

# UX/UI Redesign

# getMetaData

getMetaData is a useful tool that provides a clear display of all meta data and main SEO information to help improve your website's visibility on the internet

[Visit the Prototype](#)

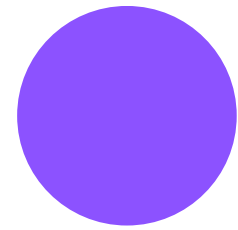
by **Srinidhi Bhat**

The logo for getMetaData, featuring the letters 'GMD' in a stylized, blue, rounded font. The logo is centered within a white circle, which is itself set against a larger purple circular background that partially overlaps the top right corner of the slide.

# Topics

- 1 **Problem Statement**
- 2 **Competitive Analysis**
- 3 **User Personas**
- 4 **Wireframes**
- 5 **Hi-Fi Prototypes**
- 6 **Conclusion**





# The Problem

Design a user interface for a Chrome extension **GetMetaData** that helps users extract and analyze key SEO elements, including meta tags, header tags, image tags, structured data, and links.





# Competitive Analysis

- 1) SEO META in 1 CLICK
- 3) All in One SEO Analyzer
- 3) Detailed SEO Extension
- 4) Us (getMetaData)

Each of the competitors will be analysed on the following metrics to analyse their strengths and weaknesses on the basis of their user experience:

- 1) Functionality
- 2) Usability & Interface
- 3) SEO Metrics
- 4) Documentation



\*I will be testing all extensions on one website i.e. **My Portfolio** to keep the analysis environment uniform.

# SEO META in 1 CLICK



## strenghts

- Vast amount of SEO Data
- Simple, To-The-Point interface
- Easy to Navigate
- Useful tooltips for all features



## weaknesses

- UI, although simple looks outdated and uninviting
- Data organisation could be better and apealing
- Not beginner friendly and takes time to get used to.
- Can't Export data



# All in One SEO Analyzer



## strenghts

- Visually Appealing
- Information Architecture is great
- Vast Amount of SEO Data
- Easy to use UI
- Beginner friendly
- Useful tooltips for all features

## weaknesses



- Data is vertically justified, larger websites could be a pain to analyse.



# Detailed SEO Extention



## strenghts

- Modern UI, Visually Appealing
- Information Architecture is great
- Vast Amount of SEO Data
- Custom Right Click menu anywhere on the Web
- Easy to use UI
- Beginner friendly
- Useful tooltips for all features
- Advanced options
- **Dark Mode!**

## weaknesses



- Data is vertically justified, larger websites could be a pain to analyse.
- Export is replaced by copy.



# getMetaData



## strenghts

- Only Extension able to view all metrics at one time
- Vast amount of metrics, lesser than competition
- Easily Exportable Metrics
- To-The-Point interface

