Understanding Website User Experience

WORKSHOP

This project is proudly supported by the Queensland Government's Advance Queensland initiative in association with Tablelands Regional Council.

UNDERSTANDING WEBSITE USER EXPERIENCE

WELCOME!

This workshop will cover what Website User Experience (UX) is. It will explain the practice of taking a user-centric approach to design. The goal of UX is to create an experience for a user when visiting your website that is a truly positive one.

1. The impacts of UX
2. Load Speed
3. Reading Experience and colour
4. User Centric
5. Google Analytics
6. UX and Business Goals
7. Top Tips
8. In summary

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What does User Experience Impact?

Your business' credibility is judged by the quality of your site: Website users say 75% of their judgment regarding a business' credibility is derived from how well the company designed their website.

A bad website experience creates a negative effect on your customers: According to 67% of website users, a poor experience on a website negatively affects their opinion of not just one business (in the case of a franchise) but the entire brand.

People don't return to poorly designed sites: It takes only one bad website experience for 88% of consumers to be less likely to return to the website.
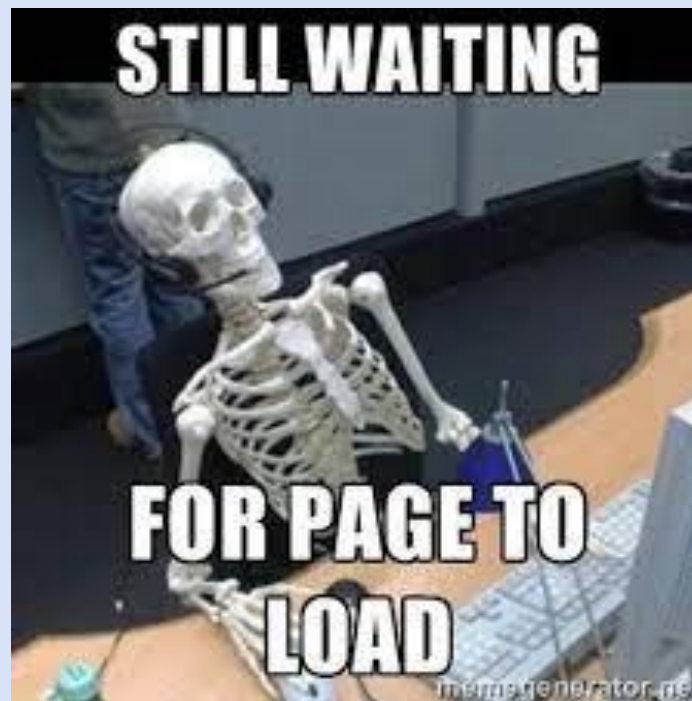
Note: *The above UX web design statistics are provided by Intechnic.*
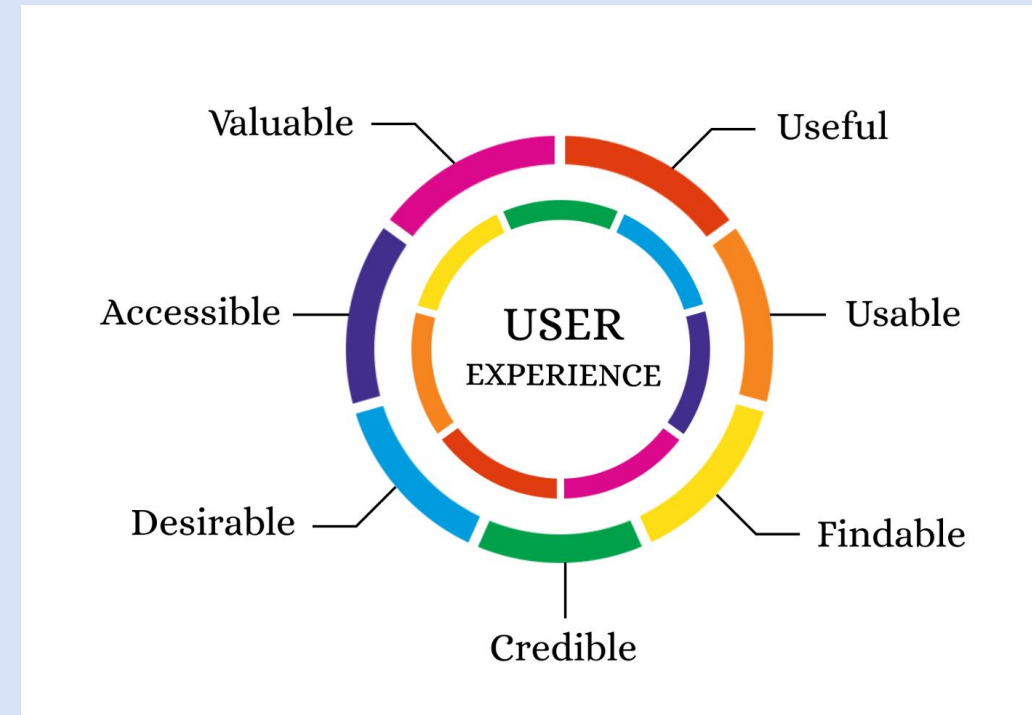
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Is UX impacting your branding efforts?

