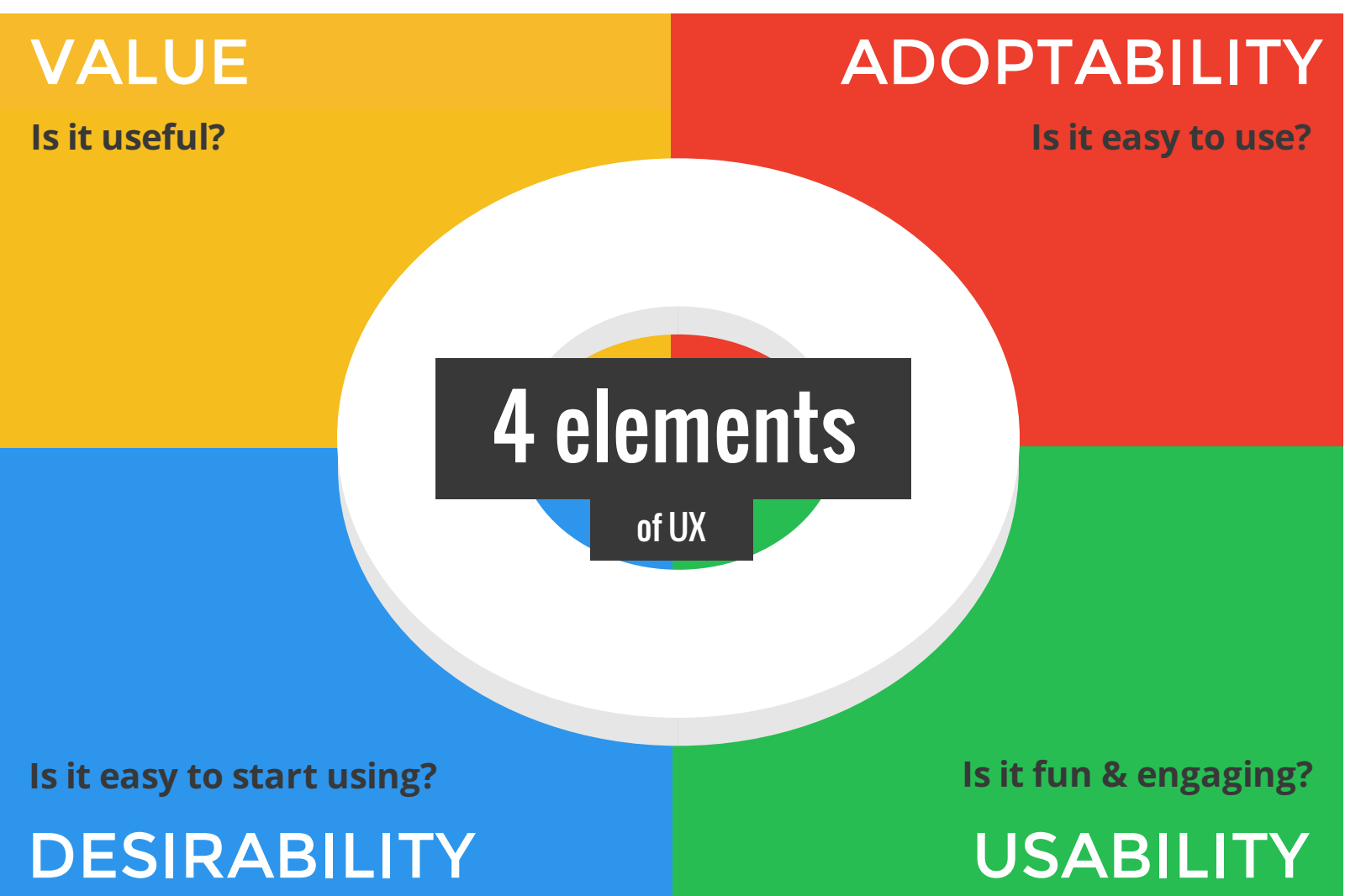# DRIVEN GROWTH

USER EXPERIENCE

User experience (UX) covers a whole range of website features from ease of use to user engagement and visual appeal. UX always has four elements.
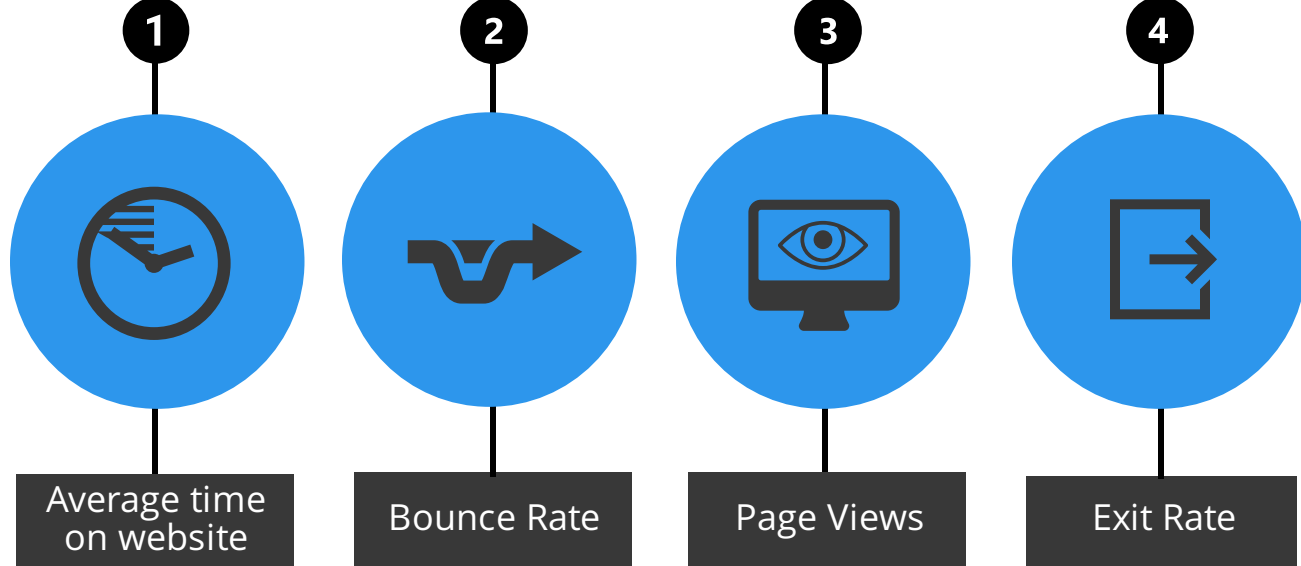
VALUE
Is it useful?

ADOPTABILITY
Is it easy to use?

4 elements
of UX

DESIRABILITY
Is it easy to start using?

USABILITY
Is it fun & engaging?

{ It's not necessary to keep all elements equal for every website. }

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Measuring a website's UX

ON SITE

1. Average time on website
2. Bounce Rate
