

# Webinar

SEPTEMBER 2024

Enhancing User Experience



# Our Team



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edirectory

# Next Events

- October 9th - Keyword Research for Online Directories
- October 23rd - Artificial Intelligence for Content Marketing
- November 6th - Tips for Creating a Killer Home Page
- November 20th - The eDirectory Plugins
- December 4th - Prepare Your Website For The Holidays
- December 18th - Integrations to Power Up Your Site



<https://www.edirectory.com/webinars>

# Background on the eDirectory platform

Listing sites for any industry or purpose

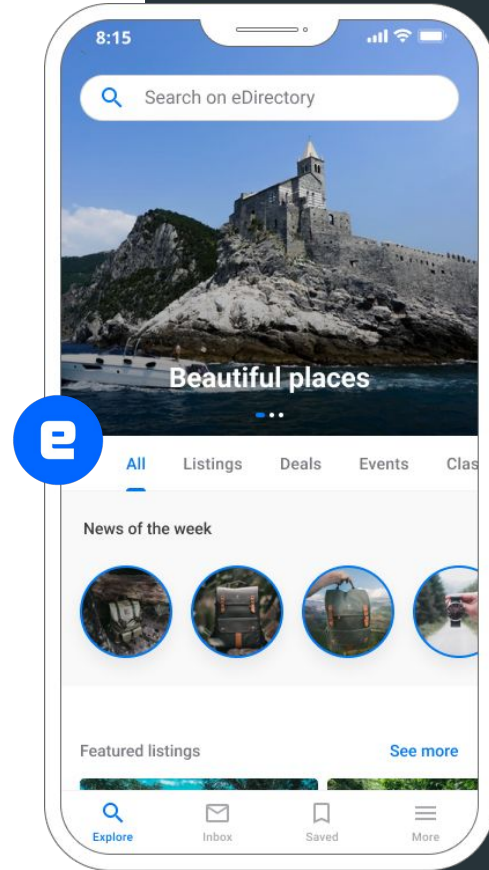
Easily customizable

Integrated native app builder

Source code available

In-house Customization Team

Request a live demo at [www.eDirectory.com](http://www.eDirectory.com)



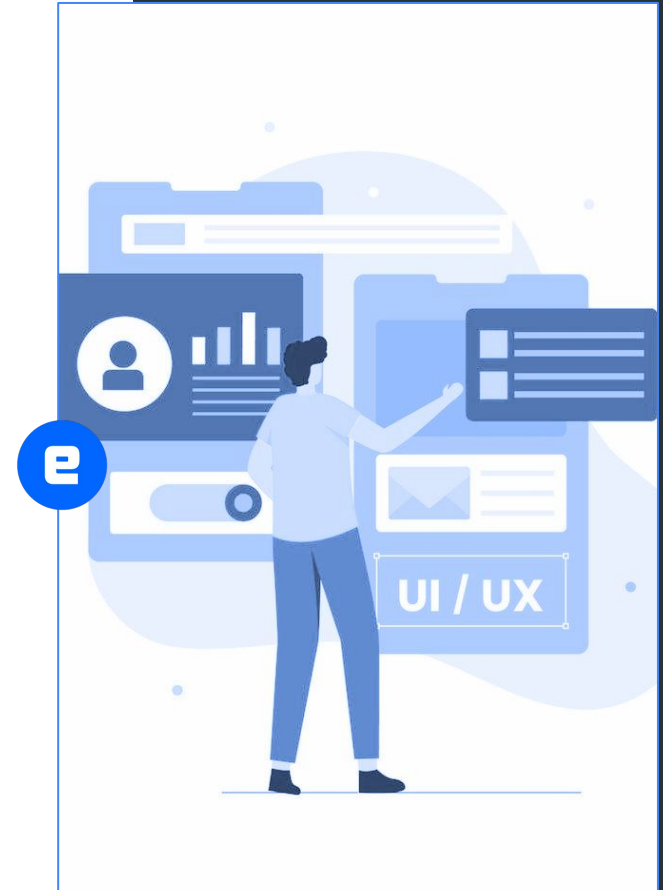
# Enhancing User Experience in Online Directories



