

Злые интерфейсы

Саша Илющенко

Специально для

ПрофоUX



All-in-one Marketing Toolkit

for digital marketing professionals

Enter domain, keyword or URL

US

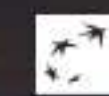
Start now

TRUSTED BY

ebay

Quora

Booking.com



BNP PARIBAS

What makes your rankings go up when you're done with the on-page SEO?

Ranking Factors study 2.0 gives the answer

Get PDF

See what's inside

SEO

Paid Traffic

Social Media

Content & PR

Feedback text

Hi, have you any plan to add "export" from Twitter mention ? It would be very nice.
Regards

Feedback text

Don't track Facebook and Instagram

Feedback text

Would like to see reddit comments
come up in here

Feedback text

Please add the capacities to export
in excel mentions on twitter or web

Feedback text

no poland



Feedback text

Hi, שלום
Please add the option to track mentions from
the Country Israel and Language Hebrew
\\(^_^)/
or is it already planned and we are about to
see it soon in our options?

Feedback text

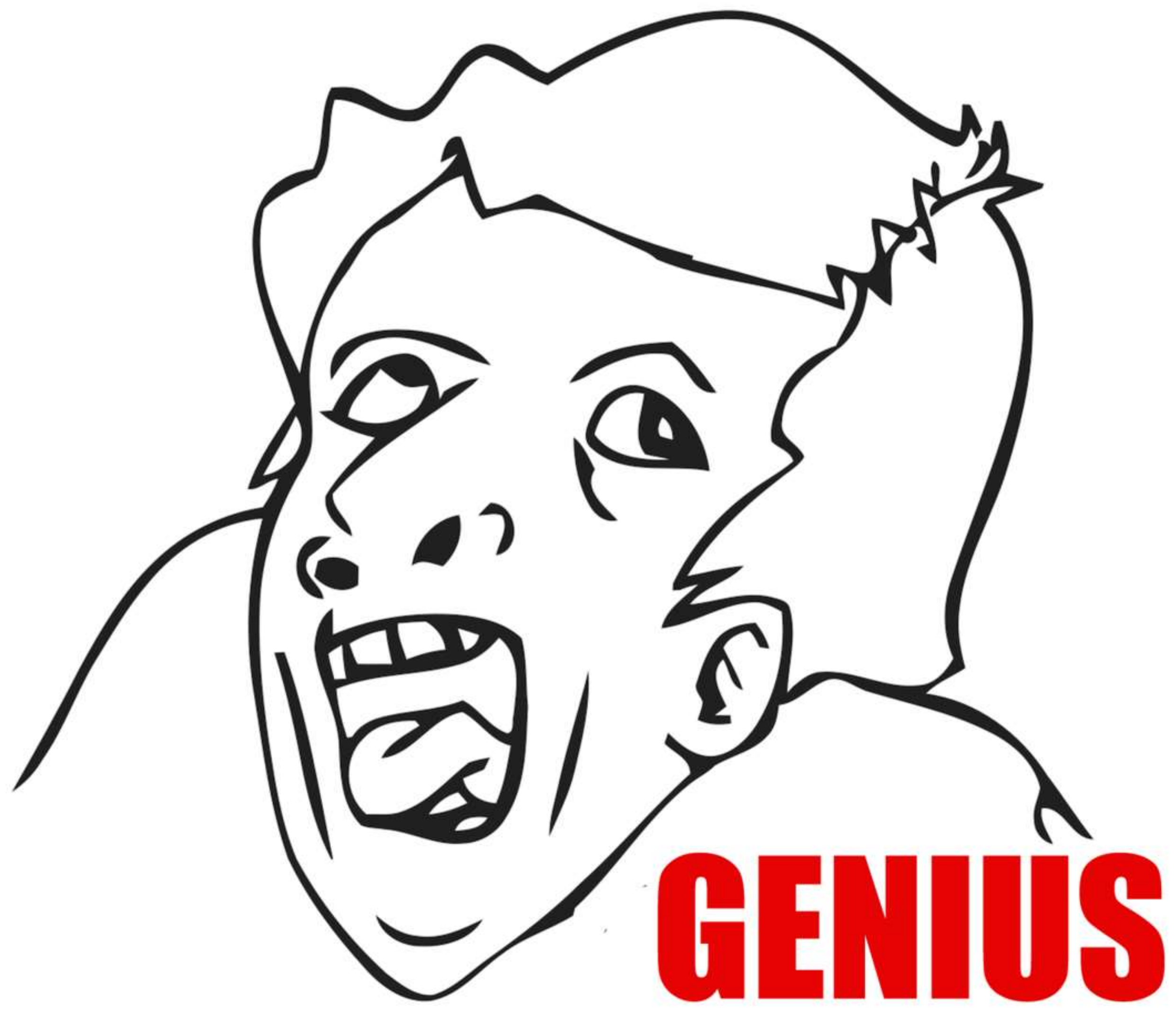
just as you can get stats for Brand Monitoring via
web, it would be great if you can get info on
Twitter trends over time - ideally mentions and
sentiment.

