

NightJarr

3 Ways to generate more leads from your website

NightJarr



Jaco de Wet

- User Experience Designer 12+ years
- Private Property, Nedbank, Standard Bank
- Lead Experience Designer at IoT.nxt
- Certified Usability Analyst from HFI



AGENDA

1

**Find the
problem areas**



2

**Review pages
at fault**



3

**Improve
pathways**

Find the problem areas

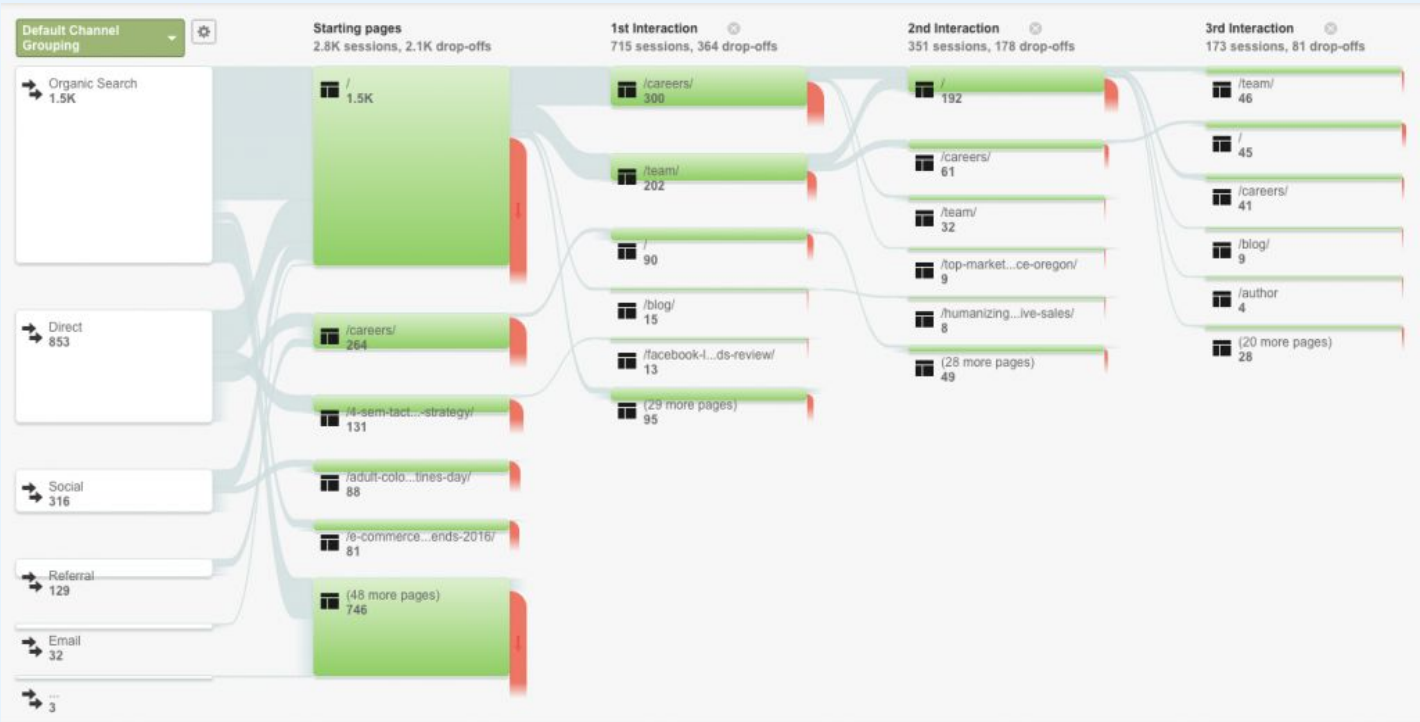
How to get user journey data from Google Analytics

NightJarr

Reconsider what you know to be true
and allow yourself to learn from
your users' behaviours!

