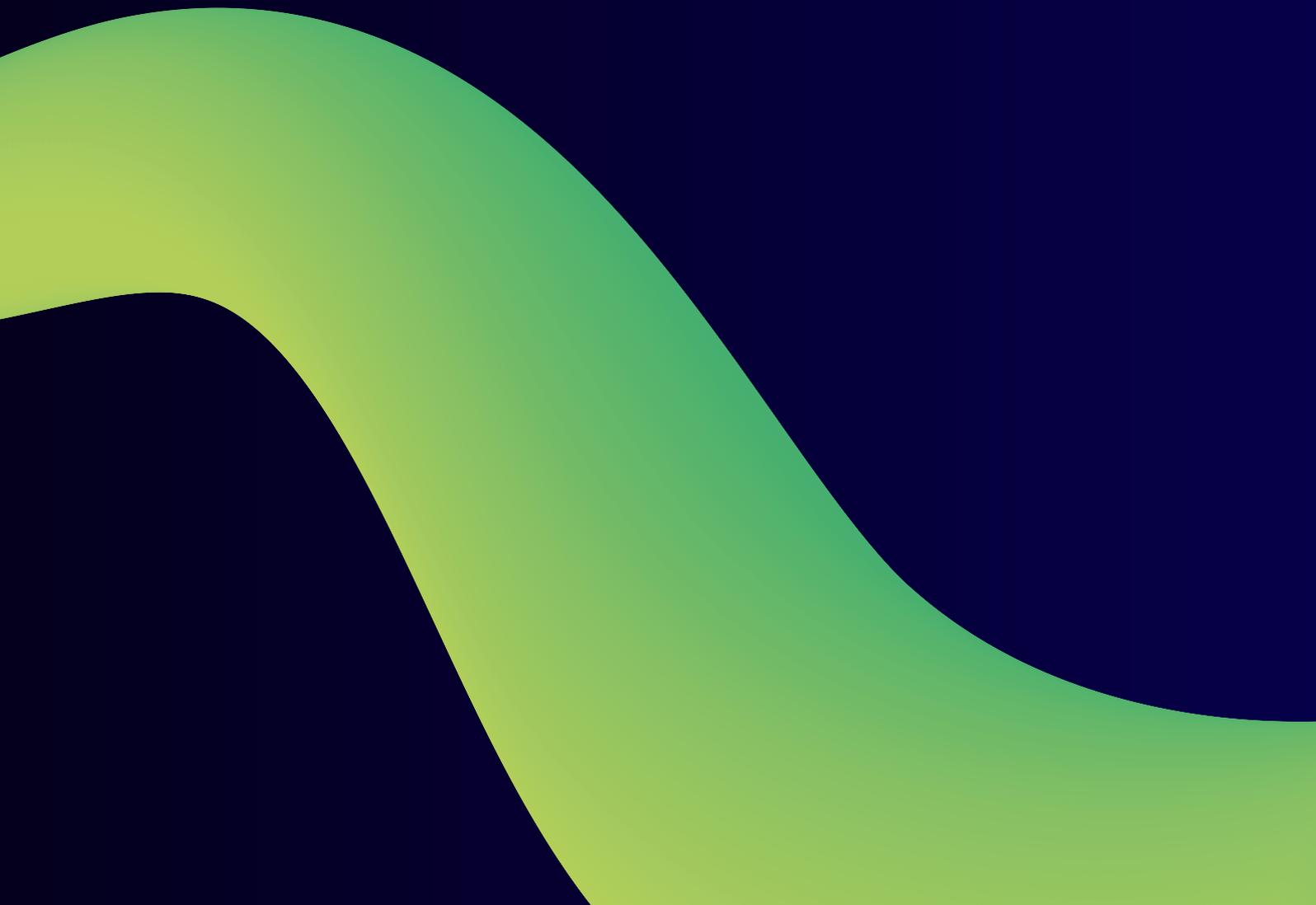


# The Website *User* *Journey Guide*

For Marketers Who Want Happier Visitors, Higher  
Conversions, and Less Guesswork



# Introduction

Your website is where people make decisions. They arrive with questions, hopes, and doubts, then decide whether to trust you, enquire, buy, or leave. This guide helps you design journeys that feel clear, fast, and reassuring.