Feedback text

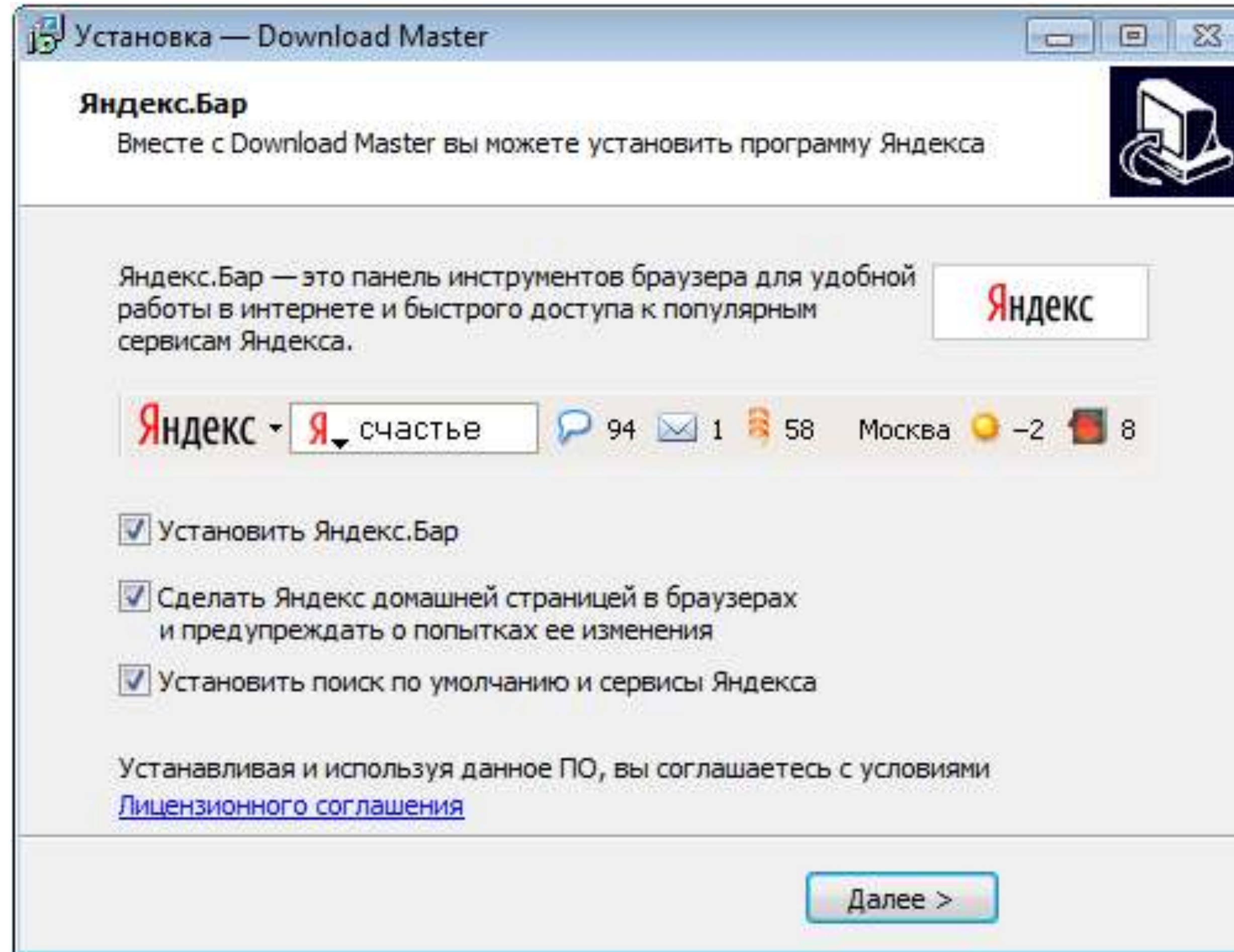
twitter export needed

Feedback text

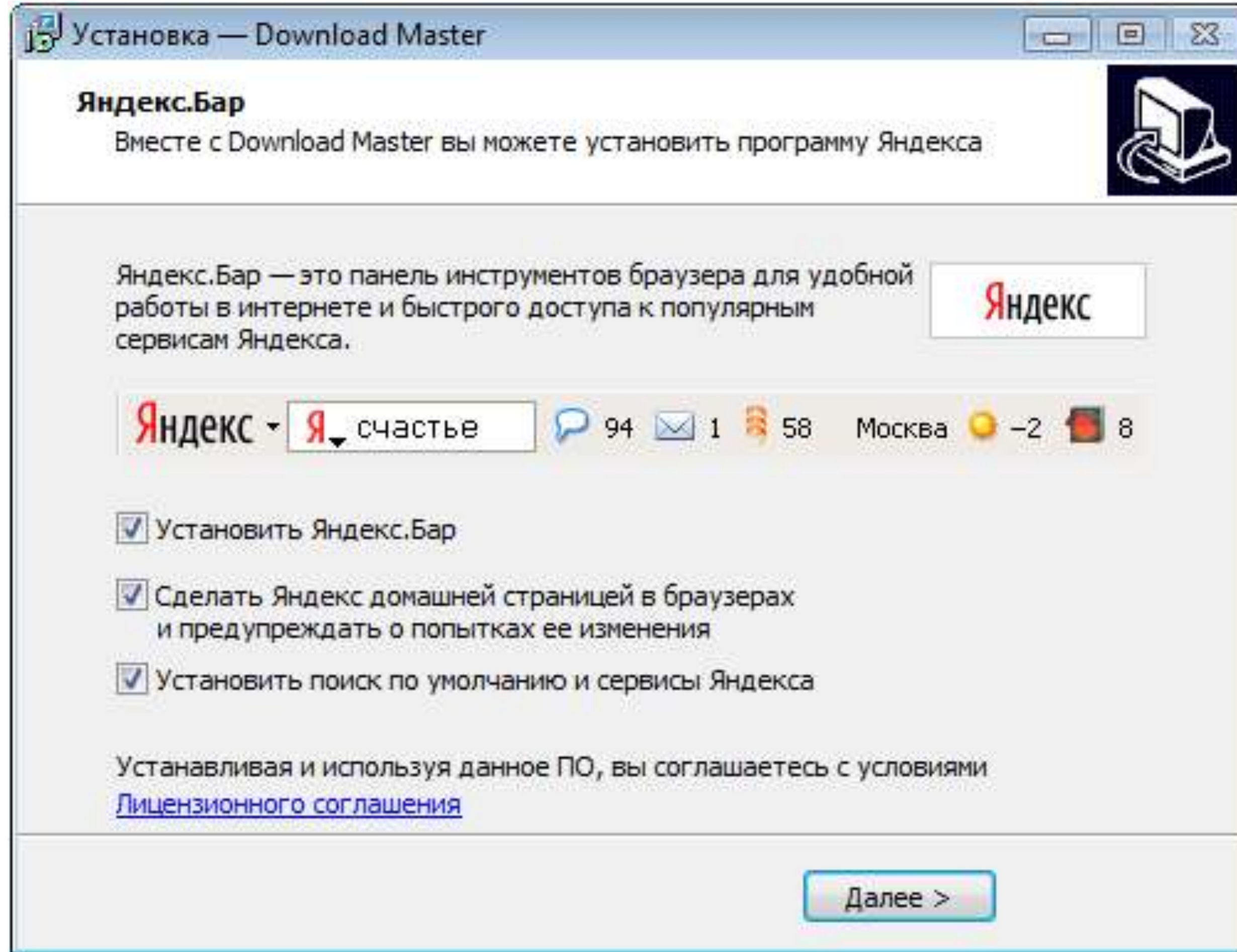
Show all twitter countries, and I need only Brazil



