



CASE STUDY ON

HIRE Dot NET DEVELOPERS PAGE

Industry: IT Outsourcing

Primary question: What were the reasons behind a high bounce rate?

Objectives:

- To reduce the high bounce rate
- To increase the engagement rate

Solution: Re-designing the page

ABOUT THE PAGE:

- Our biggest challenge was to identify the reasons behind the high bounce rate.
- Our next challenge was to collect data and build a hypothesis that helped us understand the user behavior.

PROBLEMS:

We decided to do a walkthrough of the page by conducting a Heuristic Analysis to understand the visitor's point of view.

We also used various analysis tools to figure out the reasons that were resulting in a high bounce rate. For instance, we wanted to see how far on the page we had the attention of the users by doing an attention analysis.

Below are our findings:

1. Value proposition: Value proposition is a promise about the value to be delivered. It's the primary reason why a prospect should buy anything from you. On our HIRE Dot NET developer page, there was no value proposition, which could have encouraged visitors to take a specific action.
2. No clarity in content and design: The objective of the HIRE Dot NET developer page was to convince and encourage a prospective client to hire our Dot NET developers.

The content and design of the page did not seem to convince the user to take any such action. Our legitimacy or credibility was not being put across through the content. The language used did not resonate with the user.

In the design of the page, there was no clarity on the process of hiring a Dot NET developer. Also, the page was structured poorly.

3. Headline not benefit-oriented: The headline of a page is indeed the most important element of all. A benefit-oriented headline is what seals the deal and determines whether the user will be interested in reading further or not. The headline of the page was very generic and gave no sense of benefit to the user.

4. Relevancy of ad copies and the webpage content: Most of the traffic on this page was generated via PPC ads. After analyzing the Ad copies, we found that there was no connection between the two. After clicking on the Ads, when a user landed on this page, there was no relevancy in the landing page content. Content relevancy of a landing page vis-a-vis its corresponding ads is now an important factor in Google AdWords.

The content on the page was not in sync with the user's expectation.

5. Friction: There were many frictions on the page. Too much content to read, poor and unattractive design and more. The Call To Action button on the page too did not stand out.
6. Distraction: There were many unnecessary links on the page distracting the user from the main goal i.e. engage with the page by leaving their contact information behind.
7. Conversion to the lead stage: The best way of convincing a prospect about our services is to have a live interaction with them via telephone, Skype call etc. The only way to achieve that is by convincing visitors to leave their contact information with us. The page had no form on it that asked visitors to leave his/her information with us. The Call To Action button that was present on the page grabbed no attention and failed to stand out.
8. Visual Hierarchy: There was no visual hierarchy on the page that guided the user toward the desired action that we wanted them to take. There seemed to be no goal for this page.

9. Anxiety: All possible FUDs (fears, uncertainties, doubts) should be considered while creating content for a page, especially when one is trying to sell a service/product. The content did not seem to address any anxiety that the prospects might have had in their minds. There were also no trust seals promoting our legitimacy.
10. Font size: A lot of the content was illegible. The font was too small and the needs of users with reading difficulty had not been kept in mind.
11. Social proof: The client testimonials did not seem to be an important element of the page at all as they were getting lost in the background. The newspapers/ articles that we have featured in were mentioned right above the footer of the page. Chances are most users may not have even scrolled to this part of the page. The page failed to convey the message of reliability.
12. Too much content: There was a lot of text in the page. Nobody wants to read that much.
13. No motivation: The content on the page did not motivate the user to take any action, leave alone hiring a Dot NET developer.
14. Image on the page: The quality of the picture was very poor. The image placement on the page looked very abrupt. It should have been placed elsewhere. And after going through analytics data, we found that visitors were paying attention to the picture; it meant that they were interested in knowing the real Isynbus who would work on their project. So, we thought we could add a team section in the last scroll with individual information about the team members.
15. Case studies: The case study section is an important one for this page as it can promote our legitimacy but it was being over shadowed by the elements surrounding it. It should have had a proper and an appealing category section listing all the case studies.
16. FAQ section: This section needed to be removed from the page altogether as the best kinds of interfaces do not raise any questions. Our number one goal should be to eliminate the need for FAQ, which is just a waste of space.