Better Converting Websites

WWW

Important Items You Didn't Know

Free Download

Introduction:

Congratulations on taking the first step of getting your website to convert. At WebsiteService4All our staff has helped over 8,000 businesses create and advertise their websites. During that time, we've recognized that many business owners don't know most of the steps involved, and those that are important, when creating a website and getting it to convert for them… so we've put together this quick guide for you so you can enjoy the benefit of our years of experience in helping business owners use their website to do the job it's meant to do…. Convert.

This guide is for business owners who are service based (need to generate leads for their business). Your business could be anything from a dry-cleaning company to a medical office. Converting visitors to leads on a website is not easy. It requires effort but the results speak for themselves. Many of the lead generation website conversion techniques can also apply to ecommerce (product sales) but we have put together another guide for those types of websites separately.

Read and implement the 7 Points listed in our Quick Guide below.

Mark Drake
WebsiteService4All

We hope you find this guide very useful.

We know implementing these techniques will help you increase your conversions.

Service Based
& Lead Generation Websites

1. **An Eye Catcher -** This is the starting point for your website on your Homepage. Besides needing to have a professional look and feel you need something to catch the eye of the visitor. Why? Because you have 1-2 seconds to get a visitor's attention. Today's Internet users are quick to leave a website if they don't see what they want quickly. You must capture their attention in order to get them to stay on the site and dig in. Two of the most effective ways of doing this are:

   - Video Autoplay – Effectively accomplished using video embed from Youtube
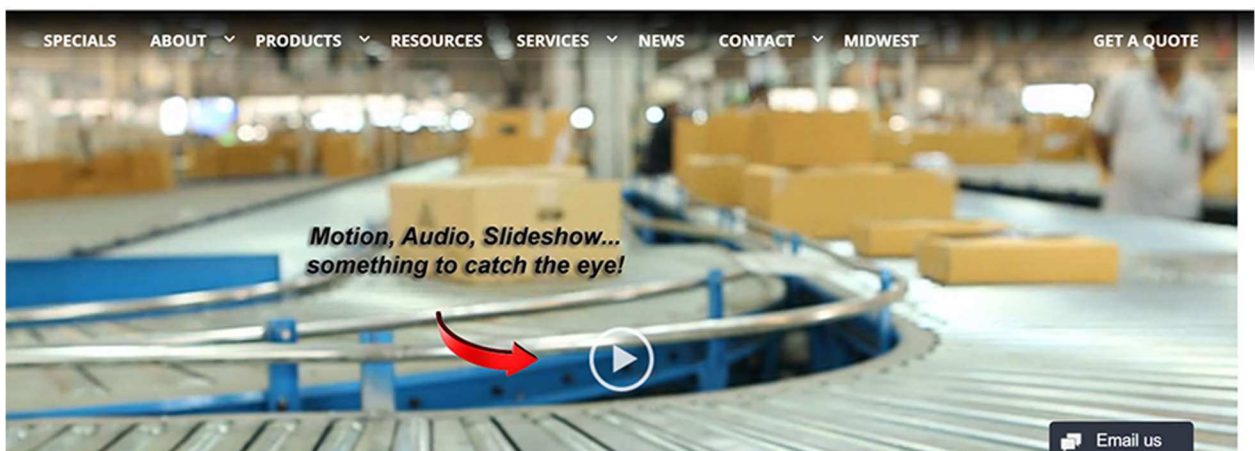   - Image Slider – rotating images on the homepage

   Failing to capture their attention results in wasted advertising dollars/efforts and a large bounce rate*

   Bounce Rate is the percentage (%) of visitors who come to your website and immediately leave (never go to a second page). Bounce rate is a Google measurement that should generally be at 50% or lower.

2. Important Information Above the Fold – Your visitor won't see everything on a scrolling website in the 1-2 seconds they will spend on it. That's why having your MOST IMPORTANT information above the fold is extremely important. Many business owners make the mistake of placing a large image across the entire screen with little to nothing else above the fold. Current web design trends heavily promote this type of homepage display. However, if you don't place the content your visitor needs to see to be interested in your site (above the fold) you'll more often than not have them bounce.

