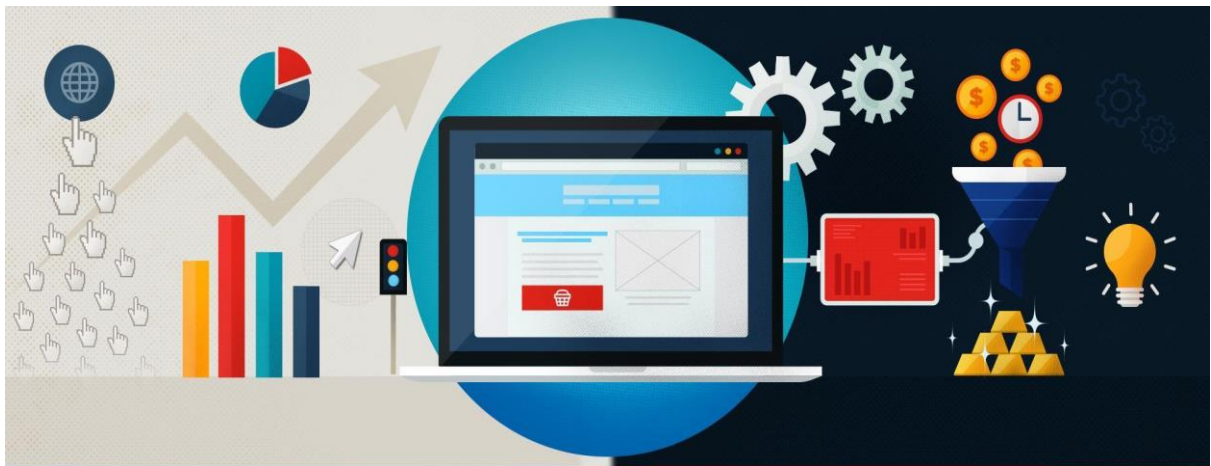




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## WSQ WEBSITE AND LANDING PAGE CONVERSION OPTIMISATION

ICT-DES-4007-1.2



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Course Date : \_\_\_\_\_

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1.0	1 April 2023	For Course Accreditation	Dr. Lee Swee Yee
2.0	8 November 2023	Revision: <ul style="list-style-type: none"> <li>• Learning Units</li> <li>• Topics</li> <li>• Learning Outcomes</li> </ul> Academic & Examination Board approved the revision effective 8 November 2023	Ms Elizabeth Taylor
2.1	1 June 2024	<ul style="list-style-type: none"> <li>• Combine LU5 &amp; LU6 into one LU. Update learning content in LG and PPT slides.</li> </ul> Academic & Examination Board approved the revision effective 10 May 2024	Ms Elizabeth Taylor

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### Course Overview

**Skills Framework:** Infocomm Technology

**TSC Category:** Design and Architecture

**TSC:** User Experience Design

**TSC Code:** ICT-DES-4007-1.2

**TSC Proficiency Level & Description:**

Level 4 – Create user experience design concepts, develop user flow charts and drive modifications or enhancements to the product or service features.

Knowledge	Abilities
K1: Design patterns and principles in psychology, navigation, visual interface and interaction	A1: Visualise immediate user requirements and concerns when using the application
K2: Techniques for analysing the user experience	A2: Create user experience design concepts that are user centred, through the understanding of user feedback and industry standards and/or trends
K3: Objectives, purpose and content of user flow charts and wire frames	A3: Develop user flow charts and wire frames projecting the intended user experience, to guide subsequent development processes
K4: Technical components in user experience design	A4: Analyse performance gaps in the user experience
K5: Tests for technical compatibility and viability	A5: Translate indicators of user engagement, stickiness, trust and response into implications for the product and/or service features
	A6: Determine the critical components or features of a product and/or service which require enhancement
	A7: Make modifications to IT product and/or service features to enhance the user experience, supported by clear justification
	A8: Manage changes to user flow charts and wire frames according to enhancements made
	A9: Determine most appropriate usability testing processes and techniques

### Learning Outcomes

- Gain an understanding of the role that websites and landing pages play in the overall marketing mix, including the use of the conversion optimisation framework to gain a deeper analysis and then building out goals for improvement of website and landing page conversion rates.
- Acquire a deep understanding of the user journey and the critical skills for effective website flow analysis.
- Apply the significance of Heuristic analysis for evaluating interfaces highlighting common usage patterns and identifying areas for optimisation.

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- Evaluate and reengineer a website or landing page layout, including improving its navigation, visual hierarchy, and mobile responsiveness to enhance user engagement and facilitate a smoother journey towards conversion goals.
- Craft compelling, targeted content strategies that effectively communicate the value proposition, incorporate persuasive copywriting techniques, and integrate social proof to increase the credibility and conversion potential of a website or landing page.
- Integrate ethical psychological triggers and ensure adherence to relevant privacy regulations within digital content, including creating a sense of urgency and trust that complies with legal standards to motivate user action and increase conversion rates effectively.
- Develop and implement a data-driven conversion rate optimisation strategy by utilising A/B testing, SEO best practices, and key performance indicators to systematically enhance website functionality and user experience and ultimately improve conversion rates.
- Assess and select relevant key performance indicators to measure the impact of optimisation techniques to ascertain if the goals have been reached.
- Set up reports to consistently track these metrics and understand how to use this data and develop marketing insights to improve website and landing age performance.

### Teaching Methodology

- Lectures: Traditional lectures are an essential component of the course, where the trainer/facilitator presents the core concepts, theories, and principles related to Website and Landing Page Conversion Optimisation. Visual aids such as slides, diagrams, and examples may be used to enhance understanding.
- Interactive Discussions: Organise interactive class discussions to encourage participation. This allows you to ask questions, share your thoughts, and engage in debates related to Website and Landing Page Conversion Optimisation topics.
- Applied Learning: During the classroom learning sessions. You will be actively engaged with the material through hands-on experiences or projects, which can enhance their understanding and retention of the content.

### Assessment Methods

To receive and be awarded a “Statement of Attainment (SOA)”, you must complete a written E-Assessment comprising of Written Individual Project and Short Questions and Answers as stated below.

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Assessment Method	Duration	Type of assessment
Written Assessment – Individual Project	80 mins	Summative
Written Assessment – Case study with Questions	40 mins	Summative
Total	120 mins	-



# 1. Introduction to Conversion Optimisation

## 1.1 Role of websites and landing pages in the marketing mix

Websites play a crucial role in the marketing mix, serving as a central hub for online presence and engagement. Here are the key points about their role:

- **Online Presence and Visibility**
  - Websites serve as digital storefronts, providing a permanent and accessible online presence for businesses.
  - They enhance visibility and credibility, allowing potential customers to find information about products, services, and the brand itself.
- **Content Distribution and Information Sharing**
  - Websites are a primary platform for distributing relevant and valuable content to the target audience.
  - They enable businesses to share information, updates, and educational content, establishing expertise and building trust with visitors.
- **Lead Generation and Conversion**
  - Websites play a key role in lead generation by offering forms, sign-ups, and calls to action that encourage visitors to provide their contact information.
  - Through strategically placed content and user-friendly design, websites facilitate the conversion of visitors into leads and customers.
- **Brand Image and Customer Interaction**
  - A well-designed website shapes the brand image and conveys a consistent message across various marketing channels.
  - Websites provide a platform for customer interaction through features like live chat, contact forms, and social media integration, fostering engagement and relationship building.
- **Analytics and Performance Measurement**
  - Websites offer tools for tracking user behaviour, website traffic, and other key metrics.
  - Analytics help marketers understand the effectiveness of their online strategies, identify areas for improvement, and make data-driven decisions to optimize the overall marketing mix.

In summary, websites are a foundational element in the marketing mix, serving as a versatile tool for establishing an online presence, engaging with audiences, generating leads, and measuring performance.

Here are the key points about the role of landing pages in the marketing mix:

- **Conversion Optimisation**
  - Landing pages are designed with a specific goal in mind, such as lead generation or product sales.
  - They are optimized for conversion by minimizing distractions and focusing on a singular call to action (CTA), increasing the likelihood that visitors will take the desired action.

- **Targeted Marketing Campaigns**
  - Landing pages are often created for specific marketing campaigns, allowing businesses to tailor the message and content to a particular audience or promotion.
  - They provide a focused and relevant experience for visitors who have clicked on a particular ad or link, improving the chances of conversion.
- **Data Collection and Lead Qualification**
  - Landing pages typically include forms that collect valuable customer information.
  - This data helps in lead qualification and segmentation, enabling more personalized and targeted follow-up marketing efforts.
- **A/B Testing and Optimisation**
  - Landing pages are ideal for A/B testing, allowing marketers to experiment with different elements like headlines, images, and CTAs to determine the most effective combinations.
  - Continuous optimisation based on data-driven insights helps improve the overall performance of landing pages.
- **Metrics and Performance Measurement**
  - Landing pages provide a clear and focused set of metrics to measure success, such as conversion rates, click-through rates, and bounce rates.
  - Analysing these metrics allows marketers to assess the effectiveness of their campaigns and make informed decisions to enhance future landing page performance.

In summary, landing pages play a critical role in the marketing mix by providing a targeted and optimized experience for specific campaigns, optimising conversion rates, collecting valuable data, and facilitating ongoing testing and improvement.

