

Improvement of user journey for

Registering the website *visitor* &

Marketing of *content* on company website

<https://www.futurebridge.com>

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ASSIGNMENT

Objective : The objective of this assignment is to improve user journey for registering the website visitor and marketing our content on company website.

FutureBridge is a B2B services company and have setup a new section on our website (<https://www.futurebridge.com>) for users to register themselves and get access to gated content. As a Digital Experience Lead you are asked to re-engineer the experience to encourage more users to register on our website to access our gated content.

1. After going through the current user registration process, what changes will you make to the user registration journey to make it more intuitive and user friendly. What industry best practices should companies like FutureBridge considered while designing the user journey to incite users to register for gated content.
2. What Lead Magnets you will place on what section of the website/webpage that will have positive impact on user registration and conversions.
3. Assuming you are using WordPress as a CMS for <https://www.futurebridge.com>, what plugins would you recommend for user registration and providing access to gated content.
4. Assuming you are using WordPress as a CMS for the website, what strategy will you use for building the right content classification, cataloguing and tagging for content optimization such that based on user's preference only relevant content is served to the users.

The future is here

The opportunities are limitless






FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective

[| READ MORE](#)

Never miss your FutureBridge Perspectives

Register and get access to **MyFutureBridge** section for exclusive content which you can personalize based on your preference.

Registration Benefits

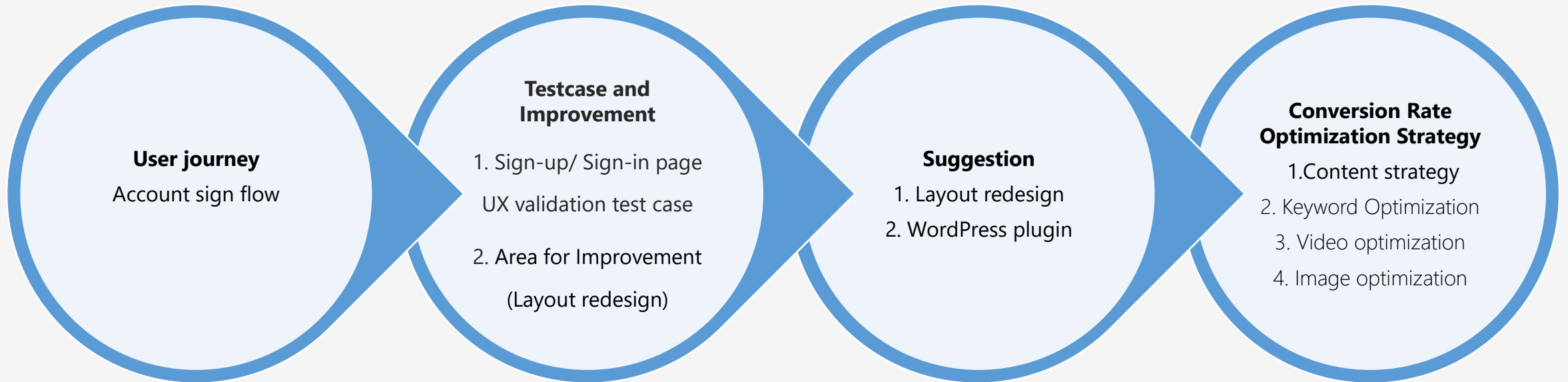
-  Explore Key Industry Trends
-  Trending Topics
-  Access to exclusive content
-  Unrestricted webinar access
-  Exclusive Newsletter

