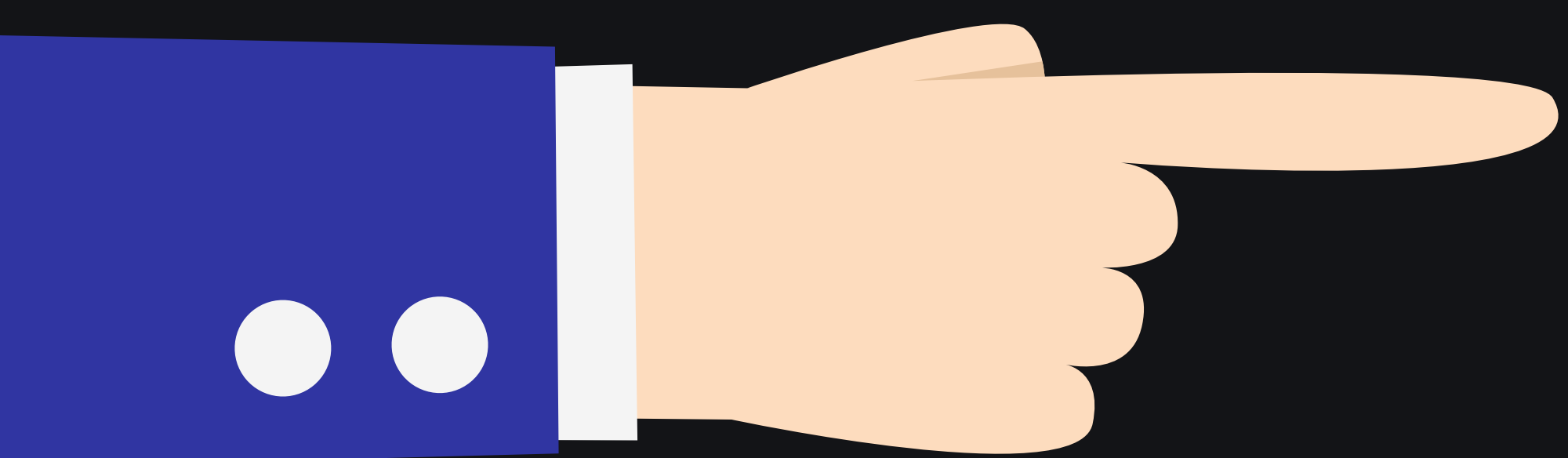


PART 3

# Why Your Website Isn't Converting

[Breakdown →](#)

Website visitors  
**never** use your  
website **how you**  
**intended it.**



Visitors only read  
**20%** of the words  
on the average  
webpage.

Why?

→ People **scan** content, they don't read every word.

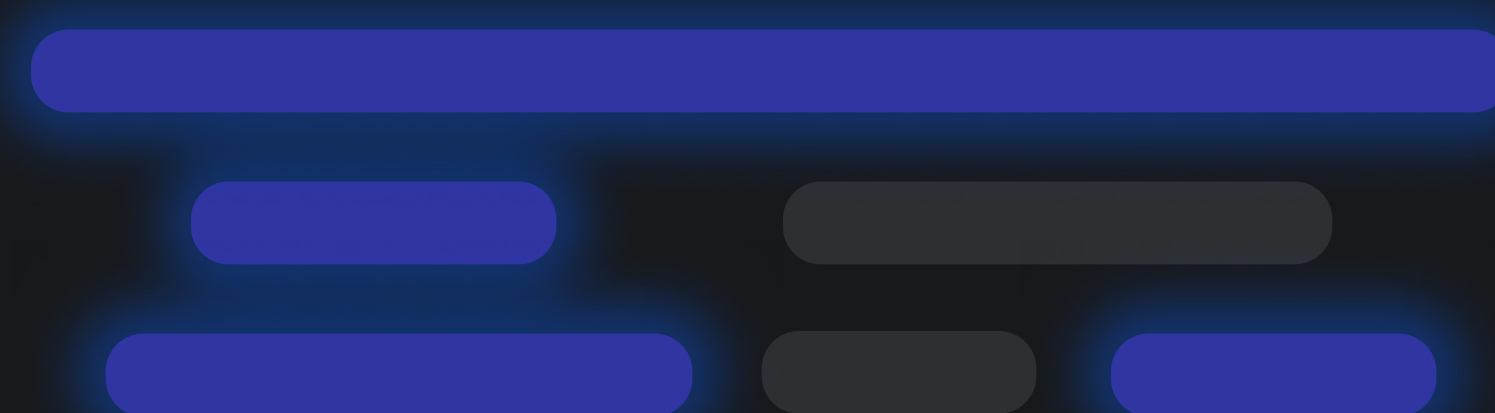
Here are **5** science-based tricks I use to **engage & convert** visitors

