Tactics to boost your website sales, enquiries & engagement

with simple UX (user-experience) optimisations

Brad Houldsworth

Head of Product, at Remarkable Commerce

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Who am I...

Working in ‘digital’ for the last decade

Lead the product strategy & marketing strategy at Remarkable Commerce

Help brands to increase sales/enquiries & engagement, through:

- Developing growth strategies
- Designing new technology functions
- Supporting the use of our platform

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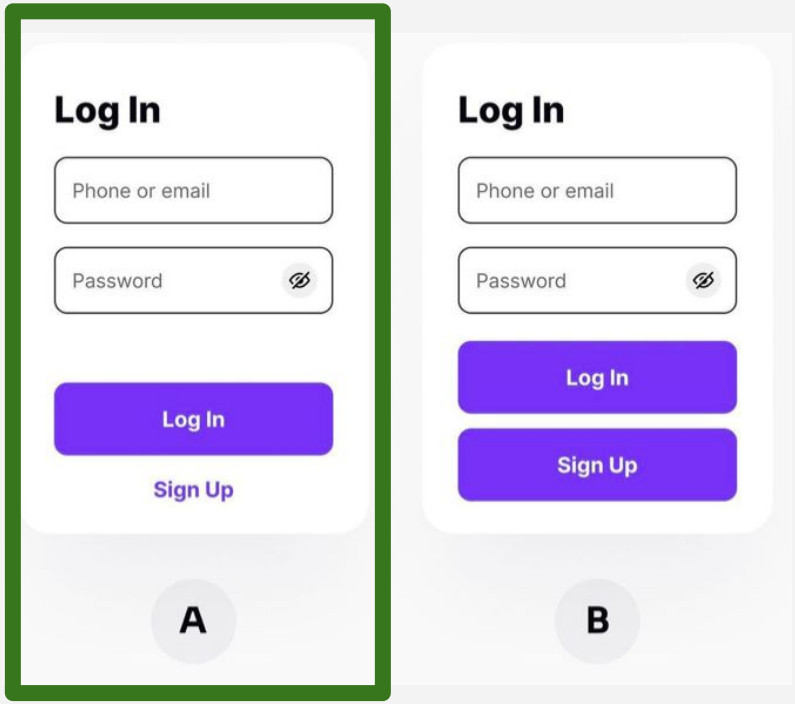

Which has the best engagement?

Use primary and secondary buttons, to push users towards your preferred route

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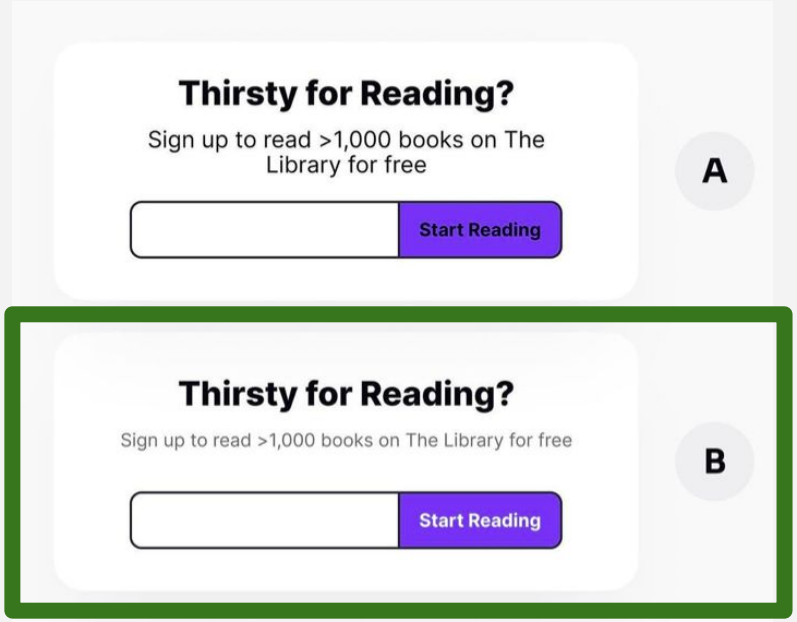

Which has the best engagement?