### Learning Activity – (Top 40 Landing Pages)

**Pair activity and then Class discussion:**

Individually read through the article featuring the top 40 landing pages for 2024 here is the link: <https://unbounce.com/landing-page-examples/best-landing-page-examples/>

Select your favourite; this can be due to the design, content, copy or anything else

Discuss with a partner the key features of this landing page

Then prepare 2-3 points to discuss as a class

### 1.2 Overview of the conversion optimisation framework

The conversion framework, developed in 2007, is grounded in a proven methodology aimed at consistently delivering results for clients. This framework revolves around 7 key principles:

- **Trust and Confidence (T):** Building trust and instilling confidence in visitors is paramount. Trust indicators such as testimonials, reviews, and security badges are crucial in reassuring visitors and fostering a positive perception of your brand.
- **FUDs (F):** Addressing FUDs, which stand for Fears, Uncertainties, and Doubts, is essential. Communicate and alleviate visitors' concerns, providing transparent information and overcoming potential obstacles to conversion.
- **Incentives (I):** Providing incentives is a powerful motivator for conversion. Whether it's discounts, special offers, or exclusive deals, incorporating compelling incentives encourages visitors to take the desired action.
- **Engagement (E):** Engaging visitors is key to holding their attention and guiding them through the conversion process. Interactive elements, captivating visuals, and well-crafted content create a positive and immersive user experience.
- **Visitor Persona Temperament (P):** Understanding the temperament of your target audience is crucial. Tailor your messaging and design to resonate with the preferences and behaviours of your specific audience segments, enhancing the likelihood of conversion.
- **Buying Stage of Visitors (B):** Recognizing the buying stage of visitors when they come to your site is essential. Different visitors may be at various stages of the buying journey, and tailoring your content and CTAs accordingly can significantly impact conversion rates.
- **Sale Complexity (S):** Acknowledging the complexity of the sale is vital. Some products or services require more consideration and information than others. Adjust your conversion strategy based on the complexity of the sale to provide the necessary support and information.

In further exploration of Conversion Rate Optimization (CRO), it becomes evident that these factors can be categorized into two distinct groups: website-centric and visitor-centric factors. Website-centric factors involve techniques to optimize and enhance the website itself, while visitor-centric factors are closely tied to the mindset of website visitors and the specific nature of their purchase. This dual focus allows for a comprehensive approach to CRO, addressing both the technical and psychological aspects of the conversion process.

#### Learning Activity – (Top 40 Landing Pages - audit)

**Pair activity and then Class discussion:**

Review one of the landing pages from <https://unbounce.com/landing-page-examples/best-landing-page-examples/>

Use the 7 elements of the conversion optimization framework to audit this landing page and prepare a summary of the key points to share with the class

### 1.3 Setting goals for optimisation

#### Understanding Conversion Goals and Conversion Rate Optimization (CRO)

##### What is a Conversion Goal?

A conversion goal is a specific action you want visitors to take on your website or landing page. This action signifies that a visitor has moved closer to your desired outcome, whether it's making a purchase, signing up for an email list, downloading a whitepaper, or contacting you.

##### Examples of Conversion Goals:

- **Ecommerce:** Completing a purchase, adding items to a cart, initiating checkout
- **Lead Generation:** Subscribing to a newsletter, downloading an ebook, submitting a contact form
- **Brand Awareness:** Sharing content on social media, visiting a specific product page, watching a video
- **Engagement:** Spending a certain amount of time on a page, visiting multiple pages on a website

The marketing funnel visualizes the customer journey, from initial awareness to purchase (or another desired action). Aligning goals with each stage ensures your marketing efforts are targeted and effective. Here's a breakdown:

##### 1. Awareness Stage: (Top of the Funnel - TOFU)

- **Goal:** Increase brand awareness and educate potential customers about their problems and needs.
- **Metrics:** Website traffic, social media engagement, brand mentions
- **Strategies:** Content marketing (blog posts, infographics, videos), social media marketing, search engine optimization (SEO)

##### 2. Consideration Stage: (Middle of the Funnel - MOFU)

- **Goal:** Nurture leads and establish your brand as a trusted solution.
- **Metrics:** Lead generation (email signups, ebook downloads), website engagement (time on page, bounce rate)
- **Strategies:** Targeted email marketing, whitepapers and case studies, webinars and demos

##### 3. Decision Stage: (Bottom of the Funnel - BOFU)

- **Goal:** Convert leads into customers and drive sales.
- **Metrics:** Conversion rate (percentage of visitors completing your desired action), customer acquisition cost (CAC)
- **Strategies:** Retargeting ads, targeted landing pages, special offers and discounts, free trials

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### Benefits of Aligning Goals:

- **Targeted Communication:** Speak directly to the needs and interests of potential customers at each stage.
- **Improved Efficiency:** Focus resources on activities that drive results at each stage.
- **Measurable Success:** Track progress towards specific goals for each stage of the funnel.

### What is Conversion Rate Optimization (CRO)?

Conversion Rate Optimization (CRO) is the systematic process of improving the percentage of website visitors who complete your desired conversion goal. By analyzing user behavior and testing different website elements, CRO helps you create a more user-friendly and effective experience that drives more conversions.

In essence, CRO is all about understanding what motivates users to take action and then optimizing your website or landing page to remove any obstacles and make that action as easy and compelling as possible.

Here's a breakdown of the key steps involved in a successful CRO approach:

#### 1. Define Your Goals and Metrics:

- **Identify your conversion goals:** What specific actions do you want visitors to take? Be specific and measurable.
- **Choose the right metrics:** Track key performance indicators (KPIs) like conversion rate, bounce rate, time on page, and click-through rates to gauge the effectiveness of your CRO efforts.

#### 2. Analyze User Behavior:

- **Develop user personas:** Create profiles of your ideal customer to understand their needs, expectations, and behavior patterns.
- **Focus on Goals:** Identify what actions you want visitors to take (conversion goals) - purchases, signups, downloads, etc.
- **Track User Actions:** Use website analytics tools to monitor clicks, scrolls, time on page, bounce rates, and heatmaps to visualize user interaction patterns.
- **Conduct User Research:** Go beyond data with surveys, interviews, and user testing to understand user motivations, pain points, and decision-making processes.
- **Mapping the Journey:** Analyze the sequence of pages users visit - how they navigate through your website. Identify common paths and potential drop-off points.
- **Behavior Flow Tools:** Utilize tools that visualize user flows, highlighting popular entry points, exits, and areas of friction.
- **Identify Pain Points:** Analyze drop-off points and areas of low engagement to understand where users struggle and abandon the desired action.
- **Optimize for Conversion:** Based on behavior patterns, prioritize improvements to streamline user flow, eliminate confusion, and guide users towards conversion goals.

### 3. Develop Hypotheses and A/B Testing:

- **Formulate hypotheses:** Based on your research, what changes do you think will improve conversions?
- **A/B testing:** This is the cornerstone of CRO. Test different variations of your website elements (e.g., headlines, buttons, CTAs, page layout) against a control group to see which version performs better.

### 4. Implement and Analyze:

- **Make data-driven changes:** Based on your A/B test results, implement the winning variations on your website.
- **Track and measure results:** Monitor your KPIs to see the impact of your changes. Analyze the data to gain further insights and refine your strategy.

### 5. Continuous Improvement:

- **CRO is an iterative process:** It's not a one-time fix. Regularly test new ideas and iterate based on data. There's always room for improvement.
- **Stay updated:** Keep up with the latest CRO trends and best practices to stay ahead of the curve.

### Learning Activity – [Aroma Truffle landing page]

#### Group Activity

- Look at this website: [www.aromatruffle.com](http://www.aromatruffle.com)
- In your groups, map out your own website flow to:
  - Buy some truffle chips
  - Find the nearest store
  - Discover some new recipes

## 2. Consumer Psychology and the User Experience

### 2.1 Identifying your target audience

Identifying your target audience is a critical step in developing effective marketing strategies and tailoring your website and landing pages to meet the needs of specific customer segments. Here's a guide on how to identify your target audience:

- **Conduct Market Research**
  - Demographic Information: Gather demographic data such as age, gender, income, education level, and geographic location. This information provides a foundational understanding of your potential audience.
- **Define Psychographic Characteristics**
  - Lifestyle and Interests: Explore the lifestyle, hobbies, and interests of your potential audience. Understand their values, attitudes, and behaviours to create a more nuanced profile.
- **Identify Pain Points and Challenges**
  - Customer Needs: Determine the specific needs, challenges, and pain points that your product or service can address. Understanding what problems your audience is trying to solve will help you tailor your messaging.
- **Analyse Buying Behaviour**
  - Purchase Motivations: Examine the factors that influence purchasing decisions. Identify the motivations, preferences, and decision-making criteria that drive your target audience to choose a particular product or service.
- **Study Competitor Audiences**
  - Competitor Analysis: Investigate the audiences that your competitors are targeting. Identify gaps or opportunities to differentiate your brand by catering to an underserved or overlooked segment.
- **Create Buyer Personas**
  - Persona Development: Develop detailed buyer personas representing different segments of your target audience. Include information on demographics, interests, challenges, and preferred communication channels.
- **Utilise Customer Feedback**
  - Surveys and Interviews: Collect feedback from existing customers through surveys, interviews, or focus groups. Understand their experiences, preferences, and what led them to choose your product or service.
- **Monitor Social Media Insights**
  - Social Media Analytics: Use social media analytics tools to gather insights about your audience. Understand who engages with your content, their demographics, and the topics that resonate with them.

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- **Review Website Analytics**
  - User Behaviour: Analyse website analytics to understand the behaviour of visitors. Identify popular pages, entry points, and the paths users take through your site to gain insights into their interests.
- **Segment Your Audience**
  - Segmentation Criteria: Divide your audience into segments based on common characteristics. This could include factors like demographics, geographic location, industry, or behaviour patterns.

Remember that identifying your target audience is an iterative process. Regularly revisit and update your understanding of your audience as market conditions evolve or as your business grows.

### 2.2 Review of psychological models and their role in website design

The success of web design is heavily influenced by cognitive psychology, a branch of psychology that studies mental processes such as “perception, thinking, memory, and language”.

Cognitive psychology helps web designers understand how users perceive, learn, and make decisions online, thereby enabling them to create user-friendly websites that cater to these mental processes. A cornerstone of cognitive psychology in web design is the understanding of how users perceive and process information.

**Hick's Law**, also known as Hick-Hyman Law, is a psychological principle that describes the relationship between the number of options presented to a person and the time it takes for them to make a decision. Named after psychologists William Edmund Hick and Ray Hyman, the law suggests that increasing the number of choices or stimuli available to an individual also increases the decision time logarithmically.

The law implies that as the number of options increases, decision-making time also increases. The relationship is not linear but logarithmic, meaning that the biggest time gains come from reducing options when the number is relatively large.

Hick's Law has significant implications for website design, particularly in optimising user experience and conversion rates. Here's how it applies:

- **Navigation and Menu Design:** A clean and straightforward navigation menu reduces decision fatigue for users, helping them find information quickly.
- **Form Design:** Short and focused forms reduce friction, encouraging users to complete the desired actions such as sign-ups, subscriptions, or purchases.
- **Product and Content Categorization:** A well-structured and categorized website layout simplifies user choices, making it easier for visitors to find what they are looking for.



