



## The engaging websites

### I. Types of websites:

#### 1. Showcase websites:

Or “display sites”, they present the company, its activity, and possibly a few products or a flagship product.

They are the digital reflection of the brochure communication, but be careful, the content must be well studied in order to be of real interest.

#### 2. Brand websites:

Brand sites are demonstrative and quite simple in navigation. They allow Internet users to immerse themselves in the world of the brand through communication and interactive content with high added value.

#### 3. Catalog websites:

Catalog” sites allow businesses to present the product range and try to create a favorable context in order to influence the Internet user on the choice of product.

Their objective is initially to offer the range of products to the user in an attractive environment, and secondly to convince the Internet user that the product is the best.

It is possible to index customer contact modules on the site, but also price simulation, quotes... The site catalog helps to determine the suitable product to our need. We have to think to a mechanism helping the Internet user to navigate in the catalog: through a series of questions or via categories, for example.

#### 4. E-Commerce websites:

Also called “e-commerce” sites”) are transactional: they allow users, not only to consult the catalog, but also order and pay online.

### II. What’s an interactive web site?

An interactive website is one that communicates efficiently and provides interactive web user experiences. It can be used to create an online presence for your business, or it could also be used as part of the marketing strategy for your company. The main goal of any website should always be to provide users with the information they need in order to make informed decisions



about their purchases. This means providing them with all relevant information on products and services offered by you and/or your competitors.

An effective way to do this would be through the use of graphics, videos, animations, etc., which are known collectively as "web 2.0" technologies. These types of websites allow users to interact directly with content without having to navigate away from the page first. They're often referred to as being more engaging than traditional static sites because they encourage interaction between visitors and the site's owner. In addition, these types of websites tend to have higher conversion rates compared to other forms of advertising.

The main benefits of interactive websites are:

- **Increased engagement:** Users will spend longer periods of time browsing your site if there are multiple ways for them to engage with what they see. For example, if you offer a product comparison tool, then people who want to compare prices may find themselves spending hours looking at different options before making a purchase decision.
- **More targeted traffic:** When someone visits your website, they have already made some sort of connection with you. By offering them additional opportunities to connect with you further, you increase the chances of converting that visitor into a customer.
- **Better SEO rankings:** Search engines prefer websites that contain lots of valuable data. An interactive website gives you many more opportunities to include keywords within its pages, thus improving your ranking in searches related to those terms.
- **Better user experience (UX):** A good UX makes life easier for both customers and employees. Customers might not mind navigating complicated interfaces; however, they hate slow ones. Employees dislike working with systems that require too much training. Both groups appreciate easy navigation and intuitive designs.

### To prepare for the next lesson:

**-How to conceptualize an engaging/ interactive website?**

### **III)- SEO/ On-Page SEO / Off-Page SEO:**

#### **1-Search Engine Optimization (SEO)**

We take the hotel as an example. Optimizing a hotel website will be helpful in getting a better business. It is a technique of getting the website in search engine results and this process works with the key words and about the website frequency in search engine listings. The higher ranked website is by the number of visitors, visited the website frequently on the search results page, and how many times frequently a site appears in the search results list, It will help in getting more visitors to your website, and these visitors will be turned in to hotel guest. SEO may focus on different types of search, including word search, local search, video search, Image search, institutional search, In hotel the location, facilities and some news related with the hotel will generate the traffic to a hotel web site and also with the help of SEM tools in order to improve web site traffic. Every hotel need to have a website and it is becoming necessary for making the hotel visible through online and the main aim of that website is to attract the traffic to a specific hotel web site with the help of online tools.

#### **2- On-page SEO**

On-page SEO focuses on optimizing parts of your website that are within your control, while off-page SEO focuses on increasing the authority of your domain through content creation and earning backlinks from other websites.

On-page SEO (also known as “on-site” SEO) is the act of optimizing different parts of your website that affect your search engine rankings. Where your website appears in search engine results pages is determined by a number of ranking factors including site accessibility, page speed, optimized content, keywords, title tags, etc. On-page SEO is about optimizing the stuff that you have control over and can change on your own website.

##### **2.1-Title Tags**

Put your targeted keywords in the title tag of each page on your site.

##### **2.2-Headings (H1)**

Headings are usually the largest words on the page, and for that reason, search engines give them a little more weight than your other page copy. It is a good idea to work your target keywords into the headings of each web page but make sure you accurately reflect your page’s great content.

##### **2.3-URL structure**

Put keywords into your URLs if possible. However, do not go changing all of your current URLs just so they have keywords in them. You shouldn’t change old URLs unless you plan on redirecting your old ones to your new ones.

