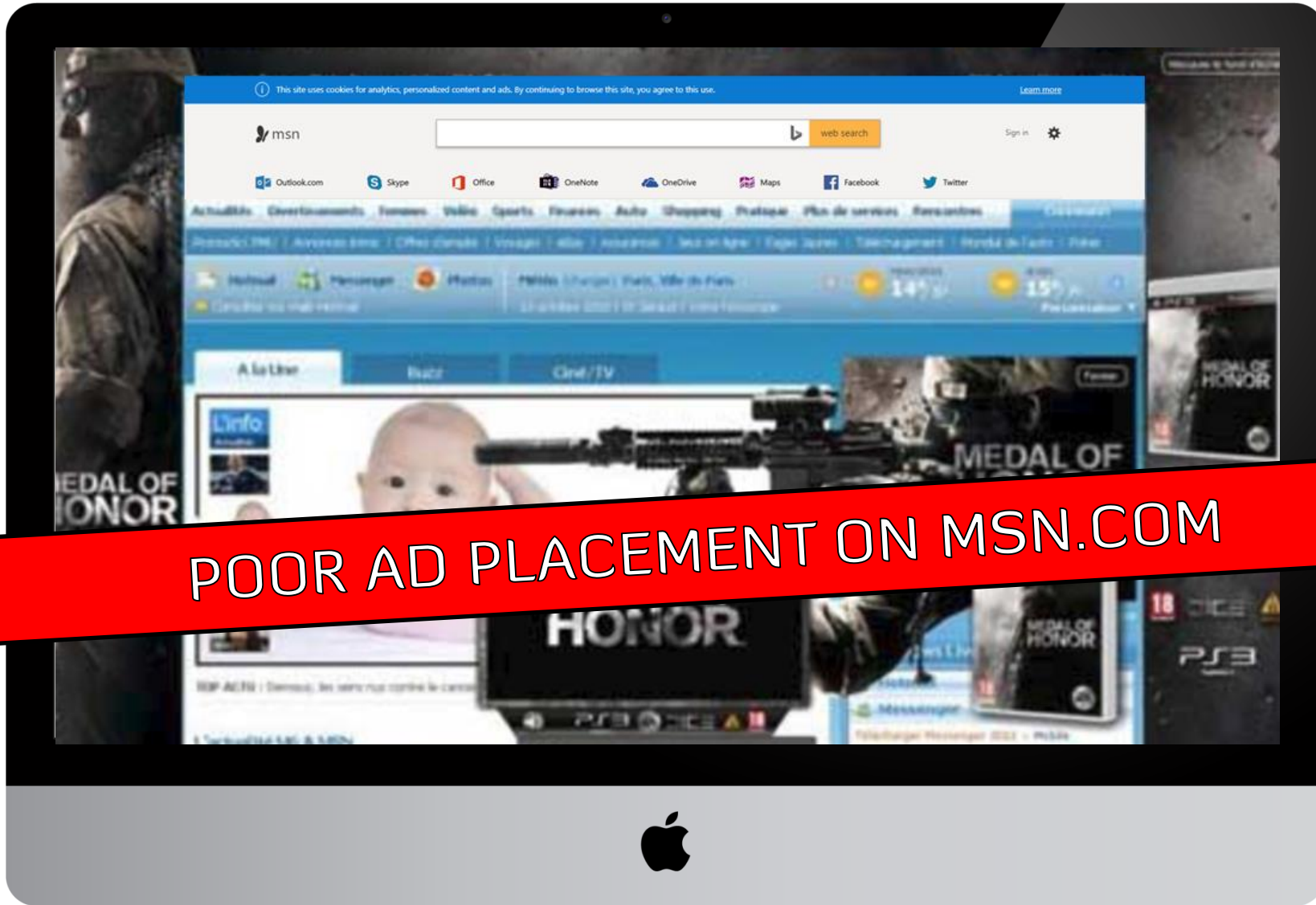


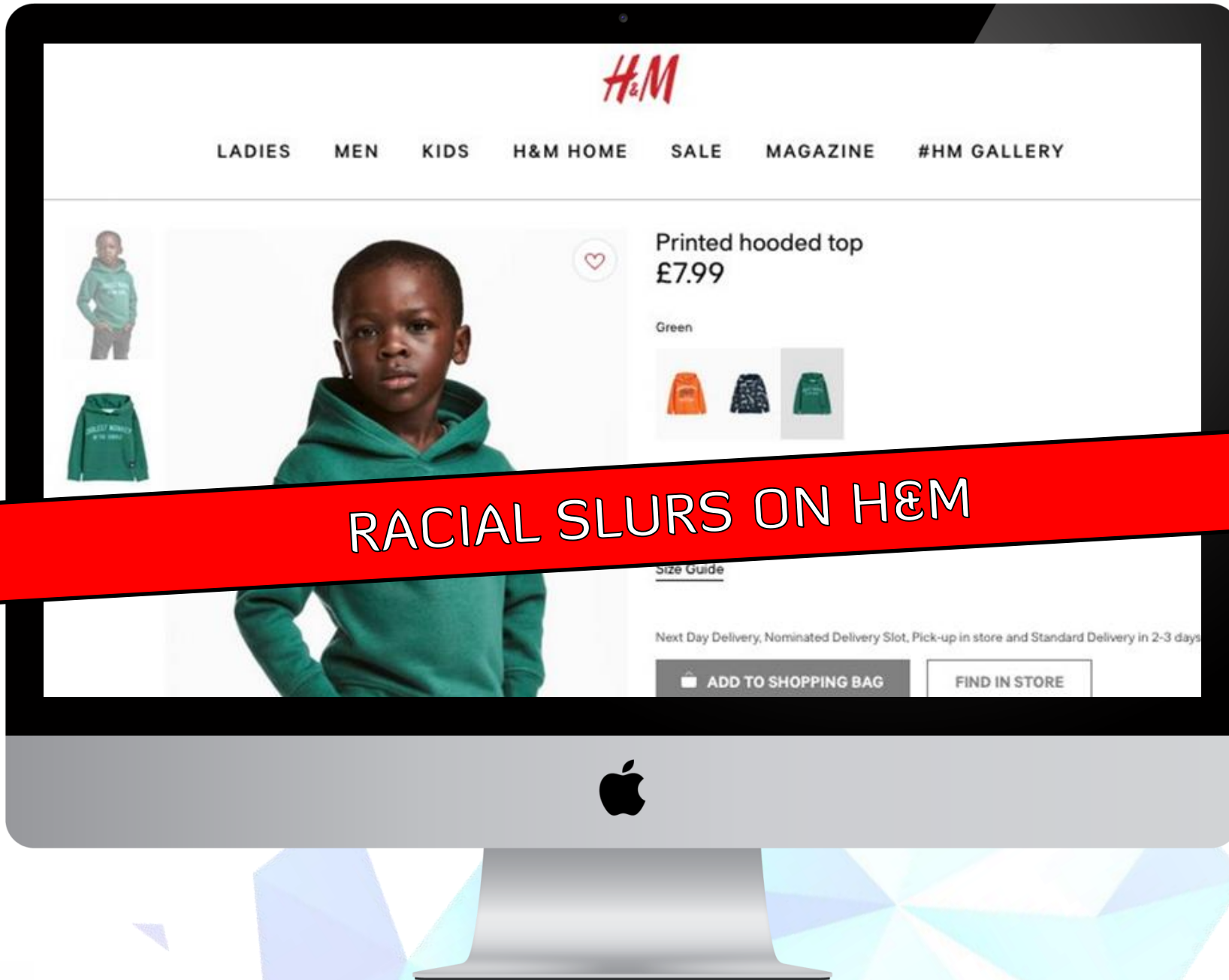
20 WEBSITE WONDERS & BLUNDERS



BLOOMINGDALE'S MADE LIGHT OF DATE RAPE



POOR AD PLACEMENT ON MSN.COM



LADIES MEN KIDS H&M HOME SALE MAGAZINE #HM GALLERY



Printed hooded top
£7.99

Green



RACIAL SLURS ON H&M

Size Guide

