



SECRET 11

CAPITALIZE ON
USER BEHAVIOR

Capitalize on User Behavior

Now we are going to take a look at your site and just how useful it is, according to your visitors.

The first question you should ask is:

Are they finding the stuff they are looking for or are they just looking around and then leaving?

In an ideal world your web page provides the visitor with exactly what they are looking for.

Today, Google's algorithm focuses on the user's behavior while on your site. As Google's machine learning gets more sophisticated, it's even tracking these types of behaviors:

- The time a user spent on a page
- How many pages they visited
- If visitors are finding what they are looking for
- If they are purchasing from the page
- How they interact with the page from their Chrome browser
- If they clicked to call
- If they asked for driving instructions
- How they used their Android phones when they visited a page (Google data)

Tracking Users' Behavior via Machine Learning



You would be amazed at how many web pages have no goal. Calls to action (CTAs) are typically links or buttons. Special focus should be placed on colors, sizes, and content — each of which can have a huge impact on goal conversions.



- Use Google Analytics to identify the pages on your website with a high click-through rate. Begin by improving the user experience on these pages.
- Consider the pages with a high bounce rate. These are pages where people are not finding the content helpful. These pages should be tackled next.
- Use programs like Hotjar, Lucky Orange, or the Conversion Growth Pack from National Positions. They will allow you to see heatmaps and visitor screen recordings, so you know what your users find most valuable and what actions they take.

NATIONAL POSITIONS' LOCAL RANKING SECRETS

21 STRATEGIES FOR CRUSHING YOUR COMPETITION IN 2019

For 15 years National Positions has been at the forefront of the digital marketing industry. We focus on combining the worlds of technology, data analysis, and creative design into our digital marketing strategies. Our data and know-how alone give us the edge required to effectively help our clients beat the competition. We focus our strategies on driving more traffic to your business, nurturing your lead pipeline, and helping convert your leads more rapidly. We look forward to helping your brand and business reach new heights in 2019 and beyond.

Contact Us for More Information:



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