



# SEO, UX AND AD SALES

JOINING FORCES INSTEAD OF FIGHTING EACH OTHER

ASTRID KRAMER CONSULTING, FRIENDS OF SEARCH AMSTERDAM 2021

# WIE IK BEN

ASTRID KRAMER

SELF-EMPLOYED SINCE 2011

FOCUS ON CORPORATE SEO & UX

DOG SINCE 2014

MUM SINCE 2016

MARBELLA SINCE 2016

SOME REFERENCES: PHILIPP & KEUNTJE, SHIFT, OGILVY, ALLIANZ, BELLYBUTTON, BELLEVUE, BARFERS, BERTELSMANN ACADEMY, BILD.DE, BIJOU BRIGITTE, BURDA, CARITAS, DOUGLAS FRIENDSCOUT24, GENIOS, GRUNER&JAHR, HAMBURG TOURISM, INPROMO, INTERMEDIX, JOYCLUB, MAIRDUMONT, MANOR, MONOTYPE, PAX, RAJAPACK, PROFILWERKSTATT, SINNERSCHRADER, TCHIBO, WEKAMEDIA, WERWEISSWAS, WERLIEFERTWAS...



# GOAL: MAKE THE IMPOSSIBLE POSSIBLE

In the summer of 2020: project with Eltern.de

The goal of the project was to find the largest possible fit for





# SO, THE SOLUTION COULD BE...

SEO

PERFORMANCE

UX

RELEVANCE

SALES

EMOTION



**PERFORMANCE**



The BBC states:

„For every 1 second increase in landing page load time, 10% of users bounce prematurely.“



Pinterest reports:

„We reduced our load times by 40% and got 15% more SEO traffic.“





**ERICSSON**

Ericsson ConsumerLab Neuro Research:

„2 seconds loading delay to content creates the same stress level as a horror movie.“





# STATUS QUO

WHAT IMPACT DO THE ADS HAVE ON THE  
OVERALL PERFORMANCE OF THE SITE?



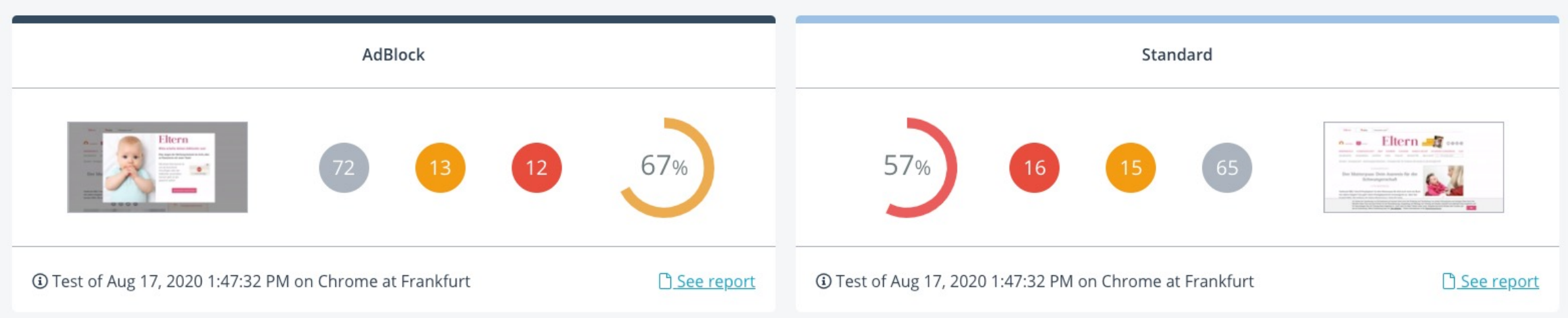
# STATUS QUO

The screenshot shows the Dareboost interface for a competitive comparison. The left sidebar contains navigation options: Dashboard, Scenarios, Monitoring, Reports, Analyze, Compare, Remaining analyses (5), and Go Unlimited. The main content area is titled "Measure and compare the speed and quality of 2 web pages" and includes tabs for "Page A vs B", "Mobile vs Desktop", "Cache testing (1st vs 2nd visit)", and "Advanced comparison".

The "Competitive comparison" section instructs users to "Enter two different URLs to generate a comparison report between these two pages, based on two Dareboost analysis executed with the very same test settings." It features two input fields for "Page A URL" and "Page B URL", both containing the URL `https://www.eltern.de/schwangerschaft/5-15-woche/mutterpass.html`. Below these are dropdown menus for "Desktop (Chrome)" and "Frankfurt".

Two pink arrows point from the text "Without AdBlock" and "With AdBlock" to the "Page A URL" and "Page B URL" input fields, respectively, indicating that the same URL is being used for both test conditions.

