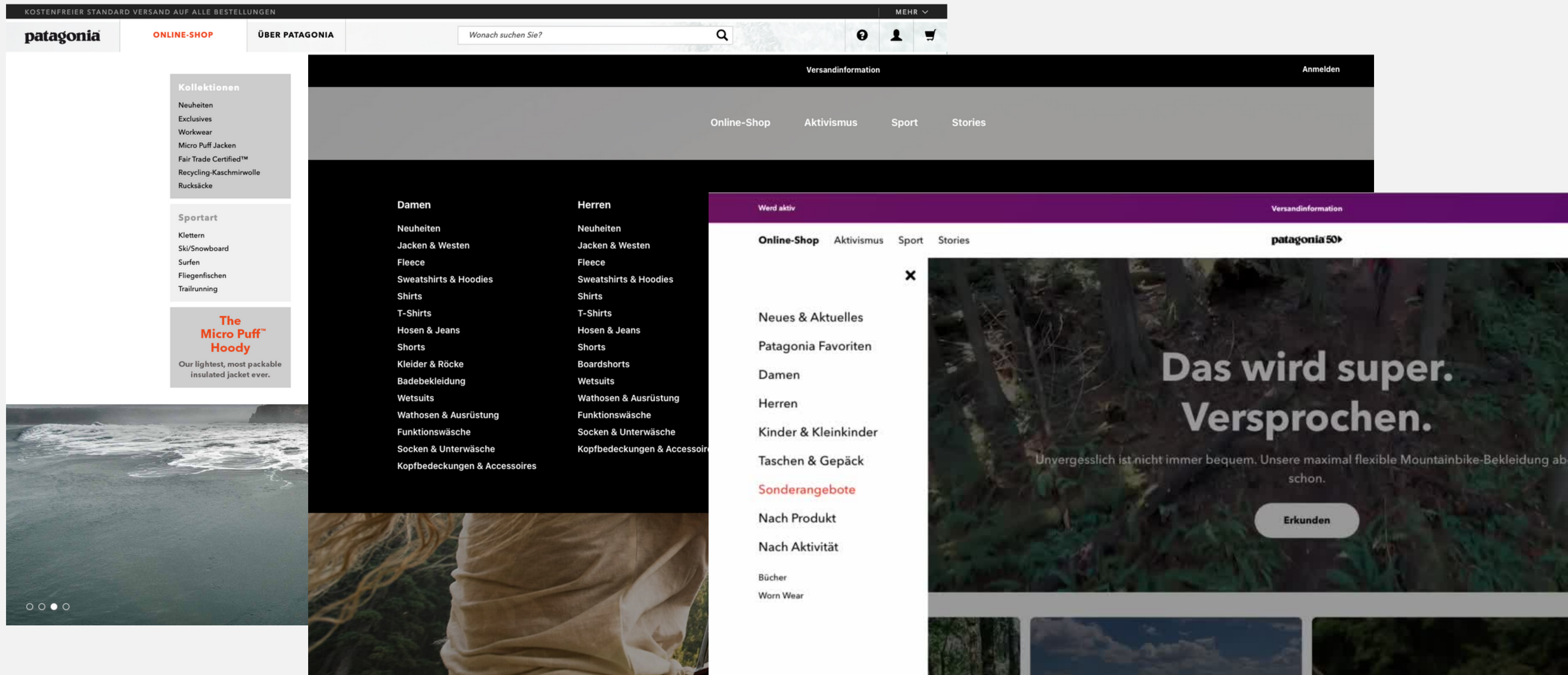
4

Mega navigation menus can have negative impact on usability and SEO



4

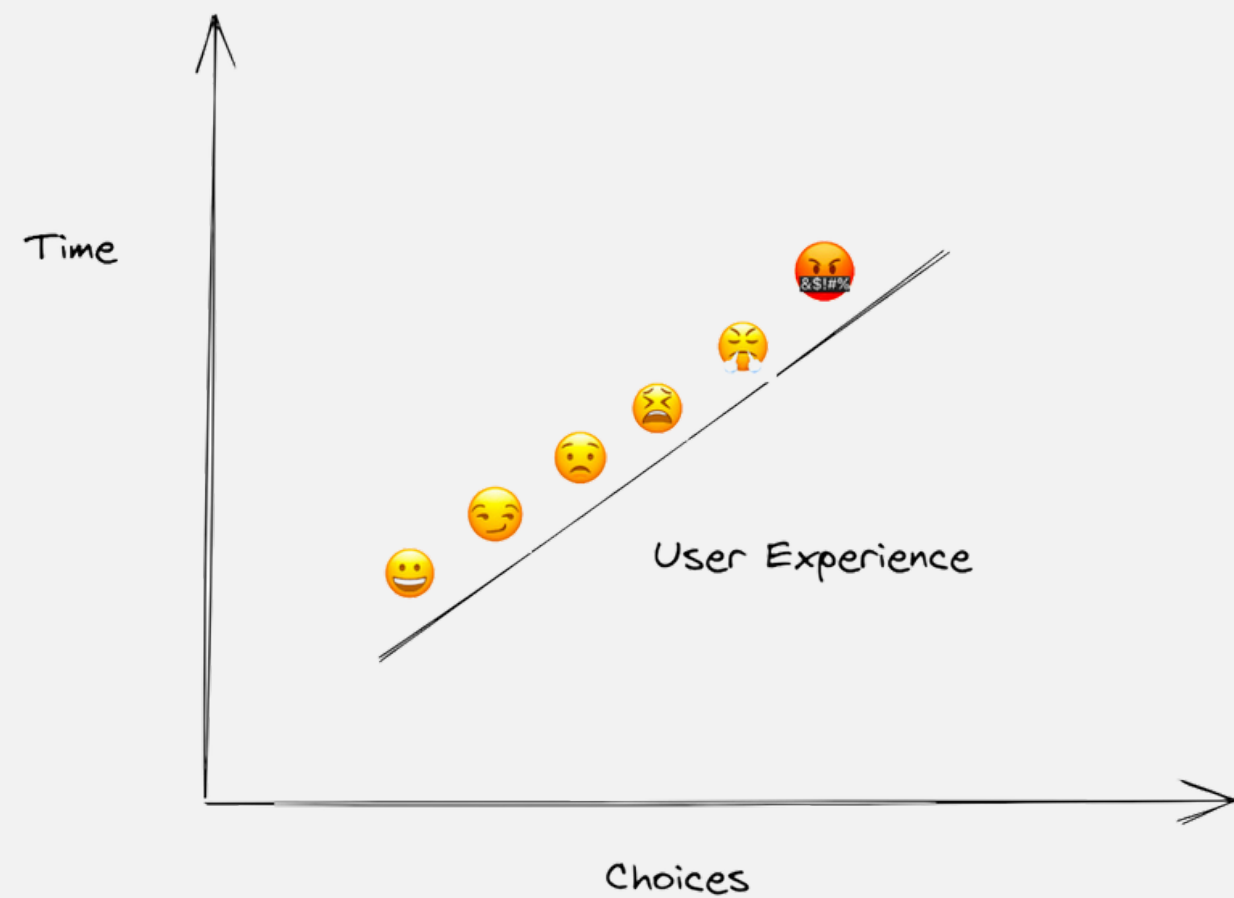
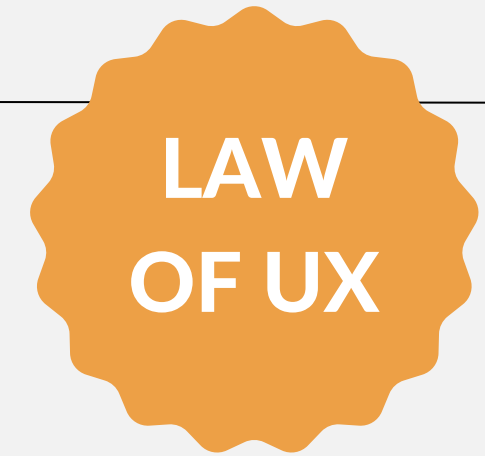
Mega navigation menus can have negative impact on usability and SEO



Source: en.patagonia.com, 2023

4

Mega navigation menus can have negative impact on usability



Hick's Law

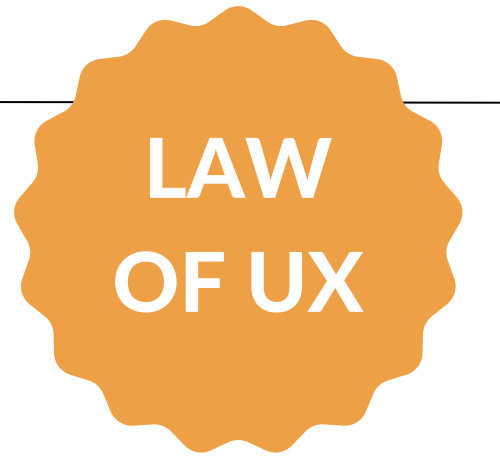
The time it takes to make a decision increases with the number and complexity of choices.

The more choices you give a user, the longer it takes for them to make a decision.