Чёрный UX



Чёрный UX



Ты, когда попался на чёрный UX



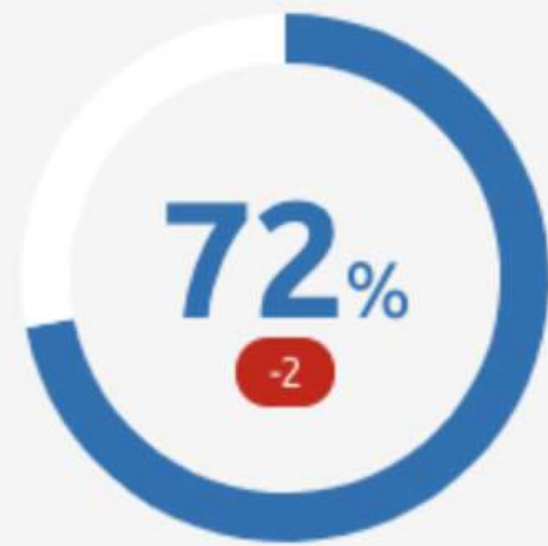
Site Audit: My Project

[Re-run campaign](#) [PDF](#) [Share](#) [Settings](#)

sitename.com | Device: Desktop | Last update: Mon, Mar 12, 2018 | Pages crawled: 100/100

[Overview](#) [Issues](#) [Crawled Pages](#) [Statistics](#) [Compare Crawls](#) [Progress](#)

Total Score



Crawled Pages

100



Healthy	8
Broken	0
Have issues	47
Redirects	41
Blocked	4

Errors

13 +1



Warnings

178 +24



Notices

557 -4



Thematic Score

Crawlability View details	HTTPS View details	International SEO View details	Performance <small>BETA</small> View details
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Top Issues:

2 pages with a broken canonical link

0% of total issues



How often should we audit our website?

(You can skip this step)

Daily

- Weekly, Every Monday
- Weekly, Every Tuesday
- Weekly, Every Wednesday
- Weekly, Every Thursday
- Weekly, Every Friday
- Weekly, Every Saturday
- Weekly, Every Sunday
- Daily
- Once

Save



Brand Monitoring: Axure

+ Add campaign

Campaign: Axure | Language: All | Country: UK | Keywords: Axure | Last Update: 3 hours ago Update

Mentions Statistics Resources About tool

Axure: Mentions

Web Twitter Dec 21, 2017 - Jan 22, 2018 (last 32 days)

Export

Actions: Search in results: Backlinks: BM Score: Actions Mentions Search in mention Show all from to Advanced filters

Собираем меншены (1,758)

Table with 2 columns: Article content (title, date, author, text) and Domain details (domain, BM Score, Traffic, actions).

Brand Monitoring Settings



Campaign title:

Enter company name

Keyword or keyword phrase:

Enter main keyword

+ Add OR keyword

+ Add AND keyword

+ Add NOT keyword

Country or Language:

Country

Language

English



Danish

Dutch

English

French

German

Indonesian

Italian

Portuguese

Spanish

Swedish

Email report:

Brand Monitoring Settings



Campaign title:

Enter company name

Keyword or keyword phrase:

Enter main keyword

+ Add OR keyword

+ Add AND keyword

+ Add NOT keyword

Country or Language:

Country

Language

English

Danish

Dutch

English

French

German

Indonesian

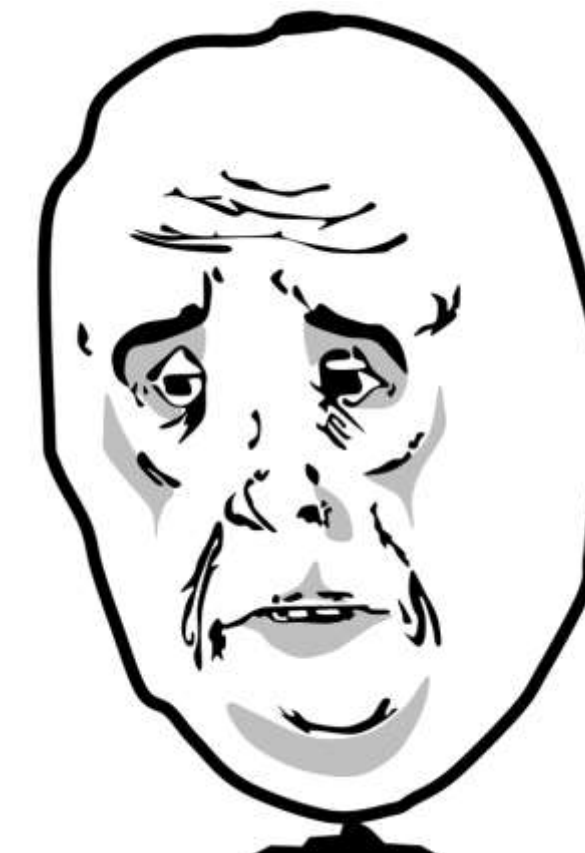
Please enter your email

We'll try to add the language you've selected in the nearest future.

