23 WAYS TO IMPROVE CONVERSIONS ON A WEBSITE

Probably the most underrated strategy to improve online sales and overall leads is conversion rate optimization (CRO), split testing, and landing page experience. Don't simply spend more money sending traffic to poor performing landing pages and a website. Develop strategies that will increase the probabilities people will reach out to you inquiring about your product or service. It's hard enough spending money on advertising and marketing channels and trying to decide which is actually working. But when your marketing dollars are working smarter because you've optimized your website and landing pages, you're putting yourself in a better position to capture more leads and more sales.

Based on the same strategies we use for our own agency, we wanted to share 21 conversion rate optimization tactics you can deploy to improve overall conversions on your website.

Assess Your Top 5 - 7 Competitors In Your Market

This is the first thing you should do. Conduct a Google Search utilizing the same non branded search terms you'd expect and want people to locate you on Google with. Jot down the paid advertisers and those showing up on page 1 of Google for those same terms. Review and assess their websites. Take yourself through the mind of a prospect and determine what aspects of your website are lacking relative to your competitors. This is a powerful first step to improving c onversions and even overall business practices for your website. You'll be able to generate ideas, what they're doing well, and even what they're not doing so well so you can improve your overall landing page and website experience.

Add A Chat Box To Your Website

A relatively inexpensive add-on that can easily in-crease engagement and inbound leads who need an answer now and simply want to talk to someone. You have to remember that everyone consumes and engages with content and websites differently. You'd be surprised how many new leads Propellant Media gets from the chat box we have on our website.

Having one will surely help you answer their questions more quickly and allow you to immediately bring value to those prospects, thus giving them a likely feeling of satisfaction and an increased likelihood they'll want to do business with you in some capacity.

Also Add A Chat Bot

This is another inexpensive tool that's effective in guiding people through strategic conversations on your website before they are handed off to a live person inside your organization managing chat box conversations. We get as an agency 5 - 10 chat box hand offs every day. It helps save time and workload off your inbound marketing staff, pre qualifies the leads coming in, and gets them closer to the answers they need addressed. You can customize your chat bots to each individual landing page as well. And you can create if-then decision trees that allows for effective lead generation capture. There are several chat bots on the market including Drift, but it's worth doing some research prior to making a decision.

No Navigation Bars On The Landing Page

We've seen studies where your conversions can increase as high as 30% when you do not have a navigation menu on the landing page in which you're sending traffic to. Part of the reason is that you don't want to give people any reasons or outs to click out of the landing page, outside of the core actions you want them to take.
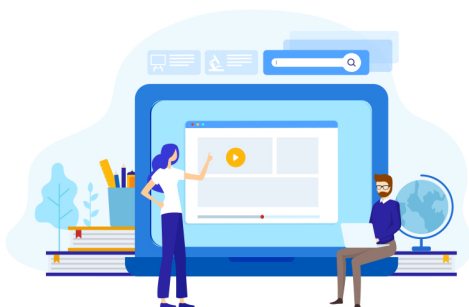
Now if you're sending traffic to your landing page on your website, you're not obligated to remove the navigation bar. But if it's something you want to test to see the overall impact, it could be worthy of trying out to see how it can drive conversions for your brand.

Call To Actions – More Benefits Driven

Lets assume you're a dentist and you have a free teeth whitening special going on at your office. You want to share it with all those who visit your website that are new patients. And lets assume you have a call to action button on your landing page. What do you think would drive more conversions? "Learn More" or "Give Me My Free Teeth Whitening Special Today"? We've learned that the latter will inherently drive more conversions than the former.

This type of call to action is what has a tendency to drive more conversions than the standard Learn More, Download Ebook type call-to-actions.

