



HOW TO INCREASE WEBSITE CONVERSION RATE

The Absolute Checklist!

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BY GABRIEL NWATARALI

Introduction

Website traffic is perhaps the lifeblood of any online business. But is your website bringing you leads?

If not, then your website likely struggles to encourage favorable actions.

You're not alone in this debacle either!

A lot of organizations struggle with the same thing.

Fortunately, this eBook is going to give you amazing tips that'll increase your conversion rate.

Web traffic is important but when your visitors aren't converting, then your website is just a glorified business card.

When you pay attention to conversion rate optimization, you can triple or even quadruple your conversion rate.

All right, let's get started!



32 TIPS FOR INCREASING YOUR WEBSITE CONVERSION RATE

1. UNDERSTAND THE FOGG BEHAVIOR MODEL

Created by Dr. BJ Fogg, a behavioral scientist and founder of the persuasive tech lab at Stanford University, this behavior model is a benchmark for good web designers.

Here's the formula: $B = MAT$ Or...

Behavior = Motivation + Ability + Trigger

This means that before any behavior can occur, all three things (motivation, ability and trigger) must be present at the same time.

Your web page should motivate the user enough to keep reading your content (motivation).

When surfing the web, most people don't want to do a lot of work. You'll need to make your process super simple to convert (ability).

Use facilitators, sparks and signals to trigger action such as calls-to-actions (triggers).

Facilitators - If most of your website visitors are high in motivation but feel it's a difficult process, then you need to simply make things look easy.

Sparks - If they are low in motivation but think it's an easy process, then your CTAs (call-to-actions) need to show value and motivate them to take actions.

Signals - If they are neither low/high in perceived difficulty and motivation, then you simply need to have a straightforward process.

2. USE A STRONG HEADLINE

The most important part of any web page is the headline and the same goes for articles too.

Your headline should immediately tell the user what you do or what your website is about.

Your headline should be very clear and easy to understand within the first 3 – 7 seconds.

For instance, a clear headline for an IT consultant can be something like *Computer Consulting Services*. This tells the visitor exactly what you do right away.

3. HAVE A CLEAR VALUE PROPOSITION

What's the value that your organization provides? Your value proposition is your promise to the visitor and why they should pick you.

For example, a value proposition for a computer consulting company can be something like this:

We're reliable and responsive IT consultants that help our clients increase productivity, reduce cost and enable growth.

The message to the visitor is that if they pick you, you're reliable, quick to respond and will help them grow their business.

4. HAVE A PHONE NUMBER

Phone numbers act as a trust signal for many consumers on the web. Your phone number is also perfect for contacting you quickly and for people who are still uncomfortable buying online.

You should have a phone number on your website to boost trust.

5. USE CTAS (CALL-TO-ACTIONS) WISELY

You've probably been given this advice before but make sure you're using CTAs on your web pages.

However, don't make the common mistake of having too many CTAs for the same outcome. You should have one or two CTAs per favorable action.

If you must have more than one CTA for the same outcome, then you should have a CTA at the top and another at the bottom of your content.

6. BREAK YOUR CONTENT INTO SMALLER PARAGRAPHS

Here's the hard truth...

Most people scan, they don't read on the web unless they can find something that entices them to.

Increase readership by making your paragraphs short and easy to read. Break your paragraphs up and try not to have more than 3 sentences per paragraph.

7. USE DEDICATED LANDING PAGES

Landing pages are dedicated product or service web pages that are designed for a specific purpose. That purpose may be to acquire more leads or close sales.

The idea is to move the user towards taking a favorable action such as making a purchase. This helps the user focus on the product that they are interested in, making them more likely to buy.

8. REMOVE DISTRACTIONS

Stop distracting your customers by reducing the available options on your web pages.

Eliminate distractions such as main menu, sub navigation and out links. This is because you don't want them to click away unless they are clicking on your CTA.

9. MOTIVATE USERS WITH COMPELLING CONTENT

Use compelling content to increase your conversion rates. If you have a blog, you can add CTAs to it.

The idea is that if a user already made time to read your content, they just might make time to check out your offer too!

10. OPTIMIZE FOR MOBILE

According to Smart Insights, 80% of Internet users own a smartphone. Most of the world has gone mobile, making it advantageous to optimize your web pages for it.

Make sure that your website is responsive and check out processes are easy on mobile.

11. MAKE THINGS EASY

As mentioned earlier, make the process as easy as possible. Your visitors don't want to work hard when they're online.

