

MARKETING & SALES

5 TIPS TO IMPROVE WEBSITE CONVERSION RATES



curious cat
DIGITAL



Did you know that most websites convert visitors into leads at a rate of 1% or less?

How many potential clients are clicking off your website and converting on a competitor's website?

How much money are you wasting on ads which drive traffic to a website that doesn't convert?

We're sharing 5 tips that you can implement today to improve your conversion rates.

1. USE MESSAGING THAT'S CUSTOMER-CENTRIC NOT PRODUCT / SERVICE CENTRIC

Your customers don't care about your products and services. Your customers care whether you can help them solve a problem.

Think about the problems your customers are facing and how that makes them feel. If you can tap into their emotional need they are far more likely to feel confident about your brand.

Review your website messaging, particularly on your landing pages. If you are seeing a list of products and services and their features and benefits you are missing a huge opportunity.

Start working in some messaging focused on the problems you can help your potential customers solve.

Here's an example:

BEFORE:

"We're an award-winning double-glazing company, our windows have the highest thermal efficiency rating in the industry."

AFTER:

"Are you struggling with escalating energy bills in the winter? Our thermally efficient windows reduce energy bills by 20%, keeping you and your family cosy in the winter."

2. ASK YOUR VISITORS TO TAKE ACTION

A Call-To-Action (CTA) is a button or link on your website where you are asking potential customers to take action.

The most common CTA found on e-commerce websites is “Buy Now”. For service business it may be “Schedule and Call” or “Book a Meeting”.

Your primary call to action should feature twice above the fold. Once in the top right-hand corner of your home page and once in the middle of banner above the fold.

Here’s an example from online accounting software provider Xero



It should also then feature several times as visitors scroll down the page.

Make sure the CTA is a bright colour and stands out. Never be afraid of asking your customers to take action several times.

You can also use a secondary CTA which is less direct than the first. A secondary CTA could be a link to some content or a download.

Offering visitors something for free encourages reciprocation which is a very persuasive technique.

3. USE TESTIMONIALS TO INSPIRE CONFIDENCE

Visitors to your website want to know whether your company can deliver on its promises.

No matter how much you tell them that you're "award winning", "the leading", "the best" it won't help your conversion rates.

Testimonials are powerful, your potential customers will relate to them, its 3rd party proof you can solve their problems.

Avoid using long testimonials, 1 to 2 sentences are enough. Anything longer and people won't read it. For more impact, and to service potential customers who want to read more, add links to case studies.

The more industry specific the testimonials are, the more impactful they will be. If you have pages on your website that serve different industries, align the testimonials accordingly.

To supercharge conversion rates, add video testimonials from clients.

4. GIVE POTENTIAL CUSTOMERS DIFFERENT WAYS TO GET IN TOUCH

Not everyone wants to pick up the phone and give you a call. Not everyone wants to send you an email. Give potential customers different methods to get in touch.

Forms can be effective however keep them brief. There's nothing more off putting than a lengthy form with lots of fields. Only ask for basic contact information so you can follow up.

Consider live chat as an alternative.

You can implement live chat easily and for free. Just make sure you have someone available to answer it. If not, add a holding message that captures potential customers details so one of your team can follow up.

5. USE GATED DOWNLOADS TO GROW YOUR SUBSCRIBER LIST

The majority of visitors to your website aren't ready to buy or get in touch. They will be conducting their own research before engaging with potential suppliers.

Make sure your website gives them what they are looking for. Whilst blogs are an excellent way to offer visitors help and answer their questions, those readers will remain anonymous.

Offer high value content as a download in exchange for some basic contact details. In most cases a name and email address will be enough.

Capture their contact details and start nurturing them with email content until they are ready to buy.