

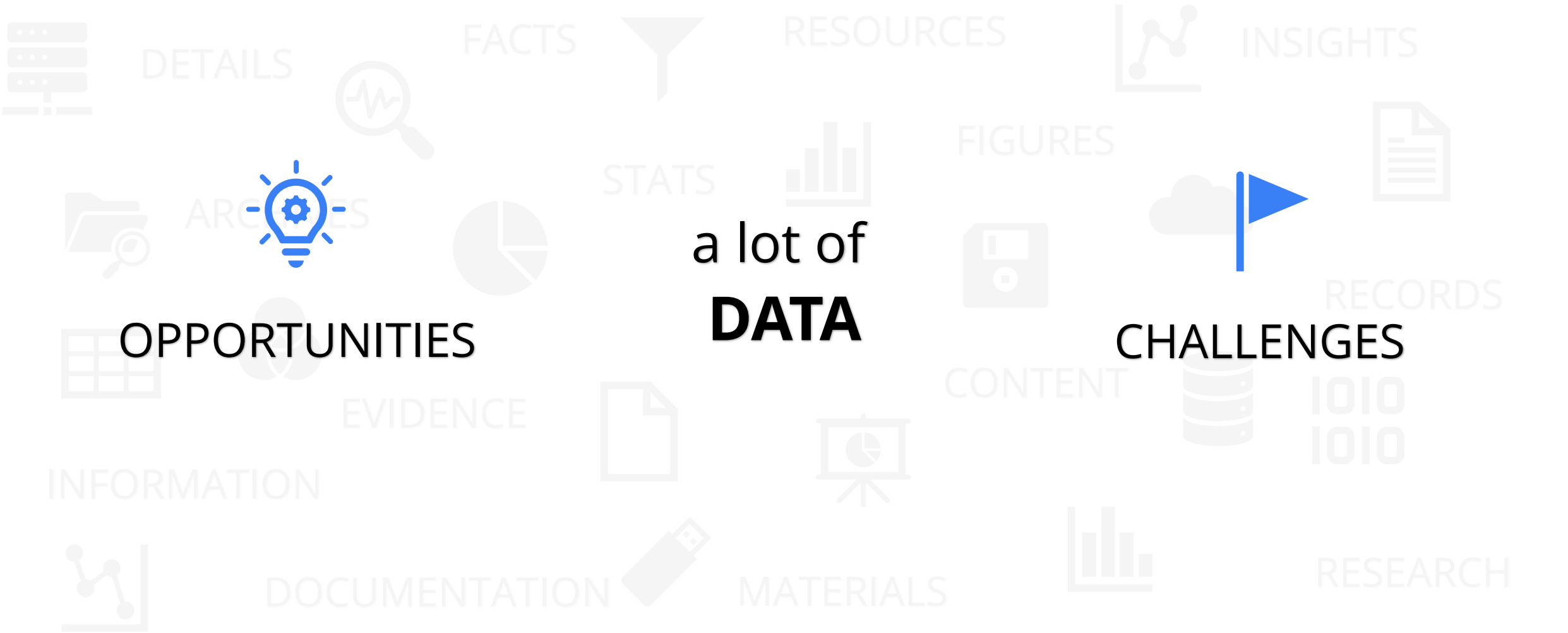
Bringing data closer to users with UX and SEO

PV 2023



3rd May 2023





- ▶ How to spread the information and reach everyone needing it?
- ▶ How to suggest the correct data for users who search for it?
- ▶ How to help potential users find the data easily?



earth online

news and information about
ESA's Earth Observation data

eoPortal

knowledge and resources related to
Earth Observation satellite missions

earth online

eoPortal

1

Goal 1 | Acquisition

Increase the visibility of websites

2

Goal 2 | User engagement

Increase user traffic

SEO



Search Engine Optimization

UX



User Experience



On-page SEO

- Keyword research
- Titles and summaries
- Meta descriptions
- Tags
- Images descriptions
- Lists
- Internal links
- Outdated links cleanup



Off-page SEO

- Toxic backlinks elimination



Technical SEO

- URL Simplification
- Structured content (Schema.org)

People also ask

What is Envisat ASAR?

