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WEBSITE LAYOUT:

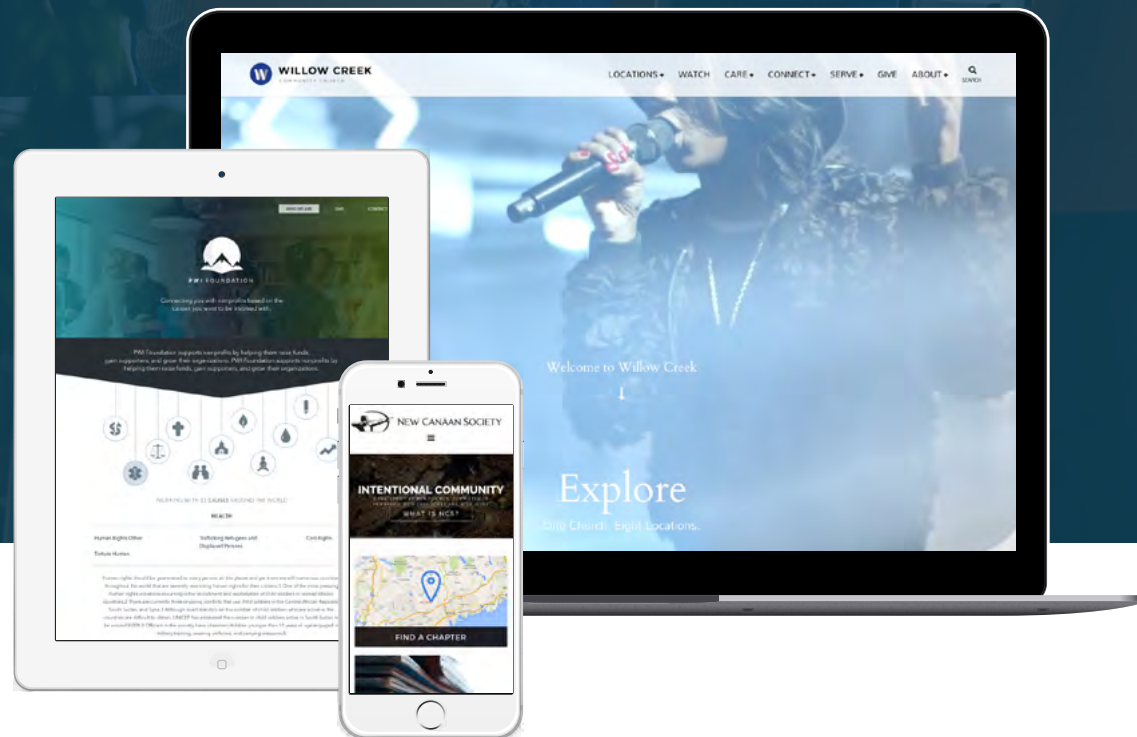A Great User Experience = Conversions

The layout of your website has a big impact on conversion rate—and your website should be designed with a great user experience in mind. When visitors are able to navigate through your website easily and stay engaged by the content, they'll be more likely to interact with you—whether that converts to more donations, purchases, volunteers, or clicks.

So here are five simple tips you can implement today to take your conversion rate to the next level.

TIP #1

Place your organization's Logo in the top left of the site and link it back to the home page.

TIP #2

Organize your menu options into a clean, Simple Navigation Bar that doesn't look too busy or cluttered.
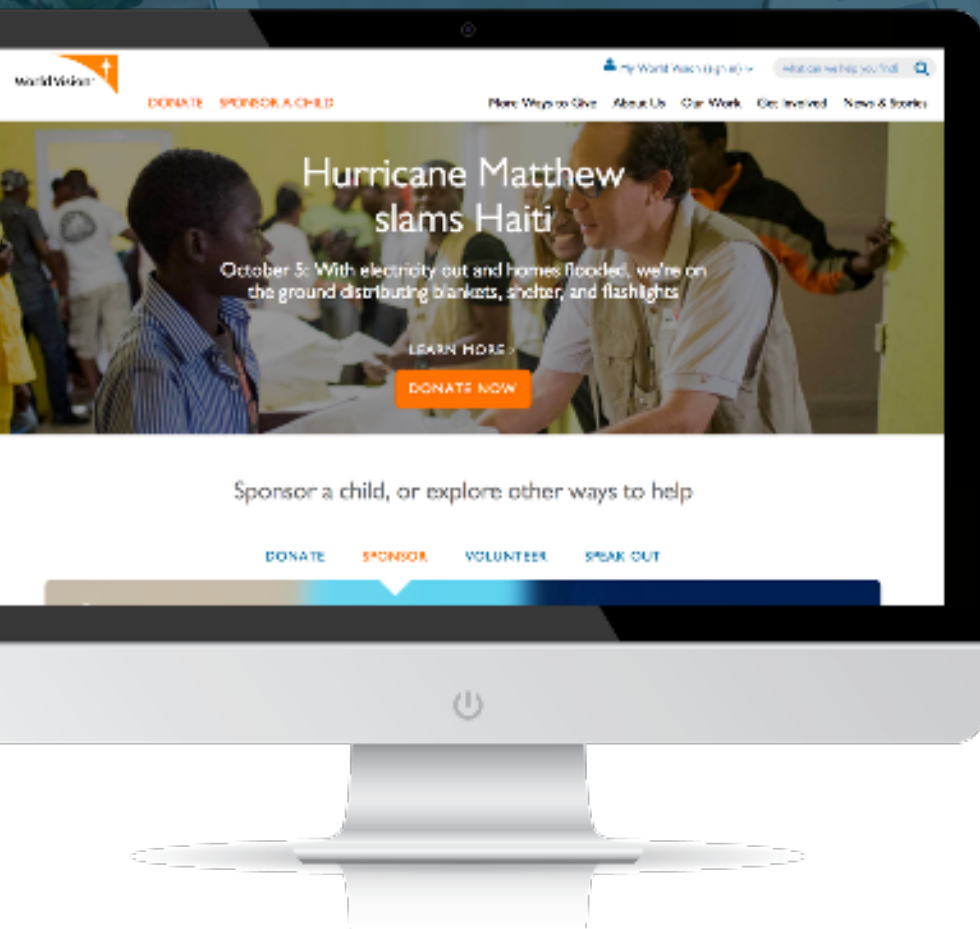
REMEMBER: Make sure each option on the navigation bar is self-explanatory to visitors and doesn't require any previous knowledge of what you do.

TIP #3

Display a **Primary Call to Action** at the top right of the webpage as a button. It could say "Donate", "Shop", "Visit", "Sign up", etc.

REMEMBER: Make sure it clearly calls the viewer to action in some way.

TIP #4

Position an **Appealing Banner** underneath your navigation bar, preferably with 3 high resolution alternating images.

TIP #5

Add three **Additional Calls To Action** directly under the banner, in circles or square boxes. These could be things like "Our Work", "Get Connected", "See the Impact", etc.

These are all simple changes you can make to your website today to improve the user experience, boost your conversion rate, and set yourself up for success online.

#1 - Place your Logo

#2 - Create a simple Navigation Bar

#3 - Display a Primary Call to Action

#4 - Position an Appealing Banner

#5 - Add Additional Calls to Action

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