##### **2.4-Alt text for images**

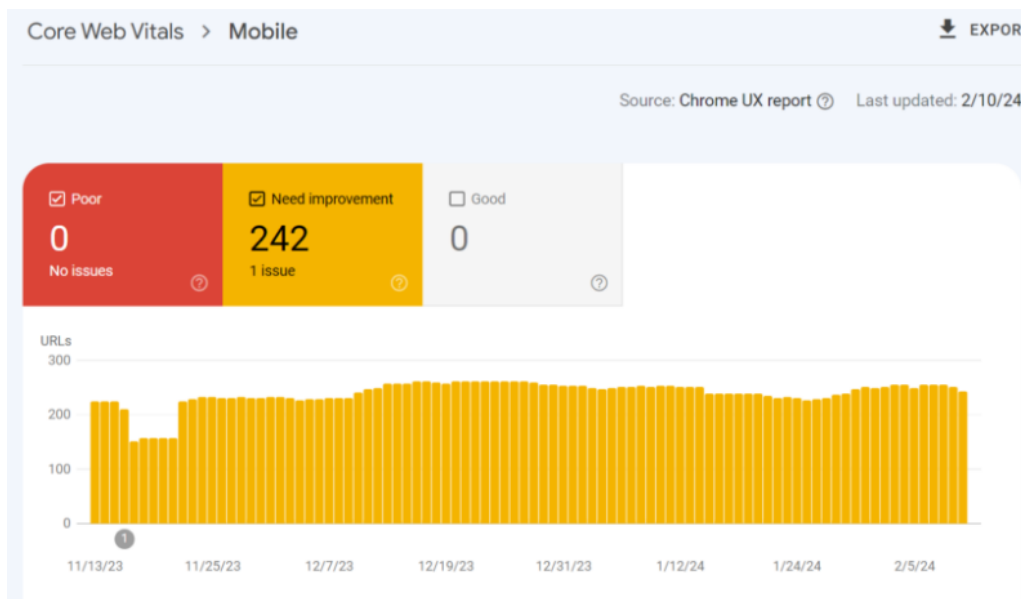
Any content management system should allow you to add something called “alt text” to all images on your website. This text isn’t visible to the average visitor.

## 2.5-Fast-loading pages, or page load speed

Google has a tool called PageSpeed Insights that will analyze your site on both mobile and desktop. and then suggest tips to optimize page speed. There are also several quick fixes to eliminate whatever is bogging your site down and slowing your page load time.

## 2.6-Mobile Friendliness

In recent years, Google has prioritized mobile page loading speed as a key ranking metric. How do you know if your website is mobile-friendly?



## 2.7-Page Content

The content on your pages needs to be useful to people. If they search for something too specific to find your page, they need to be able to find what they’re looking for.

## 2.8-Internal Linking

Linking internally to other pages on your website is useful to visitors and it is also useful to search engines. Here’s an internal link to another blog post on our site that talks more about internal linking. Very meta.

### How long does it take to rank in Google?

“How long does [SEO](#) take?” is a question we frequently hear from marketing managers and business owners. It’s an important question to ask, especially when preparing marketing budgets and projecting revenue. Unfortunately, there’s no one answer.

SEO results: **Anchor Text** erous factors including, but not limited to, industry, competition, product offerings, and other technical aspects of a website. SEO results are rarely immediate, and can often take several months with continued growth thereafter.

To better understand the time commitment for a proper SEO strategy, consider the three-phase approach we use at Digital Third Coast:

## 2.9-Schema Markup

Adding structured data helps Google better understand the content of a page. Google also uses certain types of structured data to display “rich results” in SERPs such as a recipe with start ratings or step-by-step instructions with an image carousel. These rich results often appear at or near the top of SERPs and generally have higher click-through-rates than normal organic listings.

## 2.10-Social Tags

Having your content shared on social tells Google that people find your content relevant, helpful and reputable.

## 2.11-Core Web Vitals

User experience is key to a website’s long-term success. Google unveiled Core Web Vitals, a common set of signals that they deem “critical” to all users’ web experiences.

The purpose of these signals is to quantify the user experience with a website.

## 2.12-Page Experience

## 3- Off-page SEO

Off-page SEO focuses on increasing the authority of your domain through the act of getting links from other websites.

There are several factors that influence your off-page SEO rankings. While each one is tackled with different strategies, they share an overarching goal of building the trust and reputation of your website from the outside.

Inbound links

Social media marketing

Guest blogging and guest posting

Unlinked brand mentions

Influencer marketing

#### **IV- Search engine marketing (SEM)**

It is a digital marketing strategy used to increase the visibility of a website in search engine results pages (SERPs). While the industry term once referred to both organic search activities such as search engine optimization (SEO) and paid, it now refers almost exclusively to paid search advertising.

With an increasing number of consumers researching and shopping for products online, search engine marketing has become a crucial online marketing strategy for increasing a company's reach.

In fact, the majority of new visitors to a website find it by performing a query on a search engine.

In search engine marketing, advertisers only pay for impressions that result in visitors, making it an efficient way for a company to spend its marketing dollars. As an added bonus, each visitor incrementally improves the website's rankings in organic search results.

Since consumers enter search queries with the intent of finding information of a commercial nature, they are in an excellent state of mind to make a purchase, compared to other sites such as social media where users are not explicitly searching for something.

#### **V-Site targeting:**

The website targeting is a method of targeting differently planned compared to traditional targeting.

It belongs to the world of digital marketing and consists of designing an advertising campaign that takes place through a selection of websites or web pages in line with one's own target audience.

Moreover, it is important to perform market segmentation to have an idea of what will be your target on which to apply marketing strategies.

#### **Targeting Methods**

When the market segmentation process occurs, it is followed by the positioning phase: once the segments where to direct the commercial action are chosen, the most effective way to beat the competitors in each segment is determined.

The targeting of advertising campaigns is distinguished between:

Website-based targeting: targeting is carried out through a selection of websites that reflect the chosen target based on sociodemographic or psychographic characteristics;

Audience-based targeting: targeting is performed impression by impression;



Through the use of cookies, users' browsing data is collected, and thus it is possible to develop specific behavioral models capable of identifying consumer groups that are more responsive to specific product offers.

Hence, website targeting allows for the planning of online advertising, enabling the advertiser to select only those contacts that match the desired target.

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