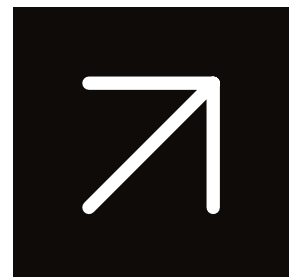
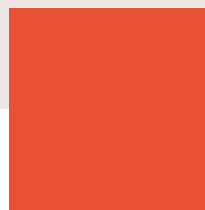


11 Ways to Level Up *Without Leveling Your Website*



How your business (and your users) will benefit with a site refresh instead of a full redesign or rebuild.





Digital evolves.

So does your organization.

So do your customers.

Routine website maintenance is par for the course. But that doesn't move the needle.

A site **refresh** is a makeover that doesn't demand the time and budget of a rebuild or UX redesign. Maybe you didn't have the time or resources to get what you wanted when you built the site. Could be you've found that your customers need something different than you thought.

That's not unusual. And you have options.



No need to overcommit

There's been a change across the industry in recent years. Marketers recognize they don't always have to commit to a complete overhaul to keep their website fresh and functional.

The overall structure of their site is sound. However they might need a significant update for [any number of reasons](#) — new branding, stagnant content strategy, emerging marketing channels, shifts in trends or business goals, etc. These occasions don't automatically necessitate a full rebuild or redesign. A 'refresh' level of investment every year or so keeps your site relevant and high performing longer, getting more out of your digital investments.

Here are 11 ways to maintain your competitive edge and extend the longevity of your site with refresh strategies and tactics.

The table of contents is actionable for your convenience.

- 1** Homepage refresh
- 2** Calls-to-action refresh
- 3** Social proof refresh
- 4** Content audit & updates refresh
- 5** Technical SEO refresh
- 6** Content organization refresh
- 7** Design style & assets refresh
- 8** Information architecture & navigation refresh
- 9** Checkout experience refresh
- 10** Forms refresh
- 11** Personalization refresh

Homepage refresh

Make a positive impression instantly

Visitors decide if they like your site within 50 milliseconds. Your homepage should reflect user needs — and make an impression. Does it showcase your current service offerings or products? Does it have the curb appeal that sparks a desire to see more? You can redesign that front door without tearing apart the whole house.

HELPS SOLVE FOR:



High bounce rates



Low time-on-site metrics



Subpar conversion rates

Refreshing approaches

This is a single-page redesign of your site's most visible spot — optimize for design, visual assets, functionality, information hierarchy and other elements.



A/B testing

SIMPLE

Most big-name CMS platforms have this feature readily available for each page. So while you might already be doing some form of version-testing, you can (and should) always do more. Which value prop keeps people around? How does rearranging components affect engagement? Get granular with user data to make decisions. KPIs can always improve and best practices will change — never stop testing.



Add wayfinding

INTERMEDIATE

You got a target audience member to your website, no small feat. Now what? You need to hook 'em, sure. At the same time, make it easy for them to get where they want to be — and where you want them to be. Photos of your company's founders and a block of text about the organization's history are likely not why they're on your site. Use audience personas and journey maps to build a customer experience that doesn't grind to a halt with one glance. Don't make 'em think. Know what they want and serve it up fast.



Get animated

ADVANCED

Just because it's obvious doesn't make it easy. Incorporating video loops and animation into homepage design degrades site performance if not done right. Use compressed file formats and efficient coding practices to keep site speed humming. You might also create confusion, especially if cohesion with your brand identity is compromised. Use animation strategically to focus users on important information. Consider more subtle micro-animations that enhance your site, making it more dynamic. Don't forget about accessibility.



Pro Tip

Make the connection with digital marketing

Not everyone clicks the link on that search ad or sponsored post. It could occur to them later that they saw your product, remember your name and do a quick search that starts them on your homepage. Digital marketing, design, development and SEO teams should be in lockstep on campaigns so what's in the back of a potential customer's mind is front-and-center on your site. Homepages are typically high-traffic but low-conversion. Yours doesn't have to be.



Industry: Non-profit, Manufacturing

Website: [Urbanmachine.build](https://urbanmachine.build)

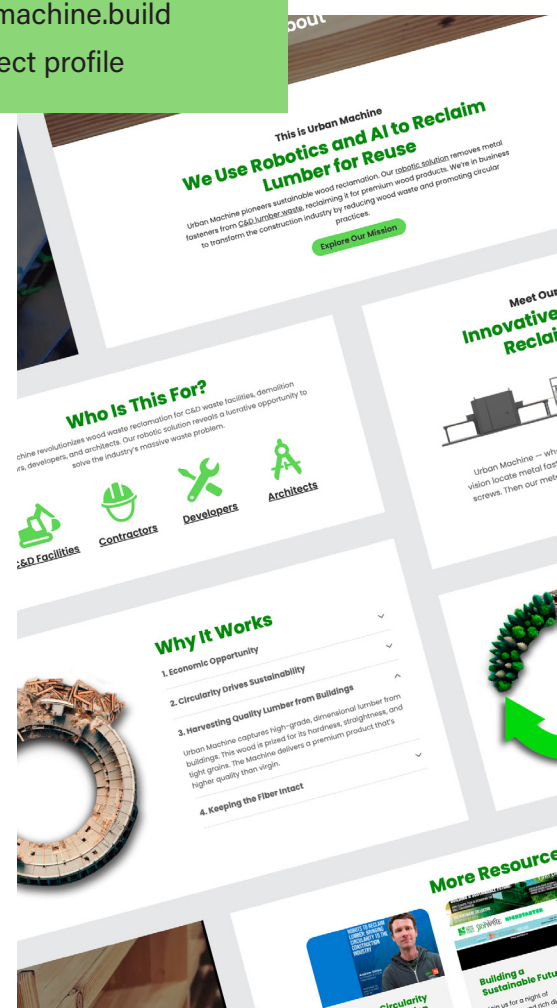
[View full project profile](#)

This robotics company uses AI to reclaim wood waste that might head to a landfill for reuse as premium lumber. Their value proposition is unique and their story isn't familiar — as they approached a Series A funding round, their homepage had to make things immediately simple and clear. We strategically, meticulously tailored it to address pivotal requirements, ensuring a comprehensive understanding of their identity and operations for two very different audiences, users and potential investors. We elevated the visual appeal of the homepage, strategically positioning content for a quick understanding of what makes Urban Machine an especially innovative company. It was the ideal refresh given a timeline and budget with little breathing room.

SOURCED AND RELATED ARTICLES

[5 A/B Testing Questions to Ask When Starting a Testing Program](#) [\[view\]](#)

[How to Manage the Hierarchy of Your Website's Homepage](#) [\[view\]](#)



Calls-to-action refresh

Optimize the journey to conversion

Effective websites are carefully calibrated to address what you want from users and what they want from you. CTAs direct traffic at that intersection. Too often, they're an afterthought. Marketers tack that button on at the end of a copy block for anyone who wants to "learn more." But think beyond copy — *be strategic*.

