

Webinar

UX – The Magic Sauce in Modern SEO

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Agenda – What Will You Learn Today

UX SEO

1. The connection between Google users and UX.
2. It's not about keywords – it's about user needs.
3. Insights through examples, cases and discussions.
4. The economics of UX improvements.



The Connection Between SEO and UX

From Google Guidelines – “Page Experience”

“Satisfying Experience” = the UX goal

Reduce friction, increase task success.

“Holistic Page Experience (not a single fix)”

Optimize across multiple aspects, not just 1–2 tweaks.

“Do I need to search again?” = UX litmus test

If users must keep searching, content didn’t fully solve the job.

“Meet the user’s needs” = the bridge between UX & SEO

Helpfulness comes from completing the user’s intent end-to-end

Source: [Google Guidelines](#)



Trust – Insights from User Research in Google's AI Overview

Trust is central to Google's E-E-A-T guidelines, and I learned a lot about how users perceive trust from this year's AI Overview user study. The insights are highly relevant because AI Overviews function as content, and users experience them much the same way they experience the content on your website.

Key takeaways from the study



Trust precedes relevance

Users first run a quick credibility check ("Do I trust this source?") before evaluating relevance.



Trust must appear immediately

In AI Overviews, most users only read the top section, so early trust signals are critical.



Brand = trust shortcut

Familiar or authoritative brands act as instant reassurance cues and are selected more often.



Sensitive topics raise the trust bar

In areas like health or finance, users seek stronger reliability signals and often verify elsewhere.



Trust forms without clicks

In AI Mode, users build brand perception inside the interface, often before visiting a site.



Skimming drives snap judgments

People skim, decide quickly, and move on, making small credibility cues disproportionately important.

These behaviors collectively have a major influence on your UX.

Source: [Growth Memo](#)

Keywords → Question → User needs

In 2026, a keyword isn't simply a keyword – it's a need. You have to look past the wording and understand what the user is truly trying to solve. Example: "hur mycket får jag låna" → "How much can I borrow for a mortgage?" (the need).

SEO in the past: Keyword signaled relevancy to the user e.g. "Hur mycket får jag låna".

If your page was relevant to the keyword "Hur mycket får jag låna" → You'd win the click.

Keyword → Click



Nordea
https://www.nordea.se › Bolån

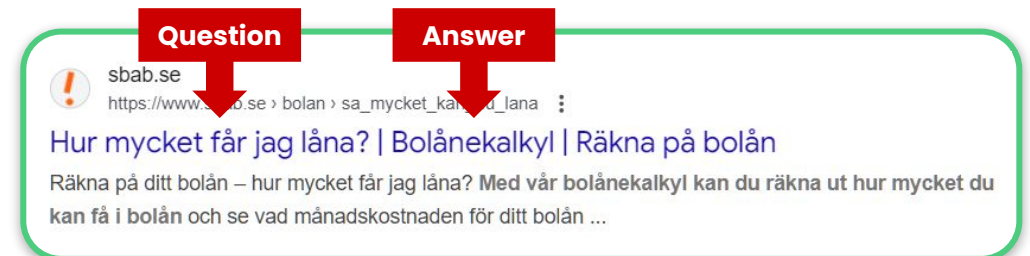
Hur mycket får jag låna när jag köper bostad?

Vanliga frågor om att låna till bostad Du kan som mest låna upp till 85 procent av bostadens värde, resterande 15 procent behöver du ha i egna pengar – en så ...

Current SEO: It's not a keyword, it's a question "Hur mycket får jag låna ?"

If your page are relevant for the keyword "Hur mycket får jag låna" and answers question → You win the click.

Answer question → Click



sbab.se
https://www.sbab.se › bolån › sa_mycket_kan_jag_lana

Hur mycket får jag låna? | Bolånekalkyl | Räkna på bolån

Räkna på ditt bolån – hur mycket får jag låna? Med vår bolånekalkyl kan du räkna ut hur mycket du kan få i bolån och se vad månadskostnaden för ditt bolån ...

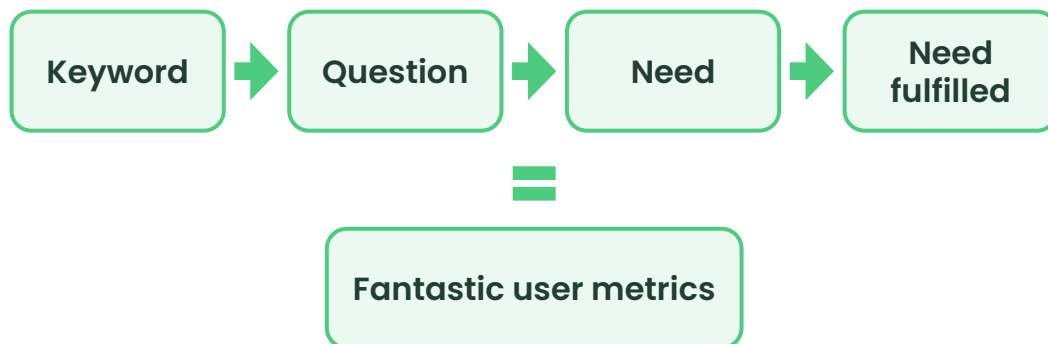
Keywords vs. User Needs

Future SEO: It's not a keyword – **it's a need!** Meeting those needs **requires the right mix of SEO, UX, and design.**

“Hur mycket får jag låna ? ” actually means: “*Can I borrow enough to buy that apartment?*”

Fulfill that underlying need, and the Google user is happy ➡ Fantastic user metrics and more revenue.

