16 Tips to Improve User Experience & Conversion Rates

1. Upgrade Your Website Security

Google now insists that all websites be HTTPS and site visitors won't trust your site if it is not secure. A good quality SSL certificate is an inexpensive way to improve conversions and even help improve your Google rankings.

2. Improve Page Speed Load Times

In 2020, visitors and search engines expect websites to load very quickly. Ensure your web pages are loading in under 2 seconds, or risk losing conversions. In 2018, Google released a study that proved 53% of mobile site visits are abandoned if pages take longer than 3 seconds to load.

3. Set Up Click-to-Call & Click-to-Email

Ensure your mobile call-to-actions have click-to-call functionality. This allows visitors to click and dial your business with the least amount of friction. Google found that 70% of mobile phone owners use click-to-call to contact businesses.

4. Optimize for Mobile Users

69% of smartphone users say they are more likely to buy from companies with easy-to-use mobile sites. Look at your website on a mobile phone, how does it look? Is it easy to navigate? Mobile Friendly websites are good for SEO, good for user experience, and good for conversions.

5. Anchor Top Navigation Bar

Don't underestimate the power of a sticky Navigation Bar. While visitors scroll through your site, ensure the navigation bar follows them down the page. This will allow them to easily browse down the page without having to scroll all the way back to the top navigation.

6. Create an Intuitive Site Search

Ensure every site landing page can be easily found within 1-2 clicks (certainly no more than 3). This site structure makes it easy for visitors to quickly understand how to navigate the entire site without getting lost.

Pro Tip: Create a Sitemap and link it directly in the footer.

7. Add Clear Calls-To-Action (CTA)

Your CTA should be large enough to be clearly visible and tell them exactly what you want them to do next. Use power words to encourage them to take action.

Start Today! Learn More! | Free Trial! 5 Days Free! | Reserve Now! Register Today

8. Keep Contact Forms Short

Determine exactly what information you need and only ask for those details. Streamline forms for essential info only: Name, number, email. Use auto-fill fields where applicable.

Pro Tip: The data shows to use 5 or less fields in order increase conversions

9. Create Footer Navigation

Add links to your top performing landing pages as part of your page Footer template. The footer should be more than just a junk drawer full of links – it must be strategical, intentional and follow Footer Design Best Practices.

10. Include "Reassurance" Copy

Reassure the visitor that you stand behind your product or service. Clearly showcase what your company guarantees: Money Back Guarantee, Free shipping, or Price Matching.

SATISFACTION GUARANTEED OR YOUR MONEY BACK!

11. Develop Multiple Touchpoints

Consider allowing visitors sign-up option for newsletters, push notifications, or promotions. By creating multiple touchpoints you're building trust with your prospective customer.

12. Make Purchasing Easy

Don't force your customer to make an account in order to purchase. If they want to create an account, they will. Don't risk losing the customer because you are wanting to get all of their details.

13. Ask for Micro-Commitments

Try offering "Micro-Commitments," especially if you're selling an expensive product or service. Offer things like a Free Trial or a Free No-Obligation Quote, which also help customers trust you and familiarize themselves with your products and services.

14. Give Visitors All the Info They Need

Ensure that each product or service page provides all the main details a customer needs to know in order to take the next step. Educate your customer on the benefits, not the features.

15. Regularly Optimize Landing Pages

Get into the routine of regularly reviewing and possibly adding important Landing Pages. Look for gaps in your content. How do your pages look? Are they clear and to the point? Do they include all the information someone will need to take the next step?

16. Trust Signals & Brand Recognition

One of the most effective ways to increase conversions is to include Trust Signals & develop your Brand Recognition.

- Show how long you've been in business
- Show your Awards, Certifications, and Badges
- Add Logos of your largest partners /Clients or Credit Cards)
- Add Testimonials and Reviews
- Share your success stories (client profiles, case studies, and news coverage)

Sources:
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