Unique Ways to Escalate Your Website's Conversions Rates

Develop a successful website and grow traffic

INTRODUCTION

With the dawn of internet marketing, the mode of conducting business has shifted online. Hence the dire need of every marketer to grow and expand their business over the web space. Mainly there are two major ways to do this: either driving more traffic to a website or increasing the conversion rates and convert current traffic into paying customers. Leveraging the traffic data to improve conversion rates is a much more cost effective in the long run profit for any business. Optimizing conversion rates also suggests a dynamic decrease in the cost of acquiring new users that has a major positive impact on the Return of Investment (ROI).

Conversion rate is paramount for any marketing drive. Just by creating a website you cannot boost your online performance. You may see people visiting your website but how many are getting converted to potential customers who stay on the site is very vital. A well-built website has a great digital marketing strategy which includes SEO, social media strategy, content marketing, email marketing, online marketing and good customer support which generates more traffic and escalates revenue. Traffic to your website is good but, if this traffic is not converted into generating positive revenue is like having a splendid product and not able to boost sales due to its non-attractive appeal. So without a doubt digital marketing is the attractive appeal of a website for gaining traffic and later converting them into customers.

What does conversion rate exactly mean? Conversion rate is an indication of how many times your site users gets converted to take a call to action. When a customer enters a site, he may make a call to action like signing up a form, downloading newsletter, subscribing for a channel, clicking on an ad, asking a query or so on.

In this whitepaper we will highlight the importance of 'conversion rates' being a key factor in determining the ranking of a website and gaining revenue. Here we can observe that it is not only traffic but how much of this traffic converts into potential buyers is the determining parameter in generating more revenue to the business.

Why are conversion rates important?

Conversion rates are much more than a mere reflection of your measurement of sales. It gives a compact analysis of the actual percentage of visitors to your site who will actually make a purchase. In short, it is a measure of how well your online business is meeting customer needs.

Moreover, it is an ongoing event and should not be considered as a one-time event. You will have to continually optimize your site to accommodate new visitors, products, promotions, and seasonal events—and that means continually optimizing your site for conversions.

How is it important for your business?

Today digital marketers are keen on generating leads and in converting consumers into potential buyers. Their goal is to make people know about the product and then convince them in buying. The trust factor of a site depends upon how easy it is to navigate, the customer satisfaction level, the content users are looking for and how easy it is to buy things and payments. All these facts are extremely crucial for a website growth because once a customer moves out from the site whether or not he was ready to take an action it would impact the conversion rates and hence sales.

To enhance your business conversion rates first you need to understand sales and conversion metrics without spending money and time on advertising. Today, be it a big or small business, are unaware of tracking their efforts as they spend hours and time on traditional marketing techniques. Here conversion rate optimization plays a very important role which helps online retailers to make use of the traffic effectively in generating positive income.

Conversion is defined as an action made in the form of a purchase, download, filling up a form, time spent on a page and more. A new business which comes up will know only about their business but, have no idea on tracing their conversions and how it has to be performed in order to generate positive sales and return on investment (ROI). Conversion rate is the spearhead in determining the success of online business. As more and more people want to make a purchase sitting at their comfort zone, an online business which satisfies customers in wanting them to use or buy your service or product leads to more traffic and revenue.

Conversion rate differs from a site to another which depends on the interest of the customer, nature of offers made, ease at which it's available. Reasons why conversion rates are very important because:

- Conversion rates helps in estimating sales and traffic as, if more customers visiting your site and not taking any action will drive 0% sales
- Time taken in increasing conversion rates for a site is much lesser compared to increasing traffic
- Conversion rate helps you in being ahead of your competitors as a good website automatically makes a visitor to take an action
- You can cut down on the cost of digital marketing as the more the customers buy your product the better the conversion rate
- When you understand who your customers are and their needs, conversion helps in developing products accordingly which, in turn generates income

- Conversion rate boosts your profit which is directly enjoyed by you unlike in advertising where you have to pay the advertisers.

Now the pertinent question is how to boost a website conversion rate

Follow these simple procedures and see your conversation rates escalated in the most minimal time.