Enter phone number without country code

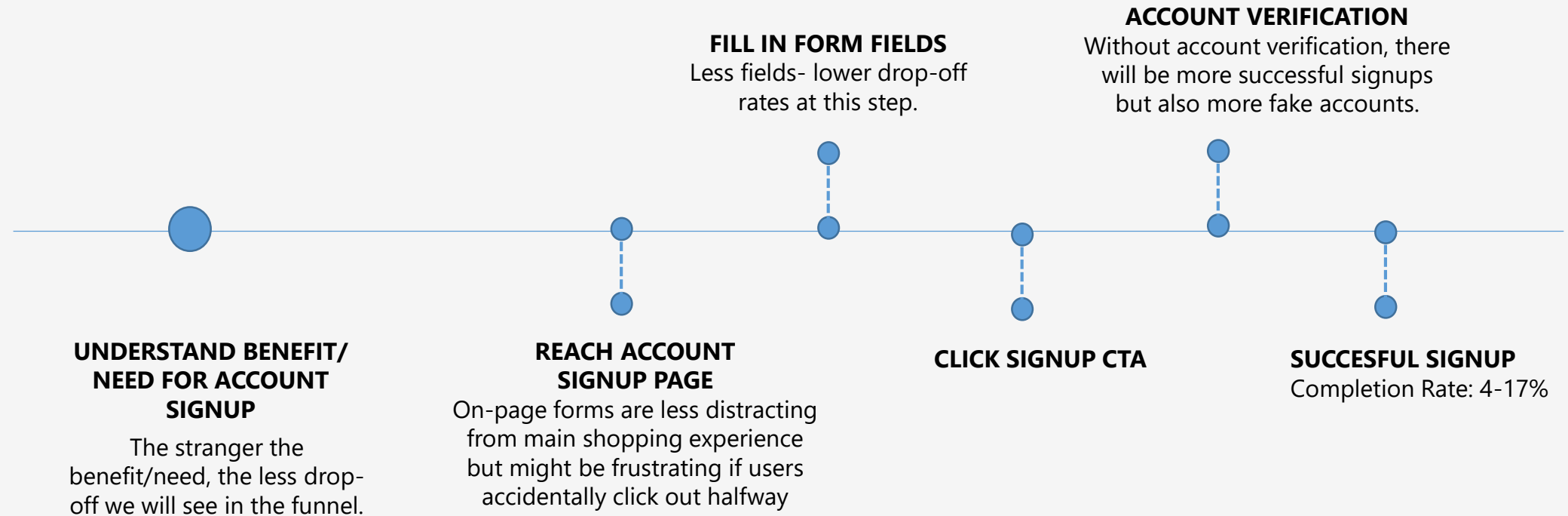
[REGISTER](#)[My Business
Objective](#)

<https://www.futurebridge.com/>

Project journey



Account Sign Up Funnel



Sign-up/ Sign-in page UX validation test case for <https://www.futurebridge.com/> [Black box testing]

	Test point	Result
1	Autofocus on the first field (e.g. username /Mobile/Email)	Fail
2	Use specialized mobile keyboards e.g. "@" or password strongness	Fail
3	Validate fields immediately and inline response	Fail
4	Make labels clickable i.e. screen readers Accessibility	Fail
5	Let users see their password e.g. eye icon	Fail
6	Use button text to expose the value waiting for users on the other side i.e. Create account rather submit	Fail
7	Allow for social media logins i.e. single sign-on	Fail
8	Save a click by <i>notifying</i> users they agree to the terms of service e.g. not <i>requiring</i> their explicit permission by checkbox	Fail
9	Warn that Caps Lock is on	Fail
10	Give security warnings before locking their account e.g. Number of attempt or Captcha	Fail
11	Use different terms for "sign in" and "sign up"	Fail
12	Allow easy switching between "sign in" and "sign up" e.g. when user by mistake move to wrong flow	Fail
13	Log in with email or mobile number not username	Pass
14	If the user guesses an invalid password, say why it's invalid	Fail

[Black box testing] continue...

	Test point	Result
15	Remember typed values between password attempts	Fail
16	The "reset password" screen should remember which email you already entered	Fail
17	Be Reassuring (restoring or intended to restore confidence)	Fail
18	Indicate password strength requirements and strengthens immediately	Fail
19	Offer high-value reasons to register	Pass
20	Watch registration rates grow with social login	Fail
21	Use progressive profiling	Fail
22	Remove distractions in the registration process e.g. Offer price with membership	Unknown
23	Welcome registered users back	Pass
24	Improve your page speed i.e. 40% of people abandon sites that take more than 3 seconds to load	Unknown
25	Incorporate multimedia elements into your landing pages to feel more trustworthy e.g. micro-animation	Unknown
26	Strong call-to-action (CTA e.g. download an offer, share a post on social media, or subscribe to email newsletter	Unknown
27	Testimonials upfront	Pass
28	Registration Page must include Consent for Privacy Police (GDPR)	Pass
29	Mobile marketing e.g. SMS text message campaign, or you can use push notifications on your app	Unknown
30	Localize content i.e. looking for contact information, want to know user location, find directions, or look up reviews.	Unknown

