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...
In the summer of 2020: project with Eltern.de
The goal of the project was to find the largest possible fit for

SEO & UX & SALES
SO, THE SOLUTION COULD BE...

SEO

PERFORMANCE

UX

RELEVANCE

SALES

EMOTION
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 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

**Measure and compare the speed and quality of 2 web pages**

<table>
<thead>
<tr>
<th>Page A vs B</th>
<th>Mobile vs Desktop</th>
<th>Cache testing (1st vs 2nd visit)</th>
<th>Advanced comparison</th>
</tr>
</thead>
</table>

#### Competitive comparison

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.

**Page A URL**

- **Without AdBlock**: [https://www.eltern.de/schwangerschaft/5-15-woche/mutterpass.html](https://www.eltern.de/schwangerschaft/5-15-woche/mutterpass.html)

**Page B URL**

- **With AdBlock**: [https://www.eltern.de/schwangerschaft/5-15-woche/mutterpass.html](https://www.eltern.de/schwangerschaft/5-15-woche/mutterpass.html)

---

**Desktop (Chrome)**

**Location**: Frankfurt
## STATUS QUO

<table>
<thead>
<tr>
<th>AdBlock</th>
<th>Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="AdBlock Image" /></td>
<td><img src="image2" alt="Standard Image" /></td>
</tr>
<tr>
<td>72</td>
<td>57%</td>
</tr>
<tr>
<td>13</td>
<td>16</td>
</tr>
<tr>
<td>12</td>
<td>15</td>
</tr>
<tr>
<td>67%</td>
<td>65%</td>
</tr>
</tbody>
</table>

1 Test of Aug 17, 2020 1:47:32 PM on Chrome at Frankfurt

Analysed URL: [https://www.eltern.de/schwangerschaft/5-15-woche/mutterpass.html](https://www.eltern.de/schwangerschaft/5-15-woche/mutterpass.html)
STATUS QUO

Video: with Adblock & without Adblock
STATUS QUO: DESKTOP

- **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
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.
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

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.]

<table>
<thead>
<tr>
<th>Script</th>
<th>Load Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>…gujAd-new/gujAd.js?159… (m.eltern.de)</td>
<td>6,826 ms</td>
</tr>
</tbody>
</table>
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

---

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](#).

<table>
<thead>
<tr>
<th>Resource</th>
<th>Start</th>
<th>Duration</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="https://css">https://css</a>...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
<tr>
<td>js/a.jsLink...js...</td>
<td>14 ms</td>
<td>8 ms</td>
</tr>
</tbody>
</table>

---

- Load critical CSS and JS inline
- Asynchronous loading of scripts
- Load ad tag earlier
2 DON’T BLOCK THE RENDERING.
LIGHTHOUSE AD AUDIT

LAYOUT SHIFT?
### THE CORE WEB VITALS

<table>
<thead>
<tr>
<th></th>
<th>LCP</th>
<th>FID</th>
<th>CLS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Largest Contentful Paint: perceived loading time</td>
<td>First Input Delay: Website response time</td>
<td>Cumulative Layout Shift: Visual stability</td>
</tr>
</tbody>
</table>
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
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))

Minimy Polyfills
- Minimize unused polyfills when browser compatibility is not required
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

SET
DIMENSIONS.
TO DO

4 PRIORITIZE.
TO DO

5 USE PLACEHOLDER.
He finally ate them

(This pic is not relevant at all, but funny.)
Making Online Ads Better for Everyone
Desktop Web Experiences

- Pop-up Ads
- Auto-playing Video Ads with Sound
- Prestitial Ads with Countdown
- Large Sticky Ads
TO DO

NEVER. NEVER. NEVER. NEVER. NEVER.
USE AUTOPLAY.
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: AD DENSITY

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

7 REDUCE AD DENSITY.
Do you really want to cancel the reservation?

Cancel  Yes
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

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


Testaufgaben

Aufgabe 1:

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.
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

<table>
<thead>
<tr>
<th></th>
<th>PERFORMANCE</th>
<th>AD LOAD</th>
<th>AUTOPLAY</th>
<th>RELEVANCE</th>
<th>SELF PROMOTION = AD</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1</td>
<td></td>
<td>x</td>
<td>x</td>
<td>(outbrain)</td>
<td>x</td>
</tr>
<tr>
<td>V2</td>
<td>x (desk)</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>V3</td>
<td>x (desk)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>V5</td>
<td></td>
<td>x</td>
<td></td>
<td>(outbrain)</td>
<td></td>
</tr>
<tr>
<td>V6</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V7</td>
<td>x (desk)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V8</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V9</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V10</td>
<td>x (mobile)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V11</td>
<td>x</td>
<td>x</td>
<td></td>
<td>(outbrain)</td>
<td>x</td>
</tr>
<tr>
<td>V12</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### POSITIVE

<table>
<thead>
<tr>
<th></th>
<th>PERFORMANCE</th>
<th>RELEVANCE ADS</th>
<th>RELEVANCE OUTBRAIN</th>
<th>RELEVANCE GENERAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>V1</td>
<td>x</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V2</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V3</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V6</td>
<td>X (Desktop &amp; Adblocker)</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V7</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V8</td>
<td>X (mobile)</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V9</td>
<td>X (mobile)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V10</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>V11</td>
<td>X (mobile)</td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>V12</td>
<td>X (mobile)</td>
<td>x</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
AD RELEVANCE

I DON'T ALWAYS POST COMMENTS

BUT WHEN I DO, I MAKE SURE THEY ARE UNRELATED TO THE ORIGINAL POST
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.
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.
8 ADS MUST BE RELEVANT (ESP ABOVE THE FOLD).
CREATE RELEVANCE!

Quelle: Aldi Süd / Slogan: Eigenskreation
Der neue GLB: Für Familie & Freunde.

Quelle: Mercedes Benz Website / Motiv unverändert
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.
INCREASE RELEVANCE OF ADS.
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.
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

11 DO NOT OVERCHARGE.
STICK TO YOUR OWN BRAND!

- 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
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**.

[https://accessible-colors.com/](https://accessible-colors.com/)
2. Contrast:
   • The contrast must be sufficient
   • Ideal: check entire CI for contrast. Design CI guideline according to accessibility standards

https://accessible-colors.com/
TO DO

13 USE COLORS & FONTS CORRECTLY.
“Hmm... better go with these.”
EVOLUTIONARY TRIGGERS

We recognize babies faster than adults - this is also true for primates. In predators, on the other hand, the heads of adult animals are detected more quickly.

Ad Elements:
- Smile (positive)
- Eye contact (positive)
- Babies (positive)
- Predators (alarming)
- (...)
TO DO

14 USE NATURAL TRIGGERS.
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 ...

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 ...

TO DO

15 BET ON CTA & ADDED VALUE.
TO DO

BE A TEAM!
THANK YOU!

TWITTER: @NERDINSKIRT
AK@ASTRID-KRAMER.DE
WWW.ASTRID-KRAMER.COM