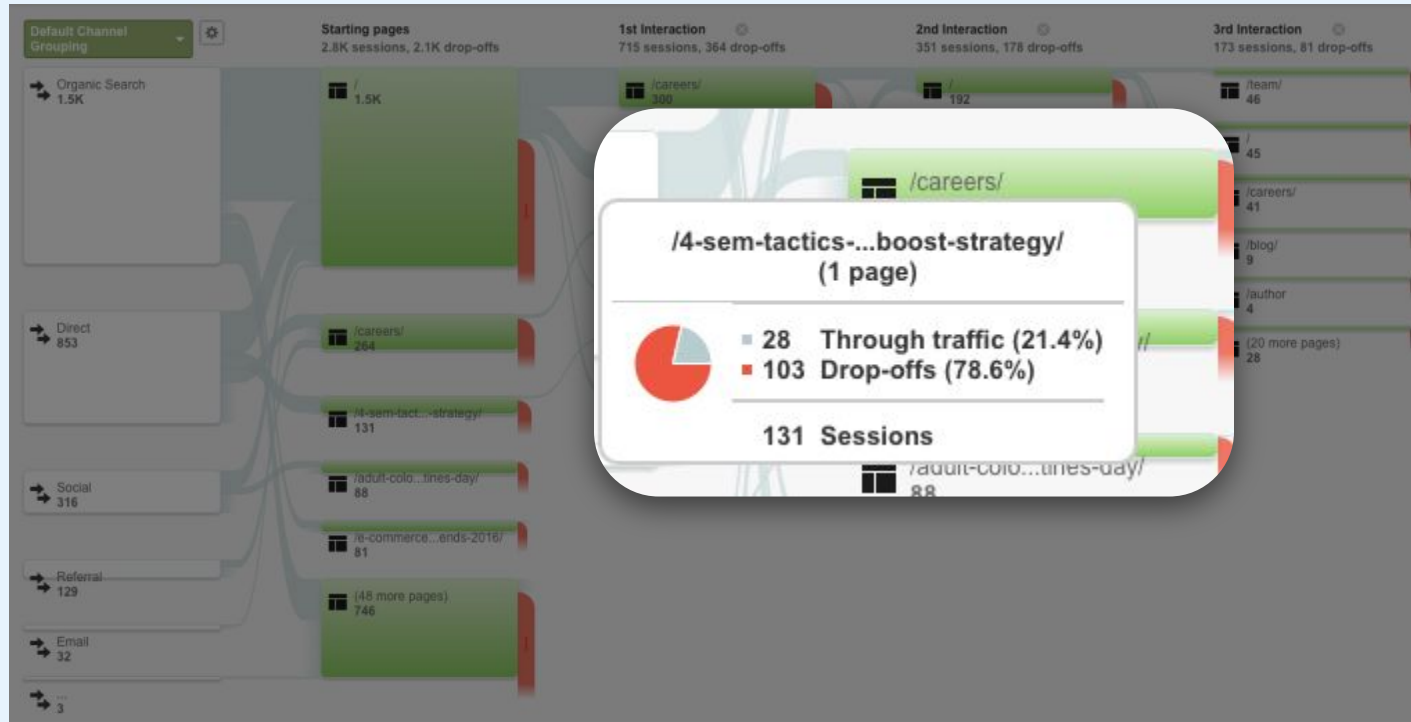
Google Analytics

Behaviour Flow Reports



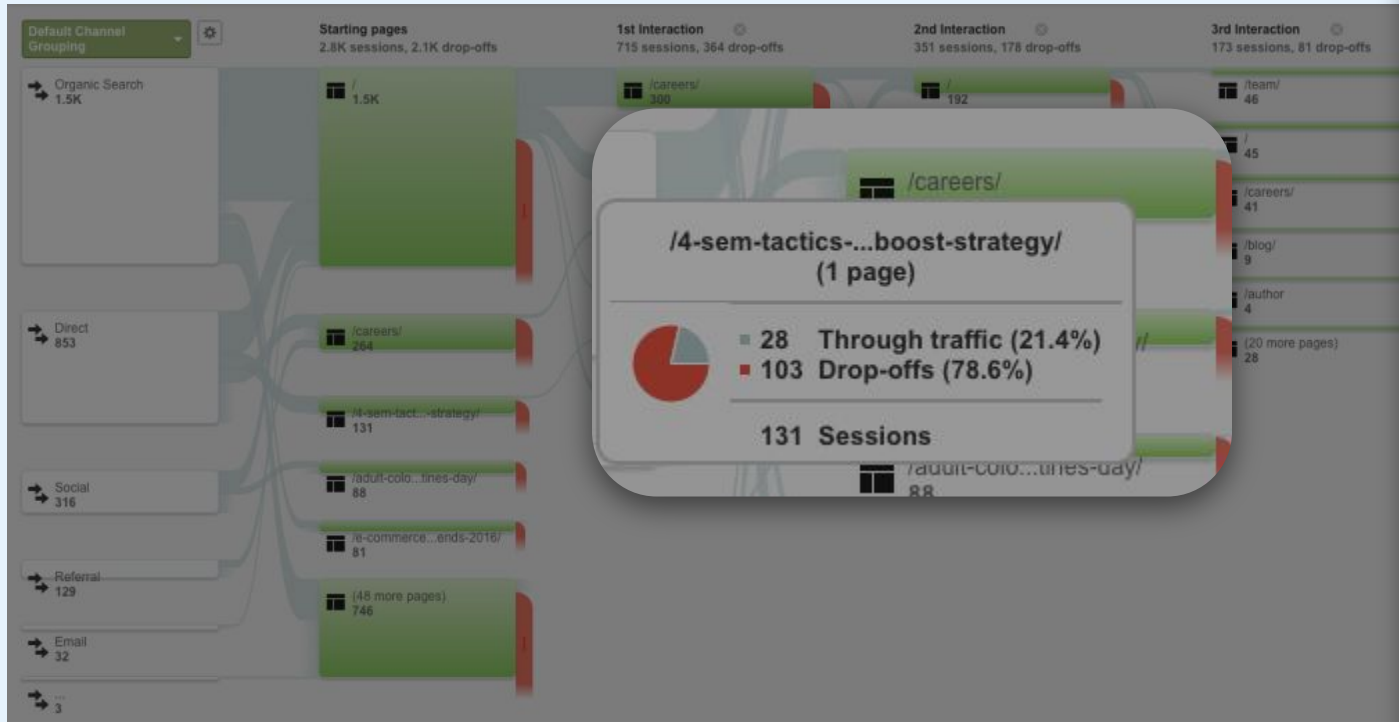
Google Analytics

Behaviour Flow Reports



Google Analytics

Behaviour Flow Reports



Analytics All accounts > All Web S

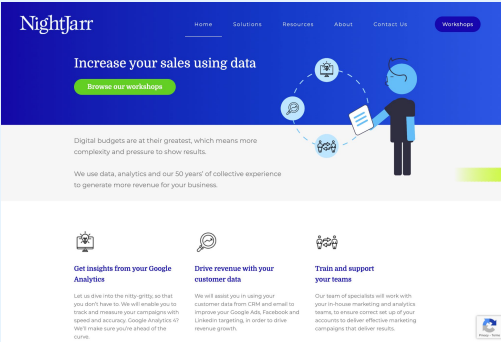
- Home
- Customization

REPORTS

- Realtime
- Audience
- Acquisition
- Behavior**
 - Overview
 - Behavior Flow**
 - Site Content
 - Site Speed
 - Site Search
 - Events
 - Publisher
 - Experiments
- Conversions

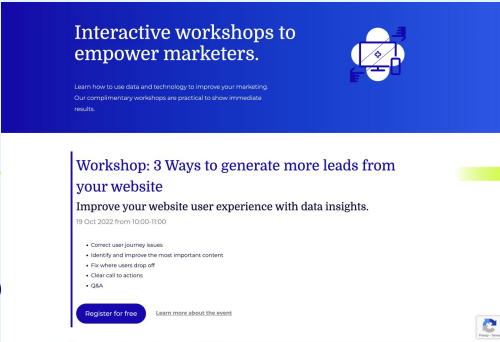
Google Analytics Behaviour Flow Reports

Time on page: 0.33 sec



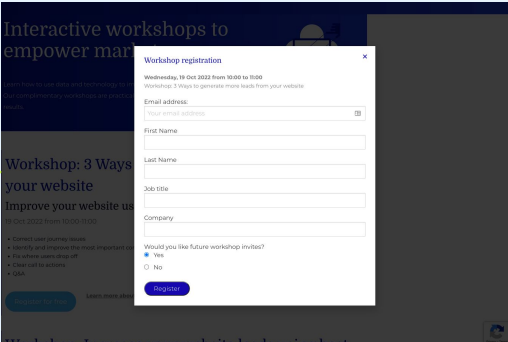
Bounce rate: 43%

Time on page: 0.33 sec



Bounce rate: 24%

Time on page: 0.47 sec



Bounce rate: n/a

Users will use your site in a way you
never imagined or intended

Google Analytics / Time on page

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		1,339 % of Total: 100.00% (1,339)	571 % of Total: 100.00% (571)	00:00:44 Avg for View: 00:00:44 (0.00%)	333 % of Total: 100.00% (333)	10.51% Avg for View: 10.51% (0.00%)	24.87% Avg for View: 24.87% (0.00%)
<input type="checkbox"/>	1. /	408 (30.47%)	127 (22.24%)	00:00:20	105 (31.53%)	2.88%	15.93%
<input type="checkbox"/>	2. /2023-calendar	327 (24.42%)	124 (21.72%)	00:00:44	87 (26.13%)	1.15%	31.80%
<input type="checkbox"/>	3. /ways-to-give	156 (11.65%)	78 (13.66%)	00:01:12	47 (14.11%)	0.00%	30.77%
<input type="checkbox"/>	4. /calendar-thankyou	108 (8.07%)	36 (6.30%)	00:01:16	34 (10.21%)	0.00%	24.07%
<input type="checkbox"/>	5. /adoption-services	104 (7.77%)	69 (12.08%)	00:01:17	6 (1.80%)	0.00%	25.96%
<input type="checkbox"/>	6. /about	53 (3.96%)	27 (4.73%)	00:01:00	2 (0.60%)	0.00%	11.32%
<input type="checkbox"/>	7. /reach-out	34 (2.54%)	19 (3.33%)	00:00:50	0 (0.00%)	0.00%	14.71%
<input type="checkbox"/>	8. /events	30 (2.24%)	24 (4.20%)	00:00:20	2 (0.60%)	0.00%	13.33%
<input type="checkbox"/>	9. /copy-of-services	18 (1.34%)	2 (0.35%)	00:00:51	1 (0.30%)	0.00%	11.11%

Google Analytics / Bounce rate

<input type="checkbox"/>	Page ?	Pageviews ? ↓	Unique Pageviews ?	Avg. Time on Page ?	Entrances ?	Bounce Rate ?	% Exit ?
		1,339 % of Total: 100.00% (1,339)	571 % of Total: 100.00% (571)	00:00:44 Avg for View: 00:00:44 (0.00%)	333 % of Total: 100.00% (333)	10.51% Avg for View: 10.51% (0.00%)	24.87% Avg for View: 24.87% (0.00%)
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Note the following

1.