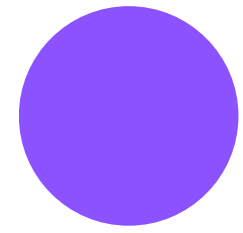


## weaknesses

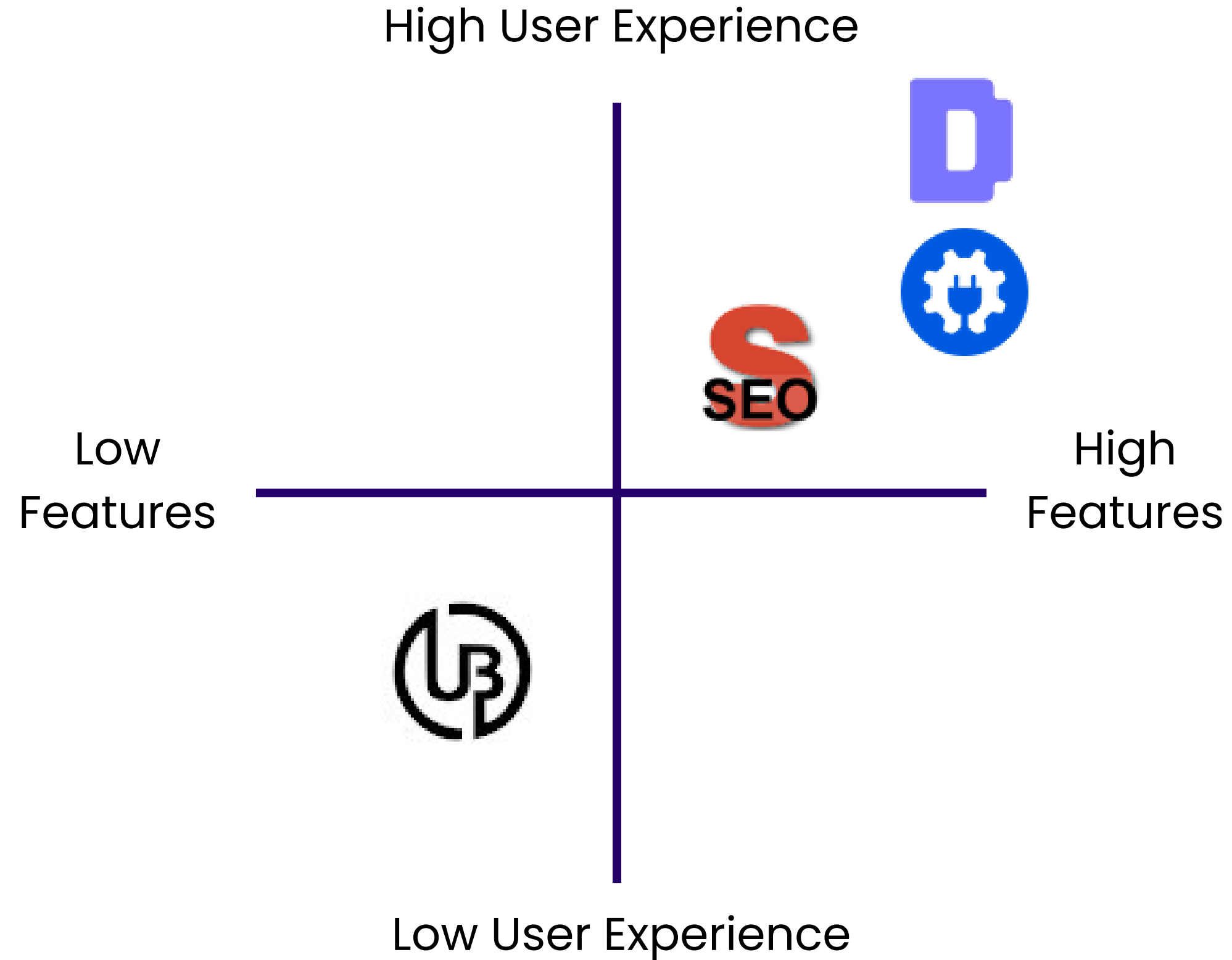
- UI is outdated
- Every time the extension is triggered, the data is repeated twice and displayed. A BUG.
- Very small size, difficult to read and understand data
- Poor Information Architecture







# Competitor Analysis Mapping



# User Personas



**Rutik Kapoor**  
SEO Engineer



**Sneha Singh**  
Content Marketer /  
Small Business Owner



*"I want an SEO Application that can make my life easier at work. Nothing fancy, simple and easy to use."*

**Name:** Rutik Kapoor  
**Age:** 29 years old  
**Occupation:** SEO Engineer  
**Location:** Pune, Maharashtra

### Frustration

- Current SEO Apps are unable to help Rutik with his work.

### Personality

- Hard worker
- Patient
- Empathetic

### Goals

- To be proficient in SEO Analysis and research
- To have the best SEO Optimised products for his company.

### Motivations:

- Comfort
- Convenience
- Price



### User Description

Rutik is a dedicated SEO Engineer for the past 3 years. He was a QA Engineer before becoming an SEO Specialist

### Interests

- Reading
- Coding
- Research



*"I want to be in-line with trends especially in SEO so I can keep my website updated at all times. SEO means leads and leads mean business!"*

**Name:** Sneha Singh  
**Age:** 31 years old  
**Occupation:** Content Marketer / Small Business Owner  
**Location:** Kolkata, West Bengal

### Frustrations

- Isn't technically inclined so normal SEO tools are a hassle to understand.

### Personality

- Energetic
- Hard working
- Bold

### Goals

- To grow her business and get leads.
- To get her website to the top of the search page.