UX SEO Summarised



Mortgage Calculator

Home price: \$425,000

Down payment: \$85,000 (20%)

Loan term: 30 years

Interest rate: 5%

ZIP code: 07008

Monthly payment breakdown
Based on national average rates

\$2,171/mo

- Principal & interest: \$1,825.19
- Property tax: + \$280
- Homeowner's insurance: + \$66

Compare to top offers on Bankrate

Lender	APR	Monthly Payment	Lower Payment
TOMO mortgage	5.456%	1878 US\$	\$293
Sage	5.785%	1956 US\$	\$215
ALLIANT	5.809%	1957 US\$	\$214

I used a U.S. tool to illustrate this. As you can see, it answers the question and offers a direct way to meet the user's real need: getting a loan.

Example: Husqvarna

Husqvarna integrates user needs

They don't just list products like a standard category page – Husqvarna integrates the user's need directly into the page.

Unfortunately, they made a few other SEO mistakes so they are only in top3, not top1.

Husqvarna's category page for "robotgräsklippare"

The screenshot shows the Husqvarna website's category page for robot lawnmowers. The page is annotated with red boxes and arrows to highlight specific features and user needs.

- Filter:** A sidebar on the left contains various filters including price (Pris), availability (Erbjudande), online purchase (Köpar online), restriction type (Begränsningstyp), maximum slope (Maximal lutning inom arbetsområdet), and wireless connection (Trådlös uppkoppling).
- User choices:** A red box at the top left points to three product cards. Each card features a product image, a title, a description, and a price range. The first card is for the Automower® 305E NERA, the second for the 405XE NERA, and the third for the 435X AWD NERA.
- Common user problem:** A red box at the top right points to the third product card, highlighting the 'Bäst presterande i branta sluttningar' (Best performance on steep slopes) feature.
- Personas:** A red box in the center points to a 'Köpguide' (Buying guide) section titled 'Hitta den perfekta robotgräsklipparen för din gräsmatta' (Find the perfect robot lawnmower for your lawn).
- Offer:** A red box at the bottom right points to a 'ERBJUDANDE' (Offer) section for the Automower® 305E NERA, which includes a star rating and a 'Yrkisapacitet' (Professional capacity) label.

UX SEO and Google Ads A Match Made in Heaven

Improving UX and design offers the best ROI in SEO since it positively impacts multiple channels. Still, many companies don't invest enough in these areas.

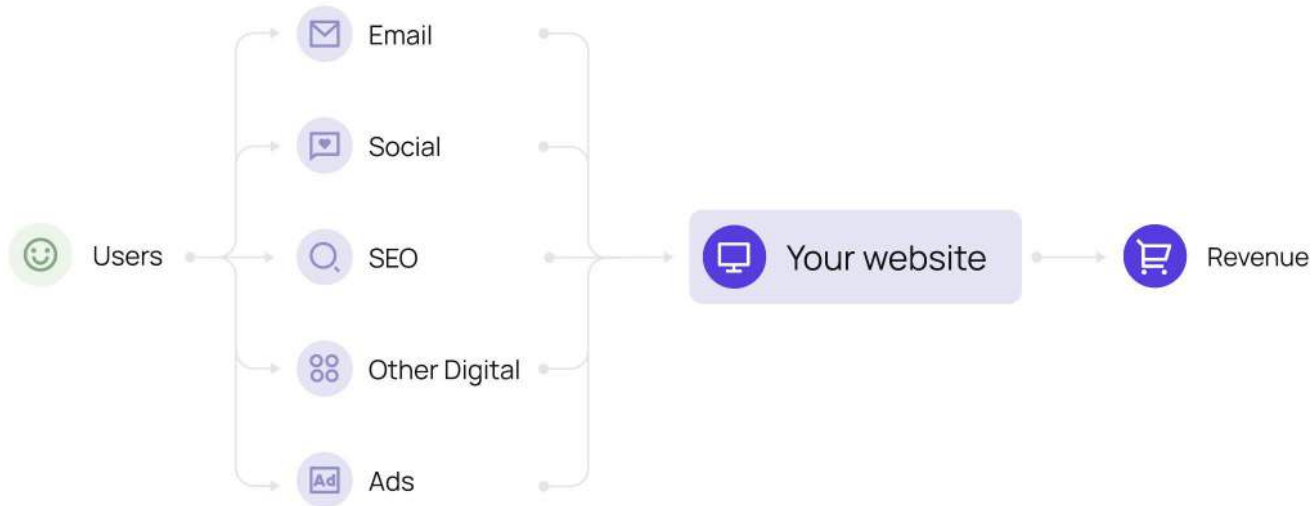
Source	Clicks	Conversion (old experience)	Conversion (new experience)	Order value (old experience)	Order value (new experience)	Turnover in SEK (old experience)	Turnover in SEK (new experience)
Organic clicks	10000	2%	2,50%	400	440	80000	110000
Google ads	20000	2%	2,50%	400	440	160000	220000
					Value:	240000	330000
						Value created:	90000
						Increased value:	37,50%

This calculation excludes increased opportunities in Google Ads, improvements across other channels, and the higher likelihood of returning visitors.