Think about your own internet habits: what do you do if a website is slow to load or you can't find what you are looking for? How do these experiences impact your opinion of the brand?

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How fast does your site load?

Tips for improving your site load speed

To start, test the speed of the website with a tool like GT Metrix. This will help determine how much work needs to be done.

Test your site now: https://gtmetrix.com/

TOP TIP: LCP measures how long it takes for the largest content element (e.g. a hero image or heading text) on your page to become visible within your visitors' viewport.
For a good user experience, aim for an LCP of 1.2 seconds or less

Often load speeds are slowed down because of large images on a landing page. To optimize images for the web, start by resizing images before uploading them to the content management system.

Another fast way to improve speeds to purge any unused or duplicate plug-ins—some plug-ins take a long time to load, thus slowing down the overall speed.

Additionally, it might be time to upgrade from shared hosting to virtual private server (VPS). As a business grows, so do its hosting needs. Going from shared hosting to cloud hosting, or from shared to a VPS, can make a huge difference to how quickly a website loads.

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Reading Experience

Answer the question
A visitor is looking for answers to their pressing questions. Generally, anything that distracts from your visitor's ability to address their needs should be avoided. That means that you want the visitor experience on your website to be simple and quick to understand and get to what they need.

Simplicity is key: If you can't explain it simply and concisely, then you don't understand it well enough. Revisit your USP as a framework.

Keep paragraphs short: The more text you put on a page, the less likely it will be read, so keep your copy as short as possible.

Use short sentences: Similar to paragraphs, you'll also want to keep sentences short snd remove filler words that don't need to be there.

Avoid jargon: The shorter and more familiar the words you use, the more likely your audience will read them.

Use digital writing tools: Everyone is prone to making silly spelling and grammatical errors, so take advantage of intuitive tools like **Grammarly**, which does a great job of picking up typos

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How to use colour

Like visuals, colours should be used to direct readers to the key elements on each web page.

Tips

- **Refer to your branding and your corporate colour palette**

- **Leverage bright colours for CTAs**

- **Remember colour can create emotional response, ensure you are aligning these with your intentions**

- **Maintain consistency throughout your site**

- **Use fonts consistently and ensure these too follow your branding guidelines (Header, sub-header, body)**

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The importance of site architecture

When structuring your content across your site, it's critical it is organised in a way that meets the needs of your visitor.

Navigation should be clear and uncluttered whilst also allowing the user to get to where/what they need in the least amount of clicks possible.

Mobile responsive is also a factor as some navigation styles such as drop down or cascading menus can cause issues across mobile devices.

