



- 4) **GETTING TO KNOW YOUR VISITORS:** Collecting visitor information is essential in building relationships, but visitors are less likely to provide information without an incentive. Identify some areas on your homepage where visitors can provide their contact information either directly on the page or within one click. What are the benefits you offer them for providing their information? What kinds of opportunities might you be missing?

NUMBER OF ASKS	WHAT IS THE HOOK	OPPORTUNITIES

- 5) **NAVIGATION FRIENDLY:** A visitor interacts with your website through your navigation. Providing options for visitors is encouraged, but presenting too many options can become overwhelming. To enhance your navigation, consider these best practices:

a. **Qualities of Good Navigation:** For a positive user experience, your navigation should be:

- i. Intuitive
- ii. Clean
- iii. Consistent
- iv. Visually separated from content
- v. Clearly define/support user pathways
- vi. A tool to orient visitors within the site

b. **Types of Navigation:** You should consider the following types of navigation on your website:

- i. Topical / Informational
- ii. Action-oriented
- iii. Utility
- iv. Footer

c. **Use the 7 plus or minus 2 Rule:** Give visitors fewer, more straightforward options so it's easier for them to make a decision. Limit Global Navigation to 5-6 options.

d. **Use Progressive Disclosure:** This allows visitors to make a decision and *then* provide them with another series of options based on their decision.



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