TOOLS FOR UX AND CRO

THE Ultimate Guide for 2017

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

Analyze how visitors interact with your website

- TECHNIQUE 2: Capture easy-to-interpret "heatmaps" (to see exactly where visitors clicked - even if it wasn't on a link)
- TECHNIQUE 4: Use form analytics (to identify which of your form fields are causing trouble)
- TECHNIQUE 11: Use your website's search tool (to find out what people can't otherwise find)
- TECHNIQUE 3: Use session-recording tools (to see videos of visitors' screens and more)
- TECHNIQUE 1: Use web analytics (to track where your visitors came from, and which links they clicked on)

Encourage visitors to communicate one-to-one

- TECHNIQUE 5: Use live chat (to let your visitors know what's wrong with your pages)
- TECHNIQUE 6: Use cobrowsing (so visitors can share their screens with you)
- TECHNIQUE 18: Encourage your visitors to phone you (so you can understand them better)

Look for information that's already out in the world

- TECHNIQUE 12: Use search engines (to be notified when people say things about you)
- TECHNIQUE 16: See how others describe it in writing (because their words are likely to reveal a lot)
- TECHNIQUE 26: Analyze your competitors (to see what they have learned about their visitors)

Hyper-qualitative research

- TECHNIQUE 15: Become a face-to-face salesperson (to learn how to sell the product)
- TECHNIQUE 17: Talk to a "VOC Aggregator" (perhaps the fastest way to understand users)

Method marketing

- TECHNIQUE 13: Use method marketing (become a customer so that you understand at least one customer deeply)
- TECHNIQUE 14: Use method marketing with offline competitors (because the offline world has often cracked problems that the online world hasn't)

Get feedback while you're creating pages

- TECHNIQUE 24: Use design-feedback tools (to see if what you've created is the right track)
- TECHNIQUE 23: Use tools for wireframing, prototyping and critiquing (so your designs can be user-tested before they get coded up)
- TECHNIQUE 25: Use A/B-testing (to test different versions of your webpages to see which is the best)

Ask your visitors and customers for their thoughts

- TECHNIQUE 0: Install a tag manager (to help you activate and deactivate tags without having to speak with your IT department each time)
- TECHNIQUE 19: Create a knowledgebase of answers to your visitors' questions
- TECHNIQUE 10: Use a persistent "Give Feedback" button (to allow your visitors to report issues to you)
- TECHNIQUE 8: Use exit surveys (to ask your visitors why they didn't take action)
- TECHNIQUE 9: Use on-page surveys (to ask questions at exactly the right moment)
- TECHNIQUE 7: Use surveys (to ask your visitors and customers whatever you want to know)

User tests

- TECHNIQUE 22: Use pop-up surveys (to recruit participants for your user-tests)
- TECHNIQUE 20: Run user-tests (to see your pages' shortcomings first-hand)
- TECHNIQUE 21: Use eyetracking (to identify where your visitors are looking)

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

Conversion Rate Experts