Enter your email



Italian



SEMrush Sensor New

[Subscribe to notifications](#)

Database: [United States](#) ▾

Desktop

Mobile

[Apr 10, 2018](#)

[Send feedback](#)

[Read FAQ](#)

[Overview](#)

[Personal Score](#)

[Deviations](#)

[Winners & Losers](#)

Categories

All categories	4.5
Arts & Entertainment	7.2
Autos & Vehicles	3.1
Beauty & Fitness	3.9
Books & Literature	3.6
Business & Industrial	5.2
Computers & Electronics	3.6
Finance	5.1
Food & Drink	4.3
Games	5.4
Health	2.0

News ×

Tuesday, April 10



8.4 / 10

Very High range

There're constant and massive tremors on Google search results, suggesting a significant algorithm update. It's time to check if your site is going up/down.



1.1k



328

[</> Embed widget](#)

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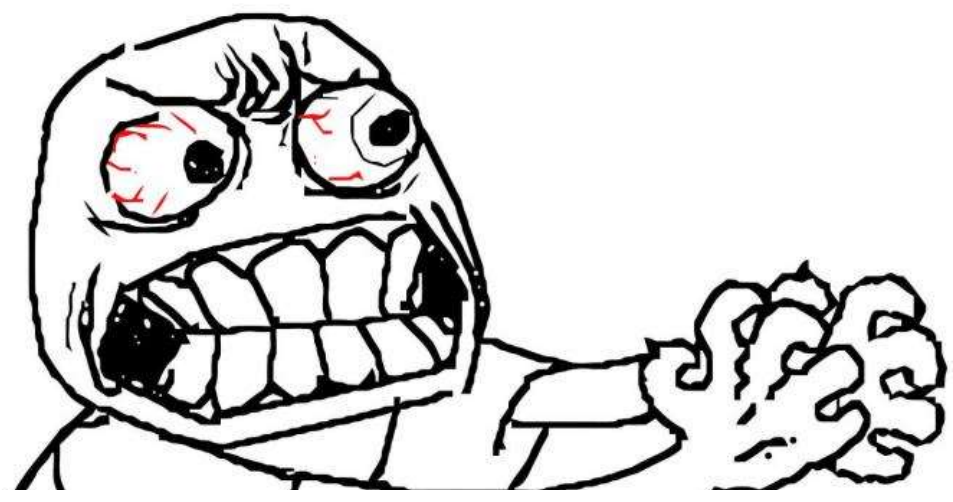


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328

[</> Embed widget](#)



SEMrush Sensor New

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Apr 10, 2018

Subscribe to notifications

- Overview
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Sensor Notification

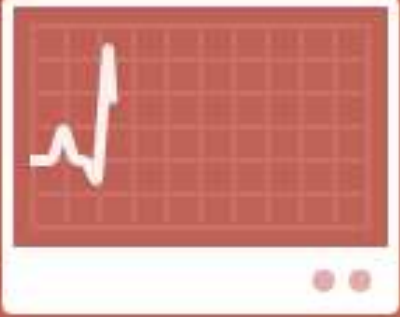
- Email notification
- Browser push notification
- Slack notification
- Twitter notofocation

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Content Tool

semrush.com | Last Update: Mon, Dec 21, 2015

Content By Author **Content Audit** Compare

Total and daily changes for domain Semrush.com

[Edit](#)

Pages tracked

88

Social Engagement

8.888 -8

Backlinks

7.318 +40

Google Analytics [i](#)

[Connect](#)

[Manage columns](#) [+ Add columns](#)

Domain Selection	URL	Status	Last Update	Title	Meta Descriptio
/blog	/5-ways-to-generate-website-domain-analitic-name/ ↗	Active	Apr 06, 2017	5 Ways To Generate Website Domain Name Ideas	"Trying to think Ideas for a Blog Landing Page? T a Website Name
/blog	/content-marketing-strategy-guide/ ↗	Active	Dec 01, 2016	the Ultimate Calendar of Digital Marketing Events 2017	"SEMrush Conte guide"k Out Th
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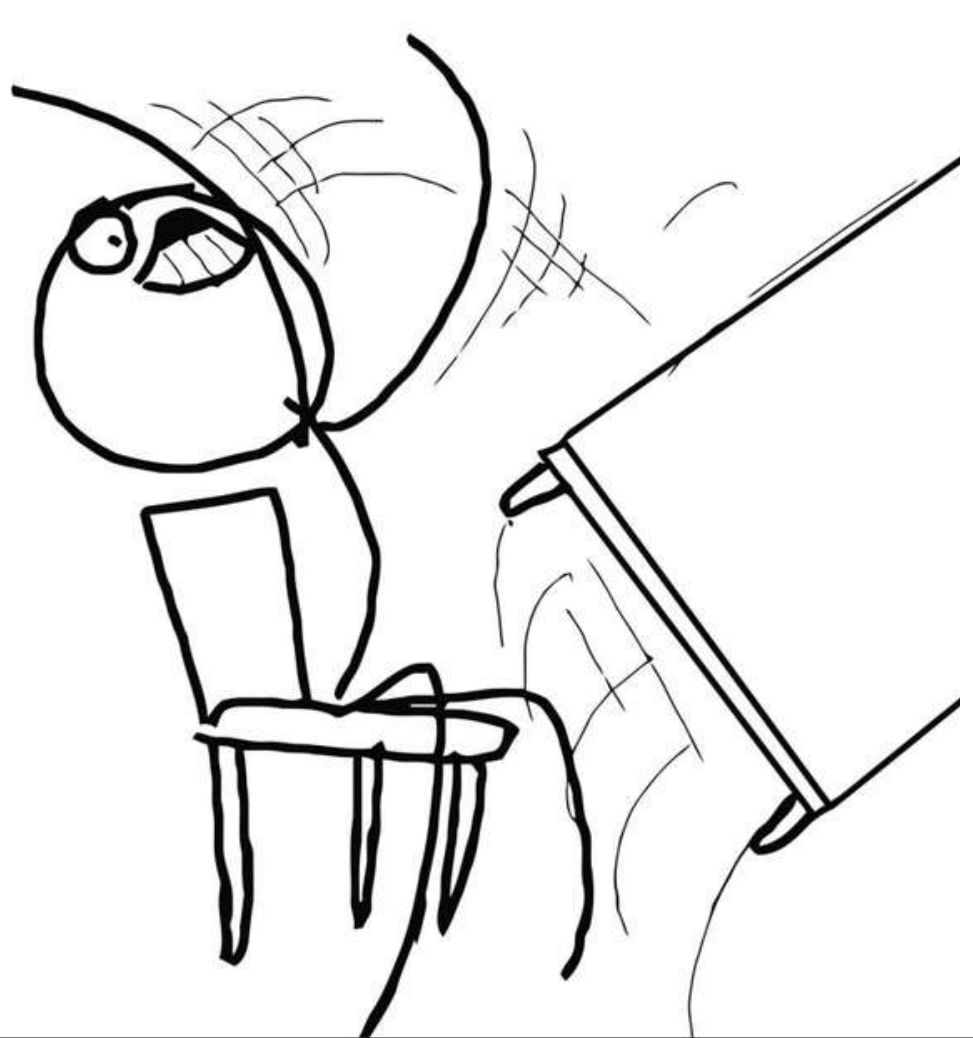
[Manage columns](#) + [Add columns](#)

