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Web Design Secrets to Increase Conversions

1. Site Speed Affects Every Conversion

Pages that load slowly lose visitors before anyone sees the content. Google research shows bounce probability nearly doubles between one and five seconds. Speed is built in from day one with clean code, properly sized images, reliable hosting, and a CDN, not patched in afterward.



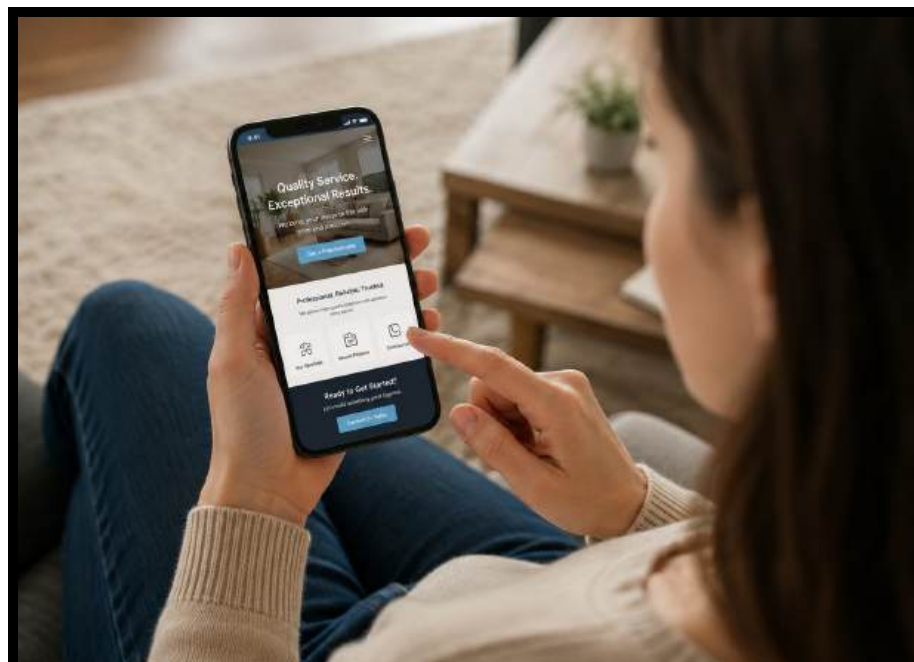
2. Clear Navigation Gets Visitors Where They Need to Go

Too many navigation options create hesitation; visitors who can't quickly find the right page leave before converting. Showing two or three priority pages upfront and keeping everything else deeper in the site gets visitors to the right place faster and keeps them moving toward action.



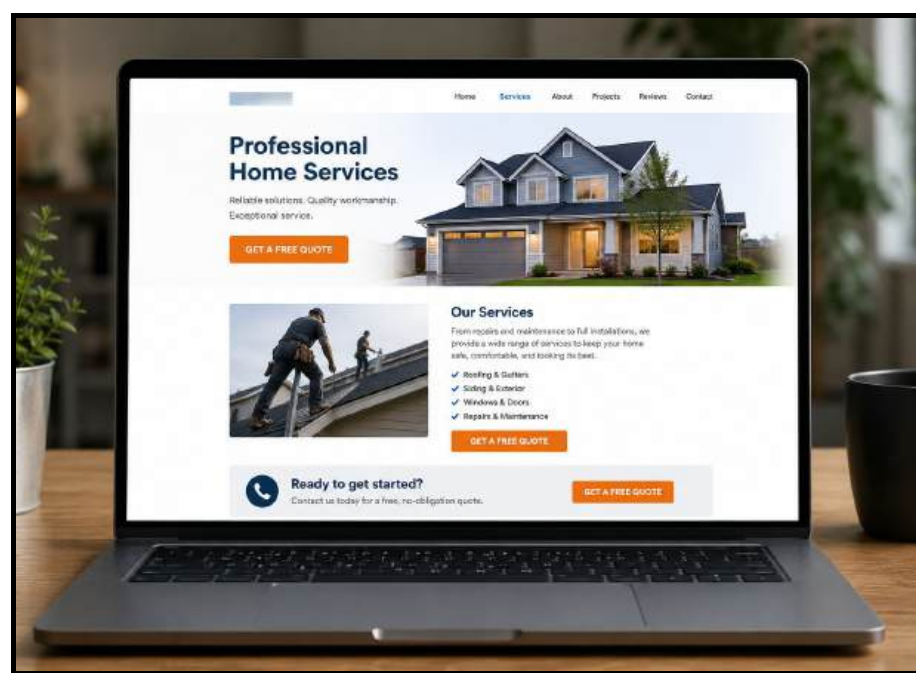
3. Mobile Experience Is the Experience

More than half of visitors arrive on a phone, making the mobile site the primary experience, not the backup. Mobile-first design means easy-to-tap buttons, readable text, simple forms, and priority content near the top, and Google rewards mobile-friendly sites with higher rankings.



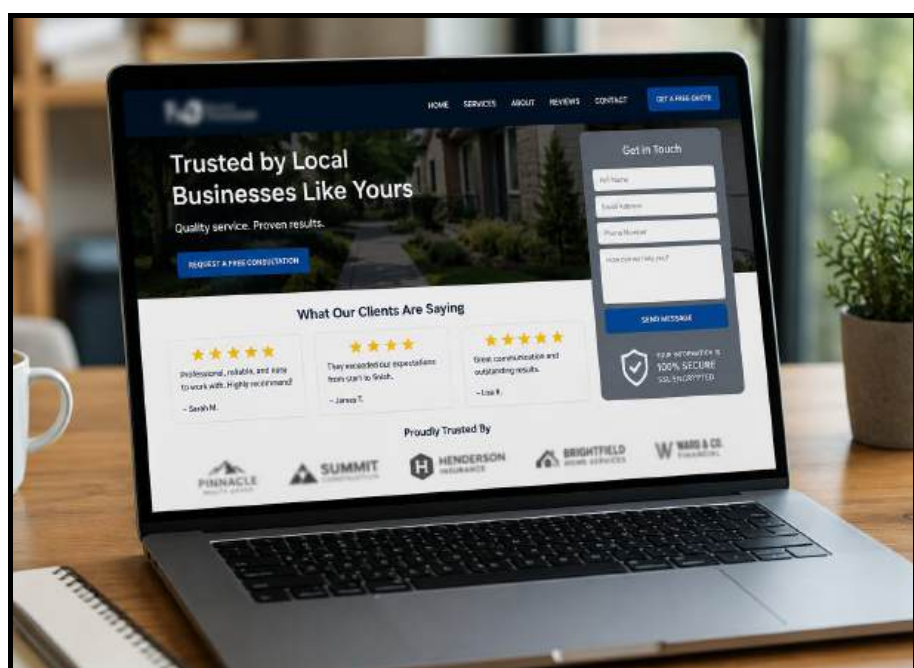
4. CTAs Need to Earn Attention

Every page needs to answer what the visitor should do next, and if the CTA is buried or blends into the background, most visitors won't find it. Place one above the fold, one after a key section, and one near the bottom to give visitors multiple moments to act.



5. Trust Signals Close the Gap

First-time visitors don't know you, and before they fill out a form or call, they need a reason to trust you. Customer reviews, client logos, certifications, and security badges placed where visitors are deciding whether to reach out, close the gap between interest and action.



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