

How To Test Your Website User Experience

A white paper from Valiant Infosys

TABLE OF CONTENTS

Introduction: Why Usability For businesses?	2
1 Usability matters	3
2 Usability for small and bigger companies	3
3 Entertaining content for better results	4
4 Business websites to meet some criteria	4
5 Website completeness	5
6 WordPress CMS to have improved performances	5
7 Quality visual elements increase conversion rate	6
8 What You Need To Know Before You Designing Websites	7
Bonus#1 Drive traffic to your website	7
Bonus#2 Sure-Fire DIY design tips for businesses	8
Conclusions	10

Introduction: Why Usability for Businesses?

Your website is essentially the most important element of your small business, especially for e-commerce sites that sell products or services only online. It's your online business card. Even brick-and-mortar stores can benefit from a website that showcases their inventories and helps customers find their locations. Often times, your homepage is the first contact that customers have with your company, and if it doesn't hook visitors quickly, you can miss out on hundreds of potential clients.

Companies today use websites to promote almost anything, no matter whether it's a product or service. In fact, studies show that all businesses in the U.S. go online to reach target customers and to improve the sales every day. This grows day by day because of heavy competition. And they invest money significantly to increase the traffic to their websites. Creating a highly compelling online presence for companies is not easy. An expert corporate web developer says, "Designing corporate websites is a challenging, rewarding, and a tough job..."

Business owners pay more attention in usability matters to improve their website's user experience (UX).

Usability is a vital element for any website no matter whether it's a personal website or business website with e-commerce features. Since usability is a design concept to get a successful website, poor usability leads to bad response, less traffic, less number of Sign ups, nil conversions, zero sales, negative word-of-mouth, and bad reviews.

That's why many businesses concentrate improving the usability of their websites to increase the results. It's the fastest and most cost-effective way for better performance. Better usability helps convert more visitors into paying customers, retain the existing customers, and generate more sales for the products and services.

But not entrepreneur is aware of the high value of usability for their websites, or how to effectively improve it. This white paper provides eight key points about usability for anyone designing or managing a website or web development for businesses and two bonus points on driving traffic and DIY UX design tips for companies.

1. Usability Matters

For businesses just like B2B companies, poor usability means less traffic, less Sign ups, low conversion rates, poor sales performance, negative publicity, and loss of revenue. Usually, companies try to solve these types of negative impressions with the help of expert web developers.

A well designed website tested properly using industry standards—can provide results and achieve the target sales without risk. Testing across various design stages can help make sure the web project is perfect, functional, great looking, and rewarding for businesses attracting more visitors.

“One of the best ways to help build a successful online presence for businesses is through trial and error process and interacting with your audience,” suggests one web designer who has created corporate sites.

Business experts say “Corporate websites should be iteratively tested by target customers,” This type of real time testing helps to resolve the design problems and to find out the right remedy.”

2. Usability for Small and Bigger Companies

In fact, online usability is even more important for small companies, since they have demonstrably less turnover than large companies. Large companies concentrate more on design strategies than small businesses because of the technical awareness.

Medium and Fortune 500 companies use professional web design layouts and other high quality site elements to maintain their image. They want to keep the existing customers entertaining them by adding useful content, eye-catching image galleries, light background colors, using 100% width of the browser, email opt-in forms, and videos.

The audience always to look for free offers and quality products online. If customers don't like what they see online... if they get confused with the content when trying to find their way around or frustrated trying to order featured products or services... or even if they get tired of waiting for content to load, many will simply skip and click your competitor's website.

The usability testing can quickly reveal what trouble the audience faces and helps to rectify the problems.

3. The Entertaining Content for Better Results

The usability is important for any type of business, since they need to reach their target customers to sell their products and services.

The Audience makes their judgment reading how the information presented on the home page. If the content is not organized properly and not entertaining, they will simply click away. You can publish fresh search engine friendly content for its visibility. You can add blog posts to interact with your customers, who can post comments and stay up-to-date with your latest products and industry news.

4. Business Websites Need To Meet Some Criteria

Many businesses keep the main site content above the fold on a 1280x800 browser window. It's advisable to keep the home page very simple included with links to other pages of your website containing

relevant information. You can add essential pages like Home, About, Services, Product, Testimonial, E-Newsletter, Contact, and Sitemap. Use drop down menus for a quick access to the pages. Many business websites don't have the contact information.

People want to know what you offer, how do you help them. Update the sitemap when a page is added or deleted. Features like newsletters and Sign up fields to collect visitor's information will produce better results. Because it helps to make an up-sale and cross-sale in the future.



Websites with a lot of content uses a search field to access the required content. It's essential to have responsive websites to view them in all mobile devices. The mobile site is the minimum requirement because most of the people who use their smart phones and tablet PCs for a long time utility.

5. Website Completeness

Don't publish your website at the beginning stage when you are in the design process.

Uploading a coming soon page as an index file to your server, until your website is completed will indicate your site is under construction.