A beautiful site without SEO → no visibility Traffic to a non-converting site is wasted

SEO brings people in. Good usability helps them find what they want.
You need both for conversions.

Don't let your website become the bottleneck.



How do users find and interact with your eCommerce website?

There are three main landing pages from which users most often begin interaction with the site:

1. Product pages (for specific queries).

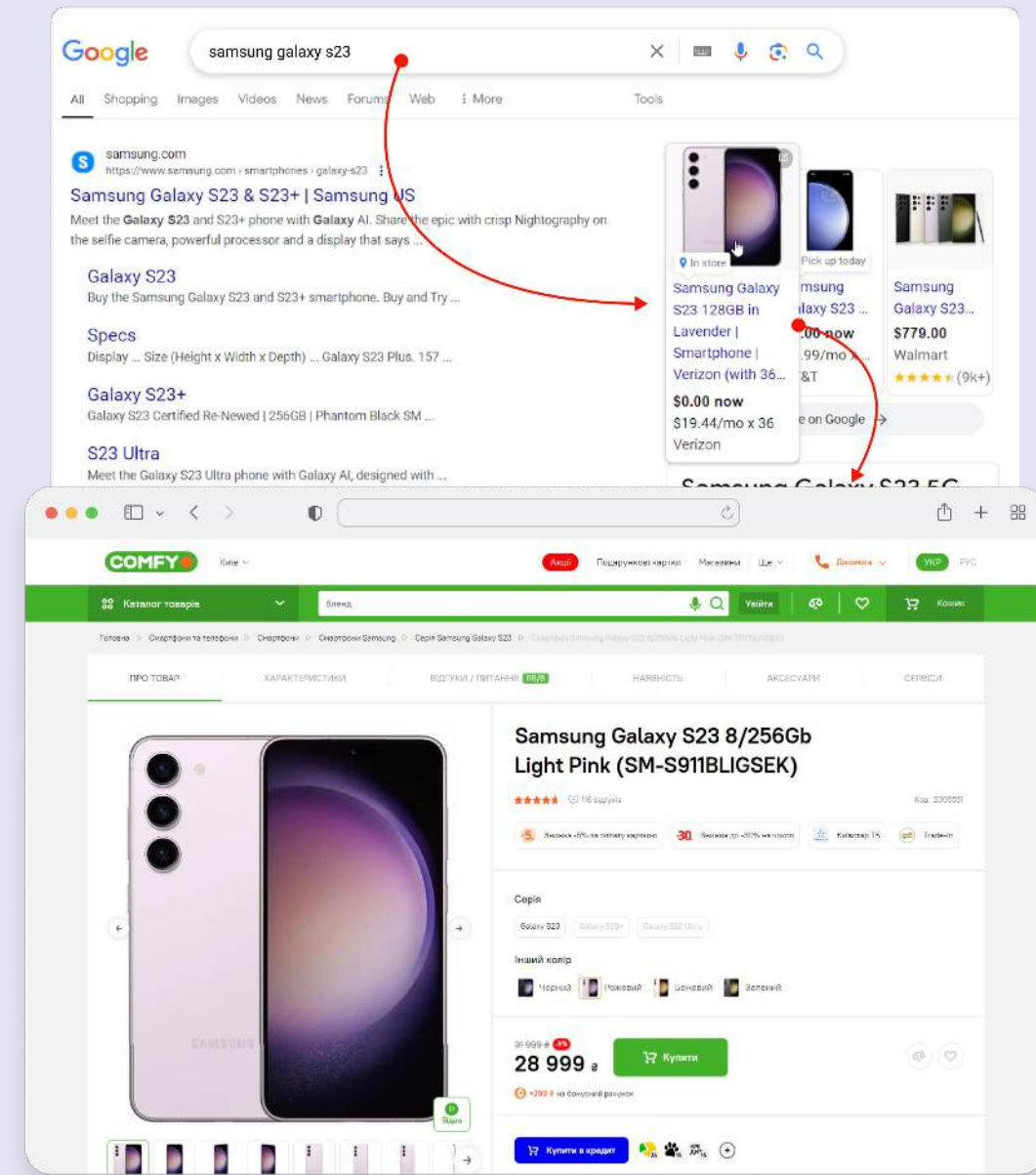
These pages should provide complete product information, including photos, descriptions, sizes, and reviews.