HELPS SOLVE FOR:

- ☒ Low conversion rates
- ☒ Poor customer experience
- ☒ Lack of customer insight

Refreshing approaches

CTAs are key in steering user journeys through refreshed style, placement and flow. You have more opportunities to improve than you might think.



Be user-centric

SIMPLE

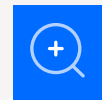
Messaging should tout the benefits of clicking instead of framing it as a commitment — flip the perspective. It's more enticing to hit a link that says "I want more efficient operations" or "Give me tips to preserve budget" than "Schedule an appointment" or "Download the PDF." CTA button colors and texts shouldn't blend in. But context matters — would they be seeking product information on that page? Or are they looking at pricing options? Overloading a page with irrelevant choices only dilutes your message.



Build paths

INTERMEDIATE

Deliver on your CTA's promise. Giving them anything other than what the button they clicked on said leads to frustration and lost trust. View your site as a cohesive whole, with pages supporting different stages of the marketing funnel. Document the personas you might only talk about in vague terms, clearly defining their motivations and goals. Create a journey map for each persona. Then determine where in that journey each page fits so you can chart a clear path for them.



Give 'em a hand

ADVANCED

With user tracking, you'll know if they've landed on your site before. Did they view a specific service? Get to the 'Request a quote' page then abandon the form? CTAs that prompt them to pick up where they left off will accelerate the conversion process and show you're aware of their individual desires. Instill a sense of urgency with a limited time offer based on where the data says they are in the decision-making process based upon prior behavior on your site.



Pro Tip

There's no magic word

Calls-to-action aren't a hack to get more customers. They're one lever to pull in your overall CRO strategy. Whether you're a developer, designer or digital marketer, everyone's work is tied together in creating a frictionless experience. That's especially true for purchase decisions. CTAs are part of the story you're weaving across channels, at every user touchpoint. Be inviting, be consistent — make it easier for them to go further down the funnel.



Industry: Professional Services

Website: [Concurrency.com](https://concurrency.com)

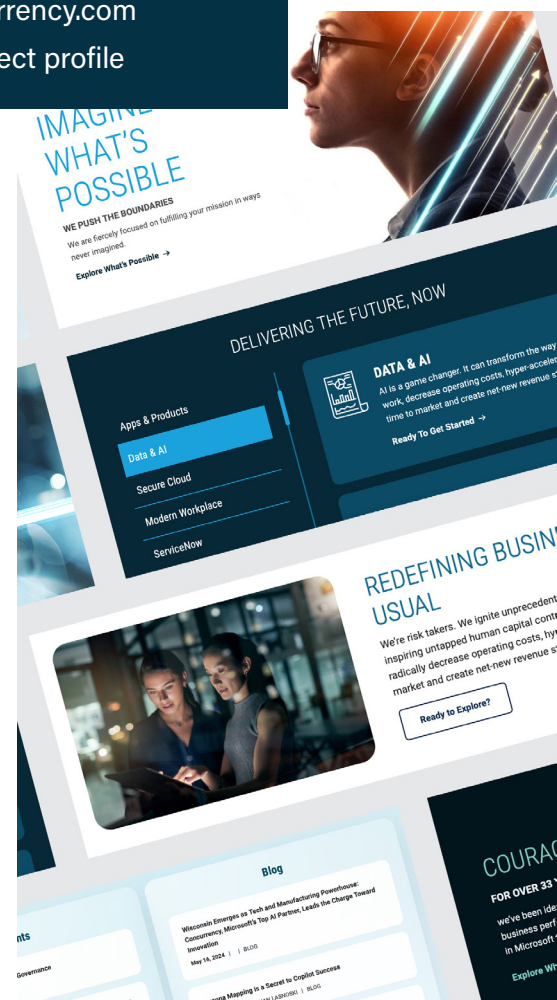
[View full project profile](#)

This award-winning technology powerhouse has in-house expertise that clients and site visitors can't get elsewhere. As part of a redesign, we partnered with their branding agency to reimagine how we could help drive revenue while positioning the brand for growth — this approach could stand alone as a refresh as well. At the time, Concurrency's primary CTA across the site was 'contact us' to learn more. Meanwhile, blogs and articles from thought leaders plus services pages with deeper information wasn't resonating as the priority. We arranged for CTAs to let the content do the talking while aligning with the overarching brand messaging to "explore what's possible." Even without a full redesign, your CTA strategy and execution could always be refreshed.

SOURCED AND RELATED ARTICLES

Putting Buyer Personas Into Practice [\[view\]](#)

Unusual Call to Action Examples That Actually Work [\[view\]](#)



Social proof refresh

Help visitors see themselves buying from you

Social proof is powerful — authenticity is credibility. Psychologically, it prompts your audience to consider whether what they believe aligns with how others feel. Show customers they're on the right track. Make it easy to keep things fresh, though — 83% of consumers say reviews more than three months old are irrelevant.

HELPS SOLVE FOR:

- ☒ Fewer repeat visitors
- ☒ Decreased brand authority
- ☒ High bounce rates

Refreshing approaches

If you have these on your site, consider where they're displayed for greatest relevance and resonance. And don't forget to regularly update awards & recognitions or industry association logos.



Add testimonials

SIMPLE

Inviting happy clients and customers to share feedback, then attributing a quote to them (with their permission) on your site is straightforward. Add a dedicated page or pepper them into service descriptions, product specs or other sections where users are looking for straight facts. Your copy is more powerful when words from others supplement — and reinforce — your statements. Especially if they're doing it through video you can embed.



Incorporate UGC

INTERMEDIATE

Giving up control isn't easy. We all want highly polished, perfectly crafted-and-delivered information on our sites. While legal and marketing teams have final say over what lives on the company's digital property, leaning into the authenticity of raw content breeds trust. Styled marketing photos alone are nice, but user-submitted photos of your product or destination gives some a fuller, truer sense of your brand experience. Elevating how others perceive you, warts and all, scores points with your audience.



Embed reviews

ADVANCED

While [95% of customers](#) read online reviews before buying a product, 94% say reviews have made them avoid a business. Handle this double-edged sword with care. Audit B2C and B2B consumer sites and social media to get a handle on what people might say if you offer opportunities to review on your site. Your CMS/DXP will have widgets that allow you to embed reviews from Google and other outlets into your site. Just remember to keep those fresh.



Pro Tip

The name of this game is authenticity

Social proof means transparency. You're letting others sing your praises — but let's face it, not everyone is giving you five stars. Putting what others say front and center is a vulnerable step. In seeking out their feedback, you'll hear things that don't feel great. Don't ignore it, though. Those data-points allow you to improve. Have a response plan ready for unpleasant feedback, too — 53% of consumers expect brands to respond to negative reviews within a week.