## Summary

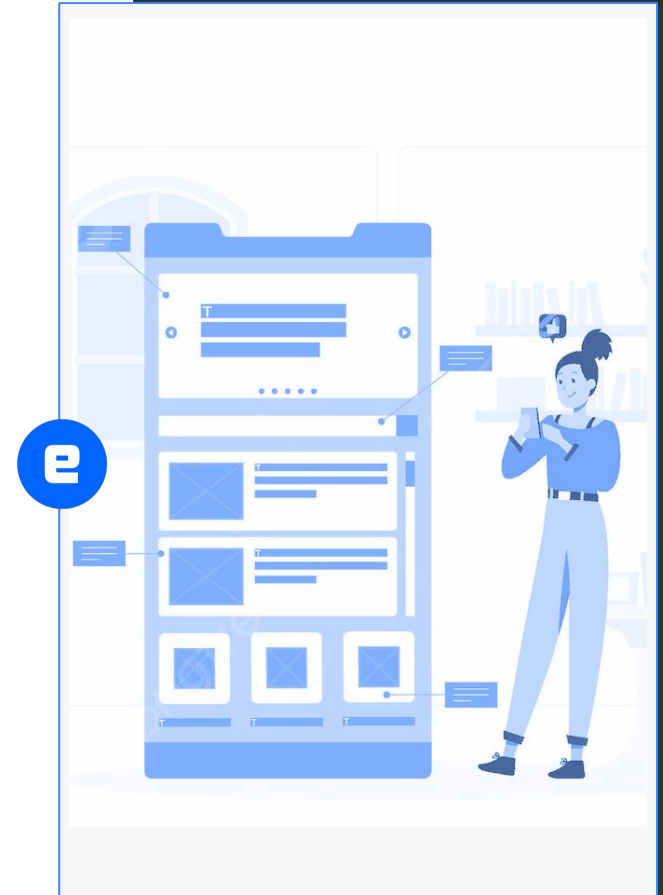
In this webinar we'll discuss:

- Introduction to User Experience (UX)
- Understanding Your Users
- Using Data to Improve UX
- How to Update/Change Pages
- Content Curation



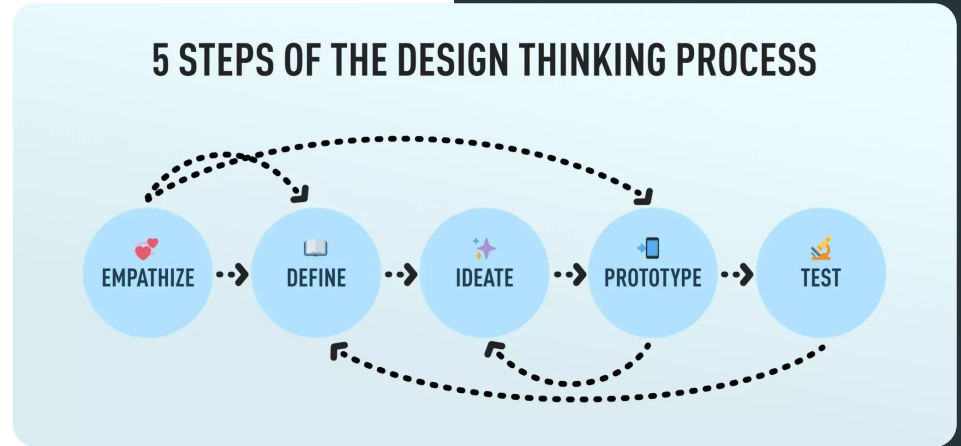
## What is User Experience?

- Not just a Marketing terminology
- Essential for creating usable and desirable products
- Carefully curating the experience a user will have
- Take into account many things when crafting a good user experience.



## The five principles of UX design

- Empathy
- Strategy
- Usability
- Inclusivity
- Validation





## Get to Know your users

- **Site Visitors** - the backbone of your project.
- **Sponsors** - the peer that will make our project profitable.



## Know your users – Tools

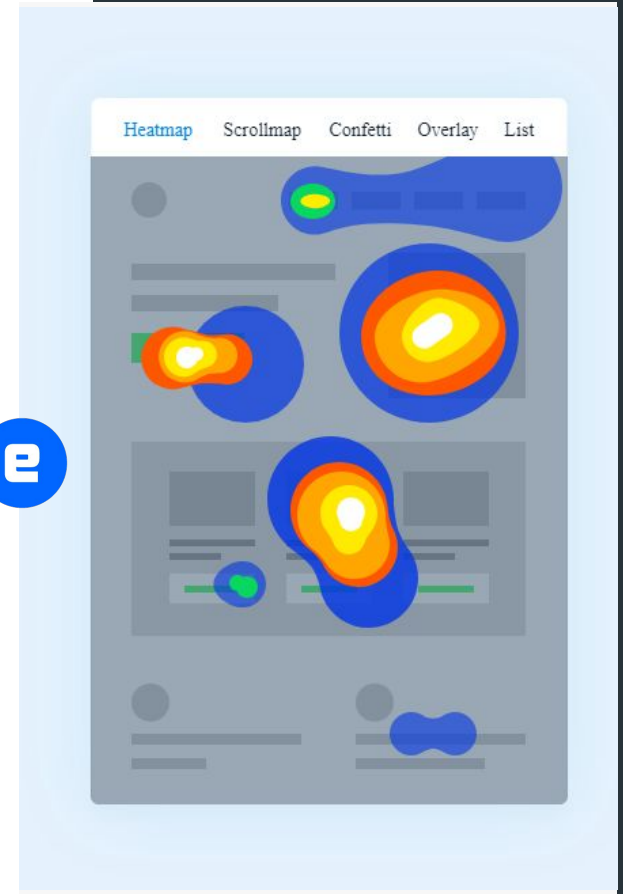
- **Google Search Console** - search terms and queries
- **Google Analytics** - pages visited, bounce rate, other metrics



