



# Technical SEO User Experience



## Page Load Speeds

- Pages should load quickly
- Videos/Images rendering slowly are common problems
- Mobile vs Desktop
- Promotes Ease of Use and trust



## Internal Linking

- Pages that are related link to one another
- Linking allows user to see depth of knowledge
- Promotes subject matter authority and expertise



## Security

- Always use SSL
- Always Encrypt transmitted Data
- Ensure that a www. or direct url redirect to your secure domain
- Promotes Trust



## Visually Current

- You don't trust MySpace anymore, so why should they?
- You do not need to be bleeding edge, but you do need to stay relevant
- Promotes Trust