# STATUS QUO



Analysed URL: <https://www.eltern.de/schwangerschaft/5-15-woche/mutterpass.html>

# STATUS QUO

Video: with Adblock & without Adblock



0.0s



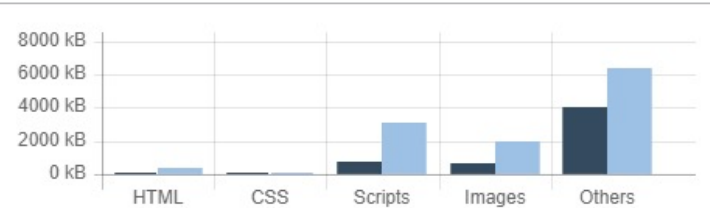
0.0s

# STATUS QUO: DESKTOP

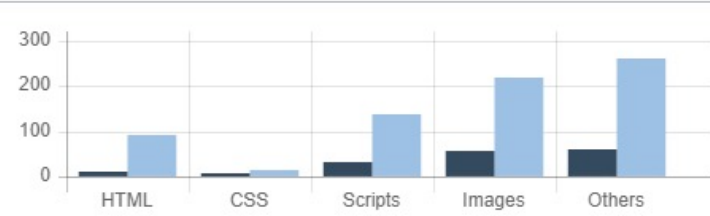
📄 Network traffic and requests

Name	Total weight	Total of requests
AdBlock	5.5 MB	166
Standard	11.95 MB	724

📊 Weight by resources type



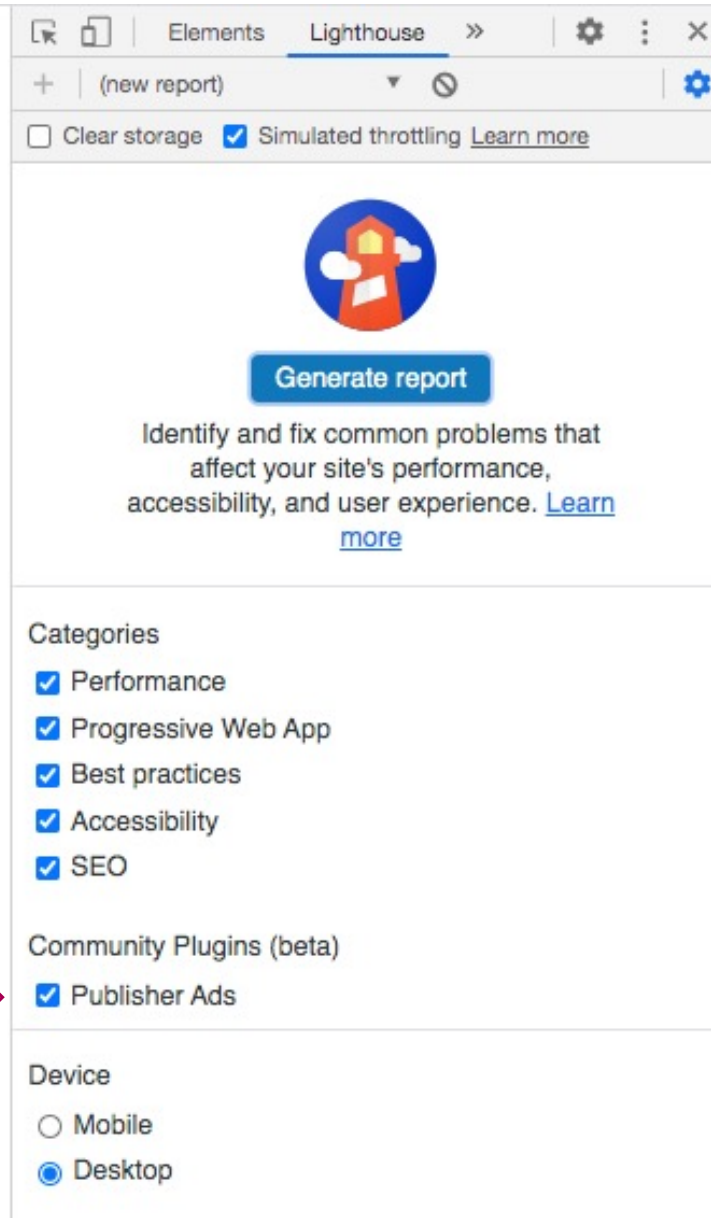
☰ Requests by resources type



- Total weight increases by 117% with advertising
- The total of requests increase by 524%

# LIGHTHOUSE AD AUDIT


- Disable cache
- Disable plugins (use incognito mode)
- Set correct viewport
- Keep window in foreground



Elements Lighthouse >> | Settings | X

+ | (new report) | Settings

Clear storage  Simulated throttling [Learn more](#)



[Generate report](#)

Identify and fix common problems that affect your site's performance, accessibility, and user experience. [Learn more](#)

Categories

- Performance
- Progressive Web App
- Best practices
- Accessibility
- SEO

Community Plugins (beta)

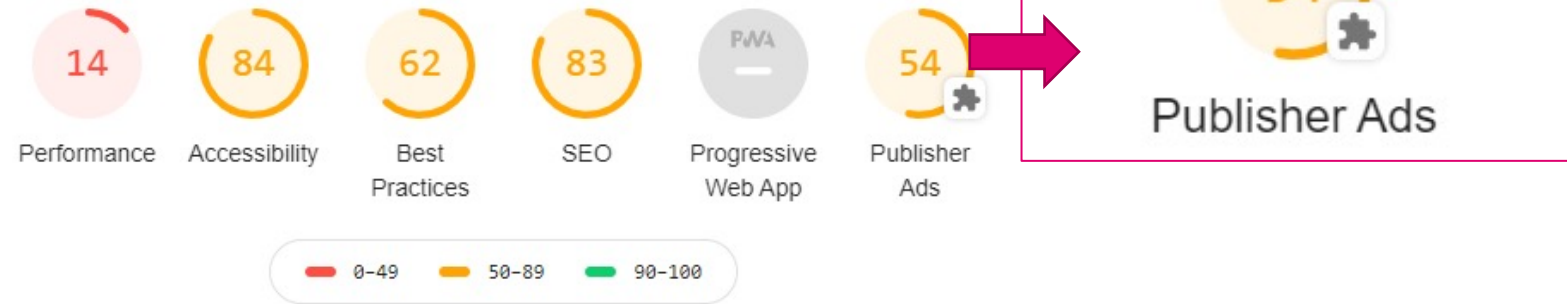
- Publisher Ads

Device

- Mobile
- Desktop

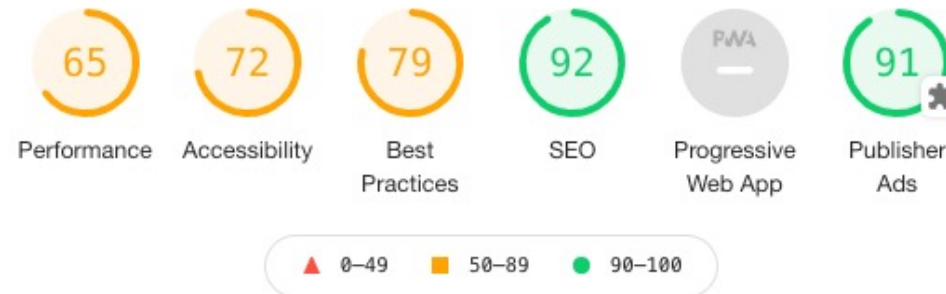


# LIGHTHOUSE AD AUDIT



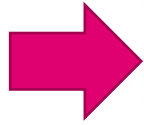
The Lighthouse Ad Test shows the current **performance of the ads** on the website and what can be improved. It is important to note that it is not recommended to eliminate the ads in general, but to optimize the current ads.