4

Mega navigation menus can have negative impact on usability



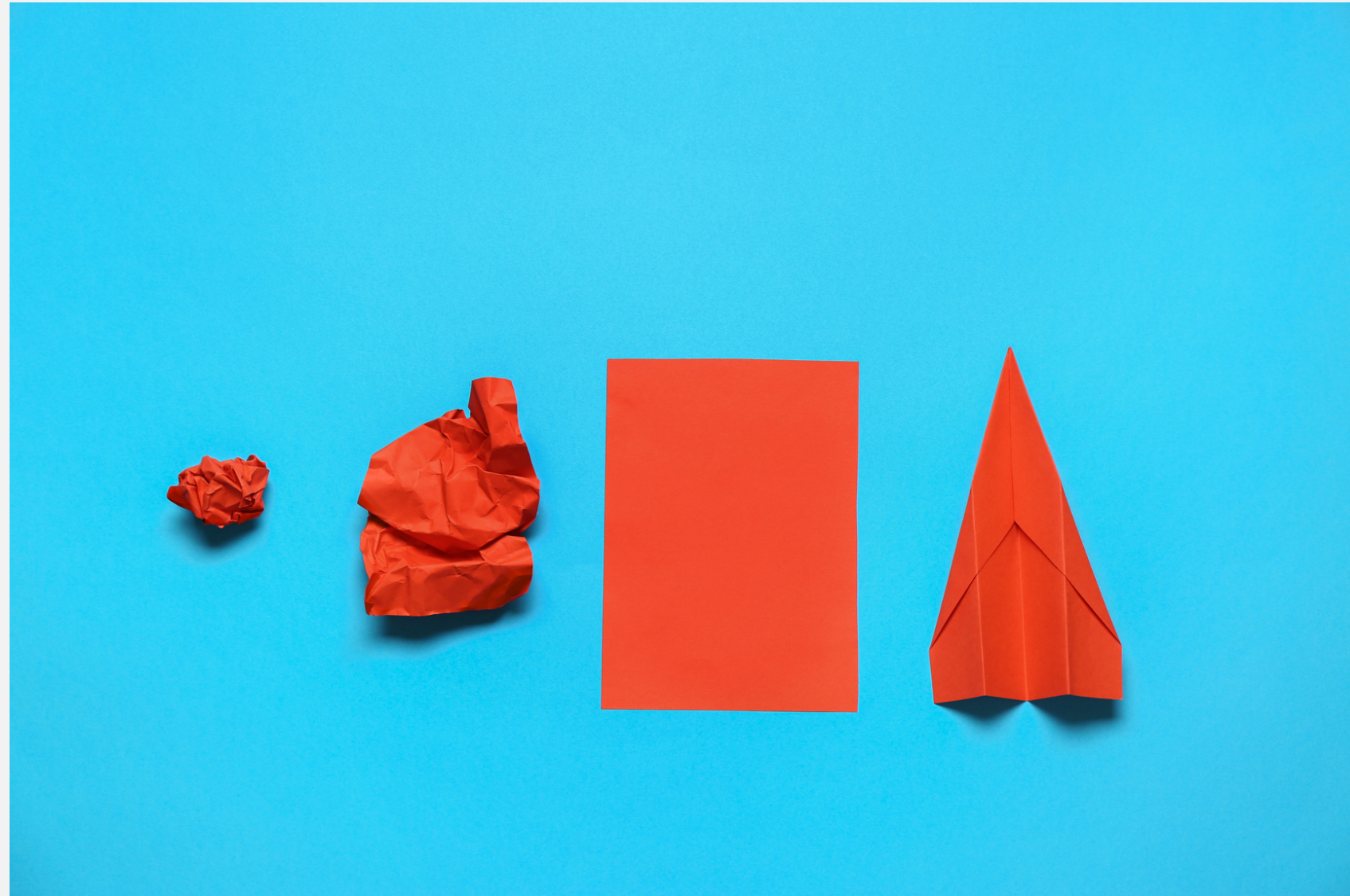
Miller's Law

The average person can only keep 7 (+/- 2) items in their working memory.

Display information in chunks so that it's manageable to users to remember what they consumed.

4

Mega navigation menus have negative impact on usability and SEO

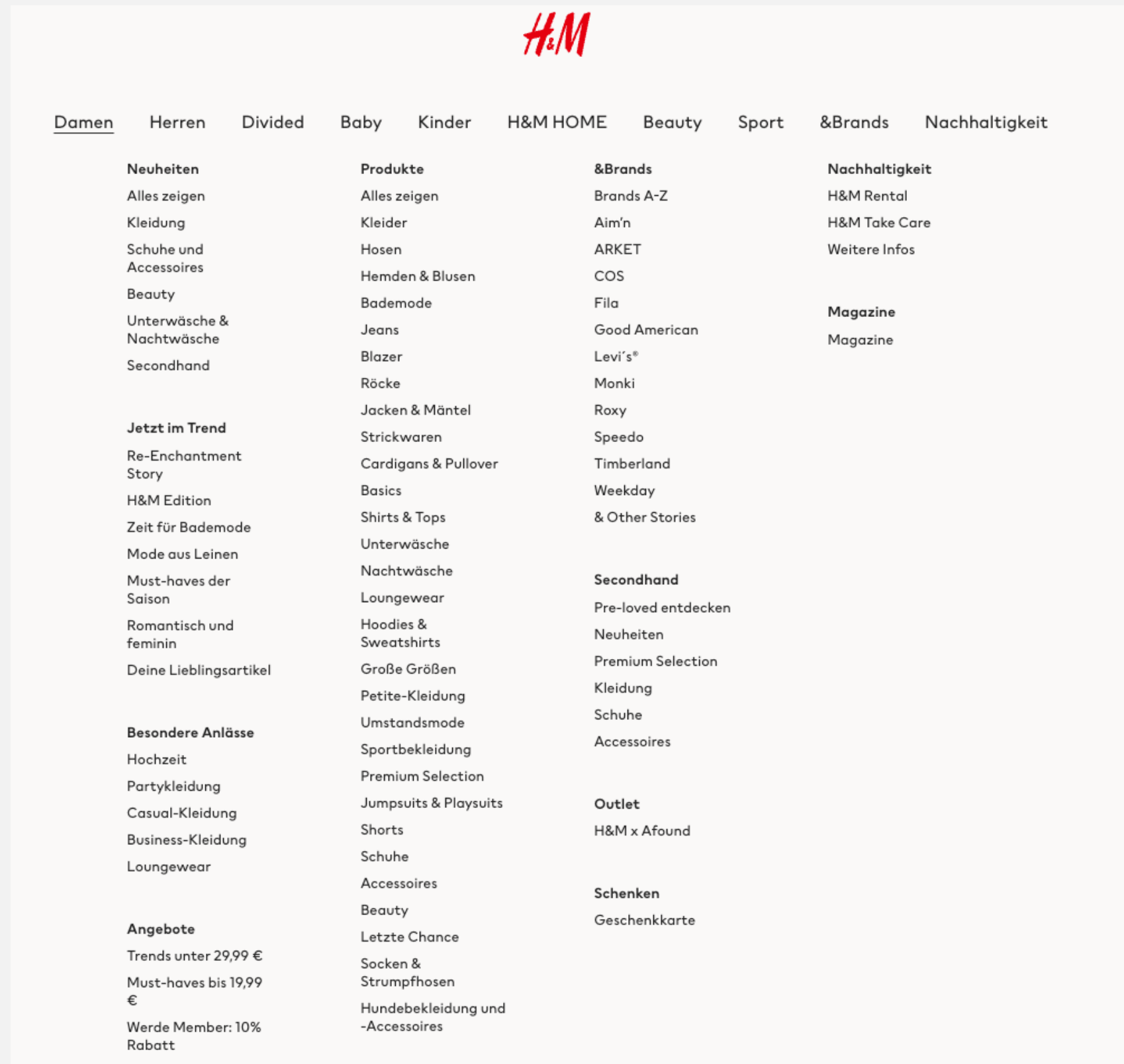


Let's look at some cases of navigation fails so we can learn from them!