What obvious navigating patterns can you spot?
What is repeatedly happening?

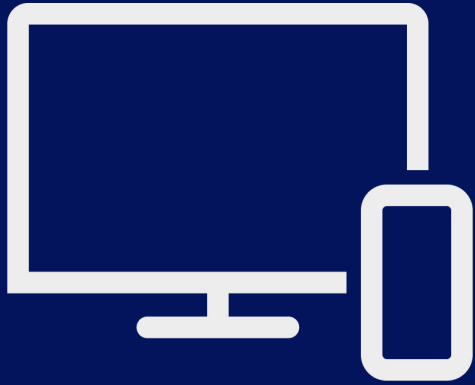
2.

Can you motivate or hypothesise why the users are following this navigation journey?

3.

Is this journey something you want or do you want to change their behaviour?

Differentiate between new &
returning users



Consider that mobile and desktop could have different user journeys



Consider additional tools when you intentionally need to measure user behaviour

- Session replays
- Page heatmaps
- Advanced funnels & conversion tools

Activate

**Now that we have data, make it
easier to consume**

NightJarr

Journey phases

Join a Nightjarr Workshop

Attend Workshop

...

...

...

...

...



Jobs to be done

- Learn more
- Register
- Add to calendar
- Share

- Join the Workshop
- Participate

...

...

...

...

...



Context & Touchpoints

- Workshop pages on site

- Reminder email
- LinkedIn post

...

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Gains

Learn more about industry best practices

- Learning oodles
- Being able to ask questions

...

...

...

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Pains

- Relevancy of the subject matter
- Time to attend

- Intimidating
- Meeting was scheduled

...

...

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Emotion



Document what you know to be true and make some assumptions along the way

Journey phases

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Attend Workshop

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Jobs to be done

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Pains

- Relevancy of the subject matter
- Time to attend

- Intimidating
- Meeting was scheduled

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...

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...



Emotion



Are you sure you are giving the user what they need to commit?

Sign up here

Click to register for free

Only 18 spots available!

What you will learn:

- Correct user journey issues
- Identify and improve the most important content
- Fix where users drop off
- Clear call to actions
- Q&A

When: 19 Oct 2022 from 10:00 to 11:00

Where: Online (**register** to receive the workshop link)

Cost: Complimentary

Workshop agenda

- How to get user journey data from Google Analytics
- Content engagement and bounce rates
- Formulating clear call to actions
- Q&A

Jobs to be done

Context & Touchpoints

Gains

Pains

Emotion

When you embed yourself into your data, you will be able to better empathise with your user

So what have we learnt?

1.

The more you work with your data, the better you will get to understand what is happening and better empathise with users

2.

Look at things more holistically. Find different ways to visualise and consume the information you have available to you.

3.

When you don't have data, start somewhere and use as a baseline. Make assumptions in the meanwhile until you can prove otherwise.

AGENDA

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2

**Review pages
at fault**



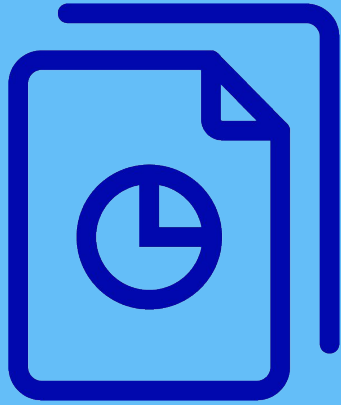
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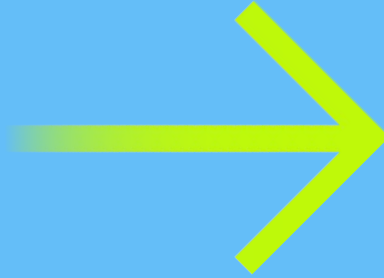
Review the pages at fault

**Review content engagement
and reduce bounce rates**

NightJarr



Data



Pages

Increase your sales using data

[Browse our workshops](#)


Digital budgets are at their greatest, which means more complexity and pressure to show results.

We use data, analytics and our 50 years' of collective experience to generate more revenue for your business.



Get insights from your Google Analytics

Let us dive into the nitty-gritty, so that you don't have to. We'll enable you to track and measure your campaigns with speed and accuracy. Google Analytics 4? We'll make sure you're ahead of the curve.

[LEARN MORE](#)


Drive revenue with your customer data

We will assist you in using your customer data from CRM and email to improve your Google Ads, Facebook and LinkedIn targeting, in order to drive revenue growth.

[LEARN MORE](#)


Train and support your teams

Our team of specialists will work with your in-house marketing and analytics teams, to ensure correct set-up of your accounts to deliver effective marketing campaigns that deliver results.

[LEARN MORE](#)

Upskill your analytics capabilities. Join our complimentary workshops.

[Sign up](#)

Watch & download previously hosted workshops

<p>Session 1/10</p> <p>GA4 advanced functionality and reporting</p>	<p>Session 2/10</p> <p>Marketing ROI part 2</p>	<p>Session 3/10</p> <p>How to set up ROI tracking in GA4</p>
<p>GA4 advanced functionality and reporting</p> <p>GA4 is powerful but can be hard to use. This session will cover audiences, events, offline data imports and custom reports.</p>	<p>Marketing ROI part 2</p> <p>Learn how to measure marketing ROI with Google Analytics with advanced channel reporting.</p>	<p>How to set up ROI tracking in GA4</p> <p>Learn how to track what matters most so that you can make data driven marketing decisions.</p>

[See all previous workshops](#)

Trusted platforms that we use

Use Analytics with other Google solutions to get a complete understanding of your marketing efforts and enhance performance.



Interactive workshops to empower marketers.



Learn how to use data and technology to improve your marketing. Our complimentary workshops are practical to show immediate results.

Workshop: 3 Ways to generate more leads from your website

Improve your website user experience with data insights.

