# DMM

# WEBSITE USER

## EXPERIENCE GUIDE

**02**

# Start with The User

### Ask yourself

Did you think about the user when you designed your website? If the answer is no, then you probably need to go back to the beginning. Think about how your user will be navigating your website, and whether it is simple and intuitive to use.
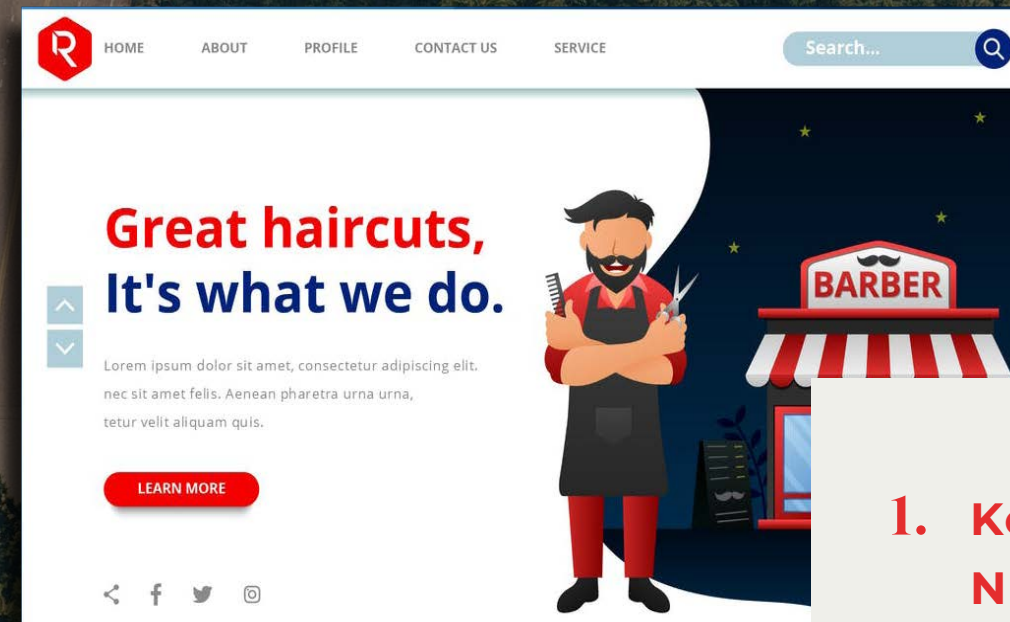
Think about the problem your user is trying to solve and make sure your website solves it. Remember, your website could be the only salesperson for your business that a user ever meets.

# Website User Experience Guide

### Another consideration

Is how long your website has been in existence. The online world changes so rapidly that what may have been perfect when the site was developed, just doesn't cut it anymore.
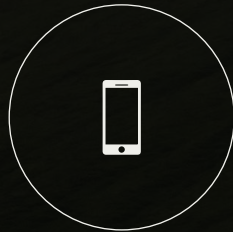
Search engines have also shifted focus to be less about what the business wants people to see and more about what the user experience is. You might require a few simple fixes, or you might have to do a complete re-design. To help you decide, here is a list of ten things to consider around user experience.



**HOME  ABOUT  PROFILE  CONTACT US  SERVICE**

Search...

## Great haircuts, It's what we do.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. nec sit amet felis. Aenean pharetra urna urna, tetur velit aliquam quis.

**LEARN MORE**

BARBER

## 1. Keep Navigation Simple

Keeping your navigation simple makes it easier for users to know where to go.