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What column would you like to see in your table? Send us your suggestions and we'll do our best to add them.

Notify me

[Send](#) [Cancel](#)



Backlinks: ebay.com

PDF

Database: [Root domain](#)

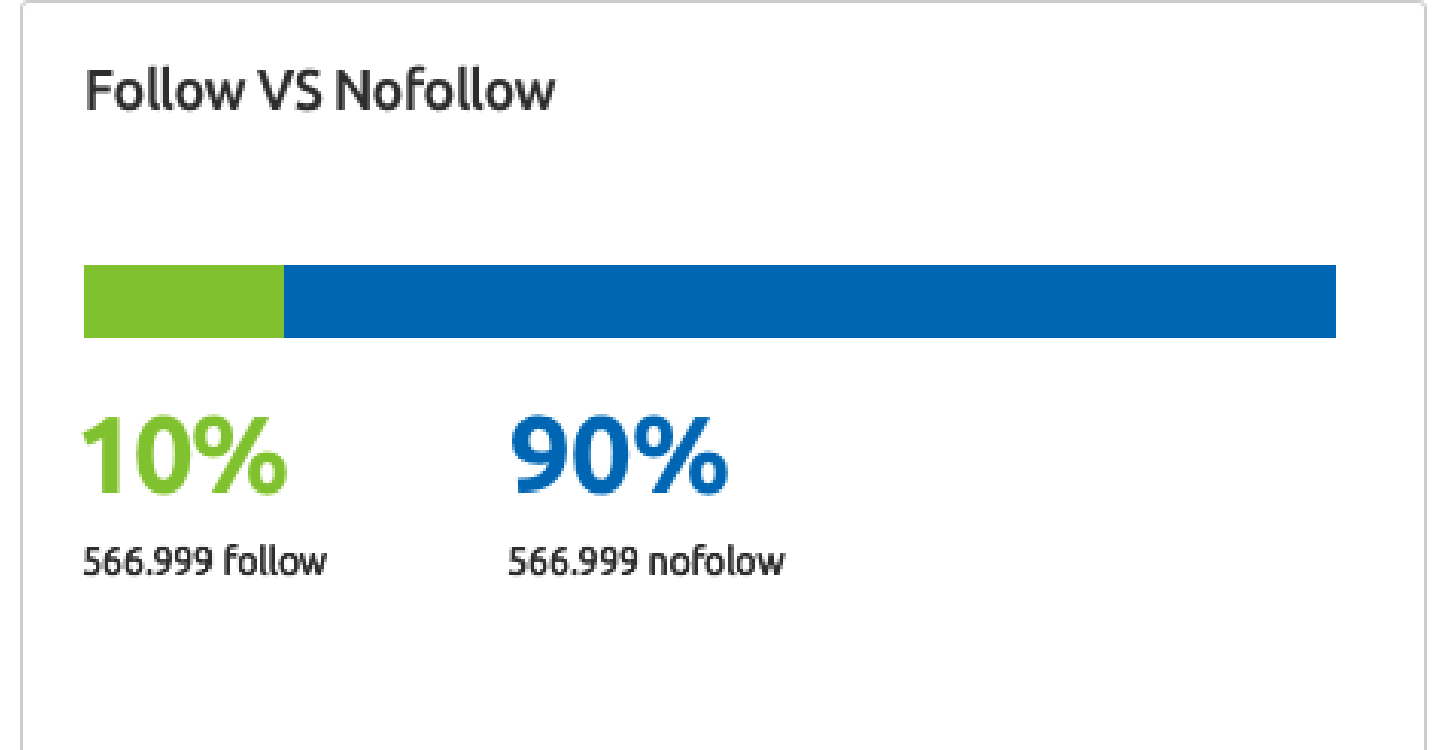
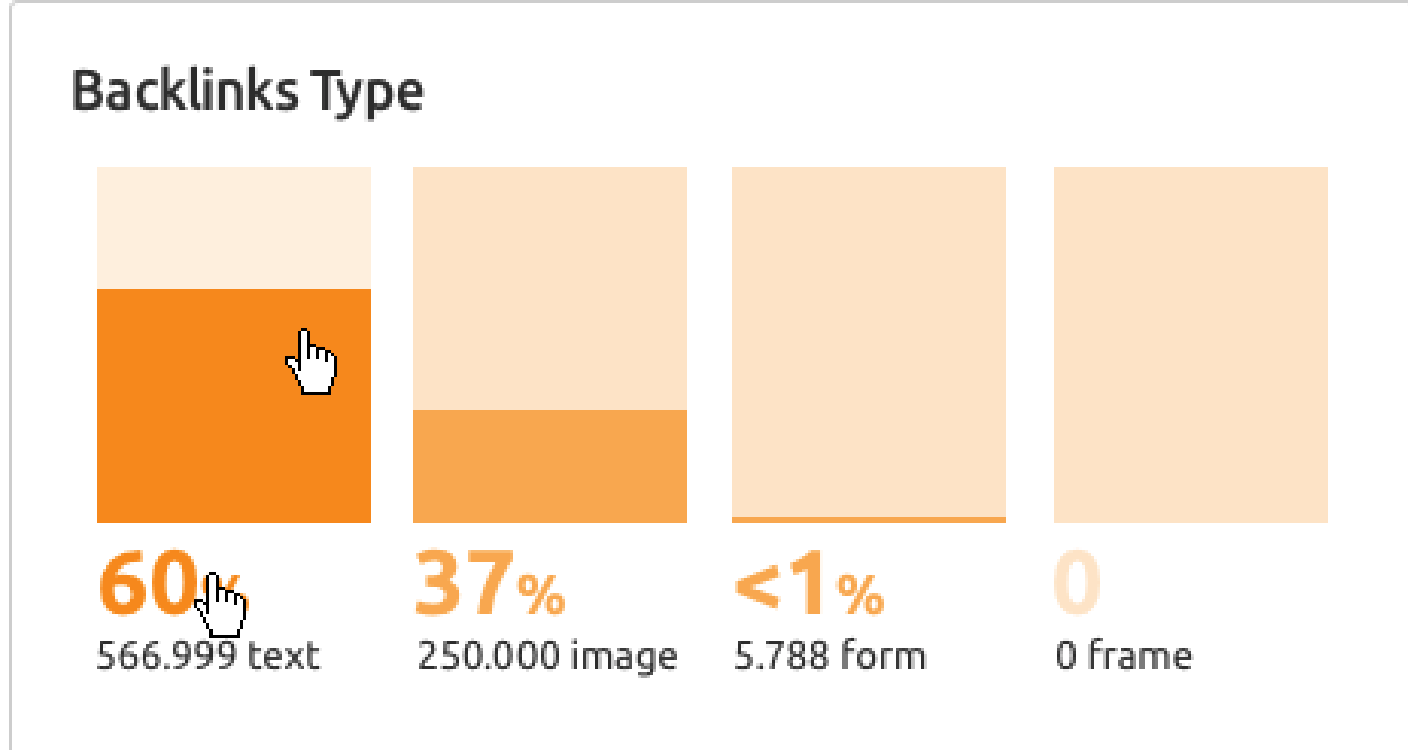
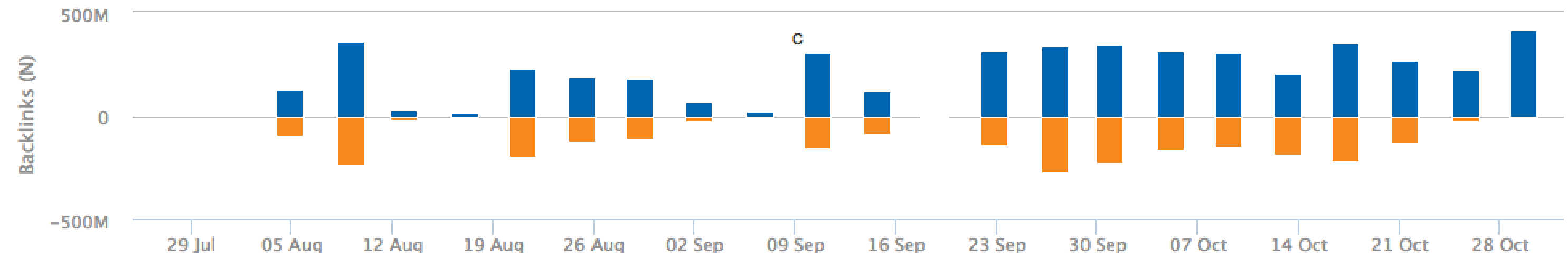
- Overview**
- Backlinks
- Anchors
- Referring Domains
- Referring IPs
- Indexed Pages
- Comparison

Data for semrush.com [+ Add competitors](#)

Total Backlinks <small>i</small> 2.6M	Referring Domains <small>i</small> 201K	Referring IPs <small>i</small> 149K	Domain Score <small>i</small> 64 ↓4	Trust Score <small>i</small> 68 ↑15 View Domain & Trust Score chart ↓
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New & Lost Backlinks i

Chart Scope: Root Domain New Lost Notes ↓ 3M 1Y All time



Backlinks: ebay.com

PDF

Database: [Root domain](#)