4

Mega navigation menus have negative impact on usability and SEO



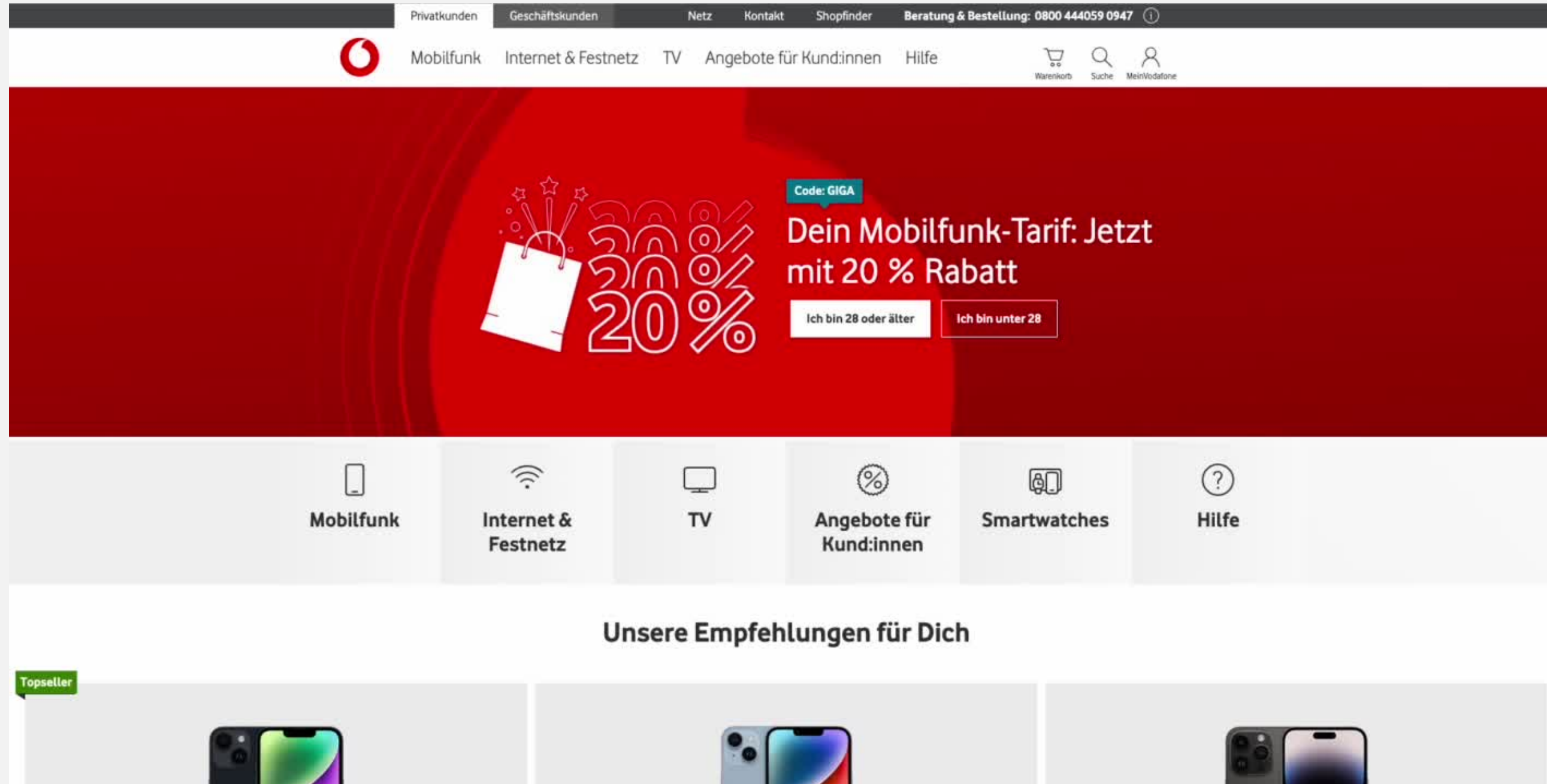
✘ Choice overload of available sub-categories

✘ No visual highlighting of special categories like sales or bestsellers



4

Mega navigation menus have negative impact on usability and SEO



- ✘ Multiple sub-navigations opening on hover with delays
- ✘ No forgiving mouse movement paths





5

Aesthetics are not important if you have good usability.



5

Aesthetics are not important if you have good usability.

The screenshot shows the IMDb page for the TV series 'Der Herr der Ringe: Die Ringe der Macht'. The page features a large video player with a Prime Video logo, a search bar at the top, and various navigation options. The main content area includes the title, original title, and a star rating of 6.9/10. Below the video player, there are sections for 'Auszeichnungen' (Awards) and 'Episoden' (Episodes). The 'Episoden' section lists two episodes: 'S1.E6 · Udún' and 'S1.E8 · Alloyed', both with their respective ratings and release dates. The page also includes a 'Mehr entdecken' (Discover more) section with recommendations for other titles like 'BEEF' and 'AIR'.