Give styling prominence to the heading and use light font colour on dark backgrounds

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Personalisation

Form Optimisations

Design Tips

74% of customers feel frustrated when website content isn't personalised

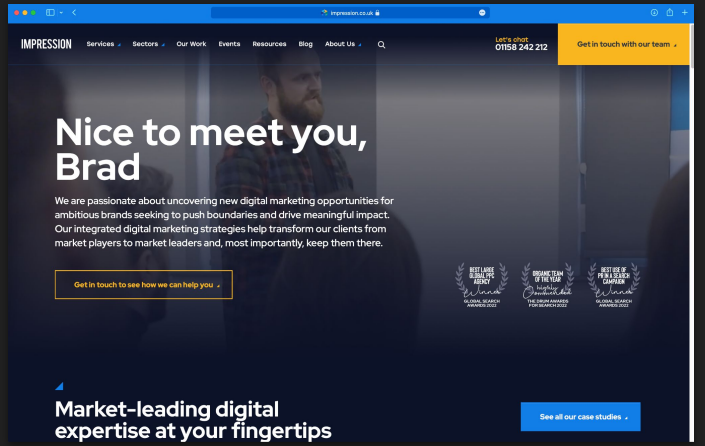
Marketers who are personalising their web experiences see a **19% uplift in sales**

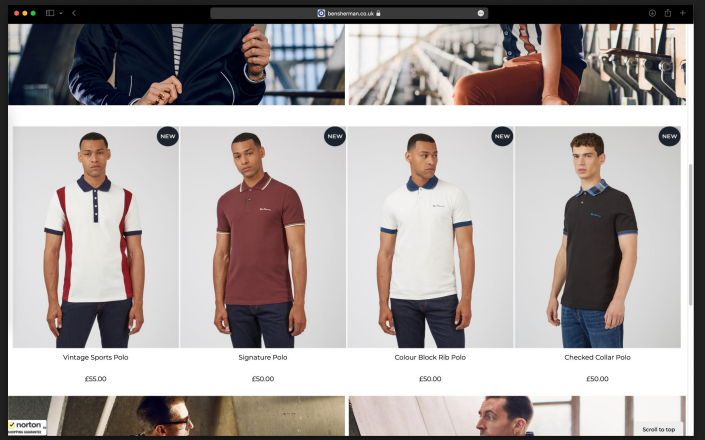
Personalisation Tactics

Dynamic ‘name’ tag on site

Product recommendation carousel

Dynamic content slots, based on previous engagement





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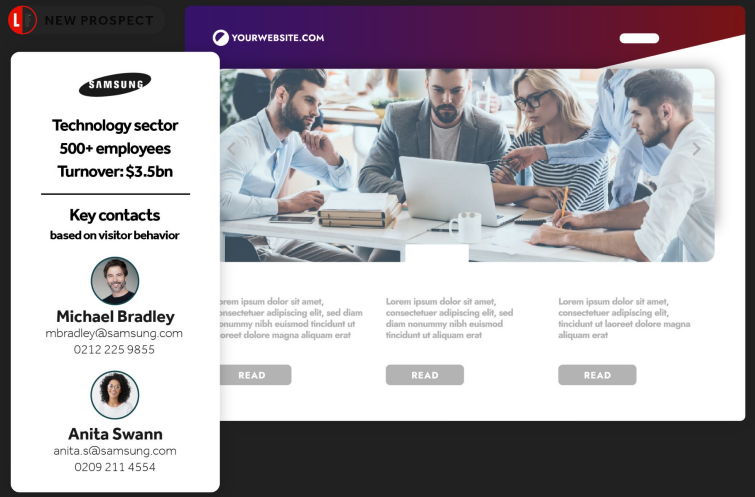
Personalisation Suggestions

1. Know who your website visitors are... Use a visitor tracking solution like LeadForensics or LeadFeeder.

2. Drive traffic to specific landing pages, targeting particular customer/lead types.

3. Add personal data dynamically, 'Welcome Back Natalie!' instead of 'Welcome'.



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What data to collect

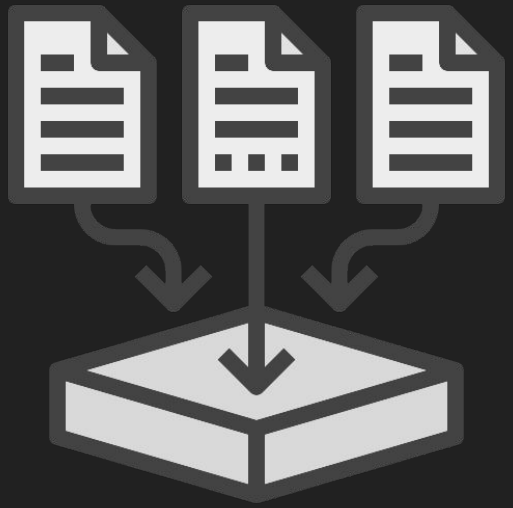
Here are the key types of data to collect for successful personalisation:

Demographic data – A collection of all the data points about a person, such as their name, email, title, interests and location.