1. Create Responsive Website

Today the internet is not restricted to desktops or laptops but can be accessed anywhere and everywhere with smartphones, tablets and I pads. If your site is not mobile friendly or not responsive for smaller devices, you tend to lose half of the customers. Responsive web design is a website in which content, images and the site design can be smoothly viewed in various devices. Today Google has developed an algorithm which ranks a website incorporating mobile friendly factors in it.

According to research done by Aberdeen Group, websites can achieve 10.9% more visitors if the website is responsive, while the non-responsive ones receives an increase of just 2.7% users.

A business to boost its conversion rates through a website needs to:

- Create responsive web design which is adaptable to all devices, screen sizes and resolutions. Making your website responsive would have more number of visitors who are likely to get converted and which increases your sales.
- A dedicated mobile website with a separate URL from that of a desktop, just for mobile visitors improves the browsing experience of the business.
- A mobile app for a business would also enhance the browsing performance and visitors searching for a particular product would find mobile apps more beneficial. Mobile apps will also improve conversions.

Companies which have welcomed the change in improving the browser experience by creating a responsive website with a user-friendly interface that has attracted more visitors and resulted in an increase in conversions.

*"Intuitive design is how we give the user new superpowers." – **Jared Spool, Web Site Usability: A Designer's Guide***

2. Create an effective content marketing strategy

Unlike advertisements which attract customers for a short time, content marketing not only drives more visitors to your site but also associates with them for a longer time by providing the right message and an answer to all their problems. **According to CMI statistics-2017, 89% of B2B marketers use content marketing and 42% had a positive impact on their business.**

For the success of a business certain essential content marketing elements are adopted which when implemented boosts the conversion rates.

- ➢ Content created should define high quality
- ➢ While writing content keep in mind your targeted audience as to who they are, what are they looking for and so on?
- ➢ Look into the postings of your competitors and post content according to the trending business needs
- ➢ Content in various forms like blogs, videos, infographics, case study, whitepapers attract more customers increasing the conversion rates
- ➢ Offer viable feedback for customer queries through content
- ➢ Enhance customer engagement through content in the form of trending news and stories
- ➢ A regular content survey would go a long way in promoting and improving your content.

Andrew Davis-Content Marketing speaker says

"Content builds relationships. Relationships are built on trust. Trust drives revenue."

3. Focus on SEO Optimization

Search engines play a very important role in generating traffic, enhancing site visibility and ranking a site but its work doesn't stop here. SEO is detrimental in generating more revenue, increasing leads and conversions and inspiring customers to visit your site. To grow your online income and improve conversion rates you need to generate organic traffic that is making sure only interested consumers visit your site. This can be achieved through good SEO optimization techniques.

Optimize your site with good content and keywords which will help in finding the kind of traffic that flows to your site. Understand your visitors and learn what they are expecting. Find out whether the customer is only seeing, thinking or ready to buy. This will help in creating content

with the right keywords which therein boost the conversion rates. Optimizing content with minimum keywords helps the bots to read your pages. Below are few points which help in boosting conversion through SEO:

- Website designed with SEO optimized is very important in attracting customers to your site. Understand and see if the website is easy to navigate and user-friendly. Also check if the website is built with call to action elements like buttons, sign up forms, comments section etc.. All these techniques help in positively converting your visitors.
- For a site to rank in search engines social media also plays a very important role. Search engines crawl on sites which are visited and liked more, number of social media hits is tracked and how long a visitor spends his time.
- Targeting on the right keyword is also very important. Stuffing in of keywords will bring down the traffic which also impacts on the conversion rates. Adding the targeted keyword drives more traffic making them to do and action of purchasing or signing up.
- Paid search like Pay Per Click (PPC) is another way of determining conversion rates. The click through rates in paid ads shows the density of keywords in determining effective organic traffic results. For paid advertisements to improve conversion rates check on the keywords and the long tail keywords.