Next Day Delivery, Nominated Delivery Slot, Pick-up in store and Standard Delivery in 2-3 days

ADD TO SHOPPING BAG

FIND IN STORE

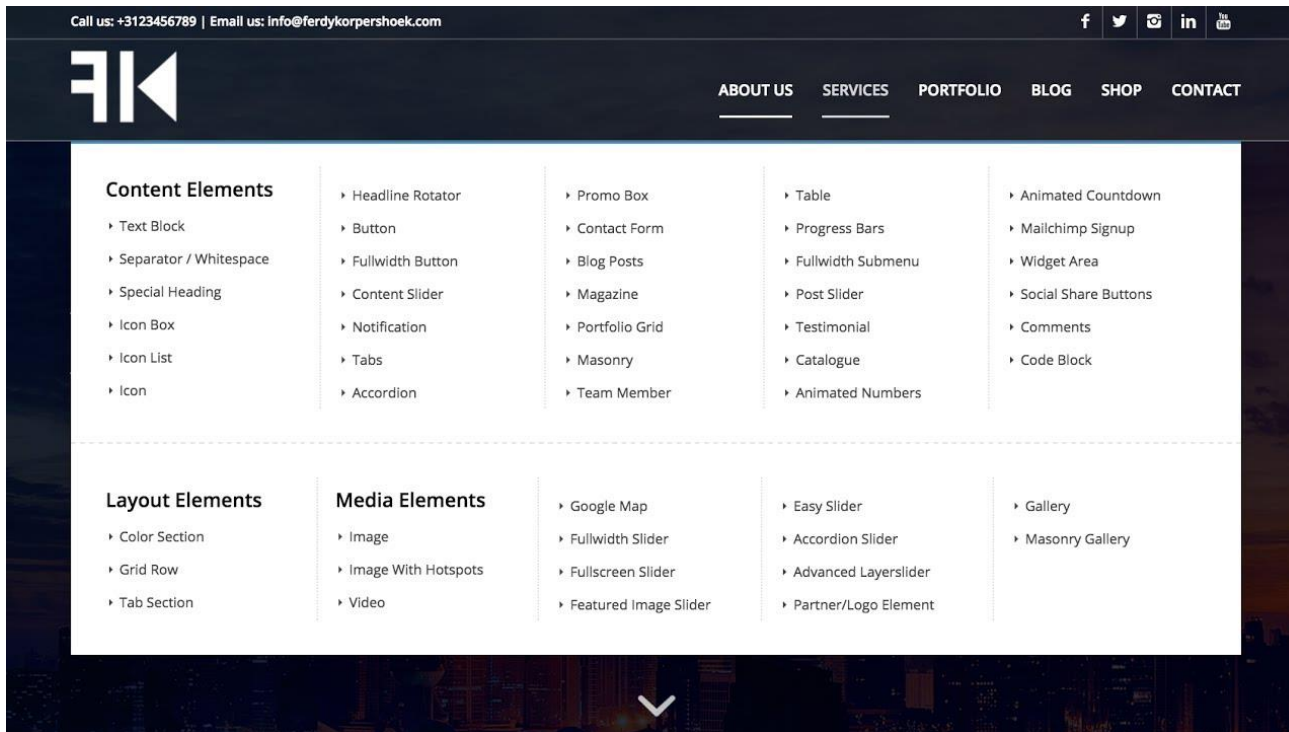


THE WORST WEBSITE OF 2018 – ARNGREN.NET

10 BLUNDERS TO AVOID

BLUNDERS TO AVOID:

#1 - THE MEGA MENU



SINGLE MENU ITEMS GET 72% CLICKS

93% WON'T CLICK ANYTHING

INCREASES BOUNCE RATE BY 63%

BLUNDERS TO AVOID:

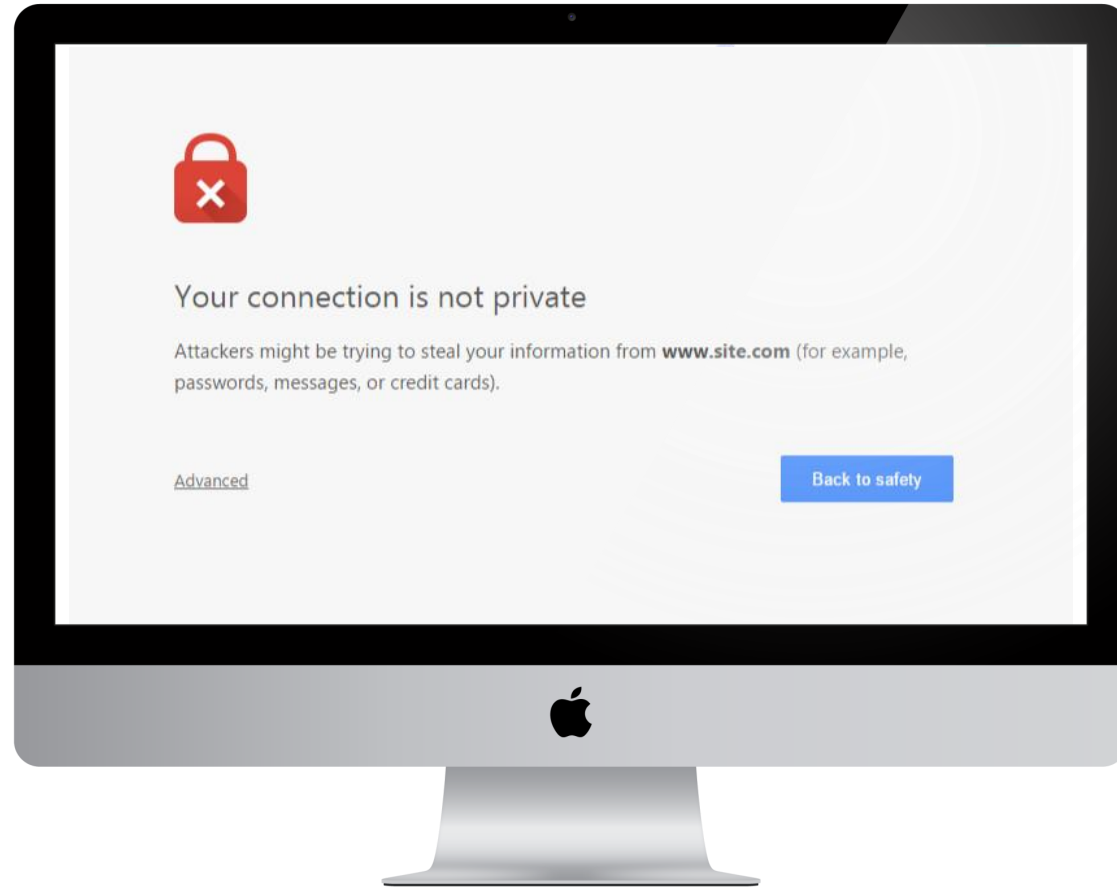
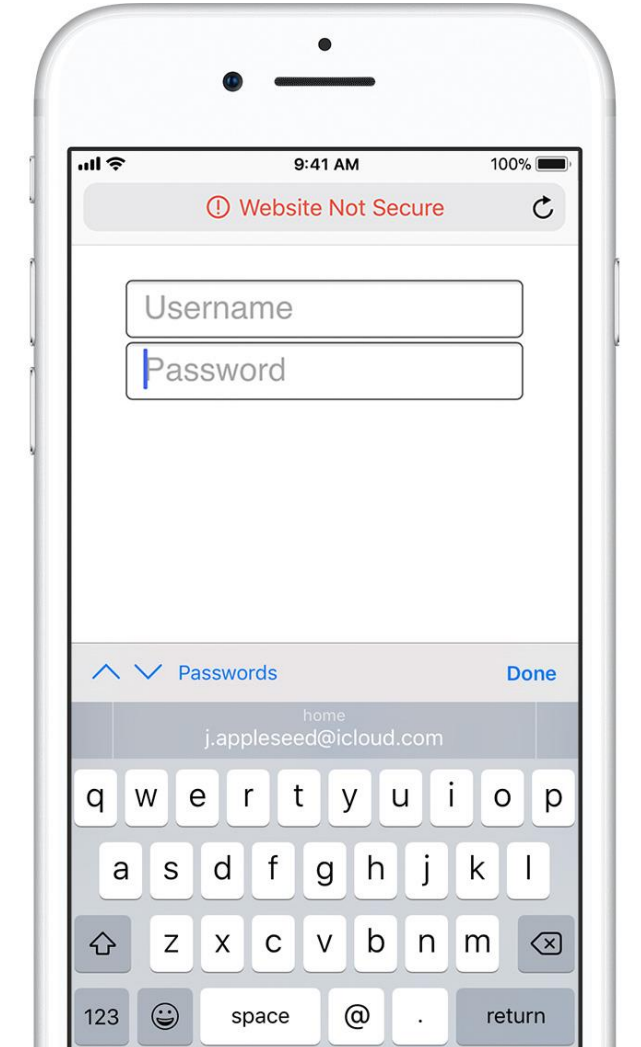
#2 – HEADER SOCIAL ICONS

FOLLOW ME ON SOCIAL MEDIA



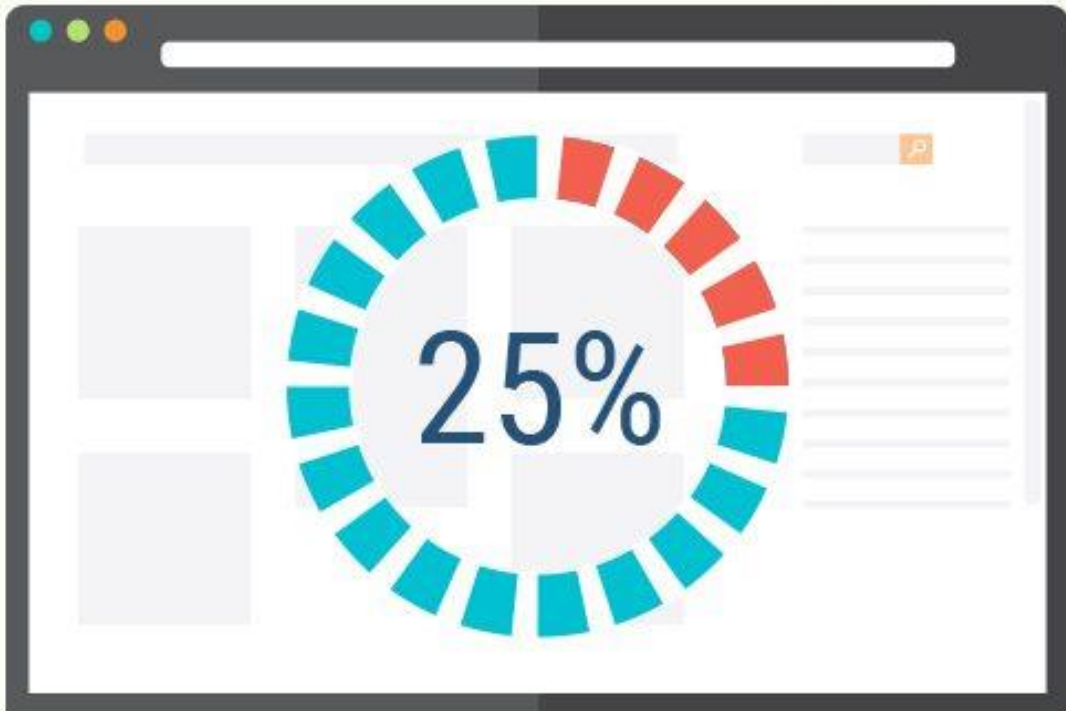
BLUNDERS TO AVOID:

#3 – THE INSECURE WEBSITE



BLUNDERS TO AVOID:

#4 – PAGE SPEED & BOUNCES



91% prioritize need and speed

Only 9% of users will stay on a mobile site or app if it doesn't satisfy their needs (i.e. to find information or navigate quickly).

