



10 TIPS

TO HIGHER

WEBSITE

CONVERSION



# Introduction


With the online market becoming more competitive and crowded, it is more important than ever to focus on improving your website's branding and conversion rate.





**Converting website  
traffic into buyers and  
loyal customers should  
be the main goal of your  
ecommerce website.**



The image features a hand holding a glowing compact fluorescent lightbulb (CFL) in the center-right. In the background, four more CFL bulbs hang from yellow and white cords. Three of these background bulbs are lit, while the one on the far right is unlit. The scene is set against a plain, light-colored background.

**If your website is suffering from low conversion or you need a conversion boost, here are 10 steps you can use to achieve greater success.**



# 6 CONVERSION ESSENTIALS



# 1

# DEFINE YOUR IDEAL CLIENT



**Take the time to compile a profile of your ideal client.**

- Who are they? (profile them demographically)
- What do they want? (preferences, goals, needs)
- Why do they want it? (core motivations/pain)
- Who do they want it from? (what makes your company and site unique?)

Pinpoint key demographic characteristics (location, age, gender) and motivators that define your client base. Be sure to clarify their needs, pain points, and objectives which will allow you to accurately target your ideal clients and develop compelling messaging.





## 2

# DEVELOP A LASER FOCUSED NICHE AND BRAND



**Make sure the focus of your site is clear, highly selective, and attractive to your ideal customer.**

- Who are you? (why are you and your product unique?)
- What do you offer? (be specific about your services – you are not everything to everyone)
- Why do you offer it? (be clear and compelling)
- How are you different? (separate your self from the crowd)

Isolating your niche is key to developing and articulating a successful brand that delivers the product or service options your customers seek.



3

# PERSONALIZE YOUR SITE AROUND YOUR IDEAL CLIENT



**Make your potential customers feel like your website was created just for them.**

Using the profiles you created, develop the website experience your potential customers desire. Every aspect of your website including the messaging, CTAs (Calls to Action), content, testimonials, product and/or service descriptions, product information, company bios, navigation, and landing pages should be crafted around your ideal customer.



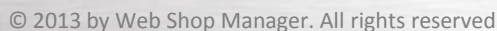


# DEVELOP ENGAGING CONTENT



The content of your website and blog posts should give your potential customers the information they are looking for in a voice that speaks directly to their needs and concerns.

Keep content fresh, interesting, informative and inspiring to keep visitors engaged with your website and interested in purchasing your products or services.



# 5 DEVELOP A COMPELLING USP



**Your unique selling proposition (USP) needs to articulate why someone should buy from you or contact you.**

It is crucial to provide value clarity for your products, services and company. The goal here is to excite potential customers and clearly position your brand as superior to your competitors.



# 6

# SIMPLIFY WEBSITE NAVIGATION



## **Focus on user experience.**

Regardless of visitor needs, it is guaranteed that your potential customers are looking for a seamless online experience. Slow, cumbersome, and counterintuitive navigation is a sure-fire way to drive visitors away from your site and prevent them from ever coming back.





# ADD RELEVANT TRUST AND CREDIBILITY ELEMENTS



**Make your potential clients feel comfortable and confident about purchasing your products or contacting your company through your website.**

Take every opportunity to reduce potential feelings of risk and anxiety by including key trust and credibility elements. This includes any awards, articles, staff bios, testimonials, facility pictures, and a “what makes us different” section.







# PROVIDE MULTIPLE FORMS OF CONVERSION



**Make it easy for potential customers to buy from you or contact you.**

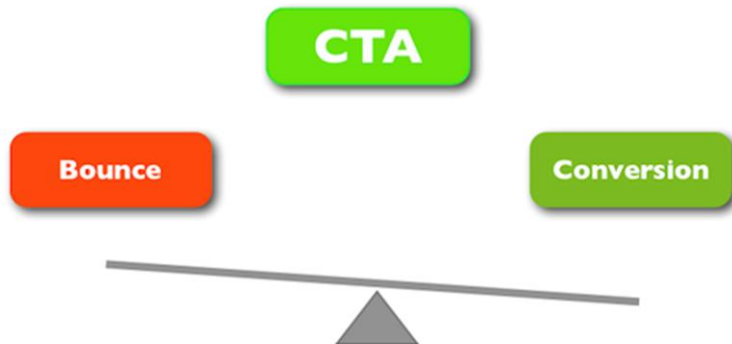
Make sure it's easy for potential customers to buy from your website or contact your company by giving them three easy forms of contact – phone, email, and an online form – on most pages to ensure they are able to convert easily when they are ready.



# 9

## REFINE YOUR CALLS TO ACTION

The tipping point between “bounce” and “conversion”



**Revising your CTAs can be the fastest way to boost conversion.**

Simple changes to design, functionality, color scheme, placement, and content of your CTAs can greatly affect conversion rates. Always look at your CTAs through the eyes of your ideal customer.