4. Develop a neat and transparent Call to Action

Call to action is a button used in getting the reciprocation from customers visiting your site. A call to action is not limited to E-commerce sites but every website needs to have a call to action which helps in converting your customers. A call to action can be

- ➢ Filling a contact form
- ➢ Signing up for a newsletter
- ➢ Download now
- ➢ Start a free trial
- ➢ Buy now

A call to action is a metrics used in gauging your success, increasing the focus of your site and giving directions to users coming to your site. Build the trust of your customers with a clear call to action and address their queries regarding it. The queries include how much is the delivery charges, how to go about the return policy, how often would they receive the news letters, etc.

A call to action should be highlighted in a website either on top or middle or bottom of a site or page. Surprisingly the font and size of the call to action also impacts the conversions. The ideal size should be between 12-13points.

Here what the experts have to say:

According to Thomas Knoll CEO of ClippPR (Transit card in Bay area)

"I believe the best conversion hack is to actually spend time personally inviting the first 100 people to sign up. And personally responding to (at least) the first 500 people who sign up. The person connections you build, and the intimate insights into customer expectations make all the time spent *more* than worth it."

5. Optimize Landing Pages

A landing page is the entry gate for a website. It is the first impression of a website and if it is not good then automatically the visitors to the page will decrease. If you want to convert your visitors and make them stay on your site lead them to targeted pages they are looking for.

For successful landing page you need to post content relevant to the customer search. This would help in increasing conversion rates and also improve Google Quality Score. Quality score is Google's rating of the quality and relevance of both keywords and PPC ads. It also determines the cost per click. The higher the Quality score the more visitors to your site who will get converted which also boosts your search ranking and lower you click cost.

Landing page being vital for online marketing in generating leads and increasing conversions certain factors essential in improving landing pages are:

- ➢ Design a clutter free website with relevant information, minimum images which make it easy to navigate
- ➢ A catchy headline attracts more customers
- ➢ Highlighting your information in bullet points would make it easier for customers to understand
- ➢ Images are more liked and shared by people. Adding good images tend to enhance conversion rates
- ➢ Incorporate eye catching color schemes which grab the attention of visitors immediately
- ➢ Be ahead with your competitors and tell them why and how you're better than them
- ➢ Build the trust of your customers by being consistent in whatever you're offering
- ➢ Understanding your customer and designing landing page accordingly helps in conversions.

Ari Tulla CEO of Better Doctor (Search for doctors)

"Making sure that BetterDoctor.com landing page is super intuitive and attracts people to explore more. Of course every step of the funnel is important, but it's critical to make sure you don't lose the customer on the first step."

6. Customer Engagement

Social media is a major platform for entertainment, education, promoting business, interaction and information. The more hits for a business the better would be the traffic and sales. For customers to enter and engaging them to your site, social media is an important factor. Today most of the information can be accessed through internet and business' are striving hard to keep up with the pace of the ongoing customer base.

To grow the online business and to convert visitors to potential buyers few customer engagement strategies would be helpful.

➢ Treat your customers in a special way through personal emails, welcome mails, surprising offers, gifts, personalized messages and more. This attracts more customers increasing the conversions and builds a good customer relationship.

➢ Happy customers speak your business which encompasses more customers to your business. They share their experiences with friends and family which in turn boosts conversion for your site.

➢ Customers entering your site would definitely look in for certain benefits. When a business offers a simple thank you pop up it makes a huge impact. Guide your customers to the relevant pages they are searching for. To maximize conversion rates offer something to a person visiting the site.

➢ Responding to customers personally adds more value than the bots. Take some time and answer their queries, reply to their comments. Adding a personal touch will make customers comfortable and convert them to take a call to action.

➢ Make your posts, blogs, whitepapers and content in any form interesting with catchy titles, attractive images which if liked by audience would be shared and this would increase the conversion rates of your site.

*"You've got to start with the customer experience and work back toward the technology, not the other way around." — **Steve Jobs***

CONCLUSION

Ask yourself a basic question - "Will you like to spend time on a website that isn't meeting your purpose?". The answer is definitely not. Also, the attention span of the browsers are very less. They don't take much time to shift away from a website that is neither informative nor provides for the right demands. To put this simply, a website needs to be useful to the audience to be

able to engage them. Conversion rate optimization helps meet this end goal of a website and thus generate leads.

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