Make sure that your website has both a top menu and a footer menu, along with easy to follow breadcrumbs. Make sure your users know how to contact you.
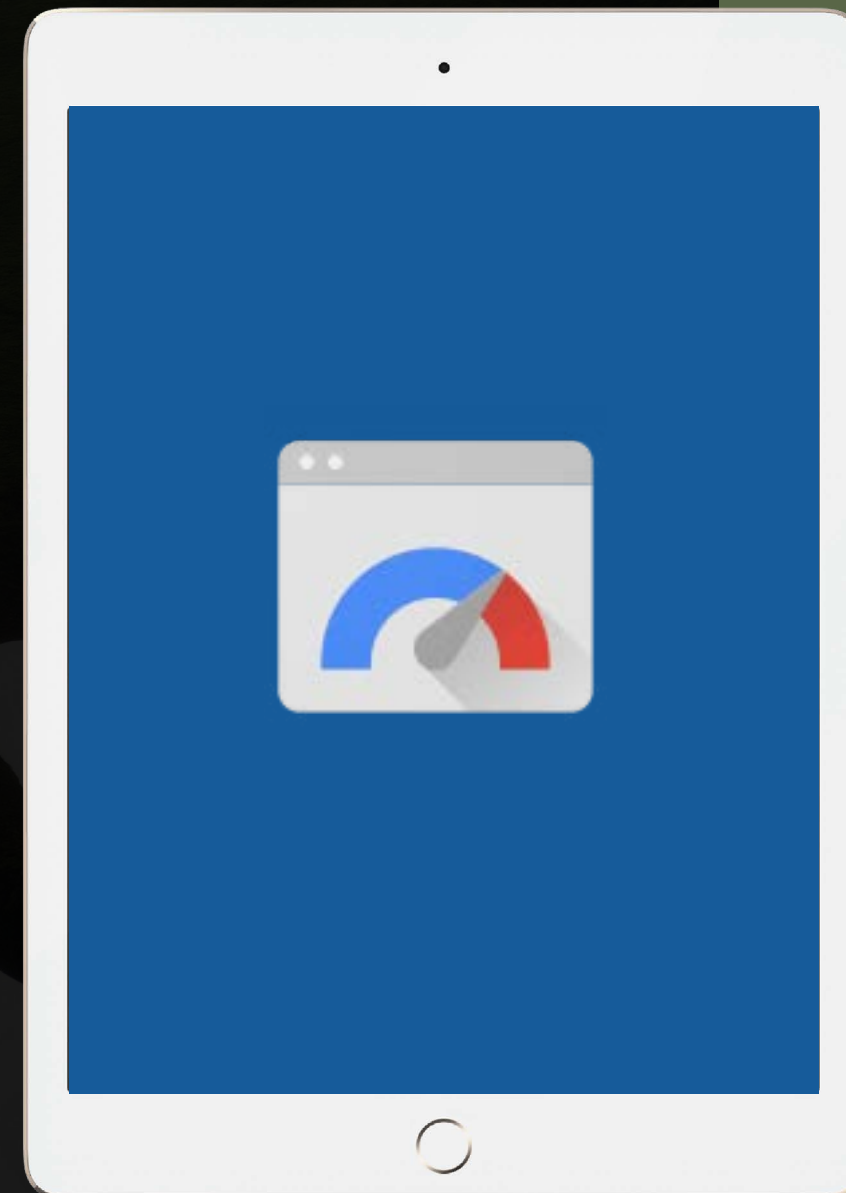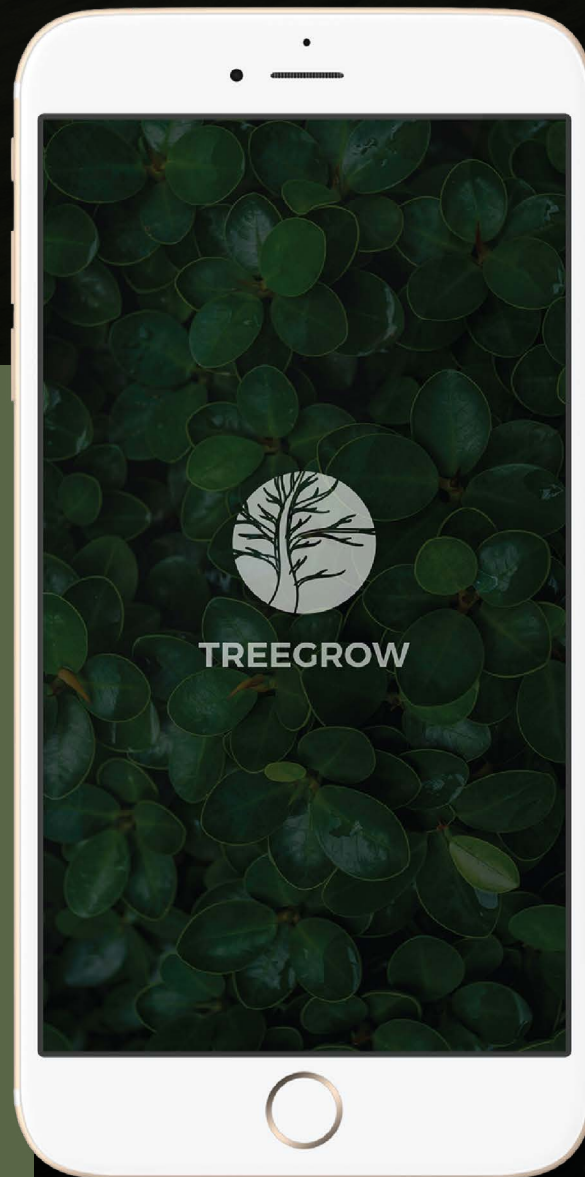
## 3. Make your Website Fast

