

11 UX DESIGN ELEMENTS THAT DRIVE WEBSITE CONVERSIONS

- ☐ **Know Your Audience.** Create user personas that summarize goals, challenges, and decision-making patterns.
- ☐ **Create Messaging.** Deeply understand the problem you solve, the benefit of choosing your business, and the action you want them to take next.
- ☐ **Define Purpose.** For each page, ask yourself, what is the primary goal? Does the page support that goal? Is the next step for the user obvious?
- ☐ **Content Hierarchy.** Lead with what matters most, add supportive details, strategically position conversion triggers.
- ☐ **Clutter-Free Layouts.** Use whitespace, limit competing visuals, keep choices simple.
- ☐ **Authentic Visuals.** Use original photography, contextual imagery, and a consistent style.
- ☐ **Calls to Action.** Use direct language, visual contrast, and strategic placement of CTAs throughout core pages.
- ☐ **Accessibility and Clarity.** Make content readable, with descriptive labels, and a clean consistent navigation.
- ☐ **Mobile-First Design.** Create a simplified mobile experience with thumb-friendly buttons and responsive layouts.
- ☐ **Performance.** Optimize images, limit plugin use, write code efficiently, and leverage CDNs and browser caching for optimal site speed.
- ☐ **Test and Refine.** Continuously test and experiment with headlines, CTAs and layout for measurable impact.