



5 Ways To Maximize Conversions Through Customer-Centric UI/UX and Design

Table of Contents

- 4** Keep Design Simple and Uncluttered
- 5** Streamline Navigation
- 6** Remove Distractions
- 7** Leverage Relevant Imagery
- 8** Implement One Call to Action (CTA)



Design and user interface and experience (UI/UX) all work together to drive traffic and conversions - or to sabotage them.

Bad website design- or a pretty design that's all fluff and no strategy or structure- will impede conversions. Your website is the central, online hub for your brand. It's also the primary vehicle for interaction (and conversions) with your audience. No matter what type of conversion you are seeking—sign up, subscribe, click, register, enroll, buy, join, hire, watch, etc.—the website design must support the sales process, make the content easy to engage with, and naturally guide visitors through the website and ultimately to take action.

The next biggest mistake website owners, bloggers, and eCommerce store owners make is being unsympathetic to customer needs. Successful sites focus on the customer—what they are looking for, how they feel, why they are on your website, and what information they need to trust you and feel good about buying from you. In order to create a customer-centric website, you must first start with design.

In this e-book, we'll share five primary opportunities to simplify your website design and increase conversions.



Keep Design Simple and Uncluttered

Almost a quarter of all online shoppers will leave a website if the layout is too confusing or the design makes it difficult to use. Good design should go unnoticed, allowing the content and the products to stand out, and it should facilitate the movement of a buyer from one step to the next seamlessly.

If the format of your page is confusing and cluttered, if there are too many options, if the buy button is hidden or hard to find, you're going to lose sales. Likewise, if the buying process is too long, there are too many fields, or the fields are difficult to fill out—especially when performing mobile purchases—you're also going to lose sales.

Website design, especially for eCommerce stores, must leverage whitespace and be simple, clean, and easy to navigate. The design of critical elements like buy buttons, product images, product descriptions, and reviews need to clear not clever. They need to stand out and be in the places that consumers expect them to be. The website design must support the sales process, make the content easy to engage with, and naturally guide visitors through the website and ultimately to take action.



Take Action

Review the design of your website and the structure of your pages. Are the elements critical to a prospect progressing through the sales funnel and reaching a conversion obvious and easy to find?

Streamline Navigation



Reduce clicks, shorten the sales process, and clear the path for conversion by simplifying your website navigation.

For the main website, consider only including pages that are part of your buying journey—those that answer questions and provide information in the awareness, consideration, and decision stages. All other navigation elements and menus can be placed in the footer or in a submenu.

For sales pages, landing pages, and opt-in pages, remove all navigation to keep visitors on the page and focused on taking action.



Take Action

Review your navigation. Are there pages in your navigation that are more important to you than to your audience? Are there pages included that aren't part of your core sales funnel? Consider removing them or moving them to the footer.

Remove Distractions

The worst thing that can happen on your website is when a visitor who is close to buying a product or signing up for your email list gets distracted and leaves the site, abandoning their cart or forgetting to make the purchase. Unfortunately, this happens all too often because most websites suffer from distracting clutter.

- Sidebars are stuffed full of affiliate promotions and ads and include so many calls to action that they reek of desperation.
- Social media icons and social sharing links are placed at the top of the site at the bottom of blog posts, in the footer, and in the sidebar.
- Competing calls to action show up on the same pages.
- Vanity content that is important to the site owner but unimportant to the audience dilutes the message of the website



Better to keep the design simple and streamlined to avoid losing sales and general conversions.



Take Action

Assess how much distraction is happening on your website and reduce it. Do you really need a sidebar? Is the content in your sidebar adding value to your visitors and helping them get to the information they need faster and easier? Are you overdoing it with the social media icons?

Leverage Relevant Imagery

While custom photography is the best option, sometimes budgets only allow for stock photography. But if you're not careful, tacky, cheesy, generic stock photos can create the wrong idea about your brand. When using stock imagery, stick to images that are relevant to your message and content and avoid the obvious, too happy, overly posed images in favor of the more conceptual images.

When using images on your website, don't just think about one image on a single page. Think about the website or sales page as a whole. Images used throughout your website should have a consistent style, include a consistent color, or be a consistent shape.

