Complete Neurological Friction Audit

November 11, 2026
A guide to examining friction in a visitor's experience of a website.

What this guide covers

- Map a visitor journey and potential points of hesitation.
- Review visual conventions and decision-making obstacles.
- Prioritize changes for a practical audit.

Who this is for

For marketers and website owners reviewing the customer journey.

Putting the ideas to use

Use the audit prompts to examine one important page or path.

Book details

Format: Guide. Pages: 29. Words: 4379.

Download availability: After payment, download the complete ZIP package or the included PDF separately.