# LIGHTHOUSE AD AUDIT



Sometimes, SEO tasks ARE done 😊

# LIGHTHOUSE AD AUDIT



## Ad Speed

- ▲ Avoid bottleneck requests — 6.0 s spent blocked on requests
- ▲ Load ad scripts statically — Load 1 script statically
- ▲ Avoid render-blocking resources — Up to 2.1 s tag load time improvement
- ▲ Avoid long tasks that block ad-related network requests — 3.9 s blocked
- Ad request waterfall — 4 serial resources

```
<script async src=...>
```

Load the following scripts directly with ``<script async src=...>`` instead of injecting scripts with JavaScript. Doing so allows the browser to preload scripts sooner. [Learn more.](#)

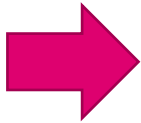
Show 3rd-party resources (0)

Script	Load Time
...guyAd-new/guyAd.js?159... (m.eltern.de)	6,826 ms

TO DO

1 LOAD AD SCRIPTS  
ASYNCHRONOUSLY.

# LIGHTHOUSE AD AUDIT



**Ad Speed**

- ▲ Avoid bottleneck requests — 6.0 s spent blocked on requests
- ▲ Load ad scripts statically — Load 1 script statically
- ▲ Avoid render-blocking resources — Up to 2.1 s tag load time improvement
- ▲ Avoid long tasks that block ad-related network requests — 3.9 s blocked
- Ad request waterfall — 4 serial resources

- Load critical CSS and JS inline
- Asynchronous loading of scripts
- Load ad tag earlier

Render-blocking resources slow down tag load times. Consider loading critical JS/CSS inline or loading scripts asynchronously or loading the tag earlier in the head. [Learn more.](#)

Show 3rd-party resources (1)

Resource	Start	Duration
...https/css_pg8g...css (s1.m.eltern.de)	14 ms	8 ms
...js/s_Pdiuyp...js (s1.m.eltern.de)	14 ms	8 ms
...js/s_md5OJl...js (s1.m.eltern.de)	14 ms	8 ms
...js/s_JMBb04...js (s1.m.eltern.de)	14 ms	8 ms
...https/css_hStlp...css (s1.m.eltern.de)	14 ms	8 ms
...js/s_zsU7pE...js (s1.m.eltern.de)	14 ms	8 ms
...js/s_T7FQCc...js (s1.m.eltern.de)	14 ms	9 ms
/iam.js?m=1 (script.ioam.de)	14 ms	9 ms
...js/s_VzsDsU...js (s1.m.eltern.de)	14 ms	12 ms
/dist/mobile.min.css?159... (m.eltern.de)	14 ms	25 ms

TO DO

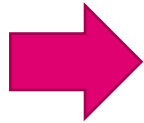


DON'T BLOCK THE  
RENDERING.

# LIGHTHOUSE AD AUDIT

targeted at sites using GPT or AdSense tag. [Learn more](#)

## Metrics



▲ Reduce ad-related layout shift — 0.6

Measures layout shifts that were caused by ads or happened near ads. Reducing cumulative ad-related layout shift will improve user experience. [Learn more](#).

## Ad Speed

▲ Load ad scripts statically — Load 1 script statically

▲ Avoid long tasks that block ad-related network requests — 0.5 s blocked

● Ad request waterfall — 2 serial resources

# LAYOUT SHIFT?

# CORE WEB VITALS





# THE CORE WEB VITALS

## LCP

Largest Contentful Paint:  
perceived loading time

## FID

First Input Delay:  
Website response time

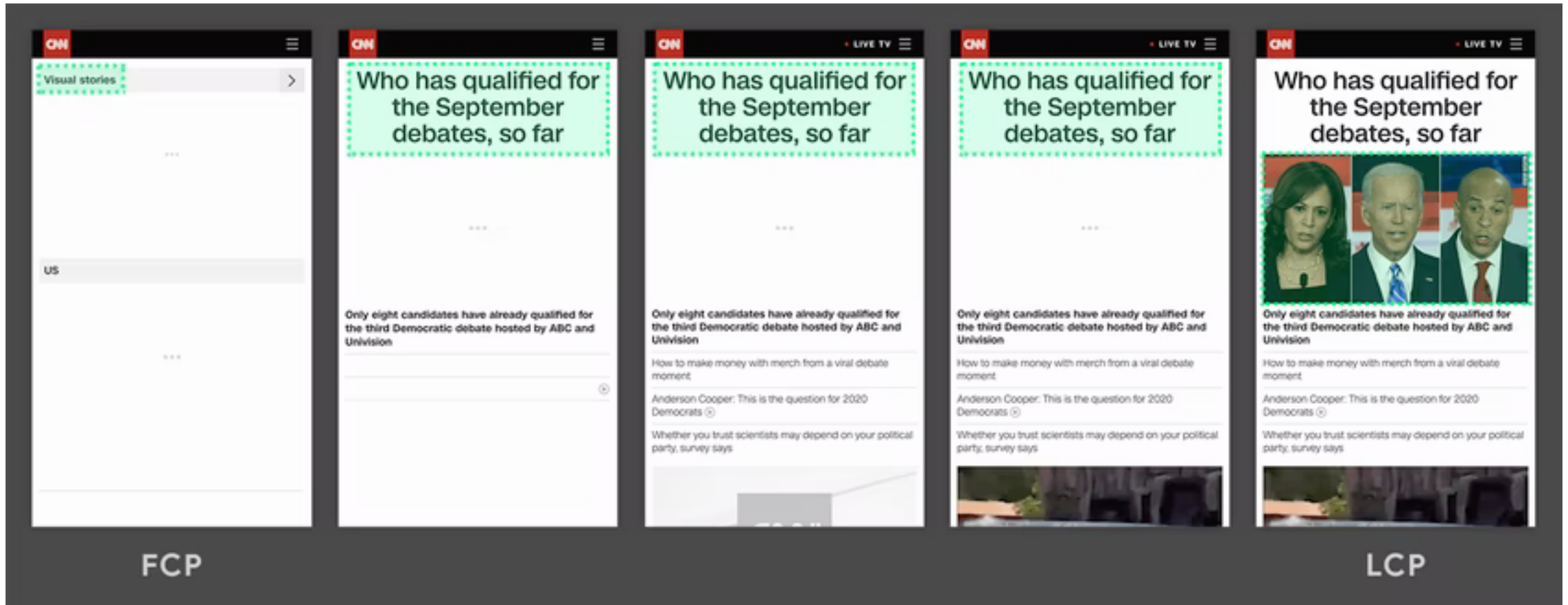
## CLS

Cumulative Layout Shift:  
Visual stability

# LARGEST CONTENTFUL PAINT

## What is it?

The time span from focus view to loading the largest element in the visible area of the page.



