mindesigns

Example

Website Conversion Rate and User Experience Analysis
Fair Health Care Website

Table of Contents

Introduction

This UX/Conversion Rate Audit Report focuses on evaluating the performance of the Fair Health Care website, with the primary aim of identifying key opportunities to increase conversion rates. Through an in-depth analysis of the user experience, the report examines critical factors such as mobile usability, content accessibility, and visual consistency, all of which have a direct impact on user conversion behaviour.

Divided into two sections—UX/Conversion Rate and Copywriting—the report thoroughly evaluates elements such as navigation, interaction points, and the optimisation of calls-to-action, highlighting both the site's current strengths and areas for improvement. The recommendations provided are designed to reduce friction in the user journey, simplify key processes, and improve persuasion at critical conversion points.

To prioritise actions, the findings are classified with two icons: one indicating **urgent actions (red icon)** that require immediate attention to boost conversions, and another highlighting **important actions (orange icon)** that are less time-sensitive but still critical for long-term success.

The ultimate goal is to create a website that is not only more intuitive and accessible but also maximises conversion opportunities by optimising the user experience and making it easier for visitors to take actions that drive business results.

Tags priority: ⊙ **Urgent**   ⚠ **Important**

ⓘ Call Button Implementation

Observation: The home landing page lacks a clear and prominent "Call Now" button, which may reduce the chances of users taking immediate action to contact the business, especially on mobile devices. Similarly, other sections of the website also lack strategically placed call buttons, which could lead to missed opportunities for users who prefer to contact the business.

Recommendation: To encourage immediate user engagement, implement a prominent **"Call Now" button** in the header menu, and optimise for both desktop and mobile use. On mobile, ensure the button is fixed and easily accessible, ideally at the top of the screen. Additionally, consider strategically placing call buttons across key sections like product, blog or service pages to make it easier for users to take action. Incorporate a **sticky reviews banner** displaying real-time customer feedback, could also contribute to social proof on pages that lack this element. Ensure that the banner remains visible on mobile devices without overlapping crucial content. This approach will improve usability and increase user confidence in engaging with the business.
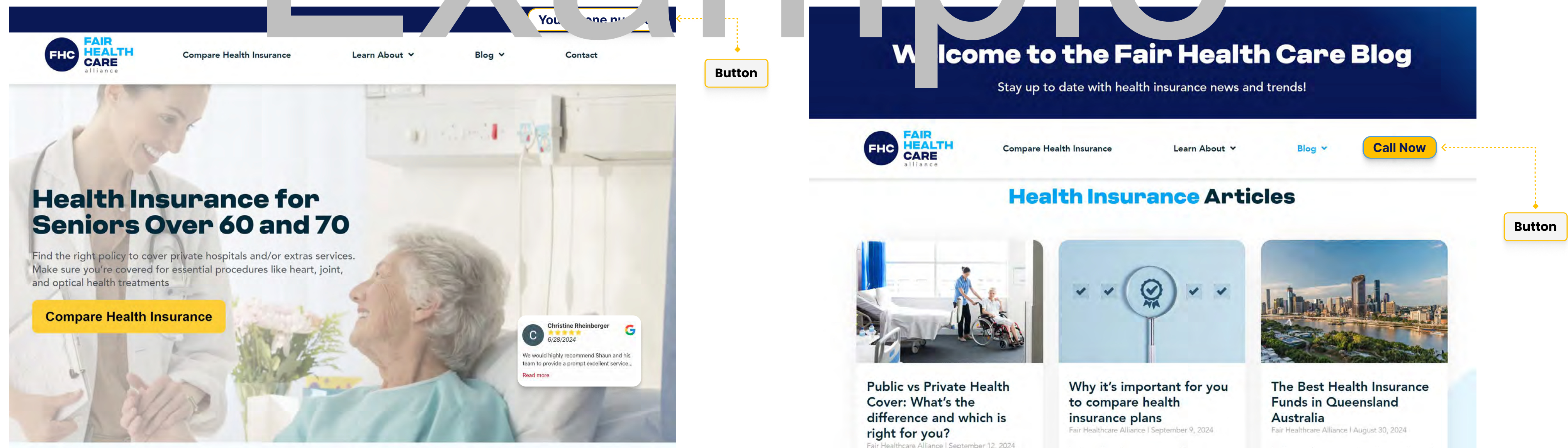
⚠️ Landing Page UX Improvements

Observation: The landing page for comparing health insurance would benefit from additional design elements to enhance conversions. In particular, optimising these elements could help reduce the number of users dropping off during the insurance comparison process.

Recommendation: Increase website engagement and social proof by adding a video testimonial. Clearly outline the benefits users will gain from the comparison tool. Additionally, display real-time reviews or actions from other users to build trust and encourage visitors to take action.
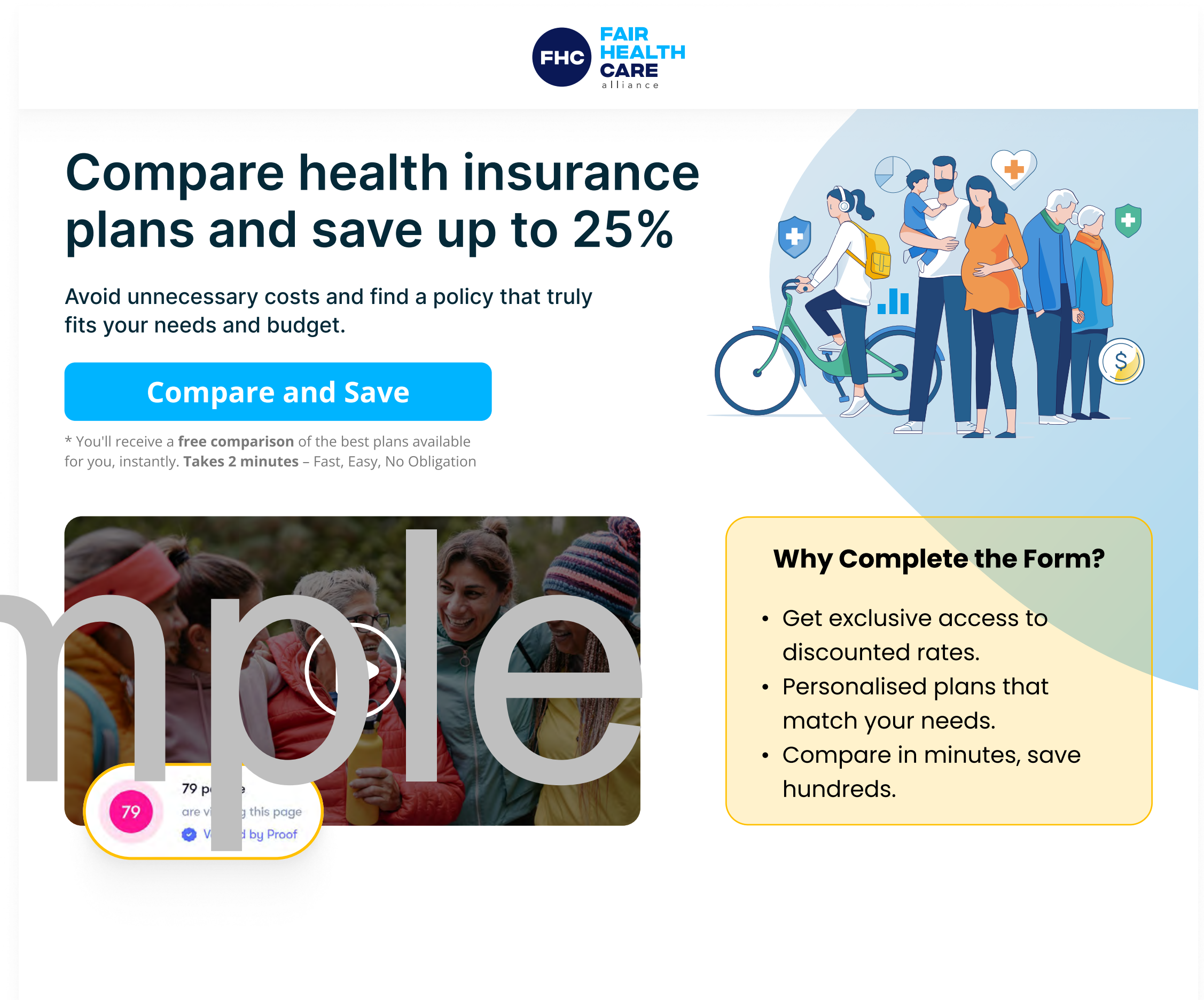
⚠ Results Screen – No Direct Quote Provided