The screenshot shows an eBay listing for 'The Lord of the Rings: The Two Towers (DVD, 2003, 4-Disc Set) Bilingual PERFECT'. The listing includes a product image, a price of C \$20,22 (incl. MwSt.), and a 'Sicher einkaufen' (Buy with confidence) badge. The seller's name is 'besties' with a 97.3% positive feedback rating. The listing also features a 'Preisvorschlag' (Make an offer) section and a 'Zahlungen' (Payments) section with logos for PayPal, VISA, and MasterCard. Below the main listing, there is a 'Weitere passende Anzeigen' (Further relevant ads) section with recommendations for other movies and TV shows.



5

Aesthetics are not important if you have good usability.



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OF UX

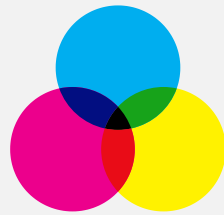
Aesthetic-Usability Effect

- Users often perceive aesthetically pleasing design as **more usable**
- They are **more tolerant** of minor usability issues
- Visual design impacts the perceived **credibility of a site**



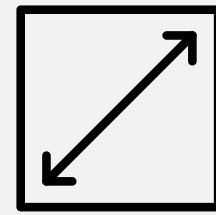
5

Aesthetics are not important if you have good usability.



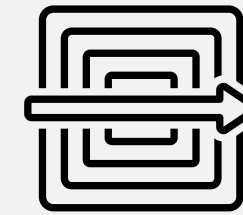
Color Scheme

Lack of contrast and clash in colors give negative emotions to the users. It immediately impacts the first impression for a user.



Whitespace

It makes text easier to read, creates visual hierarchy and reduces clutter.



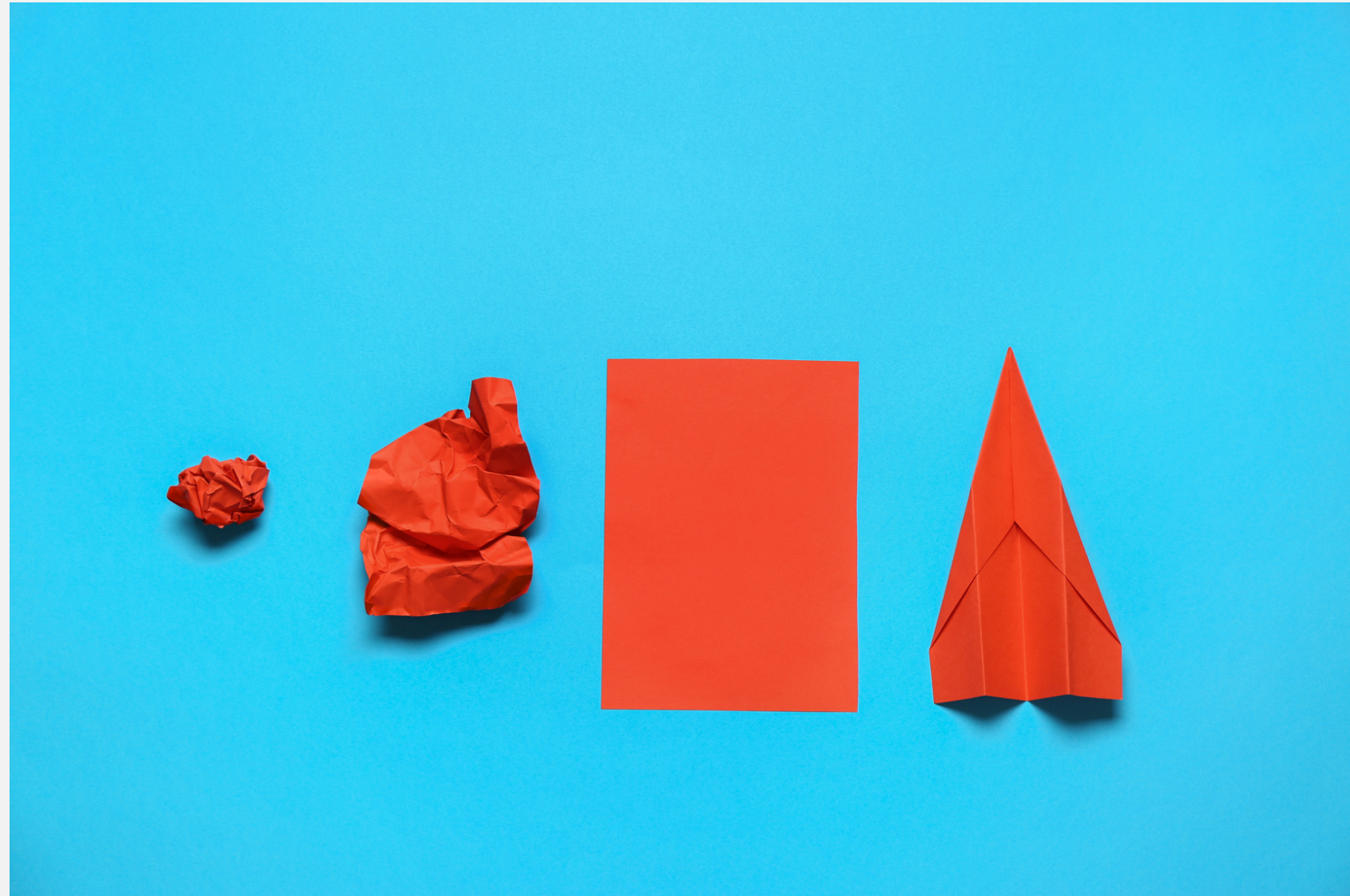
Consistency

It plays a vital role in usability and aesthetics. Consistency enables users to think less because they can find UI elements faster and predict outcomes.



5

Aesthetics are not important if you have good usability.



Let's look at some cases of aesthetic fails so we can learn from them!