The Advanced Synthetic Aperture Radar (ASAR) instrument was **an active radar sensor on-board the Envisat satellite**, which was operational from March 2002 until the unexpected loss of contact in April 2012. ASAR built upon the Active Microwave Instrument (AMI) carried aboard the ERS satellites.

<https://earth.esa.int> > Earth Online > Instruments > ASAR

[ASAR - ESA Earth Online](https://earth.esa.int)

Search for: [What is Envisat ASAR?](#)

What is Envisat used for?

EnviSat was a satellite mission **monitoring Earth's environment**. EnviSat application areas included meteorology, climatology, environment, atmospheric chemistry, vegetation, hydrology, land use, and ocean and ice processes.



<https://www.eoportal.org> > ... > Envisat

[EnviSat \(Environmental Satellite\) - eoPortal](https://www.eoportal.org)

People also ask :

Is SMOS still operational? ^

Soil Moisture and Ocean Salinity (SMOS) mission is a microwave imaging satellite whose operation is led by ESA as part of their Earth Explorer missions.

...

Overview.

Mission type	EO
Mission status	Operational (nominal)
Launch date	02 Nov 2009
End of life date	31 Dec 2021
Measurement domain	Land, Ocean

[6 more rows](#)



eoportal.org

<https://www.eoportal.org> › [satellite-missions](#) › [smos](#)

SMOS (Soil Moisture and Ocean Salinity) Mission

Search for: [Is SMOS still operational?](#)



Traffic analysis

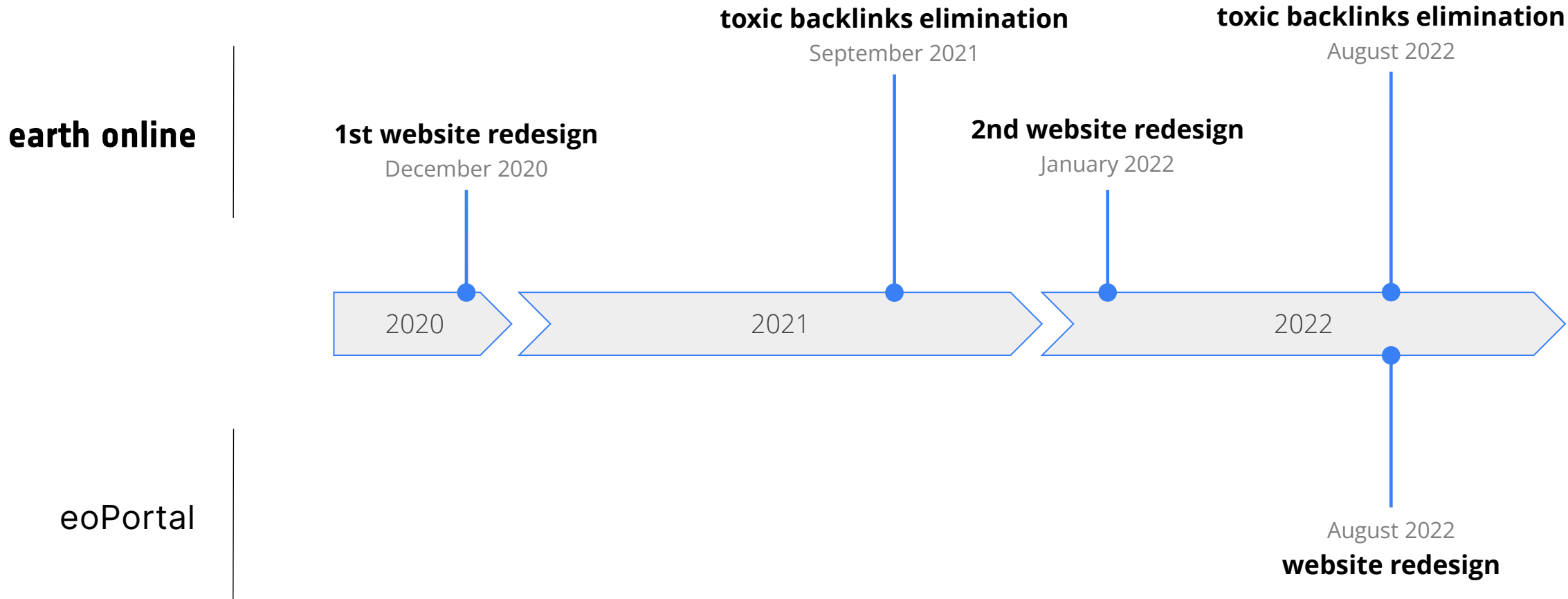
- Behaviour
- Patterns
- Exit pages
- Time spent on pages