# LARGEST CONTENTFUL PAINT: OPTIMIZATION

## Improve Server Response

- CDN optimization
- Cache
- use of "rel-preconnect" for 3rd party or "dns-prefetch"

## Optimize CSS & JS

- Visible = Inline. Everything else down or external

## Images

- Lazy load images that are not necessary above the fold

## Adaptive Serving

- Load an image instead of video for all requests with less than 4G
- Plain text for anything under 3G

## Server Side Rendering

- Avoid client side rendering for content in the visible area
- Alternatively: use pre-rendering for content in the visible area



# FIRST INPUT DELAY

## What is it?

The First Input Delay is the latency between

1. A user clicks something or interacts in some other way
2. The page starts the task

Selection fields, drop-downs & link clicks are measured.



# FIRST INPUT DELAY: OPTIMIZATION

## Split JavaScript

- Split extensive JS into several smaller tasks
- Reduce JS in general to the really necessary

## Optimize Viewport

- Prioritize what gets loaded and when based on viewport and likelihood of interaction

## Use Webworker

- Use Web Worker to run JS in the background (esp. JS that doesn't affect the UI (ads, tracking))

## Minimiy Polyfills

- Minimize unused polyfills when browser compatibility is not required



# CUMULATIVE LAYOUT SHIFT

## What is it?

The sum of all unexpected layout shifts during the entire page load time. Where the layout shift scores measure how many pixels an element is shifted within a viewport and whether it changes viewport.

## Attention!

Leaderboard ads that are reloaded thus lead to an extremely large number of shifts, because all other elements move down!



# CUMULATIVE LAYOUT SHIFT: OPTIMIZATION

## Dimensions

- Dimensions for all ads, frames, embeds, images & videos
- Alternatively: aspect ratio boxes for reloading content (The CSS property aspect-ratio simply sets a preferred aspect ratio for a box. However, if nothing loads afterwards, this space must not be collapsed)

## Priority

- Load ads under the navigation, not above it!

## Analyze Data

- Use historical data to predict dynamic ad formats that are likely to be delivered

## A simple best practice:

Use "self-promotion" as a placeholder for reloading ads in the ad spaces



TO DO

3 SET  
DIMENSIONS.



TO DO

4 PRIORITIZE.

TO DO

5 USE  
PLACEHOLDER.

He finally ate them



(THIS PIC IS NOT RELEVANT AT ALL, BUT FUNNY.)

# RELEVANCE

A photograph of Leonardo DiCaprio in a pinstriped suit, pointing upwards with a serious expression. He is in a crowded, dimly lit party setting with blurred figures and lights in the background. A large, stylized 'X' logo is overlaid on the right side of the image, with the text 'BETTERADS.ORG' in white, bold, sans-serif font across the middle.

**BETTERADS.ORG**





Coalition for Better Ads®

About ▾

Research

Standards

Program ▾

Newsroom ▾

Contact



# Making Online Ads Better for Everyone



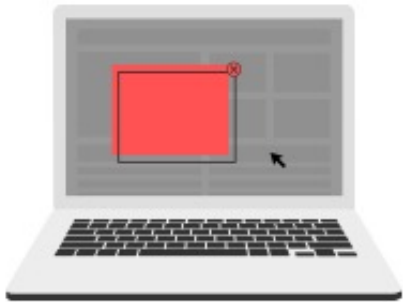
Wir sind das Netz



# DESKTOP

## Desktop Web Experiences

Pop-up Ads



Auto-playing Video Ads with Sound



Prestitial Ads with Countdown



Large Sticky Ads



TO DO

6

NEVER. NEVER.  
NEVER. NEVER.  
USE AUTOPLAY.

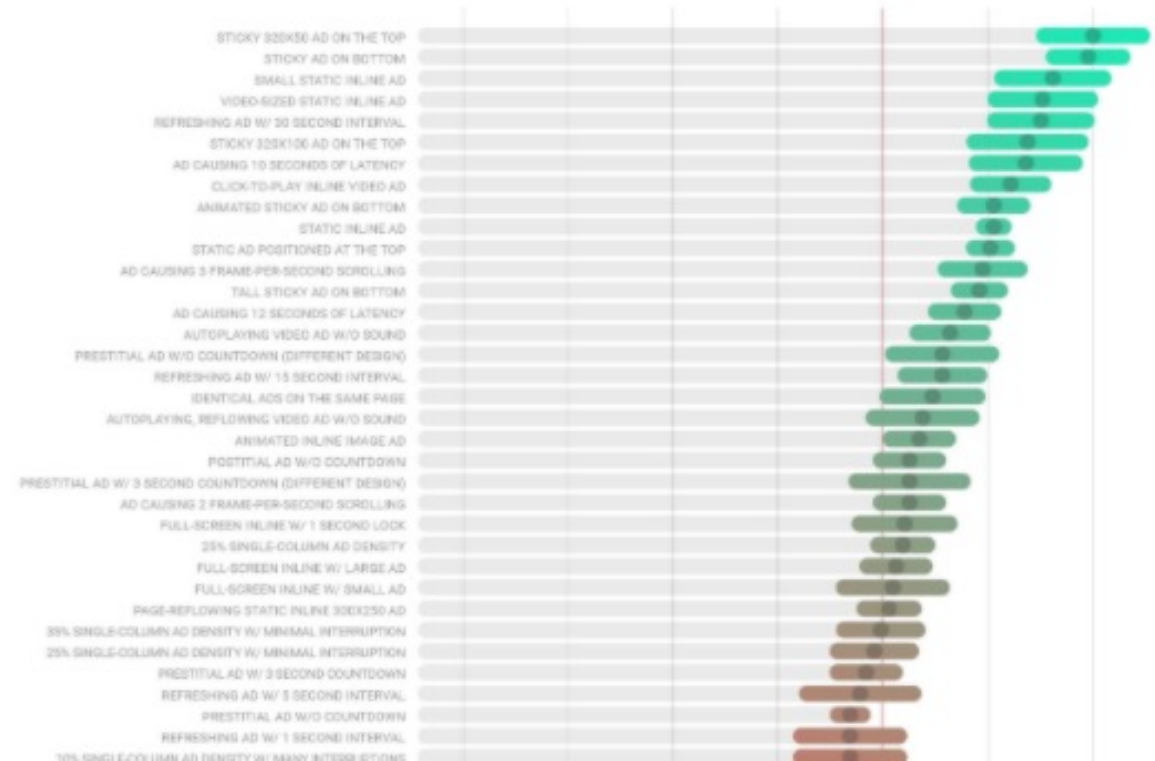
# MOBILE

## The worst cases mobile are:

- Pop-up ads
- Prestitial ads
- Pages with more than 30% ad density
- Flashing animations
- Poststitial ads with countdown
- Full-screen scrollover ads
- Large sticky ads
- Auto play videos with sound