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Become User Centric

Site visitors are not going to stick around if the site content doesn't fit their needs. To create content and design a website that is truly user-centric, small business owners must know their audience.

To understand their audience, small business owners should review website analytics, turn to market research tools to get an overall look at trends and demographics. To get deeper insights, small business owners can issue customer surveys, chat with customers and leverage feedback on social media.

What can Google Analytics tell us?

Google Analytics is one of the most powerful (and free, free is important) tools available in a modern marketer's arsenal.

You should have it on your site, and if you don't, you can get started really quickly and start tracking visitors.
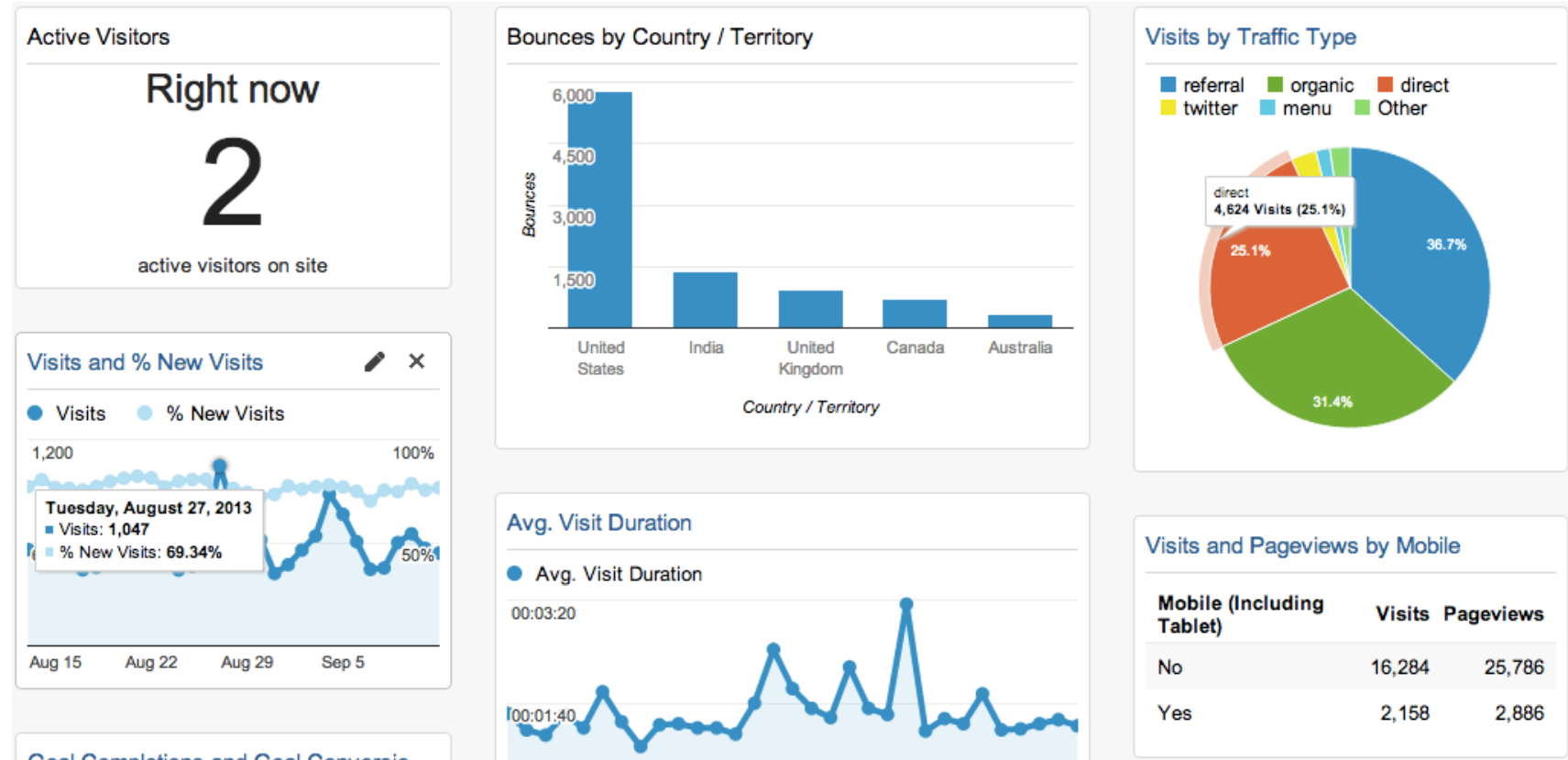
GOOGLE ANALYTICS TOP 7 METRICS

