



5 COMMON HOMEPAGE MISTAKES AND HOW TO AVOID THEM

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Is your homepage scaring people away? A surprising number of well-known websites make these common UX mistakes.





You have one shot to deliver a first impression. That's why your homepage should be perfectly tuned. A well-executed page must simultaneously:

- 1 Explain what you do or sell,
- 2 Feature specific products or promotions and
- 3 Quickly direct the potential consumer to their desired page.





While no site is perfect, simple mistakes disrupt the site's user experience and path to purchase thereby tanking conversions as potential customers click away. We've compiled a list of the top five most common homepage mistakes and how to combat them on your retail or eCommerce site.





MISTAKE #1: PRODUCT HIDE AND SEEK



PRODUCT HIDE AND SEEK

Consumers don't dig through a website looking for things they think will meet their retail needs. They want to dial in on what they are looking for right away. Failing to correctly represent your site can:

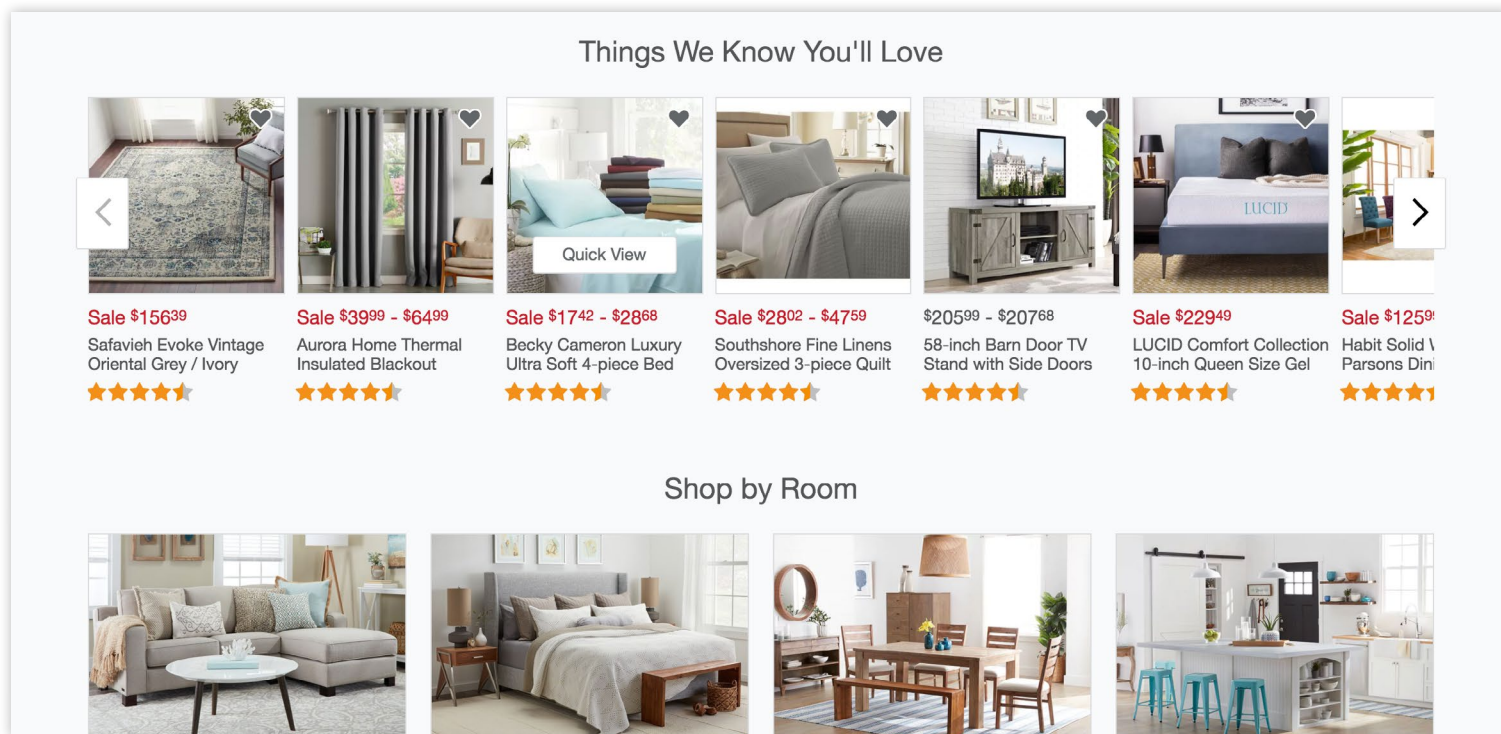
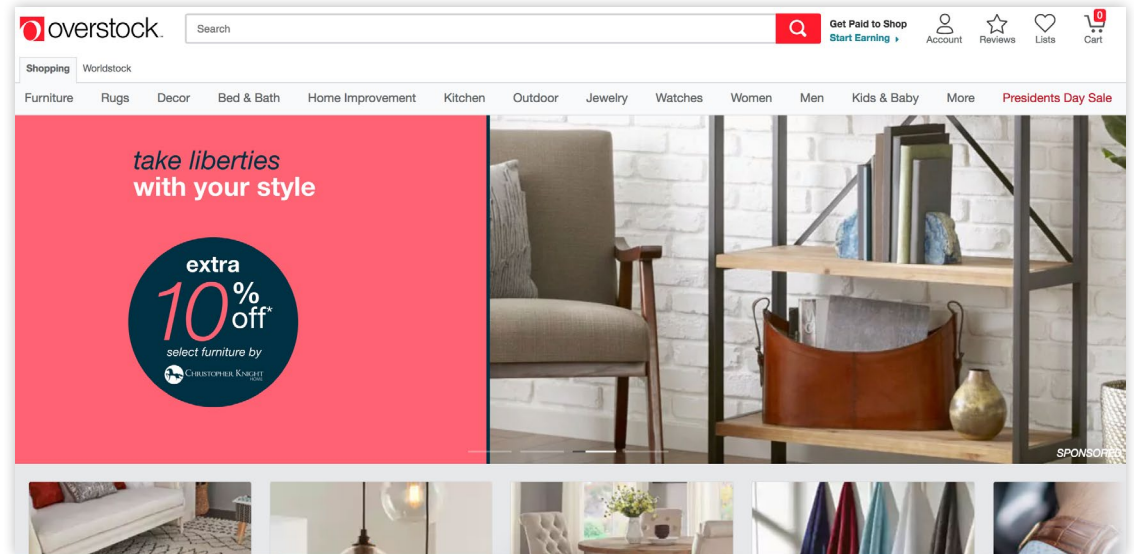
- Result in short and long-term sales losses
- Drive users to your competitors



