

10 THINGS KILLING YOUR ONLINE CONVERSIONS

1 LOAD SPEED

Poor load speed results in more customers leaving your site and lower conversion rates. No one likes having to wait in line, why would they like waiting for your website?

6 BRANDING

At best bad branding tells your users you don't know what you're doing or offering. Good branding communicates consistently across channels and tells your users they can trust you. Coke sells fun and enjoyment. What does your brand sell?

2 NAVIGATION

We all know how frustrating it is when you are trying to find something at the supermarket and have been down the aisle 3 times only to realise we walked past it. Good site navigation makes it easy for users to find what they are looking for, quickly. Bad navigation frustrates users and they will leave.

7 CLICKS TO OBJECTIVE

Every click between landing on your page and confirming the purchase is a micro commitment and a barrier between the user and your goal. In general we want to reduce friction and this means reducing the number of clicks, just look at Amazon: One click checkout.

3 CALL TO ACTION

Having too many calls to action overwhelms users, they don't know where to go next or what they are meant to be doing on the page. This can be frustrating at best and overwhelming at worse. Overwhelmed users don't buy. They leave and drink wine.

8 TRUST

Would you buy a house or a car from someone who lied to you? Who changed outfits half way through a conversation? Who was blurry, out of focus and wasn't easy to understand? We buy from people we trust, how well is your site communicating how trustworthy you are?

4 DESIGN

Ever seen an elephant with scales? No? What about a Mercedes with a wing sticking out of it? Bad design makes users wonder why they are even looking at the website. Good design draws them in and gives them a sense of trust, belonging and that this is for them.

9 RESPONSIVENESS

Does your site look like a magazine on desktop but like a kids toy box dumped in the sand on mobile? Or does mobile look flawless and desktop hasn't actually been finished yet? What about tablet experiences? How responsive is your site? Not Mobile only, or desktop only, how responsive is it to different screen sizes, because there are a lot of them out there.

5 CONTENT

Blurry images, spelling mistakes, grammatical errors and unemotional copy are great ways to incinerate your marketing dollars. Good content connects with your users emotionally and logically to convey the value of your product/service and guide them to the next step easily.

10 Overall UX

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