

# HIGHER CONVERSIONS THROUGH BETTER UX IN GAME WEBSITES

Are you sure that your website has a value...

Why do you need  
a website?

# You need a focus...

- Who will visit your website?
- How do they land on your website?
- What is their reason for visiting?
- What you like them to do on your website?

# HEARTHSTONE

## HEROES OF WARCRAFT™

A fast-paced strategy card game for everyone.

# Deceptively Simple. Insanely Fun.

PLAY FREE NOW

Available on PC, MAC and iPad

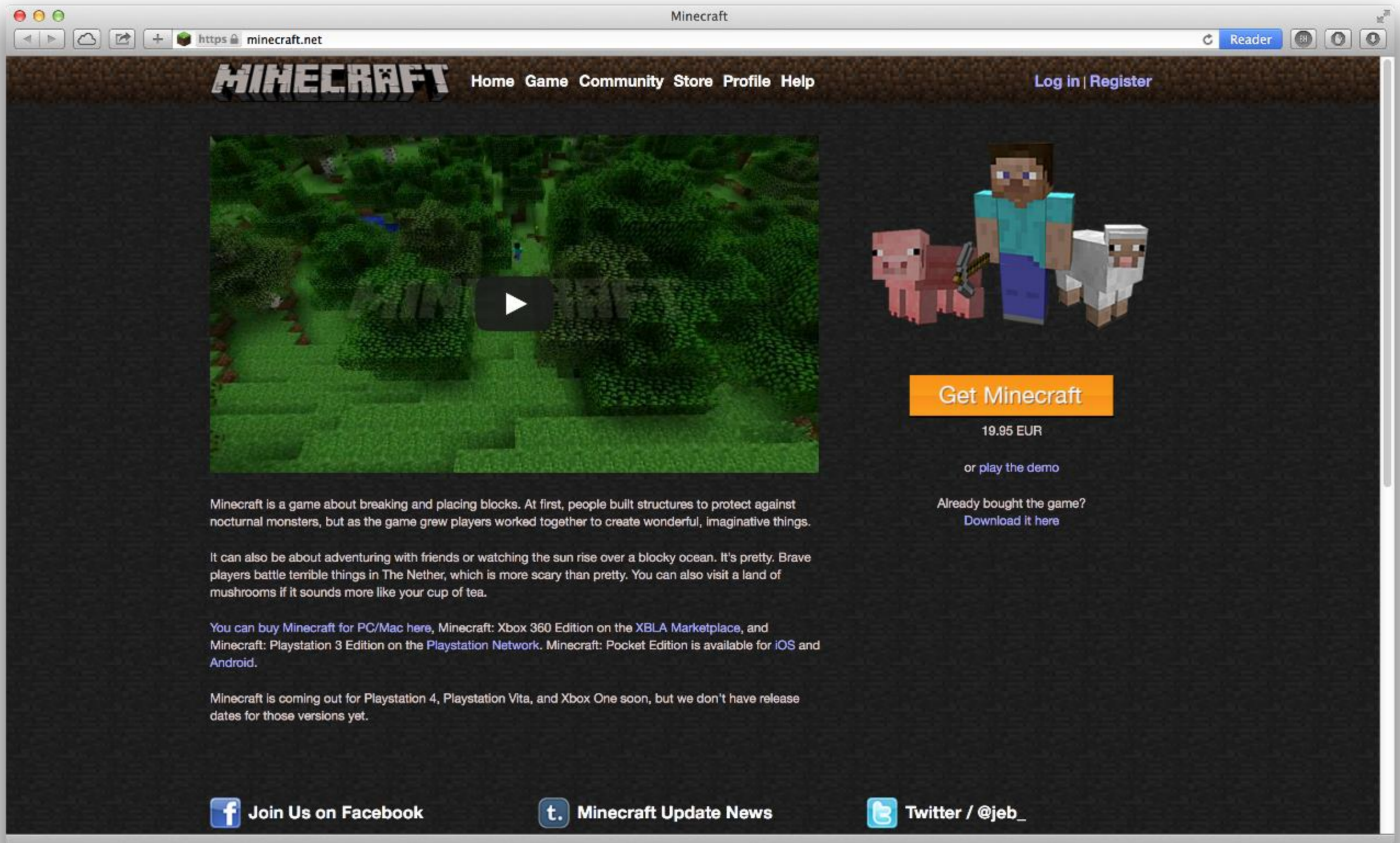
Cinematic

Game Overview

Watch a Duel

Sneak Peek:  
Curse of  
Naxxramas

If you want to  
sell then provide  
a way to buy!