61% don't hesitate to move on

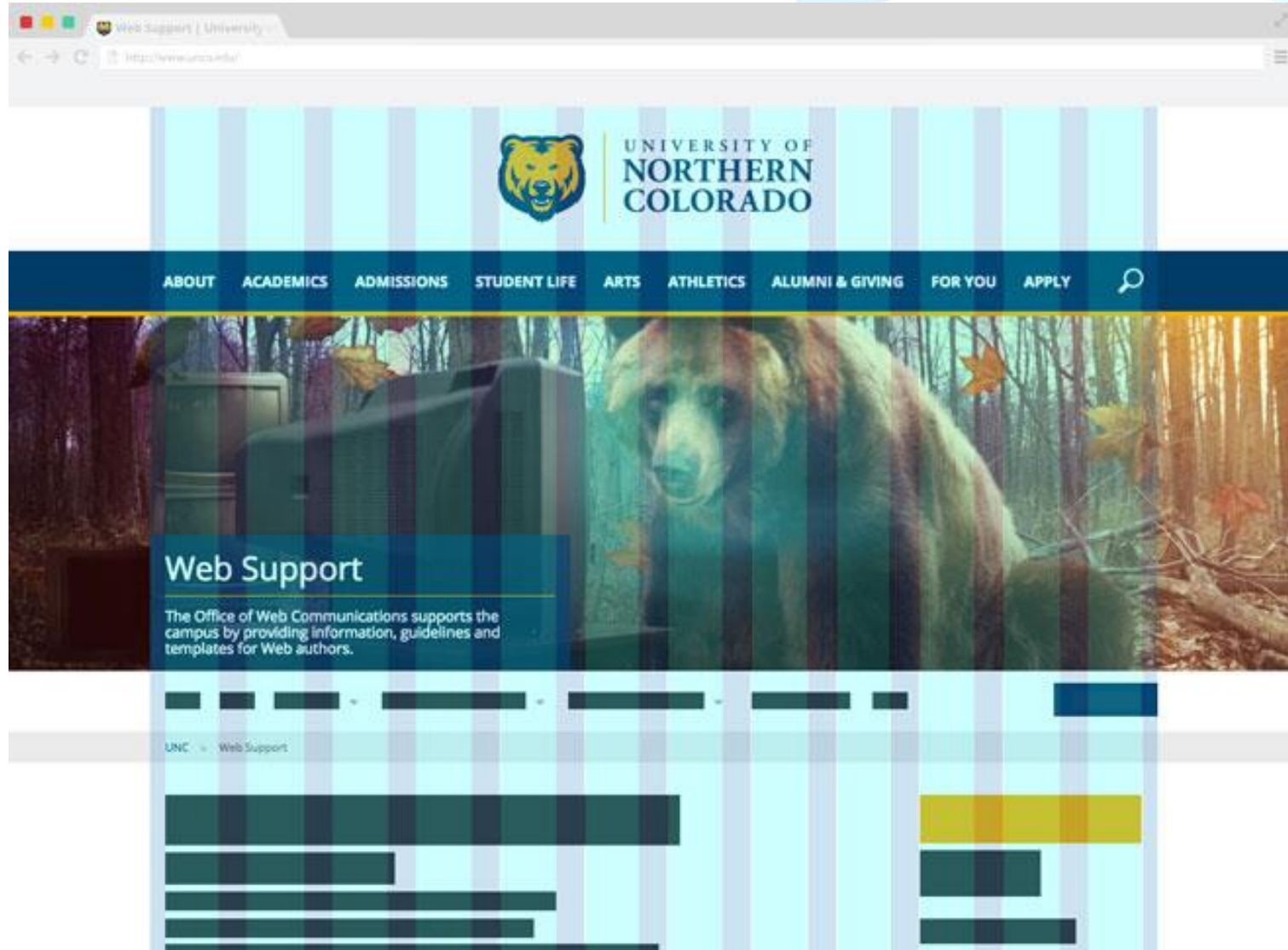
Users said that if they didn't find what they were looking for right away on a mobile site, they'd quickly move on to another site.

50% demand mobile-friendly

People said that even if they like a business, they will use them less often if the website isn't mobile-friendly.

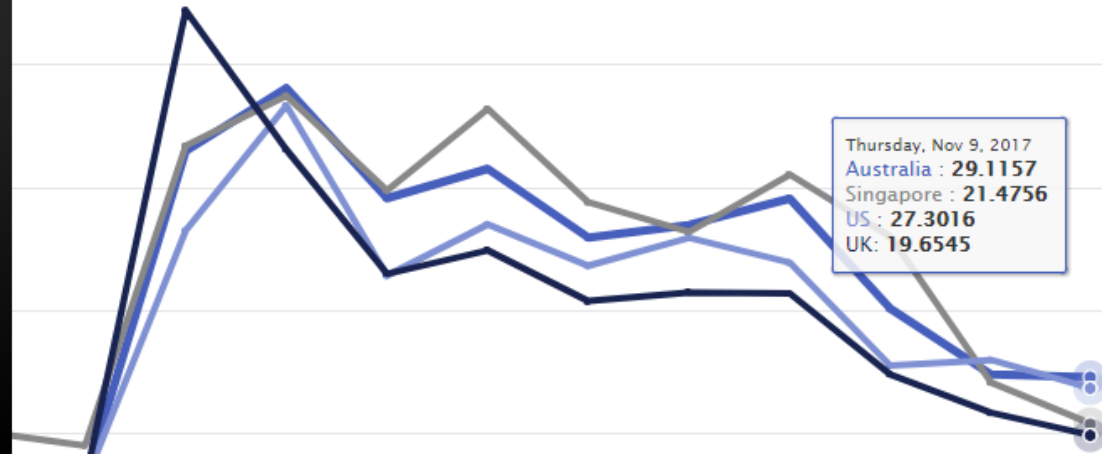
BLUNDERS TO AVOID:

#5 – POOR MOBILE OPTIMISATION



BLUNDERS TO AVOID:

#6 – PARALAX SITES & SERPS



BLUNDERS TO AVOID:

#7 – THE “F PRINCIPLE”



BLUNDERS TO AVOID:

#8 - THE WEBSITE WELCOME MESSAGE

COSYMORE
illustration + design



Home > My Journal > Welcome to my new website

MY JOURNAL

WELCOME TO MY NEW WEBSITE

written by Lynn | 15/04/2016



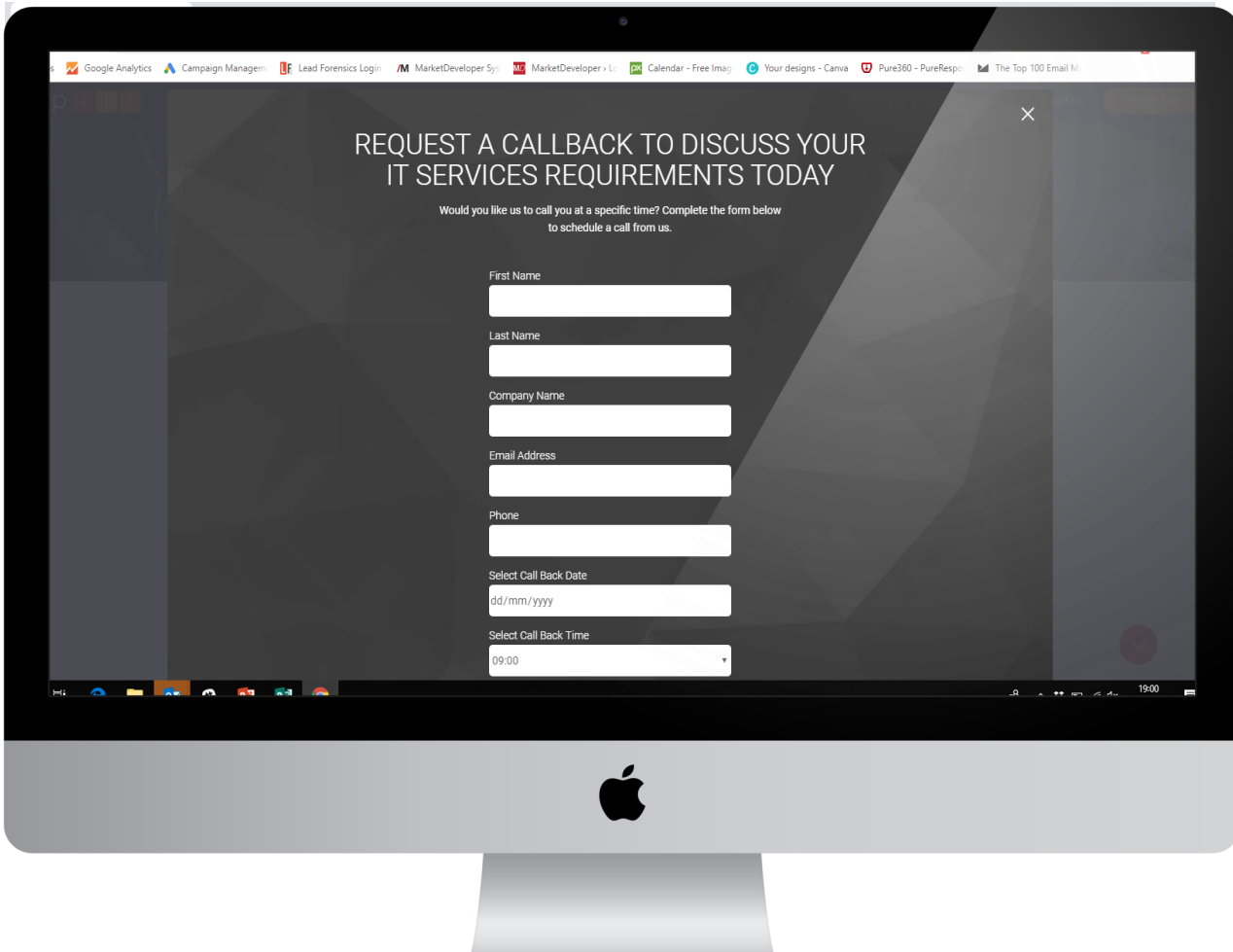
WELCOME!

Hi, I'm Lynn!

A creative mind + illustrator based in Luxembourg
and Germany. (oh and I am a professional
daydreamer as well)

BLUNDERS TO AVOID:

#9 – DEFAULT LOADING POP UPS



INCREASE BOUNCE RATE BY 83%

97% WON'T ENGAGE WITH THE POP UP

INABILITY TO EASILY CLOSE POP UP

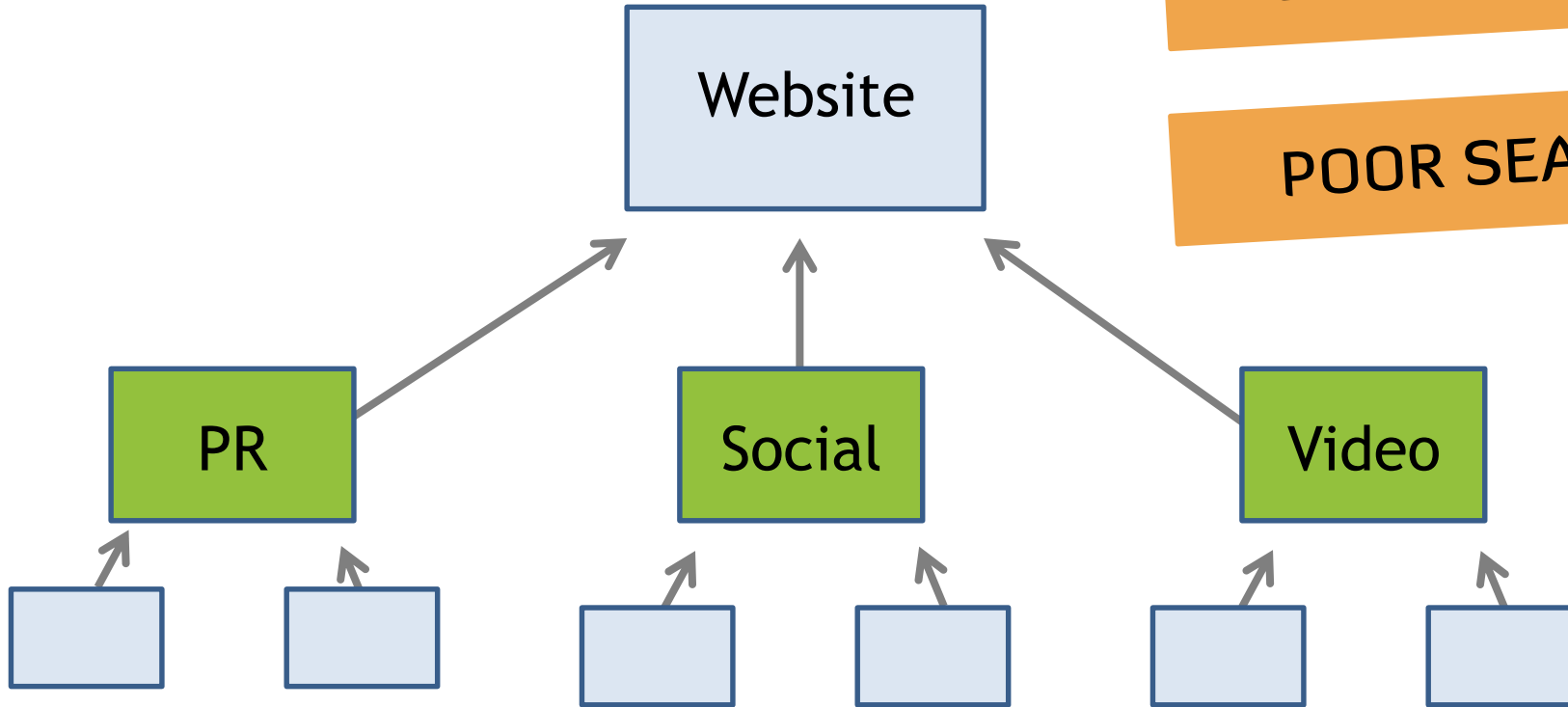
BLUNDERS TO AVOID:

#10 – POOR OPTIMISATION

POOR ON-PAGE TAGGING ie. TITLES

LACK OF QUALITY LINK BUILDING

POOR SEARCH QUERIES & ANALYSIS



10 WEBSITE WONDERS

WEBSITE WONDERS:

#1 – STICKY NAV & STICKY FOOTER

The screenshot shows the APJ Solicitors website. The browser address bar displays the URL: https://www.apjsolicitors.co.uk/?gclid=CjwKCAiAodTfBRBEiWAA1hauu7sj0IIGCfwo1rhS7Bi2pDOOUGJZQ8boiaC1kUUUnz-_TklQEm-hRoCOWQQAvD_BwE. The website features a sticky navigation bar with the APJ Solicitors logo, menu items (About Us, Services, Industry Insights, Client login, Contact Us), and a prominent teal button for 'Freephone: 0800 028 9791'. The main content area includes a large image of a man in a suit, the headline 'The financial mis-selling specialists', and a sub-headline: 'Do you think you have been mis-sold a pension, insurance, mortgage or investment scheme? Our team of approachable solicitors can help handle your case and return what is rightfully yours.' Below this is a teal 'GET IN TOUCH' button. A yellow callout box contains the text 'FREE CONSULTATION NO OBLIGATION, NO COST'. A dark blue section titled 'Talk to our legal experts' provides contact information: 'Call us free on 0800 028 9791 or fill in the form below and one of our legal experts will be in touch'. A form field for 'NAME*' is visible. At the bottom, a dark blue sticky footer contains the text 'Talk to our legal experts Find out if you're entitled to compensation' and another teal 'GET IN TOUCH' button.