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- Call-to-Action (CTA) Design: Focused CTAs with minimal options increase the likelihood of users taking the desired actions, such as making a purchase or signing up for a newsletter.
- Menu and Dropdown Design: Dropdown menus with a limited number of choices maintain simplicity and facilitate quicker decision-making.
- E-commerce Product Display: Presenting a manageable number of products on a page helps users make decisions more efficiently, reducing cognitive load.
- Content Presentation: Well-organized and focused content layouts prevent information overload, improving user comprehension and engagement.
- User Onboarding: Minimize the number of steps and choices during user registration or onboarding to enhance the user experience and encourage completion.

In summary, Hick's Law underscores the importance of simplicity and focused decision-making in website design. By minimizing choices and reducing complexity, designers can create a more user-friendly experience that enhances engagement and conversion rates.

**Fitts's Law** is a principle in human-computer interaction and ergonomics that describes the relationship between the time it takes to move to a target and the size of the target. Developed by psychologist Paul Fitts in 1954. Fitts's Law states that the time it takes to move to a target is a function of both the distance to the target and the size of the target. Larger targets or closer targets result in shorter movement times.

Fitts's Law has several practical applications in the field of website design to improve navigation, usability, and user experience:

- Button and Link Size: Larger buttons and links are easier to click, reducing the likelihood of misclicks and improving overall user experience.
- Menu Design: Wider clickable areas for menu items make navigation more user-friendly, especially on mobile devices where precision may be limited.
- Form Field Optimization: Enlarged clickable areas make it easier for users to interact with form elements, reducing frustration and improving form completion rates.
- Mobile Design: Ensure that interactive elements on mobile interfaces are appropriately sized to accommodate touch gestures, reducing the chance of mis-taps.
- Slider Controls: Larger sliders and scrollbars provide a more comfortable and accurate control for users, especially when navigating through content or adjusting settings.
- Call-to-Action (CTA) Buttons: Larger and more prominent CTA buttons increase the likelihood of user engagement and conversions.
- Image Carousels: Enlarging navigation arrows or dots in image carousels improves user control and navigation.
- Touch Screen Interfaces: Design interfaces that prioritize larger touch targets, recognizing the inherent limitations of touch-based interactions.
- Clickable Elements in Content: Ensuring that links are appropriately sized improves the overall user experience, especially for users on touchscreen devices.
- Accessibility Considerations: Recognise that users with motor or coordination challenges may benefit from larger clickable areas, enhancing inclusivity.

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In summary, Fitts's Law is a valuable guideline in website design for optimizing the size and placement of interactive elements. By applying this law, designers can create more user-friendly interfaces that facilitate efficient navigation and interaction.

### Gestalt Theory: Understanding the "Whole Picture"

Gestalt theory, originating in the early 20th century, is a psychological framework that sheds light on how our brains perceive and process visual information. It emphasizes the concept of "wholeness" – that the whole is greater than the sum of its parts. In simpler terms, when we look at something, we tend to perceive it as a complete picture first, rather than focusing on individual elements.

Here's a breakdown of how Gestalt theory applies to visual processing:

- **Primacy of the Whole:** Our brains are wired to seek out patterns and create a unified whole from visual stimuli. We tend to perceive the overall gestalt (form) of an image before dissecting it into individual components. Imagine a circle with a small section missing. Most people will perceive it as a complete circle despite the gap, demonstrating our tendency to fill in the missing information to create a whole.
- **Figure-Ground Segregation:** Gestalt theory also explains how we differentiate between foreground objects (figures) and the background. Our brains automatically separate these elements based on factors like contrast, brightness, and size. For instance, a black cat on a white background is easily distinguishable because of the contrasting colors.
- **Law of Prägnanz (Law of Good Figure):** This principle highlights our preference for simplicity and order. We naturally perceive the simplest and most stable interpretation of a visual scene. Website designers leverage this by presenting clear and well-defined elements, avoiding cluttered layouts or ambiguous graphics that might confuse users.

By understanding these core principles of Gestalt theory, we can gain valuable insights into how users perceive websites and other visual elements. Applying these principles allows us to create interfaces that are not only visually appealing but also intuitive and user-friendly, ultimately leading to a more positive user experience.

There are seven website design principles drawn from that base theory:

### Harnessing the Power of Gestalt Principles:

Our brains are wired to perceive visual information in specific ways. Gestalt principles, a set of psychological theories, describe these tendencies and can be leveraged to create a more user-friendly and visually appealing website. Here's how these principles can be applied:

- **Law of Similarity:** Group similar elements together. This could be through color, size, shape, or even font. For instance, use the same color for all your buttons or group

product categories with similar visual styles. This visual grouping helps users understand the relationship between elements and navigate the website intuitively.

- **Law of Proximity:** Elements placed close together are perceived as related. Use spacing strategically to create visual hierarchy and separate sections. Don't clutter information – important elements should have more breathing room.
- **Law of Simplicity:** People prefer simplicity and clarity. Avoid overwhelming users with cluttered layouts, excessive text, or complex navigation. Prioritize clear calls to action (CTAs) and use a clean, organized design.
- **Law of Continuity:** Our brains perceive a smooth path or flow. Utilize lines, shapes, or color gradients to guide users' eyes through the website, directing them towards CTAs or important information.
- **Law of Prägnanz (Law of Good Figure):** Our brains seek the simplest and most stable interpretation of a visual scene. Present clear and well-defined elements. Avoid overly complex graphics or ambiguous layouts that might confuse users.
- **Law of Closure:** We tend to fill in missing information to create a complete picture. Utilize negative space effectively and create shapes through implied lines or borders. This can be helpful in web design for logos or icons that rely on negative space for recognition.
- **Law of Symmetry and Order:** Symmetrical layouts and balanced designs create a sense of order and stability. Utilize symmetry for key sections of your website, but don't be afraid to introduce asymmetry for specific elements to create emphasis or a sense of dynamism.

By understanding and applying these Gestalt principles, you can create a website that is not only visually appealing but also intuitive and user-friendly, ultimately leading to a better user experience and potentially higher conversion rates.

### 2.3 The importance of Heuristic analysis

Heuristic analysis is a crucial method in website design that involves evaluating a user interface against recognised usability principles, known as heuristics. Heuristics are general guidelines or rules of thumb that help identify potential usability issues and areas for improvement. Conducting a heuristic analysis in website design holds significant importance for several reasons.

#### Identifying Usability Issues:

- Heuristic analysis helps uncover usability issues by systematically evaluating a website against established principles.
- By identifying issues related to navigation, clarity, consistency, and other usability factors, designers can address and rectify these problems to enhance the overall user experience.

#### Early Detection of Problems:

- Heuristic analysis can be conducted at various stages of website development, including wireframes and prototypes.

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- Detecting usability issues early in the design process allows for cost-effective and timely corrections, preventing the need for major redesigns after the website is fully developed.

### **Guidance for Design Decisions:**

- Heuristics provide a set of design guidelines that serve as a foundation for evaluating and making design decisions.
- Designers can use heuristics as a reference point, ensuring that their design choices align with established best practices for usability and user experience.

### **Enhancing User Satisfaction:**

- Addressing usability issues through heuristic analysis contributes to a more user-friendly design.
- Improving usability elements such as navigation, information presentation, and error prevention fosters a positive user experience, leading to increased satisfaction and engagement.

In conclusion, heuristic analysis in website design is vital for identifying usability issues, guiding design decisions, and creating user interfaces that are efficient, effective, and satisfying for users. It serves as a valuable tool in the design process, contributing to the creation of websites that meet both user expectations and industry standards.

### **Learning Activity – [Aroma Truffle heuristic analysis]**

#### **Group Activity**

Look at this website: [www.aromatruffle.com](http://www.aromatruffle.com)

In your groups, carry out Heuristic analysis

Recommend how the site could be optimized

Capture these to share with the class

### 3. Fundamentals of Design (UX/UI)

#### 3.1 Using wireframing tools

A website wireframe is a crucial step in the development process, serving as a blueprint to outline the main features and navigation of a new website design. It focuses on functionality rather than visual elements, mapping out layouts and features like menus and buttons. This preliminary stage allows for the assessment of the overall user experience. Beyond functionality, a website wireframe serves as a practical map for team members, providing clarity on the placement of elements as tasks progress. Despite potential temptations to skip this step, wireframing is a vital preparation, helping to identify errors in judgment or design early in development and ensuring a more efficient and successful project outcome.

To create an effective website wireframe, follow these key steps:

##### 1. Identify the Goal of the Website:

- Clearly define the website's goal and ensure alignment within the team to guide subsequent steps seamlessly.

##### 2. Understand the User Flow:

- Outline the user flow in a text format before sketching, identifying entry points and creating a journey flow for better clarity.

##### 3. Determine Wireframe Size:

- Choose appropriate pixel measurements based on screen types (mobile, tablet, desktop) to ensure accurate wireframe sizing.

##### 4. Begin Wireframe Design:

- Visualise the user flow in a wireframe, using either physical pen and paper or a digital platform based on fidelity needs.

##### 5. Determine Conversion Points:

- Decide on buttons, hyperlinks, or other elements guiding users through each step to achieve the end goal.

##### 6. Remove Redundant Steps:

- Iterate the wireframing process, identifying and combining redundant steps to simplify the user experience.

##### 7. Get Feedback on the Wireframe:

- Collaborate with design, development teams, internal staff, and customers to gather feedback on the wireframes in the early stages, preventing potential issues later in the development process.

### 3.2 Understanding core website design principles

#### Visual Hierarchy

Visual hierarchy in website design refers to the arrangement or presentation of elements on a web page in a way that guides the viewer's attention. It involves strategically organising and prioritising visual elements to create a clear and intuitive flow of information. By establishing a visual hierarchy, designers can influence how users perceive and interact with content, emphasizing certain elements over others. Key aspects of visual hierarchy include:

**1. Size:**

- Larger elements tend to attract more attention. By varying the size of elements, designers can highlight important content and create a sense of hierarchy.