# Player needs...

- The feeling of the game /what this site is about
- The story
- How can I play
- Easy to start
- Help on the way
- Community to belong to

An exciting new life awaits you in Animal Crossing: New Leaf

www.animal-crossing.com/newleaf/

Nintendo

Wii U

Wii

Nintendo 3DS

Games

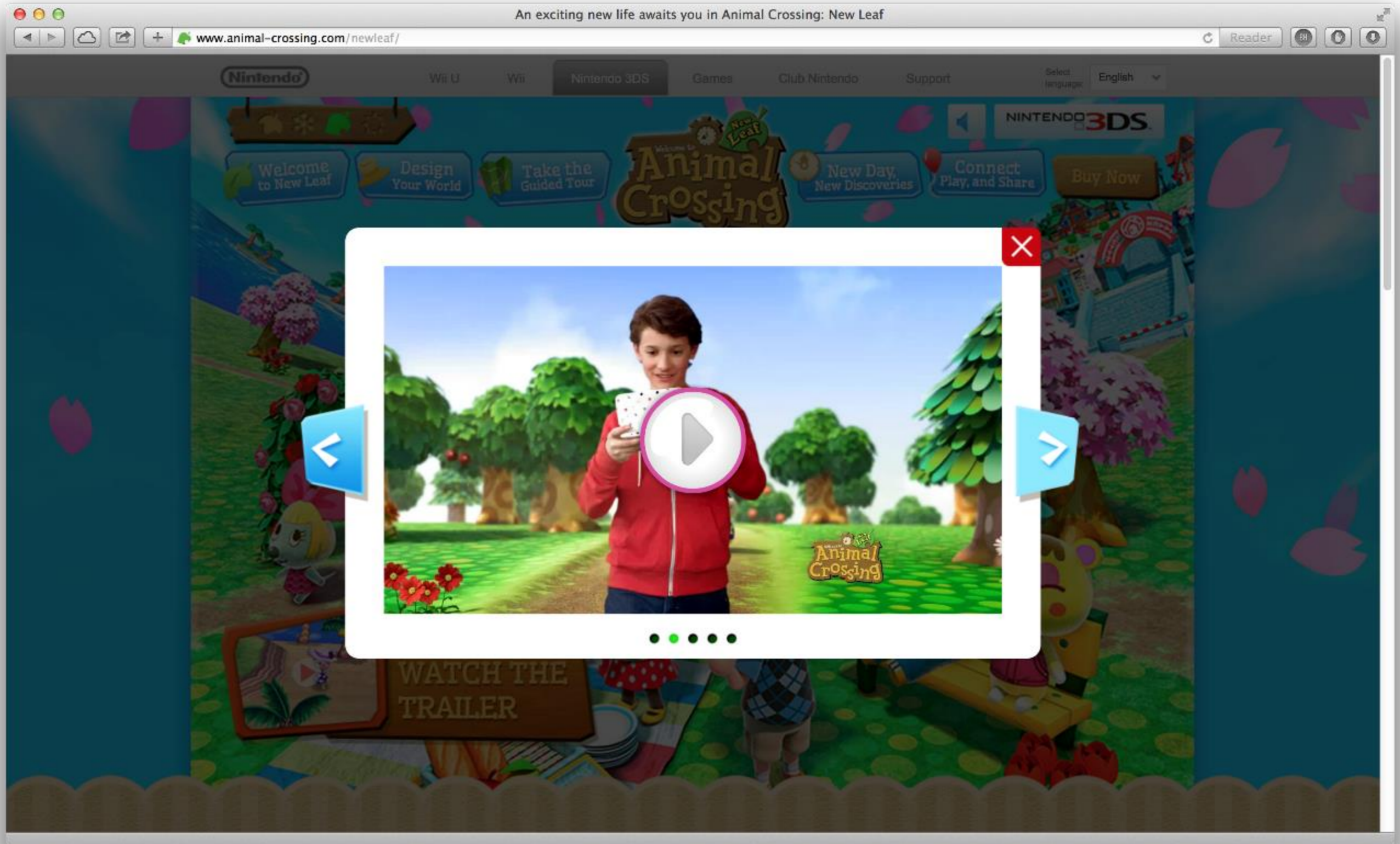
Club Nintendo

Support

Select language:

English



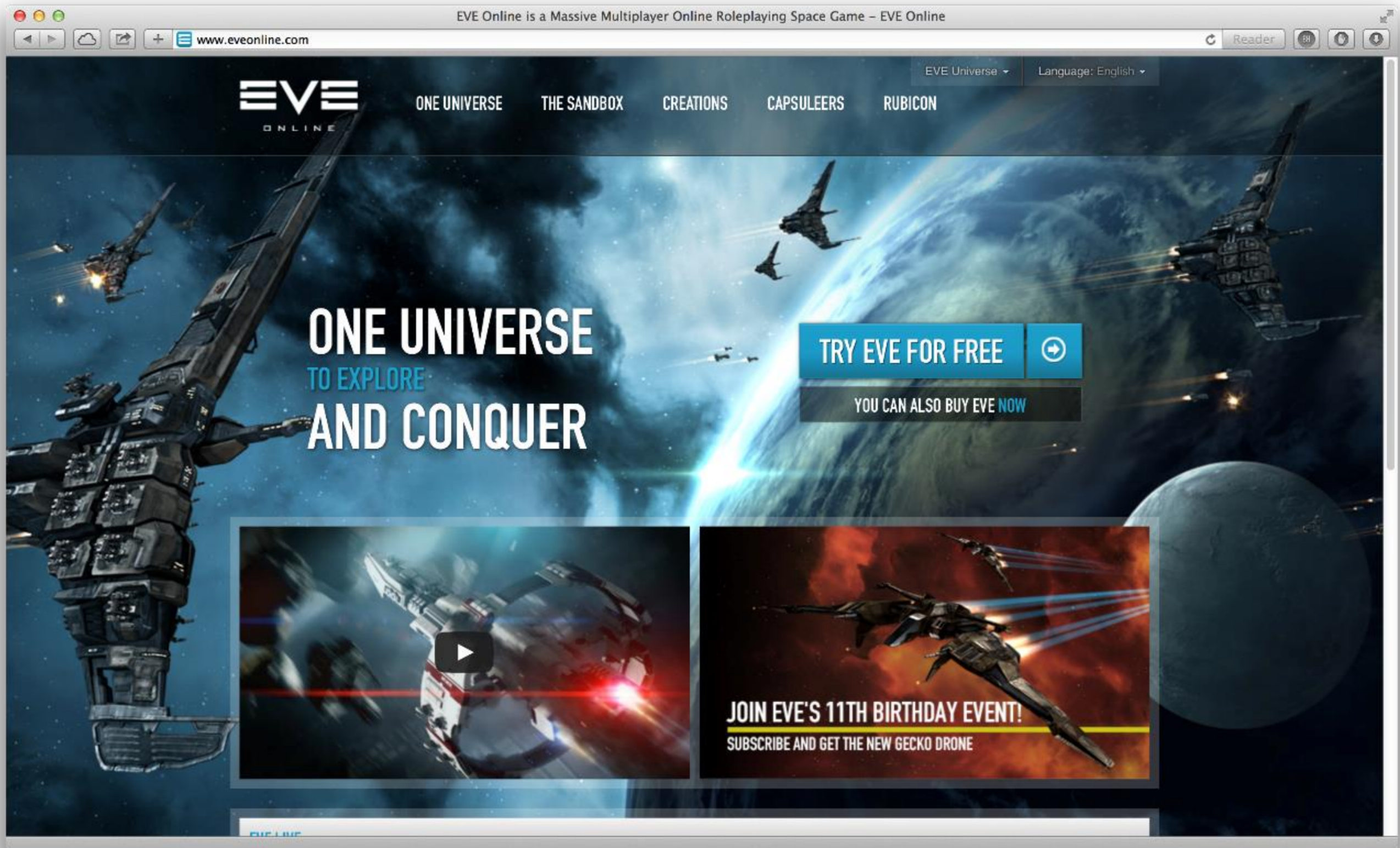


# Publisher needs...

- Your potential — awards, your team, things you have done, how far are you...
- Monetization
- The story
- Your contact information!

For conversion...

Do you have a  
main action on  
the first screen?



