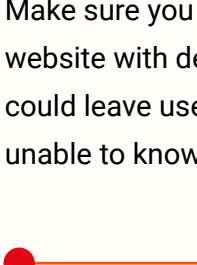


WHAT MAKES CUSTOMERS Leave Your Website

EXIT

What makes a visitor leave your website?

Marketers are known for their constant pursuit of extra knowledge that can separate them from those who don't possess it yet. The irony of searching for knowledge and greater understanding in an age of information is that one could wade through an ocean of data, and yet come out of the other side with nothing useful. Clearly, there is no shortage of information around us. Every year a good number of books get published on the subject of Marketing. As a matter of fact, what most marketers lack is the right guidance. Understanding the crucial role knowledge acquisition plays in everyday lives of marketers Mr Digital created a list of 12 books that will help you become not just another well-read marketer, but someone who grasps the changing trends and adapt.



Bad navigation

If a first-time visitor runs into navigation trouble while browsing your website, there is a good chance of them never returning. The fuzzier and more elaborate the design, the greater the odds of rendering visitors confused. Always remember, the website is the place where you endear your brand to visitors.

What not to do

Make sure you don't clutter your website with design elements that could leave users disoriented and unable to know what to do next.

You cannot afford to litter your site with main navigation links

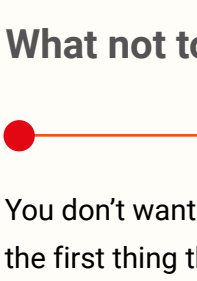
You should not place main links in unnoticeable areas of a website.

Do not give confusing anchor text for your links, especially not 'other links' text.



How to fix These

- You should lay out a logical navigation system aided by valuable information architecture.
- It's important to place key navigation elements in the main area of the page. If you have a big website, it's good to upload a detailed sitemap.



One too many ads

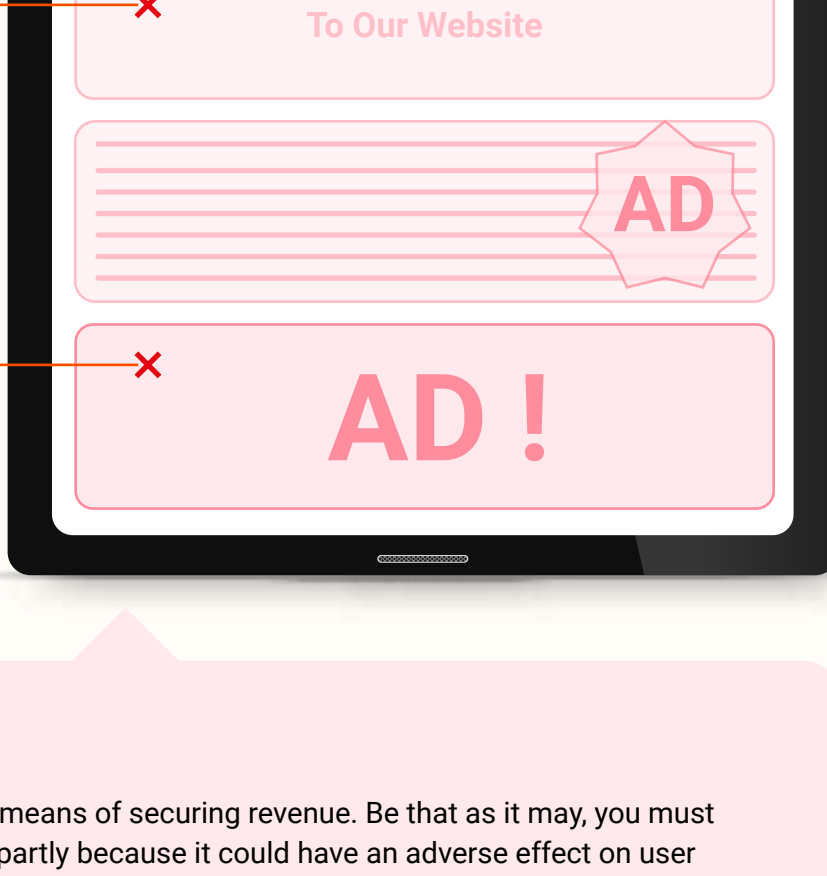
Any attempts to flood your website with an inordinate number of ads can prove counterproductive.

What not to do

You don't want a bunch of ads to be the first thing that visitors see when they are on your website.

You shouldn't let pop-up ads to jar on visitors' senses. Don't place in some obscure corner the content that drove visitors to your website.

Don't place ads that are taking up too much of the website's space.



How to fix These

- Of course, running ads is an excellent means of securing revenue. Be that as it may, you must refrain from displaying ads in excess, partly because it could have an adverse effect on user retention rate.



