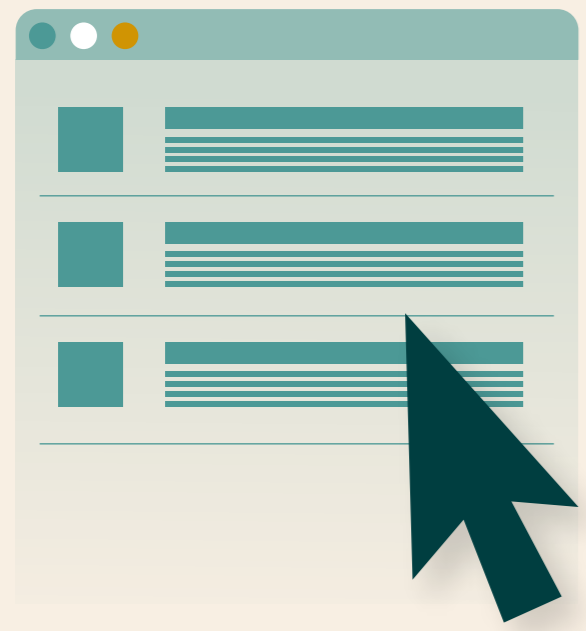
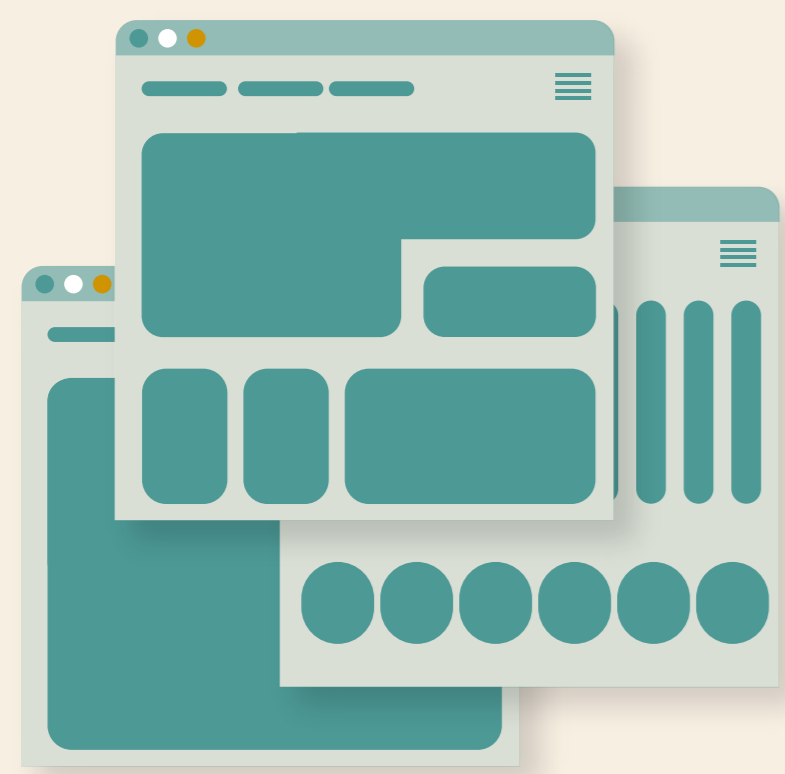


# Websites - how to continuously improve them to convert using analysis tools.

By analysing your website continuously and making incremental changes to reflect your findings, you'll boost your conversions and see real results.



Over **88%** of clicks go to the top 3 positions on search results. It's 2024 and SEO is still a priority to earning you a high ranking.



It takes around **0.05 seconds** (50 milliseconds) for users to form an opinion about your website. (CXL, Gate39media) The UI on your homepage is the difference between a conversion and simply adding to your bounce rate.

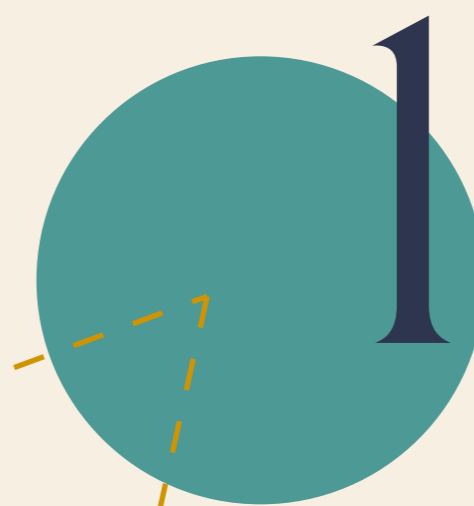


A well-designed user interface can **400%** boost your website conversion rate by up to 400% (Forrester) Ensure your website gives your user a good experience.



## Leverage tools like Hotjar and custom GA4 Events for monitoring:

Hotjar provides interactive heatmaps and session recordings to visualise user engagement. GA4 Events lets you track specific interactions on your site. These tools are invaluable for identifying areas of improvement.



## Implement small improvements every two weeks:

Regularly assess your website and make small, measurable changes. This approach allows you to track the impact of your tweaks consistently over time.



## Prioritise accessibility and eco-friendliness:

Ensure your website is user-friendly by optimising colours, font sizes, and navigation. Consider the environmental impact of your site, such as reducing loading time by minimising videos.

 [Click here](#)

Check out our case studies today and see how we transformed underperforming websites in record time.

[Case studies](#)