How To
CONVERT YOUR VISITORS
Into Customers

CONTENTS

INTRODUCTION

So you've spent a lot of time and money making your website Google friendly and you've created a great design to capture the attention of your audience. The right people are visiting your site and they like what they see. But what now? It's not enough just to get people to your site. Now you need to convert your website visitors into paying customers.

In this eBook we will cover some website conversion fundamentals that will help you boost your return on investment.

THE SALES PIPELINE

Do you have a sales pipeline for your business? You may have one for each different type of product or service, or you may have one single pipeline for everything you do. Your business pipeline may be one single step, or it might be 12 or 15 steps long.

Your pipeline might look something like this:

- Acquire inbound phone call > Build rapport over the phone > Convert customer

- How can you incorporate your website into your current sales pipeline?

Using calls to action and lead capture will help you propel visitors through your website and lead them in the direction you want them to go.

01 HOT LEADS

02 OPPORTUNITIES

03 PROPOSALS/QUOTES

04 NEW CUSTOMERS

2.

STAYING IN TOUCH

B2C websites get the most traffic after hours when your shop is likely to be closed. Contact forms and posted hours of availability will help close this gap, even if you don't sell directly through your website.

One of the most important things you can do to build consumer confidence is to make yourself readily accessible. That doesn't mean live chat support as you hover over your keyboard 24/7! What it does mean is that, wherever possible, you should prominently display your contact information. Make sure your phone number is easily visible throughout the site, or link to your contact page if you prefer requests via email. Let your customers know that a real business with real, trustworthy people are behind this website.

On your contact page, make sure you include all the relevant ways to get in touch with your business: phone, physical address if you have one and a map showing where it is, your normal hours of operation, and your social media pages.

Odds are that anyone looking at your website is there because they're interested in your business. Give them as many options to connect with you as possible, both directly (phone) and indirectly (social media, email subscription).

Homepage

Contact Us page

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CALL TO ACTION (CTA)

A call to action or 'CTA' is a banner, button, or piece of text on a page intended to prompt a visitor down a conversion funnel. Having an effective call to action is an essential part of any website.

Split testing shows that using simple calls to action can increase conversion rates by as much as 62%!

Primary CTA: tell your website visitors what to do

When a visitor arrives at your website, what do you want them to do? Do you want them to call you? Buy something? Request a quote?

Your call to action will compel a user to take that action. Typically, the action will push the customer further along in your sales pipeline.

You need to have a primary call to action on every page of your website. Choose one priority for each page. Ask yourself, if my ideal customer is on this page, what is the first thing I would like them to do?

It's amazing how effective simple instructions can be! Give your visitors direction and watch them turn from statistics into sales.

Make sure every page on your site has a well-defined purpose and clearly informs the user what you'd like for them to do next. Use action words like 'add to cart', 'call us for a free quote' or 'download'. Make these instructions big, bold and irresistibly obvious. Try not to give too many action options per page – one strong CTA is a million times stronger than a dozen weak options.

As you're writing your copy, make sure that each page has one definitive call to action that guides your prospects along every step of the buying cycle.

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Here are 15 examples of effective call to action phrases:

1. Call now!

2. Contact us today for a free report.

3. Subscribe to receive a $10 gift voucher.

4. Call now for a free consultation.

5. Reserve a room now for Valentine's Day Weekend!

6. For a short time only.

7. Act now and receive a Gift!

8. Find out how affordable XYZ can be.

9. Act now – offer expires August 31st.

10. Add to cart.

11. Buy now!

12. Download '10 Tips For Buying Your First Home'.

13. Join our Members' Club today for exclusive discounts.

14. Subscribe now for free tips on doing your own taxes.

15. Get a free e-book by joining our newsletter NOW. Click here!

Don't be shy! Make your CTAs clear, bold, big and loud!

- Include them in the banner of your website or on either side of your main content.

- Make it look like a button (this will make the user feel like they're interacting - if it's the only button on the page, they'll want to click it).