**2. Color:**

- Bright or contrasting colors can draw attention to specific elements. Designers use color strategically to emphasize important information or calls-to-action (CTAs).

**3. Contrast:**

- Contrast, achieved through variations in color, texture, or font weight, helps differentiate between elements. High contrast between an element and its surroundings can make it stand out.

**4. Typography:**

- Font choices, styles, and sizes contribute to visual hierarchy. Headings and subheadings are often larger and bolder than body text, making them more prominent.

**5. Whitespace:**

- Negative space, or whitespace, around elements helps create separation and directs attention. It allows users to focus on specific content without feeling overwhelmed.

**6. Alignment:**

- Consistent alignment of elements contributes to a sense of order and organisation. Elements that are aligned with each other tend to be perceived as related.

**7. Proximity:**

- Elements placed close to each other are perceived as related. Designers use proximity to group related content and indicate the relationships between elements.

**8. Hierarchy of Information:**

- Structuring content with a clear hierarchy helps users understand the importance and relationships between different pieces of information. This is often achieved through headings, subheadings, and bullet points.

**9. Focal Points:**

- Designers create focal points by placing high-priority elements in prominent positions. Focal points attract immediate attention and guide users to key information.

### 10. Visual Flow:

- Consider the natural eye movement patterns of users (typically left to right, top to bottom). Arrange elements in a way that aligns with these patterns to create a smooth visual flow.

### 11. Imagery and Icons:

- The use of images and icons can contribute to visual hierarchy. A striking or relevant image can become a focal point, while icons can guide users to specific actions or information.

Visual hierarchy is crucial for effective communication and user engagement. By guiding users through a well-organized and visually prioritised layout, designers can enhance the overall user experience, help users find information more easily, and direct them towards desired actions on the website.

## Layouts

**Gutenberg or Z shaped layout.** The Gutenberg Principle (aka Z-Pattern Layout) states that users' eyes travel according to a Z-shaped path from the top-left area to the bottom-right area. The Z layout works best for minimalist pages that don't need to present a ton of information. It takes advantage of the same general reading practices, but it draws a different pattern through them. The viewer scans horizontally (left to right) along the top of the page, cuts diagonally from the top right to the bottom left, and then moves horizontally to the bottom right. In the Z layout, you place material at each of the four corners and in the center of the diagonal.

**The F-layout** in website design refers to a reading pattern that users commonly exhibit when scanning content on a web page. This pattern is characterized by users predominantly focusing on the upper part of the page, forming an "F" shape as they move their eyes from left to right and then down the page. The F-layout is a result of users' natural reading habits, influenced by the way information is typically presented on websites.

Key characteristics of the F-layout in website design include:

#### Horizontal Scanning:

- Users first read across the top of the page, typically focusing on the headline and any introductory content. This initial horizontal movement forms the first bar of the "F."

#### Vertical Scanning:

- After the initial horizontal scan, users move down the page and read a second horizontal section. This movement down the page is shorter than the initial scan, forming the second bar of the "F."

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Left-Aligned Vertical Scanning:

- The third part of the "F" shape involves users scanning the left side of the page in a vertical manner. This leftward movement is typically shorter and less extensive than the initial horizontal scan.

### Golden Ratio or Divine Proportions

Good website design principles can also help you determine proportions for each section of a web page. The golden ratio — sometimes called the divine proportions or referred to by the Greek letter phi — refers to a ratio that people naturally find visually appealing or even beautiful.

It occurs when you have a line segment divided into two fragments of different sizes. The ratio of the bigger fragment to the whole equals the ratio of the smaller fragment to the bigger one. All you need to remember is the number **1.618** (and really, 1.6 will do).

### The rule of thirds

The rule of thirds in website design involves dividing the layout into nine equal parts using two horizontal and two vertical lines. Key elements, such as focal points or important content, are strategically placed at or near the intersections of these lines. This approach creates visually balanced and engaging layouts, encourages a dynamic composition, and guides users through the content in a structured manner. By applying the rule of thirds, designers enhance the overall aesthetic appeal and organisation of website designs.

### Colour Theory

Color theory in website design offers various approaches for harmonising brand and website colors. Designers can opt for a monochromatic scheme, using shades and tints to create contrast without losing vibrancy. A complementary approach involves pairing the primary color with its polar opposite on the color wheel, creating dynamic combinations like purple and yellow. Choosing analogous colors, which are adjacent on the color wheel, or triadic colors forming an equilateral triangle, provides additional options for balanced palettes. Considering the warmth of colors is also crucial, with cool tones leaning towards calmness and warmth exuding passion and excitement, though careful use is needed to avoid aggression.

### Negative Space

Negative space, also known as whitespace, is a crucial element in website design with several benefits:

#### 1. Improves Readability:

- Negative space around text and other elements enhances readability by preventing visual clutter. Adequate spacing between elements allows users to focus on content more easily.



### 2. Maintains Balance Between Elements on a Page:

- Negative space ensures a balanced layout by providing breathing room around elements. This balance contributes to a harmonious and organized design, preventing overcrowding.

### 3. Clearly Differentiates Between Elements:

- Whitespace helps clearly define and separate elements on a page. It acts as a visual cue, guiding users to distinguish between various sections and enhancing overall navigation.

### 4. Looks More Visually Appealing:

- The strategic use of negative space contributes to a visually appealing design. It creates a sense of openness and elegance, making the website more aesthetically pleasing to users.

## 3.3 Navigation design

The navigational design of a website focuses on creating an intuitive and efficient user experience for navigating through the site. Key elements include menu structures, clear pathways, and user-friendly interfaces to ensure seamless exploration. Well-designed navigation enhances user engagement, facilitates information retrieval, and contributes to overall satisfaction with the website. Consistency, simplicity, and responsiveness are crucial aspects in optimizing navigational design for diverse devices and user preferences.

A **horizontal navigation bar** on a website serves as a streamlined and visually accessible menu positioned horizontally across the top of a webpage. This design choice promotes intuitive navigation, making it easy for users to locate and access various sections of the site. Horizontal navigation bars are commonly used for their user-friendly layout, providing a clear and consistent method for visitors to navigate through pages or access important features. This design element contributes to a cohesive and organized user experience, enhancing the overall usability of the website.

A **dropdown menu bar** on a website is a navigational feature that presents a list of options when users interact with a primary menu item. Positioned within a horizontal or vertical layout, the dropdown menu enhances space efficiency and organisation. When users hover over or click on a menu item, a submenu dynamically appears, offering additional navigation choices. Dropdown menus are widely used for their ability to organize and categorise content, preventing visual clutter on the main interface. This design feature promotes a clean and streamlined user experience, particularly beneficial for websites with extensive content or multiple sections.

A **hamburger navigation menu** on a website is a compact and often mobile-friendly design element represented by three horizontal lines resembling a hamburger icon. Typically located in the top corner of a webpage, clicking or tapping on the hamburger icon reveals a hidden menu, offering navigation options. This design is popular for its space-saving functionality, especially on smaller screens. The hamburger menu promotes a minimalist and clean aesthetic on the main interface while providing easy access to navigation options.

when needed. While widely used, it's essential to ensure that users understand the icon's purpose to maintain an intuitive and user-friendly experience.

A **vertical sidebar** on a website is a design element featuring a narrow column positioned vertically along one side of the webpage. It often contains navigation links, supplementary content, or tools, providing users with quick access to various sections without taking up the entire screen width. Vertical sidebars are efficient for organising information, offering a visually compact and structured layout. They can enhance user experience by allowing users to navigate seamlessly while maintaining a consistent presence on the page. The sidebar design is versatile, suitable for a range of website types, and can contribute to a well-organized and user-friendly interface.

A **footer navigation box** on a website is a navigational element located at the bottom of the webpage. It typically includes links to important pages, contact information, legal notices, or additional resources. The footer navigation box provides a convenient and consistent location for users to access essential information across various pages. This design element contributes to overall site navigation, offering a secondary option for users who prefer scrolling to the bottom for quick access. The footer navigation box helps maintain a clean and organized main interface while ensuring accessibility to key elements, enhancing the website's usability and user experience.

### 3.4 Importance of CTA signposting

The positioning of a call to action (CTA) on a website is crucial because it significantly influences user engagement, conversions, and overall success in achieving the website's goals. Here are key reasons why CTA positioning is important:

#### 1. Visibility and Attention:

- Placing the CTA in a prominent and easily noticeable location ensures that visitors see it without effort. Users are more likely to take action if the CTA is visible and catches their attention immediately.

#### 2. User Flow and Readability:

- The CTA should align with the natural flow of user behaviour on the page. It should be strategically positioned where users are likely to finish reading or when they are ready to take the desired action. This enhances the overall readability and user experience.

#### 3. Relevance to Content:

- The CTA should be contextually relevant to the content surrounding it. If the CTA relates to specific information on the page, users are more likely to engage with it. Integration with the content creates a seamless transition from information consumption to action.

#### 4. Consistency Across Devices:

- Considering the responsiveness of the website across devices is essential. The CTA should maintain a consistent position and visibility, whether viewed on desktops,

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tablets, or mobile devices. This ensures a uniform user experience and facilitates easy navigation.

### 5. Reducing Friction:

- Placing the CTA where users expect it can help reduce friction in the conversion process. If users have to search for the CTA or if it's unclear, it may lead to frustration and abandonment. A well-positioned CTA streamlines the user journey.

### 6. Hierarchy and Emphasis:

- The positioning of the CTA influences its perceived importance. Placing it prominently, using contrasting colors or styling, communicates its significance and encourages users to prioritise the intended action.

### 7. Testing and Optimization:

- Continuous testing and optimization of CTA positioning help determine the most effective placement. A/B testing different positions allows for data-driven decisions to improve conversion rates over time.

### 8. Mobile Considerations:

- On mobile devices, the CTA should be easily accessible without excessive scrolling. Placing it within thumb reach or ensuring it is visible as users scroll can enhance mobile user engagement.

In summary, the positioning of a call to action is a critical element in website design. A well-placed and strategically positioned CTA enhances visibility, encourages user engagement, and ultimately contributes to the success of the website's objectives.