Tracking Conversions
Google Analytics is one of the most powerful (and free, free is important) tools available in a modern marketer's arsenal.

You should have it on your site, and if you don't, you can get started really quickly and start tracking visitors.
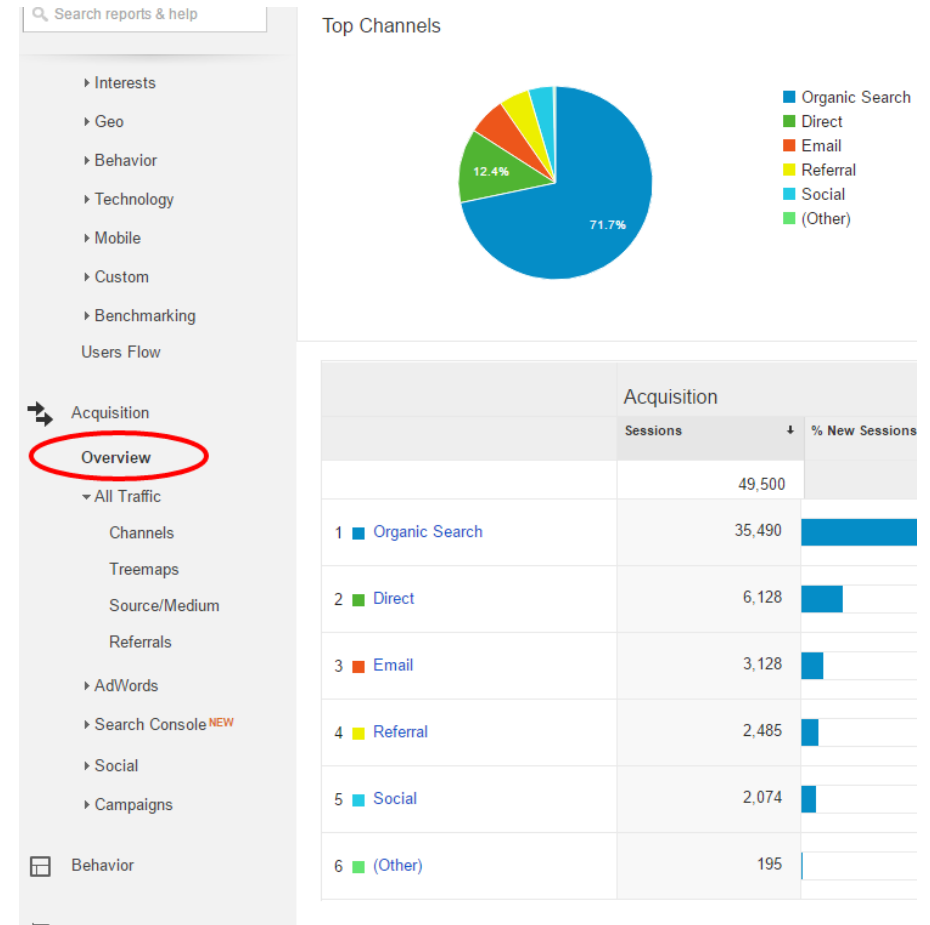
1. Source
One of the easiest and most important metrics to find and measure: source; in other words, where your website traffic originated from. (i.e. Search engine, if they clicked on an email link, etc.)