Google Analytics

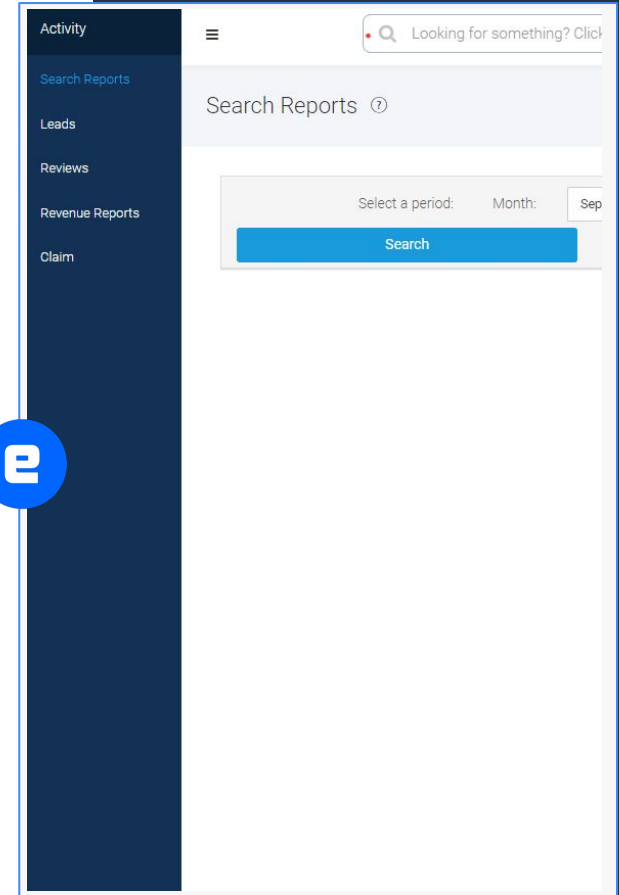
## Know your users – Tools

- **Heatmap Tools** - how users interact with your pages
- **A few platforms:** Hotjar, Mouseflow, Sprig, Smartlook, Fullstory.



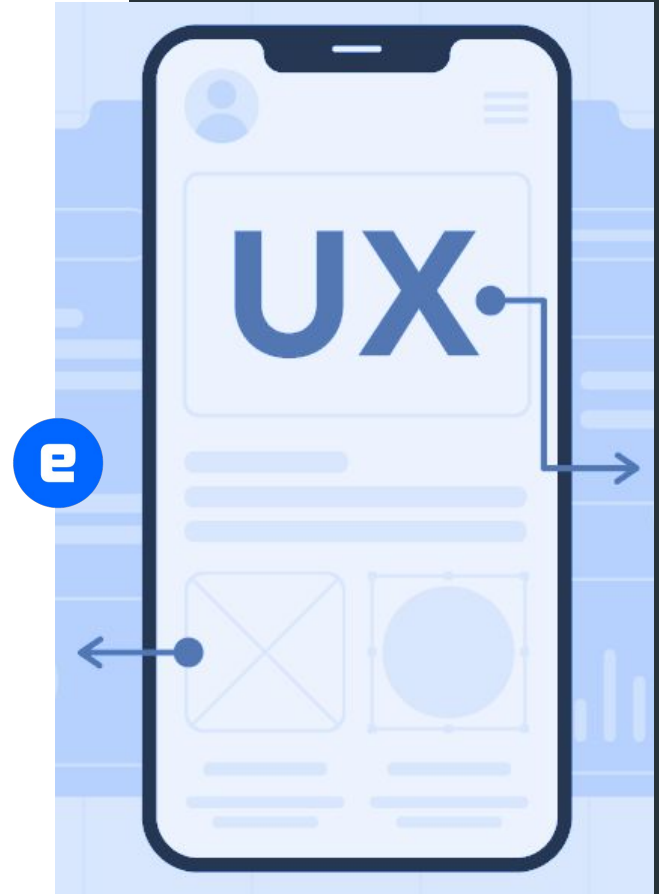
## Know your users – eDirectory

- **Internal Search Reports** - what users are searching for
- Search by **modules** or **general** searches.



