

Here are some of the benefits of UX and UI in Blogging:

#1 More traffic to your website

The easier a site is to use and navigate, the more it's likely to be shown to users in search engine results and the more its content will be shared on social media by customers/users. This all leads to more website traffic.

#2 Increased retention

If the information is easy to find and comprehend, users are more likely to be repeat users and customers.

#3 Increased average time on site

When users can find products and/or information they are interested in, they are more likely to browse related content and product pages as well. (This is why linking to related pages is so important).



#4 Evoke an emotional connection with your audience

By playing up the design and usability to reach users on an emotional level, they will feel a greater connection with your brand and products. This can lead to better customer loyalty, a more positive brand sentiment, and possibly more conversions. Non-profits or brands with a cause like TOMS shoes are good examples of this. TOMS shoes donate a pair of shoes for every pair bought, leading every customer to feel like they are making a difference in the world whenever they are making a purchase.

#5 Increased conversions

If a user is frustrated with a website and can't find what they are looking for, they will likely leave the website immediately, sometimes after mere seconds. This leads to higher bounce rates, abandoned shopping carts, and high exit rates on conversion pages. By providing the user with a better experience, they are more likely to stay on the site and [make a purchase or complete another conversion](#).

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#6 Return rates

Online users value their time and want convenience. As a result, they are much more likely to visit or buy repeatedly from a website that saves them time and has high-quality information or products. They are also more likely to recommend the company or website to their colleagues and loved ones.

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include the staff of Dangote Refinery, FCMB, Zenith Bank, and New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. [You can reach me on Whatsapp HERE.](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points raised in this article. You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

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