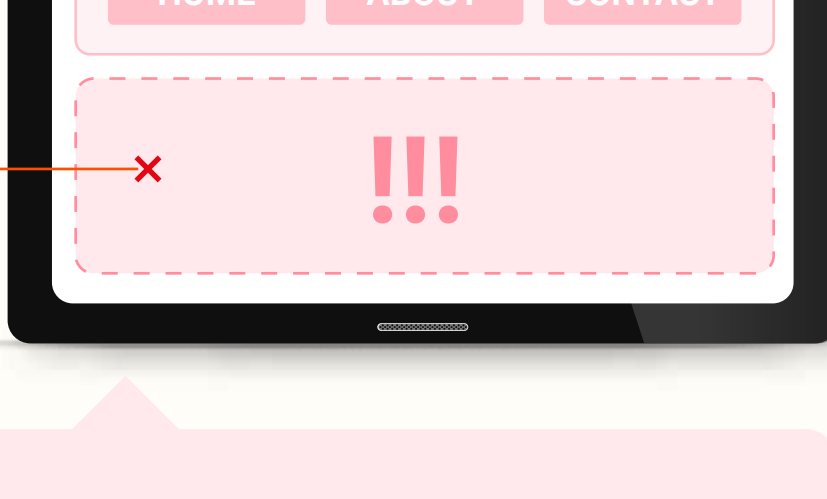
Poor Content Structure

The content structure can make or break your website. If the content is poorly structured, it could directly lead to a drop in retention rate. Give prominence to key areas of content and make everything else available for reading in the easiest way imaginable. You don't want any conversion chance slipping through the fingers because visitors can't find what they seek.

What not to do

It's a terrible idea to spread out your content across multiple pages when you can make it all available on a single page.

Don't place incoherent content that doesn't properly introduce a topic to readers.



How to fix it

- Enable readers to find your content with great ease. Tidy up your content by putting it in clearly defined categories in brief format. Try emboldening the keywords you would want your readers to see right away.



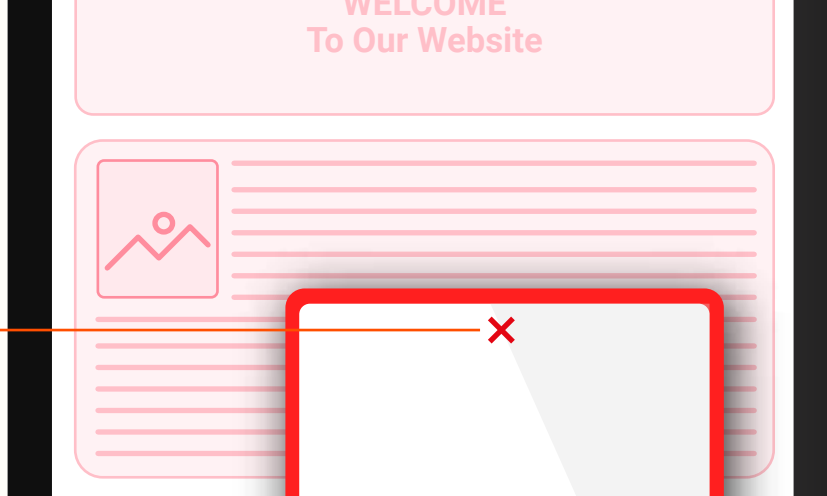
Video and Audio Overkill

Most visitors come to your website with an idea about what to do. Hence, your idea of engaging visitors with obtrusive video clips and sound bites could actually drive them away from your site.

What not to do

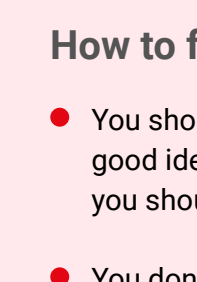
Stop playing videos that could interfere with visitors' browsing experience.

Don't even think about playing a sound clip in the background



How to fix it

- You should let visitors decide if they want to watch a video or listen to an audio file. It's never a good idea to impose your interests on them. If you decide to let some video content play by default, you should give users an option to exit.
- You don't need a long video clip when you can convey the message using a single sentence. Keep testing until you figure out what content best conveys your unique selling point.

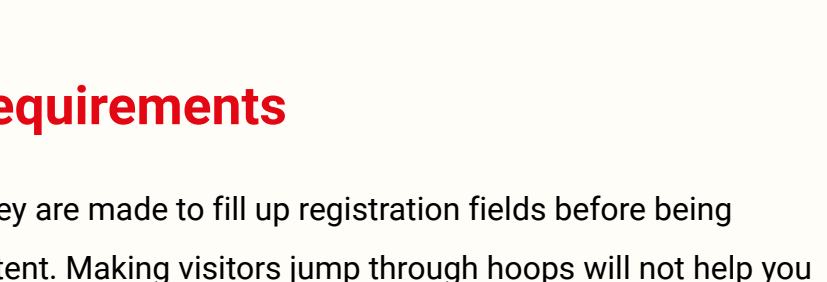


Registration requirements

Visitors hate it when they are made to fill up registration fields before being allowed access the content. Making visitors jump through hoops will not help you with user retention.

