

5.11: The bigger picture

UX touches on so many aspects of digital marketing that it's hard to list them all. It's involved right up front at the strategy and research phase, and then touches on all the create disciplines such as web development, design, copywriting and SEO.

For example, when it comes to SEO, Google's algorithm assesses the UX design on a website as part of the overall decision on where to rank it.

Social media, email marketing, display advertising, video marketing and other fields can also benefit from solid UX thinking such as, "What do users want, need and expect from you on these channels?" Finally, UX goes hand in hand with web analytics data as both disciplines aim to understand users and create real, actionable insights from the data gathered about them.

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