# 1 Optimize text for scanning

If you don't want visitors to leave out of frustration



How **you** read  
your content

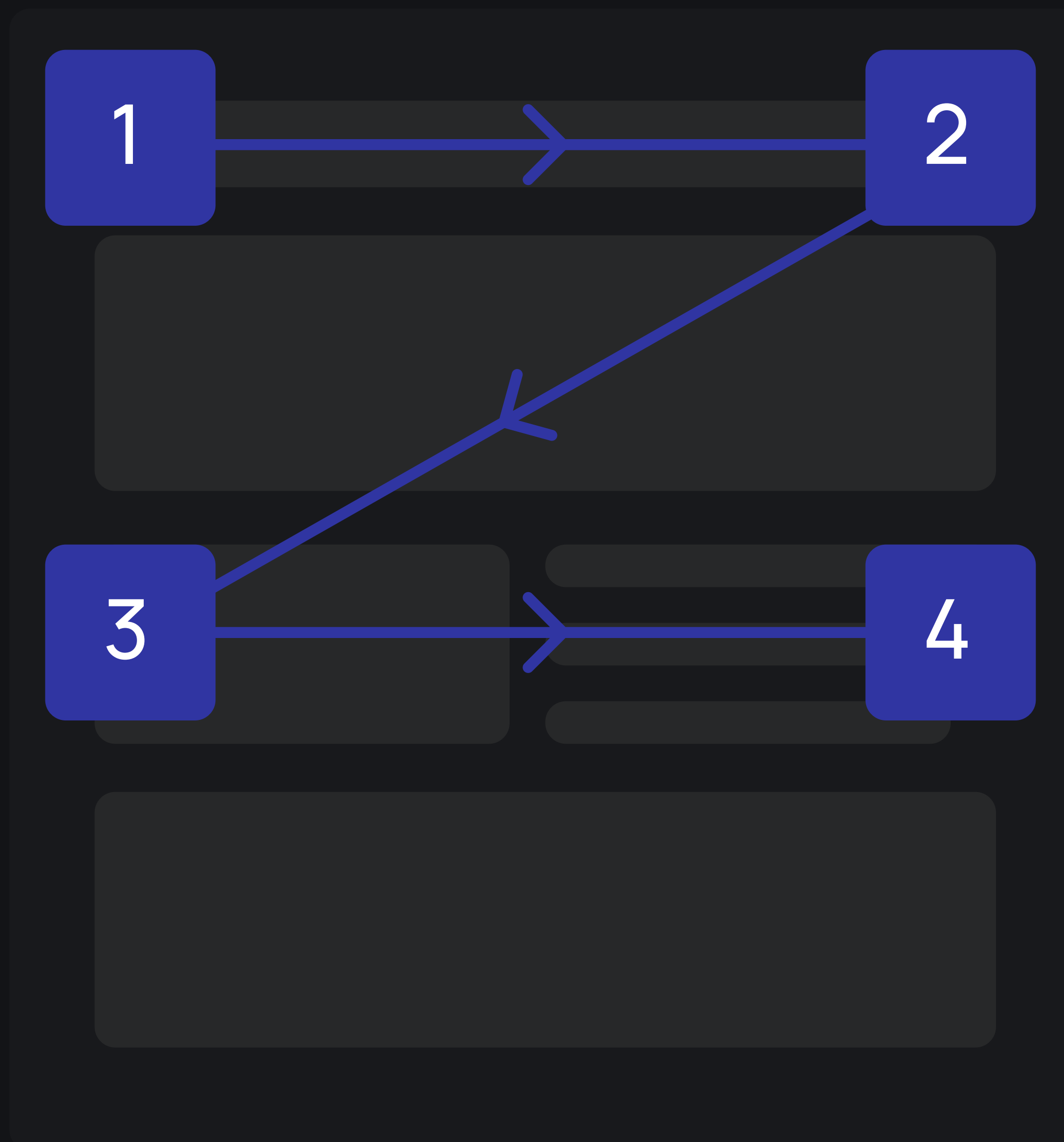


How **others** read  
your content

- Avoid long sentences
- Use easy to understand words
- Use hierarchy to separate sentences
- Use white space