## *This guide will help you:*

- Understand what users **think, feel, and do** at each step.
- Spot the moments where they hesitate or drop off.
- Build smoother paths that **increase engagement, enquiries, and conversions.**

## *How to use this guide*

1. Skim the five stages to align your team on terminology.
2. Review the example journey to see how thinking, actions, and touchpoints connect.
3. Map your own journey using the template table.
4. Prioritise fixes with the matrix, then ship quick wins first.
5. Revisit monthly to refine based on analytics and feedback.

# Why this matters

- Higher engagement. People find what they need quickly.
- More conversions. Less friction means more action.
- Happier users. Positive experiences drive return visits and referrals.

# The five stages of a *website user journey*

Every visitor to your site is on a path, whether they know it or not.

They might be discovering you for the first time, comparing you with competitors, or getting ready to take action – but each stage has its own needs, emotions, and potential hurdles. Understanding these five stages will help you design experiences that feel natural, reassuring, and persuasive, no matter where someone is in their journey. Your goal isn't just to move users along; it's to make every stage feel effortless.

## **1) Awareness**

They discover you. (Blog, search, ads, social.)

## **2) Consideration**

They compare and evaluate you. (Service pages, reviews, case studies.)

## **3) Decision**

They're almost ready but need reassurance. (FAQs, pricing, guarantees.)

## **4) Conversion**

They take action. (Sign-up, enquiry, checkout.)

## **5) Retention and advocacy**

They decide to stay, return, or refer others. (Follow-ups, loyalty, post-care.)

# Example journey:

## *Physiotherapy Clinic User Journey*

To help you see how this process works in practice, we've mapped out a sample journey for a fictional physiotherapy clinic.

It shows what a typical user might be thinking, doing, and feeling at each stage and where friction points could cause them to drop off. Use this example as inspiration, but remember to tailor your own map to your audience, your services, and your conversion goals. No two user journeys are identical, but the structure will guide your thinking.

### *Awareness*

**Thinking and feeling:** I am in pain and need help, but I am not sure who to trust.

**Actions:** Googling "physiotherapy near me", clicking ads.

**Key touchpoints:** Blog articles, Google Ads, homepage.

**Friction:** Confusing homepage, no clear Book now call to action.

**Fixes to test:** Add a prominent call to action and trust signals such as reviews.

### *Consideration*

**Thinking and feeling:** Are they experienced, and can they help my condition?

**Actions:** Reading service pages, comparing competitors.

**Key touchpoints:** Service pages, About, case studies.

**Friction:** Medical jargon, unclear outcomes.

**Fixes to test:** Rewrite for clarity, add patient stories and before and after outcomes.

## *Decision*

**Thinking and feeling:** Will this be expensive, and is booking a hassle?

**Actions:** Checking pricing and the booking process.

**Key touchpoints:** Pricing page, online booking.

**Friction:** Complex booking, unclear fees.

**Fixes to test:** Simplify steps, show transparent pricing and what is included.

## *Conversion*

**Thinking and feeling:** I hope I can book quickly and securely.

**Actions:** Completing the booking form, paying a deposit.

**Key touchpoints:** Secure checkout, confirmation page.

**Friction:** Long form, poor mobile experience.

**Fixes to test:** Shorten fields, optimise for mobile, show progress and security badges.

## *Retention and advocacy*

**Thinking and feeling:** Was this worth it? Should I return or recommend them?

**Actions:** Attending sessions, opening follow up emails.

**Key touchpoints:** Post appointment emails, loyalty offers.

**Friction:** No follow up communication.

**Fixes to test:** Send tailored follow ups, reminders, and loyalty discounts. Ask for reviews.

## Now It's Your Turn

Now it's time to roll up your sleeves and map your own journeys. Use this table to plot what your users experience at every stage – from Awareness to Retention. Be honest about the emotions, barriers, and touchpoints your visitors encounter. The more detail you capture, the more opportunities you'll find to make meaningful improvements. Treat these pages like a living document; something you'll return to and refine as your website evolves.