Firmographic data – A collection of all the data points about a business, such as company name, industry, number of employees, annual revenue, and stage in the sales cycle.

Behavioral data – Reveals everything about a visitor's actions while using your website or app, such as pages visited, links clicked, average time on site, and number of visits.

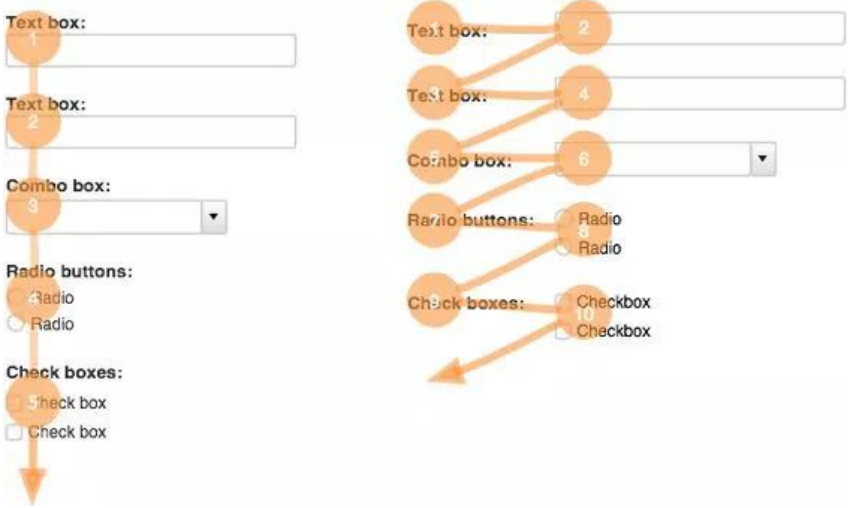
Contextual data – Related to a visitor's unique properties while providing context to their behavior on a website or an app, such as device type, browser type, location, and time of the day.



Form optimisation

Google’s UX researchers found that aligning labels above fields on the left-hand side increased form completion time

This is because it requires fewer ‘visual fixations’, as illustrated in the diagram.



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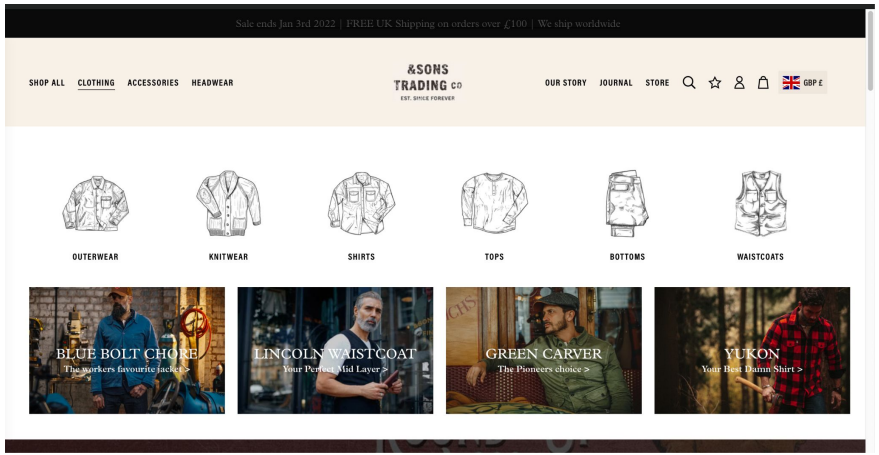
Selectable images are engaging. Where it makes sense, use clickable images as a question type