What not to do

Stop showing pop-up registration forms to visitors who are probably on your website to view the content without having to sign up for it.



How to fix it

- If a visitor must register to interact with your site, try giving them a taste of what they're signing up for, offer a preview or a demo.
- You should try to bridge the gap between you and visitors, as opposed to building walls.

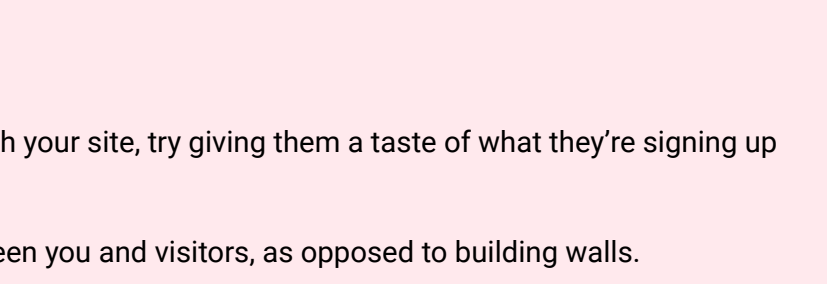


Bland content, uninspiring Design

A website riddled with bland content and uninspiring design will never offer a memorable user experience for visitors. When a visitor suffers a bad experience on your website, they might just forgive you but they will never forget and will never return.

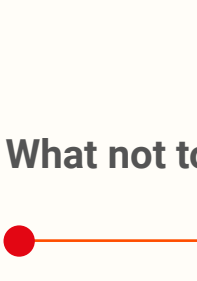
What not to do

Try not to leave a featureless impression on visitors and give them a reason to leave your website.



How to fix it

- Sometimes even the most minimalistic of design tends to leave the longest impression on visitors. All you need to do is ensure that visitors have no trouble reaching where they want.
- Explore creative ways to engage with your website visitors. With some sustained efforts on your part, features like blogs and forums can go a long way in engaging your visitors.



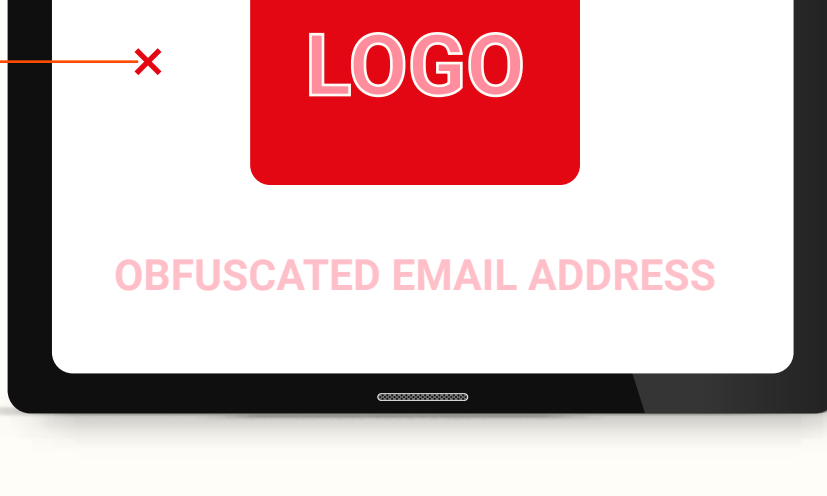
Poor Readability

Poor colour schemes, design patterns and glaring typos could render the content unfathomable to website visitors. This will eventually undermine the user experience.

What not to do

Do away with typefaces that are unsightly and unnecessarily fuzzy.

Try not to use garish colour contrast on your website as it could easily jar on visitors' sensibility.



How to fix it

- If you can afford it, hire a creative designer to spice things up. A well-optimised website with the right colour schemes and tones can drive home your marketing messages and improve customer retention.
- Now if you don't know where to look for a creative web designer, give Mr Digital a shout out.



Lack of Consistency

So you have finally struck the sweet balance between engagement, design and content distribution on your website. But all of that goes right out the window unless you make a point of updating your site with fresh content.

What not to do

Make no compromises about updating the content on your website.

Stop using stock under construction messages for your website. From a visitor's standpoint, this calls to mind a website that is rarely looked after.



How to fix it

- You must keep updating your website with brand new content on a regular basis. Mind you, this could lead to your newly published content ranking better in the search engines.
- It's advisable to get a blog up and running on your website. Publishing blogs periodically will let visitors know that your website is regularly updated.

Seek expert advice

Do you still run into trouble while optimising your website? Are you unable to find out what you may be doing wrong? Let **MR. DIGITAL** do the math, and help you to not only enhance customer retention but boost your conversion rate.