### Learner Activity:

- Look at this website: [www.aromatruffle.com](http://www.aromatruffle.com)
- In your groups, sketch out a wireframe for a new e-commerce page
- Consider what you would need to include on the page

### 4. Effective Content & Messaging

#### 4.1 Communicating the value proposition and USP

Content planning is the foundation for a successful website. It's the strategic process of defining what content you'll create, who it's for, and how it will achieve your website's goals. Here's a detailed breakdown of the key aspects involved:

##### 1. Know Your Audience:

- **Define your ideal website visitor:** Craft a persona – a detailed profile that describes who they are (demographics), their online behavior, and what brings them to your website.
- **Understand their needs and interests:** What are their pain points? What information are they seeking? Tailor your content to directly address their specific needs and interests.

##### 2. Set Content Goals:

- **Align with website goals:** Content should support your overall website objectives. Do you want to drive sales, educate your audience, or build brand awareness?
- **Define clear goals for each piece of content:** Is it to inform, persuade, or entertain? Having specific goals ensures your content is focused and effective.

##### 3. Content Mix Matters:

- **Variety is key:** Go beyond just text! Offer a diverse mix of content formats like informative blog posts, engaging infographics, and captivating videos to cater to different learning styles and preferences.
- **Calls to action (CTAs):** Don't leave visitors guessing! Tell them what you want them to do next – subscribe to a newsletter, download a white paper, or contact you. Make your CTAs clear, concise, and compelling.

##### 4. Plan & Schedule:

- **Content calendar:** Create a roadmap for your website's content. Map out what content you'll create, when it will be published, and who is responsible for its development.
- **Consistent publishing:** Schedule content at regular intervals to maintain a steady flow of fresh information and keep visitors engaged and coming back for more.

By following these core principles, you'll be well on your way to developing a website content strategy that attracts your target audience, achieves your business objectives, and positions your website as a valuable resource.

A value proposition is a clear, concise statement that outlines the unique benefits or value that a product, service, or solution provides to its customers or target audience. It explains why customers should choose a particular product or service over others available in the

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market. A well-crafted value proposition addresses the needs and pain points of the target audience, highlighting what sets a business apart from its competitors.

Key elements of a strong value proposition include:

1. **Clarity:** The value proposition should be easy to understand. It should communicate the main benefit or solution without causing confusion.
2. **Relevance:** It should directly address the specific needs and desires of the target audience. The more relevant the value proposition is to the customer, the more effective it will be.
3. **Differentiation:** A good value proposition highlights what makes a product or service unique and why it is better than alternatives in the market.
4. **Conciseness:** Keep the value proposition brief and to the point. Avoid unnecessary jargon and complexity.
5. **Credibility:** Whenever possible, support the value proposition with evidence, such as customer testimonials, case studies, or data that demonstrates the effectiveness of the product or service.
6. **Emphasis on Benefits:** Focus on the positive outcomes and benefits that customers will experience by using the product or service. Explain how it solves a problem or improves the customer's life.

Here are a few examples of well-known value propositions:

- Apple iPhone: "The experience is the product. Our phones are sleek, user-friendly, and seamlessly integrate hardware and software for a superior user experience."
- Google: "Organize the world's information and make it universally accessible and useful."
- Uber: "Get a reliable ride in minutes. Your time is valuable, and we want to help you get where you need to go."

Crafting a compelling value proposition is essential for marketing and sales efforts as it helps customers quickly understand why a particular offering is worth their time and money. It serves as the foundation for building a strong brand and creating customer loyalty.

Effectively communicating a value proposition on a website is crucial for engaging visitors and converting them into customers. A value proposition is a clear statement that explains the benefit a product or service provides to the target audience. Here are some tips on how to communicate a value proposition on your website:

1. **Clear and Concise Headline:** Start with a clear and concise headline that immediately communicates the primary benefit or solution your product or service offers. Use language that your target audience can easily understand.

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**2. Subheadline or Supporting Text:** Provide a subheadline or a brief paragraph that elaborates on the headline and provides additional context. Use language that resonates with your target audience and addresses their pain points or needs.

**3. Use Compelling Imagery:** Incorporate visuals, such as images or graphics, that reinforce your value proposition. Visuals can help create a more memorable and impactful message.

**4. Highlight Key Benefits:** Clearly outline the key benefits of your product or service. Focus on what sets you apart from the competition and why users should choose your offering.

**5. Address Pain Points:** Identify and address the pain points or challenges your target audience faces. Position your product or service as the solution to these problems.

**6. Customer Testimonials or Case Studies:** Include customer testimonials or case studies to add credibility and demonstrate how your product or service has benefited others. Real-world examples can build trust and validate your value proposition.

Remember to continuously evaluate and refine your value proposition based on user feedback and performance metrics. It's an ongoing process to ensure that your website effectively communicates the unique value your product or service brings to your target audience.

### Learning Activity – [Birds of paradise - value proposition and content]

#### Group Activity

Look at this website: <https://birdsofparadise.sg/>

Develop:

- A revised value proposition for this brand
- 4 ideas for content topics for the site

Capture these ideas to share with the class

## 4.2 Website content planning

Include the following pages:

### 1. Homepage:

- The homepage is the first impression visitors have of your site. Create a compelling headline that succinctly communicates your value proposition. Include a brief overview of your products or services, and use visually appealing elements such as high-quality images or graphics. Provide clear navigation and calls-to-action (CTAs) to guide users to other important sections of your site.

### 2. About:

- The "About" page gives visitors insight into your company's background, mission, and values. Share the story behind your brand, introduce key team members, and

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highlight any milestones or achievements. Use this page to build trust and establish a connection with your audience.

### **3. Product(s)/Service(s):**

- Clearly outline the features and benefits of your products or services. Use descriptive and persuasive language to explain how your offerings solve problems or fulfill needs. Include high-quality images or videos to showcase your products. If applicable, provide pricing information and a clear call-to-action for making a purchase or inquiry.

### **4. Frequently Asked Questions (FAQ):**

- Anticipate common questions your audience may have and address them on the FAQ page. Provide clear and concise answers to help users find information quickly. This can reduce the burden on customer support and enhance the user experience.

### **5. Contact:**

- The contact page should include essential information such as your business address, phone number, and email address. You can also integrate a contact form for users to submit inquiries. Make it easy for visitors to get in touch with you by providing multiple contact options.

### **6. Hidden Pages (Thank You, 404, Landing Pages):**

- **Thank You Page:** After a user completes a desired action (e.g., making a purchase or filling out a form), redirect them to a thank you page. Express gratitude, provide order details, and suggest additional actions or content.
- **404 Page:** Customise your 404 error page to guide users back to relevant content if they land on a broken link. Make it user-friendly with a search bar and links to key pages.
- **Landing Pages for Special Offers/Lead Magnets:** Create dedicated landing pages for special offers or lead magnets. Clearly present the offer, benefits, and a compelling CTA to encourage users to take action.

### **7. Blog:**

- A blog is an effective way to share valuable content, demonstrate expertise, and engage with your audience. Plan a content calendar, cover topics relevant to your industry, and provide insights that align with your brand. Use a mix of text, images, and multimedia for variety.

Remember to maintain a consistent brand voice and style across all content. Regularly update and optimise your content based on user feedback, analytics, and changes in your

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business or industry. This will help ensure that your website remains relevant, informative, and appealing to your target audience.

Planning content for a website involves strategic thinking and careful consideration of your target audience, business goals, and the overall user experience. Here's a step-by-step guide to help you plan content effectively:

### **Define Your Goals:**

- Clearly articulate the purpose of your website. Are you aiming to inform, sell, entertain, or engage? Your content strategy should align with your business objectives.

### **Identify Your Target Audience:**

- Understand your target audience's demographics, interests, and needs. Tailor your content to resonate with your audience and address their pain points.

### **Conduct Keyword Research:**

- Perform keyword research to identify the terms and phrases your audience is searching for. Use tools like Google Keyword Planner to find relevant keywords for your industry.

### **Create a Content Calendar:**

- Develop a content calendar outlining the topics, publication dates, and channels for each piece of content. A content calendar helps maintain consistency and organization.

### **Content Types:**

- Determine the types of content that will best serve your audience and goals. This may include blog posts, articles, videos, infographics, case studies, or interactive content.

### **Information Architecture:**

- Plan the structure and organization of your website. Create a sitemap to outline the main pages and their hierarchy. Consider user flow and navigation to ensure a positive user experience.

### **Content Mapping:**

- Map content to different stages of the customer journey. Create content that addresses awareness, consideration, and decision-making stages. This ensures you provide valuable information throughout the customer's interaction with your site.

### **Address User Needs:**

- Anticipate and address user needs and questions. Ensure your content is helpful, informative, and provides solutions to common challenges your



### 4.3 Developing persuasive & effective copywriting skills

Focus on these 8 frameworks:

#### 1. Tell Stories:

- Craft compelling narratives that resonate with your audience. Share stories that highlight the journey of your brand, the experiences of satisfied customers, or the impact of your product or service. Stories create an emotional connection and make your message more memorable.

#### 2. Appeal to Emotions:

- Evoke emotions that align with your message and goals. Whether it's joy, empathy, or excitement, tap into the emotional aspects of your audience's decision-making process. Emotional appeal makes your copy more persuasive and relatable.

#### 3. Speak Your Buyer's Language:

- Understand your audience's preferences, interests, and communication style. Use language that your target buyers can relate to, incorporating words and phrases that resonate with their experiences. Speaking their language builds rapport and trust.

#### 4. Convey Authority:

- Establish and showcase your expertise within your industry. Communicate relevant credentials, achievements, or testimonials that position your brand as a trustworthy and knowledgeable authority. Authority breeds confidence and persuades customers to trust your offerings.

#### 5. Use Triggers:

- Leverage psychological triggers to influence decision-making. Whether it's creating a sense of urgency through limited-time offers, showcasing social proof, or triggering the fear of missing out, use triggers strategically to motivate action.

#### 6. Use Humor:

- Inject humor judiciously into your copy to entertain and engage your audience. Humor can make your brand more memorable and create a positive association. Tailor the humor to your audience's preferences and the tone of your brand.

#### 7. Use Framing:

- Frame your message in a way that emphasizes the positive aspects. Whether it's positioning your product as a solution to a common problem or framing a discount as an exclusive opportunity, framing influences perception and shapes the way your audience interprets information.