19 Oct 2022 from 10:00-11:00

- Correct user journey issues
- Identify and improve the most important content
- Fix where users drop off
- Clear call to actions
- Q&A

[Register for free](#)
[Learn more about the event](#)

Workshop: Increase your website leads using best practices

Learn how to benchmark and run experiments

08 Nov 2022 from 10:00-11:00

- The importance of conversion rates
- Conversion rate benchmarks
- Identify the most important conversion points
- Setup of basic conversion rate optimisation experiment
- Q&A

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<p>Session 1/10</p> <p>How to use GA4</p>	<p>Session 2/10</p> <p>How to set up ROI tracking in GA4</p>	<p>Session 3/10</p> <p>Marketing ROI</p>
<p>How to use GA4</p> <p>Learn how to set up GA4 to track & measure your marketing ROI.</p>	<p>How to set up ROI tracking in GA4</p> <p>Learn how to track what matters most so that you can make data driven marketing decisions.</p>	<p>Marketing ROI</p> <p>A technical workshop on how to identify what channels are delivering the best marketing ROI and how to get insights.</p>

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Only 18 spots available!

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Workshop host



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What our clients say about us

"NightJarr has taken our digital capabilities to the next level!"



Susie Goodman
Executive Director Strauss & Co

••••

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[GDPR Policy](#)
[DPA Manual](#)



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LEARN MORE



Drive revenue with your customer data

We will assist you in using your customer data from CRM and email to improve your Google Ads, Facebook and LinkedIn targeting, in order to drive revenue growth.

LEARN MORE



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Register for free

Learn more about the event

Upskill your analytics
Join our complimentary

Look for inconsistencies in your page design

Watch & download previously hosted workshops



GA4 advanced functionality and reporting

GA4 is powerful but can be hard to use. This session will cover audiences, events, offline data imports and custom reports.



Marketing ROI part 2

Learn how to measure marketing ROI with Google Analytics with advanced channel reporting.



How to set up ROI tracking in GA4

Learn how to track what matters most so that you can make data driven marketing decisions.

[See all previous workshops](#)

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Marketing ROI

A bespoke workshop on how to identify what channels are delivering the best marketing ROI and how to get insights.



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Sign up here

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Only 10 spots available

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[POPIA Policy](#)
[PIPA Manual](#)

Are you being too aggressive / conservative with the buttons and colours on the page?

Especially relevant when looking at critical conversion pages

Kenwood Moderna Cordless Electric Kettle, 1.7L

★★★★★ [1 review](#) [Review this item](#)



FREE DELIVERY on this item.

R1,449.00

Product Code: 00C285400KEZA

Colour: Red

✓ In stock, can dispatch immediately.

Quantity: 1 x R1,449.00

Add to Cart

Add to Registry

Add to Wish List

Contact Us

It's our Spring SALE. Save up to 40%. [Let's go!](#)

[Home](#) / [Brands](#) / [Kenwood](#) / [Kenwood Small Appliances](#)

Kenwood Moderna Cordless Electric Kettle, 1.7L

★★★★★ [1 review](#) [Review this item](#)



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Product Code: 00C285400KEZA

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Quantity: x R1,449.00

 **Add to Cart**

 Add to Registry

 Add to Wish List

 Contact Us

Kenwood Moderna Kettle Red (ZTM55.000RD)

- 1.7 Litre water capacity
- Stainless steel body
- Visible Water Level
- Auto Shut-off

R1222.99

Price includes VAT



Hover to zoom, Give a moment to load

Click on picture for a larger view.

+Delivery

1



Add to Cart

Just R123 per month on **frobicred**

Estimated Dispatch Time: **3-10 Days**
Click here to find out More T & C's Apply

Would like to ask a question, please login.

Recommend this product to a friend

Recommend now!

Description

Kenwood Moderna Kettle Red (ZTM55.000RD)

Equipped with a removable filter an ergonomic handle with soft-touch finishing and an auto-off system, it's an essential ally in every kitchen

Features and Specifications



Product Filter

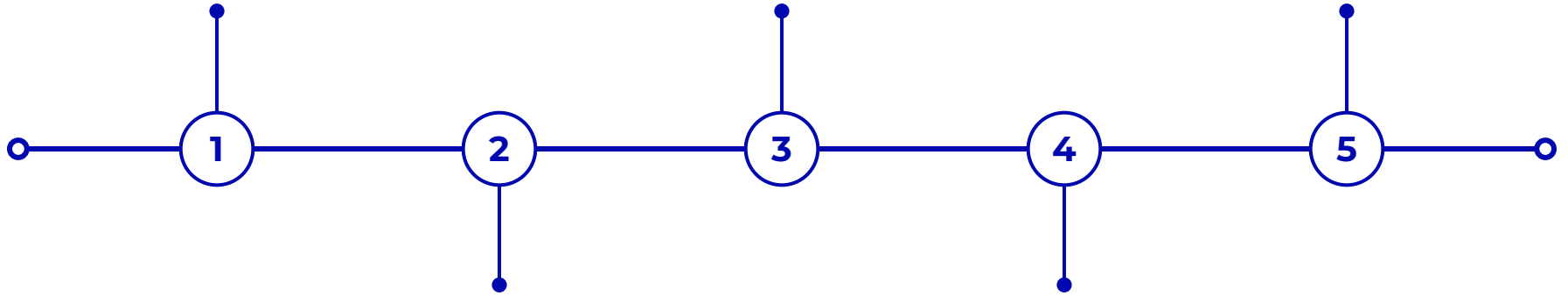
Why do users bounce (digitally)?

Not literally

Expectation
mismatch

Unappealing
website

Too many
options



Organic search
irrelevance

Lack of call
to action

Activate

Number 1 reason

Content

NightJarr

Research study

How people read websites

79%

of the test users always
scanned any new page

16%

read the pages
word-by-word

A newer study found that users read email newsletters even more abruptly than they read websites.

<https://www.nngroup.com/articles/how-users-read-on-the-web/>

NightJarr

Research study

There were four performance measures

- Time to read
- Errors reading & cognition
- Memory, being able to recall
- Site structure

Promotional writing (control condition)

using the "marketese"
found on many
commercial websites

0%

improvement

Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

Concise text

with about half the word count as the control condition

In 1996, six of the best-attended attractions in Nebraska were Fort Robinson State Park, Scotts Bluff National Monument, Arbor Lodge State Historical Park & Museum, Carhenge, Stuhr Museum of the Prairie Pioneer, and Buffalo Bill Ranch State Historical Park.

58%

improvement

Scannable layout

using the same text as the control condition in a layout that facilitated scanning

47%

improvement

Nebraska is filled with internationally recognized attractions that draw large crowds of people every year, without fail. In 1996, some of the most popular places were:

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- Scotts Bluff National Monument (132,166)
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- Stuhr Museum of the Prairie Pioneer (60,002)
- Buffalo Bill Ranch State Historical Park (28,446).

Objective language

using neutral rather than subjective, boastful, or exaggerated language (otherwise the same as the control condition)

Nebraska has several attractions. In 1996, some of the most-visited places were Fort Robinson State Park (355,000 visitors), Scotts Bluff National Monument (132,166), Arbor Lodge State Historical Park & Museum (100,000), Carhenge (86,598), Stuhr Museum of the Prairie Pioneer (60,002), and Buffalo Bill Ranch State Historical Park (28,446).