Avoid users bouncing out or clicking off your site because of slow loading time. This will also put them off coming back to your website. Test your page speed here.

## 2. Build a Mobile-First Website

### Why?

Many businesses are now finding the bulk of traffic comes from mobile devices. Your website needs to be responsive and quick enough to catch all that mobile traffic. You can use this free tool to test your website for its responsiveness on mobile.

You want customers, whether they're using a personal laptop, a desktop computer, or a phone, to access the same website on all devices without losing quality or content.

TREEGROW

## 4. Make Content Easy to Digest

You want visitors to your page to be able to take in the information they see. Rather than be blocked by a text wall or overwhelmed by too many images. Make it legible, clear and understandable.
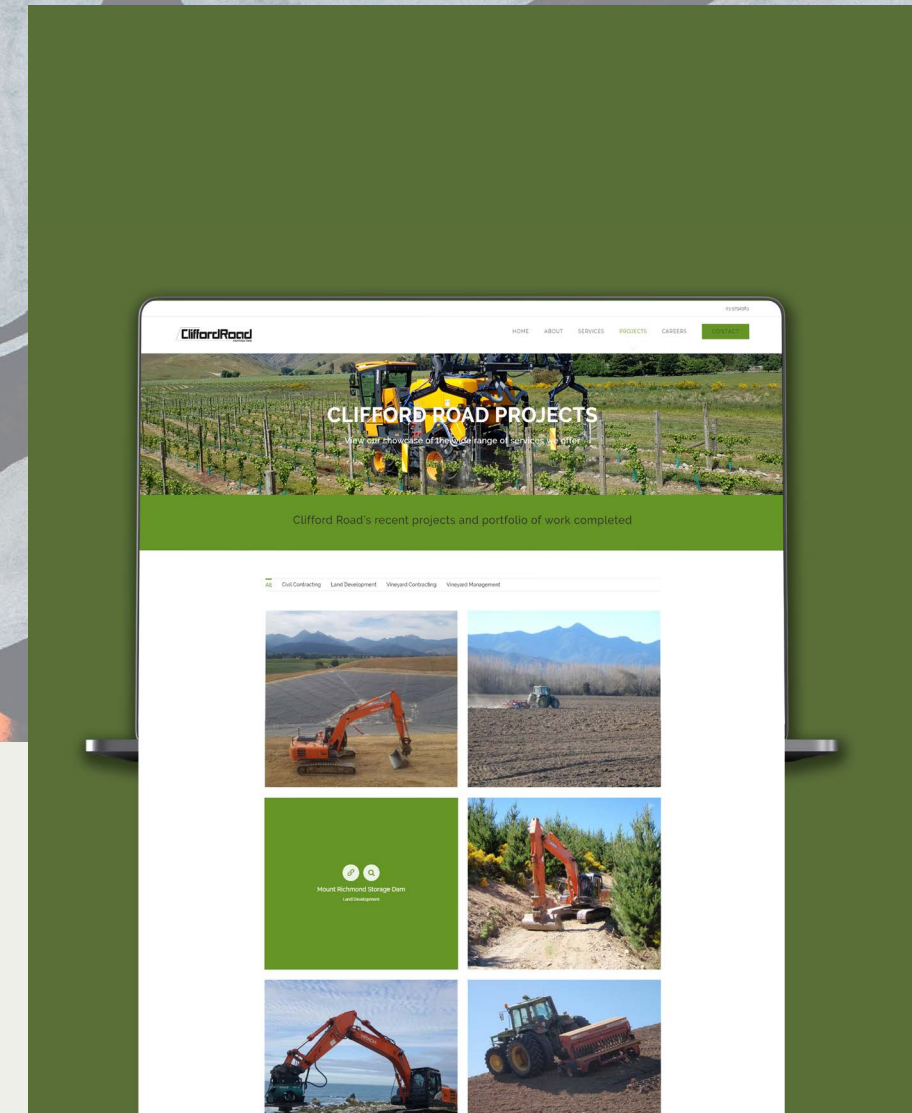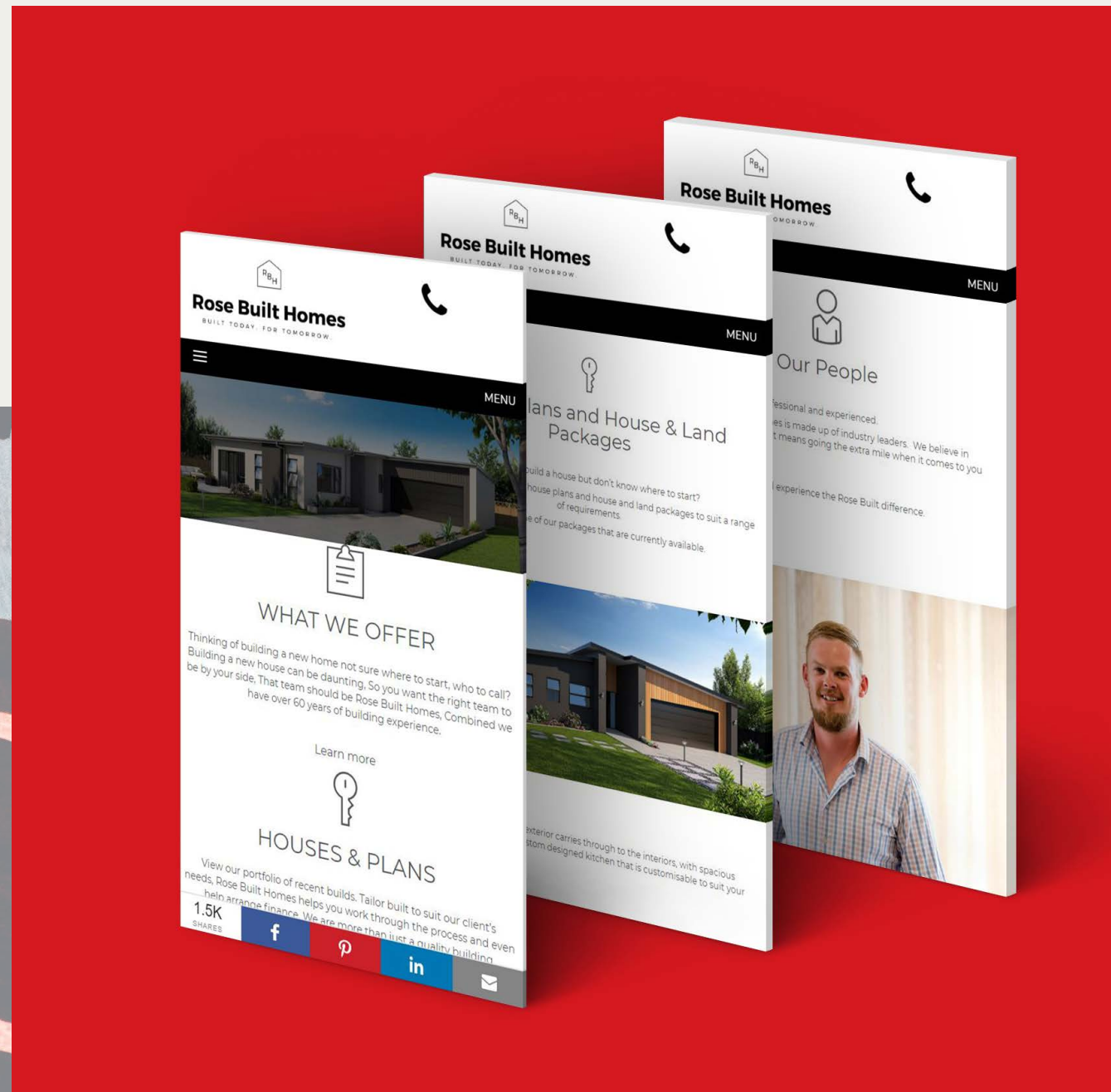




