

# User Experience and the Conversion Funnel

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# 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%

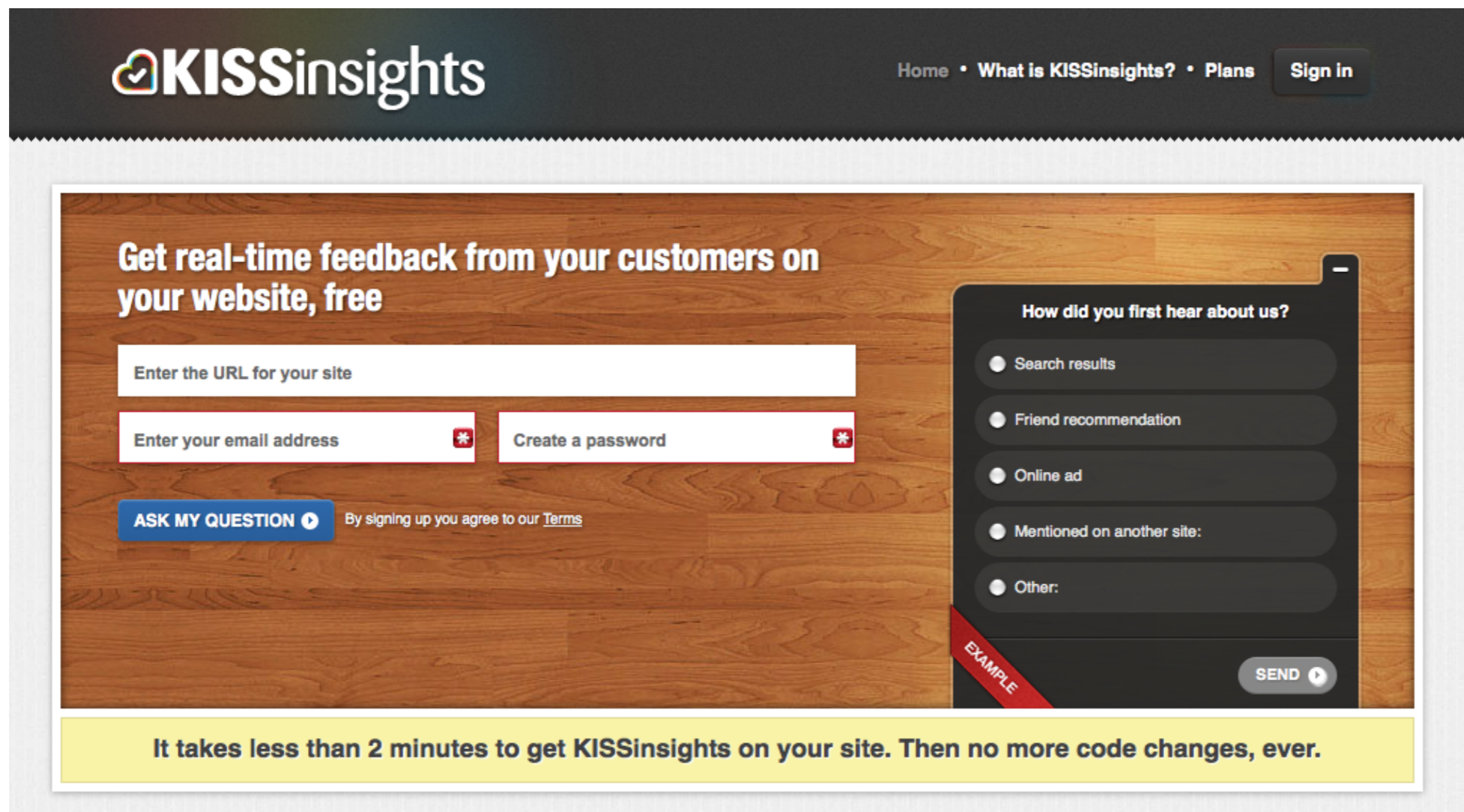
 **Non-paid Search Traffic** 26.36%

 **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 the KISSinsights website interface. At the top, the KISSinsights logo is on the left, and navigation links for 'Home', 'What is KISSinsights?', 'Plans', and a 'Sign in' button are on the right. 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 three input fields: 'Enter the URL for your site', 'Enter your email address', and 'Create a password'. Below these is a blue 'ASK MY QUESTION' button and a link to 'Terms'. To the right, a dark feedback widget titled 'How did you first hear about us?' contains radio button options: 'Search results', 'Friend recommendation', 'Online ad', 'Mentioned on another site:', and 'Other:'. A 'SEND' button is at the bottom right of the widget. A red diagonal banner with the word 'EXAMPLE' is overlaid on the bottom left of the widget. At the bottom of the page, a yellow banner 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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