Our 27 favorite ways to find out why visitors abandon a website. Contains software, techniques and UX tools for finding out exactly why your potential customers aren't converting.

The best techniques for understanding your customers and Visitors

Tools for UX and CRO

The Ultimate Guide

Encourage visitors to communicate one-to-one

User tests

TECHNIQUE 1: Use an analytics tool to track where your visitors entered, left, and where they clicked (if they clicked)

TECHNIQUE 2: Capture easy-to-answer questions from your customers to see what areas need work.

TECHNIQUE 3: Use session-recording tools to see videos of where visitors clicked on your site.

TECHNIQUE 4: Use heatmaps to analyze where each part of your site is being engaged.

TECHNIQUE 5: Use on-page surveys to ask your visitors why they didn't take action.

TECHNIQUE 6: Use exit surveys (to ask your visitors why they didn't take action).

TECHNIQUE 7: Use A/B testing (to test different versions of your pages to see which is the best).

TECHNIQUE 8: Use form analytics (to identify which of your form fields are causing trouble).

TECHNIQUE 9: Use session-recording tools (to see videos of where visitors clicked on your site).

TECHNIQUE 10: Use a persistent "Give Feedback" button (to allow your visitors to report issues to you).

TECHNIQUE 11: Use your website's search tool (to find out what your visitors are searching for).

TECHNIQUE 12: Use your website's search tool (to see what your visitors have searched for).

TECHNIQUE 13: Ask your visitors for their thoughts (to recruit participants for your user-tests).

TECHNIQUE 14: Use method marketing with offline competitors (because the offline world has often cracked problems that the online world hasn't).

TECHNIQUE 15: Use exit surveys (to ask your visitors why they didn't take action).

TECHNIQUE 16: Gain a first-hand look into your visitors' worlds (perhaps the fastest way to understand them better).

TECHNIQUE 17: Talk to your VOC Aggregator (to learn how your salesperson interacts with your customers)

TECHNIQUE 18: Use live chat (to let your visitors know when they're contacting you).

TECHNIQUE 19: Create a knowledgebase of answers to your visitors' questions.

TECHNIQUE 20: Ask your visitors what they would do to improve your site (to get feedback when they've left).

TECHNIQUE 21: Use user-testing tools (to see where your visitors are looking while they're using your site).

TECHNIQUE 22: Use exit surveys (to ask your visitors why they didn't take action).

TECHNIQUE 23: Use Google Analytics to analyze pages that are based on your customer's home.

TECHNIQUE 24: Get feedback while you're creating pages (to get feedback right after you've created something).

TECHNIQUE 25: Use a persistent "Give Feedback" button (to allow your visitors to report issues to you).

TECHNIQUE 26: Analyze your competitors in the world (to see what they have done).

TECHNIQUE 27: Anlayze your competitors (to see how they have done).

This infographic is an overview of a useful how-to guide, which you can see at conversion-rate-experts.com/conversion-tools/