Area for Improvement (Layout redesign)

A thriving B2B website requires the path leads to converting highly qualified visitors to prospects or, better yet, customers.

A critical consideration in the lead conversion process is the registration system, which acts as the point of entry into your marketing funnel—when the anonymous visitor becomes a registered user. That is the moment site visitors make the transition to high-value assets.

1. Allow for social sign-ups

92% of consumers admit to having left a site rather than face a traditional registration system with long forms and yet another username/password combination to set up and remember.

2. Progressive profiling to increase conversions

To overcome this, Progressive Profiling can help to generate leads while gathering smaller pieces of information along the way to increase the conversion rate.

3. Avoid using Captchas

Captchas, like the one displayed in the image below, can sometimes get messy and irritating, which is why they shouldn't be overused when it comes to building efficient sign-up forms. However, if the team feels more comfortable having an anti-spam solution, there are to prevent spam.

4. Better Welcome registered mail to users

- Stronger customer relationships:
- More sales and increased customer retention:
- Better email engagement rates

5. Better design for testimonials upfront on website

Customer testimonials are 89 percent effective in grabbing users' attention.

6. Agree to the terms of service *(not requiring their explicit permission)*

Area for Improvement (Layout redesign)

7. Better design to Keep forms simple and easy (Autofocus first textbox)

There's a lot of debate when it comes to measuring our online attention span but one thing's for sure: if your online content isn't attractive and sharp, you'll lose potential customers.

8. Better design to make it mobile friendly

As more than half of web traffic comes from mobile devices, mobile friendliness is becoming more important each year.

9. Don't ask for password confirmation

Password confirmation typically doesn't help with conversions. In fact, it slows down the process and actually increases the chances of a user misspelling their password.

Password



[Forgot password ?](#)

Password



[Forgot password ?](#)

10. Email or Mobile auto formatting and helper text (masking)

As entry by user email, there will be @ masking where as numeric entry it would be auto detect with default country flag with number split mask.

Enter email or phone number



(201) 555-0123

11. Empathize With Customers

Always back or option to move other contextual place

SIGN UP

[Existing user , Login here](#)

[No thanks, I am just browsing](#)

12. Error i.e. Wrong password in place

As entry by user enter wrong invalid text, It will be show in place below the box.

Enter email or phone number

Error : Please enter correct email

Collect More Leads | Grow Your Business | Limitless opportunities

Signup with your social accounts:

 SIGN UP WITH GOOGLE

 SIGN UP WITH FACEBOOK

 SIGN UP WITH LINKED IN

OR

Signup with your email and password



Register

[Existing users, log In](#)

We may use information you provide us to show you targeted ads as described in our [Privacy Policy](#).

[No thanks, I'm just browsing](#)

Registration Benefits

- ✓ *Exclusive & personalize content*
- ✓ *Explore Key Industry Trends*
- ✓ *Trending Topics*
- ✓ *Access to exclusive content*
- ✓ *Unrestricted webinar access*
- ✓ *Exclusive Newsletter*

Collect More Leads | Grow Your Business | Limitless opportunities

[Close this form](#)

Signup with your social accounts:

 SIGN UP WITH GOOGLE

 SIGN UP WITH FACEBOOK

 SIGN UP WITH LINKED IN

OR

Signup with your email and password



Register

[Existing users, log In](#)

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- ✓ *Exclusive Newsletter*

Get Started with Futurebridge

Register and get access to MyFutureBridge section for exclusive content which you can personalize based on your preference.

Signup

[Existing users, log In](#)



Register

We may use information you provide us to show you targeted ads as described in our [Privacy Policy](#).