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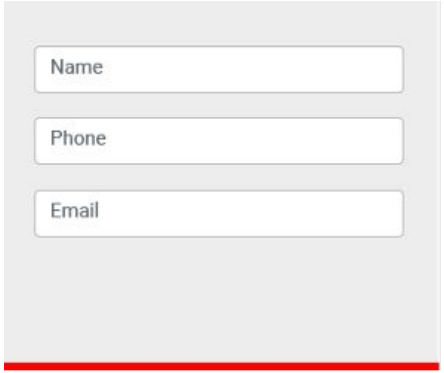
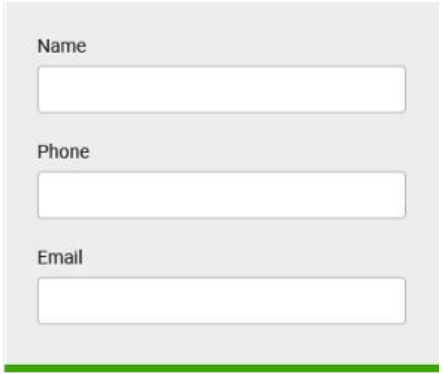
Give users a clear view on where to input



Don't



Do

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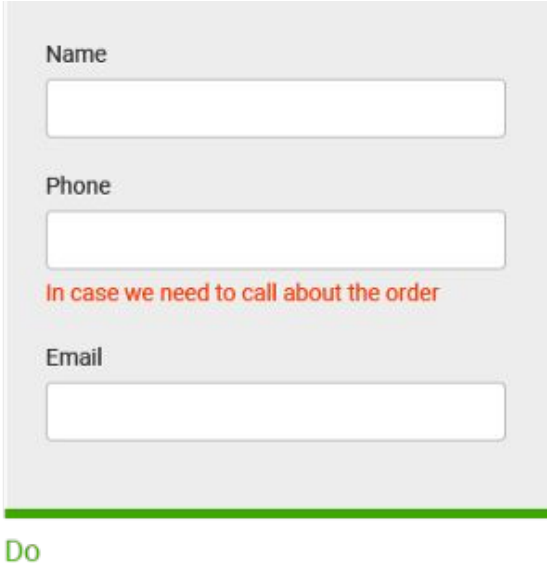
Use microcopy to give confidence and reassurance



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UX design tips

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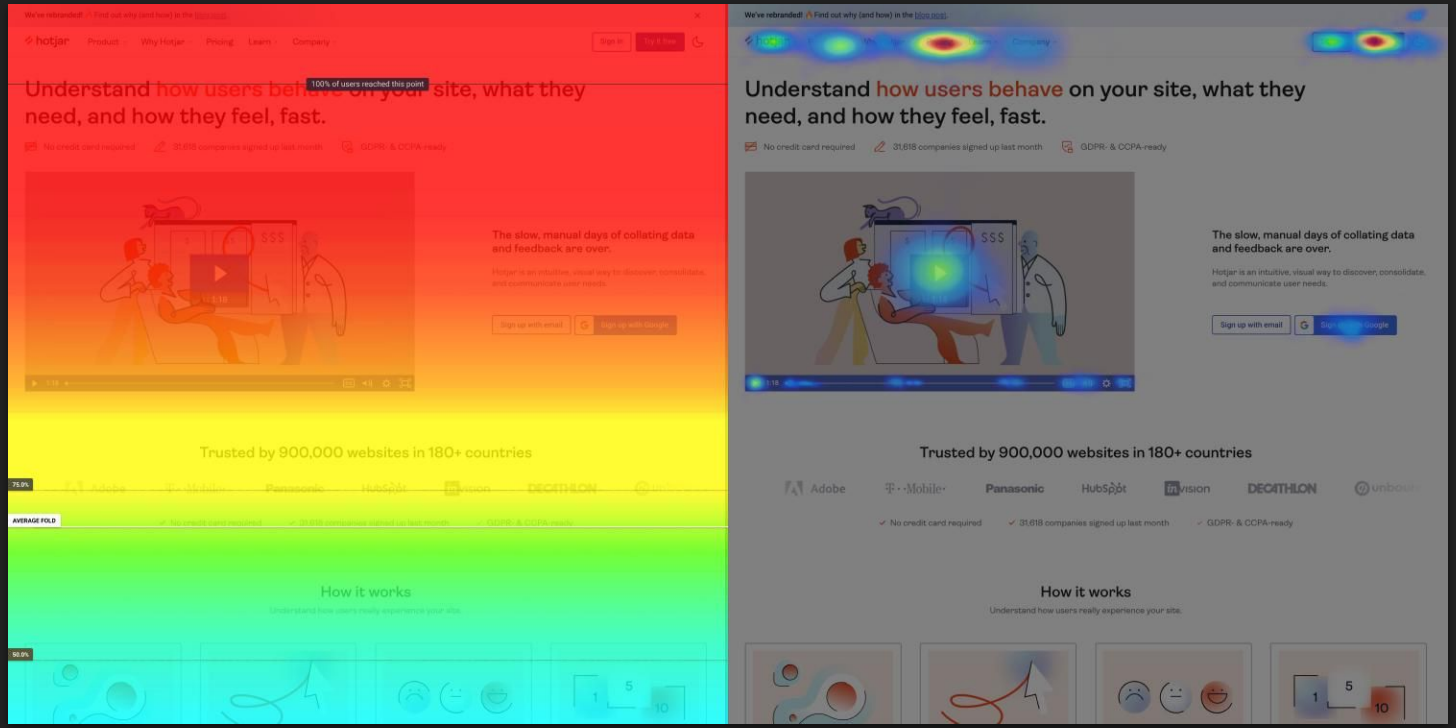
Learn what is and isn't engaging with heat-mapping