Observation: Users are not given an immediate quote after completing the process, which can lead to disappointment or a sense that the process was misleading.

Recommendation: Managing User Expectations – To address this, consider providing users with at least a general idea of available quotes before asking them to contact an agent. You could display estimated price ranges or a general list of typical coverages, along with an explanation that a personal advisor will follow up to refine the details. This would help manage expectations and provide users with immediate value, reducing the potential for frustration.

⊙ Social Proof and Security Placement

Observations: The website effectively communicates its purpose with prominent calls-to-action such as "Compare Health Insurance", ensuring users immediately understand what to expect upon entering.

Recommendation: Social Proof and Security – While testimonials and a star-rating section are present, they would be more impactful if positioned closer to the primary call-to-action (CTA) buttons. This placement fosters immediate trust and credibility more effectively. Additionally, displaying the total number of reviews could further enhance transparency and reassurance. Although these elements are currently located further down the page, placing them in the hero section alongside the CTA would create a stronger initial impression.

⚠ **Navigation and User Control**

Observations: The site lacks proper structure, forcing users to rely on memory for navigation. Key options like 'Compare Insurance' and FAQs are not consistently visible or easily accessible.

Recommendation: Introducing a breadcrumb trail or a more detailed navigation menu would provide users with clear indicators of their location within the site, making it easier for them to backtrack or navigate to previous pages seamlessly. This addition would improve the overall user experience by offering greater clarity and reducing cognitive load.
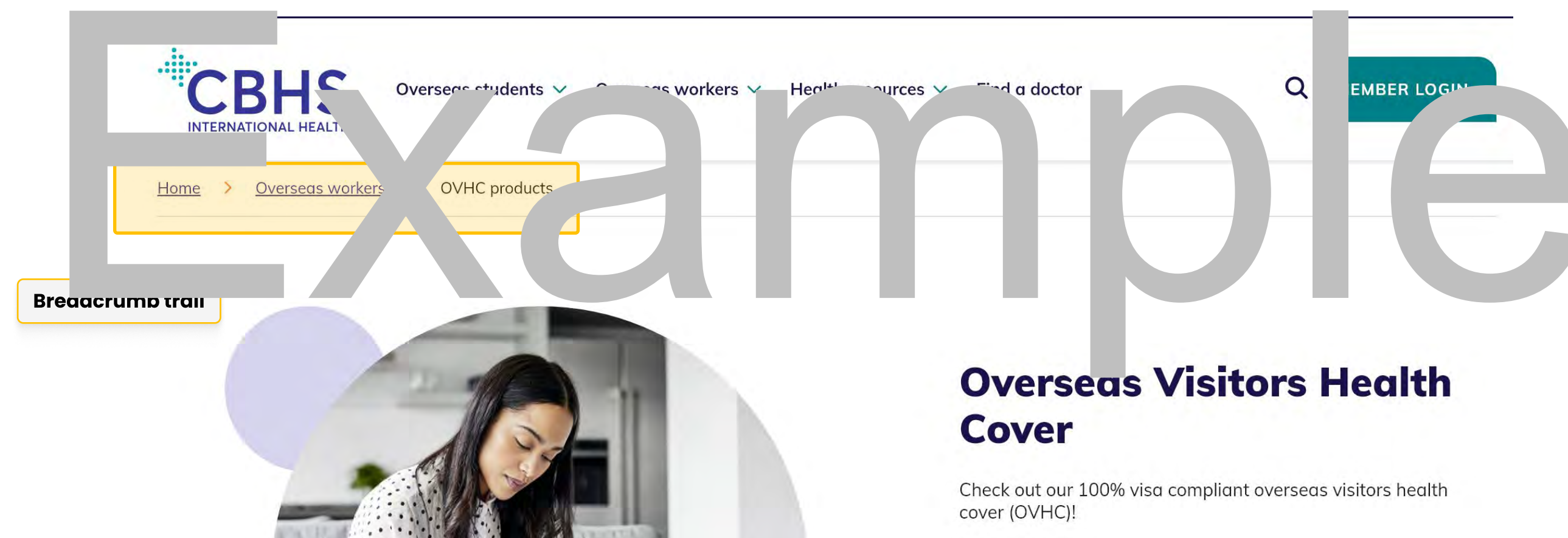
⊘ Blog General Page Search and Navigation

Observations: The blog lacks key navigation features, such as a search bar, sorting/filtering options, and pagination, making it difficult for users to find specific, relevant, or older content efficiently.