Here's an example of poor representation on the homepage:

overstock.com

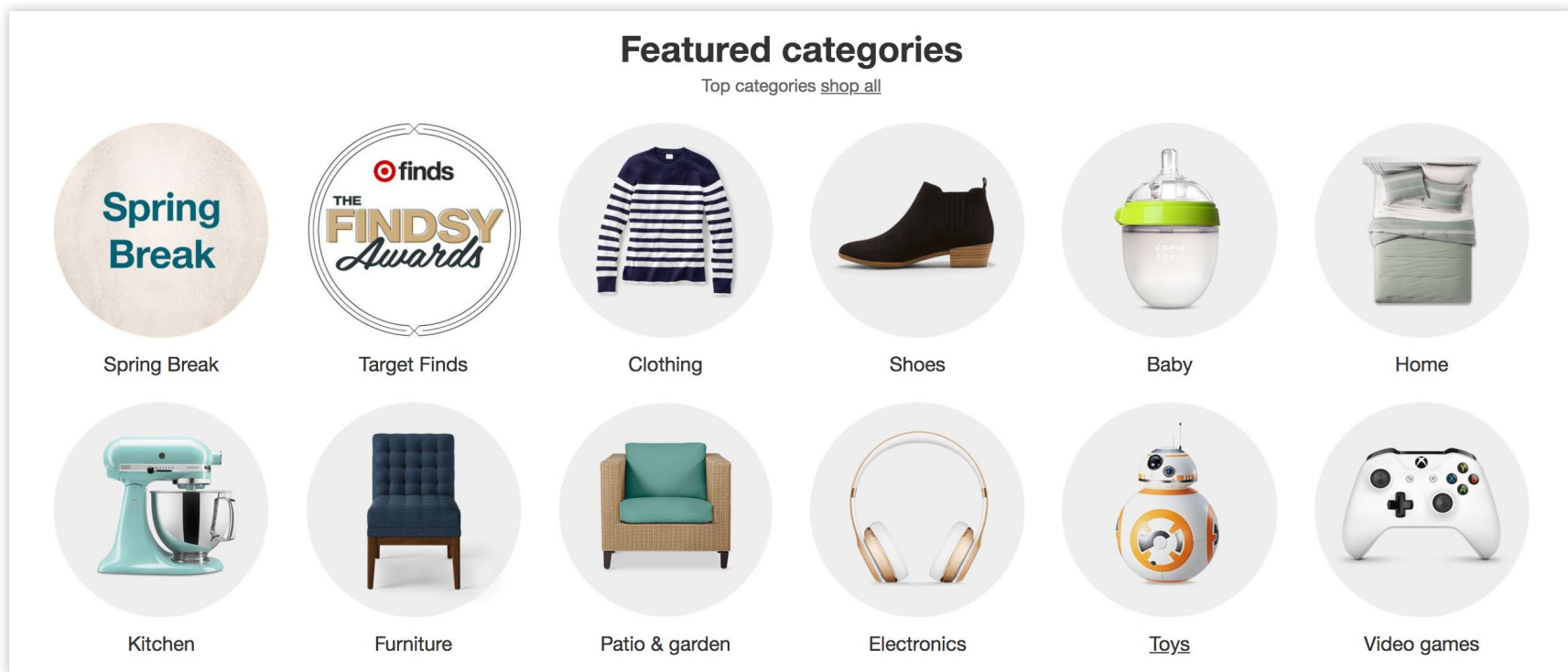
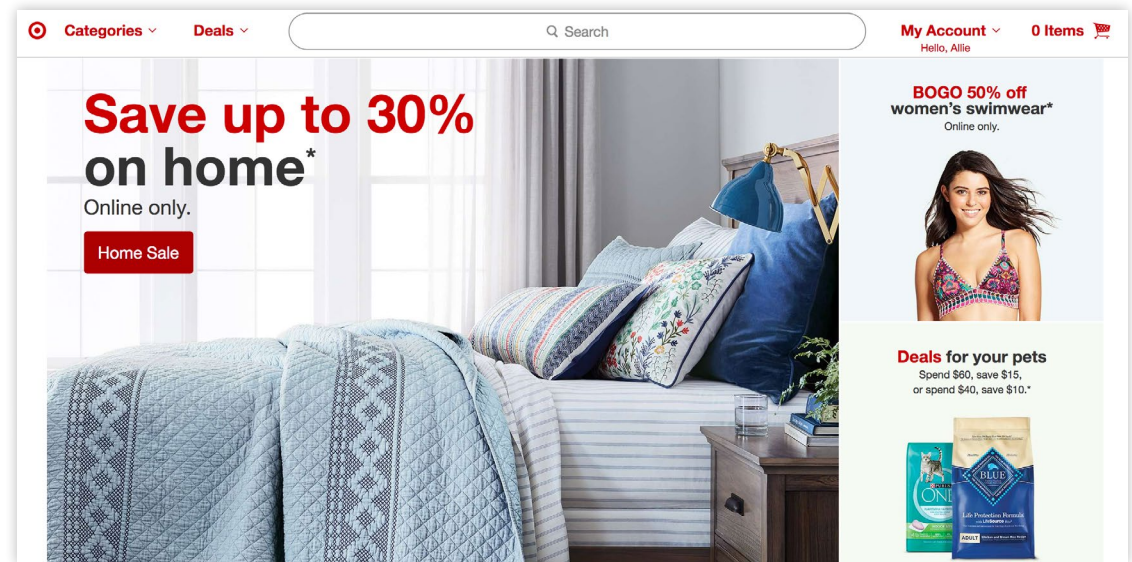
Overstock.com almost exclusively features furniture and home decor, but further exploration reveals they also sell jewelry, kitchen appliances and sporting equipment.



