

ONLINE UX CHEAT SHEET



 **CLICKCONSULT®**

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User experience (UX) is a major part of digital and search marketing strategy, and is an area that you need to focus on if you are to make a success of your business online. One of the main challenges that businesses face (especially those who are new to operating online), is that there is a misconception that new sites are easy to build and that, once built, you are ready to go.

Over the years, there have been a number of website builders and platforms that offer you the functioning site. Major advancement of content management systems (CMS) in terms of ease of use and their correlation with plug-ins means that there are a whole host of things that can be done both technically and aesthetically.

The trap that many fall into however, is that once they have their site they neglect the UX and forget who their customers are, what the potential audience is, and what people are expecting once they actually get to the site.

Essentially, user experience or UX is the practice of making sure that you are offering the best possible online service to your sites visitors. This is vital if you are to retain existing business and win new customers.

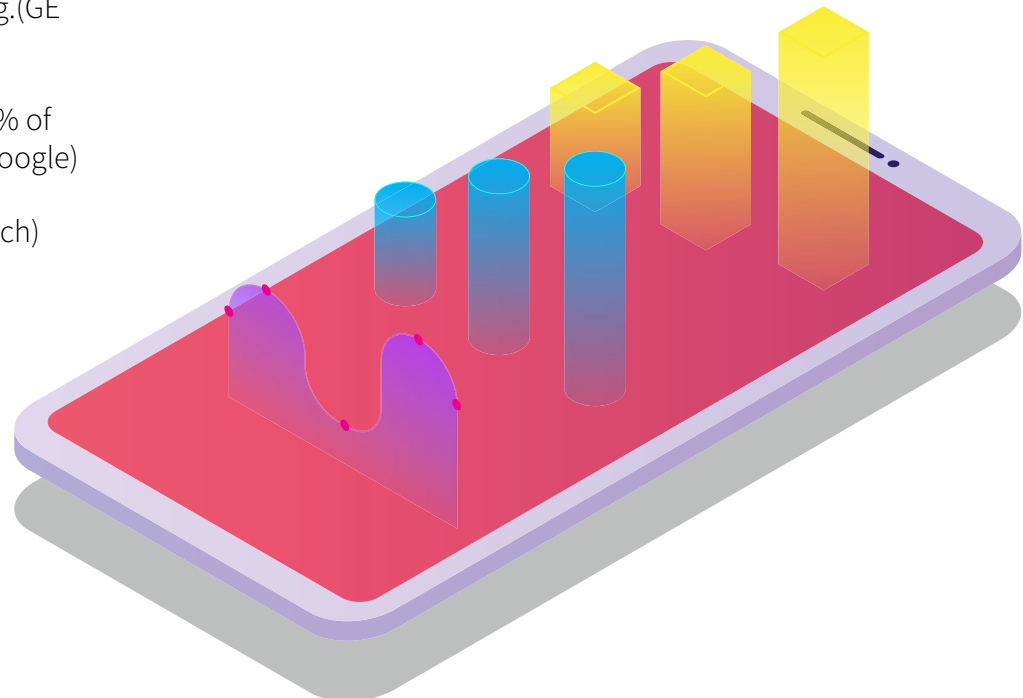
There are numerous questions that you need to ask when it comes to building out a strategy that will engage your audience and encourage them to convert. You will need to make sure that the experience of a user's visit is as relevant, informative, engaging and satisfying as possible. Getting this wrong can be hugely detrimental and can lead to you falling behind the competition.



UX – THE KILLER STATS

In a piece from Hubspot, their team found some pretty alarming trends that could have a detrimental effect on your business if the site you host offers poor UX. They collated a report from numerous sources and found:

- Mobile users are five times more likely to abandon their website visit if the site isn't optimised for mobile. (Adobe)
- If the content isn't optimised 79% will leave and search for an alternative. (Adobe)
- 81% of consumers conduct research online before buying. (GE Capital)
- 94% of smartphone users conduct local searches and 90% of these take action either making contact or a purchase. (Google)
- 73% say video helps make a purchase. (SearchEngineWatch)
- Emails with social share buttons increase CTR by 150%. (WebDam)
- 82% of consumers enjoy content on company blogs. (QuickSprout)
- Over 85% of users deleted or stopped using an app based on poor performance. (UniofLondon)
- By 2020 UX will overtake price and product as the key brand differentiator. (UniofLondon)



HOW CAN YOU ENSURE YOU'RE OFFERING THE BEST UX?