Industry: Ecommerce

Website: [Callisterschristmas.com](https://callisterschristmas.com)

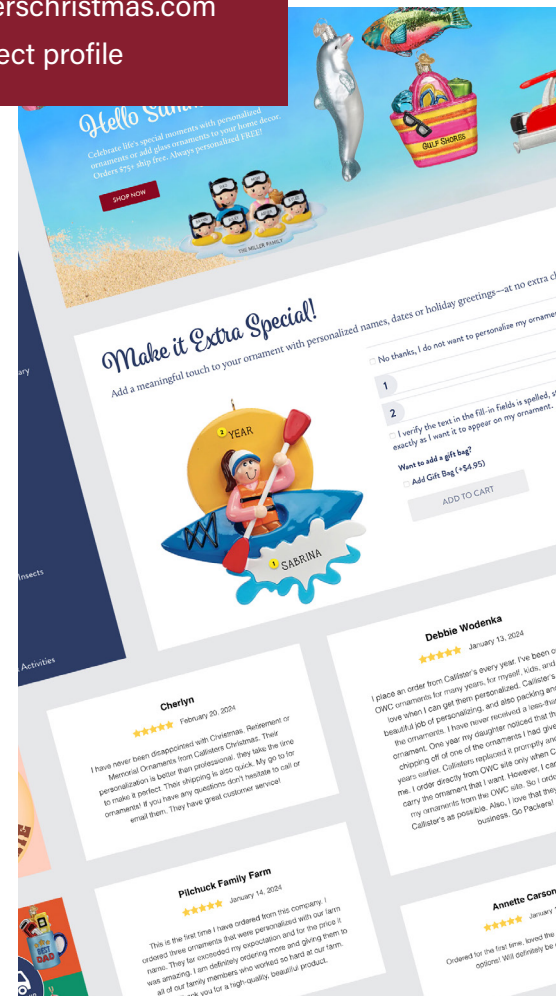
[View full project profile](#)

Site visitors consider more than products when deciding whether to buy. Your service matters, and Callisters scores highly on this front. A big part of this buying experience is the customer's ability to personalize with handwritten names and messages on ornaments at no extra charge, so reviews of this process go a long way. Post-purchase, they invite customers via email to review their most recent experience. That information goes to Shopify, which dynamically pushes those latest write-ups to the Callisters home page. We refreshed the site with this feature after realizing that product reviews for hundreds of SKUs had less visibility — and were more subjective — than meaningful interactions with the brand.

SOURCED AND RELATED ARTICLES

[Enhance Your Website's Careers Page](#) [\[view\]](#)

[90% of Customers Read Reviews Before Buying \(Brand Rated\)](#) [\[view\]](#)



4

Content audit & updates refresh

Stay relevant, unified and consistent

You work hard to get new articles, whitepapers, services and everything else on your site efficiently. The content was almost perfect at the time — what about today? Your organization's goals and priorities have changed. Maybe your leadership and brand voice have, too. User expectations and digital best-practices certainly have.

HELPS SOLVE FOR:



Loss of traffic to competitors



Audience lack of trust



Disengaged website visitors

Refreshing approaches

User engagement will lag over time. It's not difficult to fix that.



Fix what's broke

SIMPLE

If left alone, websites do not age well. Yours might have links to outside pages that no longer exist. Beyond technical snafus, content might cite laws or regulations that have changed. The company's latest and greatest product three years ago might have been surpassed by new versions. That testimonial from your client's CFO? She's worked somewhere else for six months. So has that new employee you welcomed in a blog a while back. Audit what you have regularly for accuracy and relevance.



Show yourself

INTERMEDIATE

Your content should reflect your company's strategic priorities. Those goals change. As do key messages, brand voice & tone, insights, position in the market, goals, macroeconomic trends, technology, consumer sentiment — the more content you have, the harder it is to correct course. Have a clearly documented content strategy to inform what you'll keep, change or remove. And get ready to edit anytime there's an update to your brand style guide, or even your preferred writing style guide (AP, MLA, etc.).



Check your POV

ADVANCED

Your content stands out when it has a strong point-of-view. When you're the industry expert or leader in your vertical, you're not afraid to go out on a limb for something you believe strongly. When you publish that type of content, it might seem edgy. It might have been ahead of the curve, cutting-edge thinking. You might have framed it that way. How does it hold up? Have your competitors caught up? Or have the times even proved you were off? Revisit those topics often and think about how you feel today.



Pro Tip

Make high-cost-to-produce content more evergreen

Copy is easy to update. High-quality video should be built to last. Select the topic you're addressing carefully. If you're responding quickly to an event or moment, a lower quality iPhone video for social media is fine. More polished pieces should have a long shelf life and broad appeal across audiences. And remember, featured individuals and even logos might not be current in a few years.



lightburn

Industry: Professional Services

Website: [Lightburn.co](https://lightburn.co)

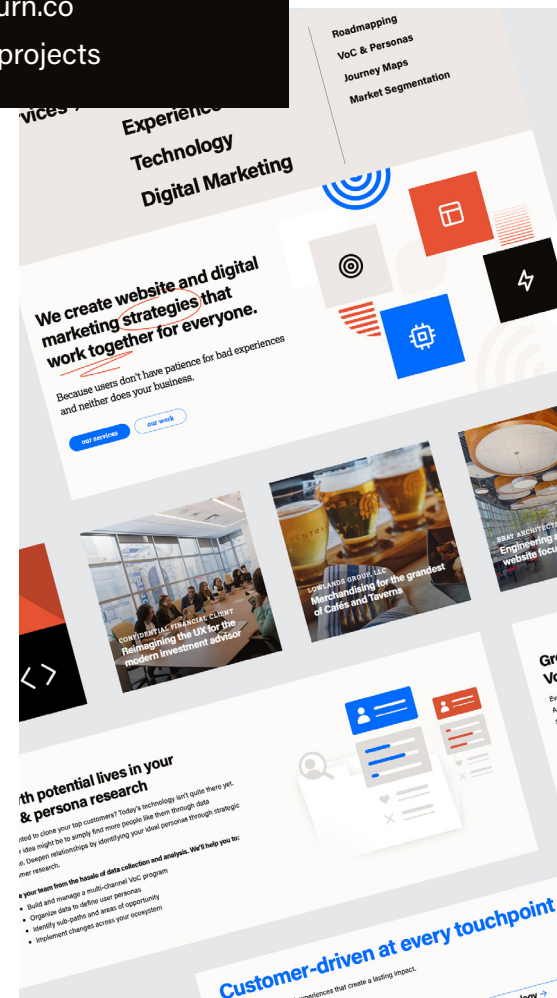
[View related projects](#)

With new service offerings and a CX-focused approach, our agency determined that navigation would need to be relabeled and copy rewritten — without reducing quality, breaking infrastructure or alienating existing clients. We jumped into an MVP project using existing site structure to present service categories, creating new pages without deleting old to preserve initial copy, paying special attention to rerouting or archiving older pages and URL changes. Strategy called for an iterative process within the site's constraints. We focused on keywords for a competitive advantage in search and in appealing to multiple audiences. Changes to on-page copy, metadata and even refreshed images all reflected our updated message and services.

