

IR WEBSITES:

How to create an engaging user experience.

Key website metrics.

Over a 12 month period.

1.6 min

The average time a user spends on your site.

2.26 p/v

The average number of pages viewed per visit.

50.9%

The average bounce rate.*

Top content vs. time spent on your website.

Home, Financials (including quarterly earnings, annual reports, SEC filings) and News are the top 3 visited pages of an IR website. The average time spent on each page, per visit helps to better understand how users navigate your site and engage with your content.

HOME

1:20'

FINANCIALS

2:06'

NEWS

1:02'

How to increase engagement per page.

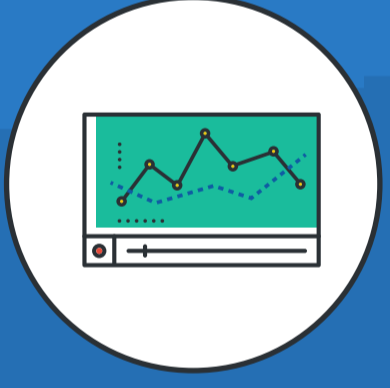
HOME

You have 1 minute and 20 seconds to make an impression on this page. Here's how:



MAKE YOUR HERO BANNER THE MAIN ATTRACTION

Use high resolution images, or video highlighting products, stock quote, latest news, etc. to engage visitors from the get go.



USE VIDEO

Videos on landing pages increase visitors' understanding of your value proposition, products, and services by 74%.



INFOGRAPHICS

Visitors are 30 times more likely to read infographics than a text-based piece of content.



EASY NAVIGATION

Increase traffic to other areas of your site by implementing an easy-to-use navigation that links to additional content in no more than 1-2 clicks.

FINANCIALS

On average, a user spends approximately 2 minutes looking at your numbers. Here's how to tell a strong financial narrative:



INTERACTIVE FINANCIALS

Interactive menus and charts allow your audience to navigate reports how and when they want to.



VIDEO

59% of executives say they would rather watch video than read content. Use this for assets such as 'message from the CEO'.



FINANCIALS REPOSITORY

Provide easy access to all earnings-related documents in a single location.

NEWS

At this point, a user has spent several minutes on your website. They've invested the time to get to know you. Here's how you can drive your story home:



VISUAL LAYOUT FOR HIGHER CLICK-THROUGH RATE (CTR)

Increase visitor engagement by including an image and brief description of each news item.



AVOID PDFs

Increase SEO ranking by building landing pages that host a text version of your news item.



INFOGRAPHICS

62% of adults in the U.S. access news on social media. Keep a consistent message and brand across all your news sources for increased engagement, and effective storytelling.

Q4

q4inc.com | sales@q4inc.com | q4blog.com

SOURCES

Internal
Q4 Data

External

<https://www.quicksprout.com/2013/11/27/if-a-picture-says-1000-words-than-video-is-priceless>
<https://www.marketdominationmedia.com/power-visual-content-infographic>
<https://blog.hubspot.com/marketing/boost-engagement-visual-content>

* Percentage of visitors who navigate away from the site after viewing only one page.