

# Diploma in Web Development – Part I

## Lesson 8 – Inbound Marketing & SEO

### Generating an Organic User Flow

Web applications require a flow of users in order to perform their job. If there are no users, there is no purpose in having a web application. Web apps that offer a product or service need to find a way to draw users to the site. Most web companies will pay for user flow using adverts, marketing and other paid means, but it is of value to every web application to have organic flow – free users means less cost associated with running the business.

Word of mouth is one way to draw users to your site free of charge, but there is another technical method which, once set up does not cost the company and can improve the chances of users finding your web application on their own. This is known as inbound marketing and the main method of achieving this on the web is with search engine optimisation.

### Semantic HTML & SEO

Search engine optimisation is all about maximising the organic flow of users to your site by ensuring that your website appears high on a search engine result list. Using appropriate keywords in your web application will ensure that users looking for “X” will be more likely to find your site. Semantic HTML can improve this strategy. HTML, by its nature is intended to give meaning to the content that it marks up. The paragraph (“p”) element for example states that its contents are a paragraph of text. The anchor (“a”) element states that its contents are a hyperlink to another webpage. However, with the advent of HTML5, a whole new set of semantic HTML elements have been introduced: the nav element, which signifies a navigation bar; the header element, which signifies a heading for a page or article, etc. Using all the semantic elements available to you can maximise the ability of user agents (computer programs) to understand your web page. This allows them to know when your website is the appropriate result for a user search query on their engine.



## Data Analysis

Data Analysis is an important aspect of development, maintenance, and improvement of a web application over time. Tools like Google Analytics allow us to see the impact of different keywords, content, and advertising (through Google AdWords or another advertising platform) on our user flow. We see other information as well – the likelihood of a user leaving the website quickly – are they in the wrong place, or does your website have poor UX and UI?