5

Aesthetics are not important if you have good usability.

The screenshot shows the Hotels.com website interface. At the top, there is a navigation bar with the Hotels.com logo, a language selector set to 'Deutsch', and links for 'Unterkunft registrieren', 'Hilfe', 'Meine Reisen', and 'Anmelden'. Below the navigation bar, there are search filters for 'Reiseziel Schweden', 'Daten 28. Apr. - 29. Apr.', and 'Gäste 2 Reisende, 1 Zimmer'. A search button is located to the right of these filters. Below the filters, there is a map showing the search area in Sweden, with a button 'Auf Karte anzeigen'. To the right of the map, there is a text box indicating '1.620 Unterkünfte' and a sorting dropdown menu set to 'Sortieren nach Empfohlene Unterkünfte'. Below the map and sorting options, there is a promotional banner with a purple icon and the text 'Spare durchschnittlich 15% bei Tausenden Hotels, wenn du angemeldet bist', with a blue 'Anmelden' button. Below the banner, there are two hotel listings. The first listing is for 'Quality Hotel Match' in Jonköping, featuring a pool, WLAN, and climate control. It has a rating of 9,0/10 and a price of 114 € for 1 night. The second listing is for 'Jacy'z Hotel & Resort', featuring breakfast, a pool, and wellness. It has a rating of 9,2/10 and a price of 176 € for 1 night, with a 10% discount. On the left side of the page, there are filter sections for 'Name der Unterkunft' (with a search box containing 'z. B. Marriott'), 'Filtern nach:' (with a list of filters like 'Campingplatz', 'Hausboot', etc.), and 'Gesamtpreis' (with a price range slider from 0 € to 700 €+).

✗ Too many different colors for navigational elements with no hierarchies (red, blue, purple)

✗ Red color for navigation

✗ No commitment to uniform shapes



5

Aesthetics are not important if you have good usability.

The screenshot displays the Airbnb search results for Sweden. At the top, the search bar shows 'Schweden' and 'Eine Woche'. Below the search bar, there are navigation tabs for various accommodation types: 'Alle Unterkünfte', 'Direkt am See', 'Direkt am Strand', 'Blockhütten', 'Mit Aussicht', 'Tolle Pools', 'Tiny Houses', 'Angesagt', 'Nationalparks', 'Auf dem Land', and 'Bauernhöfe'. A 'Filter' button is also present.

The main content area shows 'Über 1.000 Unterkünfte' and a grid of six accommodation cards. Each card includes a photo, a title, a rating, and pricing information. The cards are:

- Kuppelhaus in Kiruna N**: 4,68 (28) reviews, 293 € - 240 € Nacht, Gesamtpreis: 1.200 €
- Blockhütte in Högstorp**: 4,95 (20) reviews, 290 € Nacht, Gesamtpreis: 1.450 €
- Cottage in Karlshamn S**: 4,94 (34) reviews, 104 € Nacht, Gesamtpreis: 619 €
- Superhost** (partially visible)
- Superhost** (partially visible)
- Superhost** (partially visible)

On the right side, a map view shows the geographical distribution of these accommodations across Sweden, with price markers ranging from 53 € to 240 €.





6

Accessibility affects only a small group of users.



6

Accessibility affects only a small group of users



15 - 20 %

of people in the EU, or estimated 80 **million people**, have some form of disability. They are the world's largest minority.