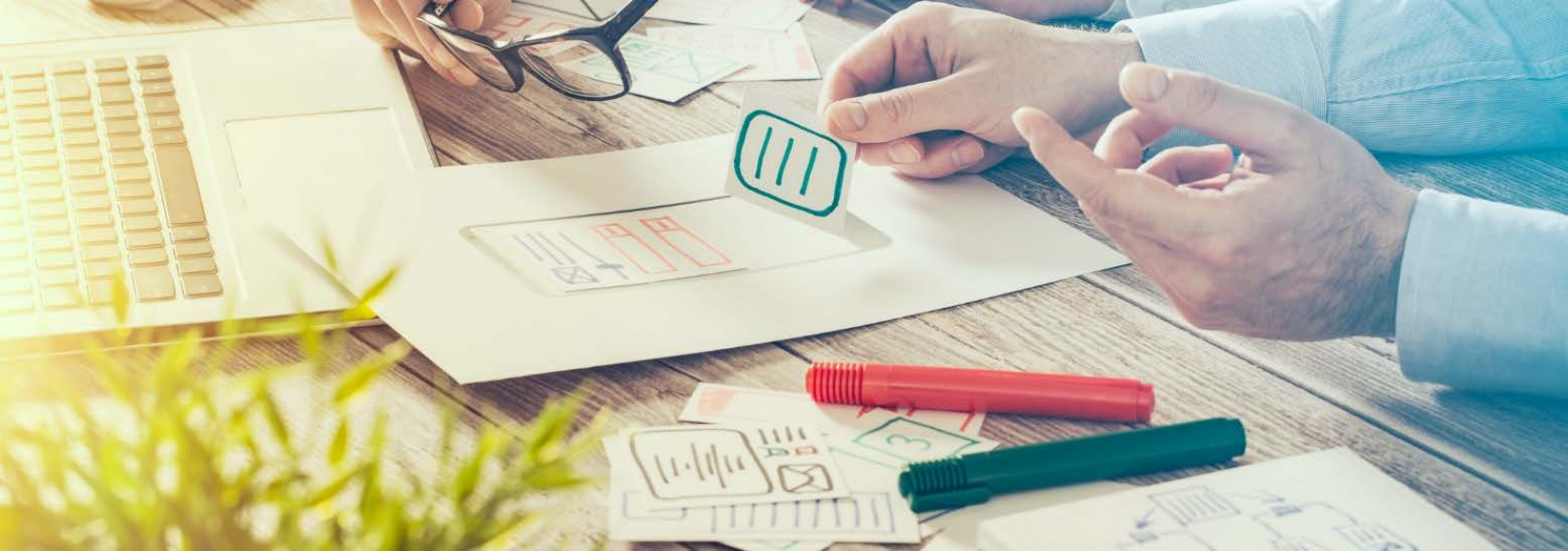
To visually guide the visitors' attention to a specific piece of content, use an image with a visual cue pointing in that direction. This is called gaze focusing. For example, an image to the left of a call to action should visually point or lead to the right, directing the visitors' eye to the call to action.

When featuring facts, figures, studies, statistics, or technical information, consider using charts, graphs, infographics, and screenshots to visually communicate the data and make it easier for readers to understand the information.

Image Tips for Online Stores

When purchasing a product online, people want to be able to see what they are going to get. They want to be able to examine it from multiple angles, see big images with details, and zoom in and get a closer look. To increase conversion on your eCommerce store:

1. Use big, beautiful images of your products
2. Make your images interactive, allowing buyers to zoom, rotate, change the color, etc.
3. Add multiple images of the product shown from different angles
4. Add images of the product in use or in context



Implement One Call to Action (CTA)

Each page or post on your website should have one primary conversion goal, and one call to action to reach that goal. If you confuse and overwhelm your prospective buyer with competing calls to action on the same page, they may end up taking no action at all. Likewise, don't make them choose, especially when it's between something free and something paid, because they're almost always going to go with the free option.

If you must include a secondary call to action, like on a blog post, be sure the call to action design honors the hierarchy of the page. So instead of a big splashy offer, the secondary offer should be more low-key, like a text link.

In addition, be careful not to get too crazy with color. While some brands can pull off a rainbow of colors, for most websites too much color is more of a distraction. Instead, stick to one or two primary colors and one action color. There should be high contrast between the primary site colors and the action color so it stands out and is easily recognizable.

The action color is only used for action items like links, buttons, and special offers, especially critical conversion buttons like your “add to cart” and “check out” buttons.

By only using the action color for action items, you can train visitors to recognize and associate the color with doing something, like clicking a link, clicking a button, buying a product, registering for a webinar, and opting-in for an offer.



Take Action

Evaluate each call to action on your website. Do you have multiple competing offers on the same page? Do you have an opt-in in the sidebar and in the content? Make any adjustments needed to ensure the primary call to action stands out.

Are all action items on your website the same color? Does the color stand out in contrast to the primary color? If you don't have a dedicated action color, consider updating your website design to use one.

Want to learn more ways to improve web conversions?

Download the rest of our series:

- 6 Simple Ways to Improve Web Conversions Through Content
- 4 Core Ways to Provoke Visitor Action on Your Website to Increase Conversions
- 6 Fundamental Principles That Help Reduce Friction in Your Sales Process
- 8 Key Focus Areas for Mitigating Risk and Increasing Web Conversions

