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Website Conversions

Get those website conversions up with these easy steps!

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While shares, likes, and comments can make us feel warm and fuzzy inside, there's nothing like a conversion to show us that our online efforts are paying off. A conversion rate indicates the percentage of visitors that are taking action on a website, whether they are paying for a product, filling out a form, or downloading an eBook.

Getting more online conversions is actually not as difficult as you might think, though it does take a bit of diligence and patience. This eBook will show you what you need to do to attract prospective customers to take action on your website!

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Get the right people to come to your site

We've found that many of our clients are so (rightfully!) hung up on how many people are coming to their website that they often lose sight of the most important thing—getting the RIGHT people to visit. Anyone can bring direct traffic to a site, but what if you don't get a single lead?

Use search marketing to increase your qualified traffic and optimize the right keywords throughout your site. Using better keywords means users who are on your site stumbled in for a reason: they want what you are offering!

Which brings us to our next chapter...

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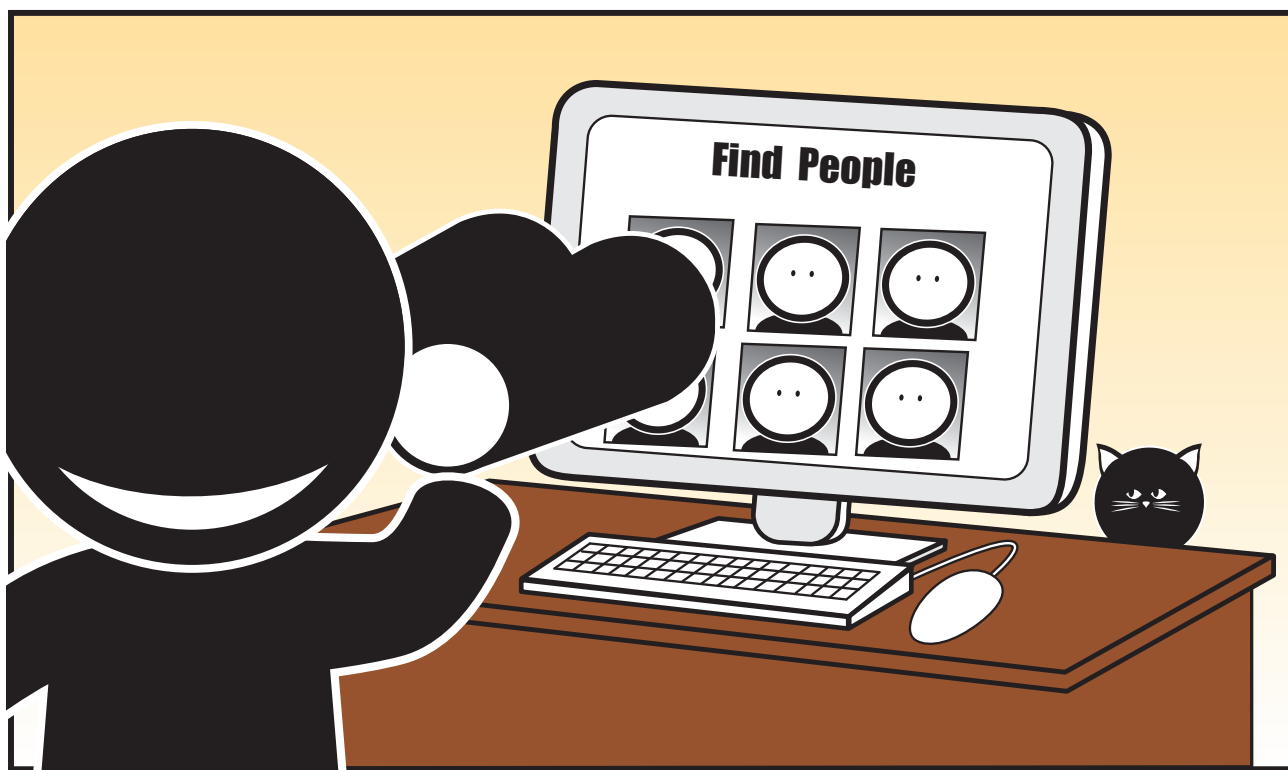
Use the right keywords to get results

Here's an important tip that might make all the difference: use long-tail keywords (or longer, more specific phrases) that may be less common for a better ROI and higher conversion rates. Though your search volume will be less, you may have more hot leads with phrases like "[brand name] + [product] + for sale" OR "[brand name] + [product] + prices."

For example, if you are selling diaper bags, adding keywords to your campaign that say something like "diaper bags for moms for sale" might be better than simply "diaper bags" which will not bring you customers looking to make a purchase.

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Establish trust for your brand

The internet can be an incredibly scary place, and there are some customers out there who may not know you from Adam. It's important to instill confidence in those customers so they'll WANT to take action on your site.

Here are just a few quick ways:

• Make sure your shopping cart is secure. If a customer feels any kind of unease about making a purchase, chances are they'll leave as quickly as they came.

• Take videos of some of your employees and guide visitors through your operations by getting to know your team!

