

# SEVEN WAYS

to make your visitors  
fall in love with your website

1.

## go responsive

measure up to expectations

92%

of internet users  
connect to the internet  
with a **mobile phone**

53%

of visits are **abandoned**  
if a mobile site takes longer  
than **3 seconds** to load

61%

of consumers say they are more likely  
to purchase from **mobile-friendly** sites

2.

## have a professional design

make a great first impression

50%

of consumers believe that **website design** is  
**crucial** to a business's overall brand

42%

of people will **leave a website** due to  
**poor functionality**

88%

**more time** is spent by users  
on pages **with videos**

3.

## increase your speed

don't keep your visitors waiting

website conversion rates drop by an  
average of **4.42%** with each additional  
second of load time (between 0-5 seconds)

77%

of mobile shoppers would purchase  
from **faster websites**

70%

of consumers say that **page speed** affects  
their willingness to buy from an online retailer

4.

## confirm your credibility

let people know they can trust you

62%

of consumers are attracted to  
companies that exhibit **ethical**  
**values and authenticity**

Positive customer service experiences  
will bring **89%** of consumers back

83%

of customers are loyal to businesses  
that **resolve customer complaints**

5.

## Provide easy navigation

make things simple

94%

of respondents say **easy navigation**  
is the **most useful** website feature

38%

of people will **stop engaging** with  
a website if the layout or  
content are unattractive

6.

## create great content

keep it interesting

the top visual elements  
consumers appreciate in web design

40% images

39% colour

21% videos

on average, users spend **6 seconds**  
on a website's **written content**

22%

of consumers look for **eye catching**  
**colours** when viewing a company's  
website for the first time

7.

## fix your mistakes

listen to what your visitors want

54%

of  
marketing  
experts say  
that **ad clutter**  
is the **biggest obstacle**  
to a good user experience

34%

of customers tend to make  
an **unplanned purchase** after  
they experience **personalised**  
**content**

75%

of  
customers  
judge a  
website's  
**credibility**  
on its **aesthetics**

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