

6 WAYS TO IMPROVE MY WEBSITE'S UX



CHECK TEXT CONTRAST

If there isn't enough contrast between text and images or background, it becomes hard to read and easy to miss. Your website should be accessible to as many people as possible and draw attention to the most important information.

IMPROVE CALLS TO ACTION

Be specific and transparent with your CTAs. The visitor should know what clicking on a CTA will do. Keep the language strong, short, and concise.



PERFORM A SITE AUDIT

Take note of anything that would harm a user's experience. This includes broken links, outdated information, funky formatting, and anything else that could be confusing or harmful.

REVIEW SITE NAVIGATION

Look at the navigation menus on your website. Are the page titles clear and logical? Do they lead to the correct page? Are dropdown menus organized? A user should be able to find everything they need in your top menu.



RUN A MINI USER TEST

Find a friend who isn't familiar with the website. Ask them to click around and tell you what they think. Have them explain their thought process as they explore your site. Use this feedback to make an improvement plan.

BROWSE OTHER WEBSITES

Take note of your experience using other websites. Figure out what you like, and what frustrates you. Then, use this information to learn and make improvements on your own site.

