

Remember those pain points from earlier? Fix them.

We all know what it's like when you're trying to use a website that's designed so badly it's physically painful to use. Don't let that be your website. Take yourself through each stage of your user journey and ask yourself what would annoy you – then get it fixed! Another great tip is to use your analytics to identify what pages have the highest bounce rate. Visit these pages, and ask yourself what would make you click off if you were a user.

Web design: colours, formats and CTA design.

It doesn't have to be the flashiest or most expensive website, but a bit of good design goes a long way. Certain colours, layouts and designs of your call to action buttons, for example, can increase the number of people who click them and convert. Despite all the code, web design is a very human-oriented process, and these simple touches can make a big difference to your website's appeal.



Create multiple routes for your user journey.

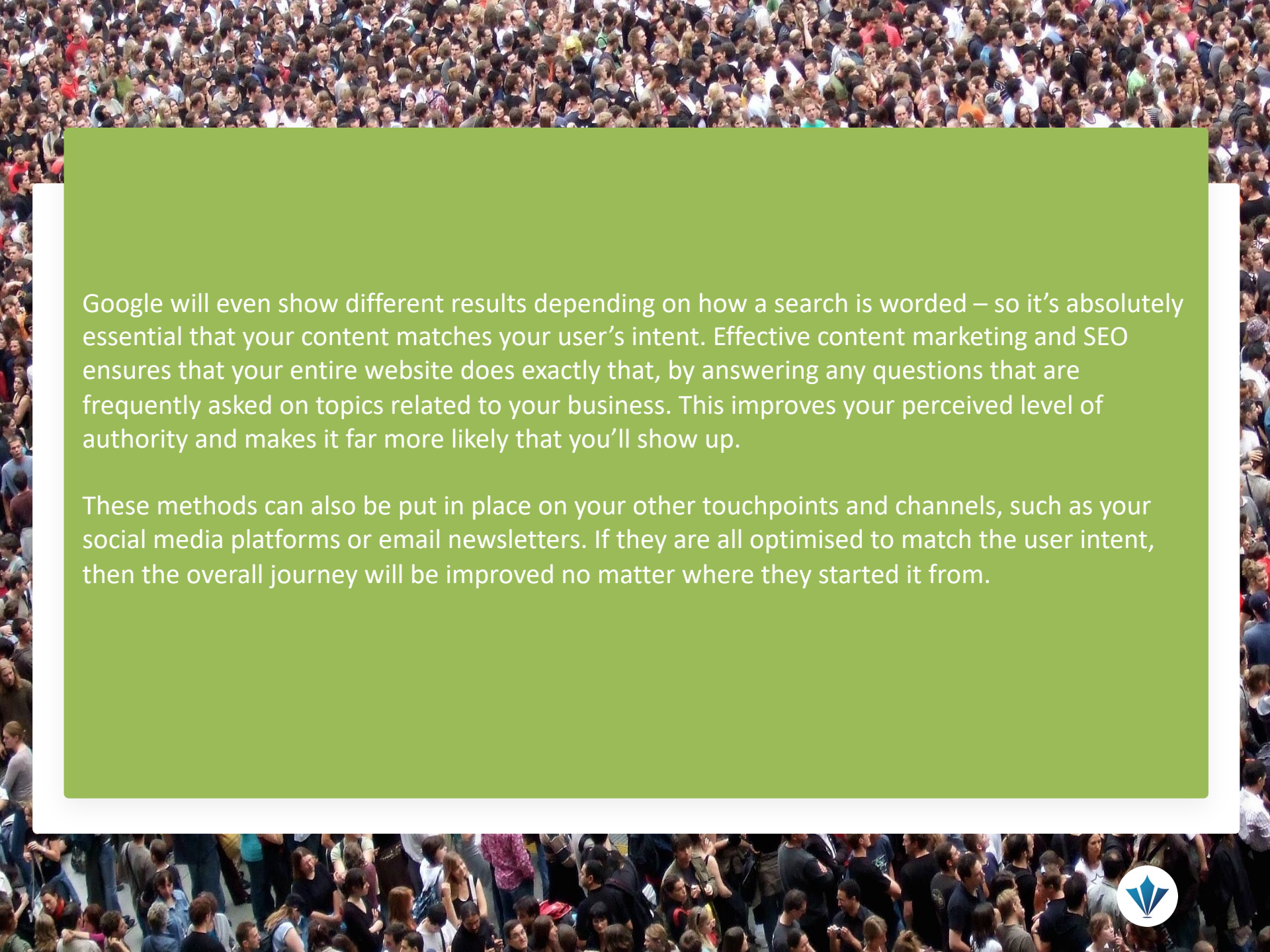
It can be difficult to know the exact journey a user will take when visiting your website. They may detour from the route you expected. You can get ahead of the game with this by optimising multiple routes across your website that all lead to your end goal. This way, you reduce the risk of a user visiting a page that doesn't lead them back to the desired journey.

What other features of the user journey can I improve?

The answer here is in the content. Search engine optimisation (SEO) enables your content to be considered authoritative by both users and search engines. If they can get all the information they need on your website, why do they need to look anywhere else?

This has now advanced further, all with the user journey and user experience in mind. For example, you may have noticed that Google has a clearer understanding of what you are looking for when you type in (or voice search) a question. You may have even been offered an excerpt of concise information from a website at the top of your SERP (search engine results page), otherwise known as a featured snippet. These featured snippets represent a website that has optimised the user journey, as they show a search engine's confidence in the content available on your website and show your content answers the question directly.





Google will even show different results depending on how a search is worded – so it's absolutely essential that your content matches your user's intent. Effective content marketing and SEO ensures that your entire website does exactly that, by answering any questions that are frequently asked on topics related to your business. This improves your perceived level of authority and makes it far more likely that you'll show up.

These methods can also be put in place on your other touchpoints and channels, such as your social media platforms or email newsletters. If they are all optimised to match the user intent, then the overall journey will be improved no matter where they started it from.



Improving your website's user journey is an ongoing process.

The best way to always maintain and improve your user journey and experience is through consistent testing and retesting of your site and making the relevant content updates. Hopefully, this information has provided you with more insight into understanding the way your users interact with your website, and how you can design your site to match their intentions and motivations. If it seems like a lot of work, it's because, to do it effectively, it is. At Active Internet Marketing, we understand how to design digital marketing strategies that work. We can provide your business with responsive web design, successful SEO strategy and effective CRO and marketing campaigns that will deliver an optimised user journey/experience. The difference is, we make it as human as possible, using the latest methods with the user in mind.



Summary

- **What is User Journey?**
- **Build a user persona to identify the intentions of the user journey.**
Motivations > Lifestyle > Emotions > Touchpoints and Channels > Pain points
- **Build a user journey map**
Setting off > Sign-posting > Potholes > Service stations
- **Determine your end goal.**
- **Optimise your landing page.**
- **Create multiple routes for your user journey.**
- **Improving your website's user journey is an ongoing process**





Questions?





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