## Mobile Web Stack Rank





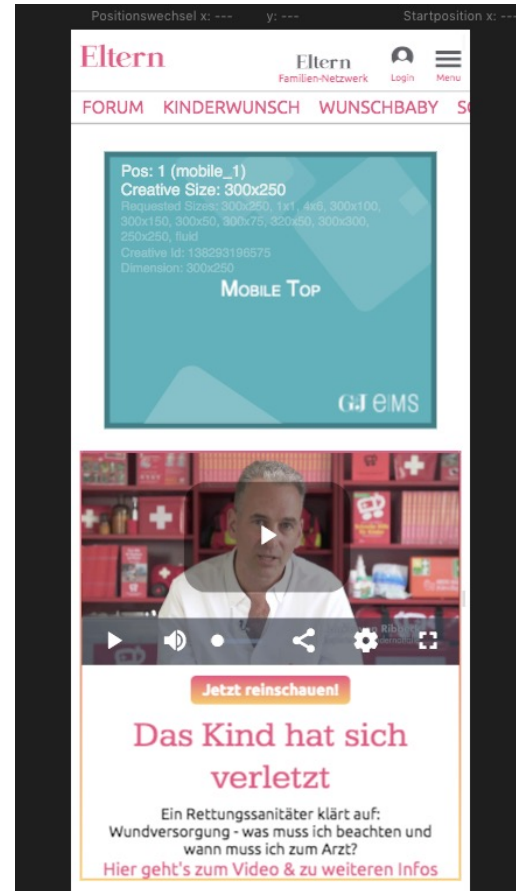
# MOBILE: AD DENSITY



Eltern\_Screen.png

PNG-Bild - 2,4 MB

Erstellt Dienstag, 11. August 2020 um 21:01  
Geändert Dienstag, 11. August 2020 um 21:01  
Zul. geöffnet --  
Bildgröße 342 x 24061



- The testing is done via a screenshot that depicts the entire mobile page.
- From this screenshot, the ad spaces + Outbrain are extracted.



Tool:  
FireShot Capture

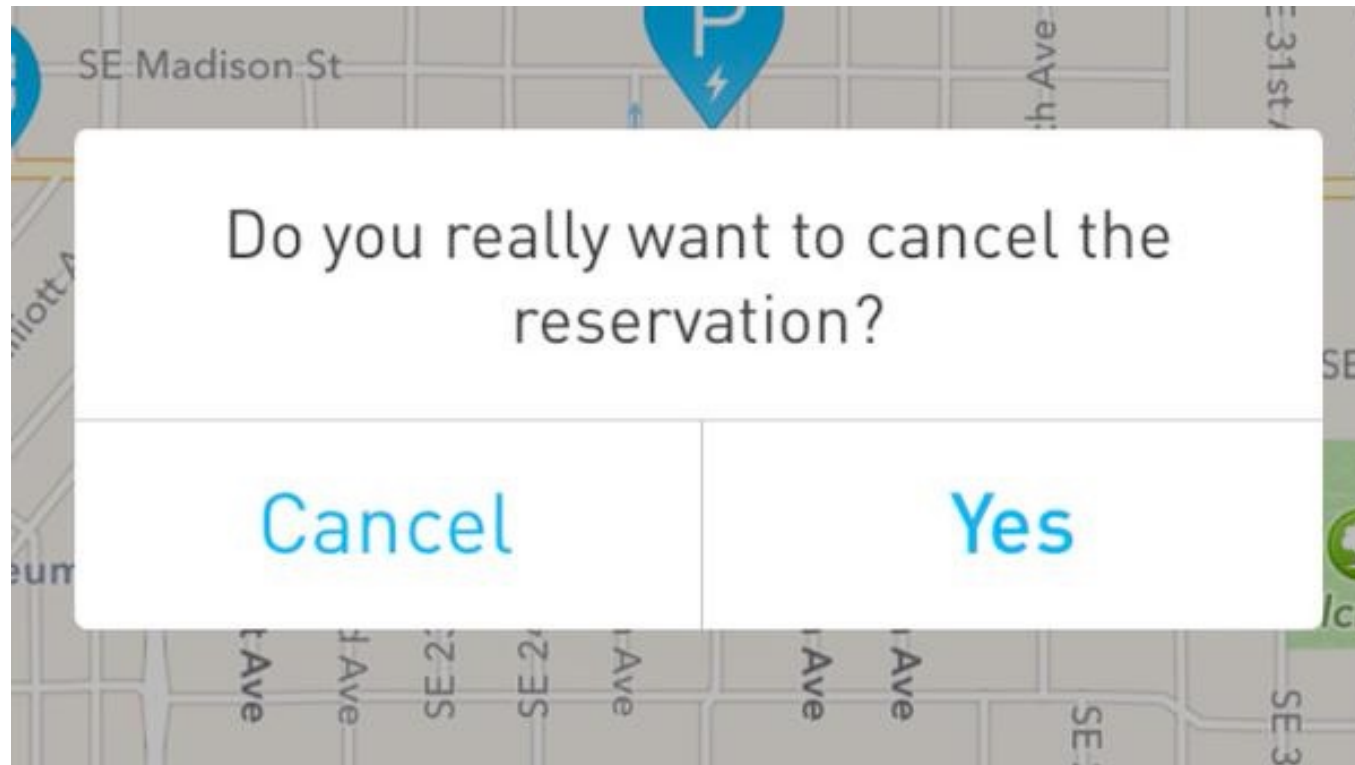
TO DO



REDUCE  
AD DENSITY.

# USER TESTING

REAL USER ABOUT ADS & PERFORMANCE



# USER TESTING: TEST SETUP

The following test persons were interviewed at rapidusertests.com:

- 12 test subjects (6 desktop users, 6 mobile users).
- Age of the test persons: 25 - 40
- Gender: female

Method: Thinking Aloud Method and Screencast

# USER TESTING: TEST SETUP

## Einstiegsszenario

bearbeitet

Wichtig: bitte erst die Aufgabe lesen, dann den Link öffnen! Bitte AdBlocker deaktivieren.

Du bist schwanger und interessierst Dich für das Thema Mutterpass. Du hast bei Google danach gesucht und bist auf dem Artikel von eltern.de gelandet. Uns interessiert nun, wie Du die Seite erlebst. Du musst nicht den Artikel lesen, es geht nicht um eine inhaltliche Bewertung.

## Testaufgaben

### Aufgabe 1:

bearbeitet

Stell Dir vor, Du würdest den Artikel lesen. Dabei interessiert uns:

- Gefällt Dir die Geschwindigkeit, in der sich die Seite aufbaut?
- Gefallen Dir die geladenen Werbungen? Oder sind sie Dir gar nicht aufgefallen?

