

Basics of Search Engine Optimization & Content Creation in CRM

Lecture Title: Creating Digitally Effective Websites



Lecturer: PIERRE PORTELLI

Date: 27.01.2026

Introduction to CRM in SEO

Class Exercise: 60 MIN

- Write an email to your clients to invite them to check the new products on your website. Make sure you have all the relevant information to attract them to click on the link you will provide in the email.
- Use at least 2 keywords in your email and make use of other CRM features to help you achieve your goals. List your choices.
- Define the target audience of your email and what you want to get out of them.
- Explain why you chose those particular keywords.



Creating Digitally Effective Websites

A digitally effective website is one that successfully achieves its intended purpose and goals through the strategic integration of design, technology, and content.

It is designed to provide an optimal user experience, achieve high search engine rankings, and meet the specific needs of its target audience.



Creating Digitally Effective Websites

Key Characteristics:

User-Centred Design: The website is crafted with a deep understanding of its users' needs, preferences, and behaviours, ensuring ease of navigation, accessibility, and a satisfying user experience.



Creating Digitally Effective Websites



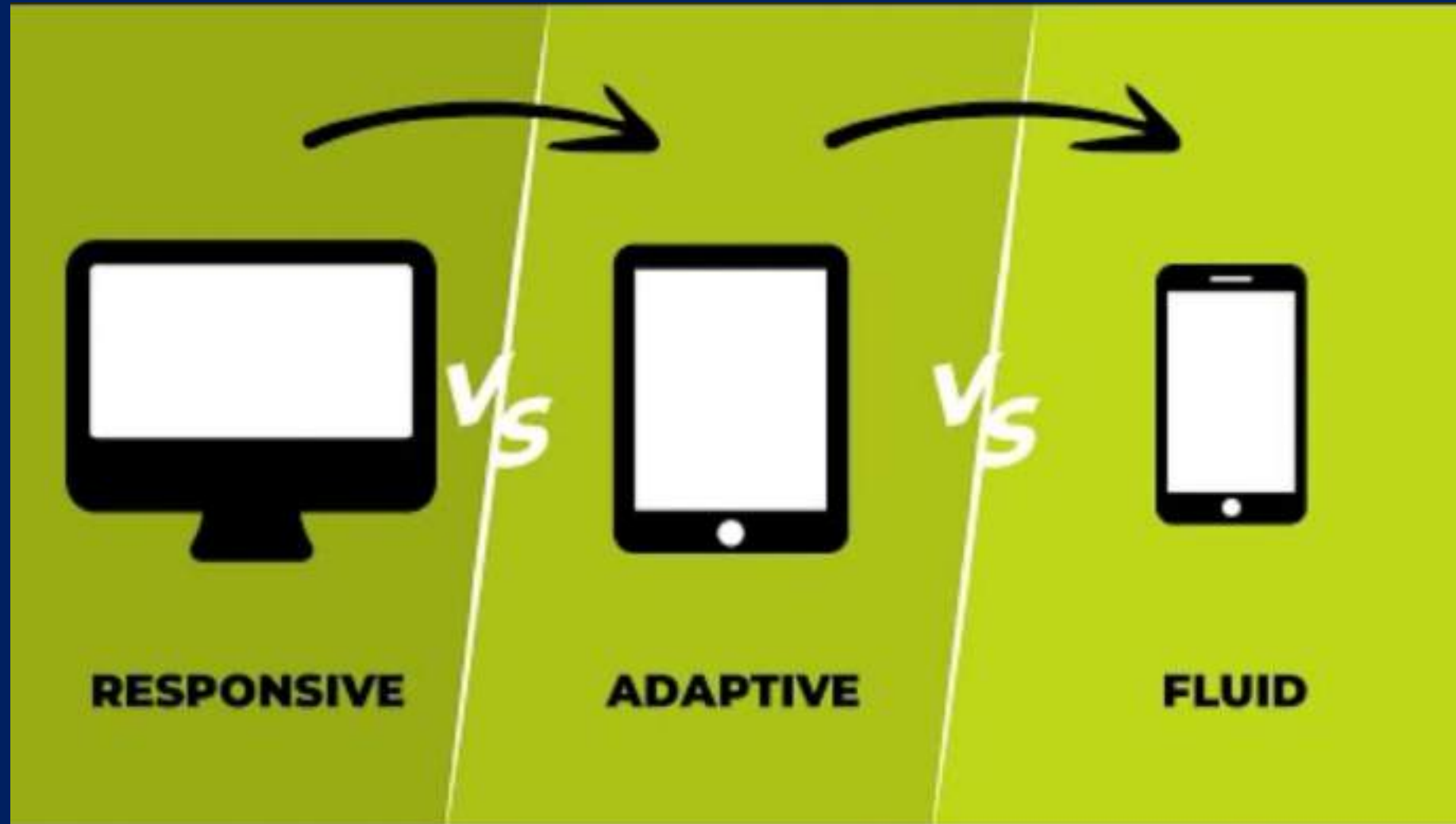
Creating Digitally Effective Websites

Key Characteristics:

Responsive Design: It displays and functions seamlessly across various devices and screen sizes, from desktops to smartphones, ensuring accessibility and usability for all users.



Creating Digitally Effective Websites



Creating Digitally Effective Websites

Key Characteristics:

Fast Loading Times: The website loads quickly on all devices, minimising wait times for users and positively affecting search engine rankings.



Creating Digitally Effective Websites



Creating Digitally Effective Websites

Key Characteristics:

High-Quality, Relevant Content: Provides valuable, accurate, and engaging content that meets the needs and interests of its audience while also being optimised for search engines.



Creating Digitally Effective Websites

Class Exercise: 45 min

- Find a website with high-quality and relevant content.
- Identify the key characteristics that make the website a high-quality content one.
- Suggest other steps you would add.



Creating Digitally Effective Websites

Key Characteristics:

Search Engine Optimization (SEO): Incorporates SEO best practices to improve visibility and rankings in search engine results pages (SERPs), driving organic traffic to the site.



Creating Digitally Effective Websites



Creating Digitally Effective Websites

Key Characteristics:

Security: Implements robust security measures, including HTTPS and SSL certificates, to protect the website and its users from cyber threats and to build trust.



Creating Digitally Effective Websites

Key Characteristics:

Clear Call to Action (CTA): Features well-placed and clear calls to action that guide users towards desired actions, such as making a purchase, signing up for a newsletter, or contacting the business.



Creating Digitally Effective Websites



Creating Digitally Effective Websites

Key Characteristics:

Measurable Goals: Has clearly defined objectives and incorporates analytics tools to measure performance, user engagement, and the achievement of specific goals.



Creating Digitally Effective Websites

Class Exercise: 60 min

- Make a list of measurable goals for an effective website.
- List 6 Key Performance Targets (KPT) to be able to set out your goals.

E.g. - Expand Email Subscription List:

- Goal: Grow the email subscription list by X% over the next quarter.
- Metrics: Number of new subscribers, subscription rate.



Creating Digitally Effective Websites

KPT OPTIONS:

1. Increase Traffic:

- Goal: Achieve a X% increase in overall website traffic within the next 6 months.
- Metrics: Number of visitors, page views.

2. Improve Engagement:

- Goal: Reduce the bounce rate by Y% and increase the average session duration by Z minutes within the next quarter.
- Metrics: Bounce rate, session duration, pages per session.



Creating Digitally Effective Websites

3. Enhance SEO Performance:

- Goal: Achieve first-page ranking for [key targeted keywords] on Google within the next 12 months.
- Metrics: Search engine rankings, organic traffic.

4. Boost Conversion Rates:

- Goal: Increase the conversion rate (e.g., sign-ups, purchases, contact form submissions) by A% in the next 6 months.
- Metrics: Conversion rate, number of conversions.



Creating Digitally Effective Websites

5. Expand Email Subscription List:

- Goal: Grow the email subscription list by B% over the next quarter.
- Metrics: Number of new subscribers, subscription rate.

6. Enhance User Experience (UX):

- Goal: Improve website load time to under C seconds and achieve a user satisfaction score of D% in user surveys within the next year.
- Metrics: Page load time, user satisfaction surveys, usability test results.



