



# Contentsquare

## Quick Wins

Best Practices for optimizing your Content Page



# UX/UI Quick Wins

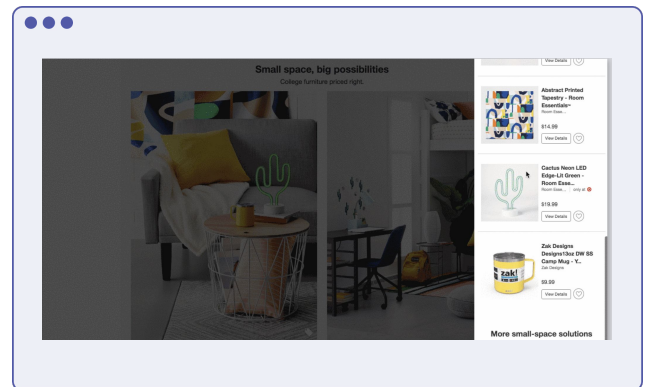
Are you implementing the following best practices on your content pages?

## 1/ Are you making it easy for users to access the corresponding PLP category pages?

Recommendation: Make it as easy as possible for users to navigate to the products promoted on the content page.

Tips for analysis in zoning and journey analysis: Click rate on link to for example PLP Category pages should be as high as possible

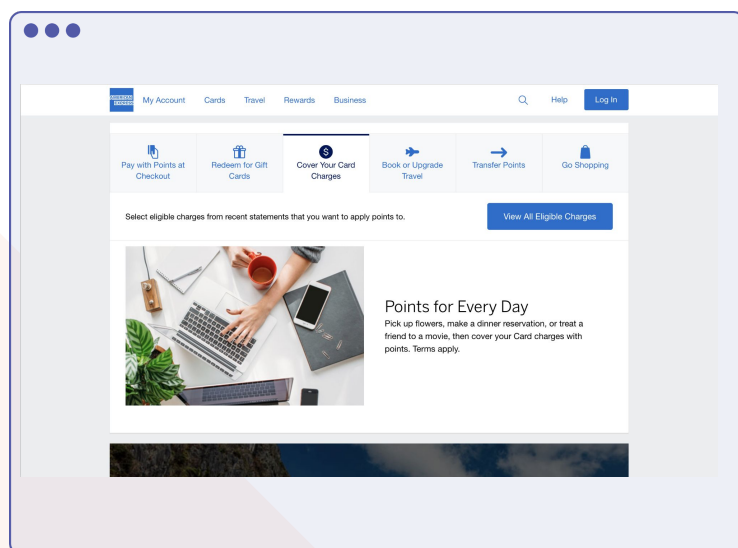
Journey analysis: How many users are making the journey from content pages to PDPs and conversion?

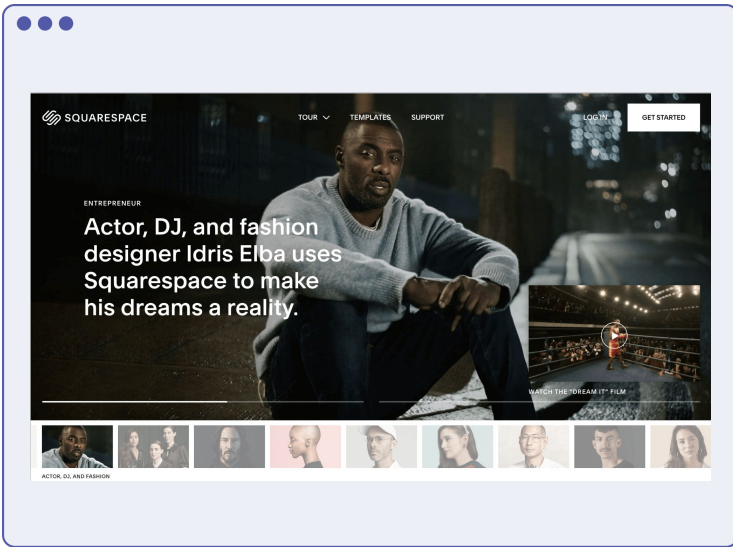


## 2/ Is the CTA visible above the fold?

Recommendation: Increase likelihood of users following the call to action by making it as visible as possible.

Tips for analysis in zoning and CS Live: Ideally exposure rate should be 100%, but make sure the important content is above the fold line if possible

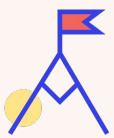




### 3/ Are included images clickable?

Recommendation: link corresponding product pages of items displayed on images to prevent user frustrations

Tips for analysis in zoning and CS Live: A high click recurrence on non-clickable elements indicates that users expect the image to lead somewhere. In this case it is also important to check the number of clicks to verify this is relevant.



### Prepare for Success

Build alignment by asking these important questions:

Who are the audiences for your site?

What are the objectives per page?

Who is internally responsible for cultivating these audiences?

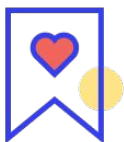
What are the use cases by audience and by owner?



### Journey comparison recommendation

You can always search for optimisation opportunities in journey analysis, page comparator and zoning by applying the comparison mode and looking at the differences of behavior between segments.

Useful analysis could be of a golden path or good vs. bad behaviour comparison



### Additional resources

[Conversion Snacks: Content Optimization \(German\)](#)

[Ask an Expert: How to optimize your content pages](#)

[Contentsquare for Content Managers](#)

[How to Analyse a Content Page](#)

[Identify and Analyse non e-commerce content goals](#)

[Content Manager Cheat Sheet](#)