

1. Google.com

Click the search bar
and type “onion dip recipe”,
then hit the “search” button



2. Google.com Results page

Numerous links appear for the
terms searched, most of them
recipes for onion dip



3. Google.com Results page

User clicks a link and is redirected
to the web page they clicked the link for



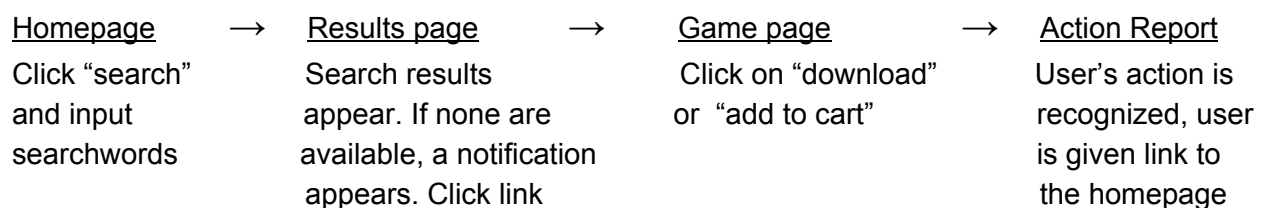
4. New website

The user will find themselves
at the website they clicked the link for

CTAs in Gamedownload.net

1. The download feature for downloading trial versions and demos
2. The cart so people purchase games

User Flows



Homepage → Game Page → Action Report
Click on link or game image click on “download” or “add to cart” User’s action is recognized, user is given link to the the homepage

Homepage → signup page → Action Report
Click on “login/signup” User inputs username and password, or signs up via email User is signed in

Homepage → Cart page → Confirmation → Receipt
Click on “cart” Look over items, can remove items. Click “purchase” Input payment details, double check purchase. Click “confirm” Shows total cost, thanks user for their purchase