

# MAXIMIZE WEBSITE USER EXPERIENCE

User experience or UX is how a user feels when interacting with your website. Even if you design a beautiful website with some amazing features, if your users are not able to have a great experience, then all the effort you put in becomes fruitless.

BELOW ARE SOME KEY FACTORS TO FOCUS ON

Slow loading pages negatively impact user experience and if it takes more than a few seconds to load, users generally leave your website!

Google considers website speed to be a factor in its search rankings. Ecommerce websites with higher loading speed have better conversion numbers.

Over 50%

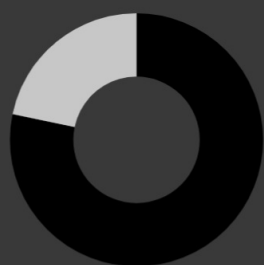
Of people grab their smartphones right after waking up. Your website layout should be clear on tablets or smartphones with differently sized displays and the buttons or CTAs should be touch or stylus friendly.



72%

Of all US digital ad spending will be on mobile by 2019. Forms can be difficult to fill on mobile sites.

Make them short, with auto-filled fields; use mobile friendly options like progress bars and use top-aligned labels.



## EASY NAVIGATION CONVERTS



Your website layout should be easy to navigate for the best UX.

There is no point having a website full of new and exciting content if the user is so frustrated trying to move around the website that he or she gives up and leaves.

## COLLECT YOUR COMPLIMENTARY CONSULTATION

Are you unsure of how to attract more visitors to your page? SMILE media can help you create a stunning website and implement effective marketing strategies.

You can send us a call, or contact us through our web page!



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