Day 14 – Website Optimization

Topic: Improving User Experience and Conversion

We explored website design principles for better engagement — layout, loading time, mobile responsiveness, and call-to-action placement. The session emphasized user-centric design for higher conversions.

Practical Work / Activities:

- Audited a sample website for UI/UX issues.
- Suggested improvements for speed and navigation.
- Studied conversion optimization strategies.

Key Takeaways:

- Understood the connection between design and marketing.
- Learned importance of user experience in conversions.
- Gained insight into web performance metrics.