New functionalities

- Homepage redesign
- General landing pages
- Specialised landing pages
- Suggested content
- Internal navigation
- Tables of content
- Content readability
- Responsiveness

Implementation



1

Goal 1 | Acquisition

Increase the visibility of websites



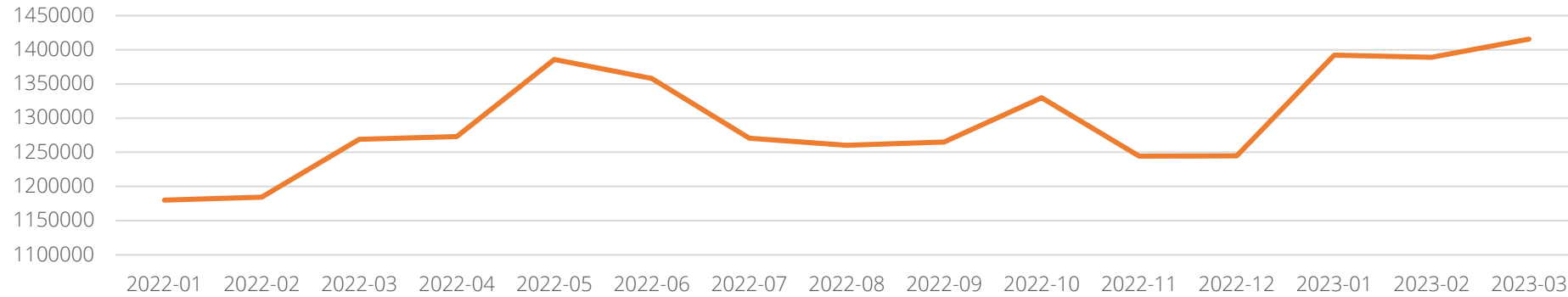
2

Goal 2 | User engagement

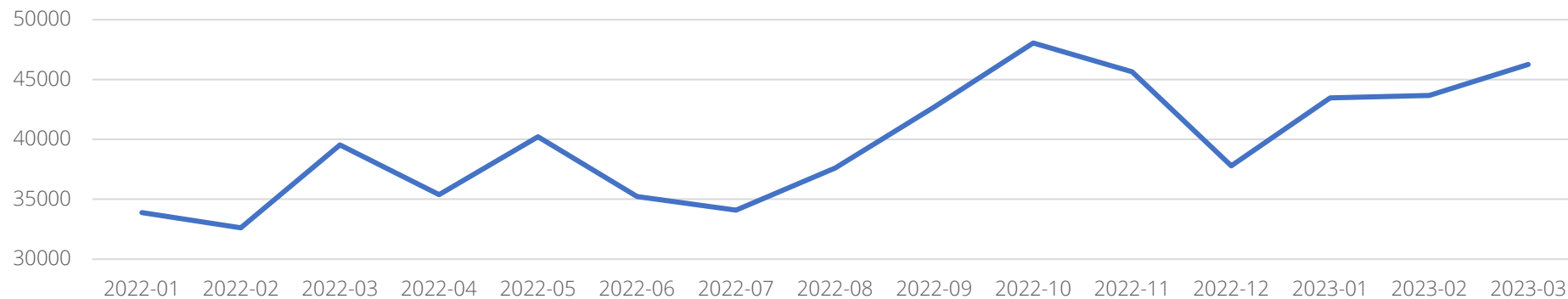
Increase user traffic



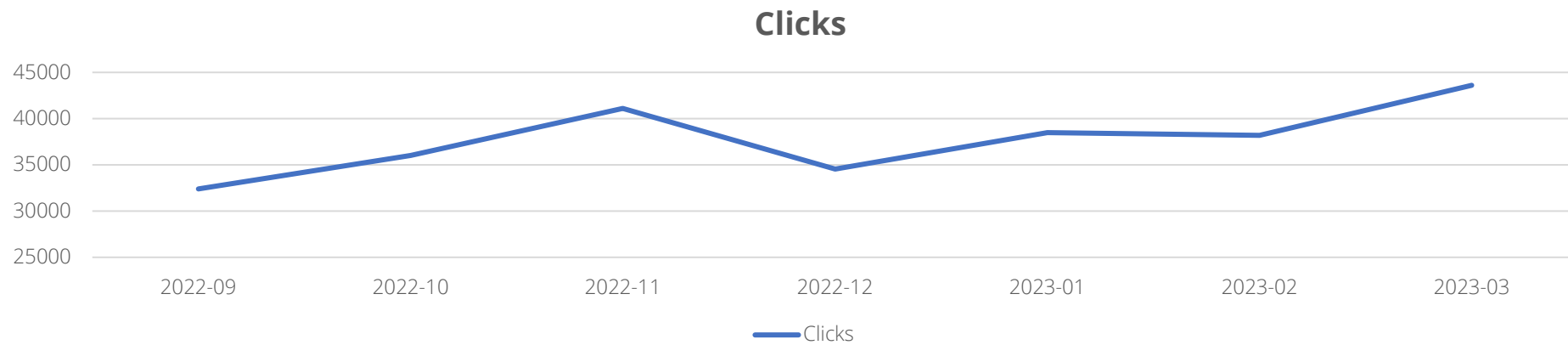
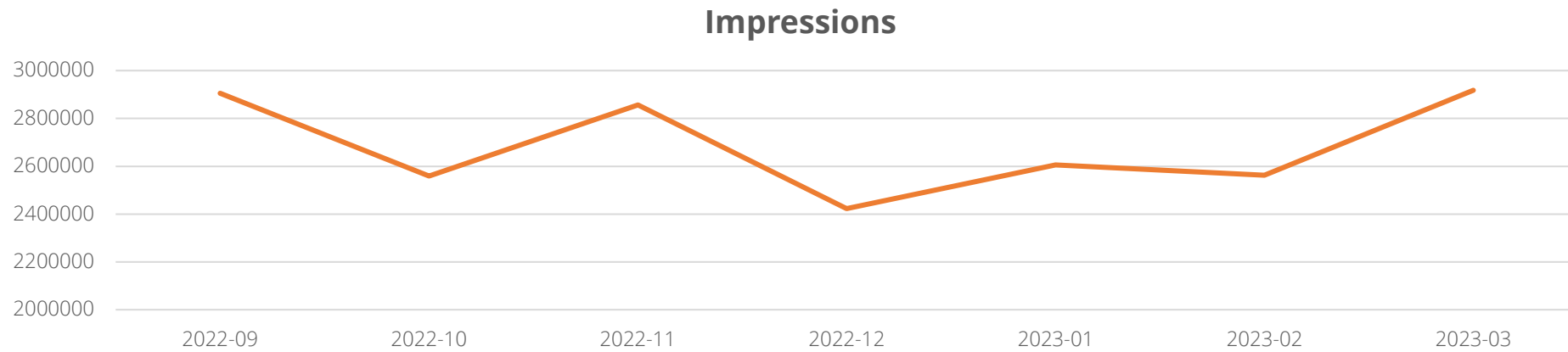
Impressions