#### 8. Raise and Resolve Objections:

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- Anticipate and address potential objections that your audience might have. Proactively provide solutions to common concerns, building trust and removing barriers to conversion. Acknowledge objections and demonstrate how your product or service overcomes challenges.

By incorporating these key persuasive copywriting skills into your content strategy, you can create messages that resonate with your audience, establish trust, and drive action. Remember to adapt your approach based on your specific audience and goals, continually refining your copy to optimize its effectiveness.

### 4.4 Writing effective product copy

Focus on these points:

#### 1. Prioritise the Headline:

- The headline is the first thing visitors see, and it plays a crucial role in capturing attention. Craft a compelling and concise headline that communicates the main benefit of your product. Use language that sparks interest and prompts visitors to explore further.

#### 2. Make it Scannable:

- Online readers often skim content, so make your copy easy to scan. Use short paragraphs, bullet points, and subheadings to break up the text. Highlight key information, benefits, and features to ensure that even those who quickly scan the page can grasp the main points.

#### 3. Include Keywords:

- Incorporate relevant keywords naturally into your copy. Consider the terms your target audience is likely to search for when looking for products like yours. This not only helps with search engine optimisation (SEO) but also ensures your copy resonates with the language your customers use.

#### 4. Follow the AIDA Structure:

- AIDA stands for Attention, Interest, Desire, and Action. Structuring your copy following this model guides the reader through a journey. Start by grabbing attention with a compelling headline, then build interest, create desire by showcasing benefits, and finally, prompt action with a clear call-to-action (CTA).

#### 5. Leverage AI:

- Utilise artificial intelligence tools to enhance your copywriting. AI can help you analyse data to understand customer behaviour, generate personalised content, and optimize your messaging for better results. It can also assist in A/B testing to determine the most effective copy variations.

#### 6. Highlight Unique Selling Proposition (USP):

- Clearly communicate what sets your product apart from the competition. Highlight the unique features and benefits that make your offering superior. Your USP should be evident in the headline and throughout the copy, emphasising why visitors should choose your product.

### **7. Use Persuasive Language:**

- Employ persuasive language to appeal to emotions and prompt action. Emphasise the positive outcomes customers can expect from using your product. Words like "exclusive," "guaranteed," and "free" can add persuasive elements to your copy.

### **8. Optimise for Readability:**

- Ensure your copy is easy to read and understand. Use a legible font, appropriate font size, and a readable color scheme. Consider the visual hierarchy of your content, making important information stand out. A visually appealing and readable design contributes to a positive user experience.

By integrating these elements into your copywriting strategy, you can create persuasive, customer-focused content that effectively communicates the value of your products and encourages visitors to take action. Regularly review and refine your copy based on performance data and customer feedback for continuous improvement.

## **4.5 Using social proof**

Using social proof is a powerful strategy to build credibility, trust, and influence potential customers to make purchasing decisions. Social proof leverages the idea that people tend to follow the actions and choices of others, especially if those others are perceived as similar or trustworthy. Here's how you can effectively use social proof to sell products and services on a website, along with examples:

### **1. Customer Testimonials:**

- How to Use: Display positive testimonials from satisfied customers prominently on your website. Include details such as the customer's name, photo, and a brief endorsement of your product or service.
- Example: "I love my new XYZ product! It exceeded my expectations in terms of quality and performance. - Sarah M., Happy Customer."

### **2. User Reviews and Ratings:**

- How to Use: Implement a review system on your product pages. Encourage customers to leave reviews and rate their experiences. Display the overall rating and a selection of individual reviews.
- Example: Display a 4.8-star rating for a product, accompanied by individual reviews highlighting specific features or benefits.

### **3. Case Studies:**

- How to Use: Create in-depth case studies that showcase how your product or service solved a specific problem for a customer. Include quantitative results, before-and-after scenarios, and customer quotes.
- Example: "Learn how Company X increased their sales by 30% in just three months using our marketing services. Read the full case study."

#### **4. Influencer Endorsements:**

- How to Use: Collaborate with influencers in your industry to promote your products. Share their positive experiences and endorsements through testimonials, photos, or videos.
- Example: "See why [Influencer Name] loves our new skincare line. Watch the video review and discover their favorite products."

#### **5. Social Media Mentions:**

- How to Use: Showcase positive mentions and reviews from social media platforms. Embed tweets, Instagram posts, or Facebook comments that praise your products.
- Example: Embed a tweet from a customer saying, "Just received my order from [Your Brand] and I'm in love! The quality is amazing. #HappyCustomer"

#### **6. Customer Photos and User-Generated Content:**

- How to Use: Encourage customers to share photos or videos of themselves using your products. Feature this user-generated content on your website to demonstrate real people enjoying your offerings.
- Example: Create a gallery of customer photos showcasing various uses of your product along with the hashtag #MyBrandExperience.

#### **7. Statistics and Popularity Indicators:**

- How to Use: Highlight the number of satisfied customers, units sold, or any other relevant statistic that reflects the popularity and trustworthiness of your product.
- Example: "Join over 50,000 satisfied customers who have experienced the benefits of our product!"

#### **8. Industry Awards and Recognitions:**

- How to Use: Showcase any awards, certifications, or industry recognitions your product or service has received. These accolades can enhance your credibility.
- Example: "Winner of the Best Product Innovation Award 2022 - [Your Brand]."

#### **9. Live Chat and Customer Interactions:**

- How to Use: Implement live chat on your website to enable real-time customer interactions. Display positive chat interactions or endorsements as social proof.

- Example: "Just had a fantastic chat with [Customer Support Name]! They were super helpful in answering my questions."

### **10. Before-and-After Visuals:**

- How to Use: For products that involve transformations (e.g., fitness products, skincare), use before-and-after photos or videos to visually demonstrate the positive impact.
- Example: Showcase a split-image of a customer's skin before using your skincare product and after a few weeks of regular use.

When using social proof, authenticity is key. Ensure that the testimonials and reviews feel genuine, and consider incorporating a variety of social proof elements throughout your website for a well-rounded impact. Keep social proof up-to-date and regularly gather new testimonials or reviews to maintain relevance.

## **4.6 The importance of trust signals**

Trust signals are elements on a website that help establish credibility, build trust, and reassure visitors that they are engaging with a legitimate and trustworthy business. These signals play a crucial role in influencing users to feel confident about making a purchase, sharing personal information, or taking other desired actions on the site. Here are common trust signals found on websites:

### **1. SSL Certificates:**

- Displaying "https://" in the URL and a padlock icon indicates that the website has a secure sockets layer (SSL) certificate. This ensures that data transmitted between the user's browser and the website is encrypted, providing a secure connection.

### **2. Trust Badges and Seals:**

- Badges and seals from reputable third-party security providers, such as McAfee, Norton, or BBB (Better Business Bureau), can instill confidence by signaling that the website has been verified for security and reliability.

### **3. Customer Reviews and Testimonials:**

- Positive reviews and testimonials from real customers provide social proof and demonstrate the satisfaction of previous buyers. Including names, photos, or other details can enhance authenticity.

### **4. Trustworthy Design and User Experience:**

- A professional and well-designed website contributes to a positive first impression. A user-friendly interface, easy navigation, and clear calls-to-action contribute to a trustworthy user experience.

### **5. Privacy Policy and Terms of Service:**

- Clearly visible links to a privacy policy and terms of service pages communicate transparency and inform users about how their data will be handled. Compliance with data protection regulations (e.g., GDPR) enhances trust.

### **6. Secure Payment Options:**

- Displaying recognised and secure payment options, along with logos of trusted payment gateways, can reassure users that their financial transactions are protected.

### **7. Contact Information:**

- Providing easily accessible contact information, including a physical address, phone number, and email address, adds credibility. A dedicated "Contact Us" page reinforces transparency and accessibility.

### **8. About Us Page:**

- An informative "About Us" page detailing the company's history, mission, and values humanises the brand and helps users connect with the people behind the business.

### **9. Professional Certifications and Affiliations:**

- Displaying certifications, industry affiliations, or memberships in professional organisations can establish authority and credibility within a specific sector.

### **10. Clear Return and Refund Policies:**

- Clearly communicating return and refund policies, including the duration for returns and the process involved, helps manage customer expectations and builds trust.

### **11. Live Chat Support:**

- Offering live chat support indicates a commitment to assisting customers in real-time, addressing concerns, and providing additional information. It can enhance customer confidence in the reliability of the business.

### **12. Visible Social Media Presence:**

- Displaying links to and showcasing activity on social media platforms reinforces the business's online presence and provides an additional way for customers to engage and connect.

Integrating these trust signals into a website not only helps build confidence among visitors but also contributes to a positive overall user experience. Trust is a critical factor in online interactions, influencing the likelihood of customer engagement and conversions.

### Learning Activity – [Origin Mattress - copywriting ]

#### Group Activity

Look at this website: <https://originmattress.com.sg>

Find examples of:

- Persuasive copywriting
- Effective product copy
- Social proof

Capture these ideas to share with the class

## 4.7 Creating sticky content

### Mastering the Sticky: Enhancing User Experience with Sticky Website Elements

While compelling content is crucial for keeping visitors engaged, strategically placed "sticky elements" can take user experience on your website to the next level. These elements, such as fixed or scrolling navigation bars, remain visible on the screen as users scroll, offering constant access to key functionalities and promoting user flow. Here's a breakdown of how to leverage sticky elements effectively:

#### 1. Prioritize Functionality:

- **Focus on Core Actions:** Sticky elements should prioritize essential features that users need readily available throughout their browsing experience. This could include navigation bars, CTAs (call to action buttons), search bars, or shopping carts in e-commerce websites.

#### 2. User Convenience is Key:

- **Effortless Access:** The primary benefit of sticky elements is user convenience. By remaining visible at all times, they eliminate the need for users to scroll back up the page to access crucial functions, streamlining navigation and promoting engagement.

#### 3. Balance is Essential:

- **Avoid Overcrowding:** While sticky elements offer benefits, don't clutter the screen. Limit the number of sticky elements to avoid overwhelming visitors and obstructing content visibility. Prioritize the most essential functionalities for a clean and user-friendly experience.