SOURCED AND RELATED ARTICLES

Still Winging It? Why Your Website Needs a Proper Content Strategy [\[view\]](#)

Our 60-Minute Content Audit: An Investment in the User Experience [\[view\]](#)



Make no mistake, nobody has full control over how highly they rank in search engine results. But everyone has plenty of influence. Evaluate both what's on-page and under the hood. Algorithms get more sophisticated every day. So do the tools available to you. Technical SEO starts as a refresh — then should remain an ongoing priority.

HELPS SOLVE FOR:

- ☒ Sinking average SERP position
- ☒ Damage to brand reputation
- ☒ Lack of qualified leads

Refreshing approaches

Today 'search' still means 'Google' given its 90%+ market share. But don't neglect Bing Webmaster Tools. And monitor how you come up with inquiries on LLMs like ChatGPT.



Google's tools

SIMPLE

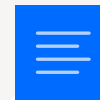
XML sitemaps and robots.txt optimization make your site more easily crawled by Googlebot. Core Web Vitals assesses site metrics that impact users, which affects rankings. Many of us use Search Console, but perhaps not to [its full potential](#), to understand how we're performing. Regular technical SEO audits are essential as Google continually refines its algorithm. For businesses eyeing local customers, optimizing My Business for name, address and phone significantly affects how you appear.



Yes, backlinks

INTERMEDIATE

Other sites citing your content builds credibility with search engines. Search Console helps — you can also create a link profile and monitor your standing with free backlink analysis tools like OpenLinkProfiler or Moz Link Explorer. Evaluate your options in terms of data accuracy, depth of analysis, reporting, toxic link detection and other criteria. While you're at it, make sure your URLs are consistent, clear and descriptive.



Rich results

ADVANCED

Google will tell you these don't factor into ranking — but they definitely help your site stand out in search results with contextual content that gets more clicks. Reviews, recipes, events, products and other snippets show up if you add schema markup to your pages. Rich results also include carousels, images and other non-text elements that appear at the top of SERPs.



Pro Tip

Don't try to game the system

You will be penalized in search for misusing structured data. Always make sure this data accurately represents what's on your site pages and follows Google's guidelines. They will in all likelihood catch anything that's incorrect or looks spammy. If you're tempted to add code for content you don't have on your site, the best solution is to add that content to your site the old-fashioned way.



Zorn distributes, maintains and repairs air compressors and equipment. While Zorn's site was "healthy," they recognize that technical SEO is never finished. We addressed 404 errors, broken links and page redirects as needed, and we make sure load times are up to speed. At the same time, we've optimized keywords in title tag metadata to reflect how users think, talk and ask questions to bridge organic content with technical practices — for a 101% YoY traffic growth. Schema markup work has helped them break into a new local market. These and other tactics have taken their technical health score from 71 when we engaged in 2021 to being consistently in the 90s. What began as a refresh effort became ongoing as the Zorn team appreciates that technical SEO is not a set-it-and-forget-it tactic.

SOURCED AND RELATED ARTICLES

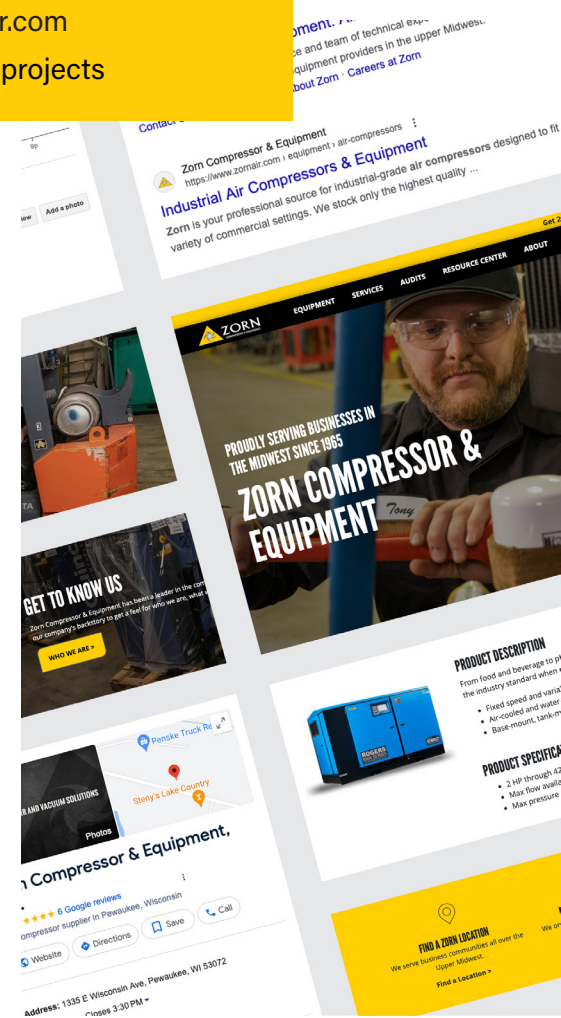
Schema Markup and its Impact on SEO and SERP Snippets [\[view\]](#)

Are WebP Images the File Type of the Future? [\[view\]](#)

Industry: Manufacturing

Website: [Zornair.com](https://www.zornair.com)

[View related projects](#)



Content search/sort/filter refresh

Optimize access to be more user-friendly

As your content volume grows, high-quality, relevant pieces can get buried by what's new. Your audience doesn't have patience to dig for the blogs, articles, case studies, manuals, and other structured content they want. Hubs, tags and other tactics organize your content in a predictive, user-friendly way. Make it simple to make it easy.

HELPS SOLVE FOR:

- ☒ High volume of questions
- ☒ Lack of site engagement
- ☒ Diminished brand authority

Refreshing approaches

Evaluate how you're surfacing content — its organization, search/sort/filter tools and visual presentation.



Related content

SIMPLE

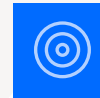
Start by identifying your core topics. What content is most popular? What's driving traffic? What are your organization's key business offerings? Go beyond site data. Survey customers and sales teams to learn which materials help them most. Then tag blogs, articles, news, case studies and other structured content based on a relatively narrow set of topics. Organize with a topic pillar page and cluster subtopic pages. If you don't have it, add functionality that serves up related content to increase their time-on-site and engagement.