## 2 Use Z-shaped pattern reading

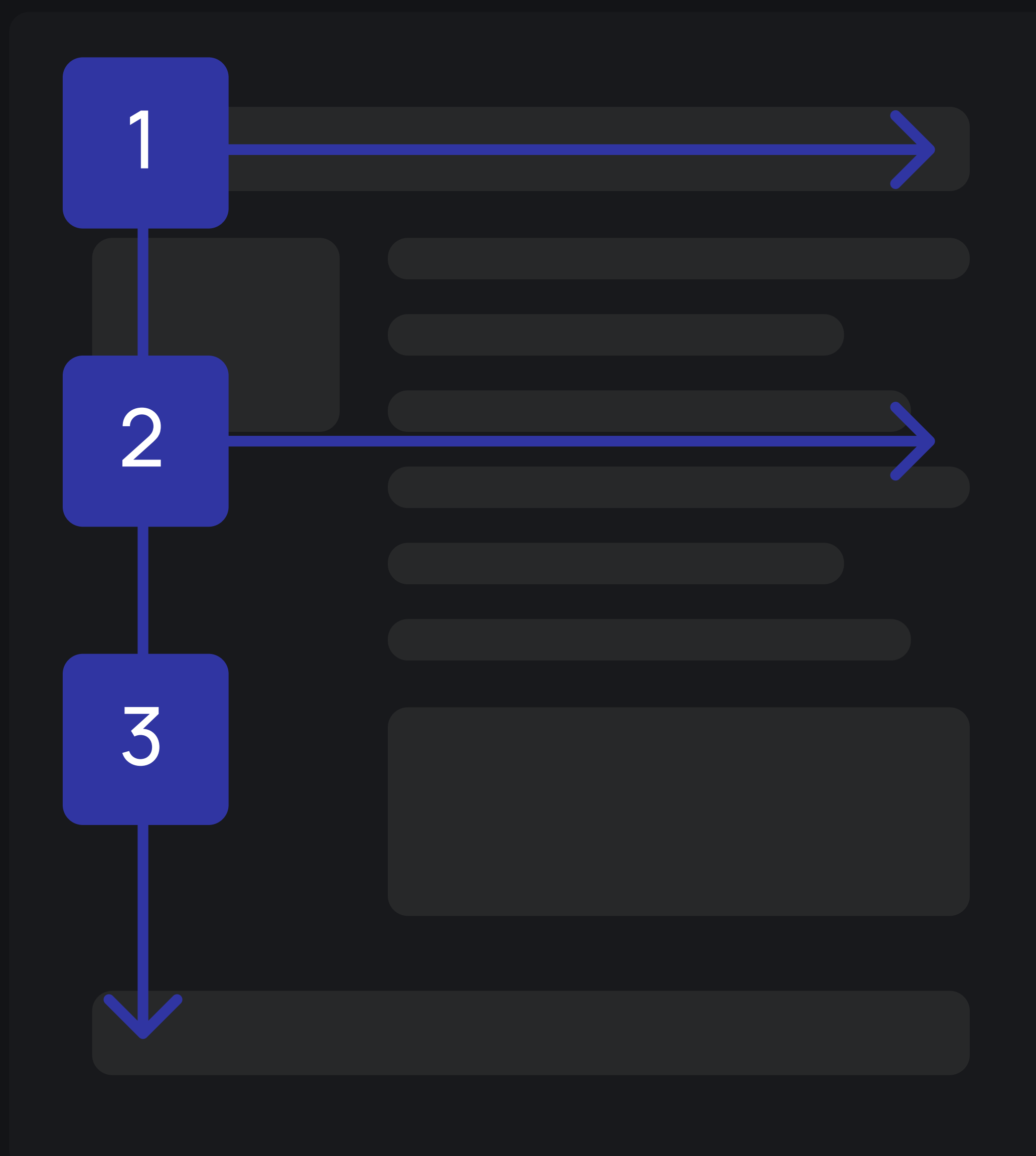
When you want visitors to take action



→ Best for: Homepages, landing pages, and visually driven **content that emphasizes calls to action**