6

Accessibility affects only a small group of users

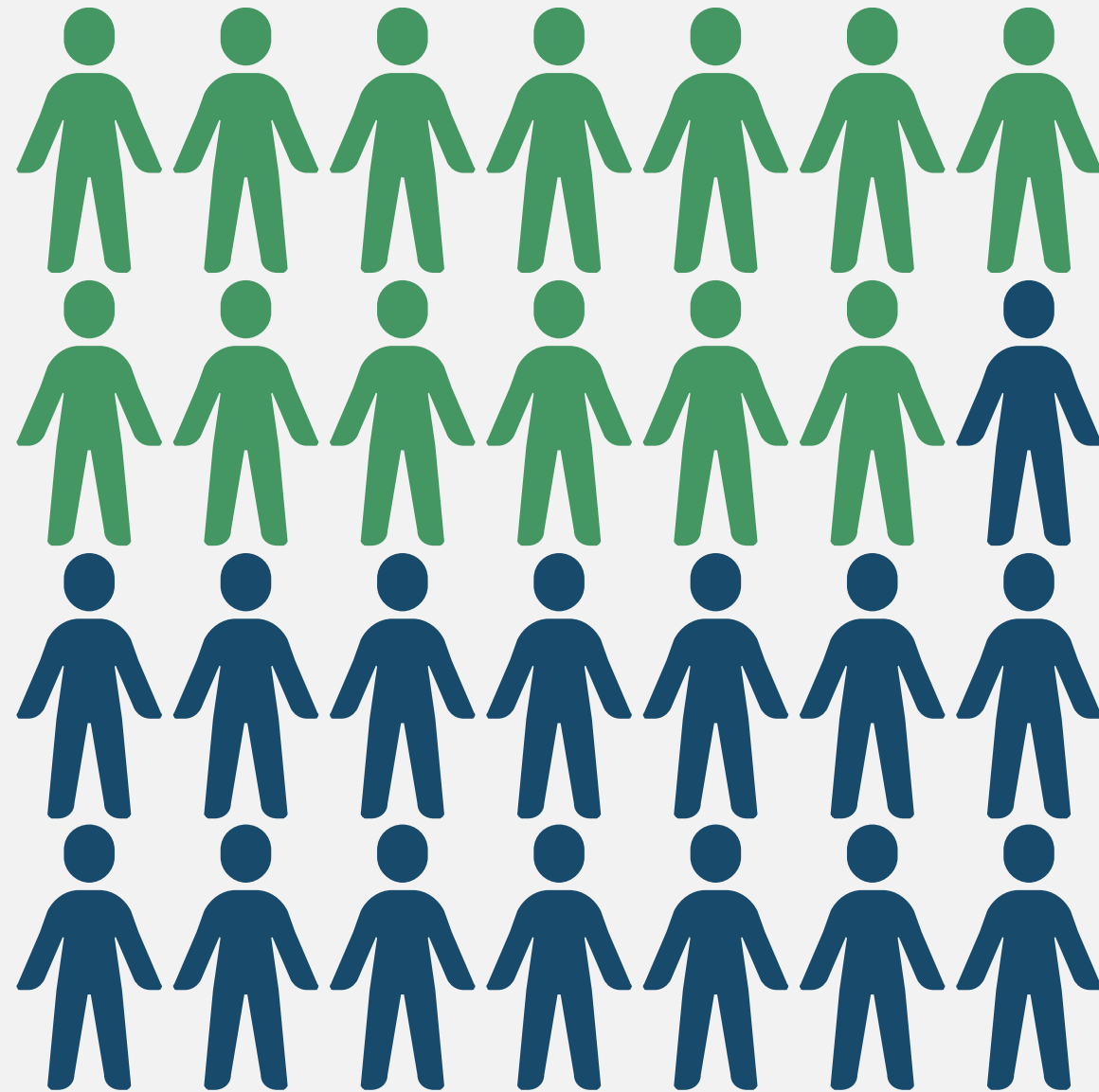


Temporary and situational disabilities

- Injuries such as fractures and sprains
- Holding a baby
- Loud background noises

6

Accessibility affects only a small group of users



Aging population

44 % of the population in Germany is over 50. Generations that use the internet today also want to use it in the future.

6

Accessibility affects only a small group of users

Designing for accessibility helps everyone

like sidewalk ramps being used by parents with strollers, cyclists or older people



6

Accessibility affects only a small group of users



Designing for accessibility helps everyone

like video captions in noisy and quiet situations



6

Accessibility affects only a small group of users

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Curb-Cut Effect

It states that when you design for disabilities, you make things better for everyone in the process



6

Accessibility affects only a small group of users



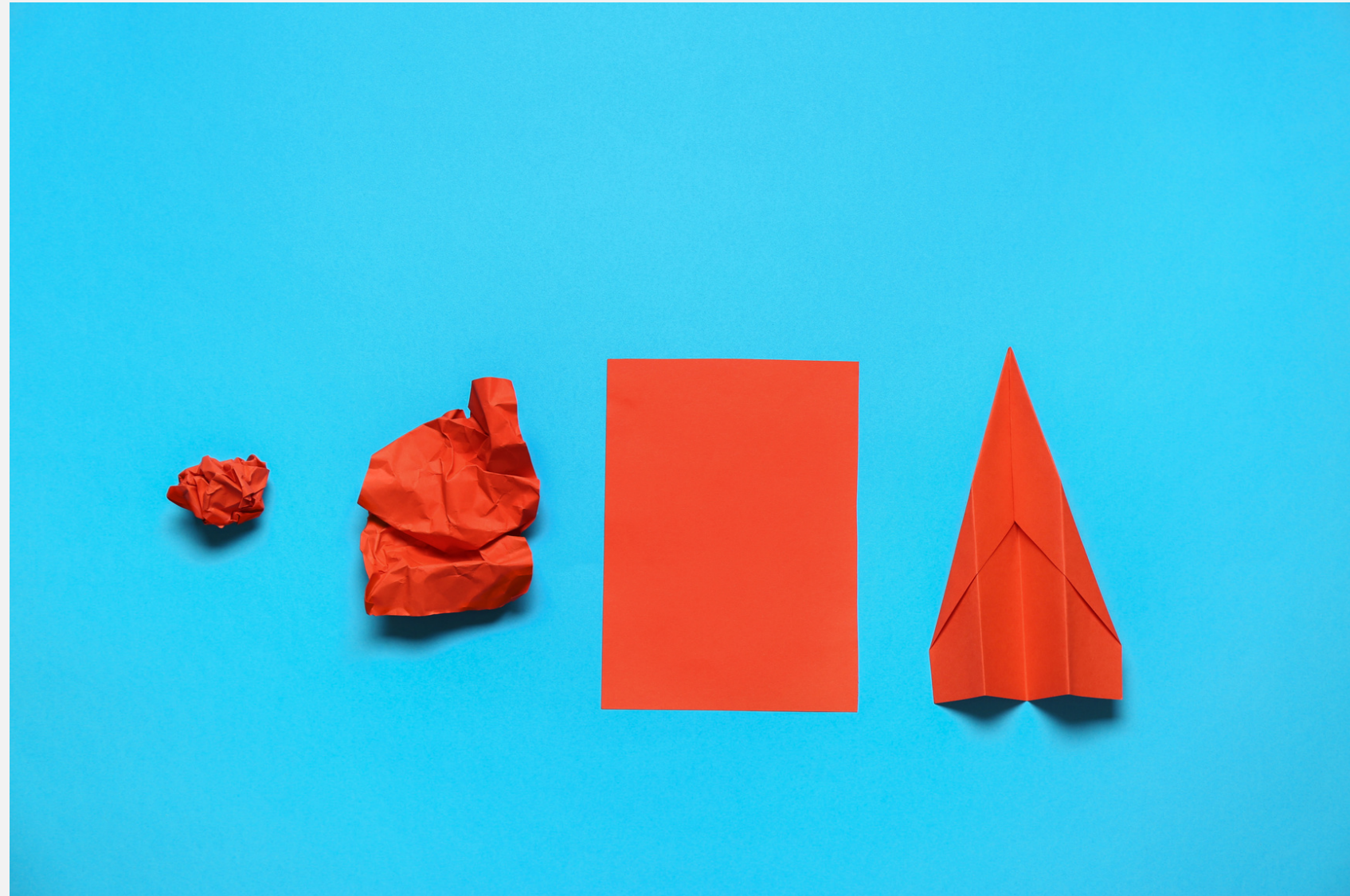
Web Accessibility is not optional

As of **28 June 2025** e-commerce companies* in the European Union must ensure that their websites and services are accessible for persons with disabilities.