And here's an example of a well-executed homepage:

Target

Target does an exceptional job of balancing featured items and different shopping categories. Target's homepage even presents customers with all different shopping options on top of the full spectrum of categories.





MISTAKE #2: ADS ON THE HOMEPAGE



ADS ON THE HOMEPAGE

Advertisements, or content that looks like ads, mark the second most disruptive homepage error. Pop-up boxes, page takeovers, promotions or dialog boxes are poorly perceived and often leave users with a negative, even spammy, impression. Not to mention heading for the proverbial exit in frustration.

Promotions, dialog boxes or site specials should be carefully executed. Consider size, placement, timing and overall look and feel when adding these to your page.

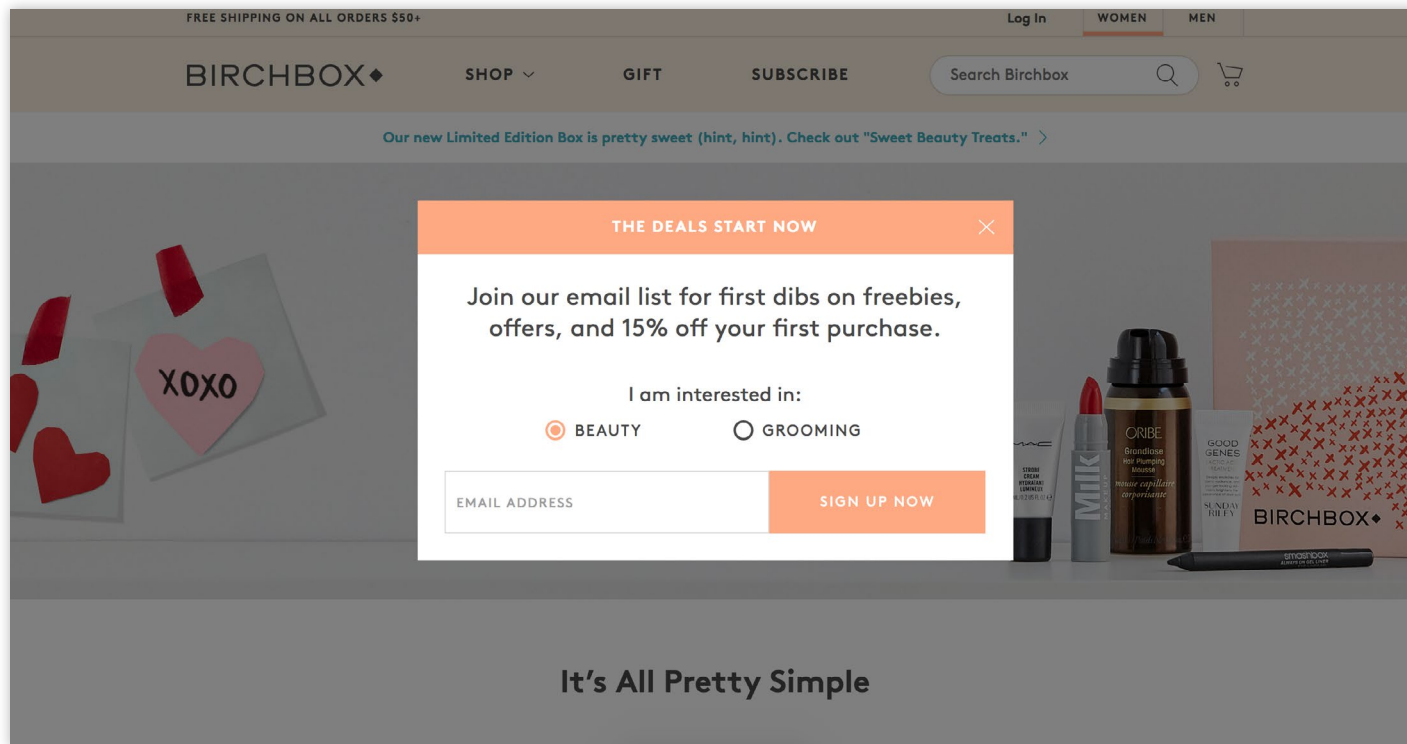
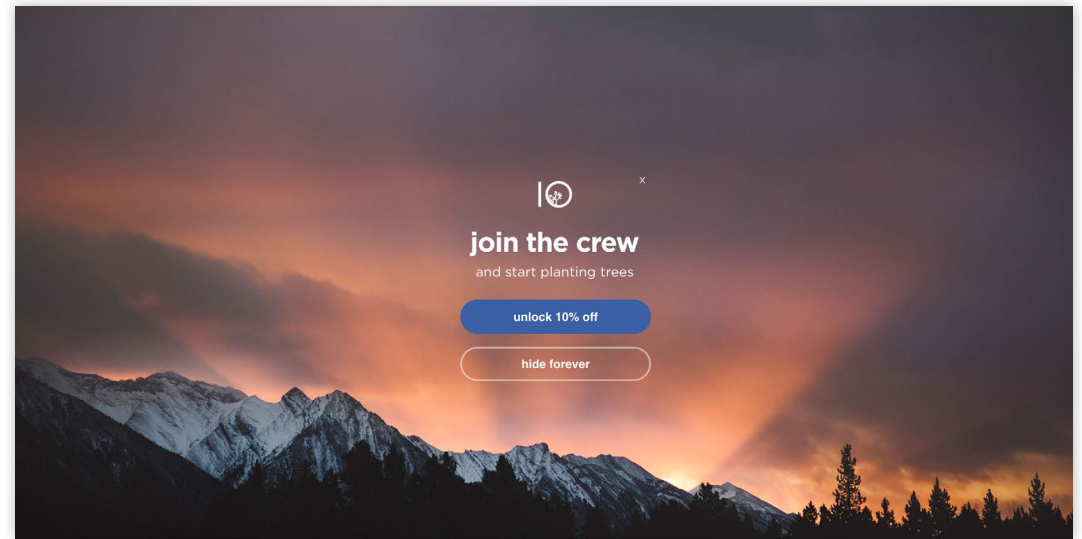