Recommendation:
1. **Introducing Search Functionality:** Add a clearly visible search bar near the top of the blog page. This will allow users to locate content based on keywords or topics of interest quickly. Ensure the search bar is optimised for both desktop and mobile versions, with easy accessibility on mobile devices to avoid excessive scrolling.
2. **Sorting and Filtering Options:** Implement sorting and filtering options that allow users to organise blog articles by date, category, or popularity. This will make it easier for users to find the most relevant content without having to browse through long lists.
3. **Implementing Pagination:** Introduce pagination buttons to help users navigate between different pages of blog content. These buttons should clearly indicate the current page and make it easier to explore older articles without confusion or frustration.
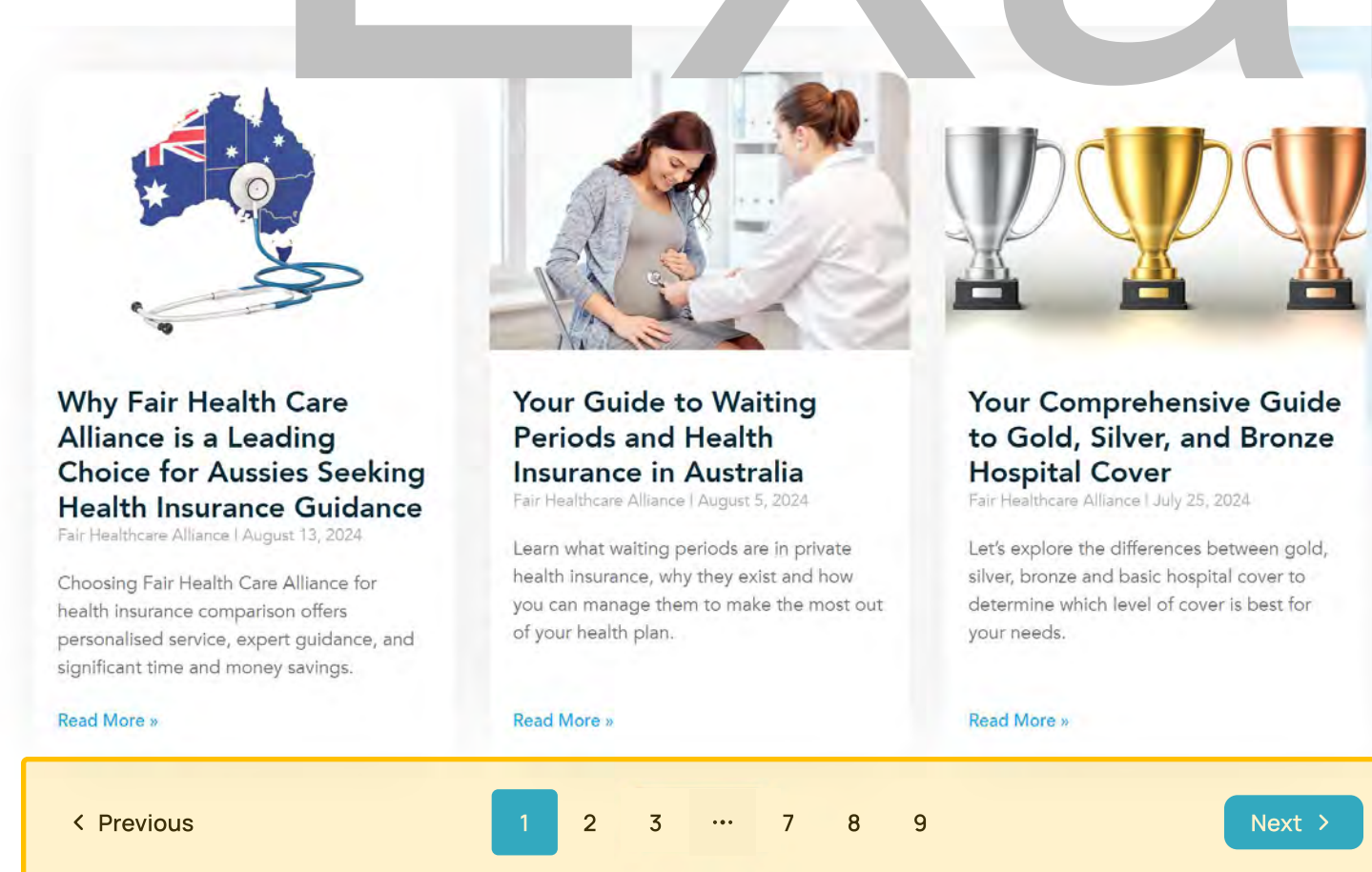