2. Product listing page (for category or brand queries)

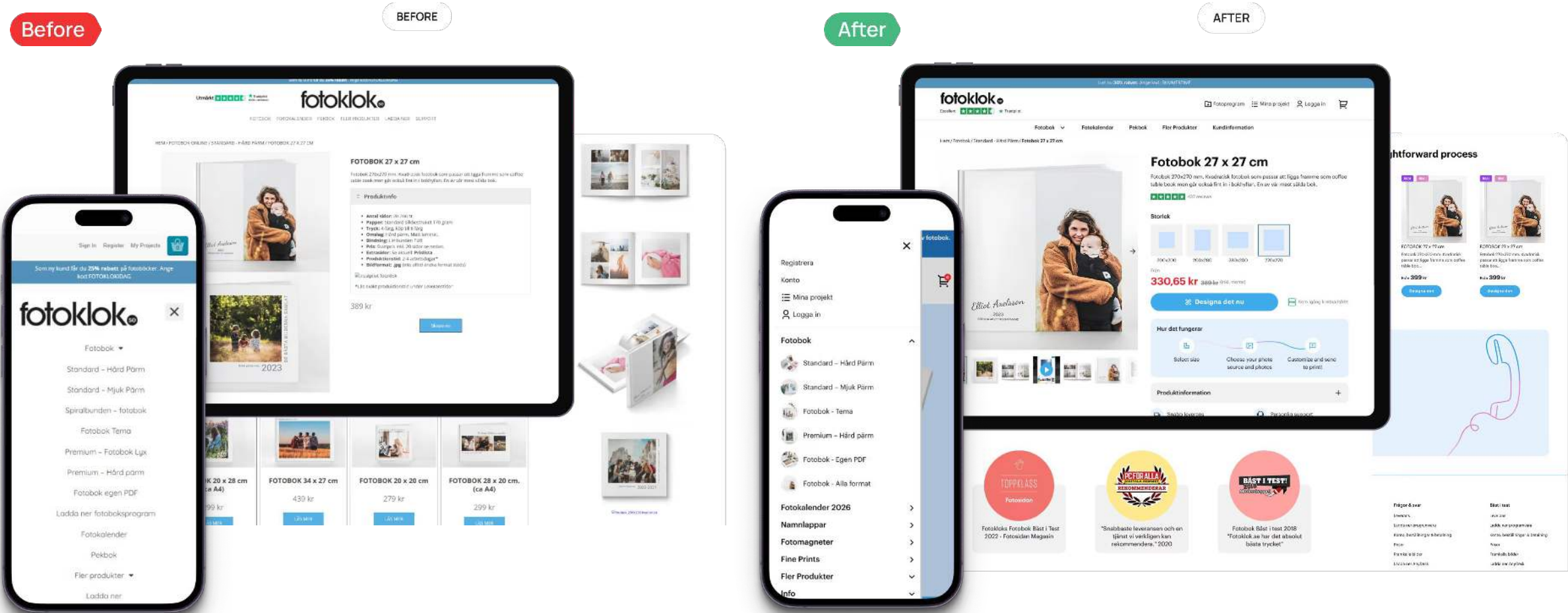
When users search for products by category or brand, they are taken to pages with a list of related products. It's important to provide easy navigation, filtering, and sorting tools to make it easier to find the right product.

3. Homepage (for loyal or returning customers)

Loyal and returning customers often start their journey on the homepage. It should display current promotions, new arrivals, and sales hits to keep users' attention and encourage them to take further action on the site.



SEO and UX Synergy in practice: Fotoklok case study





Results:

Together we optimized design, content, and structure so the site works equally well for users and for Google.

- **+30% traffic from Google**
- **+25% boost in conversions**
- Most successful revenue season in company history

SEO and UX Synergy in practice: Fotoklok case study

PDP optimization example:

The product details page was redesigned around three core principles:

1. **Clarity of choice:** large images in the carousel, formats shown as visual cards instead of text, and a thumbnail slider with a video option. A “Related Products” block keeps customers engaged and helps them discover the right fit.
2. **Process explained.** The ordering process is illustrated by icons in three easy steps: upload photos, customize, and receive in 48h.
3. **Trust and conversion cues:** customer photos and reviews for social proof, quality/award badges that emphasize reliability, benefit highlights, secure payment icons, and bold CTAs were placed at key points to reassure users and remove hesitation.

Goals reached by Topdog and Turum-burum

- Improved SEO (& Google Ads) by improving user experience and content. (Added more traffic for words like "studentskylt", "Fotobok" & "fotokalender")
- Improved navigation and UX of PDP pages to connect Google visitors smoothly with products.
- Redesigned key pages (navigation, categories, product page) to improve usability and KPIs.
- Developed a scalable design system for future growth without losing brand consistency.
- Aligned SEO, usability, and branding in one consistent experience.



Relevancy of content: shiny-diski.com.ua PDP example

Usability problem:

- Users often clicked on “All Features” because they were interested in product details or because the features were not visible on the initial screens.
- Clarity heatmap data showed that only 16% of users reached the features section, while 33% accessed the reviews positioned above the product details.