## Using Data to Improve UX

- **Identify Key Areas** - offer content based on what's relevant to your audience



## Using Design Elements

- Create hierarchy and organization
- Colors, Fonts, Buttons.
- Widgets.



Colors & Fonts ?

### Customization Options

eDirectory color scheme allows you to modify the main colors of your template. [Click here for more info.](#)

<b>Brand Color</b>		<b>Highlight Color</b>	
<b>Link Color</b>		<b>Success Color</b>	

### Font Options

You can choose your font family from innumeros options offered by Google fonts. A preview of the selected font is shown below.

**Heading Font**

PT Sans

**Paragraph Font**

Roboto

**Font Size (14px)**

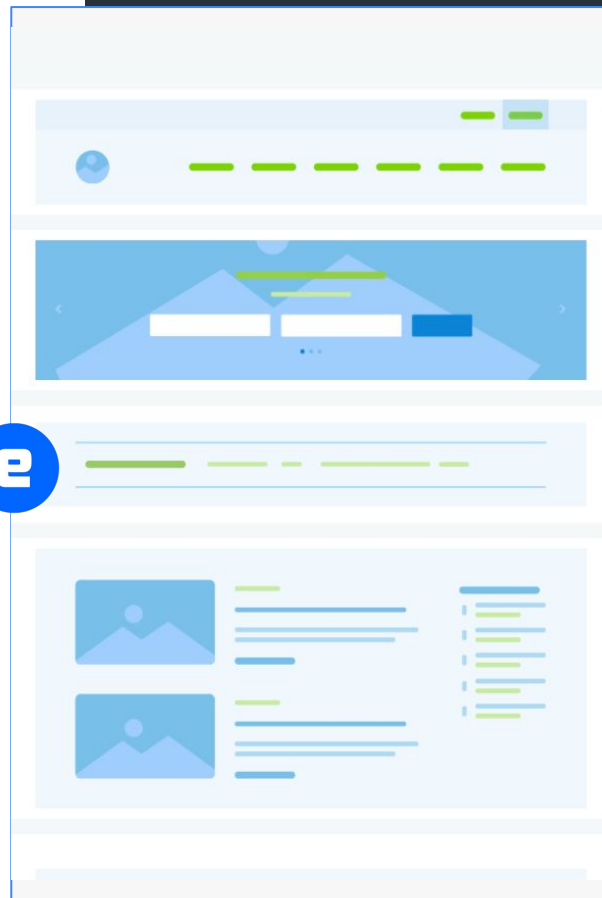
**Border Options**

You can change the shape of some elements such as inputs, buttons and images.

**Images and Cards (15px)**

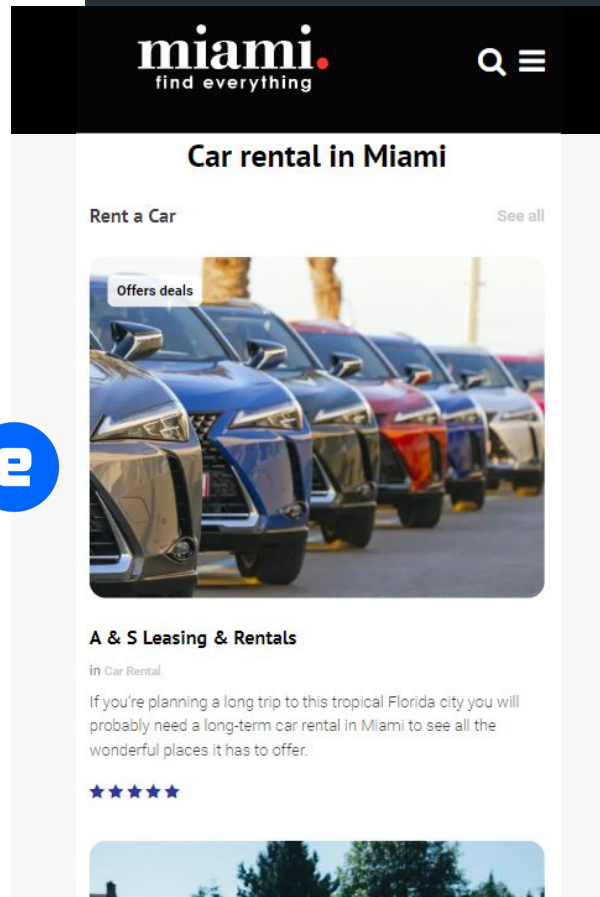
## The flexibility of the Page Editor

- **Make any changes to meet your goals** - featured by levels or handpicked



## Content Curation

- **Identify Relevant Content** - polish the best content to make it more appealing and attractive





# QUESTIONS?