Pagination
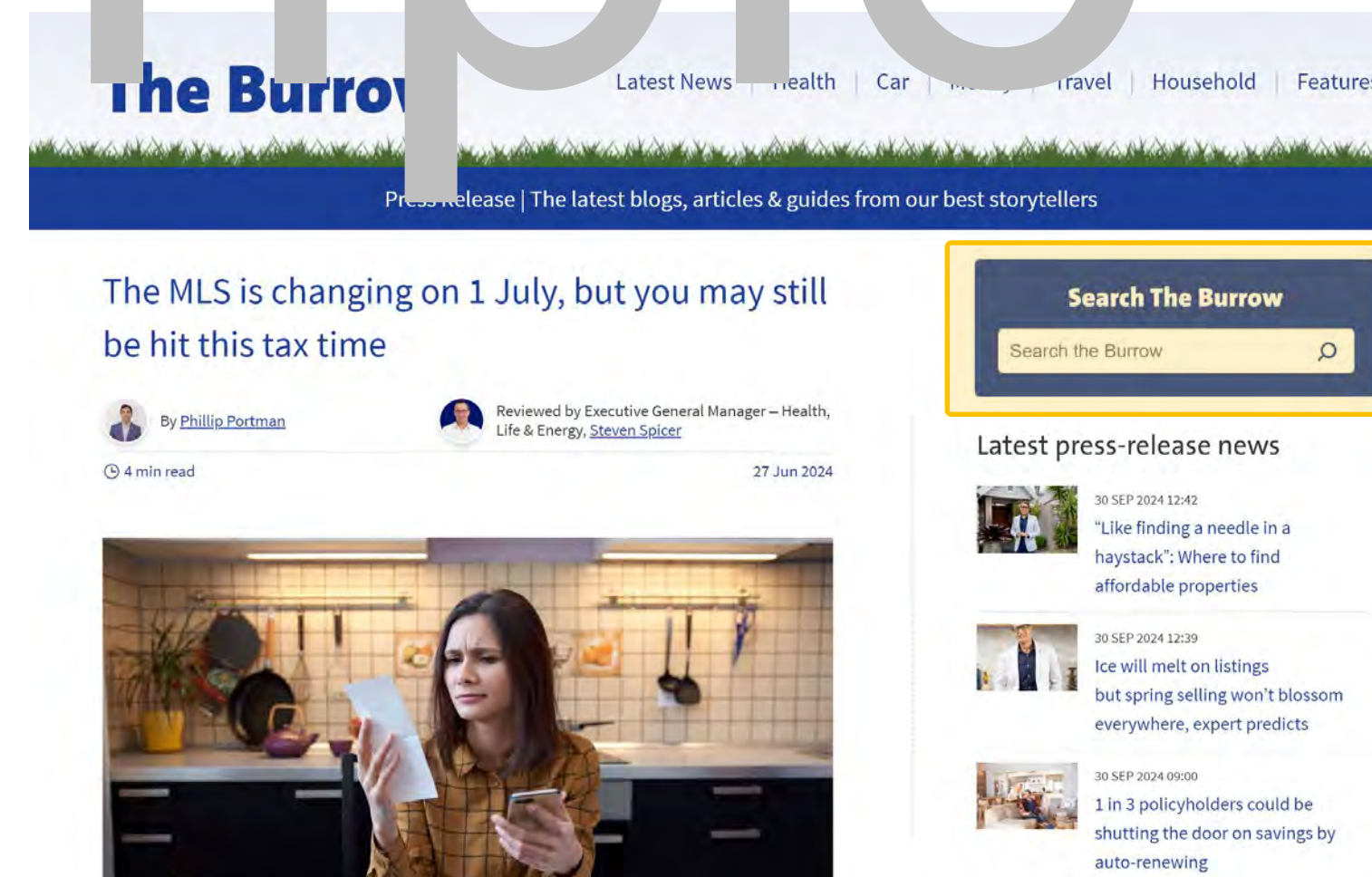
Search Functionality

⊙ Blog Article Page

Observations: The blog article page lacks a table of contents, making navigation challenging for users. Additionally, incorporating popups could help boost conversions on the blog pages.

Recommendation:

1. **Table of Contents:** A table of contents improves user experience by allowing quick navigation to specific sections, reducing scrolling and enhancing accessibility. It makes articles easier to digest, especially on mobile, and can also boost SEO by providing a well-structured, organised layout that search engines favour.

2. **Popups:** A popup can boost conversions by capturing attention and offering clear, immediate actions like downloading a quote or chatting live. It reduces friction, provides convenience, and guides users toward completing key actions, increasing the likelihood of conversions.
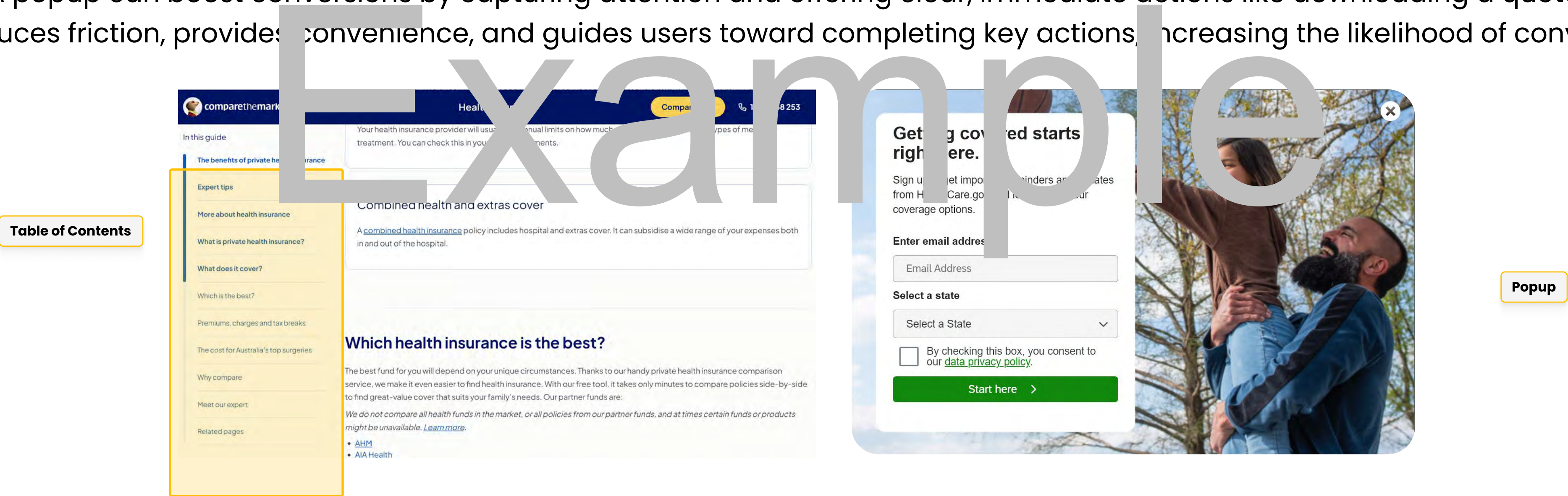
⚠ Recommendations to Improve User Experience

Observation:

Currently, users must wait for a personalised offer after submitting their details, with no immediate feedback or interaction. This lack of instant value may create a sense of frustration or uncertainty, as users have no immediate confirmation or control over the process.

Recommendation:

1. **Immediate Quote Option:** Implement a feature that allows users to instantly download pro-forma quotes after submitting their details. This would provide immediate value, giving users a sense of accomplishment and control, even if a personalised offer is provided later.
2. **Live Chat:** Add a live chat or virtual assistant feature (AI-powered chatbots or live support agents) to assist users in real time with any queries during the process. This would give users greater control and reduce uncertainty, improving their overall experience.
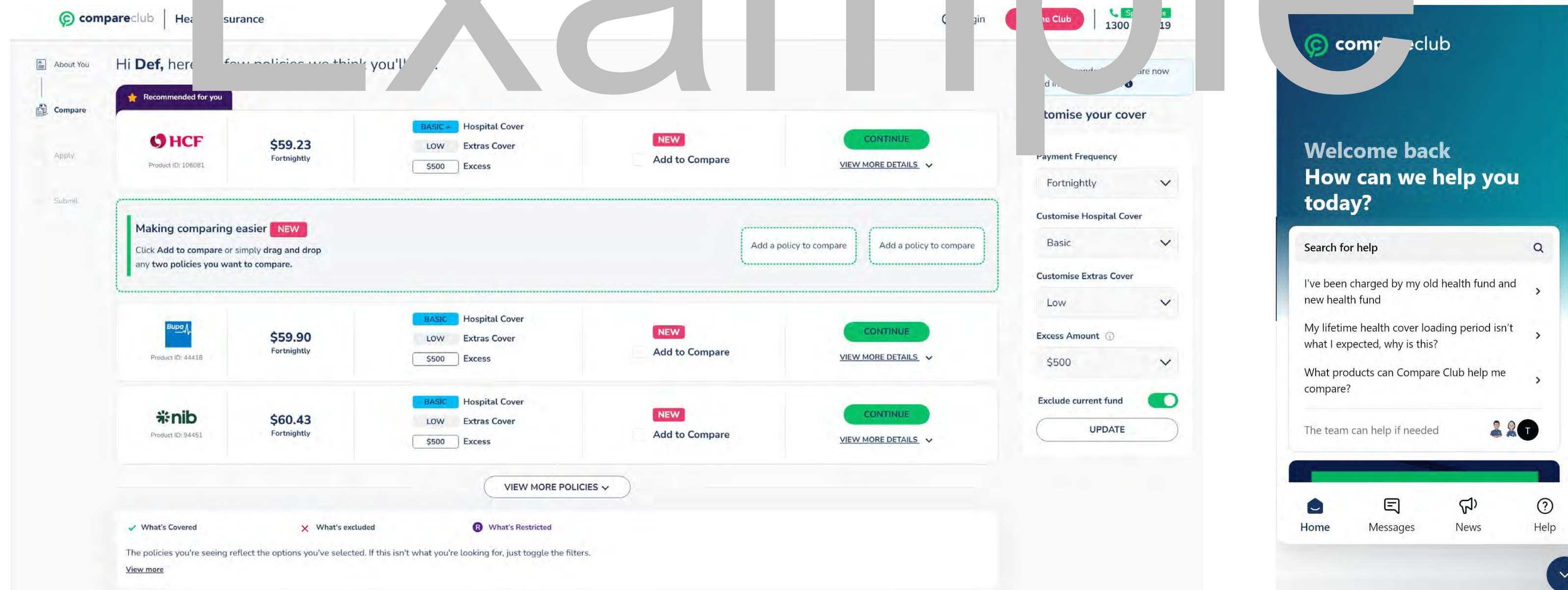
⚠️ Managing User Expectations with Clear Communication

