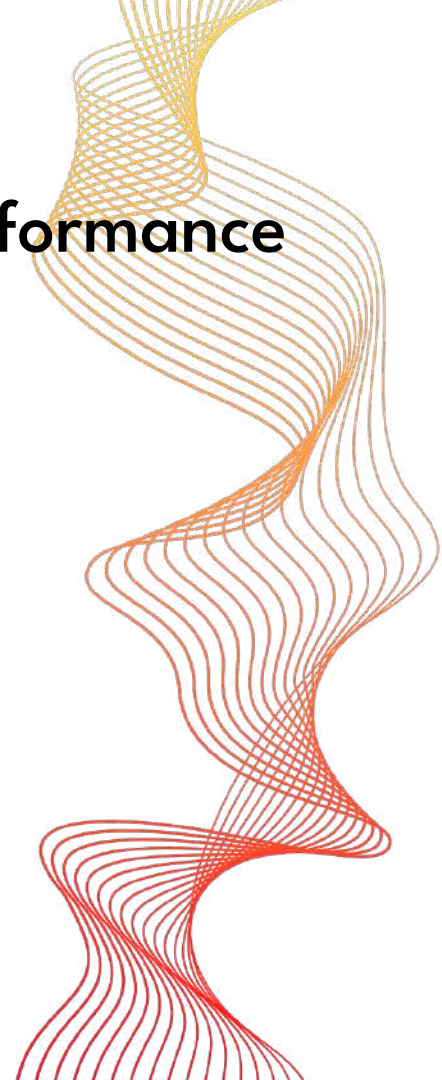




# Best Practice e Linee Guida per Web Performance e SEO

Questa presentazione illustra le tecniche e le strategie consigliate per migliorare la Web Performance e l'ottimizzazione per i motori di ricerca (SEO). Verranno spiegate le migliori pratiche per migliorare il caricamento, il rendering e la responsività delle pagine web, nonché le strategie per una migliore indicizzazione sui motori di ricerca. Infine, saranno presentati strumenti utili per il monitoraggio e la reportistica delle prestazioni e dell'ottimizzazione SEO.



# Web Performance e SEO per il Successo del Sito Web

- 01 Web Performance:** Velocità ed efficienza del caricamento e del funzionamento del sito web. Una buona performance garantisce un'esperienza utente fluida e piacevole.
- 02 Search Engine Optimization:** Ottimizzazione del sito web per ottenere una maggiore visibilità nei risultati dei motori di ricerca.





# Web Performance

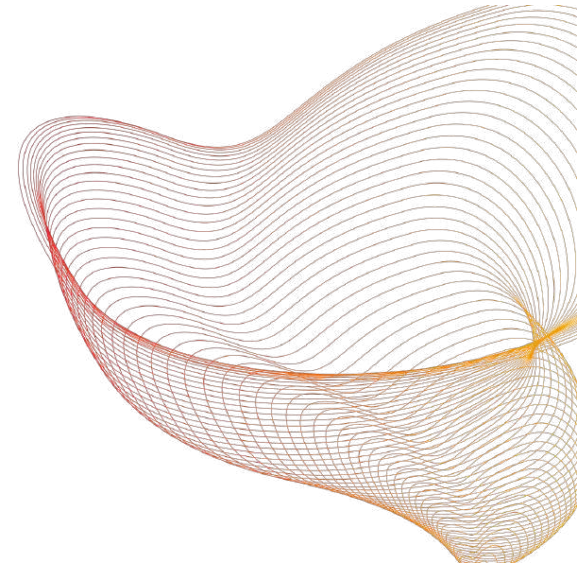
## Aspetti Chiave:

**Esperienza Utente:** I siti web con caricamento rapido coinvolgono gli utenti e li incoraggiano a esplorare i contenuti.

**Tassi di Conversione:** Un caricamento veloce porta a tassi di conversione più elevati per le azioni desiderate.

**Utenti Mobile:** Assicurare una buona performance su diversi dispositivi per un'esperienza mobile positiva.

**Posizionamento nei Motori di Ricerca:** I siti web più veloci ottengono un posizionamento più alto nei risultati di ricerca, attirando traffico organico.





# Search Engine Optimization

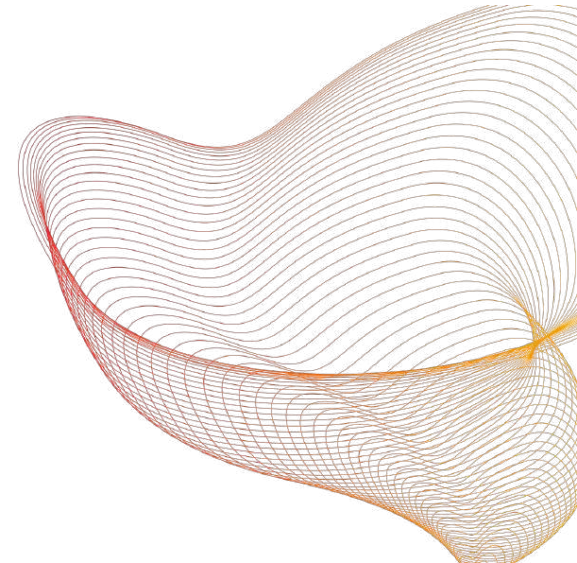
## Importanza:

**Traffico Organico:** Una SEO efficace aumenta il traffico organico mirato con tassi di conversione più elevati.

**Credibilità e Fiducia:** Un posizionamento più alto migliora la reputazione e l'autorità del sito web.

**Marketing a Costo-Effettivo:** La SEO è conveniente e offre un flusso continuo di traffico organico.

**Vantaggio Competitivo:** Una SEO efficace conferisce un vantaggio competitivo rispetto ai competitor meno ottimizzati.





## Web Performance e SEO sono cruciali per:

Un'esperienza utente positiva.

