

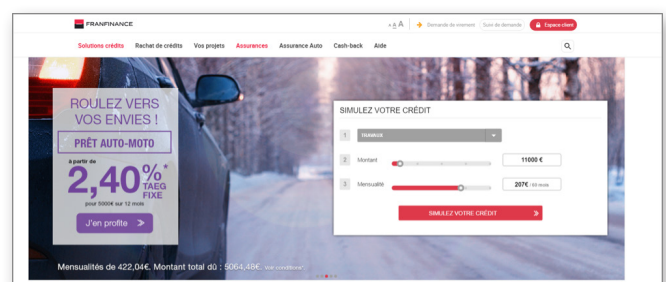
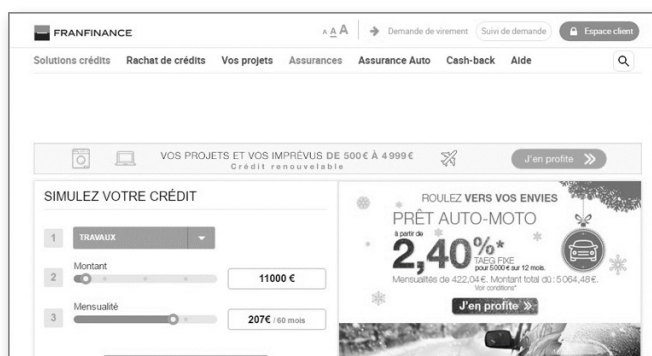
# 1. Redesigning the homepage to highlight key features for users

First impressions count. That's why when visitors land at the front door to your website, also known as your homepage, you want to make sure they're going to want to hang around. If they don't, you need to find out why – particularly if you have a noticeable bounce rate.

Credit solutions provider Franfinance wanted to explore the effect a new homepage design would have on conversions. Using **A/B testing**, their old homepage would be served to some users and the new page design to others. A crucial measure of success would be how many more interactions took place with the main feature of the page, a credit simulator. These kinds of interactive graphics and forms are a good selling point and a great way to keep visitors engaged, but only if they are instantly identifiable.

The original design made use of defined areas and boxes to help pick out relevant information for visitors. However, they weren't being guided – that is, they weren't given the visual cues as to where they should progress next on the page. This was addressed with the redesign, which placed the credit simulator over a prominent image. Not only was this more appealing, it also worked to declutter the page and make call to action copy more prominent.

A/B tests proved that the new design was far more effective. Not only did the new homepage result in a **14% increase in clicks** on the simulator, it also saw the bounce rate **decrease by 63%**. These two results taken together indicate a user preference that is impossible to ignore.



## The takeaway

Information prioritization is important if you have a key feature on a page that you wish to promote. Use color or imagery to define relevant sections, as well as line. This can be much more visually stimulating and ultimately easier to navigate for users. Just don't overdo things – if visitors can't find the info they want straight away, they will bounce. Nobody wants that.