12. HAVE FEWER PRICE OPTIONS

Too often when we list our prices, we tend to have too many options. This can make users become undecided and if they have to leave, they probably won't be back.

Try limiting your packages to a maximum of 3 to reduce indecisiveness.

13. ASK FOR LESS

When asking for information, only ask for what you absolutely need to conclude the transaction or begin communications.

Most people don't like filling out seemingly long forms and you shouldn't force them to either. Instead, only ask for what's necessary.

14. MAINTAIN EXPECTATIONS

How do your visitors find you? If you have an ad for something, make sure that when they visit your web page, the expectation is met.

Don't indirectly or intentionally deceive your visitors because they won't be back.

15. ADD A SENSE OF URGENCY

You can add a sense of urgency to your web pages. People are more likely to make a purchase when there is a deadline.

One way to do this is to include a promotional price that ends at a specific time. This can greatly motivate actions.

16. HAVE GOOD COPYWRITING

Copywriting is how you write content that sells. It is the art of strategically delivering words that get people to take some form of action.

Keep information clear and concise to be really effective.

17. KEEP YOUR LANGUAGE SIMPLE

Try not to use language that other people may not understand. Keep it simple because no one likes to feel stupid.

18. READ YOUR CONTENT ALOUD

If you want to ensure that your message is on point, try reading it aloud. Reading aloud can help you identify and fix potential issues with your content.

20. BENEFITS SELL

Features are important but benefits sell!

Too often businesses neglect to draw the connection between product features and benefits on their web pages.

You'll need to draw that connection for the visitor. Consumers are always looking for what's in it for them and benefits answer that question.

You can list your features but ensure that you're making the benefits of your products known.

21. USE BUTTONS FOR YOUR CTAS

Whenever possible try to use buttons for your CTAs. Buttons are easier to notice and well-designed ones invite clicks.

22. USE CLEAR AND READABLE FONTS

No matter how good your copy is, if people can't read it, it's pointless. A good practice is to use 18px or higher font size to make sure your text is readable.

23. USE THE RIGHT COLORS

Color psychology is an important aspect of conversion rate optimization. Scientists have proven that color has the ability to influence buying decisions.

Ensure that your designer is using colors that convey the feelings you want your visitors to potentially feel.

24. USE IMAGES WITH PEOPLE

Images are a great way of adding emotions to your web pages. To be really effective, you should use images with people in them. Every image should support the content around it and hone in on a particular subject matter or emotion.

Your visitor should be able to look at the image once and immediately get the intended message.

25. ADD A VIDEO

Add videos to quickly engage and deliver your message. Since most people on the web scan, a video can greatly increase your conversion rate.

This is because even though most people scan, they'll almost always make time to watch a video.

26. ADD REVIEWS

You should add reviews whenever possible.

When you're just starting out, reviews aren't necessary but once you've been in business for some time, you should add them.

They are a huge trust signal to potential clients or buyers. If people trust you and want your product, they may buy from you.

27. THE MONEY BACK GUARANTEE

Adding a money-back guarantee can triple your conversion rate because most people don't trust websites on their first visit.

So if you want to close them, sometimes adding a complete win guarantee for the customer can reduce their anxiety about your products.

28. OFFER A FREE TRIAL

Much like the money-back guarantee, a free trial gets people to try your product risk-free. If they like it, they may just buy from you.

29. HAVE A FAQ SECTION

What questions will a potential buyer have? You can answer these questions in a FAQ (frequently asked questions) section on your landing page.

30. HAVE A TIMEFRAME

If you want your visitors to buy quickly, offer a one-time discount and add a ticking clock or something similar. If people feel that it's their one opportunity to take advantage of your offer, they'll often buy the product.

31. USE SCARCITY

Educational institutions have long used scarcity to grow their enrollments. When you have limited spots or products to ship, it's generally a good motivator to act.

32. USE BADGES

Are you a member of the better business bureau or some other organization that consumers trust?

If so, see if they have badges and display them on your website. These are great trust signals for visitors and can motivate them to take action.

ABOUT THE AUTHOR



I'm Gabriel Nwatarali, a digital marketer and designer from Canada.

I help businesses develop a strong web presence and implement intelligent marketing strategies that enables them to grow their customer base.

I work with a team of marketers and designers that can help you with any of the following:

- Web design
- Search engine optimization (SEO)
- Email marketing
- Social media marketing
- Content marketing

We can be reached at info@techhelp.ca