### Motivations:

- Comfort
- Convenience
- Price

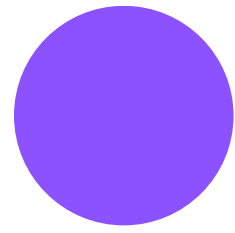


### User Description

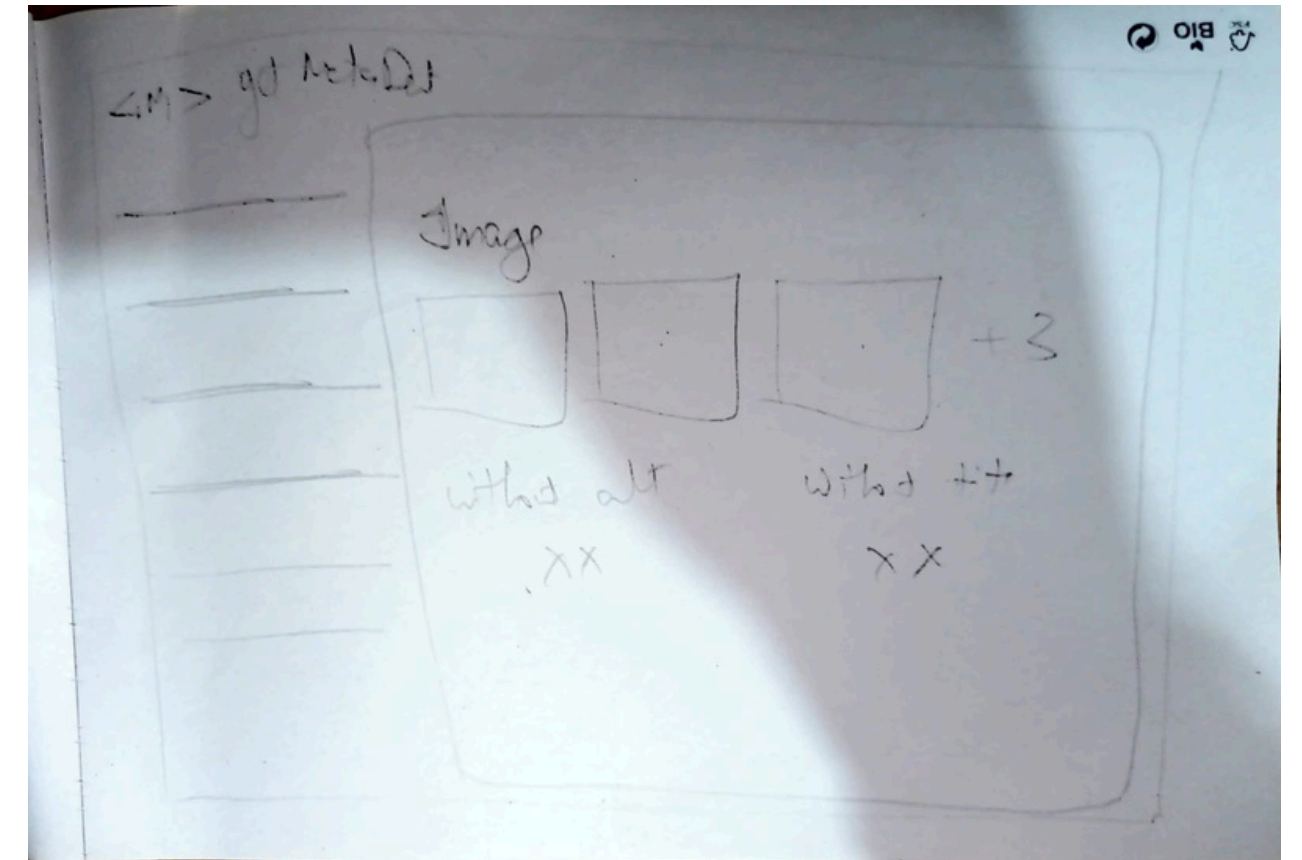
