



The Best

10 TIPS For Increasing USER ENGAGEMENT

On Your Website



1 CREATE GREAT CONTENT with the aid of Google Trends. 

2 Contact your hosting company and **UPGRADE YOUR HOSTING PLAN**, making pages load much faster. 

3 Kill pages with **BOUNCE RATES OF 85% OR HIGHER**, Using Google Analytics. 


4 Improve website copywriting by reworking **HEADLINES ON YOUR TOP 5 MOST VISITED PAGES**. Focus on specific benefits more than features! 

5 INVEST IN SOCIAL MEDIA, focus on Facebook for mainstream, LinkedIn within B2B markets, and in Google+ to make Google love your site. 

6 IMPROVE THE GOOGLE SERP SNIPPET for your homepage. Include an incentive to click through to your page such as "10% off your first order". 

7 ADD AN EMAIL CAPTURE FORM on key pages to let visitors know when something cool comes out. 

8 Plan your registration page to be **SMARTPHONE FRIENDLY!** 

9 Ask your **USERS FOR FEEDBACK** by using OpinionLab, Kampyle, or UserVoice. 

10 ADD IMAGES related to your content and make your existing images more engaging. 