27%

improvement

Combined version

using all three

improvements in writing style together: concise, scannable, and objective

124%

improvement

In 1996, six of the most-visited places in Nebraska were:

- Fort Robinson State Park
- Scotts Bluff National Monument
- Arbor Lodge State Historical Park & Museum
- Carhenge
- Stuhr Museum of the Prairie Pioneer
- Buffalo Bill Ranch State Historical Park

Content

There were four performance measures

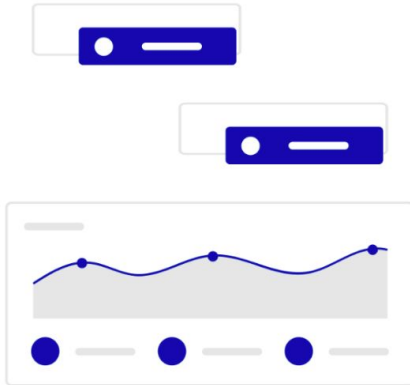
- Time
- Errors
- Memory
- Site structure

Promotional language **imposes a cognitive burden** on users who have to spend resources on filtering out the hyperbole to get at the facts

ROI measurement & tracking

Measuring digital campaigns requires more than tracking the last click before a conversion. We will set up ROI tracking and data-driven attribution models to help you make better decisions about your marketing channels. Solutions include:

- Aligning your team
- Aligning the business
- Measuring ROI
- Best Practice implementation & recommendations



Real-time dashboards

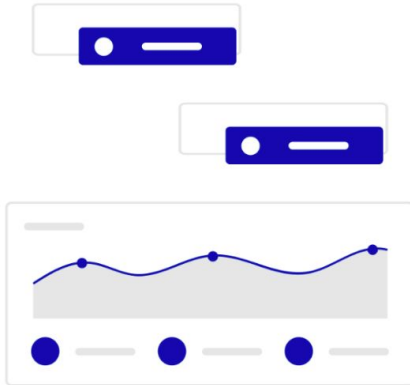
Ditch the Excel spreadsheets and PowerPoint decks. We will set up Google Data Studio, giving you a central view of all your marketing data in one place, enabling you to make informed decisions on your campaigns and assets.

- See all your data from Google Analytics, Google Ads, Facebook and LinkedIn in one place
- Available 24/7 via a mobile App
- Dive into campaign details such as keywords, audiences, budget spend and ad performance on the go.

ROI measurement & tracking

Measuring digital campaigns requires more than tracking the last click before a conversion. We will set up ROI tracking and data-driven attribution models to help you make better decisions about your marketing channels. Solutions include:

- Aligning your team
- Aligning the business
- Measuring ROI
- Best Practice implementation & recommendations



Real-time dashboards

Ditch the Excel spreadsheets and PowerPoint decks. We will set up Google Data Studio, giving you a central view of all your marketing data in one place, enabling you to make informed decisions on your campaigns and assets.

- See all your data from Google Analytics, Google Ads, Facebook and LinkedIn in one place
- Available 24/7 via a mobile App
- Dive into campaign details such as keywords, audiences, budget spend and ad performance on the go.



**Content
engagement**



**Bounce
rate**

Other content considerations

1.

Check your Information architecture is logical and prioritised

2.

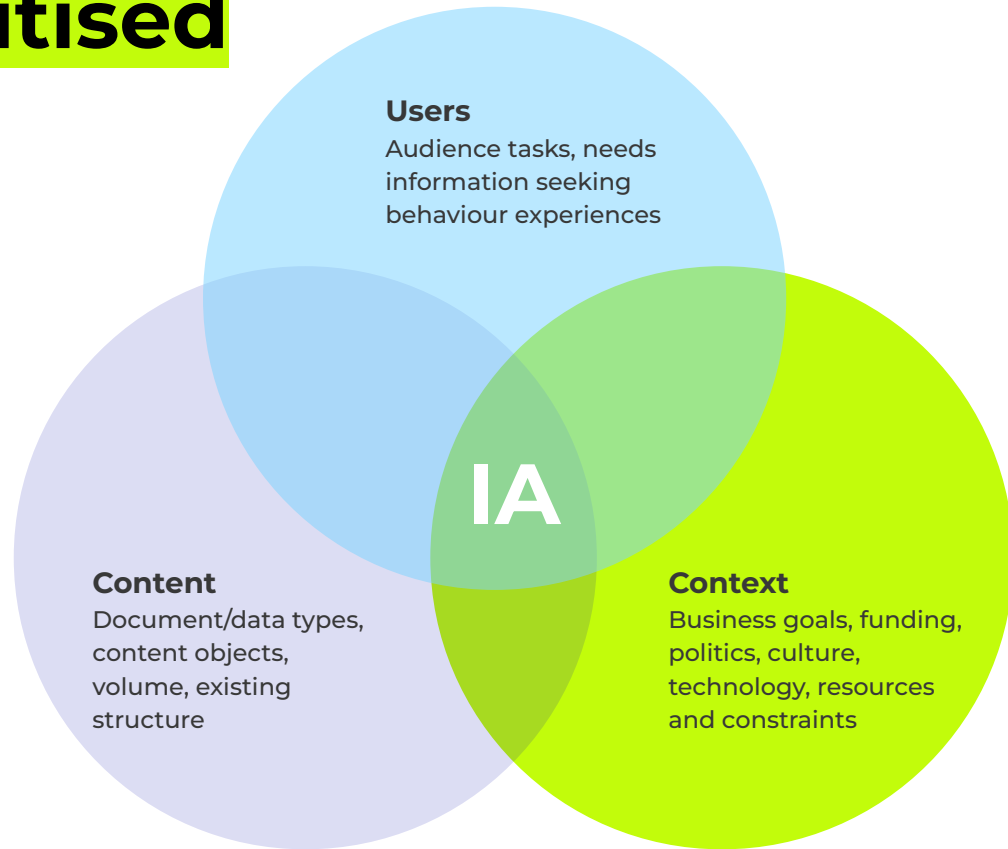
Ensure content is readable and easy to consume

3.

Test your content on desktop and mobile devices

1. Information architecture is logical and prioritised

IA focuses on organising, structuring, and labeling content in an effective and sustainable way.



2. Ensure content is readable and easy to consume

Make use of online tools that will grade and assist in making your content easier to read.

An astronaut (from the Ancient Greek astron, meaning 'star', and ναύτης (nautes), meaning 'sailor') is a person trained, equipped, and deployed by a human spaceflight program to serve as a commander or crew member aboard a spacecraft. Although generally reserved for professional space travelers, the term is sometimes applied to anyone who travels into space, including scientists, politicians, journalists, and tourists.

Hemingway
Editor

Readability

Post-graduate

Poor. Aim for 14.

Words: 60

Show More ▾

0 adverbs. Well done.

0 uses of passive voice. Nice work.

0 phrases have simpler alternatives.

0 of 2 sentences are hard to read.

2 of 2 sentences are very hard to read.