Registration Benefits



Explore Key Trends

Stay on top of your industry related trends and opportunities



Trending Topics

Learn about fundamental challenges confronted by your industry



Access to exclusive content

Get insightful information access without any restrictions



Unrestricted webinar access

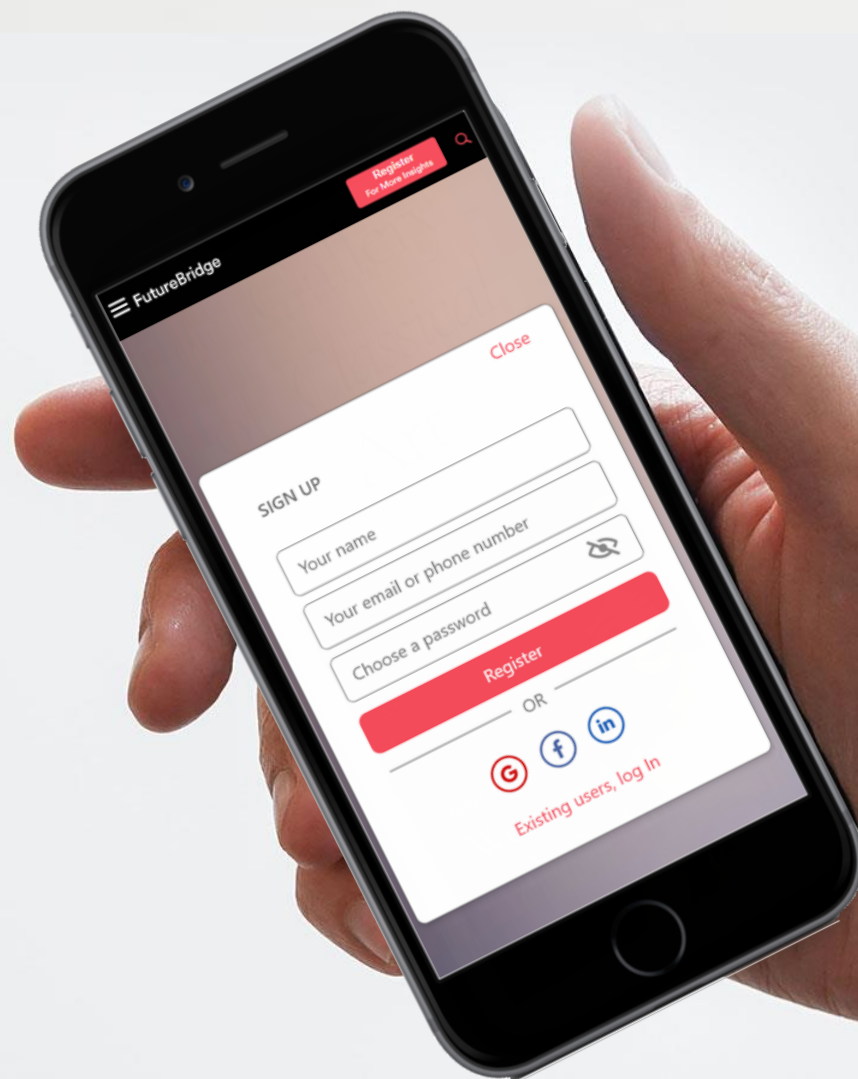
Gain access to all upcoming webinars and replays on-demand



Exclusive Newsletter

Covering Future of industry news and insights from FutureBridge analysts

Mobile view



WordPress plugin | recommendation



<https://wpforms.com/features/>

FEATURES & ADDON | GDPR Agreement | Page Break | File Upload | Likert Scale | Rating | And many more...



Drag & Drop Form Builder

Easily create an amazing form in just a few minutes without writing any code.



Form Templates

Start with pre-built form templates to save even more time.



AWeber Addon

Create AWeber signup forms in WordPress to grow your email list.



Mailchimp Addon

Create Mailchimp signup forms in WordPress to grow your email list.



Google Sheets Addon

Save and back up your form entries to a Google Sheet.



