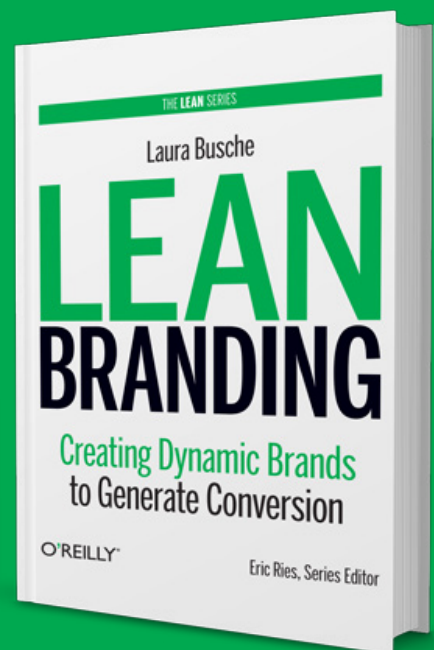


The Lean Branding Guide to FIGURING OUT *why* YOUR BRAND ISN'T CONVERTING

10+ Tools &
Techniques to
Understand Why
*They're Just Not
That Into You*



DON'T TAKE IT PERSONALLY.

Consumers don't leave your site because they hate you and your company. The fact that they left may actually have nothing to do with your core offer. Chances are they simply weren't amazed by the way you introduced it. Luckily, there are ways to detect what is going on beneath the surface, and learn to convey the right message that keeps customers coming and following a desired action path (converting).

Let's figure this out.

THEY'RE JUST NOT *that* INTO YOU. BUT WHY?

There are as many possibilities as there are consumers in the world, but some of the most common reasons for leaving a brand's site without converting include*:

- Missing key elements of your value offer because the site's design is off.
- Missing the chance to sign up, purchase, or otherwise convert because the call to action isn't clear enough.
- Consumers aren't sure where they are supposed to click to get the information they need. That's your fault.
- Something is throwing them off.
- They need an extra push.
- There's something deeper going on.
- They don't feel like there's an advantage to converting now. No sense of urgency.
- They simply are not interested in what you have to offer, though they need it. (This will take more effort, but can be addressed too)
- They are the wrong audience. These consumers are not familiar with the problem you are solving. Drop it. We're going nowhere with this crowd. (Unless you are waiting until they *actually* experience the problem, and you know that it will happen soon.)

* I'm assuming that you have validated and reached product-market fit: there is actually a group of people out there who need your product, are interested in buying, and you know who they are.

FIGURING OUT IF *design* IS OFF.

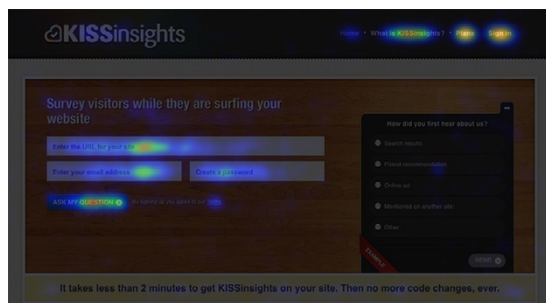
Sometimes we visit a brand's website and simply have no time to stay around to figure out where it is that they've hidden their value offer. And that's the key word here: *hidden*.

Important information like your brand promise should be prominent, visible and bold. Don't expect visitors to be passionately interested right from the start. You need to earn this interest, and this won't happen if they can't immediately visualize how you will fulfill their needs and aspirations.

Eye tracking technology can help. Though it sounds complex, eye tracking technology is basically a way to follow what your visitors are *really looking at* to make sure that nothing important is left out and nothing unimportant is overemphasized.

CRAZYEGG

Crazyegg (crazyegg.com) offers user-friendly eye tracking technology to figure out exactly what is going on with your brand's website. They display this information in an easy-to-read heatmap that can help answer questions like: "Do our users understand our buttons?" and "Are people clicking more on any specific section?". They also feature a handy scrollmap that lets you see what percentage of your brand website's traffic is looking at specific sections.



Images: Crazyegg.com

FIGURING OUT IF THE *call to action* IS UNCLEAR.

Do consumers know where they are supposed to click if they want to sign up, subscribe, purchase, or whatever it is that you want them to do? Test it.

Always keep in mind that your user is browsing unassisted. No one is around to teach them how it's done, what you're really about or why they should care. This is why your brand's website exists.