3. Test your content on desktop and mobile devices

Not everything needs to be accessible on both platforms. Make specific platform choices



AGENDA

1

**Find the
problem areas**



2

**Review pages
at fault**



3

**Improve
pathways**

Improve pathways

Formulating clear call to actions

NightJarr

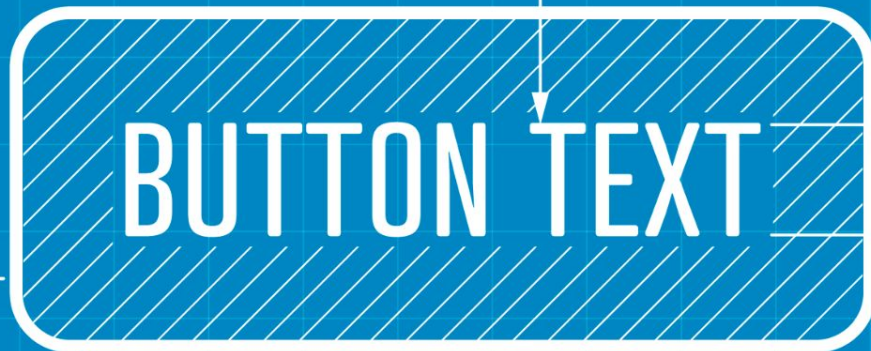
BACKGROUND-COLOR : RGB(236,70,147)

BACKGROUND-COLOR (HOVER) : #FFFFFF

COLOR : #FFFFFF

COLOR (HOVER) : RGB(236,70,147)

 PADDING : 1EM



FONT-SIZE : 1.2REM
FONT-STYLE : NORMAL
FONT-WEIGHT : 400

BORDER-RADIUS : 10PX

BORDER-WIDTH : 1PX
BORDER-STYLE : SOLID
BORDER-COLOR : #FFFFFF



WEBSITE
WWW.SQUAREVERSE.CO

TITLE
CREATE A CUSTOM CALL-TO-ACTION BUTTON
IN SQUARESPACE

DRAFTING NUMBER
1138A113

REV.
6B-2

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DESIGNER
KRIS BLACK

DATE
04/25/2020

SQUAREVERSE AND THE SQUAREVERSE LOGO ARE TRADEMARKS OF
KRIS BLACK STUDIO, LLC.



Placement



Structure



Size

**3 keys to a well designed
and functional button**

Placement

Zrób miejsce w szafie, śledź trendy i dyskuj.

Zrób miejsce w szafie, śledź trendy i dyskuj.

Ostatnio dodane

155 zł	39 zł	145 zł	99 zł
--------	-------	--------	-------

Wasze outfity

Ostatnie outfity

145 zł	200 zł	
145 zł	32 zł	30 zł

Burowy dress code

Trendy

Boho Holidays

Czarna Akademia

Kolorowe szelakowki

Przedmiot

155 zł	39 zł	145 zł	99 zł
--------	-------	--------	-------

Najmodniejsze kapelusze sierpnia

Czerwona długa sukienka z tiulu

145 zł

Kasia Style

Inne przedmioty Kasia Style

Sprzedaj przedmiot

Wybierz kategorię przedmiotu

Fotografuj przedmiot

Informacja o przedmiocie

Wpisz przedmiot do formy poleceń wysłać

Wpisz opis przedmiotu

Wpisz cenę

Wpisz kategorię przedmiotu

Wybierz przedmiot

Kolor przedmiotu (max. 3)

Adres nadania

Sposób nadania

Placement

NightJarr

Increase your sales using data

[Browse our workshops](#)

Digital budgets are at their greatest, which means more complexity and pressure to show results.

We use data, analytics and our 50 years' of collective experience to generate more revenue for your business.

Get insights from your Google Analytics

Let us dive into the nitty-gritty, so that you don't have to. We'll enable you to track and measure your campaigns with speed and accuracy. Google Analytics 4? We'll make sure you're ahead of the curve.

[LEARN MORE](#)

Drive revenue with your customer data

We will assist you in using your customer data from CRM and email to improve your Google Ads, Facebook and LinkedIn targeting, in order to drive revenue growth.

[LEARN MORE](#)

Train and support your teams

Our team of specialists will work with your in-house marketing and analytics teams, to ensure correct set-up of your accounts to deliver effective marketing campaigns that deliver results.

[LEARN MORE](#)

Upskill your analytics capabilities. Join our complimentary workshops.

[Sign up](#)

Watch & download previously hosted workshops

Session 1/10

GA4 advanced functionality and reporting

GA4 advanced functionality and reporting

GA4 is powerful but can be hard to use. This session will cover audiences, events, offline data imports and custom reports.

Session 2/10

Marketing ROI part 2

Marketing ROI part 2

Learn how to measure marketing ROI with Google Analytics with advanced channel reporting.

[See all previous workshops](#)

Session 3/10

How to set up ROI tracking in GA4

How to set up ROI tracking in GA4

Learn how to track what matters most so that you can make data driven marketing decisions.

Trusted platforms that we use

Use Analytics with other Google solutions to get a complete understanding of your marketing efforts and enhance performance.

NightJarr

Home Solutions Resources About Contact Us Workshops

Interactive workshops to empower marketers.

Learn how to use data and technology to improve your marketing. Our complimentary workshops are practical to show immediate results.

Workshop: 3 Ways to generate more leads from your website

Improve your website user experience with data insights.

19 Oct 2022 from 10:00-11:00

- Correct user journey issues
- Identify and improve the most important content
- Fix where users drop off
- Clear call to actions
- Q&A

[Register for free](#) [Learn more about the event](#)

Workshop: Increase your website leads using best practices

Learn how to benchmark and run experiments

08 Nov 2022 from 10:00-11:00

- The importance of conversion rates
- Conversion rate benchmarks
- Identify the most important conversion points
- Setup of basic conversion rate optimisation experiment
- Q&A

[Register for free](#) [Learn more about the event](#)

Watch & download previously hosted workshops

Session 1/10

How to use GA4

How to use GA4

Learn how to set up GA4 to track & measure your marketing ROI.

Session 2/10

How to set up ROI tracking in GA4

How to set up ROI tracking in GA4

Learn how to track what matters most so that you can make data driven marketing decisions.

Session 3/10

Marketing ROI

Marketing ROI

A technical workshop on how to identify what channels are delivering the best marketing ROI and how to get insights.

NightJarr

Home Solutions Resources About Contact Us Workshops

Workshop: 3 Ways to generate more leads from your website

Improve your website user experience with data insights.