Responsive Mobile Friendly

WPForms is 100% responsive meaning it works on mobile, tablets & desktop.



Smart Conditional Logic

Easily create high performance forms with our smart conditional logic.



GetResponse Addon

Create GetResponse signup forms in WordPress to grow your email list.



Campaign Monitor Addon

Create Campaign Monitor signup forms in WordPress to grow your email list.



Post Submissions Addon

Allow users to submit guest blog posts and other content in WordPress.



Instant Notifications

Respond to leads quickly with our instant form notification feature for your team.



Entry Management

View all your leads in one place to streamline your workflow.



ActiveCampaign Addon

Create ActiveCampaign signup forms in WordPress to grow your email list.



HubSpot Addon

Send leads from WordPress to your HubSpot CRM.



Save and Resume Addon

Allow visitors to save partial entries and complete them later.



Multi-Page Forms

Split long forms into multiple pages to improve user experience.



File Uploads

Allow users to upload files and media with their form submissions.



Salesforce Addon

Easily send your contacts and leads to your Salesforce CRM account.



Drip Addon

Create Drip signup forms in WordPress to grow your email list.



Form Pages Addon

Create "distraction-free" form landing pages to boost conversions.



User Registration

Create custom WordPress user registration forms.



Spam Protection

Our smart captcha and spam protection automatically prevents spam submissions.



Sendinblue Addon

Connect WPForms to Sendinblue's professional email marketing tools.



MailerLite Addon

Easily send contacts from WordPress forms to your MailerLite list.



Offline Forms Addon

Save user's form data and submit it when their internet connection is restored.



Stripe Addon

Easily collect payments, donations, and online orders with our Stripe addon.



Square Addon

Easily collect payments, donations, and online orders with our Square addon.



Custom CAPTCHA

Add Custom Questions and Math Captcha.



Geolocation Data

Learn more about your users with geolocation data.



Conversational Forms Addon

Create interactive form layouts to boost form completion rate.



Authorize.Net Addon

Easily collect payments, donations, and more with our Authorize.Net addon.



Constant Contact Integration

Create Constant Contact signup forms in WordPress to grow your email.



PayPal Commerce Addon

Easily collect payments with PayPal or credit card with our PayPal Commerce addon.



PayPal Standard Addon

Easily collect payments, donations, and online orders with our PayPal Standard addon.

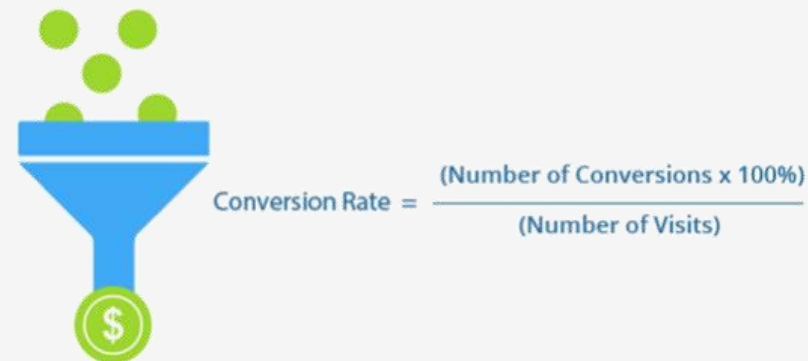
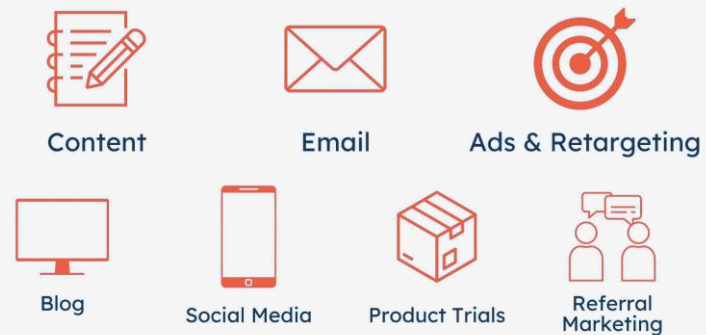