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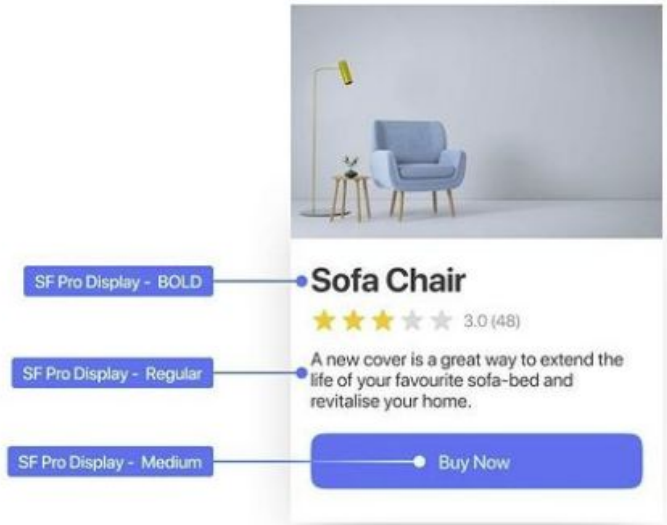
Use the same typeface in your design



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Position progression links within thumb's reach

Let your content breathe

Maja

AGE: 32

Product Designer

Hi! I'm Maja, A passionate product designer from Brooklyn. When I'm not designing I love reading, and playing with my dog, Bruno.

Maja

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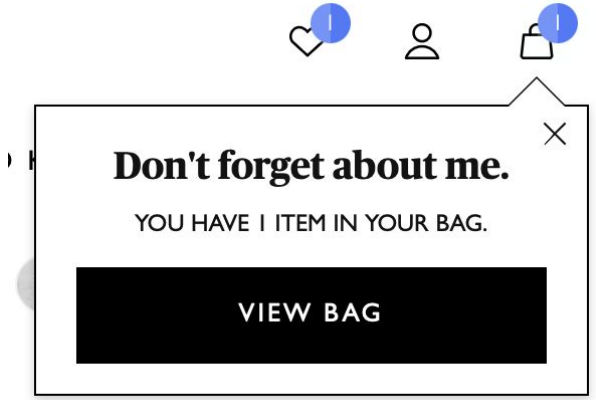
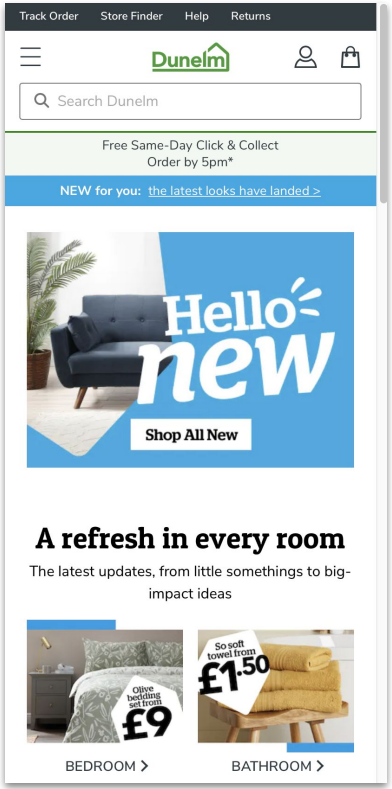
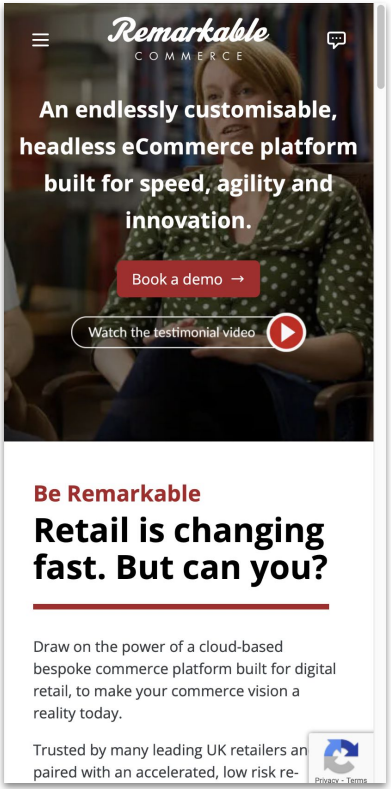
Remind your visitors of their next preferred step