Relevancy of content: shiny-diski.com.ua PDP example

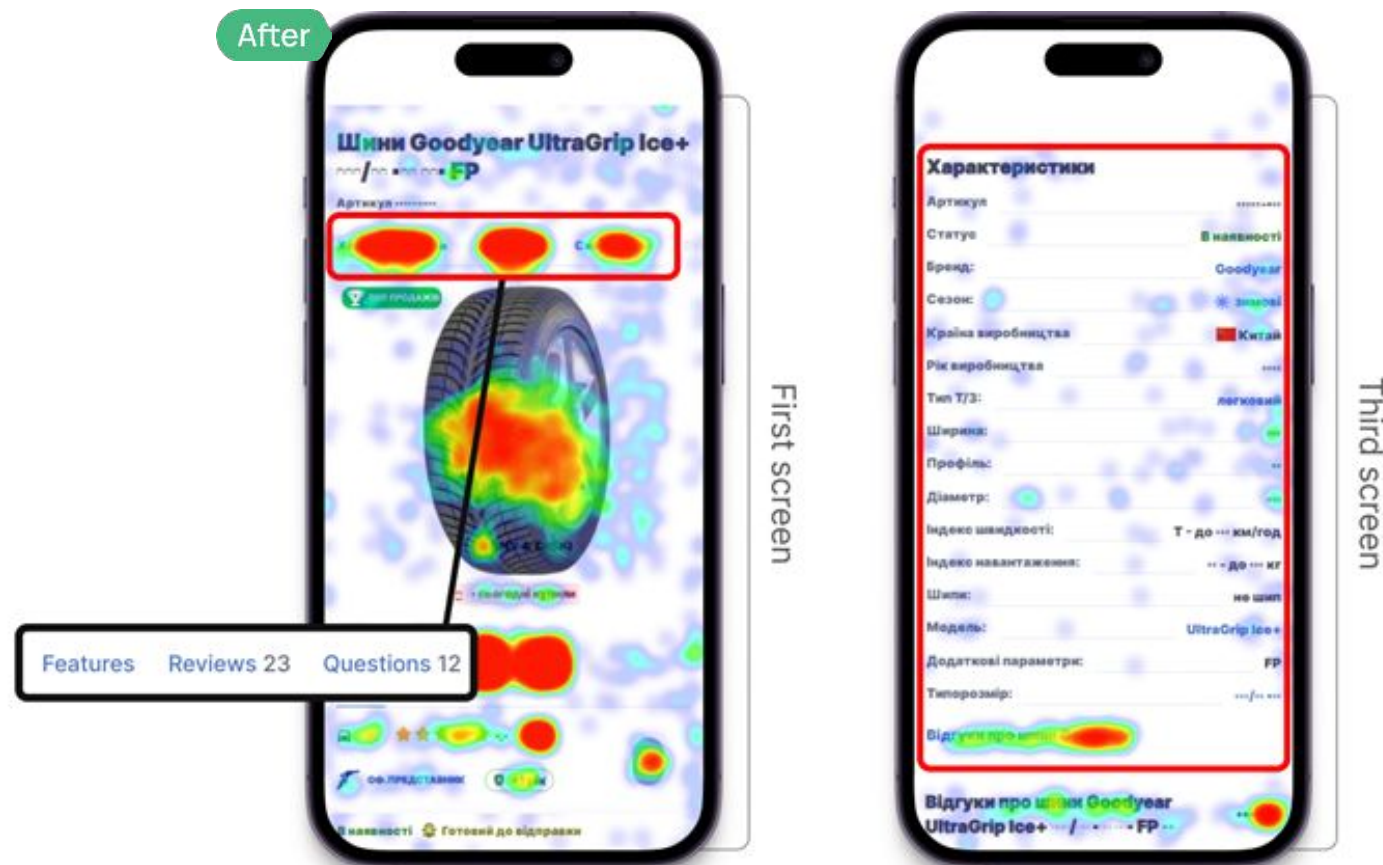
Recommendation:

Reposition the characteristics block to appear, right after the photo block, with the reviews section placed after it. This change would make the product details immediately visible and accessible, eliminating unnecessary scrolling or clicking.

Result:

After implementing the changes, over 40% of users accessed the product features block, which indicates that they have become more visually noticeable. After this block, users quite naturally move to reviews, which improves their overall experience with the platform.