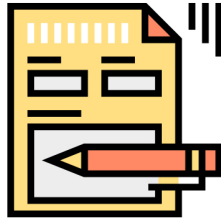## Add Your Form Submission Above The Fold
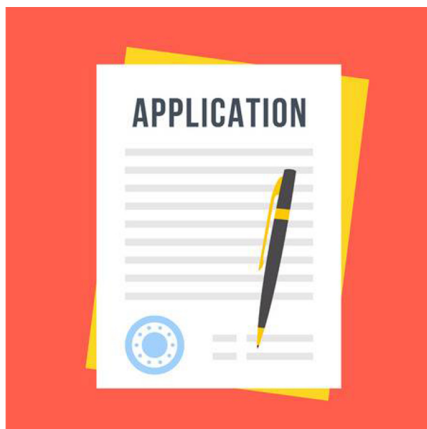
We are still uncertain why so many people put all of their form submissions below the fold and in some cases at the bottom of their landing pages. But here is a statistic that should convince you other-wise from doing that. More than 60% of website traffic doesn't scroll below the fold (the section of the landing page people first see BEFORE scrolling downward). So you are missing out on 60% of po-tential leads and form submissions when your forms are below the fold or at the bottom of your website. This is a quick and easy fix that can pay dividends.

Still Add Another Form Submission Below The Fold

Now just because you have your form submission above the fold still doesn't mean you should not have a form submission below the fold. Maybe the other 40% of traffic always scrolls away from the top. Hopefully you can catch them in the middle of the landing page or at the bottom of the landing page after you have nurtured them with content and enticing information. So have the form submissions in 2 places on your landing pages. This too will improve conversions.

Improve Your Page Speed

Amazon estimates it loses $2 billion in sales for each second of page speed load time it takes for your landing pages to load. Page speed is that important. So everything you can do to speed up your website will also help with lead generation and conversion rate optimization. Part of the reason is people's attention spans and they get tired waiting for your website to load up. Whether it's reducing the file sizes of your images or minifying JavaScript and CSS on your landing pages, these processes will increase your page speed and thus increase conversions.

Do You Have A New Product/Service Or A Ubiquitous Product/Service?

Sometimes it's nice to have a product that's in demand that many people want. But what do you do when there's already a lot of competition to deal with? Think about our agency. We offer SEO, Google Adwords, and OTT Advertising, but we lead with Geofencing Marketing because we knew we could own that space with still respectable competition. And yet no one is willing to lead with it the way we do. So as you think through your products or services, figure out a differentiating theme that can be defended, articulated and proven to furnish true value to your website visitors. They will in turn inquire about more and potentially even buy from you.

Add Authoritative Statistics To Better Tell Your Story

Sometimes you need more than just your own arguments on why your product or service is just the thing that will solve that person's problem. Having authoritative statistics provides a more objective perspective that helps shape the conversation of your landing page and give more credence to your persuasive argument as to why your product or service should be heavily considered.

Make Your Website Or Landing Page Mobile, Tablet, and Big Screen Responsive

OK, so it's now 2019. Over 70% of online traffic now happens on mobile devices. If you do not have a mobile responsive website, you're in serious trouble. And you cannot forget about Tablet and Big Screen devices either. Spend time working to have a mobile responsive website, but one that is well optimized for conversions. And one that takes into consideration all of the other points in this guide.

Make Your Phone Number Clear In 3 Places On Your Landing Page

Do you rely on phone calls? Make sure you have your phone number at the top, middle, and bottom of the landing page or home page of your website. Again, 60% of people do not scroll before the fold but you still want to capture the other 40%. So having the phone number in several places will increase your chances of more phone calls.

Give Away Value-Added Content....A Lot Of It

This has been a key differentiator for our agency. We create a ton of content. That includes video content, blog content, and also premium gated content. And we give away a lot of it in exchange for one's name and email.

Most people like to feel as though they are receiving value prior to purchasing something or inquiring about your services. So for example, if you run a mold remediation company, you could create a guide that discusses the "top 20 questions to ask any mold remediation company." If you create the guide as a pop up on your landing page, now you're providing the website visitors with real value that helps them think through all the proper questions they should ask a mold remediation company regardless of whether they're looking at you or other competitors.

Add Plenty Of Case Stories/Testimonials

Nothing is better than having other people tell the world how great your product or service is. And what's even better is having them on video. Don't overdo it, but case studies and testimonials on clients and customers will help establish additional credibility to the service or product you offer. When we first started our agency, we truly underestimated the importance of good case studies. Now we work to get case studies on every great story we have to tell our audience. When you solicit a case study or testimonial, make sure you get details on the impact and end result of the problem you solved.