Observation: The final screen informs users that they will be contacted, but lacks specific details about the waiting time. This can create uncertainty for users and may lead to frustration if expectations are not managed effectively.

Recommendation: It would be helpful to provide more clarity by including an estimated wait time and options to expedite the process. For example:

- "An advisor will contact you within the next 24 hours."
- "Prefer not to wait? Call us now at [number] for immediate assistance."

This addition would reduce uncertainty and give users a sense of control over the process, ultimately improving their overall experience.

You're All Done!

But wait... where's my quote?

We need to ask some very important questions first... and we don't use a pesky automatic 'dialer' that will hound your phone 7+ times a day or more. Our professional and helpful health advisers try to call you personally.

Why do you need to speak to me?

We give a 5-star service because we care about what you need and getting you the best cover we can. Online health quotes are a bit of a cheap preview. It would take too long to ask essential questions for each person on the policy like:

▸ How often do you go to the dentist, physio, chiro or remedial massage?

▸ Do you need major dental just in case or do you have significant work coming up?

▸ Do you use single vision, bi-focal, multi-focal or contact lenses?

▸ Are you wanting to cover high-cost procedures that you don't need to be because of industry knowledge we can share with you?

▸ What are your nearest private hospitals and do they have an agreement in place with your new health fund?

These are just a snapshot of some of the questions we will ask you to refine what policy is going to be the best one we have for you.

You're welcome to skip the queue and call us directly on 1300 955 691.

Otherwise, sit back, relax, and wait for our call.

Take my strong hand, we'll take care of this for you.

⚠️ Contact Page

Observation: A graphical style that differs from the main pages (such as the homepage and blog) can confuse users, making the contact page feel disjointed or out of place. This inconsistency may undermine the user's trust, as a unified design helps build confidence in the professionalism and cohesion of the brand.

Recommendation: Ensure the contact page follows the same visual guidelines as the rest of the website, including consistent use of fonts, colours, buttons, and layout. This promotes a cohesive user experience and reinforces the brand's identity.
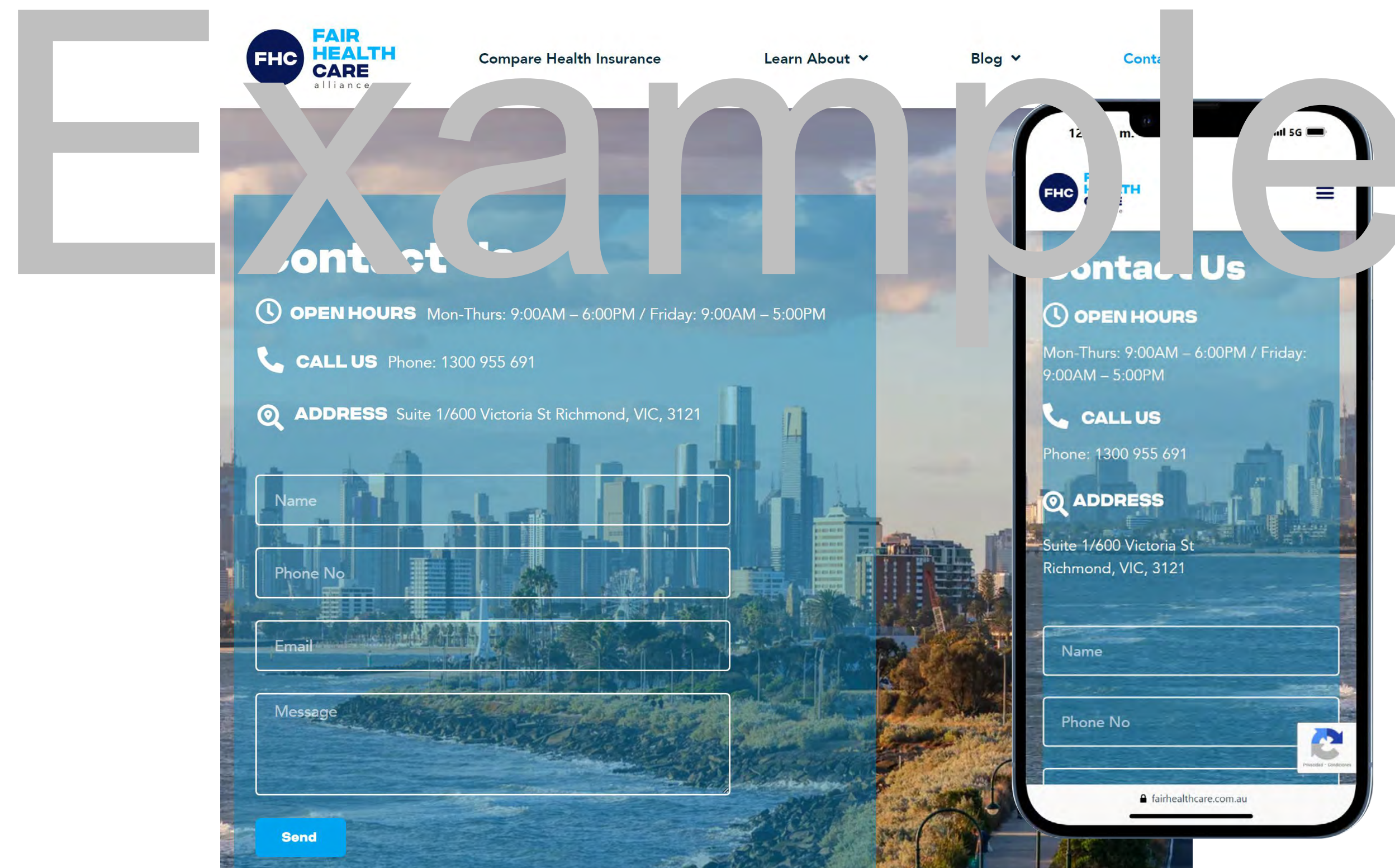
⚠️ User Control and Freedom

Observations: The undo or back functionality in the insurance comparison UI is located in the bottom right corner, which may not align with users' natural navigation habits. This could hinder user experience and reduce efficiency.