*Small businesses that have fewer than ten employees and no more than an annual turnover of 2 million euros are not covered by this obligation.

6

Accessibility affects only a small group of users



Let's look at some cases of accessibility fails so we can learn from them!



6

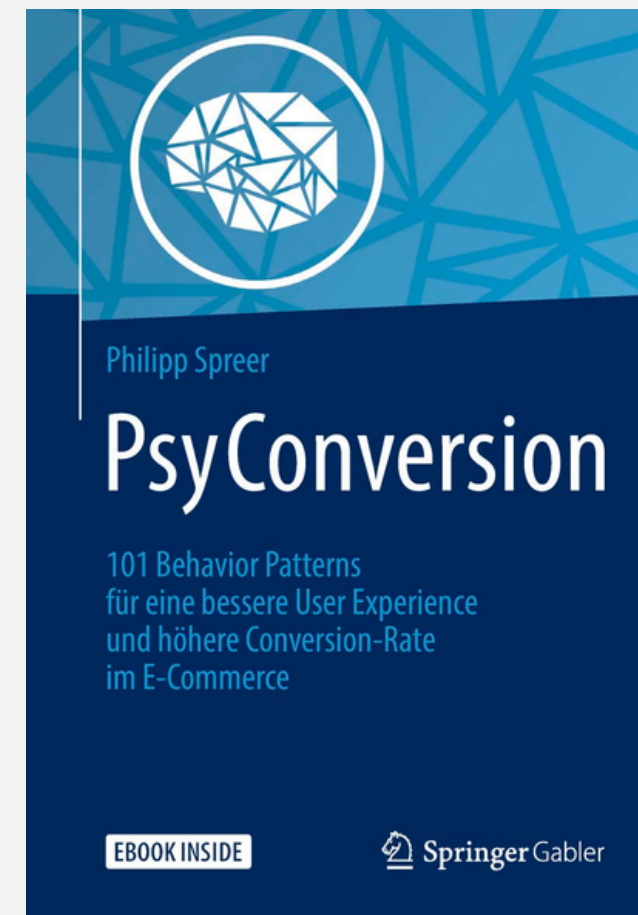
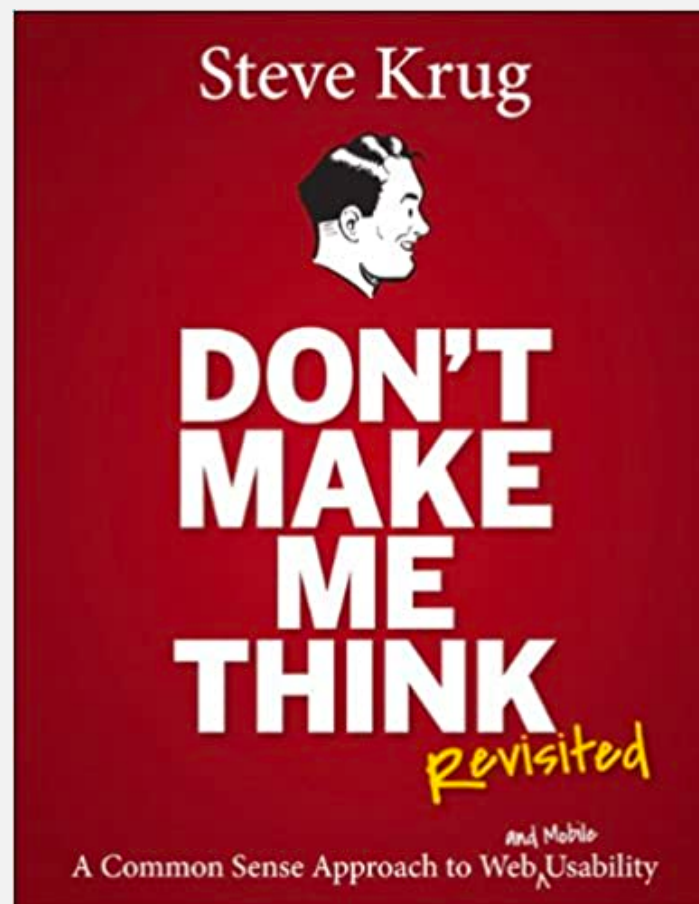
Accessibility affects only a small group of users

The screenshot displays the WAVE web accessibility evaluation tool interface. On the left, a summary panel shows 36 errors, 377 contrast errors, 51 alerts, 31 features, 48 structural elements, and 69 ARIA issues. The main area shows a detailed view of the Otto website with numerous red 'x' markers indicating accessibility errors across various elements like navigation, product listings, and promotional banners.

- ✗ 365 contrast errors
- ✗ 22x missing alt-text for navigational elements and images
- ✗ Lang attribute is missing



Unsere Buchempfehlungen



**Thank
you!**



Johanna Dietrich & Verena Lahner

SEO Day #FailEdition
April 2023