Poor “ad” executions:

Tentree

Birchbox

Users are immediately greeted with a pop-up box soliciting an email sign up. This pop up puts customers several clicks away from their desired page and asks for personal information from a consumer who may not be familiar with the brand.



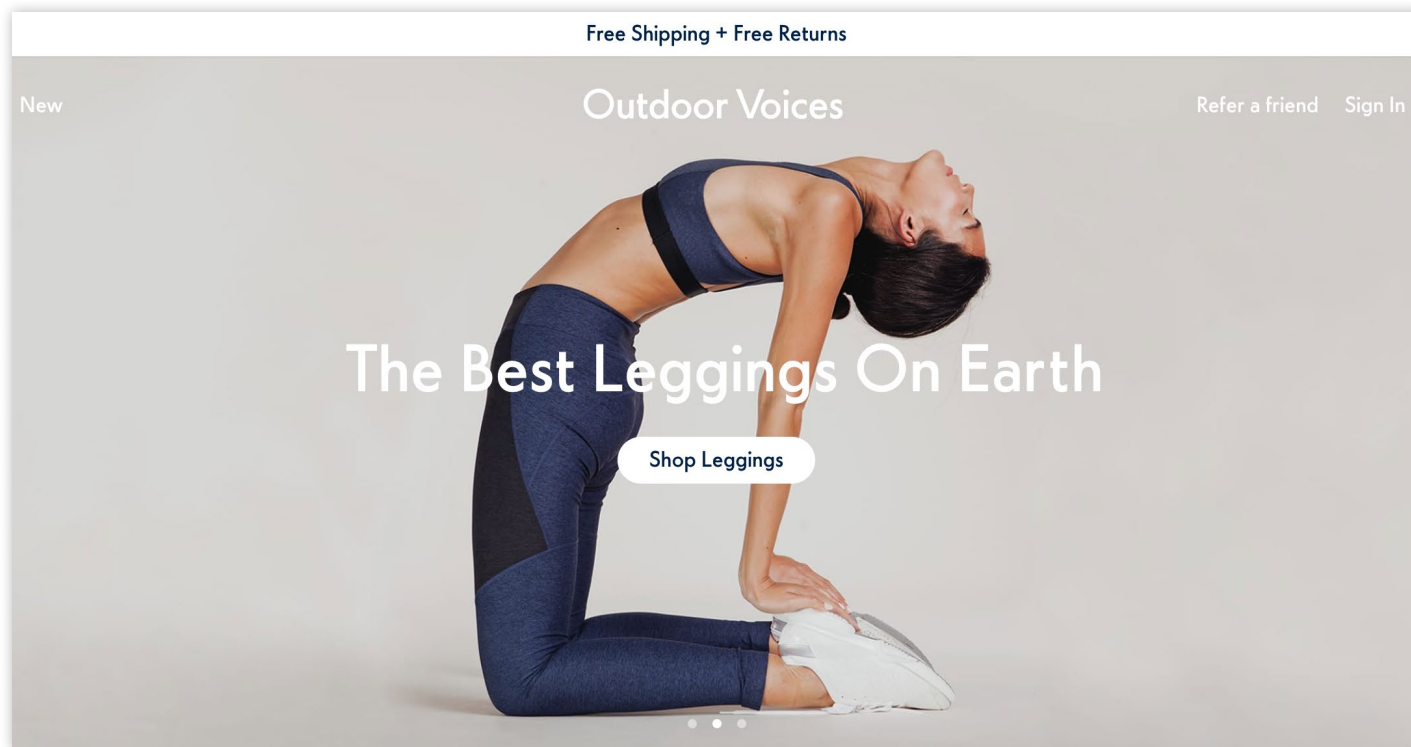
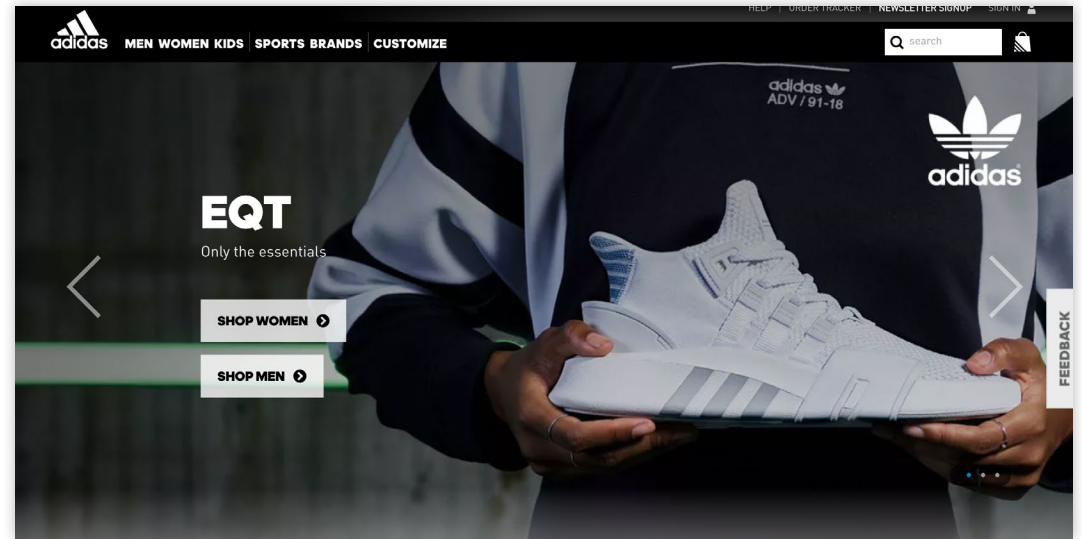
Good “ad” executions:

adidas

Outdoor Voices

adidas uses clean design, photography and CTAs to engage with users. There are no big promotional ads or pop-up boxes.

Outdoor Voices uses their homepage for product features and carousel images while still offering deals in a non-disruptive way. (Free Shipping callout at top of page)





MISTAKE #3: CAROUSELS WITH AUTOROTATION



CAROUSELS WITH AUTOROTATION

Carousels offer a clean, effective way to feature different products and promotions. However, when combined with autorotation, this common tool presents several challenges.

Autorotation poses readability and redirection problems for the customer. To combat these issues, carousels should:

- Rotate at a slower speed
- Pause rotation when hovered over
- Stop completely after any interaction



Poor carousel interaction (top right):

Mindy Mae's Market

Mindy Mae's Market features an auto-rotating carousel that rotates at a good pace but does not pause when hovered over or stop rotation after interaction.

Well-executed carousel interaction (below):

Converse

Converse adheres to correct carousel standards. Slides rotate at appropriate intervals, pause when hovered over and rotation stops after interaction.





MISTAKE #4: EFFECTIVE FILTERING



EFFECTIVE FILTERING

Filtering and organization is key to good UX. Consumers should be able to easily navigate away from the homepage. Oversimplified and undefined filtering methods may lead users to a page or product they weren't looking for, which causes frustration and abandonment.

Effective organization means:

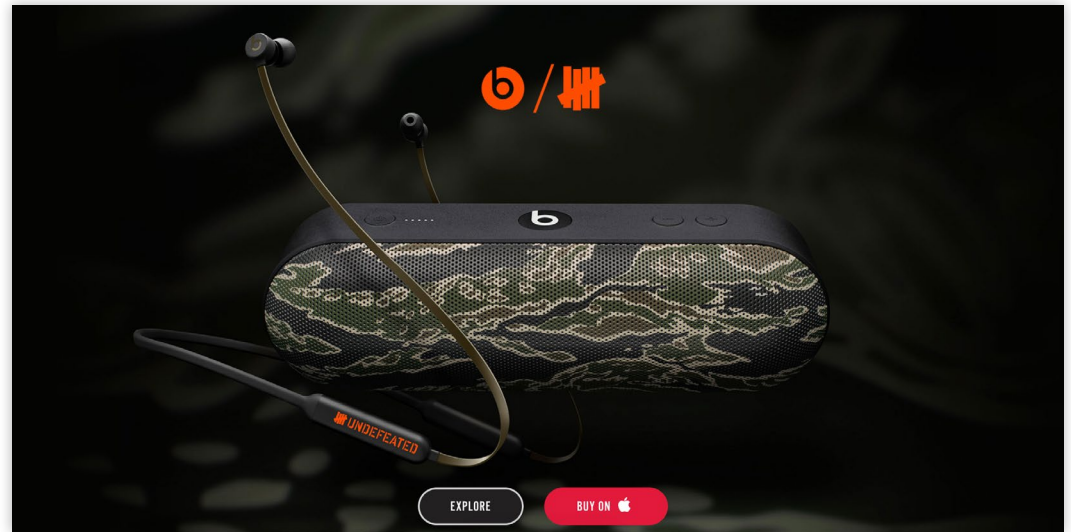
- Incorporating categories and subcategories into your site
- Allowing users to narrow their search scope until they find the desired page



Example of poor filtering:

Beats by Dre

Beats by Dre may have a sleek look, but they only feature specific products and do not mention or link to various categories.