### 3 Use F-shaped pattern reading

When you want to inform visitors



→ Best for: text-heavy pages like blogs, articles, forums, and FAQ **content that focuses on information**

## 4 Apply Miller's (UX) Law

Split content up in groups to **reduce the amount of information** visitors need to process at once

Group 1



Group 1



Group 1

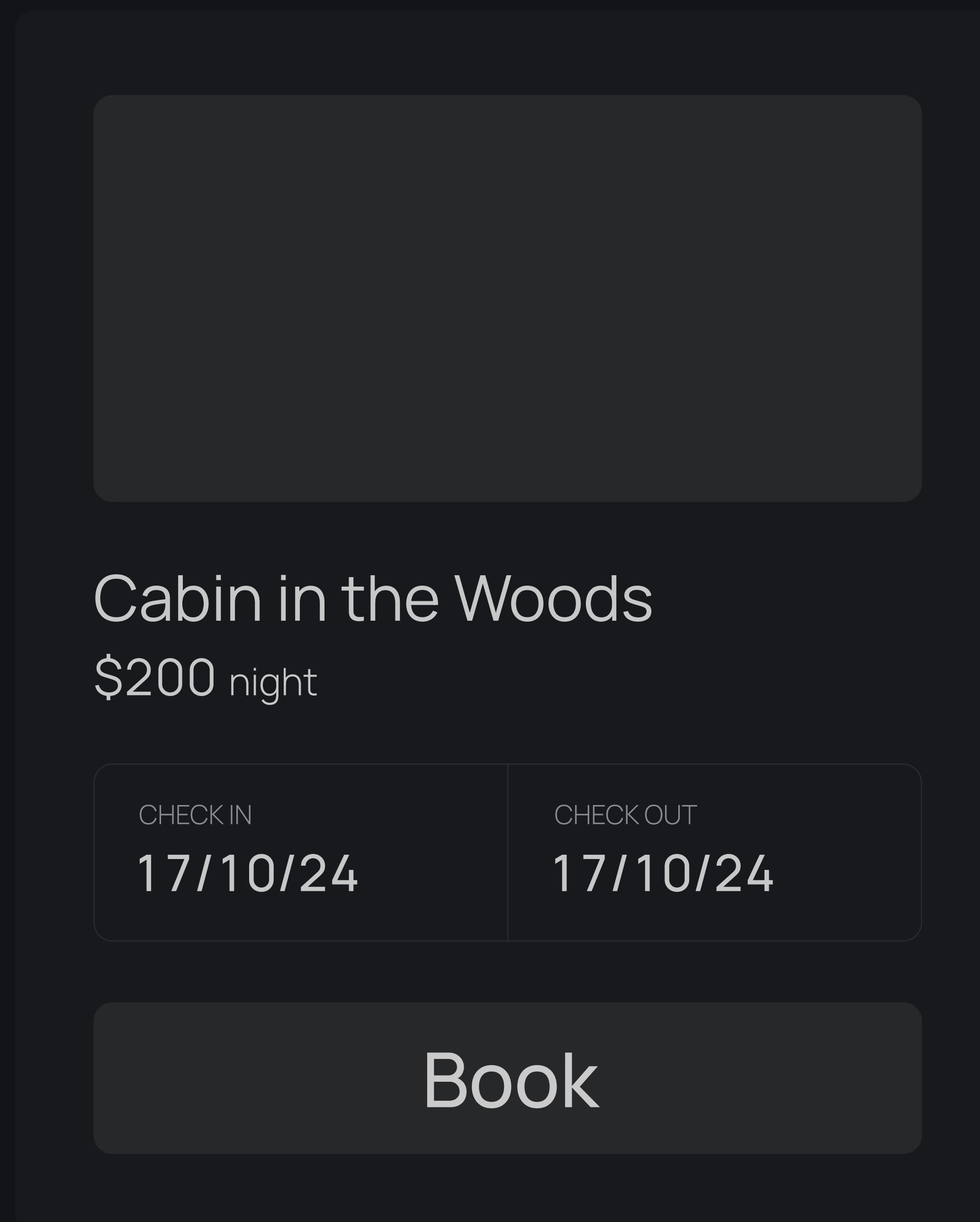
✗ **Overloading** users with too much information can lead to confusion and frustration.