Creating Digitally Effective Websites

7. Increase Social Media Engagement:

- Goal: Achieve a E% increase in shares, likes, and comments from website content on social media platforms within the next 6 months.
- Metrics: Social shares, likes, comments.

8. Grow Revenue:

- Goal: Increase online sales or revenue by F% within the next fiscal year.
- Metrics: Revenue, average order value, sales conversion rate.



Creating Digitally Effective Websites

9. Improve Content Effectiveness:

- Goal: Increase content engagement (e.g., time spent on blog posts) by G% and content shares by H% in the next 6 months.
- Metrics: Time on page, social shares, comments.

10. Enhance Mobile Experience:

- Goal: Improve the mobile conversion rate by I% and reduce mobile bounce rate by J% in the next quarter.
- Metrics: Mobile conversion rate, mobile bounce rate.



Creating Digitally Effective Websites

11. Increase Customer Satisfaction:

- Goal: Achieve a customer satisfaction rate of K% as measured by online surveys and feedback forms within the next year.
- Metrics: Customer satisfaction scores, feedback form results.

12. Reduce Cart Abandonment Rate:

- Goal: Decrease the shopping cart abandonment rate by L% within the next 6 months.
- Metrics: Cart abandonment rate, checkout completion rate.



Creating Digitally Effective Websites

In 2026 we need to move from:

- “Pretty websites” to “Measurable digital assets”

and from:

- Vanity metrics to Business and experience metrics



Creating Digitally Effective Websites

13. Improve Conversion Quality (Not Just Volume)

Goal: Increase conversion rate by X% and reduce cost-per-conversion within 6 months.

Metrics: Conversion rate, form completion rate, micro-conversions (downloads, sign-ups), abandonment rate.

This reflects a shift from “traffic obsession” to quality traffic and intent.



Creating Digitally Effective Websites

14. Optimise for Search Experience (SEO + AI Visibility)

Goal: Increase visibility in organic search results and AI-generated answers.

Metrics: Organic impressions, keyword rankings, featured snippets, AI search referrals, indexed pages.

Acknowledges Google SGE, AI overviews, and answer-engine optimisation.



Creating Digitally Effective Websites

15. Enhance Core Web Experience & Accessibility

Goal: Meet Core Web Vitals benchmarks and WCAG accessibility standards.

Metrics: LCP, CLS, INP, mobile usability score, accessibility errors.

Performance and accessibility are now business-critical, not technical extras.



Creating Digitally Effective Websites

16. Strengthen Trust & Compliance Signals

Goal: Improve perceived credibility and regulatory compliance.

Metrics: Cookie consent acceptance rate, privacy interaction rate, security certificates, trust badges, reduced form drop-off.

Reflects privacy-first web, GDPR maturity, and user scepticism.



Creating Digitally Effective Websites

17. Micro-Upgrade to Existing Metrics

Instead of only: Number of visitors, page views

Add: Engaged sessions

Returning users

Traffic by intent (informational / transactional)



Creating Digitally Effective Websites

Aesthetic Appeal and Brand Consistency

The aesthetic appeal and brand consistency of a website are crucial elements that significantly influence user experience, perception, and engagement.

These factors play a vital role not only in attracting visitors but also in retaining them and converting visits into actions (such as purchases, sign-ups, or engagement with content).



Creating Digitally Effective Websites



Creating Digitally Effective Websites

Secure Payment Gateways:

Secure Payment Gateways are services that authorise and process credit cards, debit cards, and other forms of electronic payments online.

They encrypt sensitive information, such as credit card numbers, to ensure that data is transmitted securely from the customer to the acquiring bank via the merchant.



Creating Digitally Effective Websites

Secure Payment Gateways:

- **Security**: They provide strong encryption and security protocols to protect against fraud and data breaches.
- **Trust**: By using reputable payment gateways, businesses can increase their customers' trust in their online transactions.
- **Convenience**: They offer a seamless checkout experience for customers, supporting various payment methods.



Basics of Search Engine Optimization & Content Creation in CRM

THANK YOU FOR TODAY



Lecturer: PIERRE PORTELLI