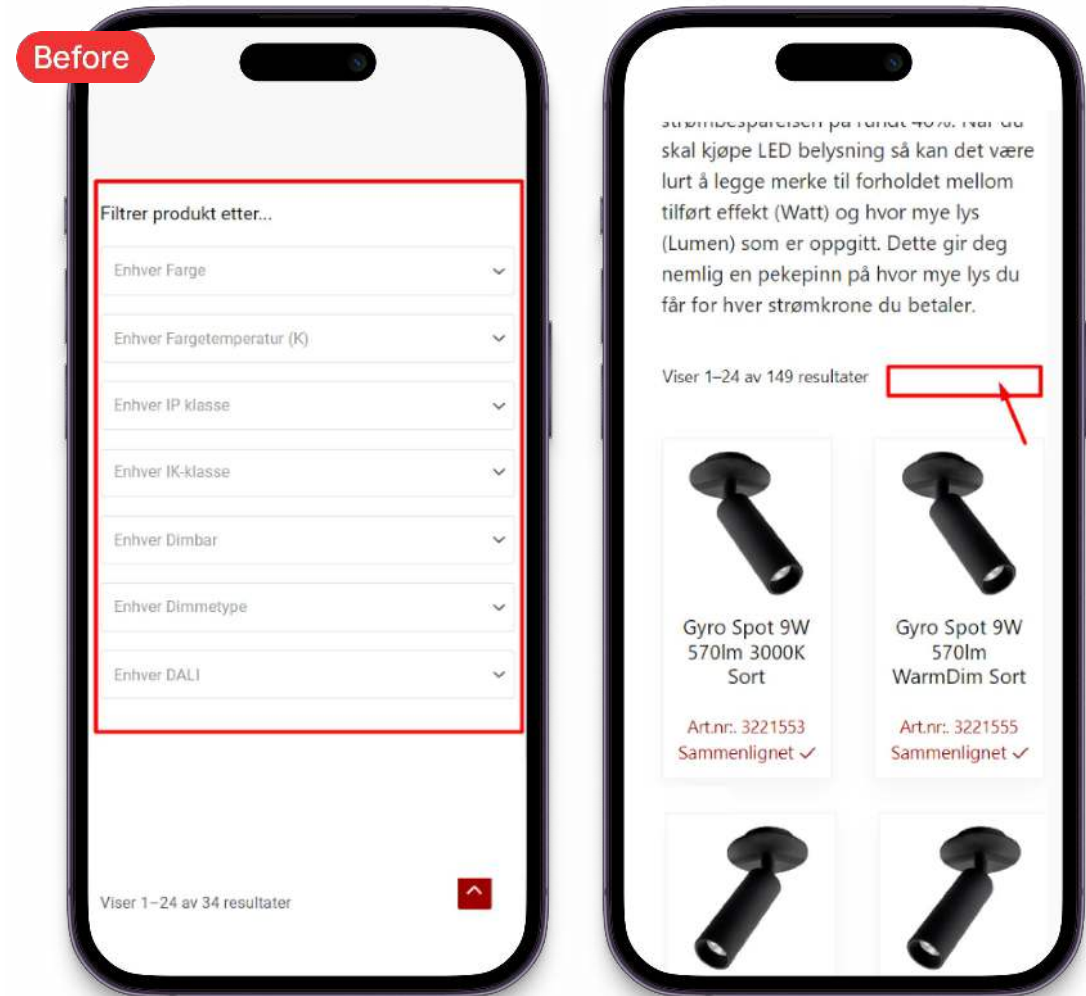
CR +11% - from product page to cart



Lack of elements: Category page Unilamp.no

Before:

- On mobile, filters stacked in a single column with page reloads after each change.
- Product cards lacked a “Buy in Shop / Buying Options” button, making it harder to purchase.
- Lack of fast access to filtering options.



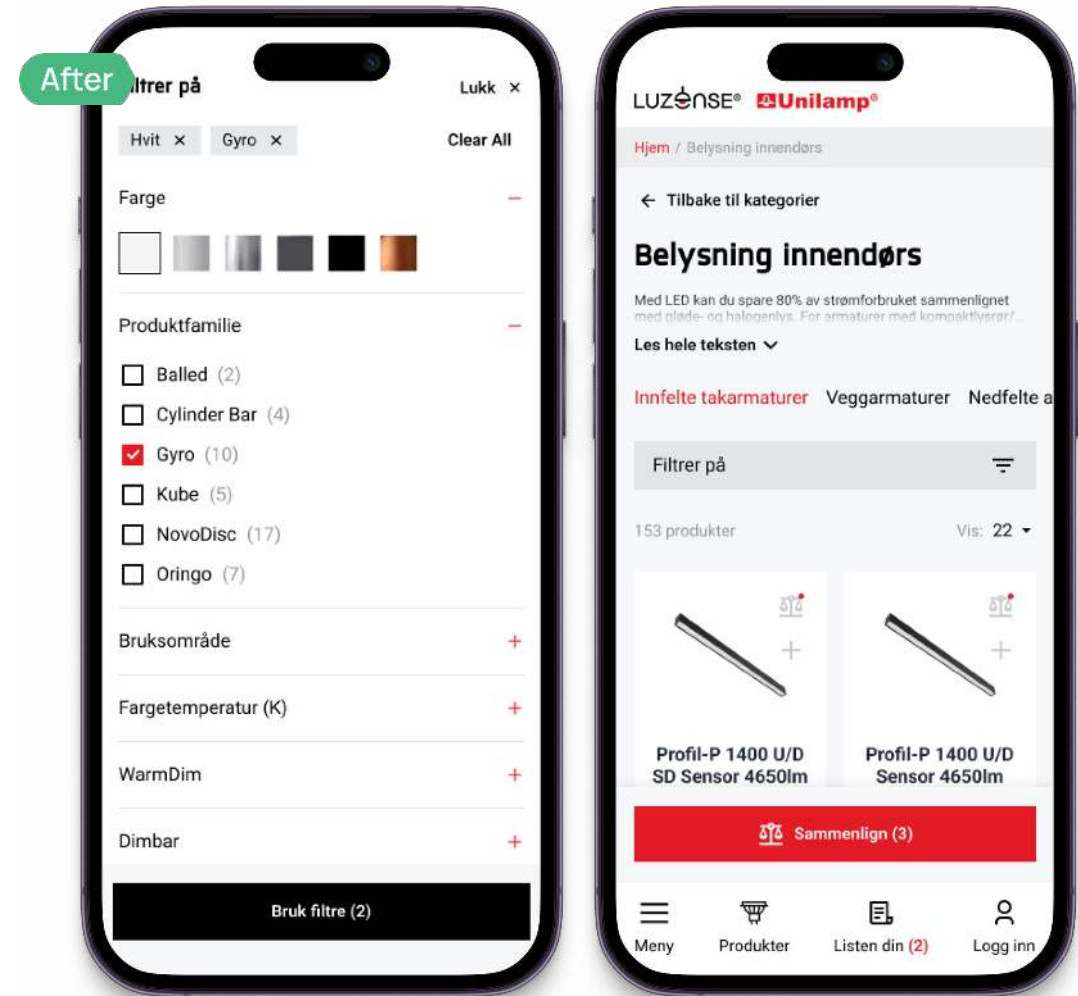
Lack of elements: Category page Unilamp.no

After:

- Added a Filters button leading to a dedicated page with grouped parameters (price, size, color).
- Added a “+” icon to every product card for forming an ordering list.
- Optimized filtering options and made them visually structured.