3. Page Views
4. Exit Rate

ON SERP

1. Pogosticking
2. Click-through rate
3. Dwell Time
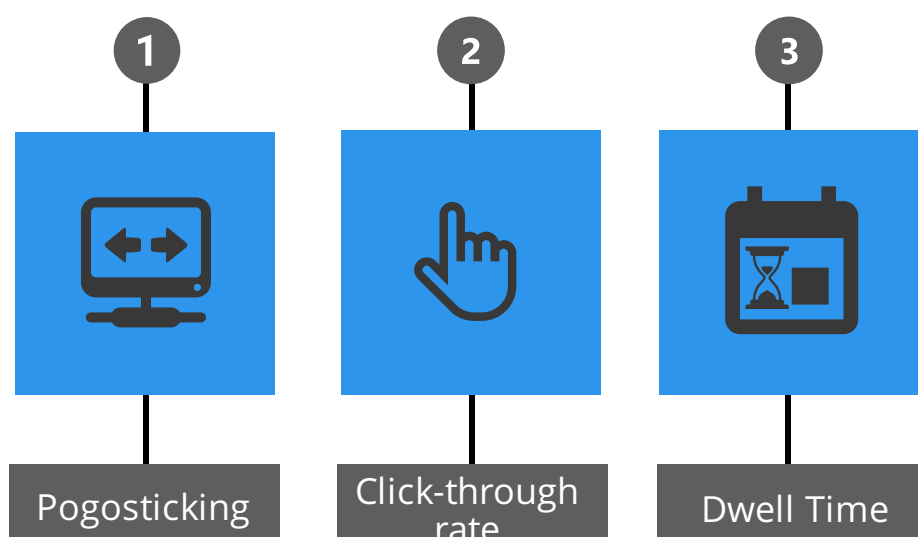
Steps to create awesome User Experience

Keep all of the elements in mind and continually crank out fun, engaging content.

Focus on quality by boosting your page speed, making navigation easier, eliminating duplicate content, and following an internal link structure.

SEO and UX are a match made in heaven when organized well in perfect harmony.

Source: http://shanebarker.com/user-experience-important-in-seo/

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