#### 4. Consider Responsiveness:

- **Optimize for All Devices:** Ensure your website and sticky elements function flawlessly across all devices – desktops, tablets, and smartphones. Sticky elements should adapt and adjust their size and position to maintain usability on smaller screens.

### 5. Experiment with Placement and Design:

- **Strategic Positioning:** A/B testing can help you determine the optimal placement for sticky elements. Consider top-of-scroll, bottom-of-scroll, or a combination for specific features depending on your website's layout and content.
- **Visual Appeal:** Design your sticky elements to complement your website's overall aesthetic. Maintain consistent branding and color palettes while ensuring the elements are visually distinct and easy to identify. Subtle animations or hover effects can further enhance user experience and draw attention to CTAs.

#### Examples of Effective Sticky Elements:

- **Fixed Navigation Bars:** Always visible at the top of the page, providing clear navigation throughout the entire website.
- **Scrolling "Back to Top" Buttons:** Strategically positioned at the bottom of the page, allowing users to instantly return to the top with a single click.
- **Sticky Shopping Carts:** Always visible in e-commerce websites, reminding users of their chosen items and facilitating a seamless checkout process.
- **Sidebar Chat Functionality:** Sticky chat windows enable visitors to connect with customer service representatives without leaving the page they're browsing.

**By strategically implementing these principles, you can leverage the power of sticky elements to enhance user experience, streamline navigation, and ultimately achieve your website's goals.**

## 4.8 SEO Optimisation

### The SEO Trinity: Technical Prowess, User Delight, and Search Focus

In the ever-evolving world of SEO (Search Engine Optimization), success hinges on a three-pronged approach: a technically sound website, a delightful user experience, and a focus on relevant search queries. Here's how these elements intertwine to create a website that thrives in search engine results pages (SERPs):

#### 1. Technical Foundation:

- **Solid Infrastructure:** A well-structured website with clean code, fast loading times, and mobile responsiveness forms the bedrock of SEO. Search engines prioritize websites that are easy to crawl and index, ensuring your valuable content gets discovered.
- **Structured Data:** Implementing structured data markup helps search engines understand your website's content better. It provides richer search results (like snippets with ratings or product details) that can entice users to click through.



### 2. User Delight: A Ranking Factor in Disguise

- **Engaging Content:** High-quality, informative, and engaging content is a cornerstone of SEO. Content should provide value to users, address their needs, and keep them coming back for more. Search engines consider user engagement metrics like time on page and bounce rate when ranking websites.
- **Intuitive Navigation:** A website that's easy to navigate not only keeps users happy but also helps search engine crawlers efficiently discover and index all your content.
- **Mobile Optimization:** With a significant portion of web traffic coming from mobile devices, ensuring your website offers a seamless mobile experience is crucial. Search engines prioritize mobile-friendly websites for mobile searches.

### 3. Search Focus: Speaking the Right Language

- **Keyword Research:** Understanding the search terms your target audience uses is vital. Integrate relevant keywords strategically within your content, but prioritize user experience over keyword stuffing.
- **On-Page Optimization:** Optimize page titles, meta descriptions, and header tags with relevant keywords to improve search result visibility and click-through rates (CTR).

### The Interconnected Web: How They Work Together

These three elements of SEO are not isolated concepts; they work together synergistically. A technically sound website with a delightful user experience is more likely to capture user attention and lead to longer engagement times, positive signals for search engines.

Furthermore, user engagement with content (reading, sharing) can send strong social signals to search engines, boosting your website's authority and ranking potential.

By focusing on all three aspects – technical prowess, user delight, and search focus – you can create a high-performing website that attracts users, engages their interest, and positions itself favorably in search results, ultimately achieving your website's goals.

### 4.9 Compliance requirements (GDPR/CCPA/Cookies)

Websites are subject to various compliance requirements, and the specific regulations they need to adhere to depend on factors such as their location, the location of their users, and the nature of the data they collect. Here are some key compliance requirements, including GDPR (General Data Protection Regulation), CCPA (California Consumer Privacy Act), and considerations related to cookies:

#### 1. General Data Protection Regulation (GDPR):

GDPR is a comprehensive data protection regulation applicable to businesses operating in the European Union (EU) or processing the personal data of EU residents. Key requirements include:

Obtaining explicit consent before processing personal data.

Providing clear privacy notices.

Allowing users to access, rectify, or erase their personal data.

Implementing data protection by design and default.

### **2. Cookies and E-Privacy Directive:**

The use of cookies on websites is governed by various regulations, including the E-Privacy Directive in the EU. Key considerations include:

Obtaining user consent before setting non-essential cookies.

Providing clear information about the purpose of cookies.

Offering users the option to manage their cookie preferences.

### **3. Children's Online Privacy Protection Act (COPPA):**

COPPA applies to websites and online services directed towards children under 13 years of age. Key requirements include:

Obtaining verifiable parental consent before collecting personal information from children.

Providing clear privacy notices and disclosure practices.

### **4. Health Insurance Portability and Accountability Act (HIPAA):**

HIPAA applies to websites and online services that handle health-related information. Key requirements include:

Implementing measures to secure and protect health information.

Ensuring the confidentiality, integrity, and availability of health data.

Complying with specific privacy and security standards.

### **5. Accessibility Standards (WCAG):**

Websites may need to comply with accessibility standards, such as the Web Content Accessibility Guidelines (WCAG), to ensure that their content is accessible to people with disabilities.

### **6. Digital Millennium Copyright Act (DMCA):**

Websites that host user-generated content may need to comply with the DMCA, which provides a framework for addressing copyright infringement claims.

### **7. Anti-Spam Laws:**

Compliance with anti-spam laws, such as the CAN-SPAM Act in the United States or the Privacy and Electronic Communications Regulations (PECR) in the EU, is essential for email marketing.

It's important for website operators to stay informed about relevant regulations, regularly update their privacy policies, and implement necessary measures to ensure compliance.

Legal advice may be sought to understand the specific requirements that apply to a particular website based on its activities and user base.

# 5. Measurement & Optimisation Tools

## 5.1 Identifying optimisation opportunities with Google Analytics

Google Analytics provides a wealth of data to help you measure various aspects of your website's performance. Here are key metrics and dimensions you can measure in Google Analytics to assess the performance of your website:

### 1. Audience Overview:

- Metrics:
  - Sessions
  - Users
  - Pageviews
  - Bounce Rate
- Dimensions:
  - New vs. Returning Visitors
  - Location (Geographic)
  - Device Category (Desktop, Mobile, Tablet)

### 2. Acquisition:

- Metrics:
  - Source/Medium
  - Channels (Organic Search, Direct, Referral, Social, Paid Search)
- Dimensions:
  - Campaigns
  - Landing Page

### 3. Behaviour:

- Metrics:
  - Pageviews
  - Average Time on Page
  - Exit Rate
- Dimensions:
  - Page URL
  - Site Content (Top Pages)

### 4. Conversion:

- Metrics:
  - Goals (e.g., form submissions, purchases)
  - E-commerce Metrics (if applicable)
- Dimensions:
  - Goal Completion Location
  - Source/Medium for Conversions

### 5. User Demographics and Interests:

- Metrics:

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- Age
- Gender
- Interests
- Dimensions:
  - User Type (New vs. Returning)
  - Geo Location

### 6. Site Speed:

- Metrics:
  - Page Load Time
  - Server Response Time
  - Page Timings
- Dimensions:
  - Page

### 7. Mobile Performance:

- Metrics:
  - Mobile Overview
  - Mobile Devices
  - Mobile Operating Systems
- Dimensions:
  - Device Category

### 8. Site Search:

- Metrics:
  - Search Terms
  - Total Unique Searches
  - Search Exits
- Dimensions:
  - Search Keyword

### 9. Event Tracking:

- Metrics:
  - Total Events
  - Event Category, Action, Label
- Dimensions:
  - Pages, Events, or Custom Variables

### 10. Multi-Channel Funnels:

- Understand the various touchpoints in a user's journey before a conversion.

By regularly monitoring these metrics and dimensions in Google Analytics, you can gain insights into user behaviour, traffic sources, engagement levels, and the overall effectiveness of your website. This data is valuable for making informed decisions, optimising content, and improving the user experience.

### Learning Activity – [Birds of Paradise - Google Analytics]

#### Group Activity

Look at this website: <https://birdsofparadise.sg/>

- Discuss:
  - How would you measure the effectiveness of the changes you proposed this morning?
  - Select at least 5 different metrics you could track in Google Analytics.
- Capture these ideas to share with the class

### 5.2 Utilising heat maps and click maps

Heatmap analysis is a data visualisation technique that represents numerical values with colors on a two-dimensional surface. In the context of websites and user experience, heatmap analysis is commonly used to visually depict the intensity of user interactions on specific areas of a web page. The goal is to provide insights into how users engage with different elements, helping website owners and designers optimize layouts and improve user experience.

There are several types of heatmaps commonly used in website analysis:

#### 1. Click Heatmaps:

- What They Show: The areas where users click the most on a webpage.
- Color Coding: Hotter colors (e.g., red) represent high click activity, while cooler colors (e.g., blue) represent fewer clicks.

#### 2. Scroll Heatmaps:

- What They Show: How far down the page users typically scroll.
- Color Coding: Areas frequently viewed are warmer, and cooler colors indicate less visibility.

#### 3. Move Heatmaps (Mouse Tracking):

- What They Show: The movement of the cursor across the webpage.
- Color Coding: Hotspots indicate areas where users move their cursor more frequently.

#### 4. Attention or Engagement Heatmaps:

- What They Show: Combined data on clicks, scrolls, and mouse movement to identify areas of high user engagement.
- Color Coding: Highlights sections that receive the most attention.

#### 5. Form Analysis Heatmaps:

- What They Show: User interactions within web forms, indicating where users focus, abandon, or face difficulties.

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- Color Coding: Identifies the most and least interacted-with form fields.

### 6. Time-based Heatmaps:

- What They Show: Changes in user behaviour over time.
- Color Coding: Reveals variations in user engagement during different time periods.