VERIFY'S CLICK TEST

This app by Zurb (verifyapp.com) allows you to create a click test with a custom set of instructions. You can present your brand's website and ask respondents a question along the lines of: "Where would you click if you wanted to sign up?". Their answers can hint to issues related to your call to action, including whether it is positioned correctly, if the color scheme is working, if typography needs tweaking, among others. You can also place two calls to action and measure which one visitors are more prone to click on.

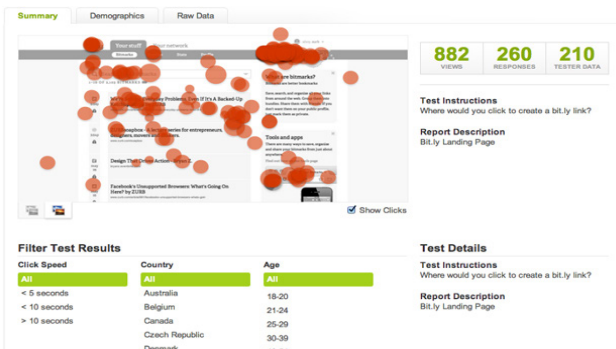


Image: Verifyapp.com

FIGURING OUT IF SOMETHING IS *throwing them off*

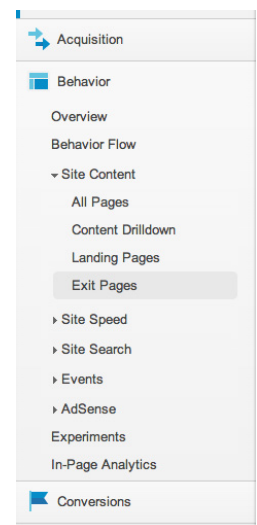
Here's the thing about bothering people: only a few set out to annoy others on purpose. The rest of us just annoy others unintentionally. We often have no clue that something in our personalities is throwing off those around us, and the same holds true for brands.

Though it is virtually impossible to pinpoint a specific "annoyance factor", we can get pretty close if we analyze our site's exit pages. Exit pages are the specific content URLs that your visitors saw before they left your brand's site.

GOOGLE ANALYTICS EXIT PAGES

For every page that your visitors view before leaving, Google provides an Exit Rate (%) which indicates how often users exit from that page or set of pages when they view it. Watch out for outstandingly large percentages, since they show you that a particular page is not doing a great job at triggering conversion. If it did, and assuming that you have placed calls to action everywhere, users wouldn't have exited the site, but clicked through and followed your desired action path.

You can find the Exit Page section by signing into your Google Analytics account (analytics.google.com) and clicking on Behavior -> Site Content -> Exit Pages.



FIGURING OUT IF AN *extra push* CAN HELP.

Sometimes all you need to convert is a little push. You'd be amazed at the amount of visitors that wouldn't have left your site if you fought for them until the very end. Giving yourself a second, more personal chance, to approach customers before they drop out isn't a desperate move if done well.

How many times have you been about to leave a brand forever when it suddenly did something that caught your attention? Don't many love stories start out like that? Someone puts his/her interest out there, someone plays hard to get, someone tries again, someone falls for it?

LAST CHANCE MODAL WINDOWS

Prompts like "Leaving so soon?", "Here's a gift before you go", and "Are you sure that you've seen everything?" can be effective depending on your brand and type of industry. Test which one works best for you. This is the kind of marketing push that you need to be careful about- you don't want to annoy users. Here's the catch: if you are making a final move, make it worth their while. Offer something, invite them to download a free (truly helpful!) asset, pour out some real value. You'll be surprised.

(As a rule of thumb, test this "last chance modal window" with a potential or existing customer and see if they smile. If so, you're good to go.)

If you can't build a custom solution, try WebEngage's customer engagement suite and their Modal Notifications (webengage.com).



Image: Webengage.com

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FIGURING OUT IF SOMETHING *deeper* IS GOING ON.

Is there something about the way your product or service is positioned that is preventing visitors from becoming customers? What kinds of complex emotions is the brand conveying with this site? You'll only know if you ask (and sometimes, not even then).

IN DEPTH INTERVIEW

Starting out from scratch can be difficult. The Hasso Platner Institute of Design at Stanford, known as d.School (dschool.stanford.edu) has created methods and templates to make it easier. Use the D. School's interview templates to guide your questioning. These templates are part of a method called "Design Thinking" that focuses on designing or redesigning products and services based on user empathy. Because your brand's website is probably already live, [take a look at their method for interview preparation here](#). You can also download their interview guide to [create a new prototype from scratch here](#).

9 Share your solution and get feedback.

+ What worked...	- What could be improved...
? Questions...	! Ideas...
8min (2 sessions x 4 minutes each)	



Images: d.School

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