



DISCOVERY

ACQUISITION
& CONVERSIONACCOUNT
MANAGEMENTHELP
& SUPPORTPLATFORM
MONITORING

Q&A: Optimizing the digital discovery pillar.

The little things will make customers buy or bounce.

In digital, first impressions *really* matter. From the moment a customer lands on your digital doorstep, it takes only a few seconds of being on your website for the customer to decide whether they'll buy or bounce.

But where to focus your optimization efforts? After working with digital teams at top brands, we've found these are the most effective questions to ask of your data to optimize the various micro-experiences within the discovery pillar.



MICRO-EXPERIENCE

HOMEPAGE AND LANDING PAGES

QUESTIONS TO ASK ABOUT YOUR DATA

- **Is my bounce rate too high?**
- **Where are site visitors coming from? What's the breakdown between mobile and desktop?**
- **What role do the different audience segments play in the trends and performance?**

HOW TO ANSWER THEM

While bounce rate is a helpful indicator of overall page effectiveness, you'll know whether yours is good once you've looked at industry benchmarks and established a baseline.

The same goes for device types and audience segments: Should you expect mobile to have a higher bounce rate than desktop? Would account holders convert at a higher rate than guests? Or is your data signaling an anomaly somewhere along the customer journey?

SITE NAVIGATION

- **Do visitors understand how to navigate my site?**
- **Are navigation errors driving them away?**

Your site's navigation is what connects the customer's experience as they browse through pages—the easier it is for them to navigate, the longer they'll hang around.

But how do you know if it's not? Rage clicks, product SKU anomalies, and buttons that go nowhere are all telltale signs.

SEARCH

- **Do visitors find my search results helpful?**
- **What searches yield zero results?**
- **How are page load times impacting search?**

Like navigation, effective site search helps visitors quickly find what they're looking for. To understand the problem areas in your site search, look at search continuation rate, slow API call, and the "no results" occurrences that could help chart a new pathway forward.



Interested in optimizing all 5 pillars of the digital customer journey?

Download the ebook