Zum Abschluss klicke bitte auf eine Anzeige (grau mit "Anzeige" im oberen Eck markiert) aus dem Bereich "DAS KÖNNTE DICH AUCH INTERESSIEREN", die Du thematisch passend findest.

# USER TESTING: HIGHLIGHT VIDEO

powered by



Highlights relevant to further action and specific improvements were edited together from the 12 individual videos.

## HIGHLIGHTS

1:24 Autoplay

6:19 Relevance

# USER TESTING: KEY FINDINGS

## Positive:

Advertising is accepted if it is relevant.

## Negative:

- In general, the **amount of advertising** is perceived as negative, which also affects the quality of the site and the article.
- An absolute **no-go for all testers** was the autoplay of the video when they noticed it (sound on).

# USER TESTING: MOOD

## NEGATIVE

	PERFORMANCE	AD LOAD	AUTOPLAY	RELEVANCE	SELF PROMOTION = AD
V1		x	x	x (outbrain)	x
V2	x (desk)			x	
V3	x (desk)				
V4				x	
V5		x		x (outbrain)	
V6 (AdB)		x			
V7	x (desk)		x	x	
V8		x		x	
V9		x		x	
V10	x (mobile)			x	
V11			x	x (outbrain)	x
V12		x	x	x	

## POSITIVE

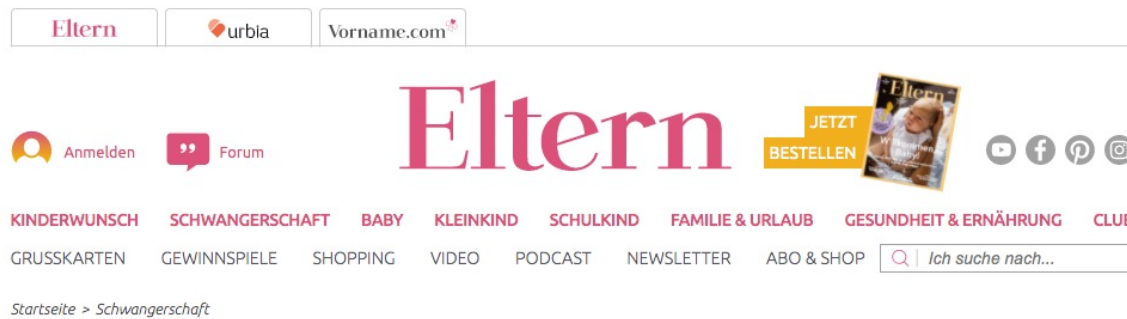
	PERFORMANCE	RELEVANCE ADS	RELEVANCE OUTBRAIN	RELEVANCE GENERAL
V1		x	x	
V2			x	
V3				x
V6	X (Desktop & Adblocker)			
V7	x	x		
V8	X (mobil)	x		
V9	X (mobil)	x		
V10		x		
V11	X (mobil)	x		
V12	X (mobil)			x



# AD RELEVANCE



# AD RELEVANCE



Ads for a luxury car and a discounter are displayed above the fold.

How relevant are these ads for the target group?

Especially the ad space above the fold is important, because this is where the page makes the first impression.

# AD RELEVANCE

**Haarausfall muss kein Schicksal sein** Anzeige



Nicht nur Männer, sondern auch viele Frauen in Deutschland sind von Haarausfall betroffen. Zum Glück bietet der Markt inzwischen viele Mittel, mit denen die verschiedenen Arten des Haarausfalls bekämpft werden können. Aber nicht jedes Mittel hilft bei jeder Art von Haarausfall.

Distributed by CONATIVE - Pflichtangaben **Mehr erfahren**

This ad is relevant: Hair loss is a topic for women who are pregnant or have given birth. Since the tool is specifically aimed at pregnant women (calculate SSW), we can therefore speak of a high topic relevance here.

TO DO

8

ADS MUST BE  
RELEVANT (ESP  
ABOVE THE FOLD).

# CREATE RELEVANCE!



Quelle: Aldi Süd / Slogan: Eigenkreation

# CREATE RELEVANCE!



Quelle: Mercedes Benz Website / Motiv unverändert

# AD RELEVANCE

zurück zur Übersicht

Portfolio-Suche...

Medien-Gattung

Marke

Marke auswählen


## Desktop Expandable - Medium Rectangle

**Werbeformen** Standard Ads  Desktop Expandable - Medium Rectangle

**Beschreibung** Standardformate expandieren durch User-Action z.B. Mouse-Over (Desktop) oder Klick (Tablet). Ein Close-Button in der expandierten Ansicht muss in jedem Fall vorhanden sein. Durch Mouse-Out oder durch Klick des Close-Buttons, verkleinert sich das Werbemittel auf die ursprüngliche Größe.

**Dateigröße** Initial Load: 200 kB  
Host Initiated Subload: 300 kB  
Eine Erläuterung zu den einzelnen Ladephasen findet sich in unseren HTML5 Guidelines.

**Visualisierung**



In addition to the technical specifications, recommendations should be made regarding the content of the advertising medium. As already mentioned: the increased relevance helps eltern.de and the advertiser.

TO DO

9

INCREASE  
RELEVANCE OF ADS.



# AD RELEVANCE

DAS KÖNNTE DICH AUCH INTERESSIEREN

Smartfeed | ▶



JOYN PLUS+

// dragnificent - Jetzt streamen auf Joyn



XFREEHUB

// [Bilder] Als die Gäste ihr Hochzeitskleid sahen, dachten sie, es sei ein Witz



GESUNDHEITS-PRÄMIEN

// Neue Studie zeigt: Nur 3 Minuten pro Tag mit dieser Übung reicht, um 10 Jahre...



Anzeige

// Wir beantworten euch die häufigsten Fragen zum Thema Baden

Anzeige



**Der Beautyshoot**

Hol dir jetzt für nur 1€ pro Tag dein neues Collagen



ANZEIGE

**FELIX HAUPT**

Die 8 wichtigsten Börsen-Regeln für durchschlagenden Erfolg

FELIX HAUPT

// Börsenexperte verschenkt sein neues Buch. Das wird der Finanzindustrie nicht...

The Outbrain playouts tend to be almost to completely irrelevant.

Recommendation: in the OutBrain dashboard, content should be blocked that is most likely to lead to disinterest among the user group (cars, stocks, electricity storage, gambling, software...).

