

3 Ways to Boost Your Website's UX

PERFECT search

Optimizing your site to suit your users can be hard. But what if you had a guide that told you how to give them the best online experience in 3 easy steps? Follow the UX map to learn how "you" can find the "X" marking the spot of what will truly be a user-relevant (dare I say "treasured") website.

UX, or user experience, is the promotion of quality user interactions on a website. Just like a treasure map guides explorers to their desired "X," strong UX practices show users exactly where they need to go and what they need to do to get to what they want.

94% of user's first impressions are design-related. Similarly, 84% of people won't trust an outdated website.

Judgments on website credibility are 75% based on a website's overall aesthetics.

77% of agencies believe that poor website UX is a weakness for their clients.

1

Speed Up Your Site

When it comes to your site, you've got to think fast—literally. You'll only have a few seconds to impress, and even fewer to load your pages before prospects start to leave.

Compress Your Images. Reducing the size of large images can benefit your page speed exponentially.

Clean Up Your Code. Minify your CSS, HTML, and Javascript codes by reformatting or removing unnecessary characters and unused code.

Create a Cache Policy. Utilizing your browser cache efficiently can help site pages run faster.

2

Clarify Your Copy

Remember: content should just be content, not a clue to crack. Give your users something that's direct, concise, and consistent.

Write Intently. Learn what your users want and ensure your content first meets their expectations, then exceeds them.

Write Directly. Ensure your content appropriately guides users in their journey. Address possible barriers to conversion, include call to actions, and ultimately direct them through the conversion funnel.

Write Correctly. Use present tense and active voice, avoid jargon, eliminate typos, and use bullets when possible.

3

Dive Into Design

To give your visitors the best experience possible, take the plunge and dive deep with innovative design practices.

Design Appropriately. Use meaningful images and icons, dense color schemes, and other visual cues based on who you're targeting.

Develop Simple Site Structures. Keep content and pages consistent, employ an intuitive design, manipulate white space, and craft distraction-free layouts.

Deploy Responsive Web Design. RWD allows you to optimize sites to work on mobile and desktop devices. Start with a "mobile first" approach and then scale your designs to fit on larger screen sizes.

Final Keys to Success

In short, sites optimized for UX are useful, usable, desirable, findable, and accessible.

Test your website frequently to ensure it's functioning at its UX best.

Ask your site visitors for feedback to understand what they like and dislike about their user experience.

Look for new trends or tools that can help you optimize for UX.

Sources:

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