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The website redesign is intended to make sure that a clientâ€™s site is capable of providing the user experience expected of it. That means a user experience suitable for robot users as well as humans.

Perhaps itâ€™s as well to clarify the word â€œrobotâ€•. Defined as an electronic apparatus designed to do work of a man, a robot is in this sense the electronic programme that scours the web for indexing purposes. Sent out by the search engine, it looks at the content and architecture of the client site to determine what subjects the pages should be indexed for.

The website redesign may then be directed at making each page in the client site look more comprehensible to a web bot. In many cases the upshot of this is that the page becomes more accessible to a human user too. Because the web bots are increasingly programmed in ways that make them act â€œlikeâ€• people â€“ so what they want to see on a programming and tagging level, equa to the ways in which people automatically view and digest the content on your pages.

A website redesign may choose to move all content focused on a single theme to one area of a page, rather than having it distributed all over. In this way, the search engine bot is able to designate a portion of the page as extremely relevant towards a given optimised keyword. In some cases this may give the page more weight than one in which the content is scattered throughout.

The human user, of course, naturally groups information into clusters of meaning. The web bot attempts to look at page design that does the same thing, and divine the â€œtightnessâ€• of its content in this way.

If the page contains a lot of information about lots of different things, the website redesign may attempt to create several pages â€“ each with blocks derived from single themes, and with each page featuring only complementary themes. That way the overall focus of the page stays strong. So the website redesign may identify the top three keyword sets for a given market area, and batch them into a single page. Or you may choose to have a rigidly hierarchical setup with one parent page leading to a group of subset pages â€“ each subset is a relative of the main keyword.

It depends whether your client site is more rationally split up in one way or the other. The website redesign is there to make the site work in the most logical and appealing fashion. As web bot technology gets better and better, that is increasingly also the way the search engine wants to see it.

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