DOUBLING THE CLICK POINTS

28% BETTER CTR TO WEB CAPTURES

WEBSITE WONDERS:

#2 – REMARKETING, ADS & COOKIES



PROSPECT

VISITS YOUR SITE

PROSPECT IS TRACKED

PROSPECT LEAVES YOUR SITE

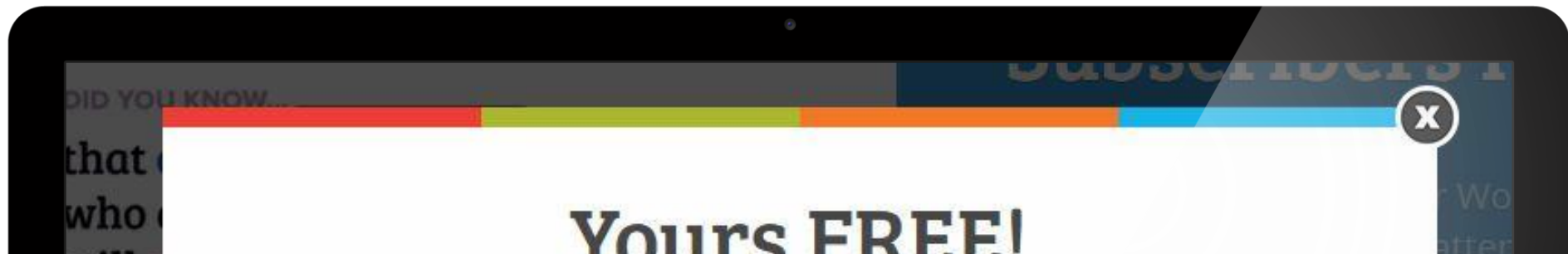
YOUR AD APPEARS ON OTHER SITE



PROSPECT RETURNS TO YOUR SITE

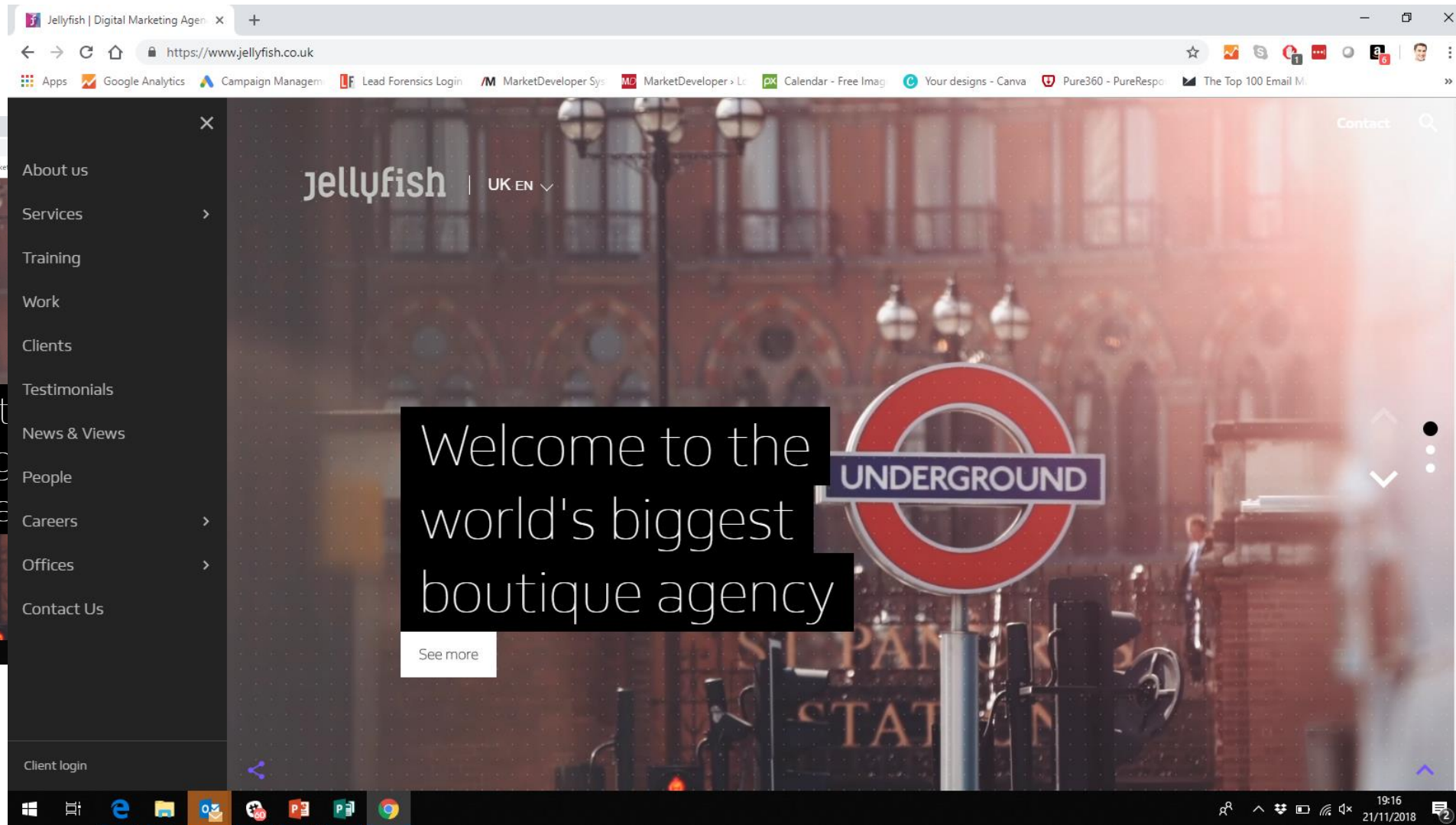
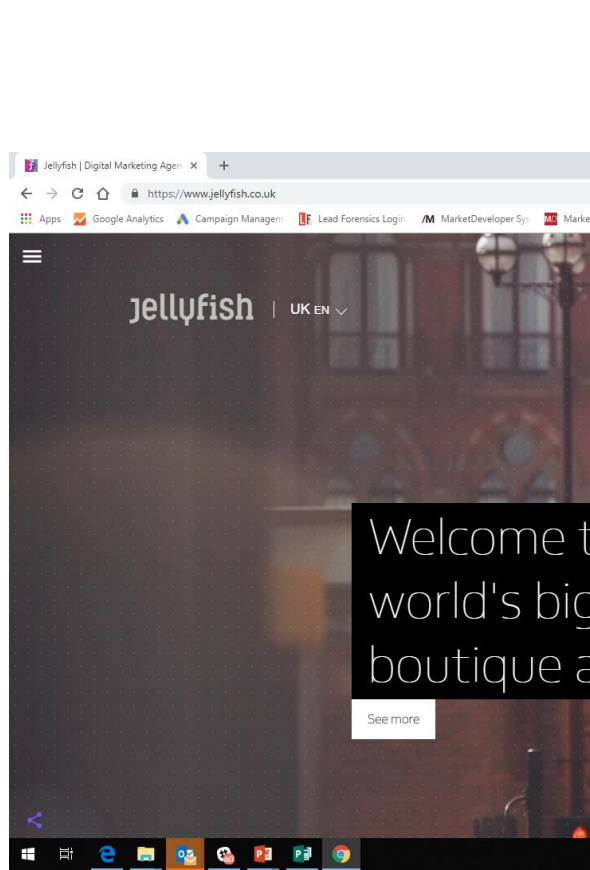
WEBSITE WONDERS:

#3 – B2B POP UPS ARE BACK



WEBSITE WONDERS:

#3 – SIMPLE NAVIGATION AND THE



WEBSITE WONDERS:

#4

AI, FACEBOOK & THE PIXEL COOKIE

182 PERSONAL CHARACTERISTICS

UPLOAD EMAIL CONTACTS – GROUPS

POST CLICK TRACKING & MEASURED ROI



Artificial Intelligence

3

5

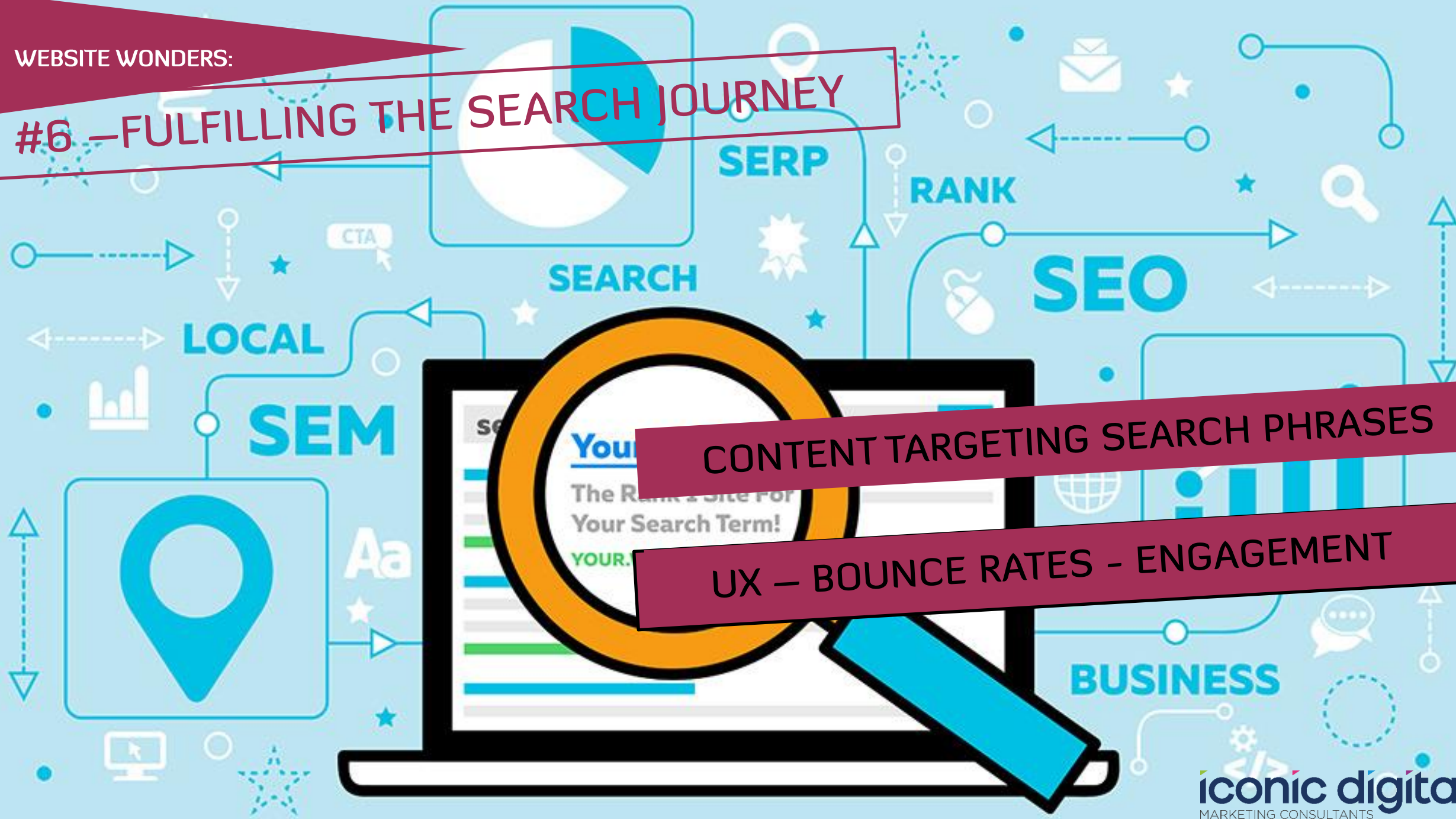
WEBSITE WONDERS:

#5 – DYNAMIC CONTENT



WEBSITE WONDERS:

#6 – FULFILLING THE SEARCH JOURNEY



CONTENT TARGETING SEARCH PHRASES

UX – BOUNCE RATES - ENGAGEMENT

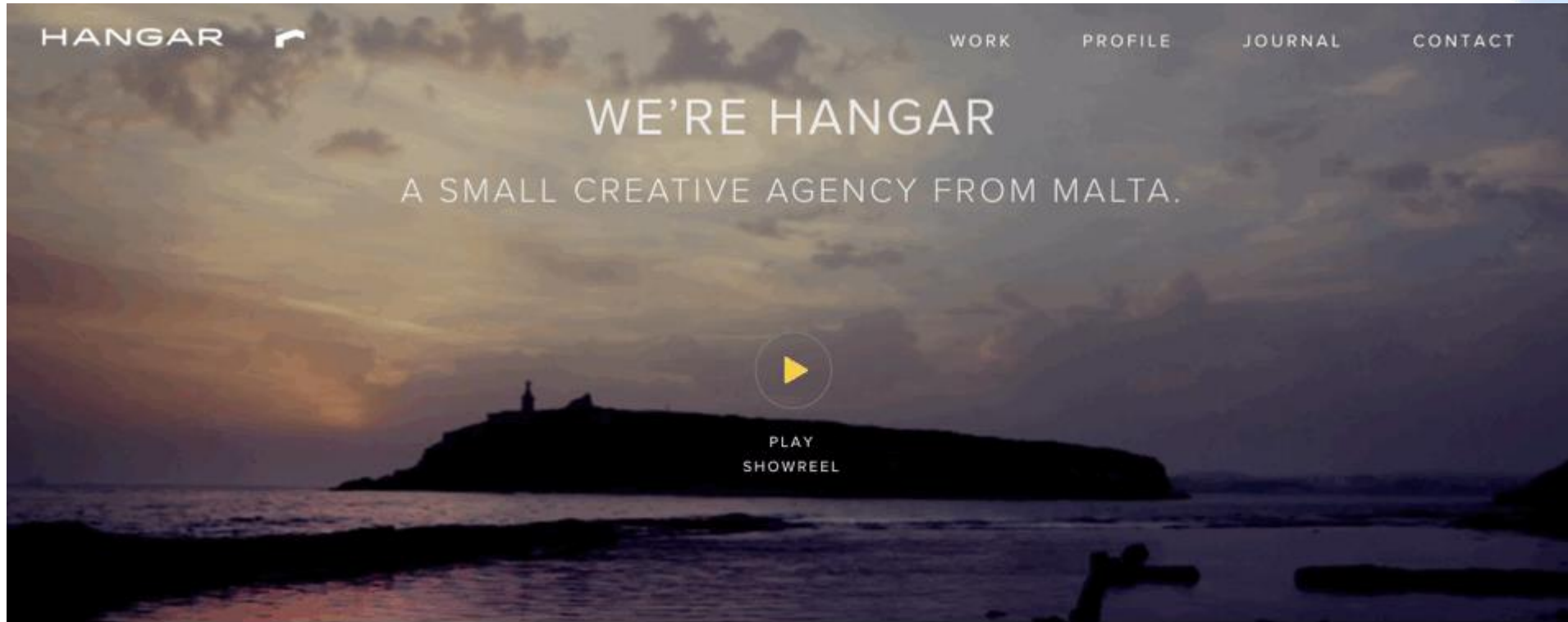
WEBSITE WONDERS:

#7 – MOBILE SITES & THE 12 COLUMN GRID



WEBSITE WONDERS:

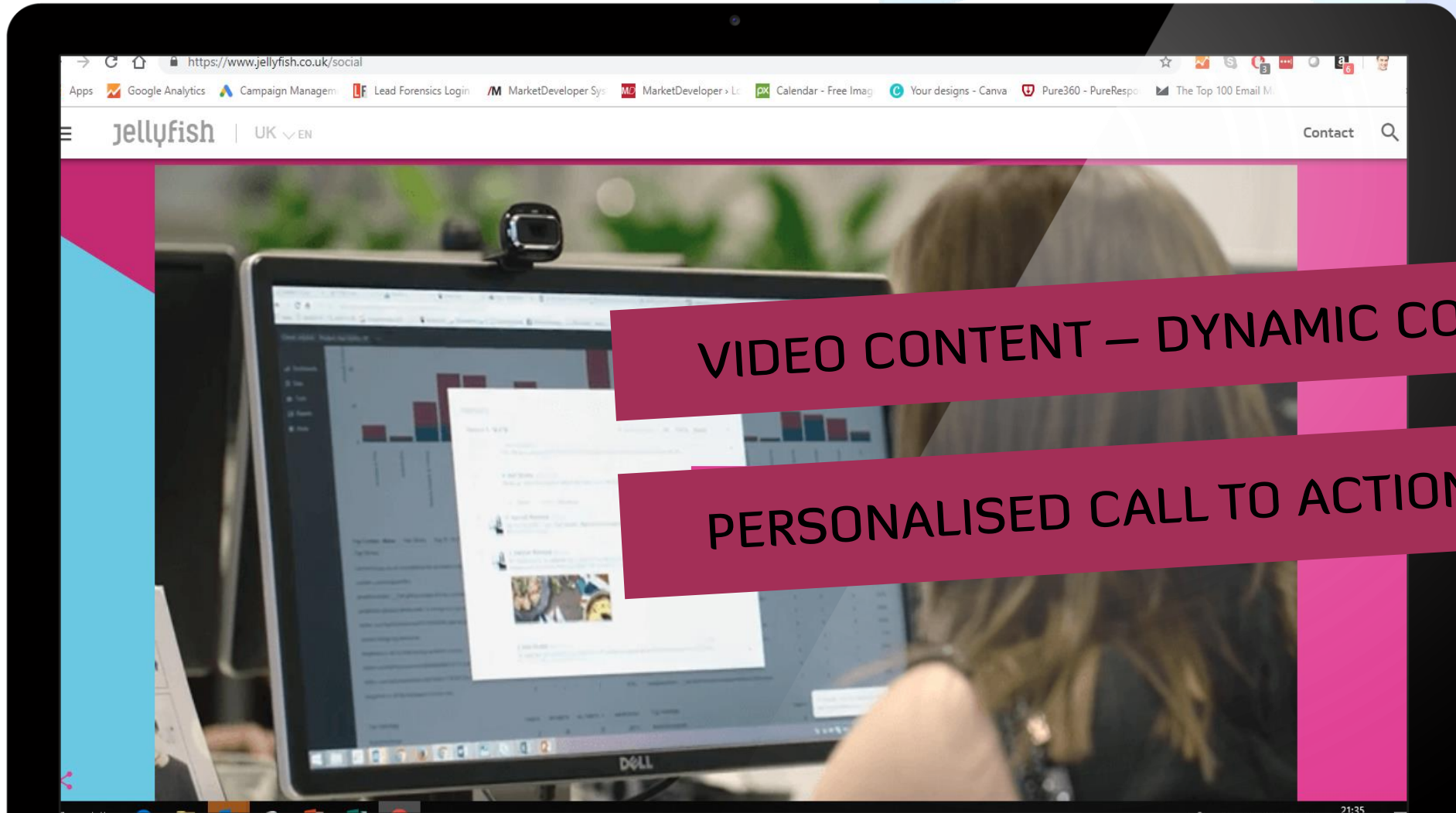
#8 – VIDEO BANNERS ARE BACK



WHAT WE DO

WEBSITE WONDERS:

#9 – LOW BOUNCE RATE & HIGH ENGAGEMENT



VIDEO CONTENT – DYNAMIC CONTENT

PERSONALISED CALL TO ACTIONS

WEBSITE WONDERS:

#10 – TITLES, ICONOGRAPHY & EYE CANDY



Fitbit will help you eat smarter.

Log your food (and activity) wherever you are, using Fitbit's website and mobile app. You'll know how many calories you've consumed, and how many it'll take to hit your daily target.



Get Active



Eat Better



Manage Weight



Sleep Better



The Fitbit Mobile App
iPhone ▶ Android ▶
It's free



TRIPLAGENT

DISCOVER NEW ADVENTURES

FIND THE BEST PLACES IN THE WORLD
FROM PEOPLE WHO SHARE YOUR INTERESTS.



AVAILABLE ON THE
APP STORE



Feedback & Support

A FREE OFFER

WEBSITE & SEO KEYWORD AUDIT

Get Your Free Web Marketing Audit Worth £495

- Understand where your website is performing
- Which acquisition channels are driving traffic
- Optimisation Audit to check which keywords you should be targeting
- Free Keyword Universe Report
- Only For CommuniGator Customers