WebSite Phase 4: Deploy

Hosting, Site Migration, Testing, SEO and Analytics

Domenic J. Licata, Instructional Support Technician
University at Buffalo Department of Visual Studies
djlicata@buffalo.edu
Usability Testing
How to Conduct a Simple User Test with Jakob Nielsen

https://www.youtube.com/watch?v=r0A6lW2TFFI

See also Usability Testing 101, Nielsen Norman Group
Migrating a WordPress Site

• Develop site in a test environment
  • Remote Server (Hosted Live)
  • Local environment (MAMP)
• Export MySQL database, backup media from Uploads folder
  • Alternatively, use WP-Backup, Tools>Export, or other plugin
• Import into production WP installation
  • Update URLs/links as necessary
Deployment

- Domain Name Registration
- Hosting Services
- Shared
- Virtual Private Server
- Private Server
- FTP/SFTP
Hosting Providers

• Recommended: Dreamhost and HostGator for domain registration & hosting
  • Ad free, custom URLs
  • About $10/month to start
  • Excellent customer service
  • Focused on the developer, not end-user
  • Minimal down-time
  • Affordable shared hosting or more expensive dedicated hosting
Search Engine Optimization (SEO)
Search Engine Optimization (SEO)

Google’s regularly tweaks its ranking algorithm:

1. Panda, 2011: Lower for thin or plagiarized content.
3. Hummingbird, 2013: Lower for too many keywords or thin content.
5. Possum, 2016: Greater for listings that are geographically closer.
6. Fred, 2017: Lower for heavily affiliated or ad-centered content.
7. Medic, 2019: “remain focused on building great content”

https://www.stanventures.com/blog/google-algorithm-updates/
Boosting SEO

• Put keywords into the permalinks
• Choose Relevant Post Name or Custom Permalink Structure
  • /%category%/%postname%/ adds the category name to the URL
• Use hyphens to separate keywords in the URL, not underscores
• Only use H1 for page and post titles, and only once per page
• Use keywords in image names, and meaningful Title and Alt attributes.
• Allow for broad discoverability by tagging posts meaningfully.
Boosting SEO

• Good content

• HTTPS

• Keywords should be used in content, not in meta tags anymore. (Yahoo might still, but they won't say.)

• Load time lowers rating

• Link Popularity: Inbound and internal links
  • Blogs/Social Media are great ways to increase inbound links

• Good navigation assists search engine crawlers
Boosting SEO

- Moz Web Developers Cheat Sheet
- WordPress SEO Plugin: Yoast SEO

  - Provides bylines that can link to google+ profile. Google search results include author pictures and links to google+.
Page Load Performance

• Chrome Dev Tools
  • Resource loading times
  • Errors
• Mobile performance
Web Analytics

- Platforms
  - Google
  - Jetpack/WordPress
Analytics Goals

• Types: Destination (e.g. thanks.html (can be counted as a conversion))
• Duration
• Pages/Screens per visit
• Event, e.g. played a video