[Sign up here](#)

[Click to register for free](#)

Only 10 spots available

What you will learn:

- Correct user journey issues
- Identify and improve the most important content
- Fix where users drop off
- Clear call to actions
- Q&A

When: 19 Oct 2022 from 10:00 to 11:00
Where: Online ([register](#) to receive the workshop link)
Cost: Complimentary

Workshop agenda

- How to get user journey data from Google Analytics
- Content engagement and bounce rates
- Formulating clear call to actions
- Q&A

Workshop host

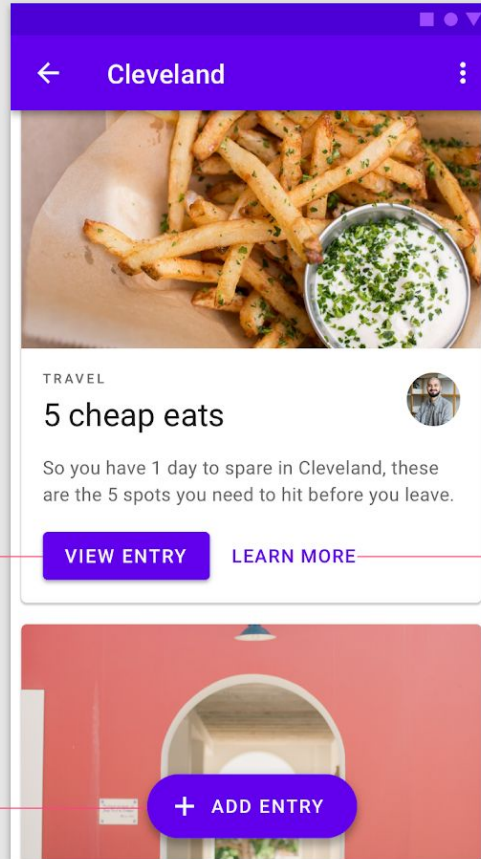
Jaco de Wet has been practicing as a User Experience Designer for more than a decade. He worked on the award winning Private Property site as well as Nedbank & Standard Bank mobile apps to name a few. He currently works at IoTix as Lead Experience Designer. He is also a Certified Usability Analyst (2011) from Human Factors International.

What our clients say about us

"NightJarr has taken our digital capabilities to the next level"

Susie Goodman
Executive Director Strauss & Co

Placement



Structure

1
BUTTON

2

BUTTON

3

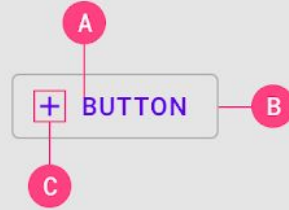
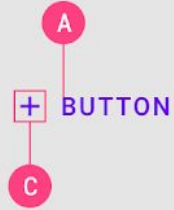
BUTTON

