

Changes to make based on Google Analytics

Google Analytics is a little broad in tracking, unless you use Google Tag Manager.

No conversions are being tracked in Google Analytics. There's no sales data, all displaying as 0.

Bounce rate: Percentage of sessions that were not engaged sessions

- ★ Remember, around 1.12% of users come to the site and make a purchase.
- ★ Most important pages for changes:
 - Homepage
 - Schedule
 - Showcase pages
 - Exhibit with us
 - Checkout
- ★ Once these pages are changed, the rest can fall into line with the same UI and structure.

(last 90 days)

Homepage

- ★ **80.59%** bounce rate
 - Concerning and terrible.
- ★ The Homepage is the biggest reason for lack of engagement as it is our first impression to users.

Specific changes to homepage

What changes can be made to improve the bounce rate & engagement rate?

1. The wording in the heading

- a. **Too vague.** Needs to be absolutely clear of what we are offering and how buying a ticket to a show will make their life easier.
- b. Ex.: "Wedding showcase that saves you hours of research by connecting you with trusted local vendors, so that you can plan your dream wedding in one day"
- c. From the book: "What value will your customer receive if they do business with you?", "Tell your customer everything they get."

2. Capitalize “Buy tickets” and “Exhibit with us Buttons”
3. Find a way to make the video not take up the whole page & cut out the beginning of the video.
 - a. The video is not the complete enemy of engagement rate, it can be left there, some minor changes just need to be made.
 - b. Considering the engagement rate is so low, make sure you’re displaying the actual product, the event, first.
4. The video/heading takes forever to load in.
 - a. I can start scrolling before the video even starts.
 - b. Also because the video is from Youtube, there’s been a couple instances where the video doesn’t load at all for me.
5. A negative stakes section should be added.
 - a. “A story with no stakes is no story at all”
 - b. A tiny little section that includes **“What pain are they currently dealing with that will be ended if they buy your products or services.”**
 - c. Ex w/ Brides: Explain to brides how wedding planning is overwhelming, it’s stressful booking vendors, the last thing you want is to book the wrong vendors, decision fatigue is real, etc.
 - d. Focus on appealing to brides specifically because although we appeal to vendors as well, we can go looking for vendors directly.
6. Reword “What do we do” section
 - a. **Too wordy** so no one is reading that. It’s not clear enough on the service being provided.
 - b. The book offers a framework for what can be written which is a good idea.
 - c. Either reword it or scrap it entirely
7. Add value propositions.
 - a. Basically adding the **why attend page to the homepage.**
 - b. Straightforward way to tell brides and vendors **what they are getting out of participating in the showcase.**
 - c. Sort of have it on the homepage with the Attendees and Vendors sections, but it’s not good at all. Bullet points need to be changed to the most important purposes of the showcases and be a little bit more interactive/eye-catching.

8. The whole negative stakes and value propositions sections can be very short and to the point so that it doesn't become the main focus of the homepage.
 - a. We're trying to keep people scrolling, not to force them to read a bunch.
9. Add testimonials, past or current sponsors, and reviews
 - a. **Establishes trust** as to why everything we just brought up is true.
 - b. Carousels can be used for these so that it doesn't take up too much space.
 - c. Great Bridal Expo has tabs of testimonials from both brides and vendors.
10. More emphasis should be placed on the Newsletter.
 - a. Should people choose not to buy tickets, maybe they'll change their mind by signing up for the newsletter.
 - b. Could look similar to what the "Click to enter our giveaway" at the bottom of the homepage looks like.
 - c. "Subscribe to stay in the loop about showcase updates, planning tips, etc."
11. A section about the 4 major cities the events are held in would be beneficial as well.
 - a. This could be after the negative stakes and value propositions sections.
 - b. Helps clarify whether they live in an applicable city.
 - c. Cities could be clickable to show upcoming showcases, pictures from past events, vendors, and overall the new pages can be landing pages for blogs that want to promote city events.
12. The overall UI needs to be more modern and trendy.

Schedule

★ 11.65% bounce rate

- Although the bounce rate is really good, the engagement rate is terrible.
- Small improvements are necessary to make users want to convert.

Suggested changes for schedule page:

1. There needs to be clearer distinction between each show, they all blend together on the page.

- a. The contrast between teal on white background is weak making it harder for a user to want to read the schedule. **Better contrasted colors and fonts need to be used.**
- b. More info for each show needs to be given.
 - i. The time it starts and the location of the show should be added.
- 2. Make sure to immediately remove past shows from the schedule.
 - a. Miami is still appearing on the schedule and able to buy tickets even though the show happened weeks ago now.
- 3. Swap the “exhibit with us” and “buy tickets” button.
 - a. Naturally we read from left to right and we want to draw in brides the most on the schedule page.

Showcase paths

Ex: /show/miami-june-2025-showcase/ or /show/new-york-july-2025-showcase/

- ★ Bounce rate is around **50%** for all of them.
 - Not terrible, the engagement rate are just really bad.

Suggested changes for showcase pages:

- ★ More information about each showcase.
 - Description of everything the user would gain from buying a ticket.
 - Provide address of the venue.
- ★ Overall, just a more modern UI is needed.

Exhibit with us

- ★ **15.07%** bounce rate
 - Really good and the engagement rate is decent

Suggested changes for exhibit page:

- ★ Rather than paragraphs, bullet points could be more effective.
 - The light gray over white background has very low contrast, and the font is really small, making the paragraph difficult to read.
 - A nice and trendy way to straightforwardly tell exhibitors what they will gain from exhibiting with us is necessary.

Checkout

- ★ **7.7%** bounce rate

- Over a minute engagement rate, really great bounce rate.
- Safe to assume that those who get to the checkout page, majority of the time complete the purchase.

Suggested changes for checkout page:

- ★ Change the path of “continue shopping” to say “explore other showcases” and have it take you back to the schedule page.
 - It takes you back to the original showcase page, which defeats the purpose of continuing to look for more shows.
- ★ Does the user get email confirmation of their receipt and that they successfully bought tickets to the event?
- ★ Have a checkbox asking if the user wants to sign up for the newsletter to stay updated before checking out.
 - Doesn't hurt to include right below or above checking confirmation about agreeing to the terms and services.

Order-received page

Suggested changes for the page:

- ★ A sentence mentioning that the confirmation was sent to the bride's email is necessary.
- ★ Instead of an “Order Again” button, the button should be a “Explore more shows” button.
- ★ There's nowhere to go for updates on the show they bought tickets for.
- ★ Potentially give brides who bought tickets an e-ticket and implement e-tickets that scan at shows?
 - I'm not sure how it's done at WeddingSalon or if e-tickets are used, but if they're not, I would consider looking into using them.
 - This could make signing up for an account on the website more useful, because if brides log-in, they have access to their tickets.
- ★ The tickets section should be right below the order confirmed paragraph, with the order and its total at the bottom of the page.
- ★ There are no billing details for the order.
- ★ The event name, ticket type, name, and ticket under the tickets section are practically overlapping, they need to be spread apart and put into more lines if necessary.