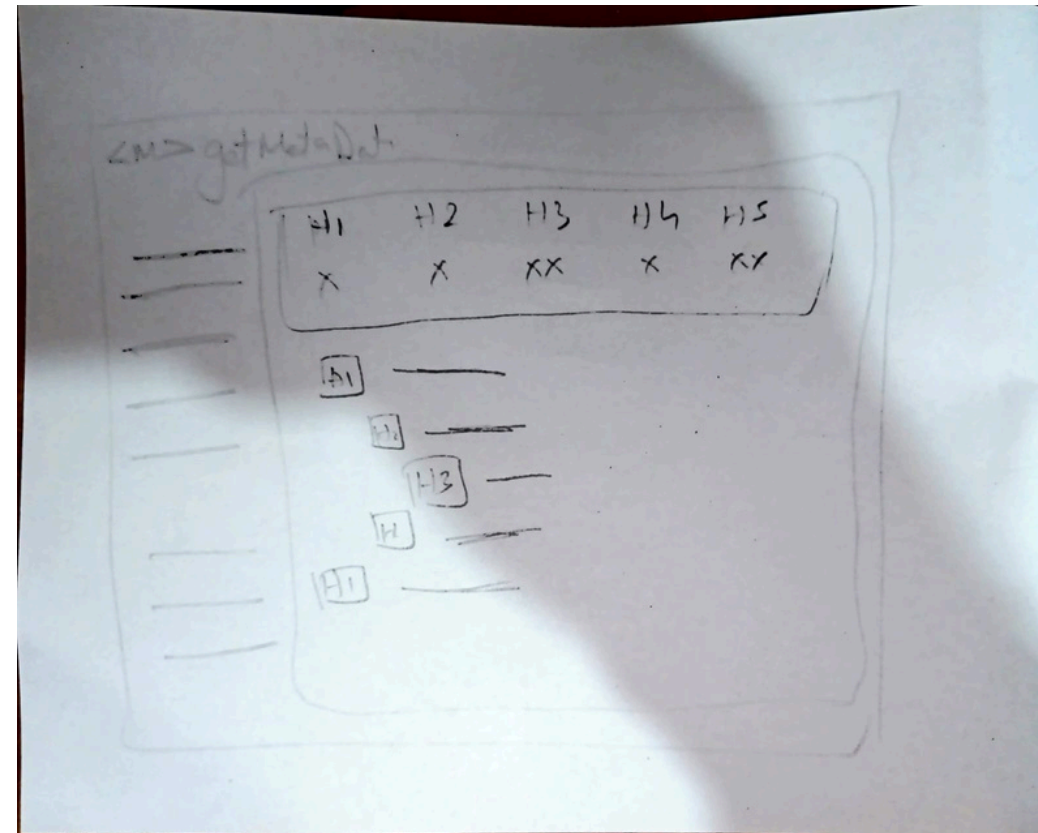
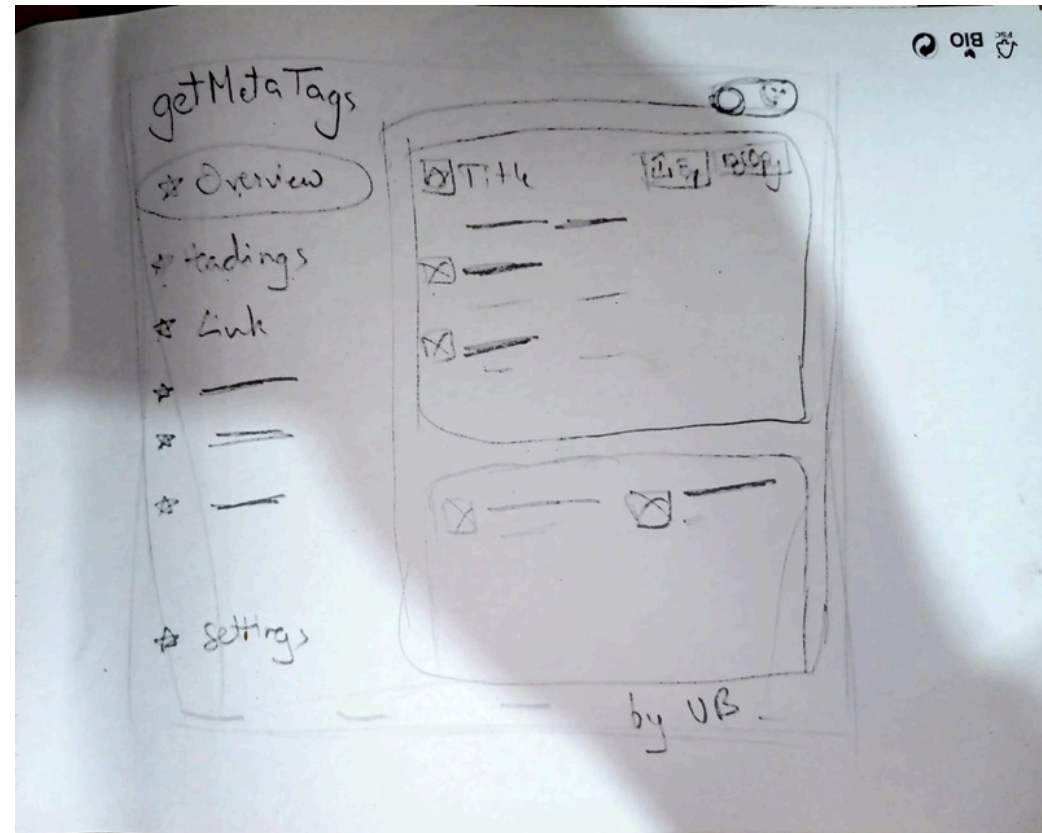
Sneha owns a small business that she's looking to take global. She is hard working, Energetic and Smart.