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Effective call to action examples:

Ferntree Gully Falcons

Gap Logistics

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Secondary CTA

Think about also including a secondary CTA on your website. The purpose of a secondary call to action is to keep the visitor engaged in your content, even if they are not yet ready to act on the primary CTA. Your visitor might not be ready to buy anything, but they might be willing to sign up for your newsletter (meaning you'll add another email address to your database).

Three steps to a successful CTA

To design a great call to action you need to work on three major aspects:

- Use graphics to draw attention.

- Design a clear and identifiable Button with irresistible sales copy.

- Tell your customer about the end result.

What is your visitor's ultimate goal? Answer that question and focus on creating copy that speaks to your audience effectively.

For example, when a customer is looking for a dentist, they aren't buying an hour of discomfort in a brightly lit room; they are buying a great smile and pain-free teeth. That 'end result' is what you need to focus on selling.

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CTA design

Once you've decided on the perfect format for your CTA, your designer can apply the design to your website to naturally and effectively draw attention to it.

Example of a good banner with CTA

This is an example of a company selling cold sore cream. Not the most glamorous product on earth, but this banner is effective because it focuses on the 'end result' by pairing the copy 'get your smile back' with the image of a beautiful smiling woman. Notice also the two CTAs: primary CTA 'Buy Now', secondary CTA 'The benefits'.

LEAD CAPTURE

4.

What is a lead capture?

One of the most important pieces of any content strategy is lead capture. Collecting contact details for prospective customers can be every bit as important as closing an initial sale. By offering content in exchange for prospect's contact details, you've essentially just landed the initial sale where the customer is paying with information.

Ideally you should be using your website as a way to capture information about your visitors (leads) so that you are able to maintain contact with them in the future. It is important for your website to have ways to capture the email addresses of web visitors.

Once you have collected your web visitor information, you have the opportunity to keep in touch with them via email marketing until they're ready to buy.

Remember: An up-to-date email database is one of your greatest business assets.

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How to make an effective lead capture?

The key to effective lead capture is to offer something so appealing that your visitors can't resist entering their contact details. Popular examples include: vouchers, loyalty rewards, competitions or free resources about your products or industry.

Remember, a visitor to your site is already at least partially interested in your product or service, so all you need to do is offer them something useful in return for their email address. As an added bonus, providing valuable (free) resources helps you to build credibility, so that when your visitor is ready to buy, they'll remember you.

Every single page of your website should have a simple lead capture option somewhere on it. You might do a newsletter sign-up in the sidebar, an enquiry form at the bottom of a page, or a link back to your contact page somewhere within your content. The first step in converting 'interested' to 'sold' is finding a way to communicate with your prospects, so make sure there is always an easy option for visitors to get in touch with you.

Just getting prospects' information isn't enough though. One of the biggest mistakes businesses make online is not responding to requests they get, or letting leads go stale. You wouldn't slam the door in a potential customer's face, would you? Of course not! Respond to every query and comment you get online. Even if they're not interested in buying right away, you should still find a way to keep in touch. Nurture those leads through email marketing campaigns or by phone follow-ups to build a relationship with your prospects. Remember, earned trust is also an earned sale!

Examples of good lead captures

All the above examples are providing valuable resources that meet the needs of the site visitors.

NOTE: If you are using your website to capture email addresses for marketing purposes, you must include a privacy statement on your website. This is compulsory by law in Australia.

What's next, now that you've captured the lead?

So, now you've captured your lead's information. What now? Will you send them periodic updates by email? Call them to follow up?

Try to segment your prospects into more targeted groups:

• Has the visitor bought your product before?

• Are they new to the market?

• Are they likely to buy soon?

• What is their budget?

Create multiple lead capture methods for your site to ensure you get the most valuable data about your leads. Each type of lead will be treated differently and may slot into your sales pipeline at different stages.

A brief note about eBooks

eBooks are a great way to provide genuine value to your prospects (and capture leads at the same time!). Think about some of the key questions someone looking for your products or services might want to know. List them and write a short book – it doesn't have to be War and Peace, a few pages will do.