Recommendation: The current placement of these buttons in the bottom right corner should be reconsidered. Relocating these controls to a more intuitive position, such as the top left corner, would significantly improve visibility and usability for desktop users.

⚠️ Mobile Experience- Menu

Observations: The dropdown menu contains several options (e.g., "Health Insurance for Singles," "Health Insurance for Families"), but users must scroll to view the full list. This could frustrate users, as they may not immediately realise more options are available below the fold.

Recommendation: Consider limiting the number of visible options in the dropdown or using a collapsible/expandable design to display all options clearly without requiring scrolling. This can enhance the user experience by making options more immediately accessible.
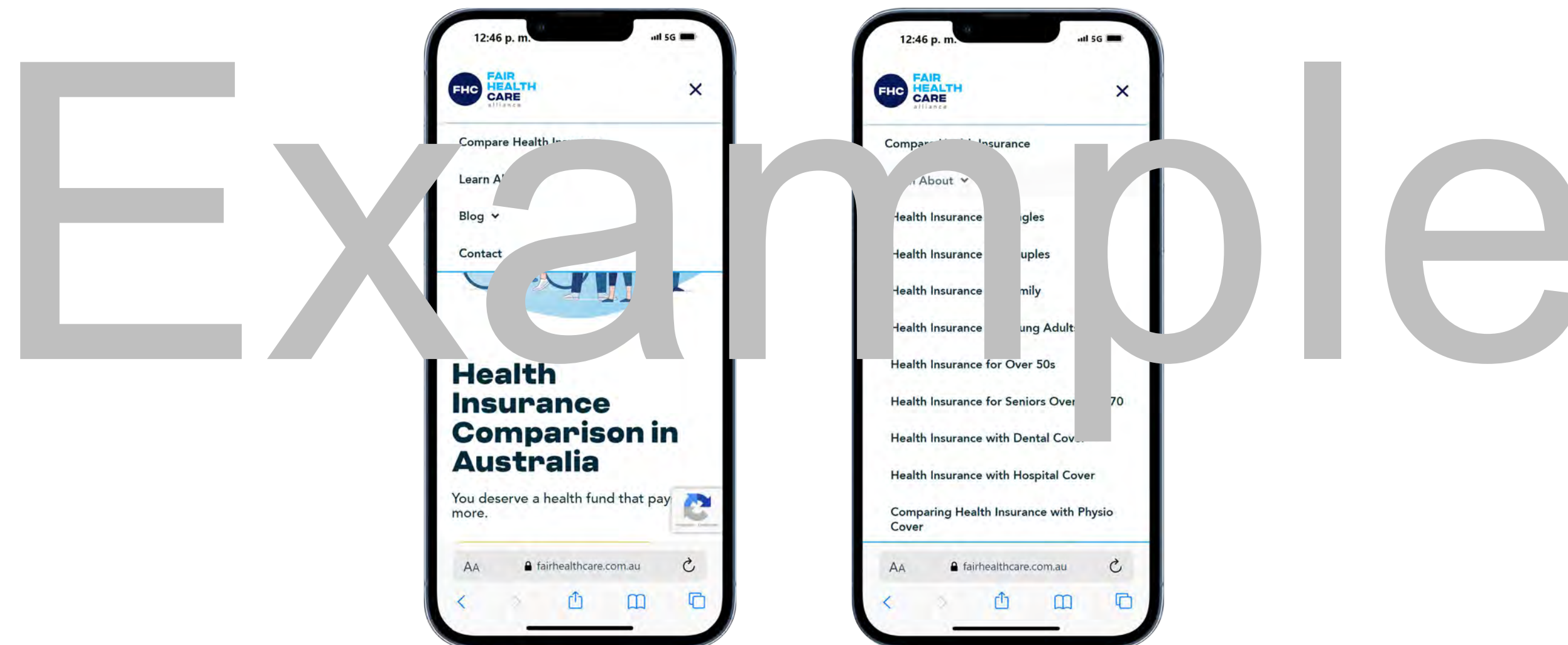
⚠️ Visual Consistency and Clarity

Observations: The website features an overabundance of graphical elements, particularly in the blog section and several other pages. Many of these images or illustrations lack a clear function and do not enhance the user experience. This abundance of unnecessary visuals leads to distractions that hinder content comprehension. Additionally, there are inconsistencies in the graphical style, with some images featuring white backgrounds placed on coloured sections, which disrupts the visual cohesion of the page.

Recommendation: Every graphical element on the site should serve a purpose, either by helping users understand the content or guiding their interactions. Consider removing or replacing images that do not fulfil these roles to reduce visual clutter and sharpen the user's focus. Additionally, ensure all graphical elements maintain a cohesive and harmonious appearance throughout the site. Replace images with white backgrounds or adjust them to match the surrounding colour scheme. This will help maintain the visual flow, keep the design clean, and create a more polished, professional user experience.

You Deserve To Be Heard

There's only one You. Everyone covered by your policy has a unique set of health needs. We will help you compare private health insurance policies and choose one that better meets your private hospital and extras needs as an individual, couple, or family.

Not everyone needs pregnancy, hip replacements, or orthodontics covered – **are you paying for things you don't need?**

BOOK A QUOTE CALLBACK

What Is Private Remedial Massage Cover?

A private remedial massage cover in Australia typically includes coverage for remedial massage therapy treatments, including initial assessments, follow-up sessions, and treatments for specific ailments such as muscle tension or chronic joint pain. The coverage may also include other related therapies such as myotherapy or trigger point therapy. The specific coverage will depend on the policy and insurer, so it's important to compare policies and read the details carefully before choosing a plan.

Copywriting Audit

This section focuses on evaluating the effectiveness of the website's copywriting, with particular attention to clarity, tone, and the alignment of the copy with user needs.