To find this, click **Acquisition**, then **Overview**, and you can see which sources are giving you the most traffic.

**GOOGLE
ANALYTICS
TOP 7 METRICS**

2. Pageviews vs unique pageviews
Page views are just that, views of pages. On Google Analytics, unique page views take into account the same user going to a single page multiple times per session.
I mean, if your content is truly remarkable, they'll keep coming back. Unique page views are a very strong indicator of this, but take them with a grain of salt.

3. Average time on page
This is the amount of time spent on a single page. Aim for more time if possible. The longer someone is willing to spend on your page (a blog article, especially) is great indication of the quality and engagement your content. Time on your solutions and homepage is great as well.

4. Entrances
These are "the number of pageviews for the first page a visitor "lands on" when visiting a website (a metric). In other words, it is the number of time that particular page was the first page viewed on the session...."

	Social	
	Campaigns	

Primary Dimension: Page   Page Title   Other ▾

Plot Rows   Secondary dimension ▾   Sort Type: Default ▾   advanced

	Page	Pageviews ↓	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit
Behavior		**61,951** % of Total: 100.00% (61,951)	**55,597** % of Total: 100.00% (55,597)	**00:03:12** Avg for View: 00:03:12 (0.00%)	**49,499** % of Total: 100.00% (49,499)	**86.67%** Avg for View: 86.67% (0.00%)	**79.90%** Avg for View: 79.90% (0.00%)
Overview	1. /the-10-marketing-kpis-you-should-be-tracking	3,772 (6.09%)	3,379 (6.08%)	00:04:41	3,351 (6.77%)	87.44%	87.22%
Behavior Flow	2. /	3,703 (5.98%)	3,199 (5.75%)	00:01:42	2,961 (5.98%)	66.02%	60.60%
▾ Site Content	3. /blog/10-value-propositions-you-wish-you-had	3,600 (5.81%)	3,225 (5.80%)	00:04:51	3,210 (6.48%)	88.91%	87.97%
All Pages	4. /blog/the-difference-between-facebook-twitter-linkedin-google-youtube-pinterest	3,248 (5.24%)	2,939 (5.29%)	00:05:11	2,934 (5.93%)	89.88%	89.32%
Content Drilldown							
Landing Pages							

5. Bounce rate
This is the percentage of single-page sessions that left without interacting further; in other words, they left your website entirely. Keep an eye on it and if any pages change drastically (or the whole site does), then you need to do some investigating.

6. Exit percentage
This is the page that was last in a given session.

7. Locations
Where are your visitors coming from? You can drill down from country, state, city etc.

Affinity Categories	Country ?	Acquisition	
In-Market Segments		Sessions ? ↓	
Other Categories		49,500 % of Total: 100.00% (49,500)	
▼ Geo			
Language	1. 🇺🇸 United States	21,630 (43.70%)	
Location	2. 🇮🇳 India	3,887 (7.85%)	
▸ Behavior	3. 🇬🇧 United Kingdom	3,598 (7.27%)	
▸ Technology	4. 🇦🇺 Australia	2,217 (4.48%)	

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Keep Your Business Goals In Mind

Your website should guide visitors to help you meet business goals. This means all visuals on a web page should guide readers to take action to meet that goal without irrelevant distractions.

The most common website goals include:

•**Driving awareness**

•**Generating leads**

•**Generating phone calls**

•**Booking appointments or reservations**

•**Increase online sales**

Tip: Readers' eyes gravitate toward images first, so instead of using a stock photo, use a product image to depict key introductory information, like what the product looks like and its benefits.

Consider professional photography to showcase your businesses assets and offering.

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Don't forget mobile

Websites not only need to fit within the frame of countless small devices, but also support how users prefer to browse.