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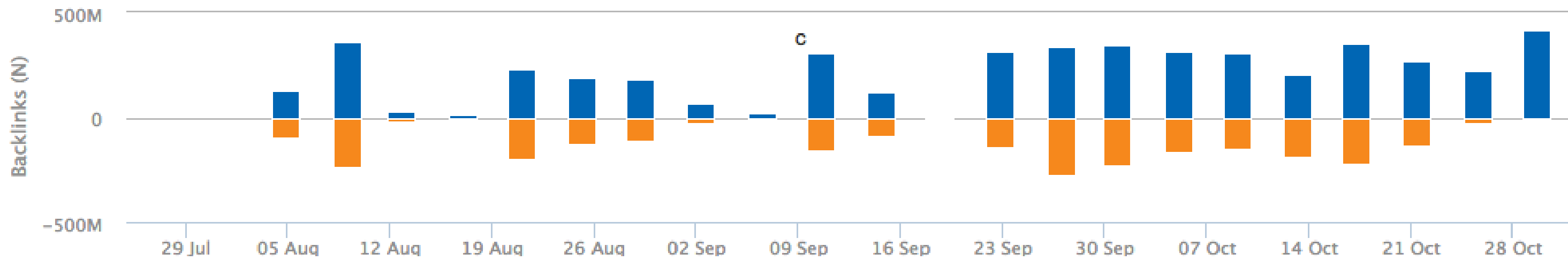
Data for semrush.com [+ Add competitors](#)

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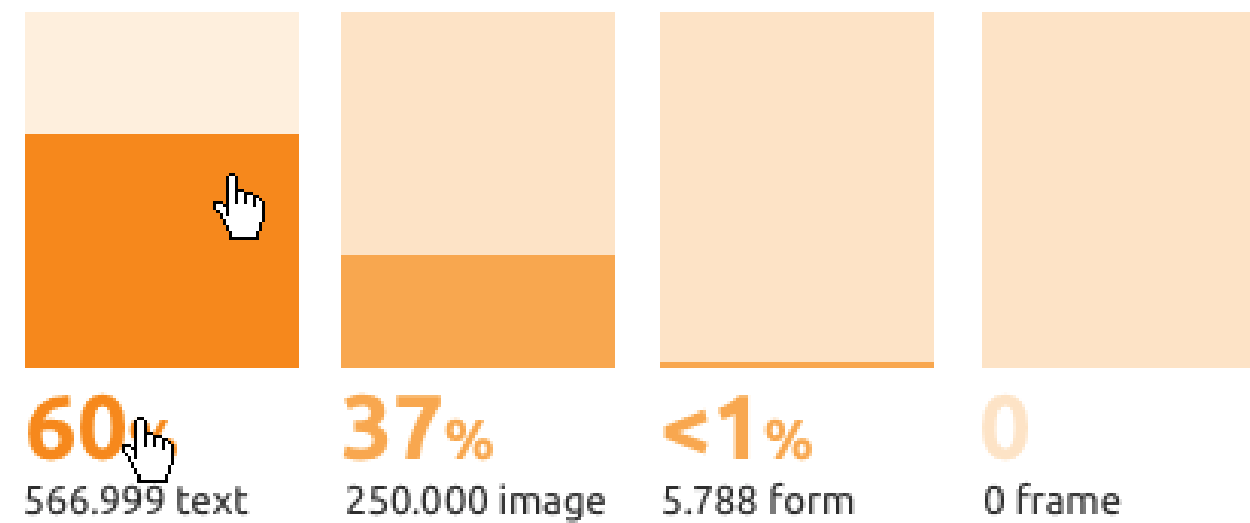
New & Lost Backlinks i

Chart Scope: Root Domain New Lost Notes v

3M 1Y All time



Backlinks Type



Follow VS Nofollow



Backlinks: ebay.com

PDF

Database: [Root domain](#)

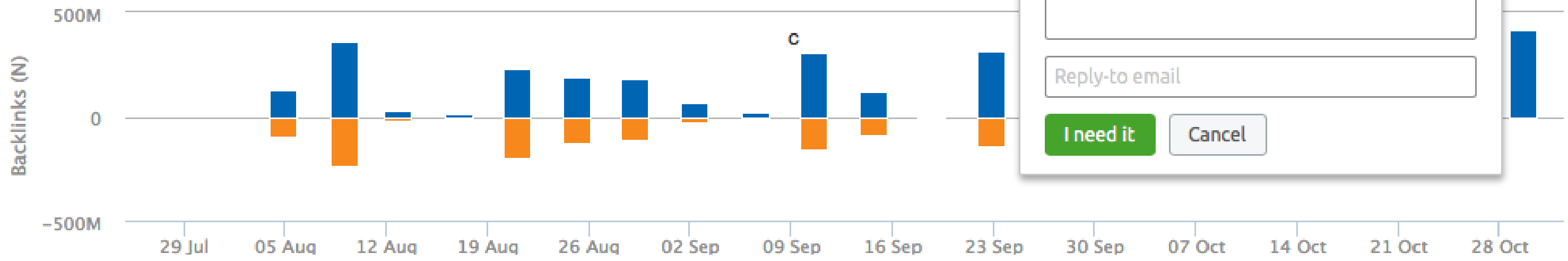
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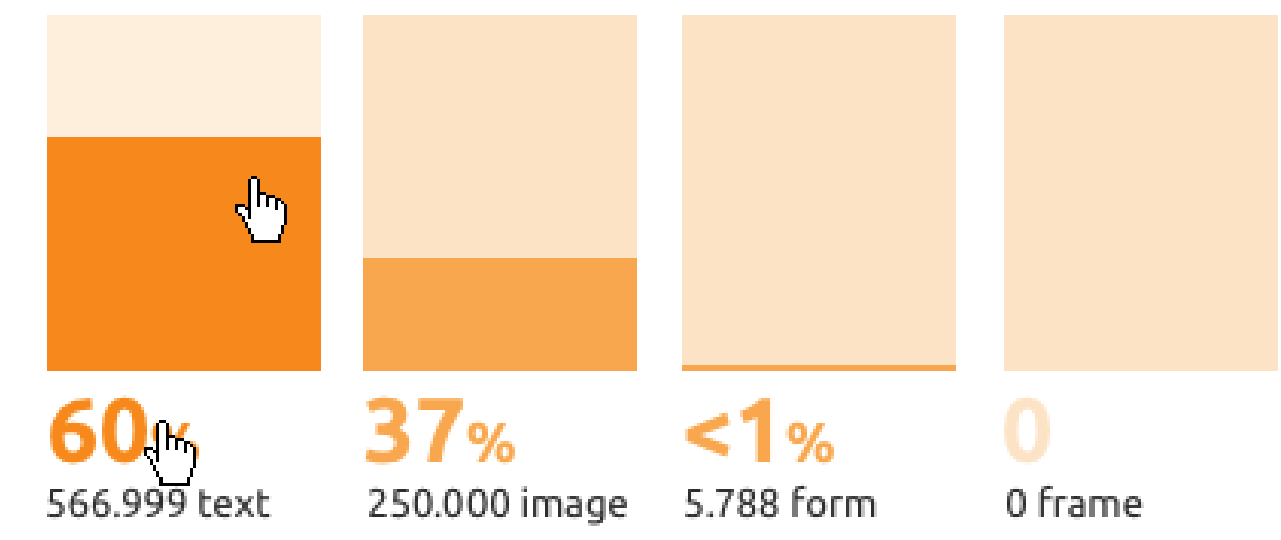