10

# INTEGRATE TESTIMONIALS AND REVIEWS

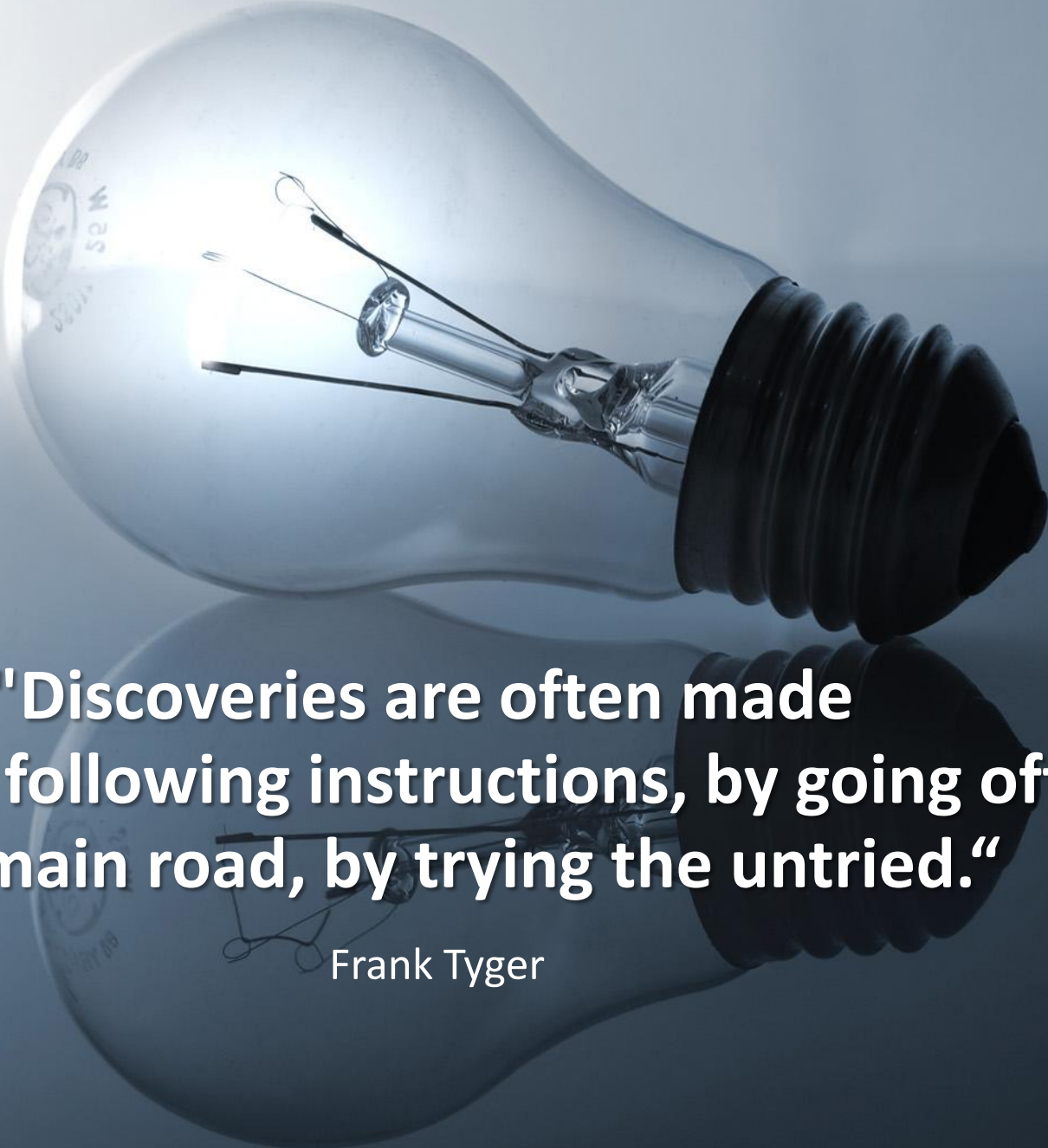


**Building trust and confidence in your company and products is paramount.**

Potential clients find social proof extremely comforting when making decisions online. Proof to visitors that they can trust you often comes through the words of your most satisfied customers.

Prominently display testimonials that address your potential customers' biggest points of concern. This could include their buying satisfaction, their experience, their options, and the dedication shown by your company.



A glowing incandescent lightbulb is shown at an angle, with its reflection visible on a dark, reflective surface below it. The lightbulb is illuminated from within, casting a warm glow. The background is a soft, out-of-focus gradient of light and dark blue. The text is overlaid on the lower half of the image, centered horizontally.

**"Discoveries are often made  
by not following instructions, by going off  
the main road, by trying the untried."**

Frank Tyger





**"The best way to have a good idea  
is to have a lot of ideas."**

Linus Carl Pauling, Nobel Prize winner



# Web Shop Manager

Call us today 619.278.0872

Request Consultation