Heatmap analysis provides several benefits for website optimisation:

- Identifying Hotspots: Pinpointing the areas of a webpage that receive the most user attention or interactions.
- User Behaviour Insights: Understanding how users navigate and engage with different elements on a page.
- Optimisation Opportunities: Pinpointing areas that may need improvement or adjustments to enhance user experience.
- Conversion Rate Optimization (CRO): Aiding in the optimisation of key conversion elements like buttons, forms, or calls-to-action.

To conduct a heatmap analysis, various tools and software platforms are available, allowing website owners and designers to gather and interpret user interaction data visually. Popular heatmap tools include Hotjar, Crazy Egg, and Google Analytics with additional plugins or integrations.

## 5.3 Using site session recordings

Session recordings, also known as session replays, are a website analytics feature that allows you to record and playback the interactions users have on your website. These recordings capture the entire session of a user, including mouse movements, clicks, scrolls, and other interactions. Analysing session recordings can provide valuable insights into user behaviour and help optimize website performance. Here's how they work and how they are used for optimisation:

### 1. Recording User Interactions:

- Session recording tools capture the user's interactions with your website in real-time. This includes movements of the mouse cursor, clicks on buttons and links, scrolling behaviour, and even keyboard inputs.

### 2. Playback of Sessions:

- Once recorded, these sessions can be played back as a video-like replay, allowing you to see exactly how users navigate and interact with your site. Each recording represents an individual user's journey through your website.

### 3. Identification of Pain Points:

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- Session recordings help identify specific areas where users may encounter issues or obstacles. For example, you can observe if users struggle to find information, encounter broken links, or abandon a form before completion.

### 4. Understanding User Flow:

- By watching session recordings, you can gain insights into the typical flow of user interactions. This includes the pages they visit, the order in which they navigate, and the time spent on each page.

### 5. User Experience Analysis:

- Session recordings provide a detailed view of the user experience, helping you understand how users perceive and engage with the design, layout, and functionality of your website.

### 6. Optimising Website Performance:

- Session recordings play a crucial role in website optimisation by helping you make data-driven decisions. Based on the insights gained, you can implement changes to improve the user experience and address issues that may be hindering conversions.

### 7. Conversion Rate Optimisation (CRO):

- Session recordings are valuable for CRO efforts. By identifying where users drop off or encounter difficulties, you can make targeted improvements to increase conversion rates on key pages or processes.

### 8. UX/UI Design Enhancements:

- Analysing session recordings allows you to evaluate the effectiveness of your website's user interface (UI) and user experience (UX). You can make informed design enhancements to create a more intuitive and user-friendly interface.

### 9. Bug Identification and Troubleshooting:

- Session recordings can be useful for identifying and troubleshooting bugs or technical issues on your website. If users encounter errors, these recordings can provide insights into the circumstances leading up to the problem.

### 10. Feedback for A/B Testing:

- Session recordings can inform the creation of A/B tests. By understanding how users interact with the current design, you can formulate hypotheses and test variations to determine which performs better.

To use session recordings effectively, it's essential to respect user privacy and adhere to data protection regulations. Additionally, combining session recording analysis with other analytics tools and user feedback mechanisms can provide a comprehensive understanding of your website's performance and user satisfaction.

### 5.4 Role of A/B testing

A/B testing, also known as split testing, is a method used in website design and optimisation to compare two or more versions of a webpage or element to determine which one performs better in achieving a specific goal. The goal could be anything from increasing click-through rates, improving conversion rates, or enhancing user engagement. A/B testing is a data-driven approach that helps identify the most effective design or content variations based on user behaviour. Here's how A/B testing for website design works:

#### 1. Selecting a Variable to Test:

- A/B testing involves comparing two versions of a webpage or a specific element by changing one variable, often referred to as the "variant" or "B" version. The variable could be anything from a headline, call-to-action button, color scheme, or overall page layout.

#### 2. Creating Variations:

- Once the variable is selected, you create two or more variations of the webpage or element. The original version is known as the "control" or "A" version, and the altered version is the "variant" or "B" version. These versions are randomly presented to users in equal proportions.

#### 3. Randomised Assignment:

- Users are randomly assigned to either the control group (exposed to the A version) or the variant group (exposed to the B version). This randomisation helps ensure that the groups are statistically similar, allowing for a fair comparison.

#### 4. Monitoring User Interactions:

- User interactions with each version are tracked and measured. This includes metrics such as click-through rates, conversion rates, time spent on page, or any other relevant key performance indicators (KPIs) depending on the goal of the test.

#### 5. Statistical Analysis:

- Statistical analysis is applied to the data collected to determine if there is a significant difference in performance between the A and B versions. The goal is to identify whether the observed variations are due to random chance or if there's a statistically significant difference.

#### 6. Drawing Conclusions:

- Based on the statistical analysis, you can draw conclusions about which version performed better in achieving the defined goal. The winning version is typically implemented on the website to improve overall performance.

#### 7. Iterative Testing:

- A/B testing is often an iterative process. After identifying a winning variation, you can continue testing and refining other elements to further optimize the design and achieve continuous improvements.



### 8. Common A/B Test Scenarios:

- A/B testing can be applied to various elements, including headlines, images, button colors, navigation elements, pricing structures, and more. The choice of what to test depends on your specific objectives and the areas where you seek improvement.

A/B testing provides a scientific and systematic approach to optimize website elements, ensuring that changes are based on data rather than assumptions. It allows web designers and marketers to make informed decisions and continually enhance the user experience, ultimately leading to better website performance and user satisfaction.

### Learning Activity – [Birds of Paradise - Metrics]

#### Group Activity

Look at this website: <https://birdsofparadise.sg/>

- Discuss:
  - How would you use heat maps, site session recordings or A/B testing to analyse performance?
  - Consider your goal and which metrics you would need to track.
- Capture these ideas to share with the class

## 5.5 Tracking UX changes across a website and landing page

Tracking user experience (UX) changes across a website and landing page involves utilising various tools and metrics to measure the impact of design modifications, content adjustments, or any other alterations aimed at improving user satisfaction. Here's a guide on how to track UX changes effectively:

### 1. Define Key Metrics:

- Clearly define the key performance indicators (KPIs) that align with the goals of your UX changes. This may include metrics such as bounce rate, average session duration, conversion rate, and click-through rate.

### 2. Set Baseline Metrics:

- Before implementing UX changes, establish baseline metrics by collecting data on the current performance of the website or landing page. This provides a benchmark for comparison after the changes are made.

### 3. Heatmap and Session Recording Tools:

- Use heatmap analysis tools (e.g., Hotjar, Crazy Egg) and session recording tools to visually understand how users interact with the redesigned elements. Heatmaps can reveal where users click, move their cursor, and how far they scroll.

### 5. A/B Testing:

- Conduct A/B tests to compare the performance of the original version (control) against the new version (variant) of your website or landing page. A/B testing tools

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like Optimizely or Google Optimize can help measure the impact on conversion rates or other specified goals.

### 6. Survey and Feedback Tools:

- Implement survey tools or feedback forms to gather qualitative insights from users. Tools like Qualtrics or SurveyMonkey can help you collect user opinions, preferences, and feedback on the UX changes.

### 7. Conversion Funnels:

- Analyse conversion funnels within your analytics tool to identify any drop-off points or areas of improvement. Understanding how users move through the conversion process helps in optimising specific steps.

### 8. Usability Testing:

- Conduct usability testing with real users to gather direct feedback on the usability and effectiveness of the UX changes. This qualitative data can complement quantitative metrics.

### 9. Compare Before-and-After Analytics:

- After implementing UX changes, compare the post-change analytics with the baseline metrics. Look for improvements in the defined KPIs and assess whether the changes have positively impacted user experience.

### 10. Iterative Monitoring:

- UX is an ongoing process, and continuous monitoring is essential. Regularly track performance metrics, gather user feedback, and iterate on the design based on insights and data.

By employing a combination of quantitative and qualitative methods, including analytics tools, A/B testing, user feedback, and usability testing, you can effectively track UX changes and make informed decisions to continuously enhance the user experience on your website and landing pages.

### Appendix

#### Individual Project: Website & Landing Page Conversion Optimisation

##### Instruction:

The Individual Project consists of **FOUR** Parts. The candidate must complete all tasks indicated in each part.

##### Part 1:

##### Understand conversion funnel analysis:

- **Conversion funnel:** Analyse the website's conversion funnel and identify the primary and secondary actions you want visitors to take. These actions could be purchasing, signing up for a newsletter, or downloading a white paper. State what these conversation actions are (minimum of 2).
- **SMART Goals:** Develop SMART goals to improve the conversion rates for the actions identified in question 1. Remember, SMART goals are Specific, Measurable, Achievable, Relevant, and Time-bound.

##### Analyze User Journey and Target Audience:

- **Target Market:** Define the primary demographic (age, income, location, etc.) and buying behavior (impulse buyers, price-conscious, etc.) of the website's target audience. Identify their goals (what they want to achieve) and pain points (challenges they face) that the website aims to address.
- **User Journey Mapping:** Based on the target audience you identified, map out the steps they would likely take on the website to achieve the conversion goals described in the first question. Consider their thought process, actions, and potential roadblocks at each stage of the journey.

##### Part 2

##### Improve the user experience and conversion rate: using design

- **Wireframing:** Create a wireframe that restructures your website or landing page to improve conversion. This can be shown as a sketch, a presentation slide, or a screengrab from a wireframe tool.
- **CTA Optimisation:** Describe how you could improve the call-to-action buttons on your website. Consider the goal, the copy, the positioning, and the design.

##### Part 3:

##### Improve the user experience and conversion rate: using content

- **Content Planning:** For your selected website, review the content and make recommendations on how this could be improved to achieve your conversion goals. Consider:
  - Content topics and formats

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- Copywriting
  - Compliance
- **SEO Optimisation:** How would you ensure your website is optimised for search? Consider the technical setup, usability, and search focus.

### Part 4:

#### Measure and optimise a site for maximum conversions

- **Measurement:** Identify 5 key metrics you would recommend tracking to measure the website/landing page's performance against your pre-defined goals. Briefly explain how each metric contributes to your evaluation.
- **Optimisation:** Describe a data-driven approach using Google Analytics, heatmaps, session recordings, and A/B testing to identify areas for improvement and optimize your website/landing page for conversions.