Improve Your Website's User-Friendliness

1 - Check your site speed

Have you ever been on a website that takes forever to load? You probably never visited again, right?

The speed of your site is one of the most important elements to improving the user experience on your website. Nowadays, website visitors expect fast results and won't wait around for your website to load, so you need to make sure your site loads quickly.

Wondering how to check your site speed? Google offers a free tool called PageSpeed Tools that can test your speed so you can optimize your site.

Loading...

2 - Be responsive and mobile-friendly

Your website must be responsive and mobile-friendly. There's no way around it. People are accessing your website not only on a desktop but also through their phones and tablets, so it's imperative for your design to load properly into the different sized screens that people use.

Google has also started penalizing websites that aren't mobile-friendly, so if you want to show up in the search results (which I'm sure you do!), you'll want your website to be responsive.

If we haven't convinced you enough, people are five more times likely to leave your website if it isn't mobile-friendly.

3 - Clear and concise navigation

The navigation on your website is the way to guide your website visitors to your top visited pages and products. The navigation headings should use language that is easily understandable, especially for the brand new visitor to your website.

You also shouldn't have too many options, as that will overwhelm the user. There isn't a set number that you should use, but try to keep it in the range of 3-7.

Kory Woodard does a great job of this, only featuring six options on her navigation.
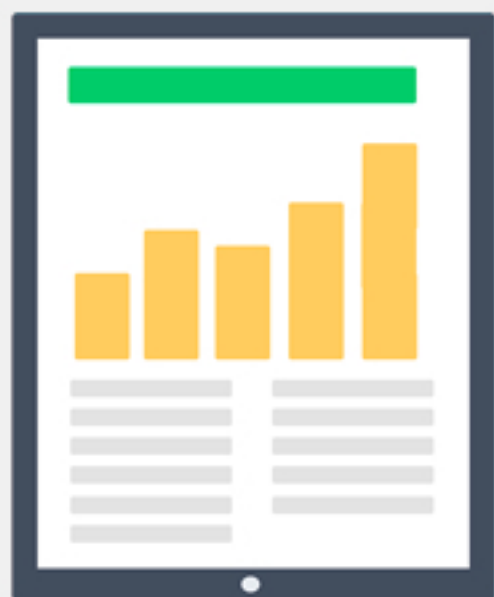
4 - Use more white space

Though you may be hesitant to use more white space, research has shown that using more white space around headlines and text can increase a user's attention by 200%. This is because they only have one thing to focus their attention on, instead of being distracted by the sidebar and other content.

A user should be focusing on one thing at a time while on a landing page of your website. Making more room for white space helps the user focus on that one thing (whether it be a piece of content they are reading, signing up for an email list, or looking at a product) so they are more inclined to be engaged with that piece of content.

5 - Be consistent

Being consistent throughout your website helps your visitors be able to recognize your brand.

You can be more consistent throughout your website by using your brand colors, writing in the same tone, using the same fonts, and having a similar style and design throughout your website

Inconsistencies in design can leave users confused and not sure if they are on the same website or if they are on a totally different site.

6 - Ask minimal information

When you're asking for information for users to sign up for your email list, you should be asking for the least amount of information as possible.

Most sites now only ask for your first name and email address, which is perfectly acceptable. Once you start asking more than that, though, the chances of someone filling out your form goes down significantly.

7 - Improve categorization

Many times when users are on your website, they are looking for a particular category of content. Providing an easy way for users to find the top categories of content on your website will help them quickly find what they need on your site versus giving up and going to a different site.

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Sources:
http://www.bluchic.com/improve-your-website-user-experience/
https://pixabay.com