

4 CRO TOP TIPS

How to ensure you're pages convert

Intuitive

Have one user goal

Make sure you're certain about what you want your online users to achieve. Do you want them to download something, watch a video or make a purchase? Confusing signals will mean that users bounce off your page to find something simpler.



A/B

Split test

Most of the time design is merely opinion based. It's not uncommon to have one employee prefer one design, and another one the other. Split testing means that the users decide for you and you can try as many concepts as you like.



Don't assume

Make data driven decisions

Ensure that your pages are tracked with analytics so you can focus on large drop off points in your funnel and pages with high bounce rates. This combined with heat mapping will inform your design approach i.e. mobile/desktop first, and show where your user's pain points are.



End to end

Consider the full journey

Fixing one page in a long journey won't cut it i'm afraid! UX designers will tell business people this until their blue in the face. Think of it like this, if the council fix one pothole in the road but leave the other 9, you'll find an alternative route! Take the time to consider the end-to-end route of your online users.

