

# WebSite Phase 4: Deploy

Hosting, Site Migration, Testing, SEO and Analytics

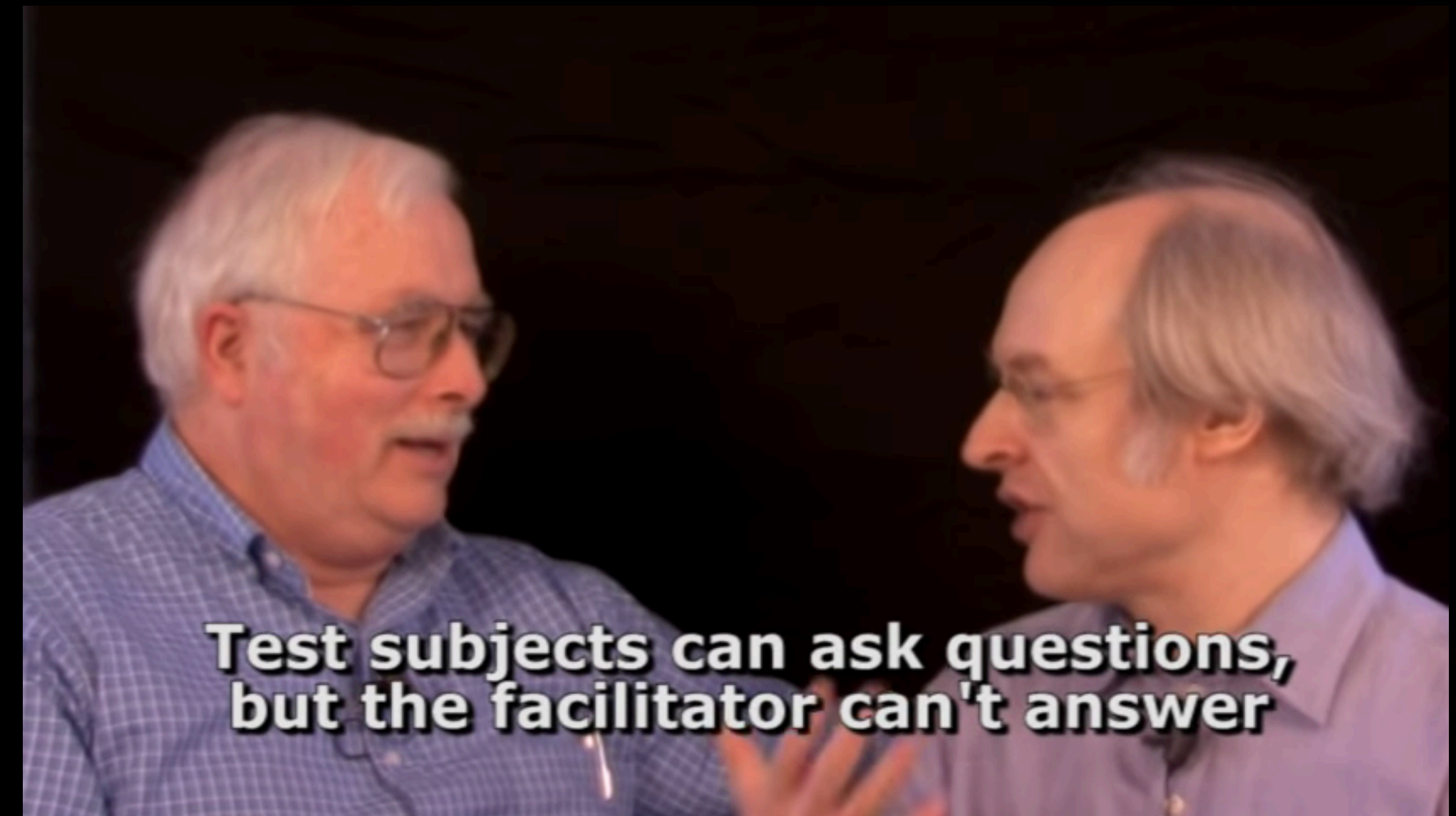
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# Usability Testing

# How to Conduct a Simple User Test with Jakob Nielsen

<https://www.youtube.com/watch?v=r0A6IW2TFFI>



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)

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Google's regularly tweaks its ranking algorithm:

1. Panda, 2011: Lower for thin or plagiarized content.
2. Penguin, 2012: Lower for spam or irrelevant links.
3. Hummingbird, 2013: Lower for too many keywords or thin content.
4. Mobile, 2015: Lower for pages not mobile-friendly.
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”



# 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