Content hub

INTERMEDIATE

A repository or library of content centralizes multiple post types and structured content in a single hub for easy user access. How you organize that hub is what tips it toward either useful or frustrating, though. Give it search/filter functionality for copy terms and topic tags. Create icons to designate content types — sell sheets, FAQs, thought leadership, company news, infographics, video, documentation, etc. — for visual scanability.



Be intentional

ADVANCED

You might have a dynamic content feed in place so the latest, most popular or most relevant content is front and center. Is that feed the same for everyone? Or do you target persona types with personalized selections? If they're signed into an account with you, you'll have information associated with their profile that can dictate what content is featured. Even without an account, tracking behavior on your site gives you data for when they return, including where you perceive they are in the buyer's journey.



Pro Tip

Take care not to overwhelm users

Mobile traffic accounts for 86% of internet usage. Too much content calls for scrolling, with users dealing with eyestrain and other frustrations. You might love that whitepaper from 2022 that only three people opened last year. Take it offline and send to customers or prospects when it's useful. Review metrics that reflect (un)popularity to make hard decisions easier.

DESTINATION DOOR COUNTY

Industry: Travel & Tourism

Website: Doorcounty.com

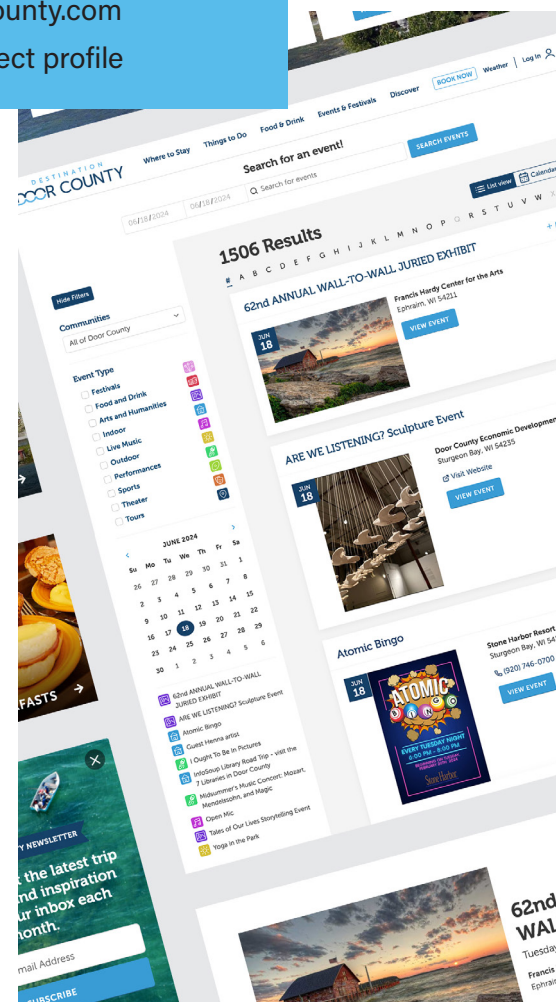
[View full project profile](#)

Wisconsin's treasured travel locale is home to more than 1,000 events worthy of note each peak season. Individuals planning to visit might get overwhelmed if their only option was scrolling through that list. We worked with DDC to add different filters along with calendar- or list-view display options to their events page — users can now narrow down their possibilities by community, event type and date, along with search terms. Looking for live music in Sturgeon Bay the last weekend in July? Now it's simple to see the Stone Harbor Resort has got you covered.

SOURCED AND RELATED ARTICLES

Monitor the Health of Your Website With These Top Five KPIs [\[view\]](#)

Internet Traffic from Mobile Devices Stats (What the Big Data) [\[view\]](#)



Design style & assets refresh

Optimize access to be more user-friendly

Your brand identity evolves. So do design trends — and cultural trends. Marketing pros create or purchase new photography when what's on the site is clearly from last decade. A site refresh isn't piecemeal, though. Changes to branding, campaigns or products, or a merger/acquisition call for a wholistic approach to look and feel.

HELPS SOLVE FOR:

- ☒ Poor brand perception
- ☒ Short on-site sessions
- ☒ User disengagement

Refreshing approaches

Look at your processes and available technology to gain design efficiency, consistency and inspiration.



Stay consistent

SIMPLE

Some sites look like their designers were building the airplane while flying — not ideal to figure it out as you go. A visual refresh presents you with the opportunity to step back and bring it all back together into a cohesive whole. Once you have the new brand playbook, think about how it can translate to the web while adhering to accessibility best practices. Audit all your site's pages and images to document everything that no longer aligns with new brand standards. Apply that design in mockups and get started.



Use automation

INTERMEDIATE

Design-to-website tools like Figma complement CMS platforms, enhancing workflows. They empower you to create design systems and libraries to stay consistent across projects. Plugins automate repetitive tasks to ensure all templates and themes are fully updated with all changes. Many integrate with developer tools — plugins for Figma bridge gaps by converting designs into WordPress themes.



AI tools

ADVANCED

AI tools analyze patterns in user behavior to predict which design elements will be best. They accelerate A/B testing by running several simultaneously then implementing the most effective changes. Use AI algorithms to modify design, images and layouts in real time for individuals based on interactions for greater engagement. Image recognition and enhancement tools improve resolution, remove background noise and suggest adjustments based on content and context.



Pro Tip

Keep design aesthetics human-centered

Individuals have greater empathy for your audience than machines — and a better sense of how to translate your goals to digital. Designers know your brand and can leverage automation and AI tools to do their job efficiently. Real-world research and on-the-job knowledge allow them to see all angles of complex problems. Equip them with helpful technology to bring their vision to life.



Industry: Logistics, Technology

Website: [Zubie.com](https://zubie.com)

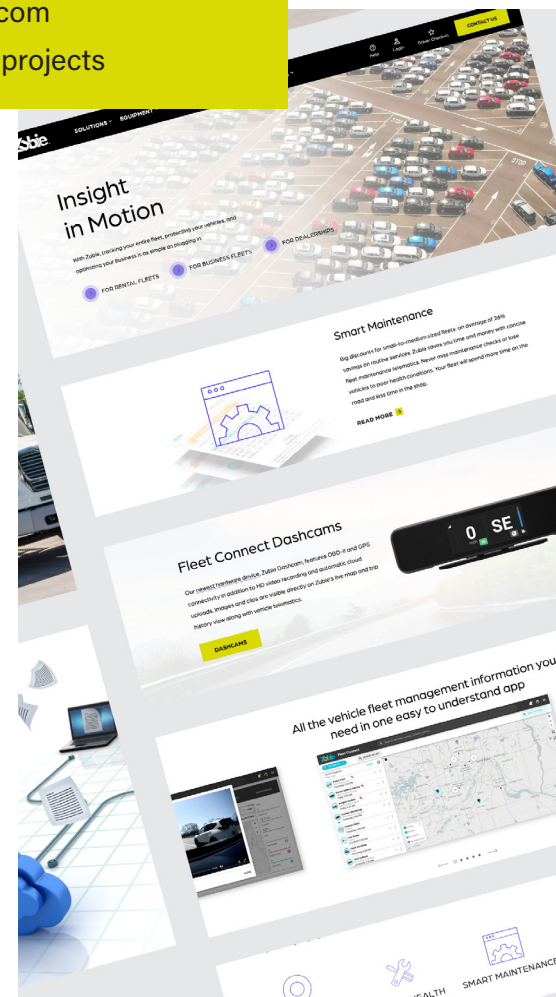
[View related projects](#)

This advanced vehicle tracking technology provider needed to better showcase their forward-looking technology online. We followed Zubie's updated brand guidelines, applying the structure in practice on their site. With color, typeface, graphic elements and photography style defined to reflect Zubie's streamlined identity, we identified and secured new assets. Additionally, our designers created then implemented refreshed textures, backgrounds and colors that adhered to the guidelines.

