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Sommario/riassunto	Search Experience Optimization (SXO) is a fast growing field that combines the disciplines of Search Engine Optimization (SEO), Conversion Rate Optimization (CRO) and User Experience (UX) Design. It's a holistic approach to creating websites that are not only optimized for search engines and bots, but for users too, a highly effective method of converting a websites visitors into customers and subscribers, leading some to think of it as SEO 2.0. Recent industry reports suggests that front-end developers and web designers need to embrace SXO best practices to not only ensure websites are optimized by the metadata and analytics that SEO provides, but also ensure a website or application is easy-to-use and behaves in a way the user expects because happy users drive higher retention rates and higher revenue, which is essential for commercial app creators. The Art of SXO aims to be a comprehensive guide to this emerging field, explaining what it is, how it works, and how to use it to improve search rankings, increase conversions rates, and ultimately grow a company's revenue.

This guide will be packed with tips, tricks, and tactics making it an essential resource for anyone looking to get the most out of their search traffic. You will: Apply SXO best practices and how it differs from tradition SEO Optimize websites for both search engine bots and users Increase a website's ranking in SERPs Improve a website's conversion rates Grow revenue from organic traffic.
