netz strategen

UX Audit

- Get rid of the conversion killers
- Sustainably better user experience of your website or app

🔗 **netz.ly/userexperienceaudit**

Why a UX audit?

In our UX audit, we switch to the user perspective to find the factors that have a negative impact on the user experience. With these findings, we give you practical recommendations on how you can fix these problems.

This is how we proceed

1. Collect company and user goals for the audit
At the start of a UX audit, the focus is often on a specific problem or goal, e.g. newsletter registration or purchasing a product in the online store.

2. A look at your tracking, for example with Google Analytics
If Google Analytics or a similar web analysis tool is installed on the site, we take a look at the data. This allows us to see if there are any anomalies - such as bounce rates at a certain point.

3. Identify problems
Now we start the actual UX audit with the necessary background knowledge. Using the various use cases, we go through the pages step by step and identify weak points in the user experience that have a negative impact on the conversion rate or user behavior.

Typical UX problems

UX problems can affect various areas. These are often:
- the general structure of the website
- the structure of individual pages
- the hierarchy or quality of the content
- the functionality of individual elements
- the visual design (including readability, contrast, quality of images)
- the texts and labels of interactive elements
- the performance of the page

Costs

The basic UX audit costs EUR 2,900 plus VAT per website. More complex audits on request.

What you get from the audit
- Identification of the UX problems of your site or app
- Concrete recommendations for action with directly implementable optimizations
- Sustainably improved user experience of your website or app

Your contact person

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