Copywriting plays a crucial role in guiding users through the website, influencing their decision-making, and building trust. By analysing the main headings, subheadings, calls to action, and content, we identify areas for improvement to ensure the message resonates with users, drives conversions, and maintains brand consistency.

Our goal is to refine the language to be both engaging and persuasive, while simplifying complex topics like health insurance to improve user comprehension and confidence.

Example

Health Insurance Comparison in Australia

You deserve a health fund that pays more.

Compare Health Insurance

Trustindex ★★★★★

"I spoke with Mark who provided such insightful and honest information regarding private health care. He made the process so easy and was able to find me the best deal"

Caroline Sutton

FHC **FAIR HEALTH CARE** alliance

Compare Health Insurance   Learn About ⌄   Blog ⌄   Contact

The copy writing in the hero section can be enhanced to better communicate why people should care about comparing health insurance. Since the call to action is compare health insurance the heading can be used for something different, i.e. - Explore Health Insurance That Saves You Money or Uncover Affordable Health Insurance Options

In behavioral science, people would rather move away from pain than seek out pleasure. Some good options for the sub heading include, Get the coverage you need without the extra costs you don't, or Don't let the wrong health insurance drain your finances, get a plan that fits.

I thought this is an interesting fact - Studies have shown that close to 50% of Australians could find better coverage or savings by exploring other options.

EXCELLENT
★★★★★
Based on **610 reviews**
✓ Trustindex

Alifah I.
September 18, 2024
★★★★★ ✓
Great customer service. Happy to hear that fair health care alliance only wants to provide the best policy as possible suited

Eugene
September 18, 2024
★★★★★ ✓
Alex was very helpful and informative. Gave us options with no pressure to take up.

John Wills
September 17, 2024
★★★★★ G
Alexander was a great help and spent the time with me to explain everything well and in a way that was easily understood.

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Trusted By

PROUDLY RECOMMENDED BY THE
ADA
AUSTRALIAN DENTAL
ASSOCIATION

Independent
Dentist Network

Dental
Innovations
Network

These are not very well known brands. It might be better off to show the health insurance partners you work with like Bupa, NIB, Medibank, etc.

Select a Cover for...

The words "explore" or "find" instead of select can be less up front and more inviting.

| Just Myself - Female | Just Myself - Male | ...Two of Us | Just Us and the Kids | Just me and the Kids |

It is advisable to limit the number of benefits to three, as research consistently shows that presenting three key benefits is more engaging and builds greater trust with potential customers. Offering too many features/benefits can overwhelm visitors and dilute the impact of your message.

Compare Health Insurance
with Fair Health Care Alliance

We are an Australian-based private health insurance comparison service that uses a holistic approach to providing helpful advice for our clients. Respect, clarity, and care are three core values of our service. Our team's philosophy is to give every customer the same advice we would offer to close friends and family.

☑ Completely free service for you

☑ Company and helpful advisers all based in Australia

☑ We cater to your changing health needs throughout life – singles, couples, families, young adults, over 50s and seniors

☑ The **only** health fund comparison recommended by the Australian Dental Association (ADA)

☑ Respect. No automatic phone dialers hassling your phone.
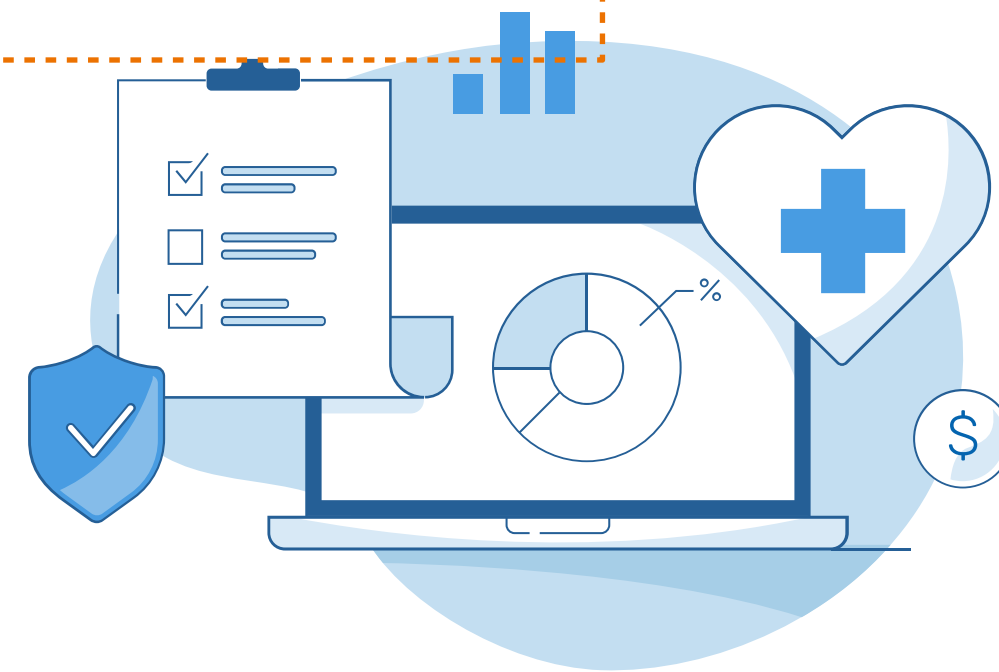
Compare Health Insurance

Private Health insurance
should be simple.

Why do we need to compare different health insurance funds?

Approximately 14.3 million Australians hold a private health insurance hospital and/or extras policy, which is spread across more than 40 different health funds.

When each health insurer hosts an extensive selection of policy types and levels of coverage – how does one pick through the piles of paper to find a better value policy? Value isn't just about the lowest price, and cheaper rarely ever means better.

When comparing health insurance, it's important to match your personal health requirements with a hospital cover and/or extras policy that covers the just-in-cases and pays generously on the things you claim most... and it's just as important to make sure you're not paying for things you may not need!

Compare Health Insurance

Private Hospital Cover
- Compare Bronze, Silver & Gold levels of hospital cover
- Cover what you need, remove the things you don't

Extras Cover
- Get more back when you claim
- Generous rebates at your choice of health provider

Ambulance Cover
- Emergency cover for when you need it most
- Emergency-only, Comprehensive or Air, Land & Sea

The copy does a good job of addressing the complexity of choosing the right health insurance, but it could be made more clear and further emphasize the financial risks of not reviewing policies carefully. Highlighting how choosing the wrong coverage can lead to unnecessary expenses or lack of essential coverage could make the message more impactful.

These 3 elements are slightly disconnected from the element above.

You Deserve To Be Heard

There's only one You. Everyone covered by your policy has a unique set of health needs. We will help you compare private health insurance policies and choose one that better meets your private hospital and extras needs as an individual, couple, or family.

