

The Best

# 10 TIPS For Increasing USER ENGAGEMENT

On Your Website

- 1 CREATE GREAT CONTENT** with the aid of Google Trends. 
- Contact your hosting company and **UPGRADE YOUR HOSTING PLAN**, making pages load much faster. 
- Kill pages with **BOUNCE RATES OF 85% OR HIGHER**, Using Google Analytics. 
- Improve website copywriting by reworking **HEADLINES ON YOUR TOP 5 MOST VISITED PAGES**. Focus on specific benefits more than features! 
- INVEST IN SOCIAL MEDIA**, focus on Facebook for mainstream, LinkedIn within B2B markets, and in Google+ to make Google love your site. 
- IMPROVE THE GOOGLE SERP SNIPPET** for your homepage. Include an incentive to click through to your page such as "10% off your first order". 
- ADD AN EMAIL CAPTURE FORM** on key pages to let visitors know when something cool comes out. 
- Plan your registration page to be **SMARTPHONE FRIENDLY!** 
- Ask your **USERS FOR FEEDBACK** by using OpinionLab, Kampyle, or UserVoice.   

- ADD IMAGES** related to your content and make your existing images more engaging. 