User Journey Addon

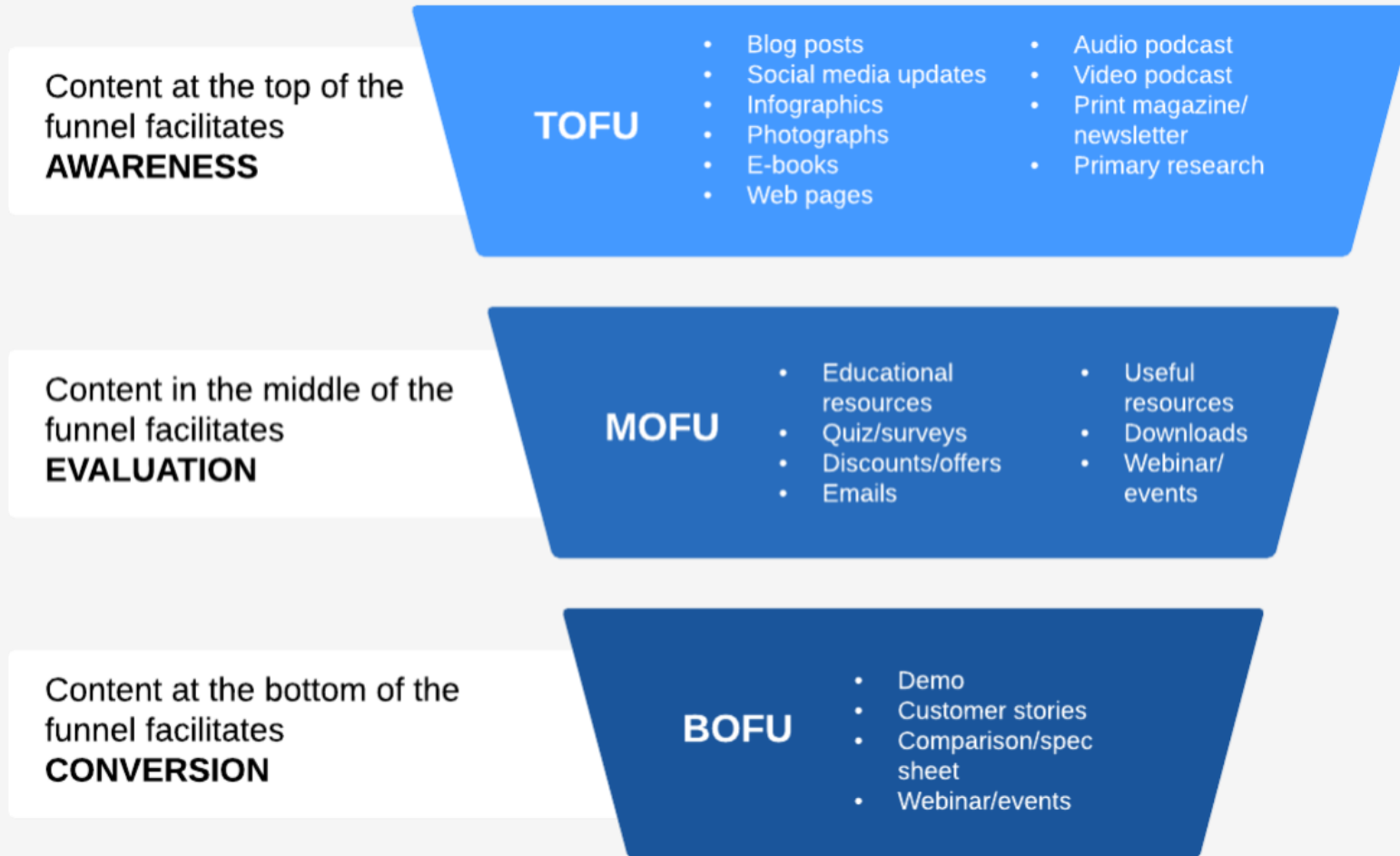
Easily see the pages and posts users visit before they submit your forms.

