

SEVEN-POINT CHECKLIST FOR IMPROVING YOUR WEBSITE'S CONVERSION RATE

So your company has a website...*big deal*. Unless you're actively implementing tactics that drive conversion, consider your site invisible and your customers non-existent! Without conversion, there isn't a marketing strategy in the world that will make your business money. Website conversion should be at the top of every marketer's list of areas to focus on.

Now let's take a look at our top 7 tips that'll help you turn your website's visitors into customers:

1 Never launch your website without basic on-page SEO (search engine optimization). We're talking simple meta descriptions and H1 tags. SEO is not just for driving traffic; it's a simple way to help the right visitors (aka the ones who are actually looking for you) arrive to your site. They are – after all – the most likely to convert!

2 Skip the 'Website Coming Soon' sign. Unless you have a landing page and can capture your visitor's info, all a 'Coming Soon' sign does, is send the wrong message. It might as well say 'Oops...We Haven't Got Around To It Yet.' Not the greatest first impression.

3 Smart landing pages keep visitors interested. As long as it's relevant to the ad or link that drove them there, that is. Landing pages should be simple and leave no doubt in a visitor's mind what action they should take next.

4 Website speed matters. In the world wide web, patience is not a virtue that many visitors care about. If your website hasn't loaded within 3 seconds, say sayonara to that potential customer! A strong website development team can test and make sure your site loads as fast as possible.

5 Streamline the user experience. Try walking in your website visitor's shoes for a while. What items jump out at you first? Is the site overwhelming and cluttered? Stick to using simple forms, catchy headlines and clear calls-to-action.

6 Keep pace with the mobile revolution! Smartphones, tablets, Bluetooth, apps: all of these allow your visitors to access your website while on the go. Without a responsive web design (which enables your site to look great across all devices) you're not making the effort to ensure a consistent user experience. Simply, you're losing out on that conversion!

7 It's not always all about you! Push marketing is old news. Rather than rambling on about how great your company is, create website content that engages with your visitors on equal footing. Show them how you bring value! Involve your visitors and make them a part of the process of discovering, learning about, and purchasing your products or services.

DROP US A LINE, WE'D LOVE TO HELP.

WSI is the world leader in digital marketing and we're equipped to implement a full suite of internet solutions. But, of course, we'll work with you to determine which strategies are best-suited to accomplish your business goals. For more information, get in touch with your local WSI Consultant at info@wsidigitalimpact.com.