## 5. Balance Text with Images

Don't have a wall of text to greet your users. Try to use your own unique images, not stock photos, whenever possible. This brings your comany's brand story and personality to life.

Visual elements bring text-based content to life by adding color and flavor. While there are few better ways than images to convey messages effectively, balance is key, as you don't want one element to steal the show.

## 7. Use Bullet Points

By using bullet points the user can quickly see the information they are after. This also isolates your most important focus points and gives clues to Google Search about your website content.

By breaking up big blocks of text that are known to turn readers away and reduce the likelihood that they actually understand what they are reading, you can improve website effectiveness by using bullet points.

## 6. Make Hyperlinks Obvious

Hyperlinks should be obvious. Stick to convention as a rule by being blue and underlined.

Make clickable elements obvious to users so they don't need to ponder the meaning of design elements or encounter nasty surprises when something doesn't work as expected. Also, try to make the anchor text short and sweet.
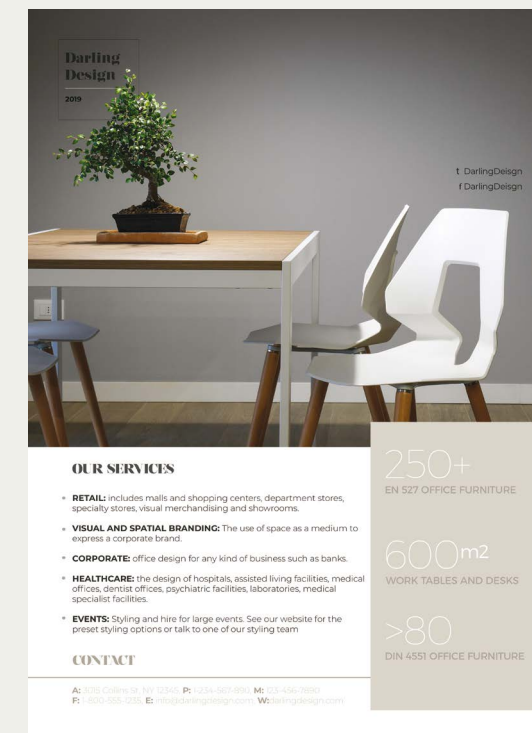
It's a simple matter of interaction cost: People treat clicks like currency and they don't spend it frivolously. They guard clicks with care and resent sites that force them to hunt for clickable items, or, even worse, waste their clicks.

## DMM Tip

Making your 404 page fun or a bit quirky can relieve a website user from getting fustrated if they can't find what they are looking for.