Conversion Rate Optimization Strategy

This is regular and team work and plan for analysis by tools and focus of content, channel and publish. So here suggesting some key points to consider to plan around the consumer to aware and conversion for registration.



Content marketing funnel



Conversion Rate Optimization Strategy

Digital marketing strategy for improving the conversion rate of their website or app there must be keep social awareness about the brand and social presence with offers and trust. So we can start with getting target customer segmentation some area to focus work at below:

1. Influence and persuade users using social proof and FOMO

'Fear Of Missing Out' i.e. Free offer for limited time

2. Use ad videos to hook users and explain your product : An average video is watched for about 2.7 minutes, compared to the 28% of website text to be read

3. Highlight your users' must-have experience

The type of person viewing the page is very important, sometimes even more than the page itself. If people are not converting it may be because they arrived based on a false promise.

4. Reduce bounce and exit rates using Insightful analytics tools

Analyzing and understanding the bounce and exit rates is very high index of both means a lack of engagement of users towards the website and your products.

5. Customer Touchpoints to optimize customer experience journey

- Website
- Live chat
- Chatbots
- Social media
- Events
- Email
- Newsletter
- Online advertisement
- Customer reviews
- Product demos
- Phone calls
- Product catalog
- Feedback survey
- Loyalty programs

MOFU: Middle of the funnel for email flow for visitor to registered user

	Free Users	Pro Users	Team Users	Visited Registration Page	Visited Blog
Day 1	Welcome	Welcome Basic Steps	Welcome Basic Steps	Pitch Free Trial	More Content & Subscribe CTA
Day 2	Survey				
Day 3		Follow Up on Basic Steps	Follow Up on Basic Steps		
Day 4		Pro Features Steps	Team Admin Features		
Day 5	Pitch Pro Trial				

Conversion Rate Optimization Strategy | Points to be work on

1. Find the Right Topic and the Right Keyword using keywords tool e.g. Keyword magic tool

2. Find Semantically Related Keywords

Conceptually connected with your target keyword

3. Establish Your Structure

This is important for two reasons:

- First of all, breaking down your topic into subtopics helps readability. Visitors to your page will have an easier time navigating and identifying the depth of coverage you're providing.
- Secondly, an advanced heading structure makes it much easier for search engines to understand what's important in your article by breaking them into sections with code that they can crawl.

4. Manage Keyword Density

find an optimal balance between mentioning your keyword throughout the copy (e.g., in the title, in the URL, and in the body) and making its presence abundant.

Continued...

5. Be Aware of Cannibalization

Ensuring each page of website is targeting a unique keyword and doesn't compete with other content.

The easiest way to find out whether you are already ranking for a certain keyword would be to Google it. Use the following formula:

Site: (futurebridge.com) "keyword". You can also add the ^ symbol for the exact match.

6. Add Visuals

Visuals are proven to increase user engagement with a piece of content, meaning visitors stay on your page longer and pay more attention to what you have to say.

Consider the following ideas for making your content richer with visuals:

- Add and create relevant infographics
- Add videos - either those created by your company or by other creators in the industry
- Add useful industry examples
- Collaborate with influencers and content creator

7. Interlink

Besides, it update the existing pages when publishing new articles.

Site Audit tool to strengthen your internal link structure and identify pieces of content that can be improved in this regard.

Continued...

8. Consider Technical Elements

A big part of the optimization process: the technical aspects of SEO.

The most important aspects of technical SEO to consider include:

- On-page elements such as UX and page speed (these factors are known by Google as Core Web Vitals)
- Organization of **meta tags**
- Absence of **broken links**
- Correctly placed **alt tag**

9. Update Your Content Regularly

This is especially true if a article is covering a fast-moving topic where trends often evolve like, say, SEO or content optimization!

10. Optimizing Content for Backlinks and Shares

Controversial | Original | Authoritative | Follow and leverage trends | Have a recognizable voice | Become a "Link Magnet"

11. Promote Social Sharing

Ensuring that the content itself is shareable, too. It should:

Validate the audience's opinions. | Establish the sharers as experts | Resonate with the audience.