Customer Journey	Awareness	Consideration	Decision	Conversion	Retention/Advocacy
<i>What is the user thinking or feeling?</i>					
<i>What is the user doing?</i>					
<i>What is the user's touchpoint with the business?</i>					
<i>What do we want to change about this step?</i>					
<i>How and/or why will we make this change?</i>					

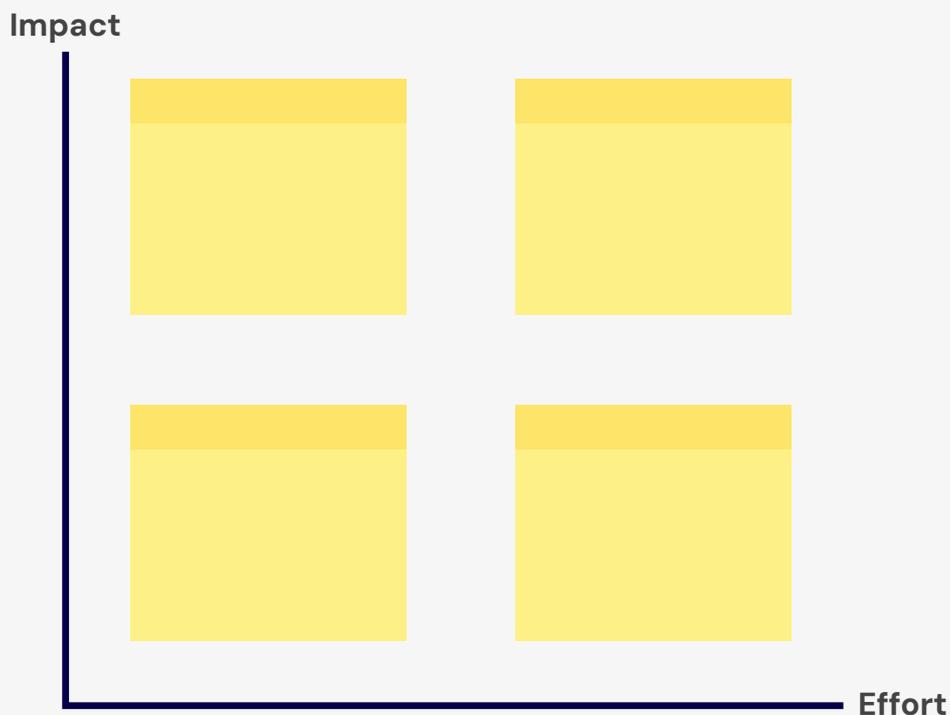
<b>Customer Journey</b> Awareness    Consideration    Decision    Conversion    Retention/ Advocacy	<i>What is the user thinking or feeling?</i>	<i>What is the user doing?</i>	<i>What is the user's touchpoint with the business?</i>	<i>What do we want to change about this step?</i>	<i>How and/or why will we make this change?</i>

## Prioritisation *matrix*

Not all fixes are created equal.

Some changes will deliver a big boost with little effort, while others may take months of work for a smaller payoff. This matrix will help you sort your ideas into four categories so you can focus on the quick wins first, plan the big-impact projects, and avoid sinking time into things that won't move the needle. Use the sticky-note areas to jot down your ideas and see where they land before you commit to action.

- **Quick wins:** Low effort, high impact. Example: clearer primary calls to action.
- **Strategic projects:** High effort, high impact. Example: redesign the booking flow.
- **Low hanging fruit:** Low effort, low impact. Nice to have.
- **Avoid for now:** High effort, low impact.



# The user journey *checklist*

Before you roll out updates or launch your new site, run through this quick checklist.

These ten points cover the most common issues that frustrate users and reduce conversions – from slow-loading pages to missing trust signals. Think of it as your last-minute sense-check, ensuring every journey feels polished, professional, and user-friendly. Keep it handy for future site reviews so you can maintain a smooth, effective experience as your content and features evolve.

1. Can users find key tasks in **three clicks or fewer**?
2. Are all calls to action **clear, visible, and mobile friendly**?
3. Are forms as **short and simple** as possible?
4. Do pages answer the **top three user questions**?
5. Are trust signals **easy to see**, such as reviews and certifications?
6. Does every journey work perfectly on **mobile**?
7. Are loading speeds under **three seconds on key pages**?
8. Do you send helpful follow ups **after conversion**?
9. Are you tracking drop offs with **analytics tools**?
10. Have you tested **the full journey yourself**, on mobile and desktop?



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