• Include customer testimonials on your website that are positive, encouraging, and from REAL people (if you don't have any yet, offer discount codes to anyone who has recently made a purchase as an added incentive to leave positive feedback).

• Add value proposition somewhere on your website, whether it's the fact that you've been in business for 20 years, your customer satisfaction rate, or the number of orders you've shipped.

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Use design elements on your website that'll boost your conversion rate

In an age of declining attention spans, many of us are still attracted to bright, shiny objects. Here are a few things you can add to your site that will keep your visitors interested and clicking!

• Use the right colors and contrasts. For this, we suggest teaming up with an artist to show you complementary colors and the ones that will get your offer noticed.
• Use directional cues to point users to your call-to-action.
• Your call-to-action should be set apart from everything else on the page. Add a bubble around it or make it pop somehow so its message is clear: CLICK ME!

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# Give your form-fill a makeover with these tips!

In a previous eBook about landing pages, we discussed the importance of A/B split testing to monitor visitor behavior and to measure what works best for your business. If, for example, your form page has a high bounce rate and not many visitors are actually filling it in, you could be making some crucial errors that are impacting your conversion rates. But fret not! This chapter guides you through the steps necessary to bring you form conversions.

Tip #1: Use fewer form fields.
While there isn't a magic number, anywhere from 3-5 fields should do the trick and will make a form more desirable to a customer who may be in a rush.

Tip #2: Turn off the CAPTCHA!
How many times have you stumbled upon a blog or website and tried repeatedly to enter in the CAPTCHA code? Remember how annoyed you were when you got it wrong? Don't put your customers through the same aggravation!

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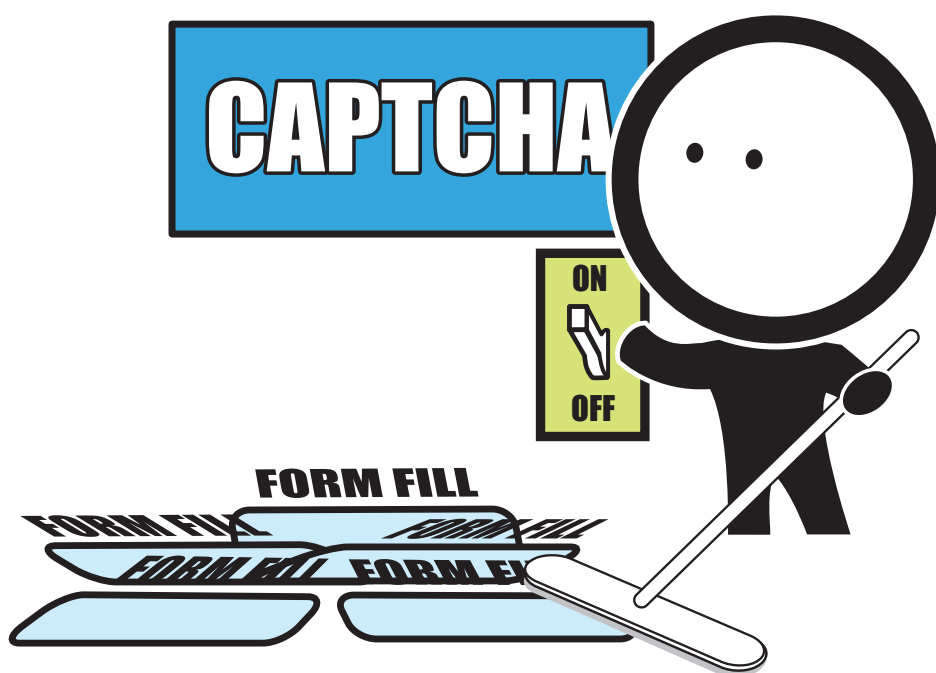
Form-fill tips con't

Tip #3: Include a privacy policy.

This ensures your visitors that their personal information will not be sold to another party or used for anything other than the purpose of the form-fill. It's a good idea to include it somewhere by the email/phone number field.

Tip #4: Mind your verbiage on your call-to-action.

"Click here," "download," and "register" all tend to fare better than the very commonly used "submit." Make sure your call-to-action is easy to locate on the page and use attention-grabbing colors!

Tip #5: Don't clutter the page.

Give the form room to breathe and use an arrow or other directional if necessary. Also, form-fills that appear above the fold in the upper right-hand corner tend to do better!

A note about higher conversions for eCommerce sites

There are a variety of easy ways to make your products stand out online so customers will want to make a purchase. Here are just a few:

- Hire a professional photographer and use only high-quality photographs of your products.
- Include videos that show ordinary customers interacting or using your product. This has worked remarkably well for Zappos!
- Don't charge for shipping. With so many companies eating the cost of shipping, the market has become very competitive and you don't want to deter someone from making a purchase because of a flat rate shipping charge.
- Hire us to help you write engaging copy for your site that will entice users to make a purchase.

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Contact us today to find out how we can help you convert leads to sales on your site!

Email us to find out more about website conversions.

Click Me!