✓ By **chunking content** into smaller groups, you help users navigate your interface more easily.

5

## Use clear calls-to-action

To not confuse your users. Instead of using abstract words like "Book", use words that explain the action.



Cabin in the Woods  
\$200 night

CHECK IN 17/10/24	CHECK OUT 17/10/24
----------------------	-----------------------

Book

Verb

+

Noun



Reserve Cabin

# Bonus:

How to make it  
easier to **upsell**

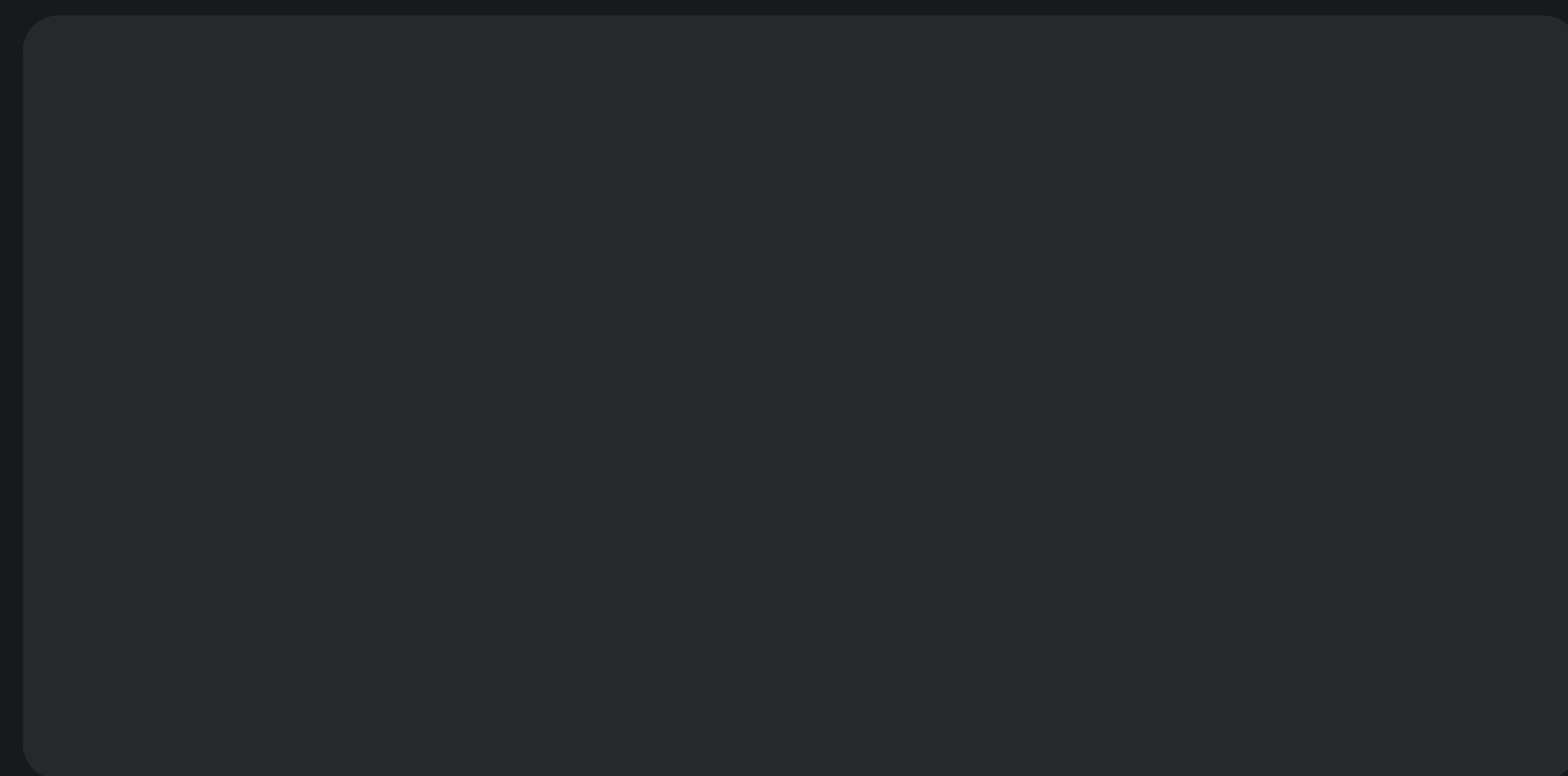


# Fitts (UX) Law

Users can interact with a target (like a button) based on two factors:

1 **Size:** Bigger targets are easier to click

2 **Distance:** Closer targets are quicker to reach.