TO DO

10

OUTBRAIN: BLOCK  
IRRELEVANT &  
SHADY.



**EMOTION**

# WHAT MAKES A GOOD BANNER?

- Visual information is processed peripherally
- Focus on the main aspect
- It is assumed that people can take in and process at most **5 pieces of information** at the same time



# WHAT MAKES A GOOD BANNER?

- Positive visual & eye catcher through **direct eye contact and smile**
- 3 points without any other distractors
- Total of 4 ad elements
- Clear division (golden section) without distractions



TO DO

1 1 DO NOT  
OVERCHARGE.

# STICK TO YOUR OWN BRAND!

**Cosentyx<sup>®</sup>**  
secukinumab

Die Lösung mit erwiesener  
**LANGZEITWIRKUNG**  
für Pso- und PsA-Patienten<sup>1,2</sup>

**5 JAHRE EVIDENZ<sup>1,2</sup>**

1. Bissonnette R et al. J Eur Acad Dermatol Venereol. 2018;32(9):1507-1514. 2. Mease PJ et al. Poster 2588 präsentiert auf: American College of Rheumatology (ACR) Annual Meeting, 18.-24. Oktober 2018; Chicago, USA.

> FACHINFORMATION <

- Online banner does not correspond to CI
- **Brand building** fails in this case
- **Trust** is important especially with peripheral persuasion



TO DO

12 BE A BRAND.



# COLOR PSYCHOLOGY

- Has a stimulating effect (quickens the pulse, stimulates the appetite...)
- Conveys urgency
- Can trigger impulse buying/actions

- Positive & optimistic, cheerful
- Attracts attention
- In combination with black strong trigger

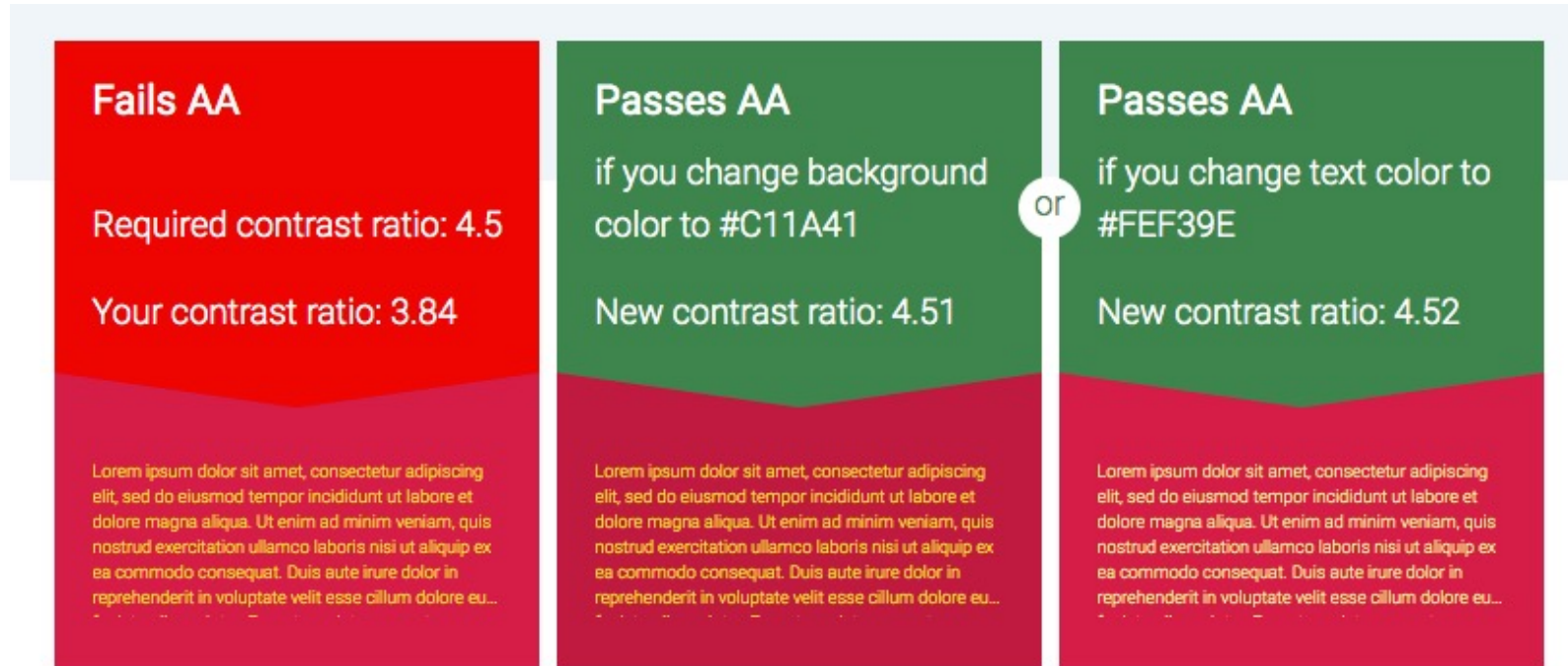
- Conveys confidence and security
- Can curb appetite, has a calming effect
- Preferred by men
- Precise, calculated

- Has a strong stimulating effect just like red
- Can also trigger negatively (warning, make aggressive...)
- Strike fast, otherwise the offer is gone!
- Is easily associated with "cheap"

- Fertility, growth
- Has a relaxing effect
- Natural strong reception of the human eye
- fair

- Wealth, luxury
- Seems creative and imaginative

# ACCESSIBILITY



## 1. Font size:

- According to DIN EN ISO 9241, a line height of 4.6 mm is recommended.
- This corresponds to a font size of approx. **13px**
- The lowest threshold is 3.2 mm and thus a font size of at least **9px**.

# ACCESSIBILITY

**Fails AA**

Required contrast ratio: 4.5

Your contrast ratio: 3.84

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu...

**Passes AA**

if you change background color to #C11A41

New contrast ratio: 4.51

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu...

**Passes AA**

if you change text color to #FEF39E

New contrast ratio: 4.52

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu...

## 2. Contrast:

- The contrast must be sufficient
- Ideal: check entire CI for contrast. Design CI guideline according to accessibility standards

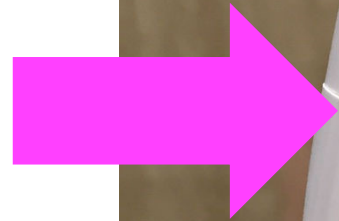
TO DO

13

USE  
COLORS & FONTS  
CORRECTLY.