Una maggiore visibilità del sito web.

Il traffico organico.

Creazione di una base solida del sito web.

Crescita a lungo termine del sito web.

Successo del sito web.



# Best Practice e Linee Guida per Web Performance e SEO

Introduzione a Web Performance e SEO

- Importanza della Web Performance
- Importanza della SEO



## Web Performance - Prestazioni di Caricamento

- Ottimizzazione delle Immagini (compressione, immagini responsive, lazy loading)
- Minimizzazione e Compressione dei File (CSS, JavaScript, HTML)
- Content Delivery Networks (CDN)



# Web Performance - Prestazioni di Rendering

Ottimizzazione del Percorso di Rendering Critico

Selettori CSS Efficaci ed Evitare Layout Thrashing

Ottimizzazione dell'Esecuzione di JavaScript





# Web Performance - Responsività

Progettazione per Diverse Dimensioni di Schermo e Dispositivi

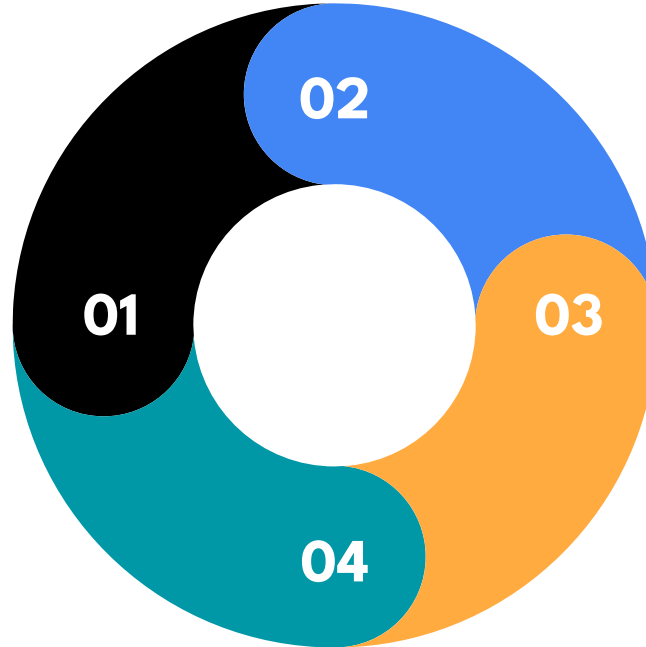
- Tecniche di Responsive Design (griglie fluide, Flexbox, Grid Layout)
- Priorità CSS rispetto a JavaScript per il Controllo del Layout



# SEO - SEO On-page

Title Tag Descrittivi

Uso Efficace degli Header  
Tag (<h1>)



Ottimizzazione dei Meta  
Tag (descrizione, lang,  
Open Graph, robots)

Ottimizzare la struttura  
delle url (descrittive,  
leggibili, concise)



## SEO - Ottimizzazione dei Contenuti

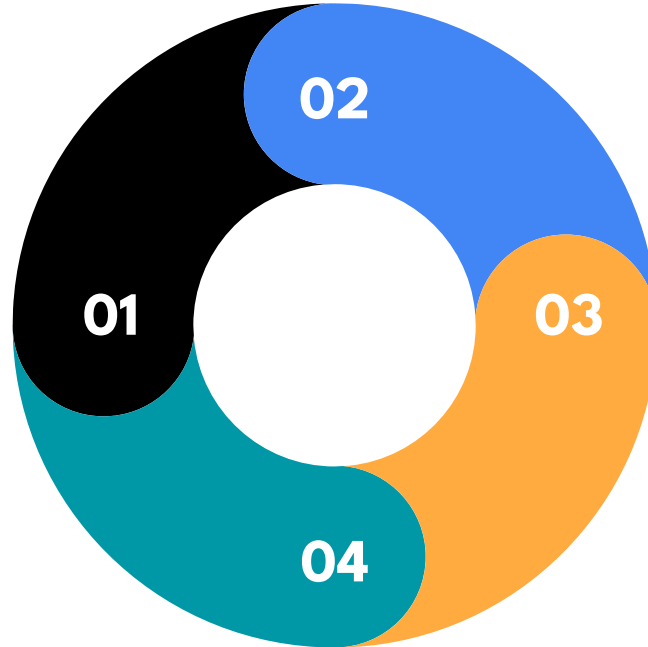
- Contenuti di Alta Qualità e Coinvolgenti
- Targeting Adeguato delle Parole Chiave
- Ottimizzazione delle Immagini con Testo Alternativo e Compressione