6. WordPress CMS To Have Improved Performances

The web design trend has now changed more and many businesses build stunning websites using content management system platforms like WordPress, Joomla, Drupal, and Majento. Choosing WordPress for your web design projects is the smartest way as it requires no programming knowledge. You can have a dynamic website looking great made out of

WordPress working for few hours. It's easy to update the contents by login to the back-end of your website from anywhere.



You can easily customize the WordPress themes based on the demos from the vendor's site. Many Fortune 500 companies have built successful websites with WordPress using premium themes and various third-party plugins software and tools like All in one SEO, Magic Action Box, and Simple Social Icons, contact form 7, Google XML Sitemaps, etc.

Many widgets are used to display some extraordinary contents like newsletter Sign up forms, YouTube videos, profile images, Social Media Buttons, and Twitter tweets, etc. WordPress also provides top security against hacking.

7. Quality Visual Elements Increase Conversion Rate

A website attracts target customers when it has various quality visual elements like pre designed layouts, stock images, logo with company slogan on the top left corner, persuasive and helpful content, and mismatched logo to highlight the brand. Every business uses premium templates or readymade themes to build stunning websites.

Use the call to action statements in many places to encourage your customers to take the action you want. For example, a Doctor's website might say "Call 999-999-9999 to have a free medical consultation!" on the right side of every page.

If your website is a shopping cart, add a featured image for every product, short and long product descriptions on the product, pricing, and add to cart and checkout buttons. Some shopping sites display different

images to show front, back, and side views of products to turn the visitors into buyers. Toys sellers can use an animated image with audio as a featured image for a product to attract kids.

8. What You Need To Know Before You Designing Websites

Some clients find another web designer after paying for an unsatisfactory work. When a web designer doesn't have the right skill to customize a premium theme, the situation becomes critical. You can read the documentation and the demo in most of the template vendor's site. If you are capable to customize the theme reading the documentation, there is a winning situation.

Ensure high quality in your service to have referrals from them. If you don't have the right skill, outsource to other UX experts to do the job. Find the answers to the following questions when you start to design your site.

Who are the target customers?

What is the age group of your audience?

Is your customer local or International?

What service or product your client selling?

What is the size of the company?

Bonus #1. Drive Traffic To Your Website

In order to achieve success in your online venture, you need to bring visitors to your website using many ways.

- Research right keywords using Google's AdWords keyword research tool.

- Add the keywords in the Meta tags like title, keyword, description, and heading tags.
- Incorporate keywords in the content, links, and file names.
- Use the free email marketing service from MailChimp.
- Adding a blog to your site provides an organic traffic.
- Search engines always look fresh content on your website.
- Use Social media platforms like Facebook, Twitter, YouTube, and LinkedIn to promote your website.
- Drive free traffic from article directories, forum sites, and answer sites.
- Use Google AdWords and Facebook ads to get amazing results.

Bonus#2. Sure-Fire DIY Design Tips for Businesses

Support multiple ways of interaction with customers.

Businesses want to improve sales, so provide lots of persuasive and helpful content, quizzes, production evaluation forms, forums, and ways for buyers to create and share their own comments.

Entertain the audience adding animation, audio and video.

Visitors always want to have some fun online. Make your content entertaining adding animation, pictures, videos and trust worthy text. Offer some free updates to those who Sign up on your website.

Write helpful web content.

Everybody has a problem and the solution is somewhere. People want to succeed and improve their lifestyle. Offer your products and services to help them succeed in their life. Write some health related topics and sell healthcare products to those who are sick. Sell employment and business information to those who want jobs and to make money. Forums and answer sites will give you the people's likes and problems.

Avoid confusing the prospects.

Your target customers want to see the product or service page to give a business to you. If you don't show them professionally, you will lose the potential customers. Give a shop link in the navigation and product categories in the home page.

Don't rely on writing long content.

People don't want to read lengthy text. They are not interested to know about your story. Use minimum 250 words per page. Write shortly and add read more link for lengthy pages.

Use simple words for technical terms.

For example, say "Sign up" instead of "Register". Use the word "Report" replacing "E-book". Label the buttons like "Start" not "Submit".

Don't expect them as techie.

The visitors to your website may be anyone else, ranging from kids to grandfather and from uneducated to well-schooled. On the web, they want to spend time, play videos, chat, share, and be entertained. The more technical matters will lead to high rejection.

Display your contact info at top banner.

If they are interested in your product or service, they will contact you by calling the office telephone number or by email. It's advisable to have phone number and email-id at the top banner of every page.

Conclusions

This white paper discusses eight essential design rules about usability for business websites. Since individual websites have much more difference than company websites, good design practices are vital to help the businesses succeed online. Investing in a UX design project is meaningful and leads to greater ROI if it's done in a right way. The projects completed with these UX design strategies will bring more traffic, more sales or sign ups, more positive reviews and word-of-mouth, and best success results.

About Valiant Infosys

Founded in 2013, Valiant Infosys provides Digital Marketing services for local businesses: It designs websites, writes persuasive content for high conversion, and promotes them online to reach their target customers.

Valiant Infosys follows all the success formulae implemented by industry leaders. The company is based in Singapore, and run by founder Gopal Prabakar.

For more information, call (65)-84522384 or visit www.ValiantInfosys.com