

WHY VISITORS LEAVE YOUR WEBSITE & HOW YOU CAN FIX IT



GROW
NEW ZEALAND BUSINESS

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INTRODUCTION

It only takes seconds to form a first impression of a person. Websites are no different.

In this guide, we will take you through the main reasons why visitors may leave your website and how you can solve this issue.

According to Google research, it only takes about 50 milliseconds – that's 0.05 seconds – for visitors to form an opinion about your website.

An opinion that determines whether they'll stay and find out more, or leave and never come back. A website's first impression matters; the better the first impression, the longer visitors are likely to stay and possibly get in contact.



Poor Design and User Experience

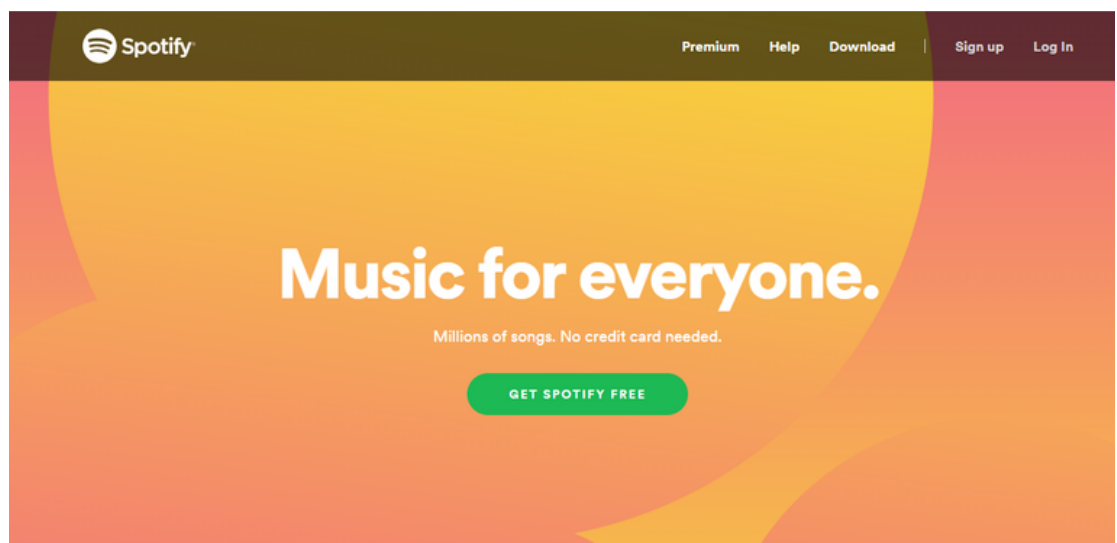
Visual appeal and website navigation have the biggest influence on people's first impressions of a website.

Common problems include:

- **Busy layout:** If there is too much going on with the webpage, this may make it difficult for users to find things and you may lose out on conversions.
- **Boring web design:** People are less likely to stay on a webpage that looks boring than a webpage that looks interesting with attention-grabbers. On the next page, we will show the difference between a boring webpage and an attention-grabbing webpage.
- **Slow-to-load page or a page that has technical errors:** Load times matter when it comes to website performance. 47% of consumers expect a web page to load in two seconds or less. 40% abandon a website that takes more than three seconds to load. Optimising your site's load performance is important.
- **Isn't mobile-friendly:** More people are using their phones to complete tasks, so optimising your website allows users to access it from any device, and they may stay longer on your website.

Spotify has an attention-grabbing webpage and illustrates the brand's goal of making music accessible to everyone. It's short so visitors cannot get distracted on this page.

In comparison to Pipedrive's webpage which is long and too informative. Short web pages outperform longer ones and are more effective in driving conversions.



Homepage before..



.. and after



Poor Content

One of the most important strategies to improve your engagement rate is to ensure your website content is engaging, optimised and resonates with your visitors. Your content has to engage customers' emotions and let them know why you're the answer to their problems.

Your content should also include the right images that resonate with the brand or product. As well as use images that stand out and grab users attention.