Keyword Optimization

1. Optimizing Keyword and topic research in Depth

1.1 Research what competitors are serving for this keyword

Start with typing your keyword in Google and analyzing the top results.

1.2 Analyze what customers are asking about this topic

Completing steps 1-2 that we covered above will help you create lists of all potential questions we'll need to cover.

1.3 Avoid regurgitating the same points made by other ranking articles and provide unique value

Go beyond making content piece slightly better: with original ideas and new methods, highlight innovative ways to share practical case studies.

2. Optimizing the Quality and Style of Your Content

Personalize the content. Making your content more human is one of the biggest **content marketing trends** this year.

2.1 Write like as speak, Shorter words and sentences

2.2 Use plain words

2.3 Vary sentence length.

2.4 Short paragraphs

2.5 Maintain a consistent tone in writing.

Continued...

3. Optimizing Content for Conversions

3.1 Target Audience

3.2 Call to Action

Finally, to create effective copy that converts, you should:

- **Format your copy effectively.** Using lists, numbers, comparison tables, and bullet points.
- **Focus on the reader's needs—not yours.**
- **Punctuate effectively.** exclamation points).
- **Utilize relevant adjectives.** as “amazing,” “awesome,” or “groundbreaking,”

4 Optimizing Video Content

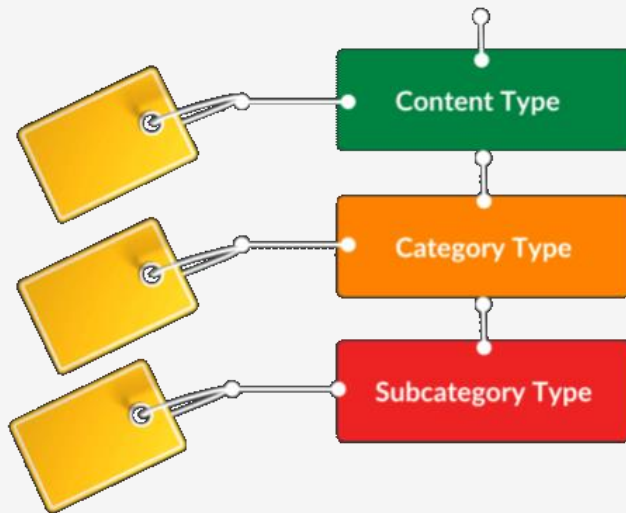
YouTube is an excellent platform to showcase your brand. Some essential tips to follow:

- Relevant, interesting titles that include your target keyword..
- Maximize the video description.
- Optimize your video file name.

5. Optimizing **metadata** for Images

- **Alt tags.** Short for “alternative,” alt tags
- **Image tags**
- **File name.** “Pearl Jam performing live at Rogers Arena 2002” is far better than “IMG034909.jpg.”

Tag discovery (Content-tags)



Use these hashtags to get seen **now**

Hashtags		🐦	🔄	👁
🔍 ⚡ #socialmedia	📊 Get report	604	154	5,703,604
🔍 ⚡ #media	📊 Get report	192	50	562,725
🔍 ⚡ #marketing	📊 Get report	988	208	9,417,654
🔍 ⚡ #smm	📊 Get report	171	87	3,202,892
🔍 ⚡ #twitter	📊 Get report	417	208	2,224,717

Top-level Category	Sub-Category
Year	2019 2020
Quarter	Q1 Q2 Q3 Q4
Customer Journey Stage	Discovery Learn Try Buy Adopt Advocate
Campaign	Back to school Halloween Black Friday Holidays

Popular Tags

App (1953) Apple (2011) Black (1308) Blog (2206) Blue (1768) Clean (2357) Color (1791)
Dark (1895) Design (4500) Grid (1421) Homepage (1095) Icons (1838) Illustration (2713)
Inspiration (7305) Interface (1575) iPhone (2406) Layout (1644) Light (1825) Logo (2307)
Mac (2158) Navigation (1058) Photography (1829) Portfolio (3878) Poster (1098)
Typography (4045) Web (5134) Web Design (1605) Webdesign (1465) Website (3484)
White (2332)

THANKS

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