Results:

- **+30%** user engagement.
- **+41%** conversion (requests left on the website).
- **+16%** average session duration.





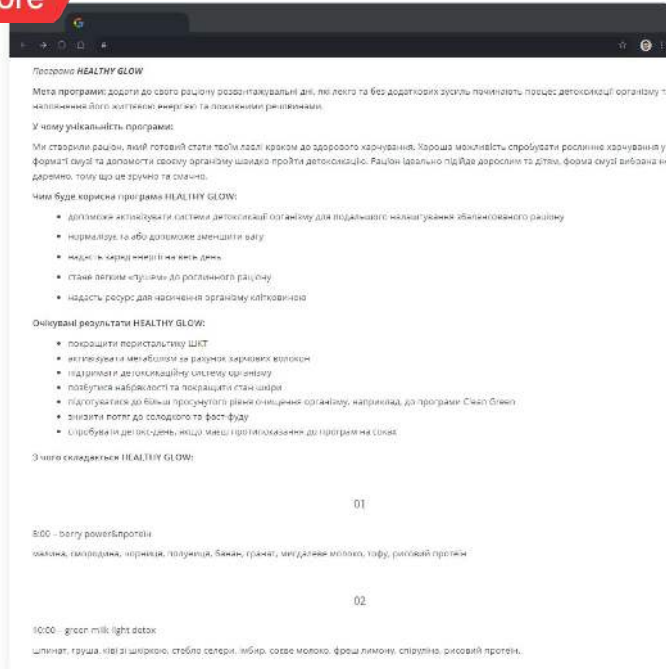
Structured Content Matters

Impact:

- Better search indexing (SEO)
- Easier to read → keeps attention longer
- Clearer message → higher conversions
- Builds brand trust

Unstructured content: Greenchef.ua case study

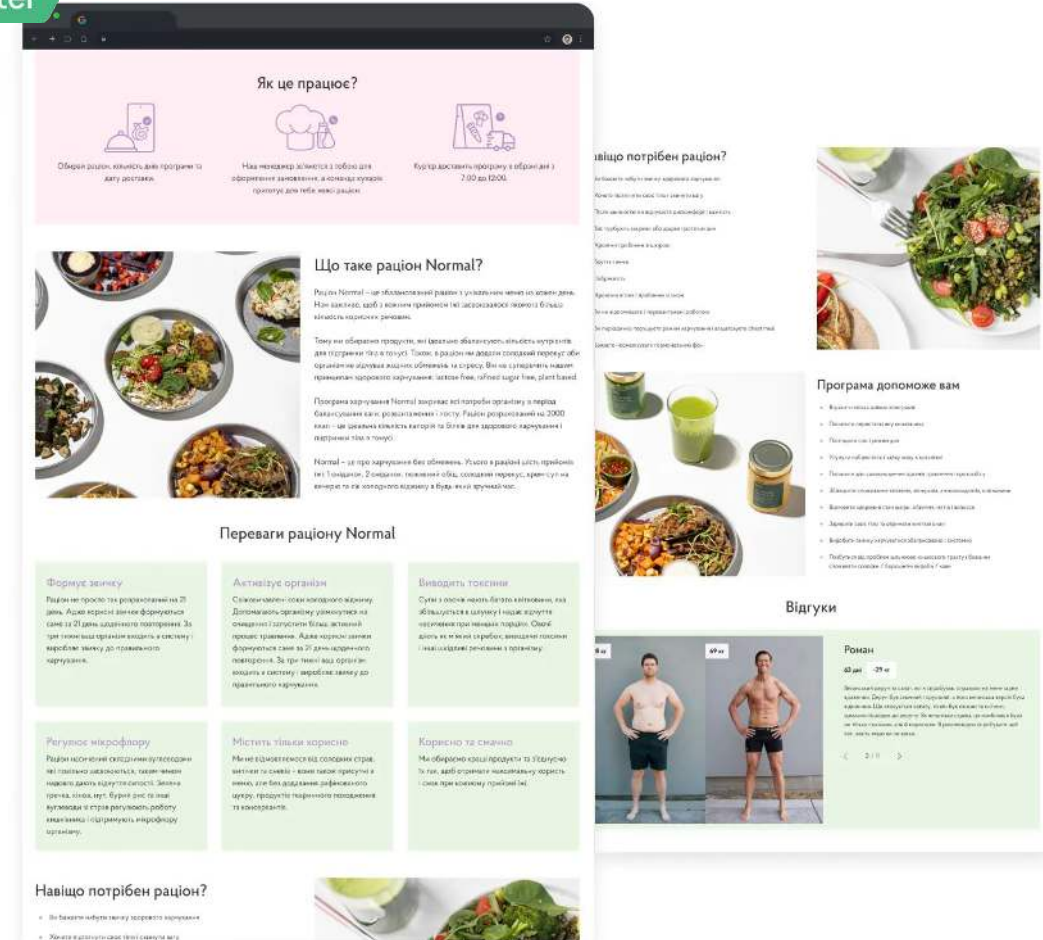
Before



Results

- Micro-conversion from category listing to product page increased **by 23%** for products;
- User engagement on the homepage increased **by 49,65%**.
- The average time spent on the site was increased **by 13,17%**.