Featured Products



Beats Studio³ Wireless - Matte Black

6 colors



BeatsX - White

4 colors



Beats Solo³ Wireless - (PRODUCT)^{RED}

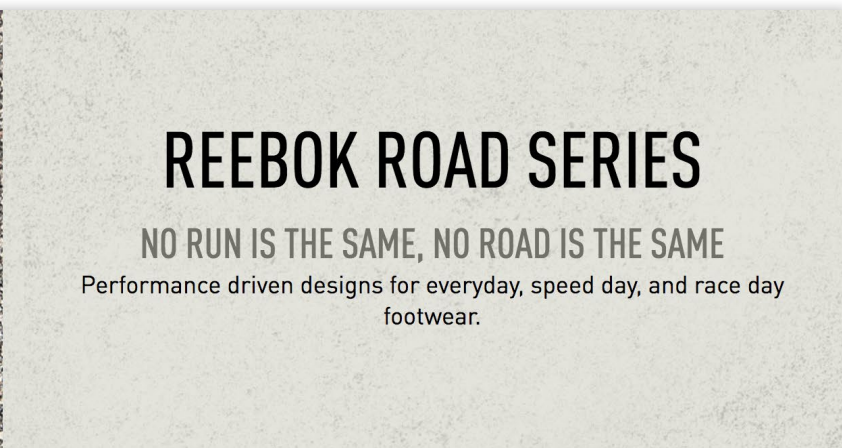
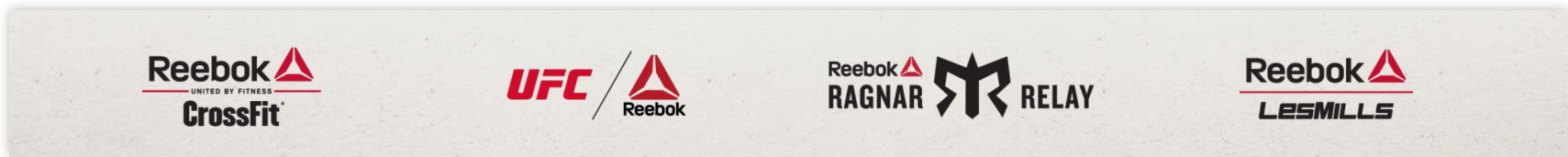
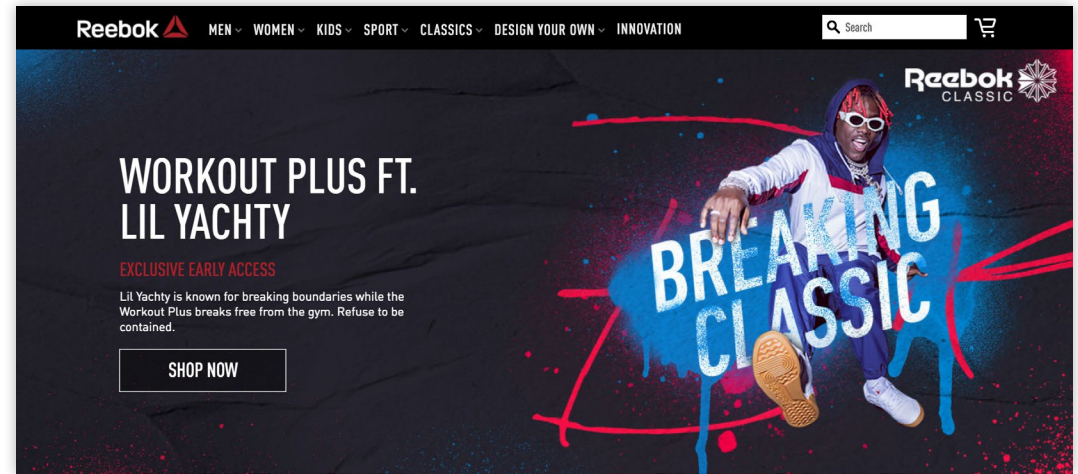
7 Colors



Examples of effective filtering:

Reebok

Reebok effectively features different categories, like CrossFit® and UFC, and offers various filtering methods in the page header.





MISTAKE #5: MAIN NAVIGATION AND SEARCH BAR LOADING



MAIN NAVIGATION AND SEARCH BAR LOADING

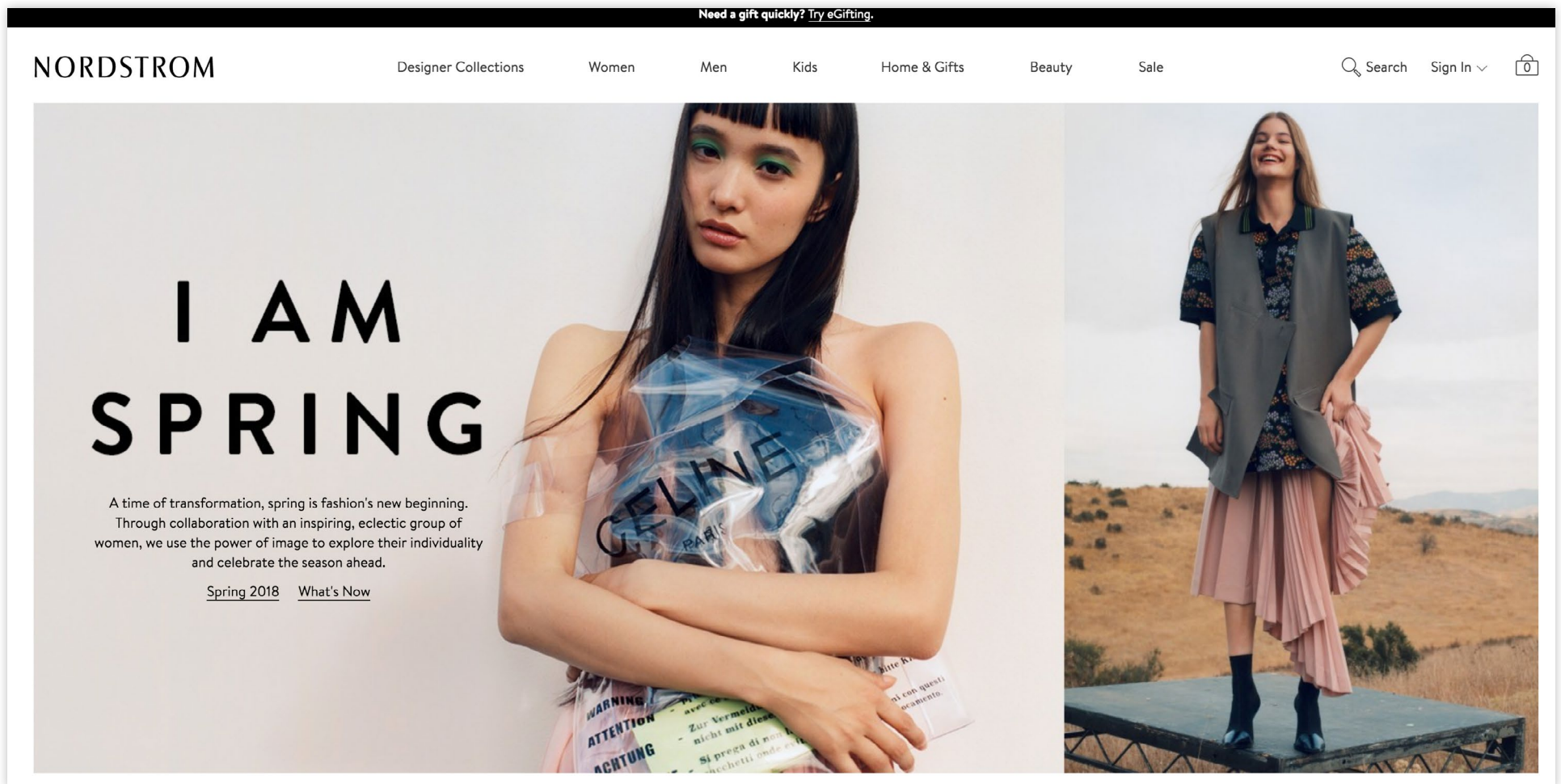
It's crucial your website accommodates return customer behavior with thoughtful design and better loading times. This can be achieved with HTML content ordering — prioritizing these elements in the code to be displayed before the rest of the page has been downloaded — or asynchronous loading— ensure these elements load quickly with other featured homepage elements.