Not everyone needs pregnancy, hip replacements, or orthodontics covered – **are you paying for things you don't need?**

BOOK A QUOTE CALLBACK

Our Health Fund Comparison Promise

We will help you compare health insurances and choose one that better meets your private hospital and extras needs as an individual, couple or family.

Our advisors are adept at helping you compare health funds side-by-side with your current policy, highlighting the pros and cons with honesty and transparency.

LEARN MORE

This copy could be simplified and made more direct for better clarity and engagement. Instead of phrasing like 'There's only one You,' consider focusing more on the customer's concerns about paying for unnecessary coverage.

This element repeats the same message previously covered on the landing page. Consider replacing or removing it.

Example

Speak with a Health Adviser

✉

Current Insurer ▼

Name | Surname

Email

Phone Number

☐ I accept the FHCA Privacy Policy.

Submit

📞

Call Us

1300 955 691

📍

Visit Us

Suite 1/600 Victoria St Richmond, VIC, 3121

🕐

Open Hours

Monday-Thursday: 9am – 6pm
Friday: 9am – 5pm
Saturday & Sunday: Closed

Example

This heading might be misleading, consider changing it to something like this - Get Expert Health Insurance Advice or Talk to a Health Insurance Specialist.

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Blog Page - Best health insurance in Australia
(Monthly Views 3909)

The Short Version

Different health funds perform well in different areas, so it's not as simple as naming the top 5 health funds. It's interesting to note that we rarely see the big for-profit health insurers topping the charts. Not-for-profit health insurance in Australia is proven to perform to a higher standard in our below-listed areas, however, many not-for-profit funds are restricted and can't be joined by everyday Australians.

Despite the great funds we recognize in this article, it is general statistics only. Any fund can have any number of poor-performing policies and great-value policies alike. The best health insurance in Australia is a policy that is accurately matched to your needs and/or your family's health needs – an exercise that requires helpful advice from a Fair Health Care Alliance adviser.

Get a 100% free quote now and get this off your to-do list.

Compare Health Insurance

At the start of the article, it might be worth noting that the best general health insurance isn't always the most suitable for your specific needs. Consider booking a call with an insurance specialist to find the option that's tailored to you. Followed by a button to book a call.

Use British English throughout the article.

The call to action does not align with the button that follows.

Consider another call to action, like - Talk to a Health Insurance Specialist or Get Expert Health Insurance Advice.

Top 5 Health Insurance Companies for Member Retention (Open vs Restricted)

Open Funds	Retention%	Restricted Funds	Retention%
HCF	98.6%	CBHS	93.0%
Onemedifund	93.6%	Teachers Health	92.4%
HBF	92.3%	Police Health	92.2%
Mildura Health Fund	91.8%	ACA	91.9%
Health Partners	90.90%	Reserve Bank	91.4%

Compare Health Insurance

Percentage of Total Complaints Vs Market Share

We created this metric by comparing the health fund's share of total industry complaints versus their market share. For example, if a health insurer has a 20% Market share but only 10% of all complaints, we can surmise that fund has a **0.5 Quality Score** (the lower, the better) and significantly fewer complaints than they should have. In other words, they're looking after their members and minimizing areas where customers may need to complain.

Top 5 Health Funds for Quality Score (Complaints vs Market Share)

Health Fund	Quality Score	Type
Peoplecare	0.20	Not for Profit
CUA Health	0.40	Not for Profit
Police Health	0.40	Not for Profit
Medibank	0.70	For Profit
Queensland Country		Not for Profit

Compare Health Insurance

This report has some data that is complementary to the information provided in this article, which could improve engagement - https://www.accc.gov.au/system/files/Private%20Health%20Insurance.pdf.

FAIR HEALTH CARE alliance

Compare Health Insurance   Learn About ⌄   Blog ⌄   Contact

HEALTH INSURANCE NEWS

List of top health insurance companies in Australia

Take a moment to learn about all the private health insurers in Australia, their market share, and how they are structured.

Fair Healthcare Alliance   December 6, 2023

Google ★★★★★ 5.0
Top Rated Service 2024
verified by Trustindex ⓘ

It's not entirely easy to find a comprehensive list of private health insurance companies available to Australians. From the largest health funds with the most members down to the smallest local health funds with a tiny piece of the market pie, this article seeks to offer clarity and comprehensive information about the market share, membership availability, and business structure of Australian health insurers.

Let's first take a look at who-is-who and how each health insurance provider operates in Australia. Market share, Membership and Structure is explained in greater detail below the table.

Compare Health Insurance

Emergency Services	Less than 0.5%	Restricted	Not for profit
Navy Health	Less than 0.5%	Restricted	Not for profit
Police Health	Less than 0.5%	Restricted	Not for profit

All of the health insurers listed as holding *less than 0.5%* market share are in no particular order and is completely randomized. As per this list, they are deemed as holding an equal market share of less than 0.5%.

Compare Health Insurance

◆ Provide a CTA to encourage visitors to click the button.

◆ Consider other call to actions like - Talk to a Health Insurance Specialist or Get Expert Health Insurance Advice.

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You Deserve Better
health insurance.

Save Money. Increase Benefits. Be Happy.

[...pare and Save]   press **Enter** ↵

🕐 Takes 2 minutes

This copy can use some improvement in terms of marketing language. Consider the following proposals -

Heading: Is Your Health Insurance Overcharging You?
Subheading: Nearly 50% of Australians are missing out on better deals. Compare now and get more value from your policy.

Heading: Is Your Health Insurance Really Working for You?
Subheading: 1 in 2 Australians could benefit from switching plans. Let us help you find better coverage at a lower cost.

Heading: Stop Overpaying, Start Saving on Health Insurance.
Subheading: Avoid unnecessary costs and find a policy that truly fits your needs.

Google Excellent ★★★★★ 5.0 | 253 reviews   [Write a review]

Douglas Cross
24 September 2024
★★★★★ ✔
Excellent service, clear and concise information from
Edward O' Toole. I highly recommend Fairhealth Care

Callum Pettigrew
23 September 2024
★★★★★ ✔
Very nice and knowledgeable

Kylie Johns
23 September 2024
★★★★★ ✔
Jenni has been very helpful to both my husband and myself in setting up our health insurance. Jenni has been professional at all times and friendly and helpful. I would...
Read more

Example

Conclusion

The Fair Health Care website provides a strong foundation with clear communication and a user-friendly interface. However, this audit has identified several key areas for improvement that could significantly enhance user engagement, satisfaction, and conversion rates.

The main recommendations include optimising navigation controls, streamlining visual elements for consistency, and implementing more intuitive features such as an immediate quote option and live chat support.

These enhancements will not only reduce friction during critical interactions but also improve accessibility, fostering a more cohesive and trust-building experience for users.

Example

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