SEO brings visitors
UX turn them into leads

SEO is mainly for search engines and UX is for user

And...

Google only loves you when users love you.

To make your users love you, you have to optimize your site for users.

Here the UX optimization comes in

Follow these tips to optimize your UX

Easy Navigation & Site Structure

Users do not like messy navigation
Keep your navigation simple that users
don't have to dive deep into your site
to find something.

Don't use too much pop ups

Using too many pop ups makes users
feel very annoying. For this reason the
user can return from your site quickly.

Keep your fonts in proper size

Set your font separately for both
desktop and moblie. This way the user
will be able to read your content easily
on both desktop and moblie devices.

→

Keep your color/contrast good

Keep the color and contrast of your website in such a way that everything can be seen and understood properly by the user.

Speed & Moblie Optimized

Optimize your website well for speed and moblie because most of the searches are done from moblie nowadays.

Keep the layout of your page so simple that there is no problem for your users to navigate and read your content.

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Are you optimizing for users?

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