

your site ↑  
the big line  
search engine ↓

Viewer searches with keywords - Google results - Reads Snippet + Click Through - Stays on site or bounces - Successful outcome

## clarity

Make your message as transparent as possible  
The customer needs to find it as easy as possible to achieve the aim of the site

## navigation

Clear accessible navigation helps people look round. If they get lost they will 'get lost' somewhere else

## design

This is the first time the viewer has seen the site. It is the point where visuals start to have an effect. **Fail to excite your visitors here and they will bounce**

## snippet

Most of the time the Google 'snippet' is what appears in the description meta tag.  
**This is your first big sales pitch, don't waste it**  
Your snippet will need to entice the viewer enough to click on your link rather than someone else's  
`<meta name="Description" content="description"/>`

## search

Your ability to be found relies on keywords being here  
`<title>page title</title>  
<h1>main heading</h1>  
<p>body text</p>  
also  
<meta name="Description" content="description"/>  
<alt> and other html tags`  
**Google doesn't use 'hidden' keywords any more**

viewer needs your response