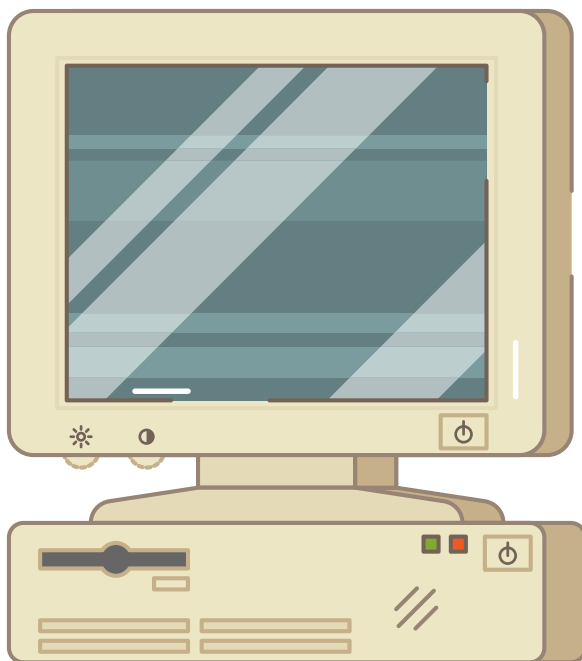
By building brand identity through the images displayed, this can convey meaning to the user. Sometimes using the right images can deliver contextual messages. This increases user experience because when users are searching for information, images can be quick at delivering it explicitly.

Using the right images that match the text can help with your search results. They are more attention-grabbing when they show up at the top of search rankings. Your content will show up in both web searches and image searches, which creates more opportunities and discoveries for traffic.

Users pay attention to information-carrying images that show content that's relevant to the product or service. Users will ignore purely decorative images that have no relation to the content on the page.

Keeping your content current and accurate will make it more useful to your target audience. No one likes outdated information so it's important to always upload new content as frequently as possible.

For example, if you had a product description that mentions the year 2018, this may drive your visitors away as this information may be outdated. On the other hand, if you have up to date information, you're much more likely to gain user's trust and ensure they continue to return to your site.



Overwhelming Advertisements

Just because you need to have ads on your website, doesn't mean you need to have them everywhere.

People trust most forms of traditional advertising such as newspapers, radio ads more than they trust online banner ads.

Since trust is a key component to driving conversions, limit the number of ads you use and the locations where they're displayed. Ads shouldn't be the first thing visitors see, and they shouldn't take up more of your site's real estate than its actual content.



Navigation Structure is Unclear

Navigation is important to all types of users. If visitors arrive on a website, and they seem to get lost in a poorly laid out navigation system, this is a sign to update it.

Difficult navigation is not only bad for your user experience but bad for your SEO.

When updating your setup, be in your customer's shoes and think about how would you find the information that is organised on your website.

Is it easy to find? How long does it take to locate what you want? How many steps would it take to find my answer?



Simple Solutions

If you apply these three factors to your site, you create a user-friendly, engaging website that your visitors will enjoy, spend more time on and return to overtime.

1. Make sure the look and feel of your website is driving positive first impressions.

Keep your website up to date and use a straightforward layout and design.

A good first impression leads to a longer visit. According to a study, first impressions are 94% design related.

Make sure the six elements listed below look great on your website:

- Company logo
- Main navigation menu
- Search box
- Site's main image
- Site's written content
- Footer

2. Make sure your homepage features the following core content:

- Logo and name of your company
- Headline or your tag line
- What you do and who you do it for

Why are these important?

Logo and name of your company: A logo is a combination of text and visual imagery that serve two purposes. It can inform people the name of your company and acts as a symbol for your business.

A logo has powerful symbolic associations connected to memory. They can also build trust with consumers if they are well designed.

Headline: Your headline tells the core idea of your company. They determine whether your visitors will stay on your page. Because the headline is the first thing your users see, it must be interesting, informative and relevant.

Using keywords that describe your content and your purpose will also increase searchability when users want to find your content. Therefore, they are more likely to stay and engage with your website longer.

About Us: You are able to capture visitor's attention by telling them what you do and who you do it for.

It's your opportunity to create a lasting first impression that will keep visitors on your page longer. Your story may stand out to visitors, thus they may differentiate your website from competitors. Putting a face to your brand has the ability to build trust through sharing more about your company's values and mission that drives your business.

Getting your visitors to interact with your website is an integral part of your website's design and content strategies.

It is vital to continue to generate informative and insightful online content and provide the best user experience.



3. Page Loading Speed

Ensure you don't have too many high-resolution images on your webpage, as this may impact the loading speed. By only having a few key images, this can help make the loading speed quicker.

Be sure that your images are no larger than they need to be and choose the right file format. PNGs are better for graphics and JPEGs are better for photographs and are compressed for the web.

Page loading speed is essential when it comes to creating a good user experience. So ensure your site isn't slow, otherwise a large number of users will leave before the pages have finished loading.

The digital consumer is very impatient. They do not give a second chance to websites that are not optimised. If you want to make sure you don't lose half your target market, focus on your website's speed.



Summary

We hope this eBook provided helpful tips for creating a good first impression on your website.

To ensure your visitors stay on your website, think about the content, design, navigation and user experience.

If you need further assistance on how to create a website that keeps visitors staying longer, contact us at grow@grownzbusiness.co.nz