Make sure you brand your eBook clearly. If you write something that people want to print or share, it's important that it can be tracked back to you. Keep the design clear and simple, with strong headings.

TIP: If you're not a confident writer, consider paying a ghostwriter to create an eBook for you.

5.

INCORPORATE VIDEOS

Including videos on your website can do wonders for conversion rates. Even when visitors don't actually watch the videos! Conversion rates consistently increase on pages with videos - sometimes by as much as 46%! (Source: Real SEO)

People like to see what they're buying, as well as who they're buying from. If you're willing to show your face, your office and your product on camera, chances are that you're genuine.

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6.

DUMP THE CAPTCHA

CAPTCHA helps protect you from spam and password decryption by asking you to complete a simple test that proves you are human and not a computer.

But if the captcha is too hard to read your visitors will give up and leave. You need to make your website as easy to use as possible, which means removing unnecessary roadblocks.
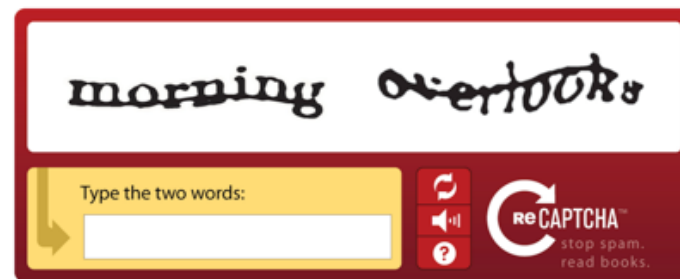
Landing Pages: accelerate your conversions

Landing Pages are simplified webpages dedicated to capturing leads (or sales) for one specific offer or product. You've probably come across these before – a page with a sales pitch, lead capture form and one button: one way in and only one way out. Your conversion rates can be drastically improved by directing campaigns to landing pages. It keeps your message and your sales pitch crystal clear without the rest of your content getting in the way.

Putting it all together

Nurture your leads – don't go the hard sell. Instead, feed your leads with fresh content and freebies. This allows you to stay in touch until your lead is ready to buy. Gentle hints to buy are fine, but use landing pages and calls to action to qualify your leads and segment who should be escalated for further attention.

The most important thing is to get the lead in the first place. If you don't, they may never return to your website (let alone remember who you are). Don't worry if you don't yet have a clear strategy for what you'll do after you've captured the lead. Start getting your leads now anyway, that way you'll have a good list of prospects when you're ready to proceed.

Power Task: List your "calls to action" and plan your lead capture strategy.

POWERTASK:

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TECHNIQUES FOR E-COMMERCE WEBSITES

Think carefully about everything that you as a customer like to see when purchasing online and incorporate those things into your eCommerce site.

Secured payment

The first step in setting up your shopping cart is to decide which types of payment methods you'd like to accept through the website. It doesn't make much sense to send your customers through the entire order process without giving them a way to complete the transaction!

You can have as many payment methods on your website as you want, but if you have a shopping cart you need at the very least one.

If you have a Kwik Kopy website, the most common payment method options are credit cards, PayPal, and offline payment methods (e.g. direct debit or cheque). For each type of payment method you want to use, certain information from a third party will be needed to set that payment method up. For instance, if you decide you'd like to accept PayPal, you'll first need to create your PayPal Business account. Then share your PayPal Merchant ID or your email address with Kwik Kopy's Support Crew to help you wire up that method in your shopping cart.

Some payment methods, such as credit cards, can take some time to set up since you'll need to make arrangements with your bank, so keep this in mind and plan accordingly when you're scheduling your launch. Allow 3-6 weeks if working with a bank for your payment methods just in case.

Once you have secured your online payment, let them know! Add your secured payment system logo on your website to allow your visitors to instantly identify that your website is secured and their payment is safe.

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Make it easier for the customer to buy

Sometimes, we get caught up trying to sell to people, when all they really want is for us to make it easier for them to buy. If we can just make the process as simple and pain-free as possible, they'll be ready to take action.

