How to increase website traffic by 55%: re-design and re-structuring pages in LibGuides

Following a complete re-design of web pages, we have achieved:

• 55% more traffic
• 53% more entrances (meaning this is more often the landing page)
• a better bounce rate, and exit rate.

How?
LibGuides is a platform used to manage files and create websites for libraries. The layout of pages is based around adding content into ‘boxes’ that would then ‘stack’.

The problem is that ‘stacking’ may prevent clear flow of information from one ‘box’ to the other; and may not encourage creating logical structure and navigation. This is not ideal for users, nor for search engines.

A solution? We have designed pages without ‘boxes’, creating natural flow of content (text). We have also developed clear navigation, and engaging graphics that Call to Action. These graphics rotate each week, as they contain information relevant to the students’ academic calendar.

For more info, check wp.me/p7zmsC-g9 or contact Dr. Gil Dekel.

Examples for graphics that Call to Action (to learn more about Call to Action, check wp.me/p7zmsC-es)

Check the live page on library.soton.ac.uk/sash For more info/stats check wp.me/p7zmsC-g9 or use the QR code

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