Navigation Design and SEO for Content-Intensive Websites

Description: Navigation Design and SEO for Content-Intensive Websites: A Guide for an Efficient Digital Communication presents the characteristics and principal guidelines for the analysis and design of efficient navigation and information access systems on content-intensive websites, such as magazines and other media publications. Furthermore, the book aims to present the tools of information processing, including information architecture (IA) and content categorization systems, so that such designs can ensure a good navigation experience based on the semantic relations between content items.

The book also presents best practices in the design of information access systems with regard to their main structures, including search query forms and search result pages. Finally, the book describes the foundations of search engine optimization (SEO), emphasizing SEO oriented to publications focused on communication and the coverage of current affairs, including images and videos.

- Focuses on the newly emerging and significant sector of content characterized by its use of multimedia: text, image and video
- Presents comprehensive coverage of sites and their combined information architecture and SEO needs
- Explores an analysis of existing best practices to offer operational proposals for the development of digital news and current affairs publications
- Analyzes academic studies by scholars working in this field

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