Should You Display Your Pricing....Yes & No

If you're an ecommerce, you must have pricing on your product pages. No one is going to buy a product without knowing the cost. But what if you offer a service and need to keep your pricing concealed from your competitors?

What we've noticed is our pricing landing page is the 2nd most visited page on our website, however we never state our actual pricing on the website. We offer 3 different packages and if you want the pricing for one of them, you have to submit your name and email to receive such pricing from us. This allows for you to capture their email but also allows you to control the relationship and the engagement a bit more.

Ensure Your Landing Page Answers The Top 10 Frequently Asked Questions

What are the typical questions 80% of your website visitors need answered in order for them to feel compelled to email or reach out to you? Nothing is worse than visiting a website that doesn't answer any of your burning questions. Make sure you think through them and ensure your landing page addresses those 5 to 10 questions that are vital in being answered. This too will help with conversions.
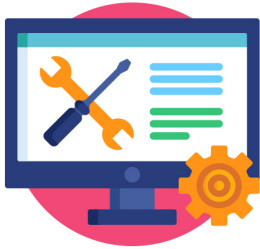
Add Your Email Link To Your Landing Page

Have your mail-to email link at the top of your landing page and also at the bottom of your landing page. Similar to the form submissions and phone number placements, having your email link provide another avenue for people to get in touch with you.

Create 1 - 2 Interactive & Engaging Tools On Your Website

We've created several calculators on our website that allows for prospects to determine their ideal geofencing marketing budget based on the size of the audience they'll be capturing at an event. But we make some of the calculators gated where you need to enter your email address before you can use it.   Think about the loan companies out there that have loan calculators on their websites. Again, giving value before those people buy or inquire about your services.

Create A Quiz On Your Website

Quizzes work great for lead generation. For whatever reason, people love to do short quizzes that are relevant to what they're looking for. Questbase and TryInteract allows for quick quiz creations for any website including Wordpress websites.

Humanize Your Brand

What we've noticed at Propellant Media is when you put a face with a brand that is authentic, real, and candid, it allows for you to connect with more of your audience. Customers like doing business with people...not simply corporations. So doing more video, writing more for your blog, and being showcased on more podcasts will humanize your brand a bit more and increase conversions for your website.

Leverage More Video

Video keeps people on websites longer than text and audio. Video allows you to differentiate your brand and put more of a human face and touch to the brand will only help you engage with more prospects. There are great tools that allow for video creation including free ones such as Useloom and other paid ones like Zoom.

Leverage Site Retargeting

Site retargeting allows for you to retarget and follow people around with ads after they have visited your website or landing page. Site retargeting helps with Conversion Rate Optimization (CRO) because for one the average cost per conversion for site retargeting is typically half the cost of traditional acquisition channels. There are many platforms you can use for site retargeting including Google Display, Programmatic Display, Facebook, Instagram, and even LinkedIn.

Utilize Split Testing
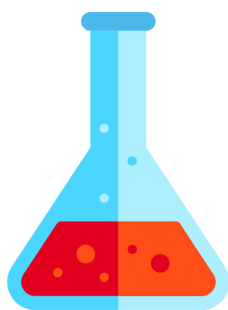
Keep split testing your landing pages. Different colors, placements of the form submissions, with or without a video. There are some great tools that allow for split testing including Google Optimize and Optimizely. Do not leave it to guesswork or chance. Make sure you know for sure that your landing pages are performing better each month. The only way you know that is by split testing your landing pages.

Conversion Rate Optimization Conclusion

Trying out these various strategies and implementing new CRO tactics that will increase conversions is a must for anyone with a website. All websites serve a particular purpose. And your job is to get more people to fulfill that purpose. CRO is one of the best investments once can make into their own lead generation, even more so than SEO and Google Adwords.

If you have additional questions around CRO, do not hesitate to reach out.

Justin Croxton is the Managing Partner at Propellant Media, LLC, a digital marketing and media solutions provider, offering **geofencing marketing** and programmatic display solutions to digital agencies, brands, and companies. Visit us at **www.propellant.media**

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