Cabin in the Woods

\$200 night

CHECK IN

17/10/24

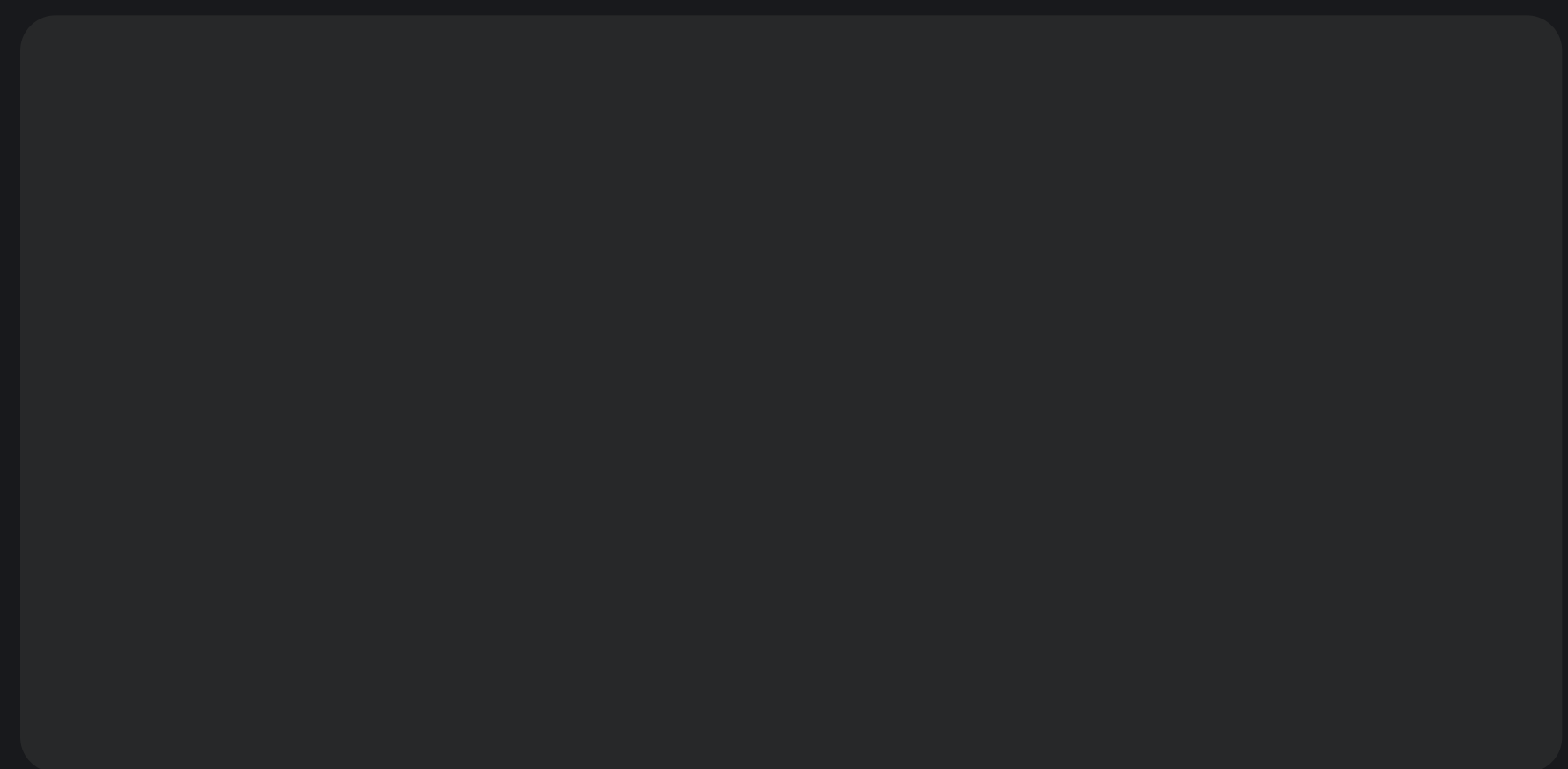
CHECK OUT

17/10/24

Reserve Cabin



✗ **Tiny** buttons



Cabin in the Woods

\$200 night

CHECK IN

17/10/24

CHECK OUT

17/10/24

Reserve Cabin



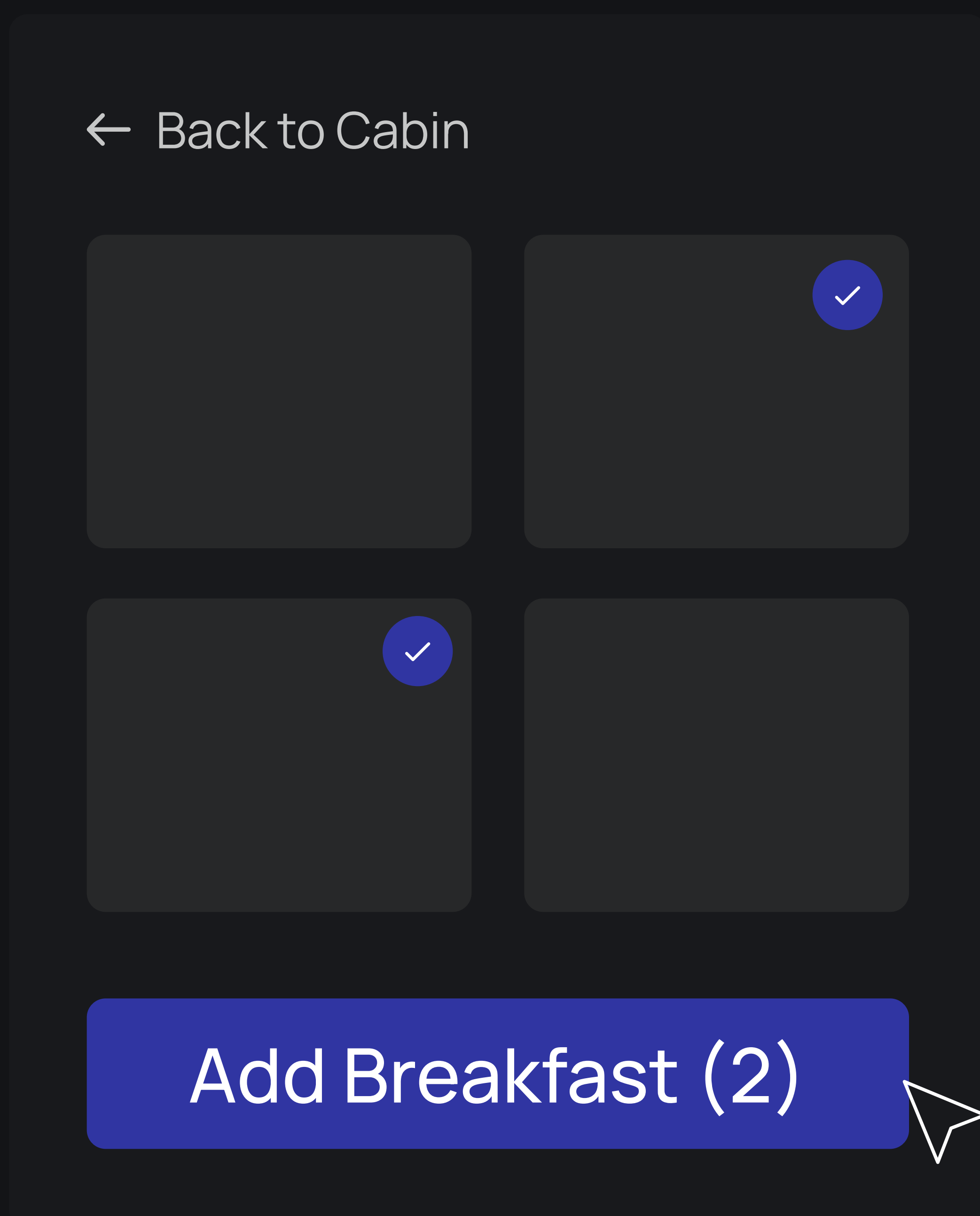
✓ **Easily clickable** buttons

# Fitts (UX) Law

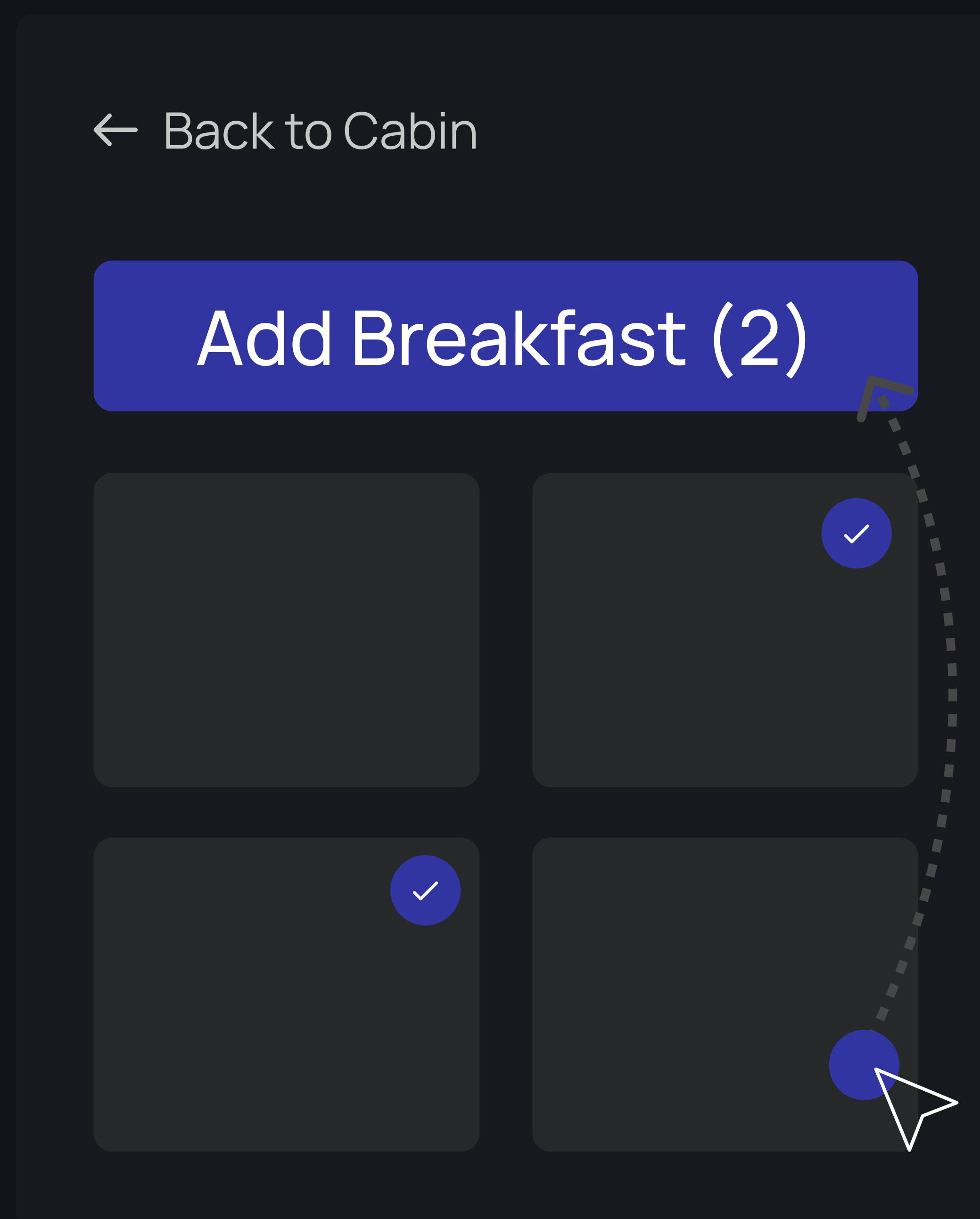
Users can interact with a target (like a button) based on two factors:

1 **Size:** Bigger targets are easier to click

2 **Distance:** Closer targets are quicker to reach.



✓ Keep button **where** cursor was located



✗ Having to **move** your cursor

# That's just the start...

The most important part is that you look at your website from a **user centered** perspective.

+ Follow Me

to learn more **psychology-**  
and **science-** based design theories & tips.

DM me if you have **Questions**



# Hi, I'm Jesse

Brand &  
Webdesigner

Are you a **STARTUP** or  
**BUSINESS OWNER** ready to take your  
brand to the next level? And you want to  
**SCALE UP** or **ATTRACT CLIENTS** ?

DM me for a Discovery Call