In this example the thin red line is the page break. It is where the last piece of information, image, etc is visible before you have to scroll down.

Here are some of the important items to keep above the fold:

- Features
- Benefits
- Specials
- Sales Incentives
- What Sets You Apart
- Services

3. Contact Options – One of the most common misconceptions is that visitors to your website will find and use your contact page. The reality is some do. However, the first step to getting someone to contact you is to keep the option in front of them all the time. If you make them hunt for it or click too much they may give up. The following techniques can help you improve your potential client contact:

- Keep your phone number in the top right corner of your website always
- Make sure to use a contact form on your website so you don't miss after hours contacts
- Place a contact form on your homepage above the page break
- Place a contact form so that it's readily available on your secondary pages above the break

*Note: If you put your email address on your website you are making your email a target for spammers. If you must place your email address on your website put a few spaces in the email. Instead of showing info@websiteservice4all.com on your webpage break it up so it looks like info @ websiteservice4all .com. Spammers routinely scrape websites to find email addresses and automate the process. If your email is spaced out as in the example, their email programs may not be able to send to you because of the spaces.

4. Use Door #1 – Sometimes a contact form on your website will convert poorly. If this is the case on your website, then use Door #1. What is Door #1? It is the display that says, "There is something coming after you do this action". A good example is the site below.   Note the button says "Start". It doesn't say "Send" … or "Submit" … or anything else. Start means there's something next behind Door #1. It intrigues the user and prompts action. Action means conversion. Something that comes after pressing the button is a curiosity technique. It could be anything after…. Thank You text… You decide.

5. Make Sure Your Website is Responsive* – It continually amazes me how many business owners have still not converted their websites to be responsive. More than 50% of searches are now done on mobile devices. If your website is old, your potential customer is going to think your offering is too. And… they will not click through and squint to try to read the sales pitch on your tiny site that must be pinched and expanded. Instead they will Bounce. So, make sure your website is responsive. It's past time if you haven't done it. See the difference in the example below:

Responsive means the website has been designed to display well on any device. Many people think of this as "mobile friendly" but it's more than that. A responsive website adjusts according to the device size.

Non-Responsive Site

A Responsive Site

Which of these websites will you be more inclined to investigate further?

6. Use Good Imagery – So that begs the question…what is good imagery? There are 3 main areas that are important. Some of this is just plain common sense. But some is unknown to many people. Let's take an HVAC company as an example for our purposes (example below):

Relevance… Use images that are relevant to your service or product. Air conditioning units and furnaces are appropriate and convey the right message that you either sell or service these types of products.

Quality… There are two types of quality. Quality of images (good resolution, not fuzzy or distorted) and images that say, "This is quality stuff". Use of known brand name images or logos always helps the website visitor understand that you're not pushing second rate product or services. In our example, using Rheem, Carrier, etc convey quality… which by the way also helps build trust. Any badge image you have and can place on your website will help build trust. BBB, Award Badge.

Sales…That's what you have the website for right? Then use images that promote your sales. These can be images that range anywhere from showing happy people (conveying happy clients) to Special Offers (starbursts with Limited Time Offers).

7. Use Video – "If a picture is worth a thousand words then a video is priceless" …When a website contains video, shoppers spend on average an additional 2 minutes on the page and are 64% more likely to buy compared to non-video sites. There are two main types of video:

Product Video – demonstrates the product, shows it in action/use.

Informational or Service Video – talks to you about the service, features, benefits and might show you someone conducting the service.

Professionally made videos are certainly more convincing and trust building than something homemade. However, if your budget doesn't allow a professional video place your homemade one on the website. It will still make a difference.

Summary

We've kept this "Quick Guide" as short as we can for you while still conveying the important information. These 7 techniques will help you increase conversions on your website. You don't have to use all of them or implement them all at the same time. In fact, we advise you to implement them one at a time, so you can measure the results individually yourself. That is A/B testing which is important in any conversion test. If you're unsure of what to do, or how to measure results feel free to contact us for help.

Help Available at: (619) 749-5245