4

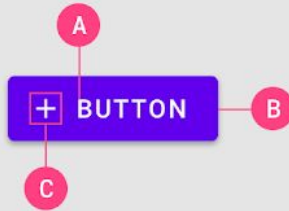


Structure

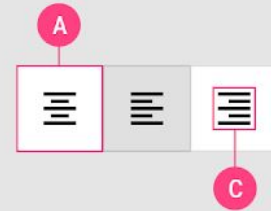
2



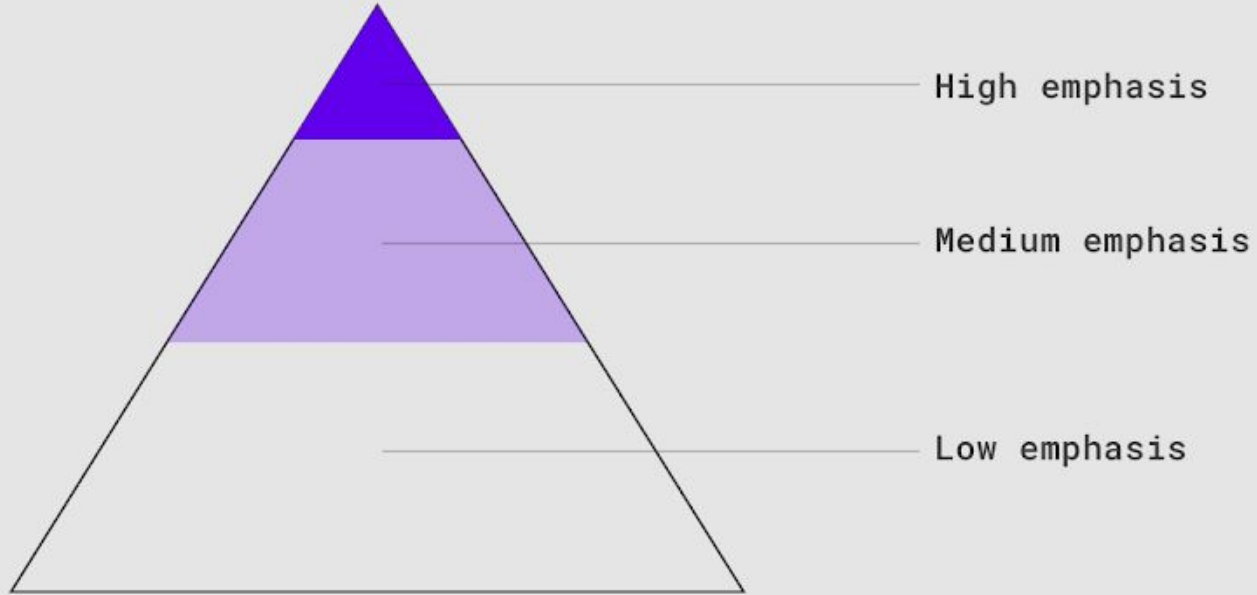
3



4

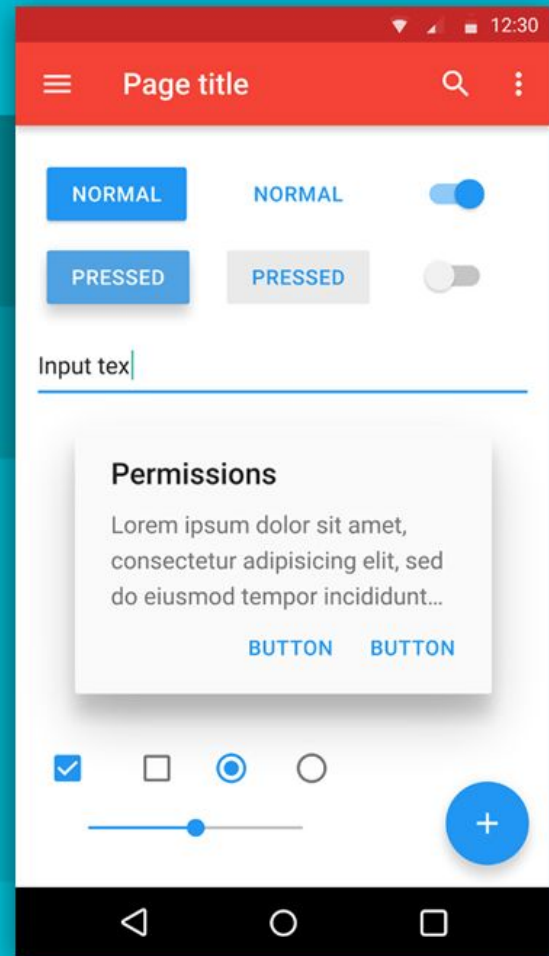


Structure

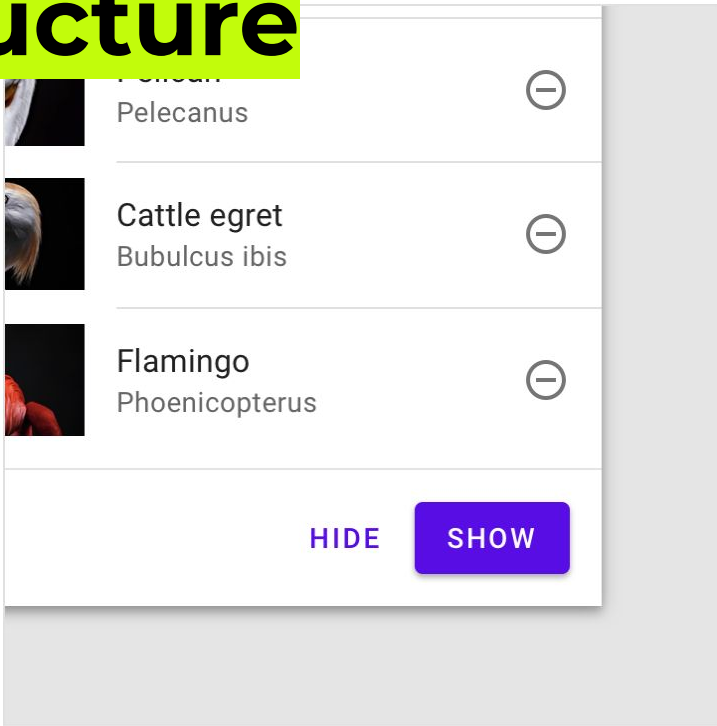




Material Design Guidelines



Structure



Do

In a bottom bar, when using multiple buttons, indicate the more important action by placing it in a contained button (next to a text button).



erines

erines are a good source of vitamin C, folate, a-carotene. They also contain some um; magnesium; vitamins B1, B2, and B3.



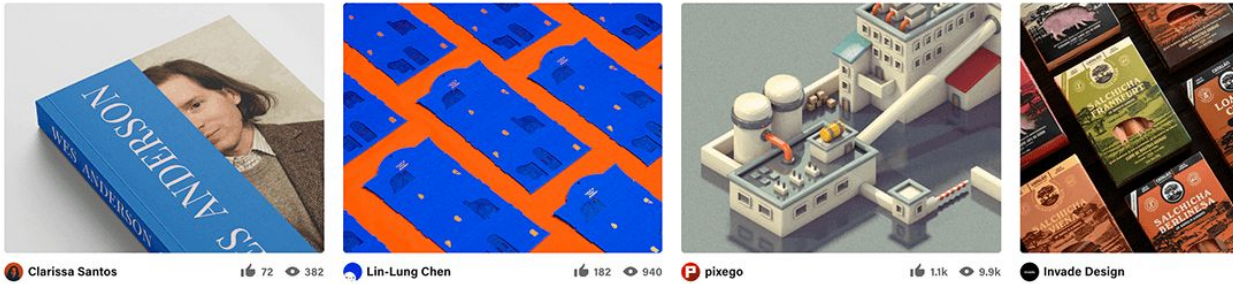
Don't

Avoid using two contained buttons next to one another if they don't have the same fill color.

Today's Work in Progress



Projects from creatives you follow and more



With buttons, size matters

Fitts's Law

Activate

Please make a button look, act and respond like a button!

OKAY

Activate

Please make a button look, act and respond like a button!



Content

Create new file

 Upload files








 Upload folder

 New shared folder

 Create Paper doc

Create file in...

Personal

-  Poster Design >
-  Procreate >
-  recipes
-  Scans
-  school forms
-  Screenshots
-  Shapes

Cancel

Create

Content



Roll over image to zoom in

Logitech C920x HD Pro Webcam, Full HD 1080p/30fps Video Calling, Clear Stereo Audio, HD Light Correction, Works with Skype, Zoom, FaceTime, Hangouts, PC/Mac/Laptop/Macbook/Tablet - Black

[Visit the Logitech Store](#)

★★★★★ 13,638 ratings | 338 answered questions

Climate Pledge Friendly

\$67⁵⁰

\$32.17 Shipping & Import Fees Deposit to South Africa [Details](#)

Available at a lower price from [other sellers](#) that may not offer free Prime shipping.

Style: **Webcam**

Webcam
\$67.50

Webcam + H390 Headset
\$92.74

Webcam + Litra Glow
\$128.74

Webcam + Yeti Blackout
\$158.74

Product details

Brand	Logitech
Connectivity Technology	USB
Color	Black
Special Feature	Low Light
Screen Size	2.7 Inches
Photo Sensor Technology	CMOS

- Webcam comes with a 3-month XSplit VCam license and no privacy shutter. XSplit VCam lets you remove, replace and blur your background without a Green Screen.
- Full HD 1080p video calling and recording at 30 fps - You'll make a strong impression when it counts.

\$67⁵⁰

\$32.17 Shipping & Import Fees Deposit to South Africa [Details](#)

Delivery **Wednesday, November 2**. Order within **23 hrs 49 mins**

Or fastest delivery **Wednesday, October 19**

Deliver to South Africa

In Stock.

Qty: 1

Add to Cart

Buy Now

Secure transaction

Ships from **Amazon**
Sold by **GENH2**

Return policy: [Returnable until Jan 31, 2023](#)

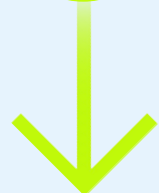
Support: [Free Amazon tech support included](#)

Add a gift receipt for easy returns

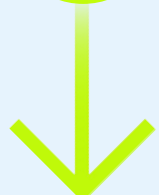
Add to List

AGENDA

1



2



3

Find the problem areas

Dig through your analytics

Review pages at fault

Assess your pages from a different perspective

Improve pathways

Make some good looking buttons

Resources

Miro Customer Journey Map

<https://miro.com/templates/customer-journey-map/>

Research - Content Study

<https://www.nngroup.com/articles/how-users-read-on-the-web/>

Information Architecture

<https://www.nngroup.com/topic/information-architecture/>

Copy Test App

<https://hemingwayapp.com/>

Test site on mobile

<https://developer.chrome.com/docs/devtools/device-mode/>

More about buttons

<https://www.kalamuna.com/blog/3-simple-tips-ux-button-design>

<https://uxplanet.org/7-rules-for-mobile-ui-button-design-e9cf2ea54556>

<https://material.io/components/buttons>



The image shows a dense urban landscape with numerous high-rise buildings. The entire scene is overlaid with a uniform blue color. In the center, the text 'Q&A' is displayed in a white, bold, sans-serif font. To the right of the main text, there is a vertical sign on a building that reads 'HAPPY PEOPLE LIVE CLOSE TO WHERE THEY WORK'. Another building to the right features a clock tower with the text 'MAHARAJA' visible on its facade. The perspective is from an elevated angle, looking down on the city.

Q&A

HAPPY
PEOPLE
LIVE
CLOSE TO
WHERE
THEY
WORK

MAHARAJA

An aerial view of a dense city skyline, heavily filtered with a blue color. The buildings are packed closely together, showing various architectural styles and heights. The word "End" is prominently displayed in the center in a white, sans-serif font. In the background, a building has a sign that reads "HAPPY PEOPLE LIVE CLOSE TO WHERE THEY WORK". Another building features a sign that says "MAHARAJA".

End

Our services

- Google Analytics training (to id UX issues)
- Configure Google Analytics 4
- Real-time dashboards

ferdie.bester@nightjarr.com

Book a [timeslot](#)