# Is your main action converting?

- How many visitors do you have daily?
- How many of them makes a move you desire?
- Do they understand what they do?
- Do they believe you?
- What scares them?

For conversion...

Do you know  
what people do  
on your site?

# You can use some tools

- A/B testing
- Click through analytics
- User testing
- Eye tracking
- First impression test

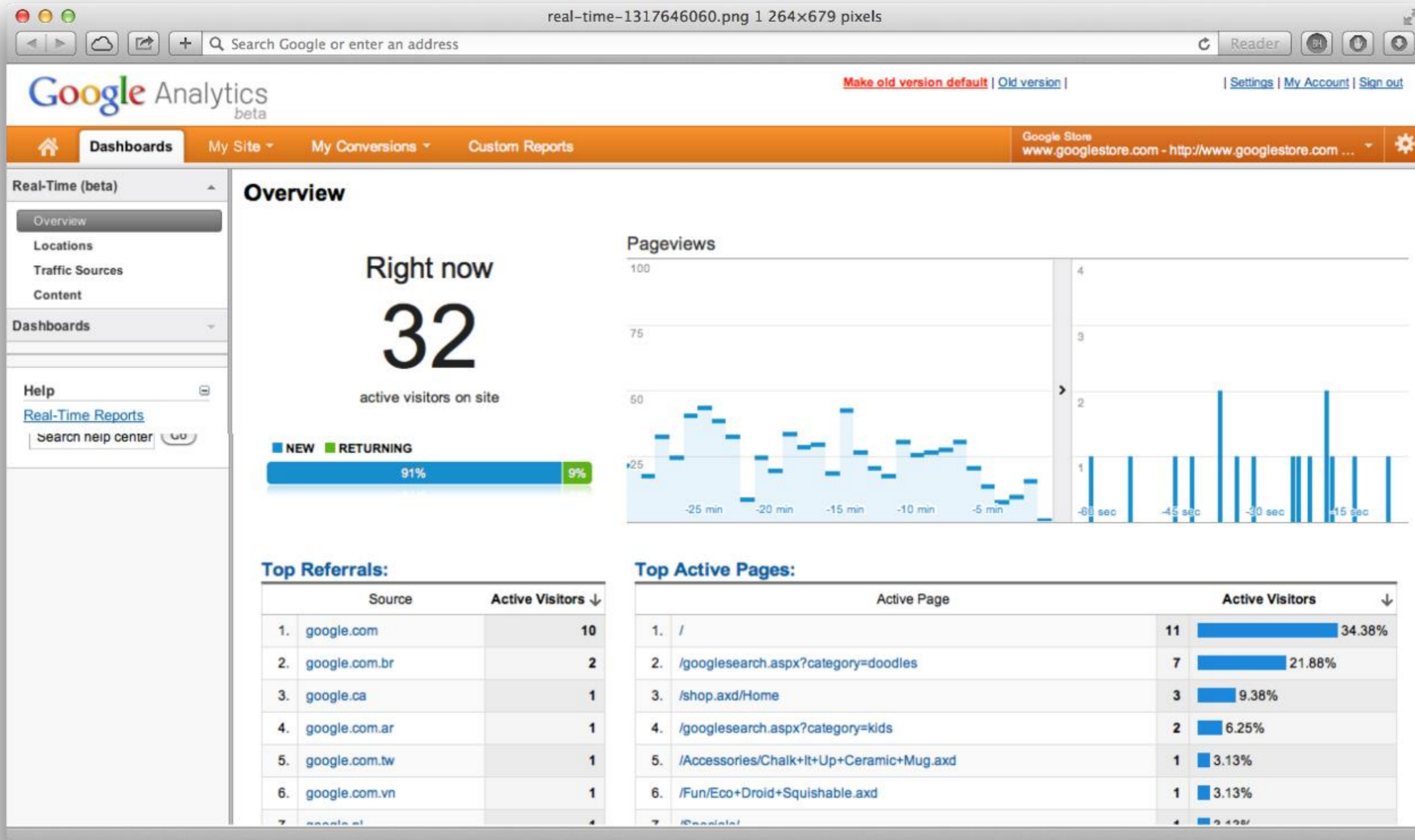
↑ > Health Benefits > Teeth Game



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Music On / Sfx On

<http://www.riccardogiraldi.com>





Do people come  
to dream on  
your site?



# Q & A

# Thank You!

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