

User Experience and the Conversion Funnel

User Experience

- user experience is about how a person feels about using a system
- it highlights the experiential, affective, meaningful and valuable aspects of human-computer interaction
- covers a person's perceptions of practical aspects of a website such as how easy it is to navigate
- is subjective in nature, because it is about an individual's feelings and thoughts about the system.
- places the end-user at the focal point of design and development efforts, as opposed to the system
- is dynamic because it changes over time as the circumstances change

Conversion Funnel

- describes the track a consumer takes while visiting a website
- a defined path, series of steps, or pages a visitor must take in order to reach the final objective
- desired action could be: filling out a form, purchasing a product, signing up for a newsletter, participating in a discussion, or viewing a video from start to finish



Landing Pages & Conversion Optimization

Give & Get

- offer added value like a free trial, sample, or a preview of the product or service if possible in exchange for a visitor's email address or other information



Build Trust

- credibility logos to gain credibility
- testimonials that speak in the voice of the customer
- star ratings from review websites
- social counts from Twitter and Facebook



Directional Cues

- the action needs to be called out
- use cues to direct visitors' attention to the call to action: arrows, direction of view, colors



Call to Action

- you need to know what you want the visitor to do on the page
- the visitor needs to know what to do next
- make the call to action big and obvious



Measuring User Experience & Improving Conversions

(hint: they can both work hand in hand!)

Measuring Engagement

- Using web tracking software you can measure which pages are performing well on a website, and which need attention



All Visits : **1,182 Visits**

Paid Search Traffic : **737**

Non-paid Search Traffic : **238**

Referral Traffic : **138**



All Visits : **66.84% Bounce Rate**

Paid Search Traffic : **68.66%**

Non-paid Search Traffic : **62.61%**

Referral Traffic : **65.94%**



All Visits : **2,027 Pageviews**

Paid Search Traffic : **1,252**

Non-paid Search Traffic : **423**

Referral Traffic : **229**



All Visits : **00:01:51 Avg. Time on Site**

Paid Search Traffic : **00:01:59**

Non-paid Search Traffic : **00:01:45**

Referral Traffic : **00:00:59**



All Visits : **1.71 Pages/Visit**

Paid Search Traffic : **1.70**

Non-paid Search Traffic : **1.78**

Referral Traffic : **1.66**



All Visits : **82.15% % New Visits**

Paid Search Traffic : **82.36%**


Non-paid Search Traffic : **80.67%**


Referral Traffic : **89.86%**

Measuring Engagement


- Using Google Analytics, it is possible to measure how people interact with your website from various traffic sources and to find which sources are converting the best