The Trust and Domain Score Trend chart is not supported yet. Let us know if you need it.

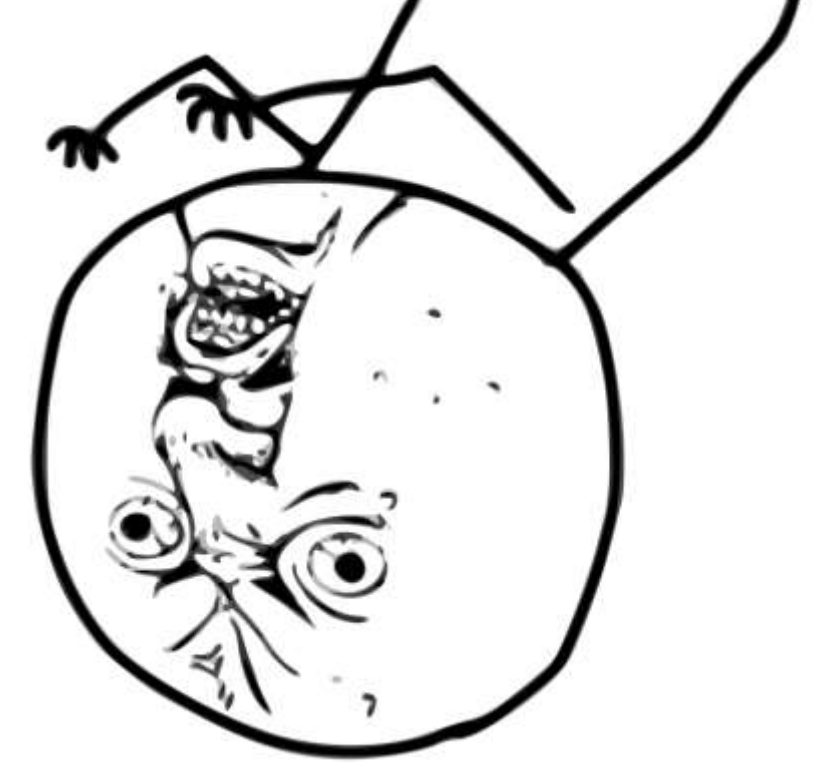
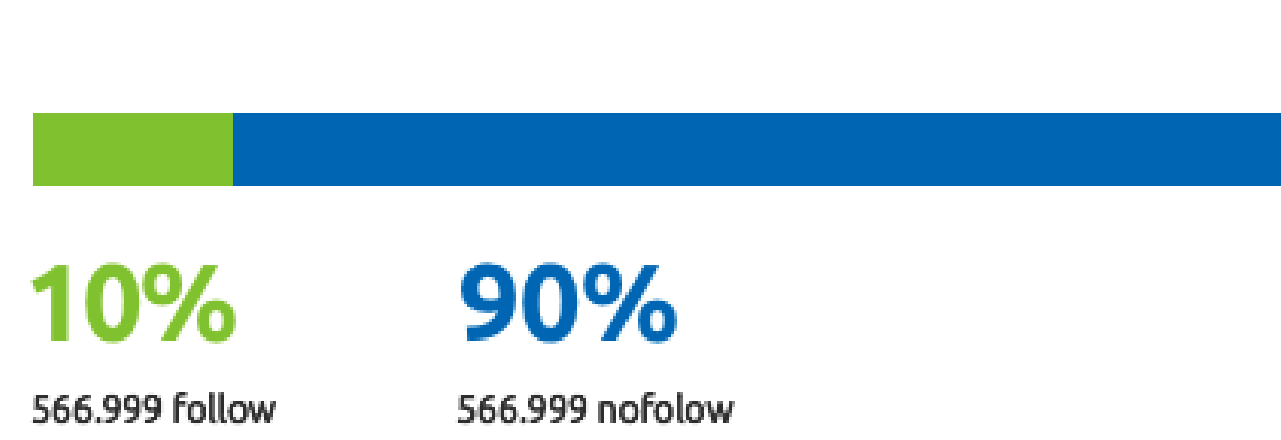
Tell us why you need this chart

Reply-to email

Backlinks Type



Follow VS Nofollow



Камрад,
ПОМНИ!

Камрад, ПОМНИ!

- ✓ **Используй осознанно**
На какие вопросы отвечаешь? Какие результаты хочешь получить? Что с ними дальше будешь делать?

Камрад, ПОМНИ!

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- ✓ **Ограничь эксперимент во времени**
Пользователь не должен постоянно наткаться на неработающую функциональность.

Камрад, ПОМНИ!

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Эксперимент должен быть дешевым в реализации.

Камрад, ПОМНИ!

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- ✓ **Думай о пользователе**
Если пользователь столкнулся со злым интерфейсом, расскажи, что это не баг, а фича.

Спасибо за внимание

Саша Илющенко

 vk.com/s_bлага

 s.blaga@gmail.com