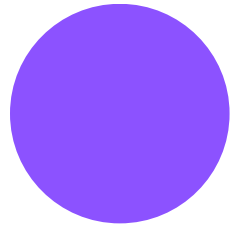
### Interests

- Writing
- Public Speaking
- Fitness



# Wireframes





# High-Fidelity Prototype

**getMetaData**

- Overview
- Headings
- Links
- Images
- Schema
- Social
- Advanced
- Settings

Designed with ❤️ & Code by Srinidhi Bhat

### Overview

**Title** ⓘ ✖ 25 Characters  
Srinidhi Bhat - Portfolio

**Description** ⓘ ✓ 85 Characters  
Hello and welcome to my page! Feel free to reach out for your graphic designing needs

**URL** ⓘ ✓ Indexable ⓘ  
<https://srinidhibhat.netlify.app>

**Canonical** ⓘ  
Not Specified

**Keywords** ⓘ  
Srinidhi Bhat Goa India Graphic Designing Front-end Developer Freelance Engineer UI/UX Web

**Word Count** ⓘ **Publisher** ⓘ

**getMetaData**

- Overview
- Headings
- Links
- Images
- Schema
- Social
- Advanced
- Settings

Designed with ❤️ & Code by Srinidhi Bhat

### Headers

Export Copy

H1	H2	H3	H4	H5	H6
10	10	10	10	10	10

- H1 Srinidhi Bhat
  - H2 Srinidhi Bhat
    - H3 Srinidhi Bhat
      - H4 Srinidhi Bhat
        - H5 Srinidhi Bhat
          - H6 Srinidhi Bhat
- H1 Srinidhi Bhat
  - H2 Srinidhi Bhat
    - H3 Srinidhi Bhat
      - H4 Srinidhi Bhat
        - H5 Srinidhi Bhat
          - H6 Srinidhi Bhat

### Overview

Export Copy

**Title** ⓘ ✖ 25 Characters  
Srinidhi Bhat - P

This is an example of a tooltip that appears on hover and shows information about the particular metric that is beside the mark. It can show all the information here, or lead the user to a better site for [more information](#)



# Conclusion

getMetaData will bring about a fresh new option in the already loaded, boring looking market of SEO Analysis extensions.

GMD will prove to be a revolution in terms of both the interface and the User Experience.



The logo consists of the letters 'GMD' in a blue, rounded, sans-serif font, centered within a white circle. This white circle is set against a larger, light purple circular background that is partially visible on the left side of the slide. There are also several dark purple circles of varying sizes scattered across the slide, including one in the top right corner, one in the middle left, one in the bottom left, and one in the bottom center.

# Thank you

Srinidhi Bhat

9834615792

[srinidhibhat45@gmail.com](mailto:srinidhibhat45@gmail.com)