

CONVERSION MACHINE

MODULE 3 Data Analysis & Hypothesis

VIDEO 10 Transcript
Usability Evaluation

Usability Evaluation

Usability evaluation helps to improve how easy a website is to use. This works by taking this 247 point checklist and making sure your website follows best practice and common patterns around usability.

For example:

If you are using your form input's placeholder as a label.

This is against usability best practice.

You should instead use the label tag above the input field.

```
<input type="text"/>  
<label>Label text</label>
```

Following usability patterns is important as it makes your website easier for the visitor to learn and remember.

If you make your website very hard to use by reinventing the wheel then people will have a steep learning curve to learn it and remember how to use it.

This decreases the user experience and enjoyment people have on your site.

If your site however follows well know and pre learned patterns, the user will know intuitively how to use the site, enjoy their time on site more and in theory be more willing to come back and spend money again.

They also are more likely to spend longer periods of time on the site, this increases your 'average time on site' statistics in google analytics, which is one of Google's 200 ranking factors.

This means good ux and great usability even improves your search engine ranking!