After



Unstructured content: Greenchef.ua case study

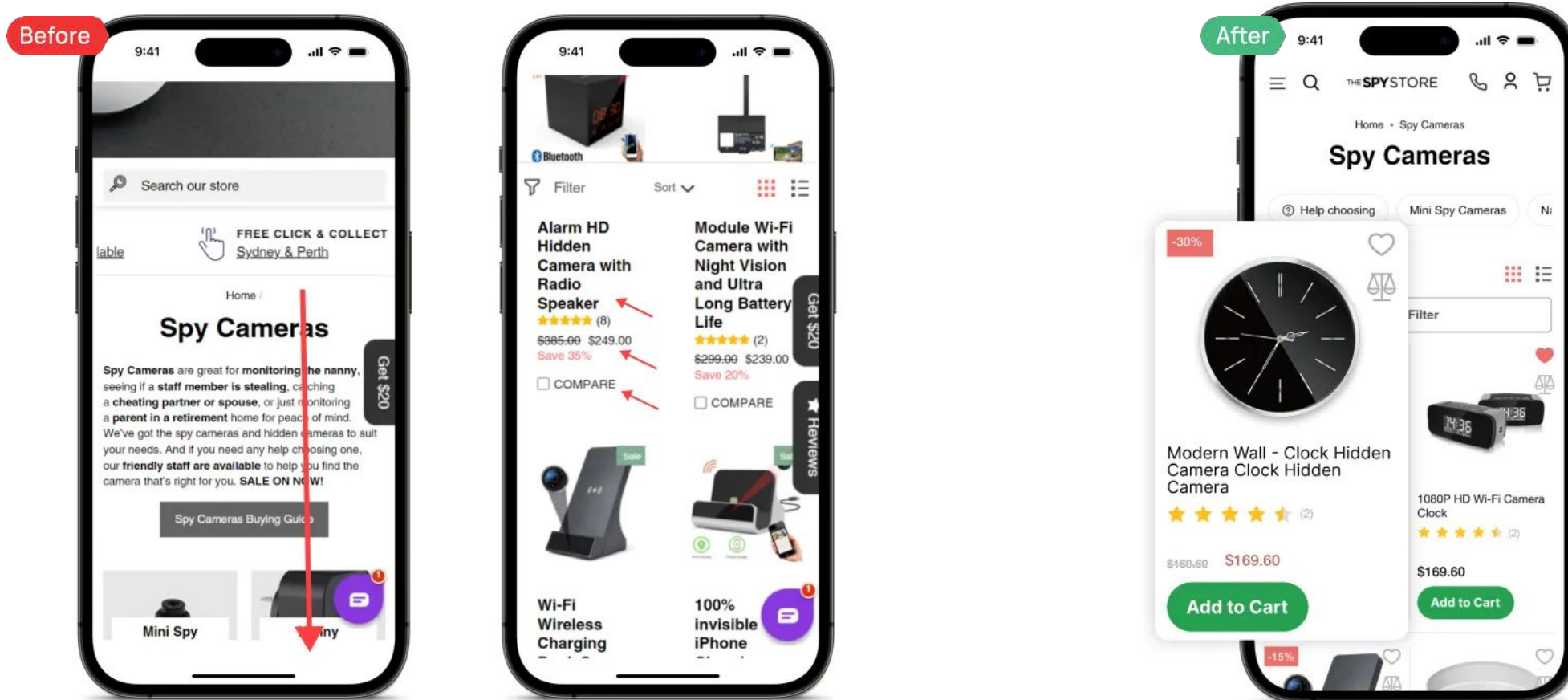


Mobile first

- **67% of users** claim that buttons and links that are too small make mobile shopping difficult.
- The average person's fingertip is about 1.6–2 cm wide, while the thumb has a touch area of about 2.5 cm.
- The minimum physical size of a touch target should be 1 cm × 1 cm (28x28 px at least).
- When creating a mobile app or a responsive website design, make sure there is enough spacing between interactive elements and that all buttons and links are large enough to prevent accidental taps.



Mobile first: Spy Store case study



Mobile first: Spy Store case study

Before:

- The product list page contained a large title, text descriptions, and photos so that users had to scroll the page to see the product catalog which affected the KPIs.
- Only 0.13% of mobile users reached product comparison page
- Overloaded category layout: long text blocks, oversized product titles, prices barely visible, , and uncomfortable and unusual comparison button.

After:

- Shortened text blocks, resized elements by importance
- Increased spacing between groups, categories displayed as tags
- Added a convenient comparison button
- Introduced collapsible menus + familiar icons.

Result:

- The e-commerce **conversion rate increased by 16%**;
- The proportion of mobile website visitors has enlarged;
- The number of items added to the cart in the mobile version has increased **by 100%**



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Bring clarity and structure to your SEO

- Would you like to improve your website or e-commerce?
- Looking to bring more structure to your current SEO process?
- Want to start working with SEO but unsure where your low-hanging fruit is?
- Feeling stuck in your SEO efforts?
- Curious about how to overcome internal barriers to SEO?
- Need help convincing your leadership team?
- ... or perhaps something else?

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Any questions?