There are many things that you can do if you want to offer the best possible UX; the tips which follow will highlight so of the things that you can implement, but it is worth remembering two things:

- firstly, all sites are different and the needs of their audience are also differing, therefore it is imperative that you consider your audience and create a bespoke strategy
- secondly, and arguably the most important thing is that you have to keep UX front of mind, continually strive for improvement and test your approaches to UX often.

If we look at the stats above and how they impact a brand's performance if there is a poor UX, then we would recommend the following.

CONTENT

Content and design is the lifeblood of any website and, whilst we will touch on images later, there are a few things to remember when it comes to your written content. They are:

- Content should be easy to read – think about the fonts that you will use as well as the colour of the text. Is it clear to read and does it stand out against the background?
- With the above point in mind, don't centre align your text and make sure there is plenty of white space or images to break text up
- Don't use flash. If something doesn't/can't load then it is highly likely to turn users away
- Headers should be graduated in size, with H1 the largest size through to H6
- Make sure that you proofread – there is nothing more unprofessional than a typo on your website

CTAS

CTAs or call-to-actions are the buttons, text and forms that allow a user to gain access to certain information. These prompts are designed for interaction and can lead either directly to a conversion or to offer up additional information. Therefore it is vital that you:

- Make sure you have CTAs in place on all relevant pages
- Write engaging copy on them that will tell the users where they're heading next ie 'book now', 'register', 'download' or 'reserve your place'
- Display all of the CTAs with the user's website behaviour in mind (location)
- Run testing on your CTAs to see which copy or design converts best

NAVIGATION

Nothing frustrates the user more than not being able to find what they want. Navigation is, therefore, a must for all sites and it should be easy to find the relevant information quickly. You should try and implement the following:

- Add in a search feature/bar so that the user can look around the site
- Use one top-level navbar on every page so users can always find their way back and make sure that no matter how far they scroll it is always visible
- Make sure the layout or the navbar expands into the following categories - main categories, subcategories, and sub-subcategories
- Don't disable the browser back-button. Nearly half of all clicks are on the back button
- Make sure clicking on your logo takes user back to the home page
- Put your contact information in the footer of every page

MOBILE-FRIENDLINESS/SPEED

Making sure that your site is both fast and mobile friendly is a must. Today's user relies on both speed and the fact that they are browsing and buying 'on the go'. In terms of speed, nearly half of web users expect a site to load in 2 seconds or less, and they tend to abandon a site that isn't loaded within 3 seconds.

With that in mind then why not adopt the following points:

- Use a grid so your website is responsive to mobile
- Don't make mobile users pinch and scroll – they'll soon get bored
- Space links and buttons out so that mobile users can tap them
- Get a dedicated server for your site. This can help with speed issues
- Optimise all of your images. If they make the page load time slower you are more likely to see an increased exit rate
- Use a content delivery network (CDN) – this will pull data from various sources and means that you can maximise bandwidth. Most CDNs are used to host static resources such as images, videos, audio clips, CSS files and JavaScript.

ADVERTS/POP-UPS

Arguably the most annoying part of any website. Yes there is a need to run adverts and popups relating to new products and services but think about them wisely.

- Try not to use modal windows (one which forces the user to interact with it) as it frustrates them when they have to stop what they're doing
- Make sure links on ads don't look like links on your site
- Don't require users to register before getting through to the page they want – (gated content is fine but it needs a landing page that spells out what they will receive)
- Identify ads as ads – it's that simple
- Never use more than one popup per page

COMPETITOR ANALYSIS

Ask yourself what your competitors are doing, and if they are attracting customers that are not on your radar. Consider the following:

- Are they writing copy that engages the audience better?
- Are they interacting with new audiences?
- Does the site load faster?
- Is their site better set up for mobile?



TESTING/ANALYTICS

Testing is a vital part of any strategy and by making sure that everything works as it should, you can rule out the possibility of a user bouncing from the site. Implementing the following is a must:

- Run a test and ask a sample of people (your team) to answer questions about your business website:
 - What do you do?
 - How can they find out more about your work?
 - Where is our email address?

If they can't answer easily, you haven't designed it well enough.

- Include a place where users can give you feedback on your site
- Test links and forms before you launch
- Test your site on mobile phones and tablets

ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Search Agency of the Year 2018, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

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ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

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