Go through your sales process carefully and think about what might be stopping your customers from buying, and then figure out how to make it easier. Removing road-blocks won't just give you a better conversion rate, it will also make your customers happier.

A simple shipping / delivery policy

It's important to have an easy-to-understand shipping policy on your web site. Customers want to know how and when you'll be shipping their items. A clear shipping policy will help you to avoid repeated questions, and ensure that there are no surprises for your customers when it comes to receiving their merchandise.

Cost of shipping

It can be tricky to set up a system that calculates the cost of shipping depending on volumes, weight and location. This might be something like $5 per item, or $10 per order. Sometimes the easier option is to make the shipping cost standard across all orders. Another popular alternative is to include a "free delivery" offer for orders above a certain dollar amount. These techniques are not suitable for every product, but they will help make your policies clear for your customer, which will increase conversion rates.

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Delivery time

Clearly outline the delivery time. Customers want to know when their items will be delivered, it's important to provide them with a realistic timeline.

Being upfront about your policies helps build consumer confidence. Do you offer guarantees? No-question returns? Brag about all the good things your business does that make you stand out.

This part isn't required to get your shopping cart up and running, but some businesses may find it helpful to create a page explaining what the customer should expect once they've placed an order. How long should the customer expect to wait until they receive the product? Through what service will it be shipped? Under what circumstances is it okay to return the item? While only some banks require you to explicitly explain product delivery or your refund policy, setting a page up with this information can be helpful both to you and your customers.

Packaging

The type of packaging you use depends on the products you sell. Customers will also be interested in the way you package their products. The more delicate the product, the more they'll want to know that it's going to be safe and protected.

Insurance

Shipping insurance can either be included directly in the shipping fee, or you can make it an optional extra, leaving it up to the buyer to decide if they would like to purchase it. Regardless of the insurance option, be transparent. Ensure your insurance guidelines are clearly spelled out in your shipping policy so there are no surprises for buyers.

Make returns easy

Clearly spell out your returns policy for customers to see. A great returns policy gives customers confidence in your brand, so don't be afraid to be generous with returns, and make sure your policy is clearly outlined and easy to find.

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KEEPING IT ALL TOGETHER

Every person who comes to your website is a prospective customer, and every decision you make about your website will either encourage them to engage further with your brand, or encourage them to leave. The use of powerful lead capture techniques and calls to action will help your website be more effective, help you convert visitors into customers, and help you get the return on investment you've been waiting for.

If you need help creating a website that converts, contact us today to find out how we can help.

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WANT TO LEARN HOW TO TRANSFORM YOUR WEBSITE INTO AN EFFECTIVE MARKETING TOOL FOR YOUR BUSINESS?

Simply download any of the following eBooks that Kwik Kopy have designed to reveal the secrets of a successful website.

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ABOUT KWIK KOPY

Kwik Kopy is a leading provider of graphic design, print, web and marketing services. We deliver practical advice, graphic design and advanced online access to provide superior communication products to enhance your business.

Our promise is to deliver the highest standards of excellence in both the quality of our product and service. We can help you maximise your marketing dollar with attention to detail in design, web and print that will ensure you leave a memorable impression with your target audience.

Kwik Kopy has a proven track record of creating highly effective solutions across a wide range of business and industry sectors. Our goal is to be the most reliable supply partner you work with.

Our team provides a blend of friendly advice together with design, print and digital expertise all aimed at helping you achieve the best results for your business.

Something for everyone.

GRAPHIC DESIGN | BUSINESS PRINTING | LARGE FORMAT | MARKETING SERVICES | DIRECT MAIL | WEB & DIGITAL

REQUEST A FREE WEBSITE AUDIT

Does Your Website Pass The Test?

A business website should do more than just list contact details, it should generate results and provide opportunities for customers and prospects to engage with you and your business. We can provide you with a **FREE** website audit. Contact us today or click here:

http://www.kwikkopy.com.au/web-digital/website-audit

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