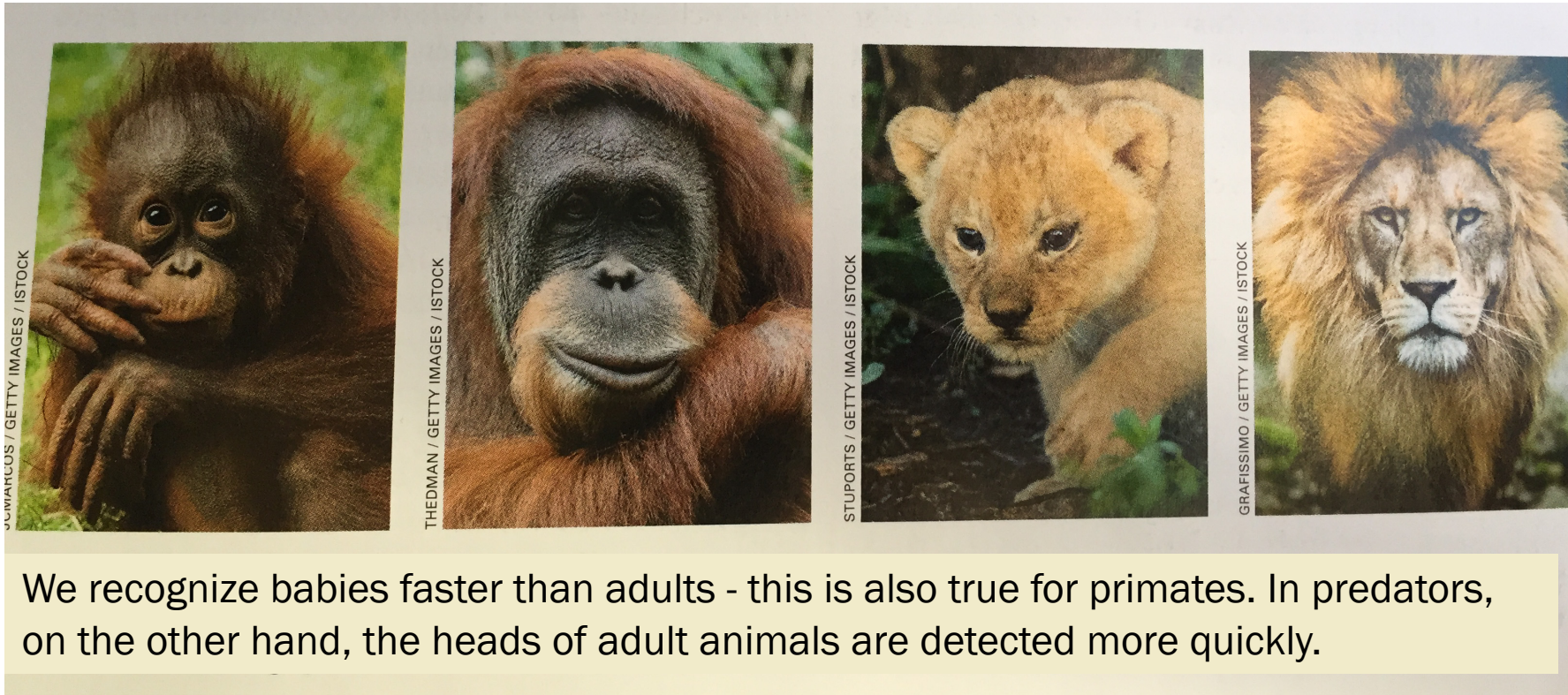
# PLACEBO WORDING







# EVOLUTIONARY TRIGGERS



## Ad Elements:

- Smile (positive)
- Eye contact (positive)
- Babies (positive)
- Predators (alarming)
- (...)



TO DO

14 USE NATURAL  
TRIGGERS.

<https://www.autocaresite.com> › ... › Albuquerque › New Mexico

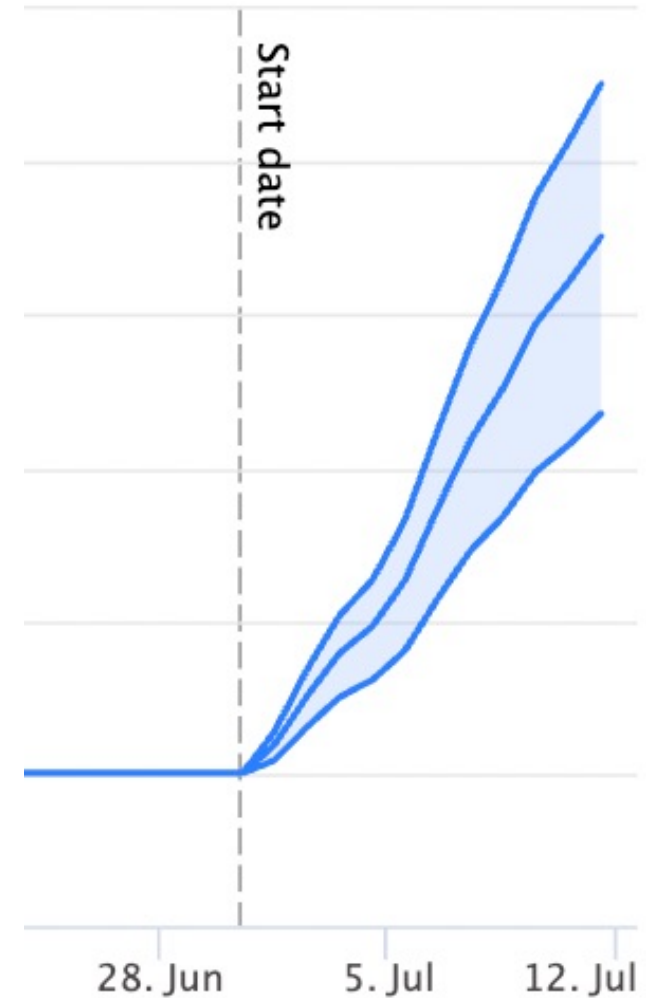
## Car Repair Services - Save 15% vs Dealership - 123 Main ...

Find car repair services at 123 Main Street. Save on auto repairs, oil change, state inspections, other services at ...

<https://www.autocaresite.com> › ... › Albuquerque › New Mexico

## Car Repair Services - Book Now - 123 Main Street, ...

Find car repair services at 123 Main Street. Save on auto repairs, oil change, state inspections, other services at ...



Source: <https://www.searchpilot.com/resources/case-studies/seo-split-test-lessons-add-book-now-cta-to-titles-version-2/>

TO DO

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TO DO

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# THANK YOU!

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