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Quick Wins

Best Practices for optimizing your homepage

UX/UI Quick Wins

Are you implementing the following best practices on your Homepage?

. . . .

1/ Is your hero image taking up all the space above the fold and causing friction?

Recommendation:
Reduce the height of your banners to make them mobile friendly. Make sure next element is exposed so you encourage scroll.
Have CTAs within the banner and make the entire section clickable.
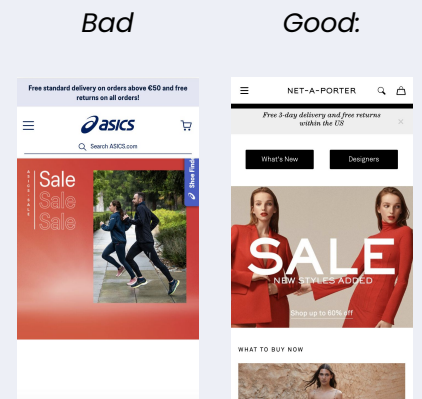
Metrics to focus on:
Exposure rate, Click Rate (session level), Click recurrence

Segments to compare:
Bouncers vs non-bouncers - Do users who bounce click on the banner more times on average? Do they scroll less?

Bad:
1/ Banner looks not clickable
2/ There is no CTA or hint to scroll down
Good:
1/ Multiple CTAs to categories above fold
2/ Clickable banner
3/ Content below hinted

2/ Can your users easily jump to the next funnel step?

Example: About you

Example: Tommy.com

Recommendation:
Add quick links to top categories above the fold to help users navigate to the next step more easily without having to scroll.

Metrics to focus on:
Exposure rate (of quick links) if currently available lower on the page vs. Attractiveness rate compared to surrounding elements. Revenue and CR per click are a good addition.

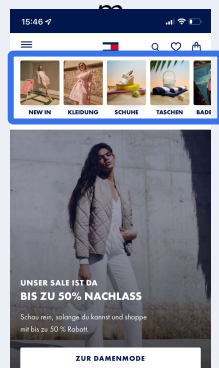If such a module is not available at all lower on the page, check the above metrics for menu element.

Segments to compare:
Transactors vs non-transactors - Do users who transact click on menu/quicklinks (lower on the page) more?
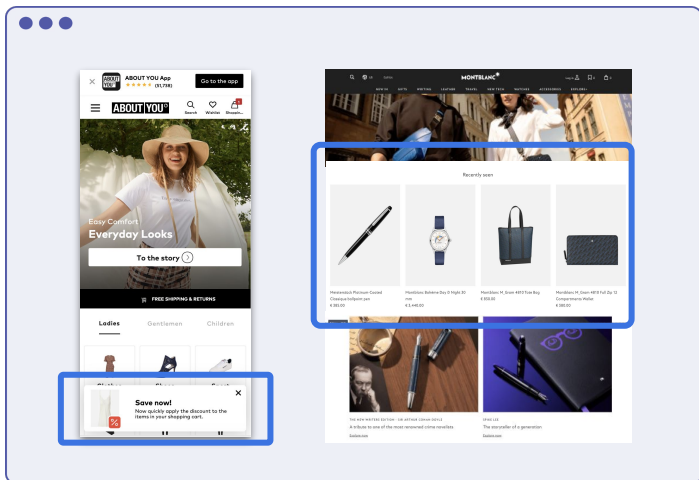
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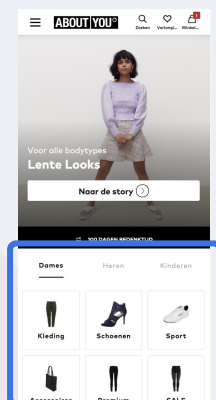
3/ Are you personalising?

Recommendation:
Start for personalising for new vs returning visitors. Experiment with adding 'Recently viewed' or 'Items in your basket' recommender modules for returning users.

Segments to compare:
In Journey analysis, look at Journeys after Homepage for new vs. returning visitors. Do returning visitors visit basket or search results more?

Then, look at transactors vs. non-transactors. Do users that transact proceed more to basket or use search to find a specific product?
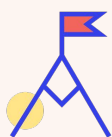
Funnel recommendation

If you are mostly redirecting users to PLP you can follow this funnel creation:
1.Home 2.PLP 3.PDP 4.Cart 5.Order Confirmation

However, if you have product carousel on Homepage, some users might skip PLP and navigate straight to a product.

In that case use:
1.Home 2.PDP 3..Cart 4.Order Confirmation

Remember, you can add these funnels to a workspace or build them for specific device or traffic source!

Segment 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 comparisons are:
1. Mobile vs Desktop
2. Transactors vs Non-transactors
3. New vs Returning

For zoning & page comparator, specifically:
4. Bounce vs non-bounce

Additional resources

(Webinar)
How to optimize content pages to drive business goals

(CS Uni Course)
Analyzing landing page content

(CS Uni Video)
Retain bouncers on landing pages

(Help Centre Article)
How to analyze a homepage

(CS Uni Video)
Understanding navigational journeys to and from landing pages

(CS Community)
Checkout other relevant discussions around homepage or post your question/challenge

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