SOURCED AND RELATED ARTICLES

Evolve Your Brand by Deploying a Design System [\[view\]](#)

Digital Marketing Begins During the Web Design Process, Not After [\[view\]](#)



Information architecture & navigation refresh

Shaping (and reflecting) the customer journey

Retention is directly affected by navigation — if consumers have a bad experience, 88% say they won't return. Customer service isn't just a department. It's about creating a positive experience at every touchpoint. Information architecture should be clear and easy instead of overwhelming. And your menu isn't the only way to show the way.

HELPS SOLVE FOR:



Abandoned sessions



Low conversion rates



High customer service volume

Refreshing approaches

Take time to evaluate if your navigation is giving you the results you want. Are analytics or user interviews showing poor performance? Help alleviate those pain points.



Remix it

SIMPLE

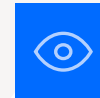
Use Google Analytics to identify high-traffic pages and Hotjar or Clarity for heatmaps. Then develop a visual hierarchy to emphasize those pages with larger fonts, bold colors and prominent placement in both your menu and footer. Breadcrumbs also help give users a sense of their place in complicated content hierarchies for easy backtracking. Being clear is critical in this practice — keep labels straightforward and brief. Speak the user's language, not your jargon. Be helpful, not clever.



Menu design

INTERMEDIATE

Some menus are narrow at the top with long drop-down options. Others have more selections to start but are flatter in secondary navigation. What's the right way? Prioritize helping users know what's on each page. Sites with individual product pages across several different categories might need tertiary sub-menus. Fewer pages on your site typically means simple, shallow navigation is best. Consider giving more information in a hover state to clarify what's in store before they take a next step by clicking.



Go beyond

ADVANCED

Supplement traditional navigation on-page. Visual cues have universal recognition and are more intuitive — contrasting colors for on-page copy and design draw attention, icons paired with clickable titles give users a mental shortcut for what to expect, and font weights can change to prioritize content. Microanimations and hover effects reinforce that important pages are clickable. Don't overlook ARIA (Accessible Rich Internet Applications) attributes to help screen readers understand visual elements.



Pro Tip

Use journey mapping in design thinking

Navigation influences — and reflects — the customer journey. Useful journey maps are visualizations that tie data to action. Designers should use these foundational CX documents to bridge any gaps between the conceptual and practical. And while navigation on B2C and D2C sites often prioritizes quick conversions, strategists and UX teams should take a long-term view for journey-mapping.



Industry: Senior Living, Nonprofit

Website: Ovation.org

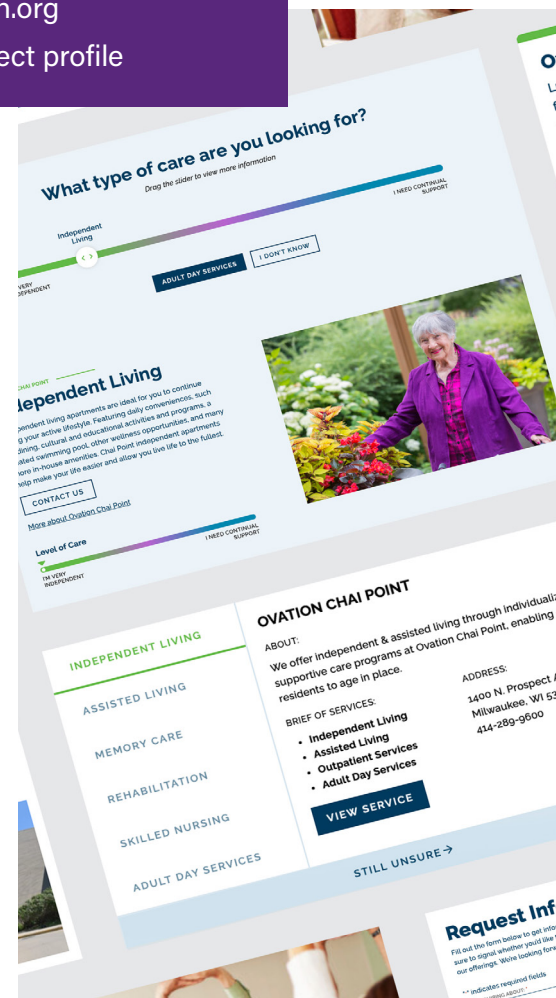
[View full project profile](#)

Since 1906, Ovation has inspired older adults to lead richer, more meaningful lives. Their unique facility on Milwaukee's lakefront offers a range of care under three communities, each with services for specific needs. Site visitors couldn't easily sort through their choices with Ovation's navigation, though. Primary navigation lacked a search feature, Care & Services sorting was confusing and design had unclear navigation. We took a less-is-more approach of naturally progressive disclosure of information, only offering more information upon request. Crucially, we implemented Service Options in the menu, which gives high-level explainers for each with clear next steps for interested users.

SOURCED AND RELATED ARTICLES

Build a Customer Journey Map That Gives You Insights for Action [\[view\]](#)

Top Website Statistics for 2024 (Forbes) [\[view\]](#)




Checkout experience refresh

Don't get in the way when they're ready to pay

You can have the perfect product for their need, an engaging marketing campaign, beautiful images and descriptions of what you sell with all the bells and whistles — yet customers still abandon their cart. Payment options, account verification, security, shipping choices and other issues can stop a transaction at the last second.

HELPS SOLVE FOR:

-  Cart abandonment
-  Low conversion rates
-  Customer frustration

Refreshing approaches

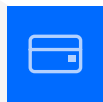
Find the wrinkles in your ecommerce experience and iron them out for immediate benefits.



Reassurance

SIMPLE

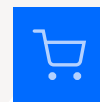
Sometimes users just aren't confident the transaction is secure. Display trust badges from reputable security providers like Norton and McAfee prominently near the payment fields and checkout button. Be transparent with pricing (if you're not already) to relieve anxiety. Disclose all shipping, taxes and additional fees up front so they don't experience sticker shock at the final screen. Similarly, share an overview for your return and refund policies, with quick access to details if needed.