Goal Conversion Rate


 Paid Search Traffic: **1.06%**


 Non-paid Search Traffic: **1.54%**


 Direct Traffic: **4.00%**

 Referral Traffic: **1.31%**

 **Paid Search Traffic** 52.17%

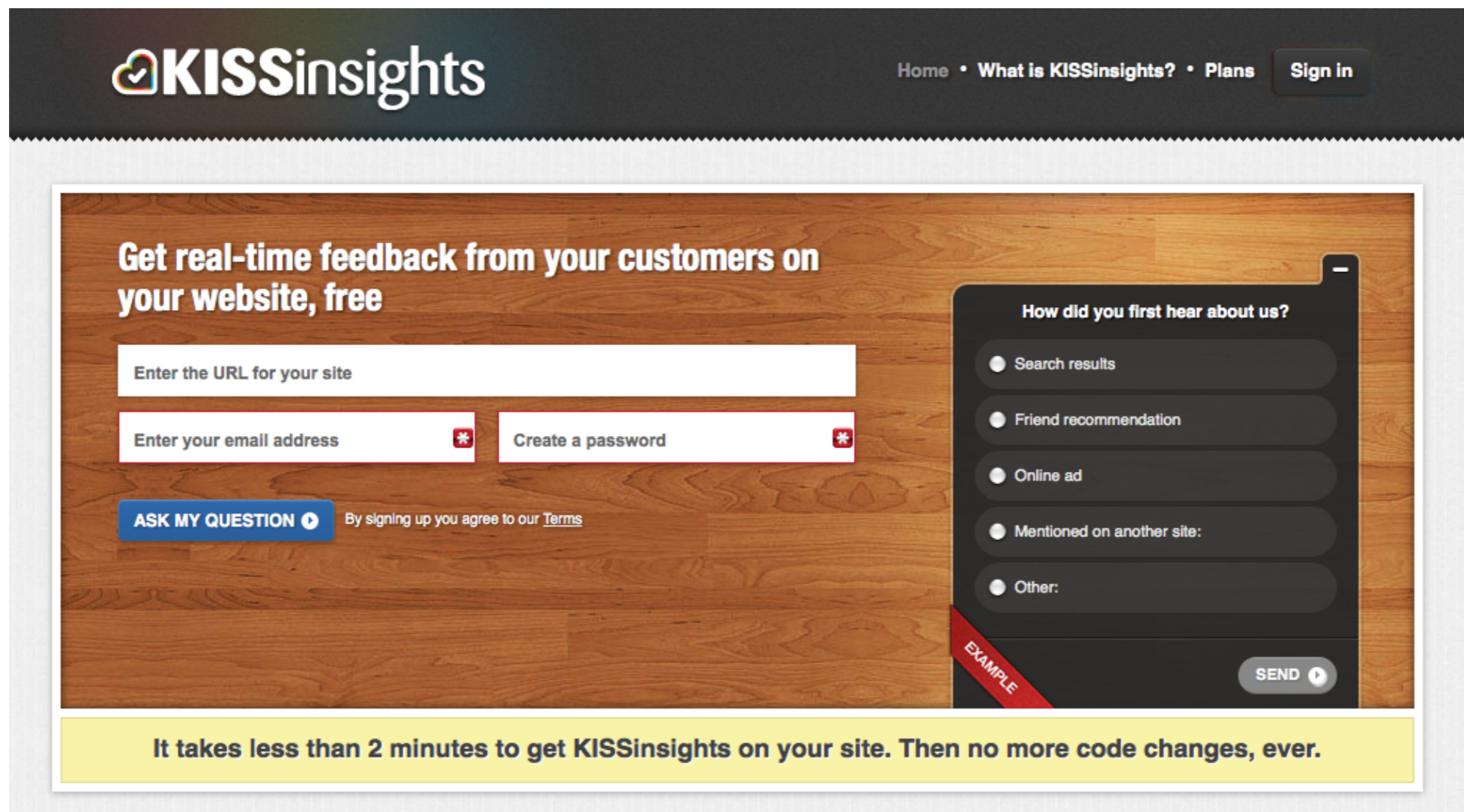
 **Non-paid Search Traffic** 26.36%

 **Direct Traffic** 17.39%

 **Referral Traffic** 4.08%

Measuring User Experience

- You can get useful feedback from website visitors using third-party software-as-service, like Kiss Insights



The image shows a screenshot of the KISSinsights website. The top navigation bar includes the KISSinsights logo, links for Home, What is KISSinsights?, and Plans, and a Sign in button. The main content area features a sign-up form with the heading "Get real-time feedback from your customers on your website, free". The form includes fields for "Enter the URL for your site", "Enter your email address", and "Create a password", along with an "ASK MY QUESTION" button and a link to "Terms". To the right, a feedback widget titled "How did you first hear about us?" displays a list of radio button options: Search results, Friend recommendation, Online ad, Mentioned on another site, and Other. A "SEND" button is located at the bottom right of the widget. A red banner with the word "EXAMPLE" is visible at the bottom left of the widget. A yellow banner at the bottom of the page states: "It takes less than 2 minutes to get KISSinsights on your site. Then no more code changes, ever."

Improving Conversion Funnels

- With click tracking and heatmap software like Crazyegg information can be gathered about how visitors use your website



Get Immediate Insight Into Your Visitors' Behavior

And Join Customers Like Amazon, eBay and Dell

What is Crazy Egg?

What are heatmaps?

How you can use them

Increase conversion

Setup is a breeze

Get Crazy Egg

Visualize your website's analytics

Crazy Egg lets you visualize every click your visitors make

Discover exactly how visitors are using your website – then optimize it to increase your conversion rate.

[SEE PLANS AND PRICING](#)

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