Optimising a website for mobile is a standard step in web development to ensure effective UX. Once the mobile website is created, it is important to test it on multiple different devices and browsers to ensure that the user experience is consistent across platforms and devices.

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Be Google friendly

Google states that page speed is a ranking factor in search results. Mobile responsiveness, user-centric content and the use of relevant search terms greatly improves the chances that content will appear in front of your target audience.

Phrases of content, such as subheadings and page titles, actually determine where your page lands in search results – those with more optimised keywords used in their page content appear higher than others.

Where possible include links to other relevant sources as this helps build credibility within Google's search algorithm by sharing trusted information with your audience. This practice also increases the probability that your sources will link back to you in their content.

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UX Hit and Miss

The best UX designed website designs not only look good, but also work to give visitors a seamless experience navigating your site and finding the information they're looking for.

Let's review the next 2 examples and identify what is working and what can be improved.

Back
OPEN
6766 2693

Riviera
BAR & GRILL

RIVIERA BAR AND GRILL RESTAURANT TAMWORTH

Dine In, Take Away & Home Delivery Menu

Kids Menu   Drinks Menu

Tamworth Vietnamese Restaurant   ☆ 4.9

ITEMS

All Day Menu - To Start

All Day Menu - Fried Rice

All Day Menu - Side Dishes

Dinner Menu - Chef Specials

Dinner Menu - Curry Dishes

Dinner Menu - Vegetarian Lover

Dinner Menu - Stir Fry

Dinner Menu - Noodles

Dinner Menu - Soup And Salad

Lunch Menu - Rice Lover

Lunch Menu - Stir-Fried Noodles

Lunch Menu - Noodle Salad

Lunch Menu - Chef Specials

Lunch Menu - Soup Lover

Dessert

Soft Drink Cans

Sorry, We're currently closed and will open Tomorrow 11:30 AM

🔍 Search Items

BEST SELLING   ⌃

65. Coconut Rice   4.00   ADD

3. 4pcs Vegetable Spring Rolls   8.20   ADD

Deep-fried spring rolls filled with veggies, onion and clear noodles

10. 4pcs Pork Dumplings   8.90   ADD

4 pieces. Pork, carrot, cabbage, onion, noodle served with soy sauce

46. Satay   17.40   ADD

Gluten-free and spicy

23. Pho Tai   16.50   ADD

Gluten-free. Beef fillet in beef stock and noodle

ALL DAY MENU - TO START   ⌃

YOUR BASKET

You don't have any items in your basket

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Top Tips

- Aim to ensure a seamless user experience and company branding when integrating plug-ins
- Investigate the use of iFrames to house booking plugins so visitors don't leave the site
- Incorporate the use of webforms as opposed to email links to capture additional data and conversion tracking
- Reassess imagery, is the current image projecting the right first impression?
- Use contact forms at the bottom of pages or direct them to other areas of your site to assist them converting and becoming a lead (sign up to your newsletter or book online)
- Maximise your 'top of the fold' real estate – lead with your best selling product, your USP, an amazing image that embodies your key offering
- Make it easy to contact you (phone, email etc displayed)

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Quick wins to assist digital advertising efforts

- Increase the opportunity for Micro and Macro conversions (short and long form webforms to gather customer data and build the database for future activities e.g. eDM
- Landing pages/thank you pages following initial conversion to create secondary conversions
- Imagery/tone of voice/branding (across plugins and assets)
- Lead nurture strategies (smaller lower value assets on offer)
- Understanding the audience (align offerings with each stage of the journey)
- Evaluating your high value assets/content (ensuring data capture on high value assets)

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In Summary

When it comes to UX small business owners need to check in frequently, test and pivot their strategy accordingly. Fundamentally website UX is where form meets function for both the business itself and the site users.

To maximise conversions the user's needs, wants and questions need to be at the core of your site's design and positions your website as one of your most valuable digital marketing assets.