

Aesthetics and SEO Interface Design Model and Guidelines



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DEDICATION

This research is dedicated to my parents, my brothers and friends, for believing in me, inspiring me, and encouraging me to reach higher in order to achieve my goals.

ABSTRACT

Today, the Website is the fastest-growing and the strongest medium to convey a message to all over the world. There are two characteristics are involved to design a website, first, SEO and secondly Aesthetics. SEO (Search Engine Optimization) is essential to reach the website to its audience and aesthetics are important for visual appeal and presentation. So the web designer must have enough knowledge about both aspects. Website designer must be careful about the correct use of color, visual effects, size of contents and SEO, and then the website encouraged users to remember your website name and search you first on the internet. To design a successful website, we not only require web designer expertise but also require some graphic designer expertise to make a good interface design and when we talk about SEO friendly design, which also needed some extra expertise in SEO.

It is important to note that designing a website and its optimization (SEO) is two different things. However, it is equally important to consider in good designing. Designers found it difficult to work with both at the same time. If they focused on SEO, the aesthetics is by passed, and it may be the cause of weak visual appearance. Designers need a solution to use both at the same time. We proposed a new interface design model which supports the website aesthetics and SEO at the same place. The model is derived from the graphic-design principles and SEO strategies. The model enhanced the designers work in many ways, such as; designers can easily plan their work, define the website structure, colors, typography, imagery, wireframing and build mockups. A design guideline is also being proposed, which fully supports the SEO. It helps the designer to optimize the website design in various aspects, such as; provide an assistance to optimize the typography, imagery, navigations and information tags. At the last, we suggested some tools, which help the designer to enhance their work. Suggested tools provided help in structure design, wireframing, making color schemes, build mockups and so forth.

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LIST OF ABBREVIATIONS

SEO	Search Engine Optimization
SE	Search Engine
HCI	Human Computer Interaction
GUI	Graphic User Interface
WUI	Web User Interface
LV	Layout Visual
TV	Text Visual
CSS	Cascade Style Sheet
PNG	Portable Network Graphics
HTML	Hyper Text Markup Language
XML	Extensible Markup Language
PDF	Portable Document Format
URL	Uniform Resource Locator
SEM	Search Engine Marketing
PPC	Pay Per Click
SERP	Search Engine Result Page
PR	Page Rank