

DIGITALNOIR

# TOP 5 WEBSITE MISTAKES TO AVOID FOR YOUR BUSINESS





**HI, I'M NICK, UX DESIGNER AT DIGITAL NOIR.**

## **HERE ARE 5 KEY MISTAKES WE OFTEN IDENTIFY ON WEBSITES**

**1**

### **YOU DON'T CLEARLY STATE WHAT YOU DO**

People are busy. It's tempting to show everything you do in detail but you need to keep it simple. Trim off the fat and don't make your customers work hard. Keep your message clear and concise.

**2**

### **YOU DON'T CONNECT WITH THE USER'S PROBLEM**

You need to show your customers why they need you. The easiest way to do that is to appeal to their problems. They need to feel that if they don't buy your product or service, they will be missing out on something.

**3**

### **YOU DON'T PROMPT PEOPLE TO TAKE ACTION**

Visitors need to know exactly what you want them to do, so this should be super-clear at all times. It should be the most obvious element on your website, it should pop. The words need to prompt an action, 'Get a Quote', 'Buy Now' or 'Sign Up Now'.

**4**

### **YOU ASK FOR TOO MUCH INFORMATION**

Again, people are busy. Don't ask for information that isn't crucial in your online forms, you want to make the experience as quick and as smooth as possible. One extra hurdle might be one too many for some people. For example, don't ask for a home address if it isn't absolutely necessary to your marketing campaign.

**5**

### **YOU DON'T USE DATA TO DRIVE YOUR WEBSITE**

In order to make informed decisions, you need data. By looking at your website's analytical data you can uncover the truth about customer behaviour, identify patterns, and analyse these to help plan what changes might be needed to optimise your website. You can find the right answers to questions like 'Can your customer easily find what they are looking for?' or 'Are the actions you're asking your customers to take effective?'.

# IS YOUR WEBSITE HEALTHY?

## DIGITAL NOIR CAN HELP

At Digital Noir, we can help your website and your business by performing a website audit. This will allow us to dive into your site as a team and perform a high-level analysis. The end result is a summary report of what could be improved on your website and why, from User Experience and Mobile Optimisation to On-Page SEO and Performance & Security.

## WHAT YOU CAN EXPECT

With your website audit report in hand, we can jump in to make the improvements so you can achieve the following:

### INCREASE CONVERSIONS

- ✓ More leads
- ✓ More purchases
- ✓ More subscriptions
- ✓ More completed actions
- ✓ More engagement

### IMPROVE USER SATISFACTION

- ✓ Less frustrated users
- ✓ Quicker and easier access to information
- ✓ Better experience on every device
- ✓ Faster load times



For a free initial consultation with our director Sam, get in touch at:

 (08) 8376 6324

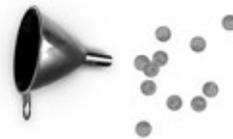
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# DN WEBSITE CHECKUP



## **USER EXPERIENCE** **UNDERSTAND HOW PEOPLE** **ARE USING YOUR SITE**

We look at available data to find out if it is working (and what is not), from both a user and business perspective. Providing a better user experience helps you achieve your goals faster.



## **CONVERSION OPTIMISATION** **CONVERT CASUAL BROWERS INTO** **LOYAL CUSTOMERS**

Every visitor to your site is a potential customer. We can compare your current flow with design best practice to see how you can increase conversion rates, whatever your goal.



## **SEO OPTIMISATION** **GET FOUND ON GOOGLE**

There are some simple things that should be done on all websites to ensure they conform to the major search engines' best practices. Let's see how your site measures up.



## **SECURITY REVIEW** **BETTER SAFE THAN SORRY**

Regardless of what you use your site for, security is crucial. Without regular updates, you are leaving yourself open to unnecessary risk. We will analyse and report on any potential weaknesses.



## **MOBILE OPTIMISATION** **THE BEST EXPERIENCE ON** **ANY DEVICE**

Did you know that Google will penalise websites with poor mobile optimisation? We check your site is compliant, and look for areas of improvement for mobile and tablet users.



## **PERFORMANCE REVIEW** **DON'T MAKE YOUR** **CUSTOMERS WAIT**

A slow experience is the number 1 factor for driving people away from websites. We will assess your site's speed and performance, and recommend where changes can be made.

# PEOPLE WE HAVE HELPED

South Australian Labor Party approached us to look at optimising several areas on their site. Our suggestion initially was to jump in and perform a comprehensive website checkup so that we could get a better understanding of what they had in place currently and where improvements could be made.

Throughout the process we identified that the overall user journey for both new and returning members could be improved by reducing the barriers to entry on the membership forms. Through some minor UI/UX changes we were able to increase the successful submission of membership forms and donations.

*Sam Davies - Director, Digital Noir*



 **CHEERS!** 

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