In each of the following examples, the main navigation and search functions load either before or at the same time as the page. This gives users quick access to the action they need.

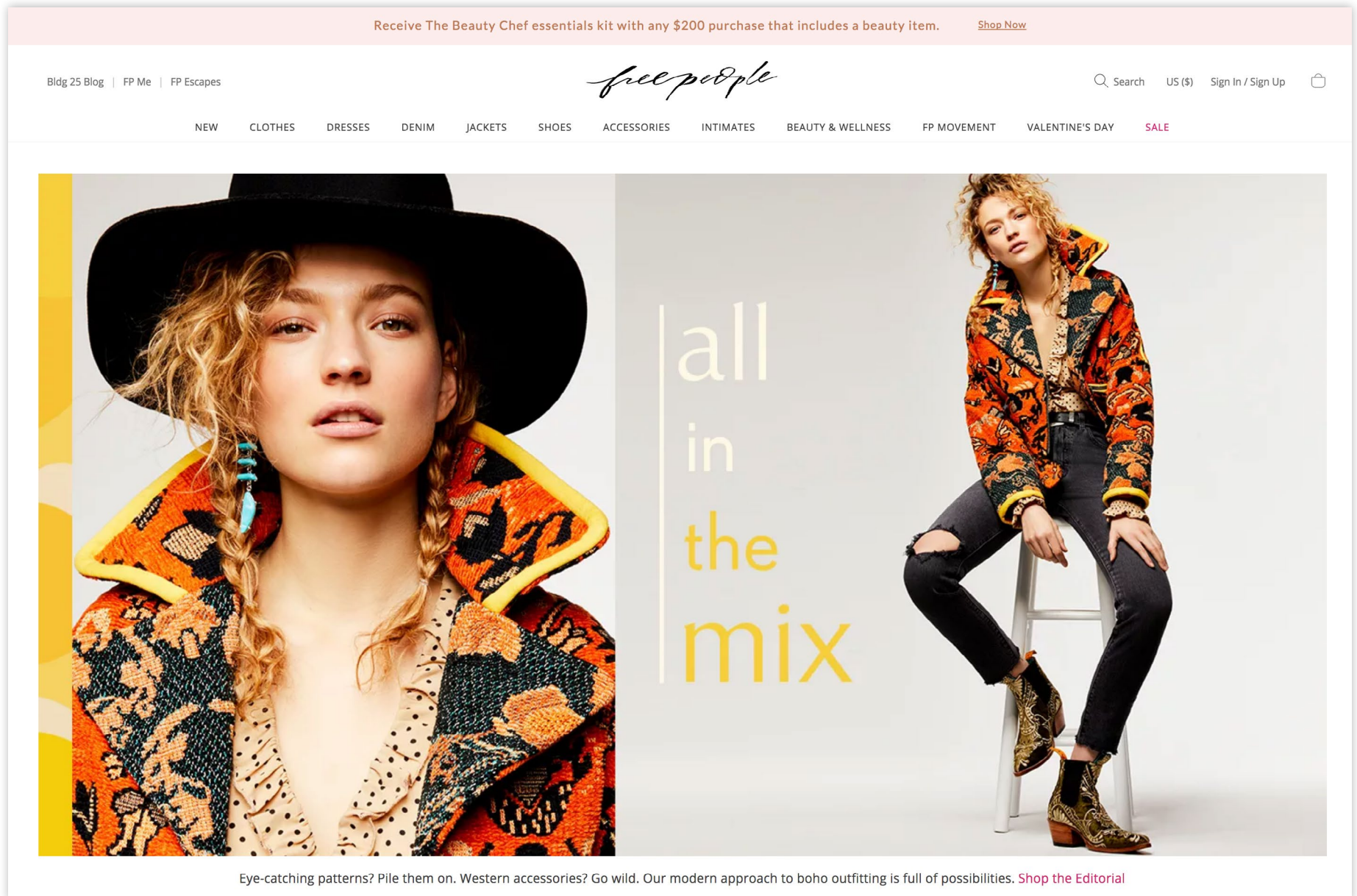
Examples of effective loading order:

Nordstrom



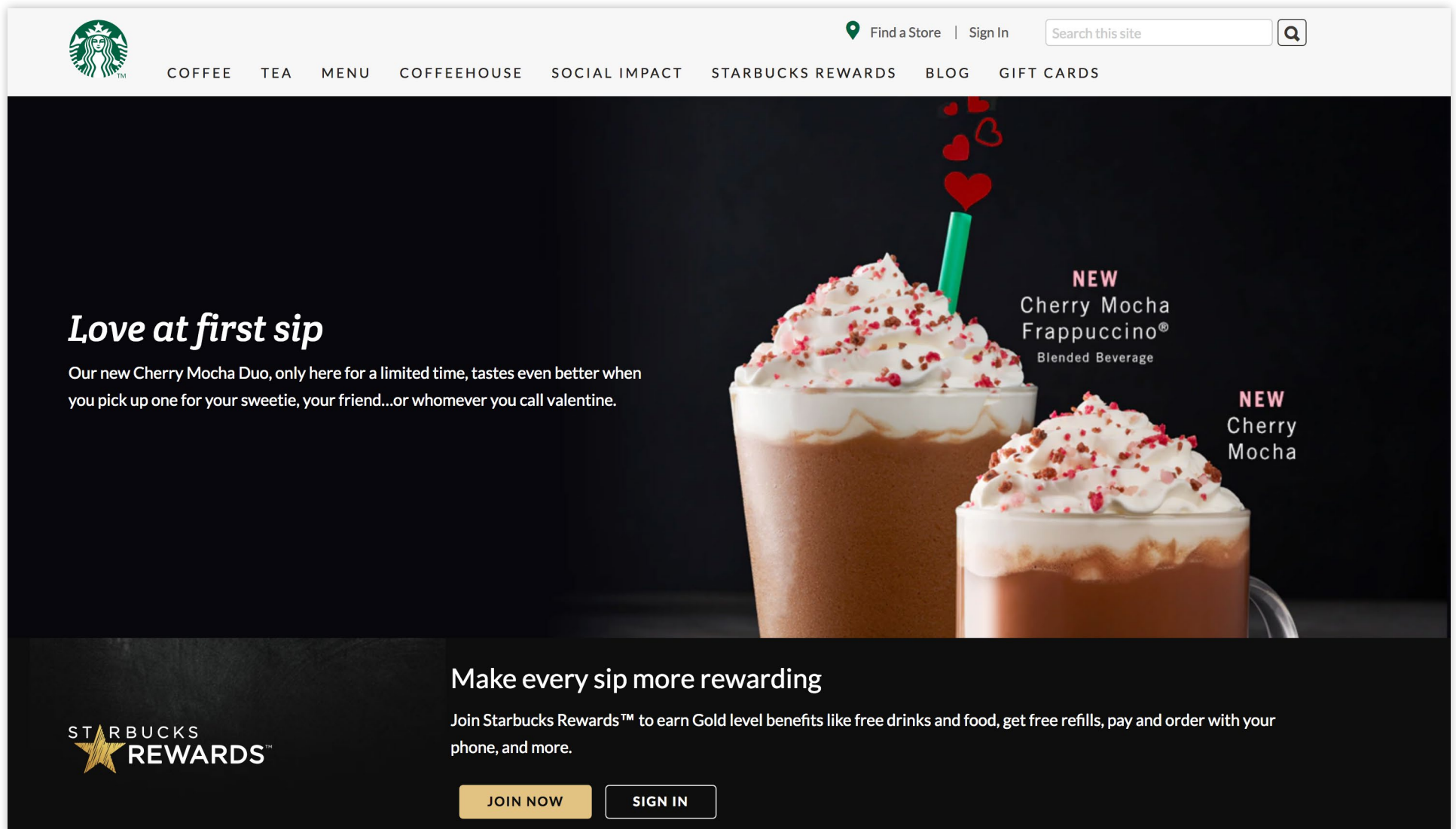
Examples of effective loading order (cont.):

Free People



Examples of effective loading order (cont.):

Starbucks



The image shows the Starbucks website homepage. At the top is the Starbucks logo on the left. To its right is a navigation bar with links: COFFEE, TEA, MENU, COFFEEHOUSE, SOCIAL IMPACT, STARBUCKS REWARDS, BLOG, and GIFT CARDS. Further right are links for 'Find a Store' and 'Sign In', followed by a search bar labeled 'Search this site' with a magnifying glass icon. The main content area features a large image of two Starbucks drinks: a tall 'NEW Cherry Mocha Frappuccino® Blended Beverage' and a shorter 'NEW Cherry Mocha'. The text 'Love at first sip' is on the left, followed by a paragraph: 'Our new Cherry Mocha Duo, only here for a limited time, tastes even better when you pick up one for your sweetie, your friend...or whomever you call valentine.' Below this is a section for Starbucks Rewards with the heading 'Make every sip more rewarding', a paragraph about joining rewards, and two buttons: 'JOIN NOW' and 'SIGN IN'.

Starbucks

Find a Store | Sign In

Search this site

COFFEE TEA MENU COFFEEHOUSE SOCIAL IMPACT STARBUCKS REWARDS BLOG GIFT CARDS

Love at first sip

Our new Cherry Mocha Duo, only here for a limited time, tastes even better when you pick up one for your sweetie, your friend...or whomever you call valentine.

NEW
Cherry Mocha Frappuccino®
Blended Beverage

NEW
Cherry Mocha

STARBUCKS
REWARDS™

Make every sip more rewarding

Join Starbucks Rewards™ to earn Gold level benefits like free drinks and food, get free refills, pay and order with your phone, and more.

JOIN NOW SIGN IN





Your homepage is your first shot at making a good impression, and even small errors can lead to customer frustration or site abandonment. If you need help overcoming homepage challenges or advice on how to optimize your homepage, contact VOLTAGE at 303-664-1687 or email us at info@voltagead.com.





THANK YOU

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