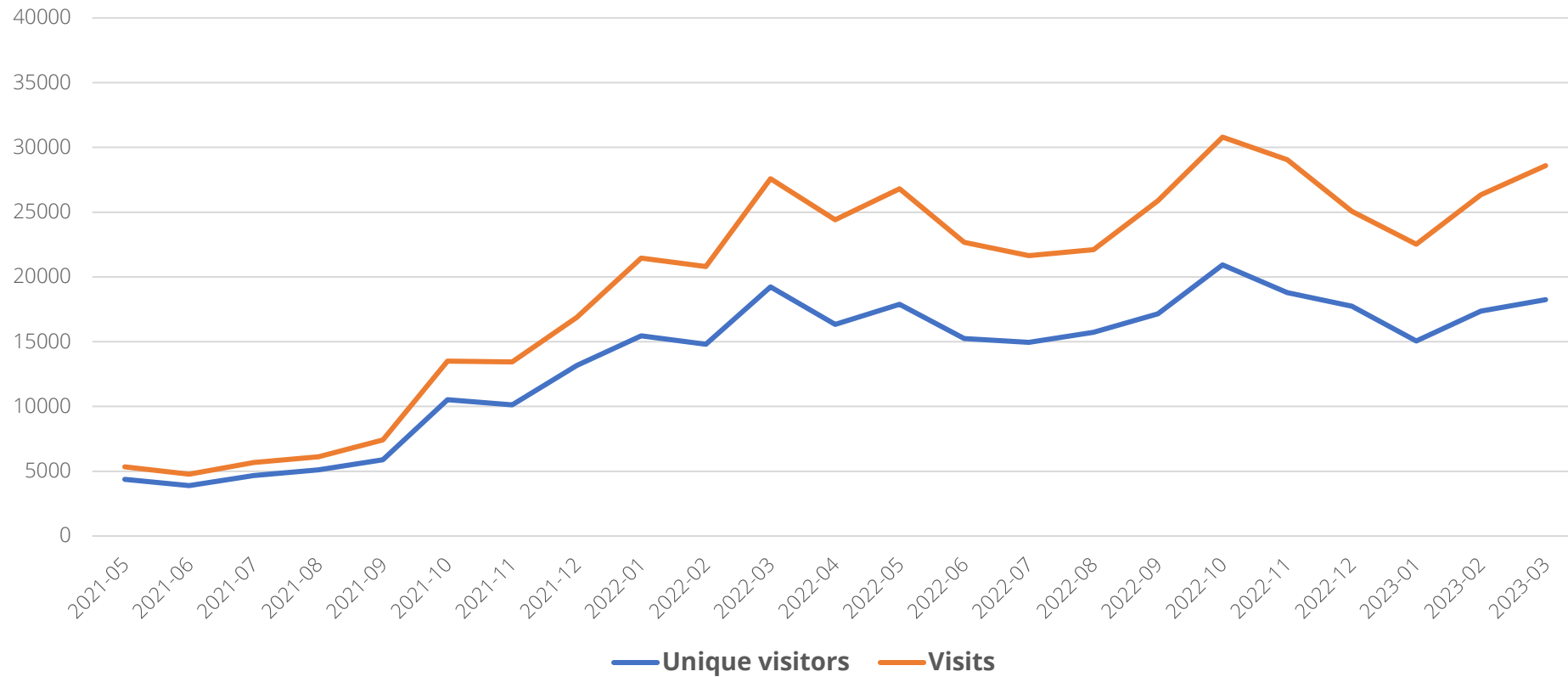
Clicks



Results | Acquisition: eoPortal

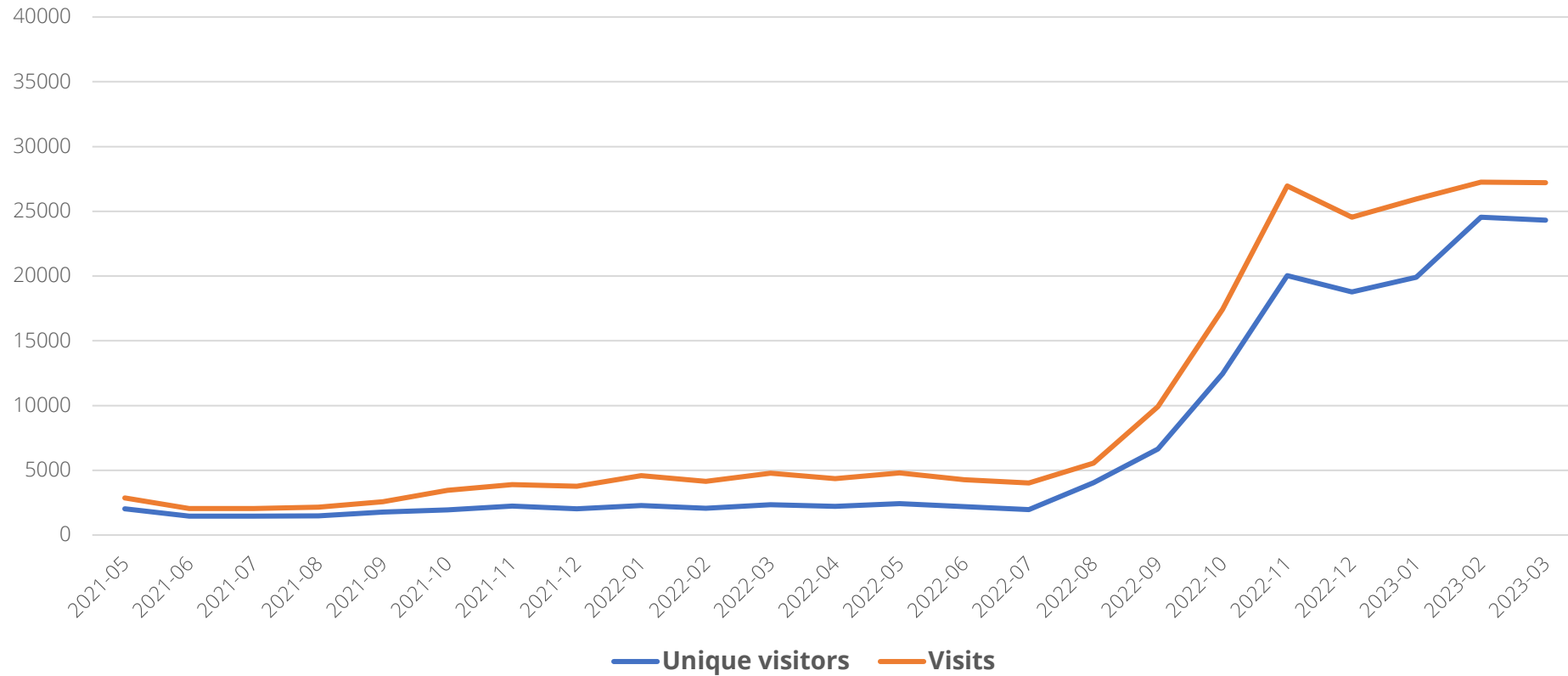


User engagement: unique visitors and visits



Results | User engagement: Earth Online

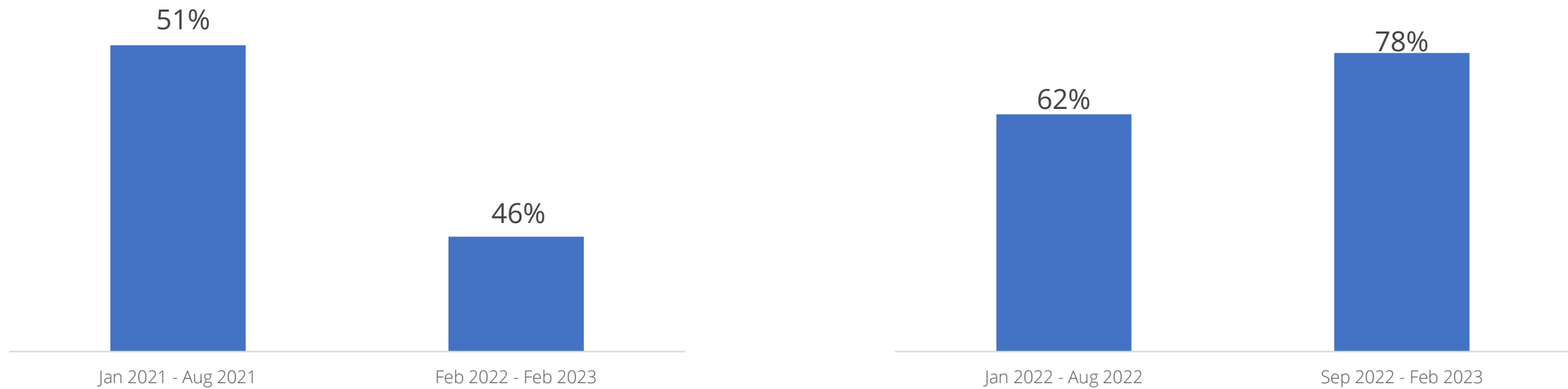
User engagement: unique visitors and visits



Bounce rate

Earth Online

eoPortal



1

Goal 1 | Acquisition

Increase the visibility of websites



Higher ranks on the SERP brought more new users to the websites from search engines.

2

Goal 2 | User engagement

Increase user traffic



Better functionalities allowed users to explore the websites more efficiently and increased the traffic on the website.

Thank you for attention!

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