Give clear CTAs above the fold





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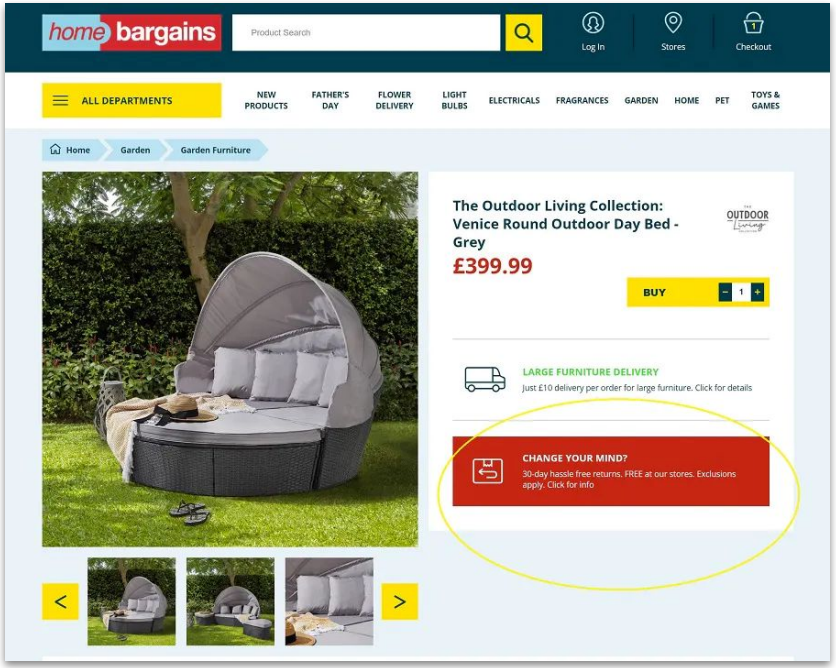
Promote a ‘returnable/ refundable’ USP if you can



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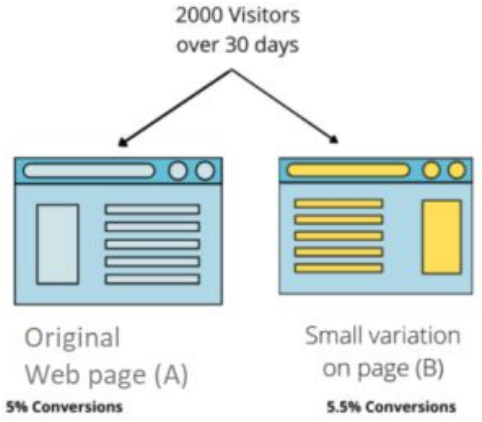
Test out optimisations first
by only showing the change to a small % of users

Continuous improvements and learning



Webpage Version with small changes

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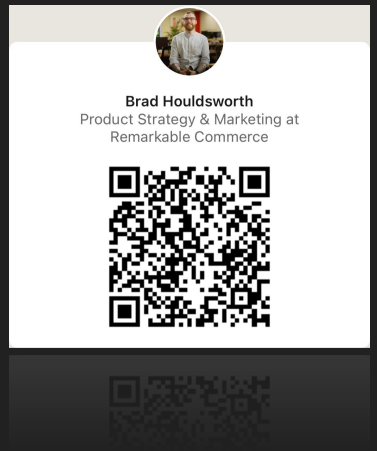
Thanks for listening!



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