# SEO - SEO Tecnica

Migliorare la Velocità del Sito

Implementare Dati Strutturati (JSON-LD) come schema.org



Garantire la Crawlability e l'Indexability con sitemap e robots.txt

Utilizzare i Tag Canonici e HTTPS

# SEO - SEO Off-page

- 01** Guest Posting e Collaborazioni per la Diffusione dei Contenuti
- 02** Costruire Backlink di Alta Qualità e Pertinenti
- 03** Utilizzare i Social Media per la Promozione dei Contenuti



# Monitoraggio e Reportistica - Web Performance

- 01 Monitorare le Tendenze delle Core Web Vitals (CWV)
- 02 Strumenti di Monitoraggio della Web Performance (Lighthouse, WebPageTest, Catchpoint RUM)



## Monitoraggio e Reportistica - SEO

Impostare il Monitoraggio e la Reportistica  
SEO (Google Search Console, Google  
Analytics)



# Web Performance and SEO Best Practices and Guidelines

17 best strategies and guidelines for optimizing web performance and search engine optimization (SEO)

## Table of Contents

- Introduction
- Web Performance
- SEO (Search Engine Optimization)
- Marketing and Reporting
- Resources

## Introduction

Web performance and SEO are crucial aspects of a website's success. Both contribute significantly to the overall user experience, user engagement, and the website's visibility in search engines. Web performance refers to the speed and efficiency with which a website loads and operates. A website that loads quickly and runs smoothly provides a better user experience. The importance of web performance lies in the following aspects:

1. **User Experience:** Loading websites quickly and efficiently provides a better user experience, which is essential for keeping users engaged and encouraging them to explore content.
2. **Conversion Rate:** Websites that load quickly and function efficiently can attract higher conversion rates, as users are more likely to complete desired actions (e.g., making a purchase, signing up for a newsletter).
3. **Mobile Users:** With the increasing use of mobile devices, it's crucial to ensure that a website performs well on various devices and network conditions. A well-performing website caters to a broader audience and ensures a positive experience for mobile users.
4. **Search Rankings:** Google and other search engines evaluate web performance as a ranking factor. Slow websites are more likely to rank higher in search results, leading to increased visibility and organic traffic.

SEO is the process of optimizing a website to improve its visibility in search engine results (pages SERPs). The importance of SEO can be summarized in the following points:

1. **Organic Traffic:** Achieving high rankings for the website's visibility in search engines, leading to more organic traffic. Organic traffic is valuable because it is targeted and often has higher conversion rates than paid traffic.
2. **Credibility and Trust:** Websites that rank higher in search results are often perceived as more credible and trustworthy by users. Good SEO practices can help improve a website's reputation and authority.
3. **Cost-Effective:** While SEO is a long-term strategy, it is generally more cost-effective compared to paid advertising. Once your website ranks high in search results, you may enjoy sustained exposure of organic traffic without incurring additional costs.
4. **Competitive Advantage:** By optimizing a website for search engines, it gains a competitive edge over competitors with less effective SEO strategies.

Web performance and SEO are vital for providing positive user experiences, increasing website visibility, driving organic traffic, and ultimately, improving a website's overall success. By focusing on these aspects, you can create a strong foundation for website growth and long-term success.

## Web Performance

1. **Load Time Issues:**
  - Optimize images by compressing them, using responsive images for different screen sizes, and implementing lazy loading for off-screen images until they are needed.
  - Minify and compress CSS, JavaScript, and HTML. These reduce file size and improve load times.
  - Use content delivery networks (CDNs) to distribute static assets across a network of servers, reducing latency and improving load times for users around the world.
2. **Rendering Performance:**
  - Optimize the critical rendering path by minimizing the number of critical resources and prioritizing the loading of above-the-fold content. This helps ensure that users see content faster.
  - Use efficient CSS selectors, minimize browser work during the render loop process, and avoid layout thrashing by batching DOM updates and minimizing layout invalidations.
  - Define baseline for realistic loading time goals, including optimizing keyboard performance, and using `requestAnimationFrame` for animations.
3. **Responsive Design:** Design websites for various screen sizes and devices. Use responsive design and separate user experience across different devices. Implement responsive design techniques such as fluid grids, flexible images, CSS3 media queries, and @media queries, to create adaptable layouts that adjust to different screen sizes and orientations. While fluidity is a key goal for certain aspects of responsive design (e.g., generally recommended to position CSS for overall left-to-right visual presentation of the page), **different screen sizes, CSS-based solutions for "designing" require less fluid, and can be managed with stylesheets, keeping the separation of concerns between style and functional** **the fluidity is not the intended goal of creating the user experience, but the managing can be a strong answer**

# Fonte

# Web Performance and SEO Best Practices and Guidelines - Washington Post

[https://build.washingtonpost.com/resource/guides/performance-and-seo?itid=lk\\_inlin\\_e\\_manual\\_5](https://build.washingtonpost.com/resource/guides/performance-and-seo?itid=lk_inlin_e_manual_5)





**Grazie per l'attenzione**