Payment options

INTERMEDIATE

You have Apple Pay, but your customer is on a Google device. They set up Shop Pay, but you only offer PayPal. Consider what the alternatives or competitors are to your current payment method options and think about adding the most prevalent. Buy Now, Pay Later options are increasing in popularity to the point that your customer might expect it. If your customer is purchasing a subscription, give them a recurring payment option so it's automatic from now on.



Smarter cart

ADVANCED

Increase average order values by calling out how much more they need to spend to get free shipping. Upselling with a last-minute bundle-and-save option or cross-selling accessories for what's in their carts also helps AOV — as does inviting them to consider a higher-end version of what they're buying. Real-time low-inventory alerts give a sense of urgency for quicker checkout. If possible, consider an AI assistant available for shoppers to chat with that can immediately quell uncertainty.



Pro Tip

Know what's possible with your ecommerce platform

Not everything is on the table. What your refresh looks like will depend on your site's solution. Shopify looks better to some for security and transaction fees. WooCommerce might have an edge in scalability and payment option flexibility. Learn what matters most to your customers — and to your site admins, IT team, the revenue department and fulfillment operations.



Industry: Retail, Food & Beverage

Website: Kringle.com

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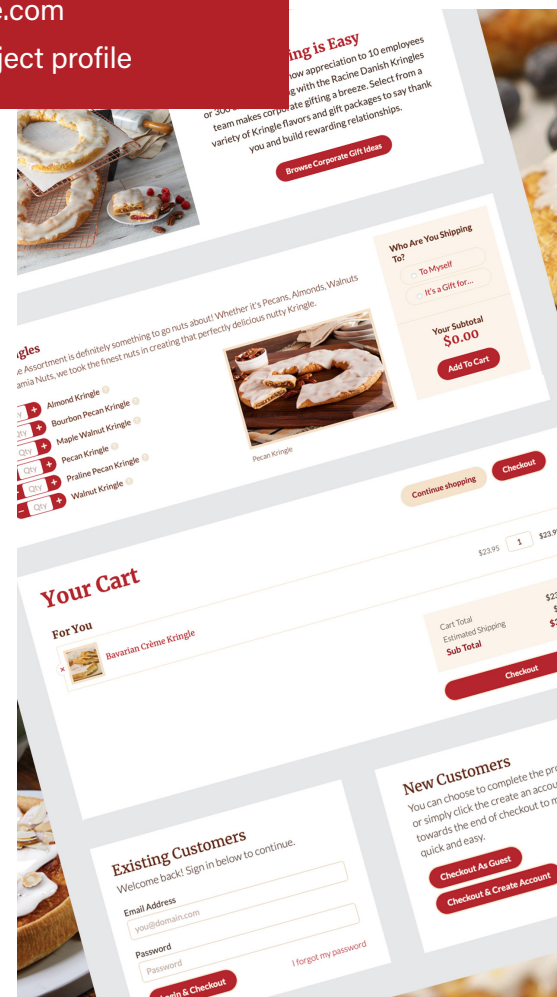
Though this Food Network favorite's roots are regional, the reach of their baked-by-hand delicacy extends nationwide. Especially during the holiday season. RDK needed to simplify the online purchasing experience while finding ways to increase ecommerce sales.

For the refresh, we designed a new commerce experience with effortless navigation and detailed product information. A custom checkout experience allows customers to place complex orders, pick their arrival date and ship to multiple addresses in one order. We built a quick-order screen for customers who know what they want and added highly customized shipping logic that's based on packaging size.

SOURCED AND RELATED ARTICLES


Improve Your Ecommerce Conversion Rate With These Top Tips [\[view\]](#)

3 Ecommerce Website Enhancements to Increase Online Sales [\[view\]](#)



You get plenty of site traffic and have a place on each page where interested visitors can complete a form. Too many start the process but never hit 'submit' though. Unfriendly layouts, unclear next steps — what's holding them back? And if they do complete the form, thank-you messages that set expectations are important, too.

HELPS SOLVE FOR:

-  Poor data quality
-  Low conversion rates
-  High abandonment rates

Refreshing approaches

Your forms are critical, not just for leads and sales. You can refresh newsletter sign-ups, ease customer service, simplify registration or anything else.



Tread lightly

SIMPLE

Your users get frustrated if they complete all fields then get an error message when submitting, having to hunt for where things went wrong. Real-time feedback when a field is filled incorrectly — or correctly — eases that tension. Error messages should be descriptive instead of generic "invalid entry" language. Give examples for correct formatting. Keep in mind that not everyone sees colors the same way, so use copy in addition to red or green signals. Finally, disable the Submit button until all clear.



Fully integrate

INTERMEDIATE

Your forms are likely integrated with Salesforce, HubSpot or another CRM to manage data. Revisit the form fields you have to determine if a bit more data would help sales teams qualify leads sooner and know where the user is in their buyer's journey. For B2C forms, make sure those fields are actionable for marketing automation efforts, with more information to segment users and engage with them through personalized, relevant campaigns.



Add logic

ADVANCED

Conditional logic increases completion rates by creating greater relevance through context. Fields won't appear based on user responses — for example if they say they're single, they won't be prompted to enter a spouse's information. Adaptive forms pull from previous user interactions on your site to pre-fill information they've already provided so they don't feel they're doing redundant tasks. You might also prompt them to fill fields they left blank in previous sessions.



Pro Tip

Don't ask for everything everywhere all at once

With automation and a solid workflow, you won't only have one shot to get data from users. Know where they are in their journey for each form. If they're in the information-gathering stage, you can ask for minimal information then follow up with an incentive to give you more context. That goes along with the need for logical flow in your form fields so your audience feels this is a natural, smooth process.



