



[Infographic: What Makes Someone Leave A Website](#)

# — WHAT MAKES SOMEONE — *Leave a Website?*

**EXIT**  
→

Attracting a potential customer is hard enough. Grabbing their interest and retaining them is even more difficult. It's important to design your site so that user frustration is kept to a minimum, thereby maximizing customer retention. Below are some examples of what not to do when designing your website.



## 1. *Bad Navigation*

Nothing frustrates a website visitor more than a website that's hard to navigate. Complex or inconsistent navigation can cause users to feel helpless, confused, or angry—certainly not the emotions you want potential customers to be feeling.

### WHAT NOT TO DO

■ Don't provide visual elements that aren't clear in defining where the user is and what they're supposed to do next.

■ Don't scatter your main navigation links around your site.

■ Don't bury your main navigation links in body text.

■ Don't make your link text hard to understand. "Other links" is generally not a good choice for link text.



### HOW TO FIX IT

- ✓ Your website navigation should be logical, intuitive and easy to understand.
- ✓ Try grouping navigation elements in a central area. For larger websites try adding a sitemap.

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