### 8. Use Great Calls to Action

Make sure your CTA's are clearly marked and use great wording that tells the user what to DO. Call to actions that say "click here" or "read more" are great options.
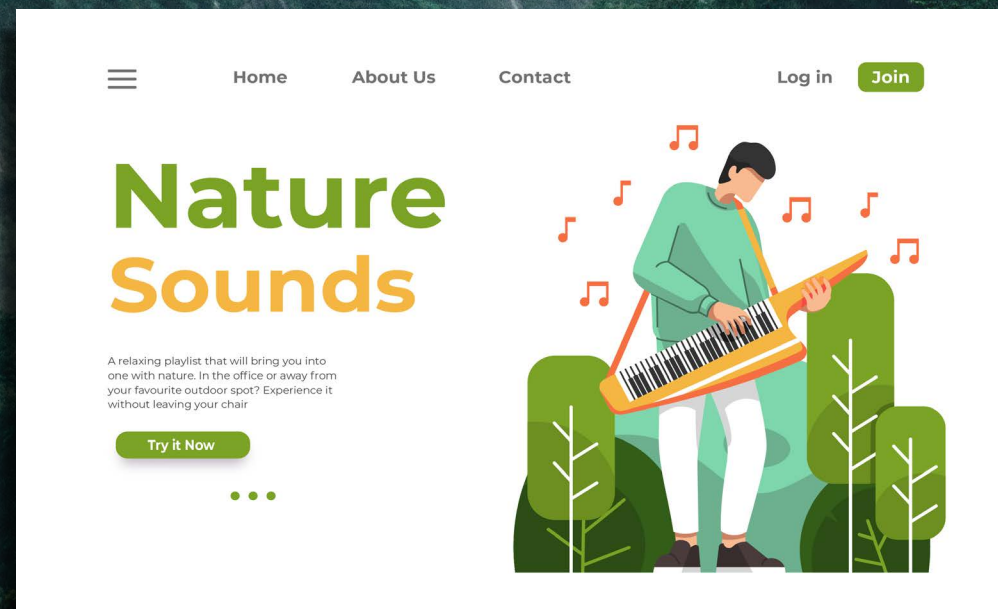
CTA's are the chance to motivate your audience to take real steps toward becoming a customer or client. It can be the determining factor between a lead and a conversion.
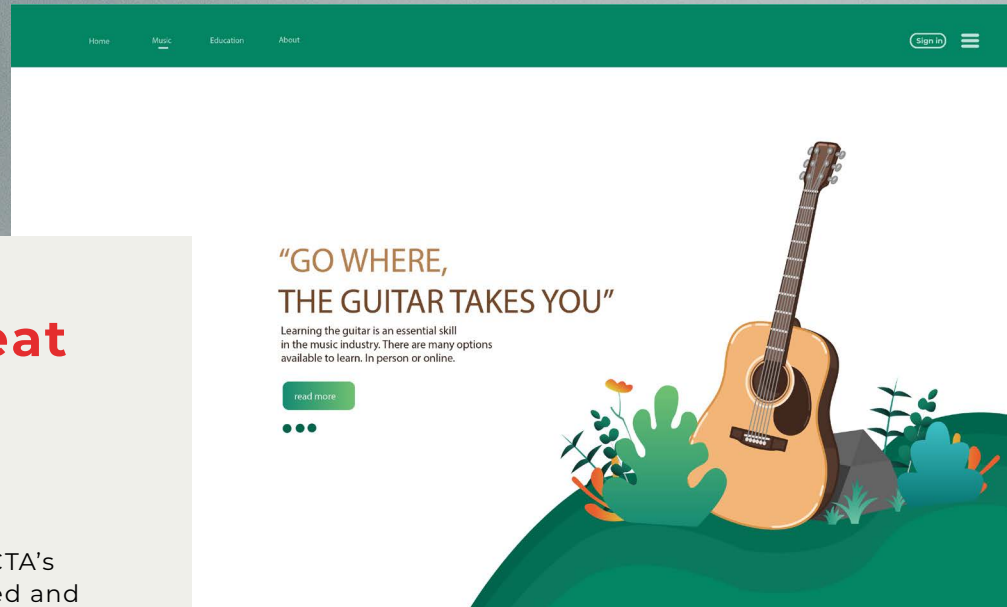
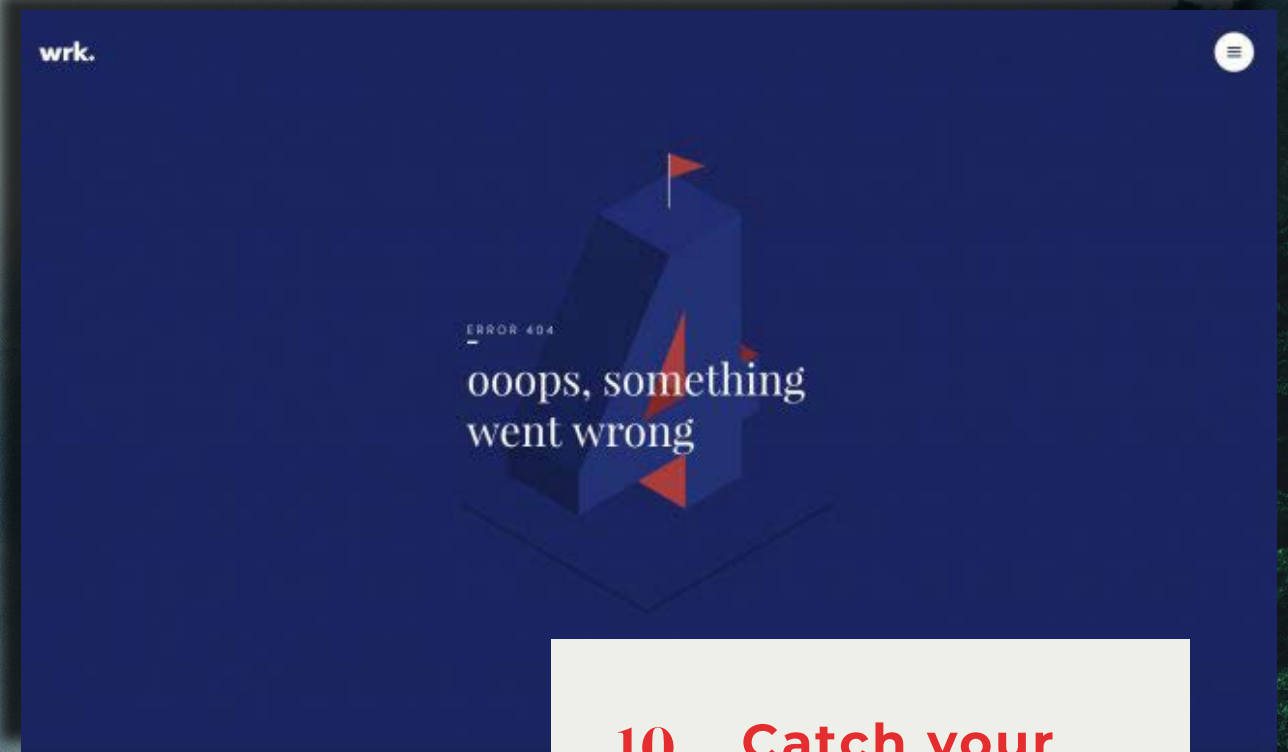### 9. Well-written and keyword rich headlines

Focus your titles and content on what your user is going to be looking for. Make it clear and bold.

Include your keywords for search engines and for potential customers to know what is most important on your site.

### 10. Catch your 404s

Make sure you get rid of broken links on your website as soon as possible - use this free 404 checker to find yours.

Another great idea is to make sure that when your user lands on a 404 pageit provides them with the option to get back on track. Check out these cool examples of 404 pages.

## ABOUT DMM

We are your digital solution agency that puts great outside-the-box ideas into action to drive business success and create successful people.

Dynamic Multi Media was born to create beautiful, practical and meaningful solutions that fit your business and unique identity.

**Ready to elevate your website with a Website Design Specialist?**

**Contact us today for a complimentary consult to see how we can help.**

**03 972 0997**
**sales@dmm.net.nz**