Understand your visitor's journey

Looking at your website from a visitor's perspective can enable you to see where you are getting things right and where things could be made simpler or easier to navigate.

As it can be difficult to be objective about your own website, it could be worth asking others to undertake this exercise for you too. Be open to their feedback, as small changes could make the difference between someone doing business with you, or going back to the search engine to find a competitor.

To get you into the visitor frame of mind, do a search for something of interest to you. Find a company from the search engine that is offering the product or service you require. As you navigate their website, evaluate: What makes it easy for you to get the information you want? What makes it more difficult? What is included that encourages you to buy into this company? What puts you off?

Now it's time to evaluate your own website in the same way.

My visitor's journey

What terms do you expect people use in a search engine that lead them to your company? _____

_____

If you type these terms into a search engine, which pages of your website do you get sent to? _____

_____

What is the main result you want visitors of your website to reach? _____

_____

How easy is it to navigate your website to reach the result that you want? _____

_____

Are 'call to action' buttons, testimonials and other reassurances such as guarantees, conveniently located as you make your journey?   Yes ◯   No ◯

Where might visitors be distracted away from the journey to your desired result? _____

_____

What additional information would make the process easier? _____

_____

What excess information is currently included on your site that could be removed?

_____

_____