Industry: Manufacturing

Website: [Douglasdynamics.com](https://douglasdynamics.com)

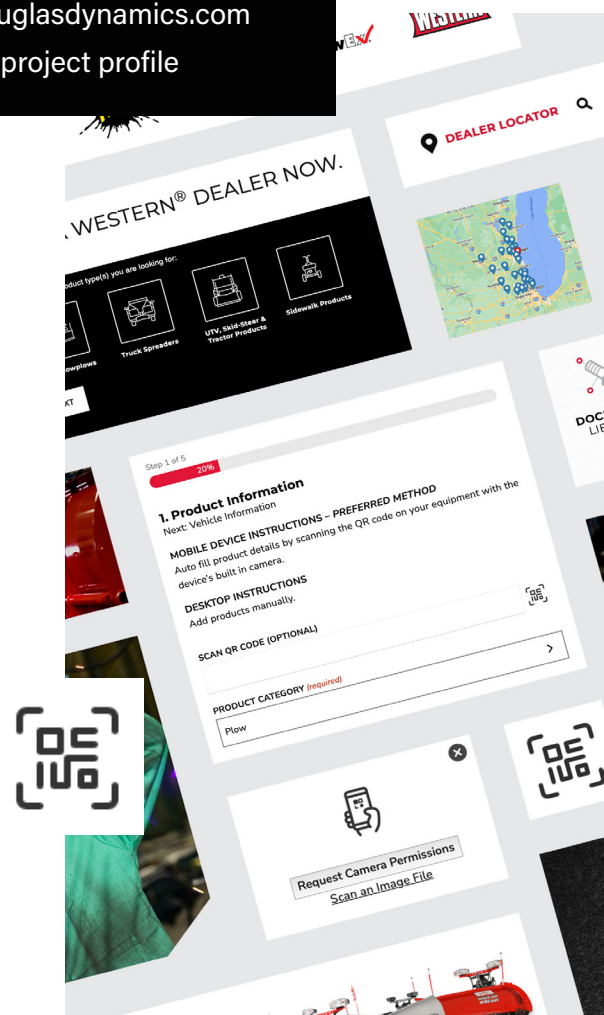
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Product registration form submissions only lived within the WordPress database. The premier manufacturer and upfitter of snow and ice control attachments was implementing Salesforce as their CRM. We integrated those forms to push information directly into Salesforce. At the same time, this was an opportunity to improve the forms design and UX. We created custom feature that allows users to search for their dealer by name or zip code, which dynamically populated the form with that info and pull serial numbers from a QR code on each product.

SOURCED AND RELATED ARTICLES

Improve Your Lead Form Conversion Rates With Click Map [\[view\]](#)

Managing Big Data to Create a Dynamic Business Directory [\[view\]](#)






Personalization refresh

Context makes a difference

One-to-one marketing doesn't take the same amount of effort it used to. Dynamic content displays different messages for unique visitors based on past interactions with your site — or in real time. Whether you're personalizing a bit or not at all, it's a key opportunity for giving your site a refreshed customer experience.

HELPS SOLVE FOR:

-  Low conversion rates
-  Poor customer loyalty
-  Lack of data insights

Refreshing approaches

Listen to user data so your content doesn't have to be all things to all people.



Be relevant

SIMPLE

Use geo-targeting to display content relevant to the user's location, including events, weather, or region-specific promotions and discounts. Adjust language based on time of day or day of the week. Give users options to set preferences for what content they see. Leverage user profile data if they're logged in — if sustainability matters to them, prioritize your eco-friendly products and services.



Dynamic content

INTERMEDIATE

Refresh with elements like images, headlines or product lists that change based on user behavior and preferences. Make product recommendations in real time based on how the user is browsing, suggesting similar or complementary products and services. CTAs can change in real time to gather more information or add a product to their cart depending on where the algorithm decides they are in their journey. Just make sure these changes don't slow down your site or hurt performance.



Where & when

ADVANCED

Use machine learning to predict user behavior and preferences to serve more precise content — algorithms incorporate past behavior to anticipate what info the user is most likely to engage with. The interface can even adapt in similar fashion with different navigation options to both shape and streamline their path to conversion. Add interactive elements like one-question quizzes or surveys throughout the site experience to tailor content according to their responses.



Pro Tip

Don't trip on the fine line between personalized and presumptuous

High-profile ransomware attacks have directly affected a high percentage of your audience. Don't go overboard. Respect their privacy and protect their data. Prioritize being helpful and efficient in giving them what you can discern they're looking for. Greeting them by name is one thing, explicitly stating what you know they came for and why is another. Be friendly, not eager.



Industry: Retail, Manufacturing

Website: Namebadges.com

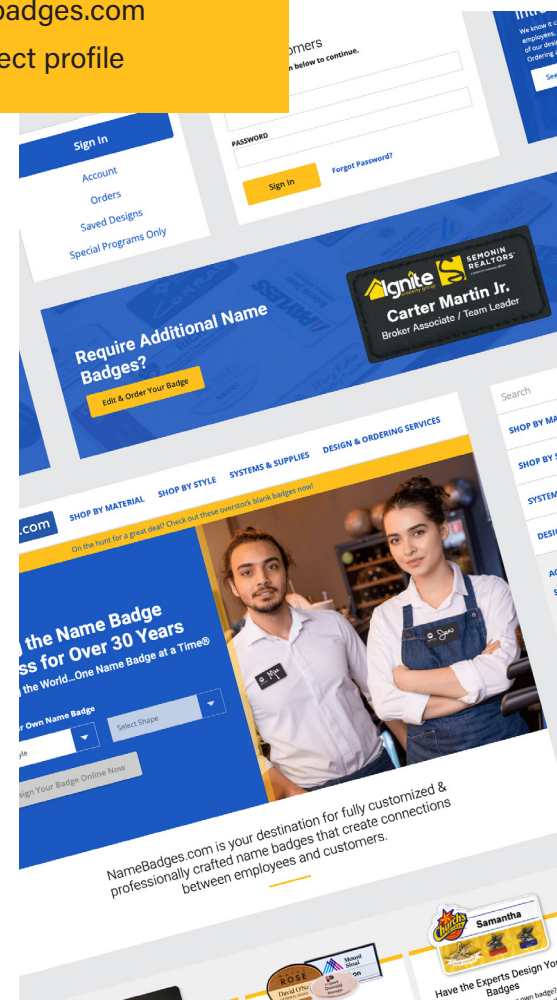
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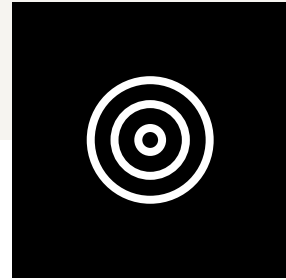
For a customer experience-obsessed maker of name badges for B2B businesses worldwide, a D2C move presented challenges along with opportunity. For their new ecommerce arm, namebadges.com needed to bring Cawley's high service standards to a new audience. To better connect with users, we implemented personalization tactics that display different online experiences for new or returning visitors. New customers are more formally introduced to the company and its products — while those who have already been through the process are directed straight into a reordering funnel.

SOURCED AND RELATED ARTICLES

Easy(er)-to-Implement Examples of Segmentation Strategies [\[view\]](#)

Marketing Automation: The Power of Personalized Web Content [\[view\]](#)





Ready to refresh?

Next steps:

- Gather customer feedback through a survey, testing or interviews
- Consider where improving site performance might align with business goals
- Look at reports for website and digital marketing to see where efforts might be flat or behind
- Gather your site admins, IT team, ecommerce leaders and other stakeholders to fully align
- Consult with digital experts to audit where you have opportunities to refresh

Learn more about what Lightburn has done for [businesses like yours](#).

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