Website Conversion Rate OPtimisation

A complete checklist of ways to increase your website conversion rate.

The conversion rate on your website is the percentage of people that take action on your website. e.g call you, fill out a form. When you are investing in paid media you need this to be as high as possible, ideally 5-10% +. Its important because you want to convert as much of your website traffic as possible into leads and then a potential customer.

Below is a check list of things that will help with increasing your website conversion rate. You may need your webdev to assist with some of these things but its also good to understand what's important and why.

○ Your Header and sub header need to be bold and very clear as to what it is your business does
- As soon as your ideal client lands on your website they should know exactly what you do
- Your Sub header should give a little more detail but still be very clear
- You should have 2 call to action buttons just below your, header one that links to a lead form and one that invites them to learn more about your business or services

○ Clear call to action that prompts visitors to take action. Every 1-2 sections should have a button with a call to action such as 'book a free consultation'.
- Are your CTAs prominently displayed?
- Do they clearly communicate what action visitors should take?
- Are they strategically placed throughout your website?

○ Include an offer or value proposition that fulfils a need for your visitors.
- Is your unique value proposition clearly stated?
- Does it address the needs and pain points of your target audience?
- Is it prominently visible on your homepage and key landing pages?

○ Ensure your website is user friendly and easy to navigate
- Is your website easy to navigate?
- Are menus logically organised?
- Can visitors find what they're looking for quickly? Include a search bar if necessary

○ Ensure your website is fully optimised for mobile devices. Especially important if you are campaigning for more calls. Approx 70% of website traffic is from mobiles now.

○ Check your site speed https://pagespeed.web.dev/. This is important in reducing bounce rate. *Your bounce rate is the number of people that come to your website and leave without clicking to any other pages besides the one they first land on within a certain amount of time.*

○ Make sure your website has your logo as the favicon. This is the small image that appears next to your business name in website tabs

○ Add a live chat element. Provides prospective customers the opportunity to ask questions that are answered immediately to then convert.

○ Incorporate social proof elements such as reviews and testimonials to build trust. You can embed a google review widget on your site to showcase 5 star reviews
  - Do you showcase testimonials, reviews, or case studies?
  - Are there recognisable logos of clients you've served?
  - Have you displayed any awards or certifications your business has received?

○ Offer an assurance to minimise risk to the prospective customer.
  e.g. Warranty, ongoing support.

○ Optimise your lead forms and minimise the number of form fields required to make it easy for visitors to submit their information. Generally we suggest to ask for Name, Email, Phone and Suburb.

○ Analytics Tracking
  - Are you tracking key metrics such as conversion rate, bounce rate, and average session duration?
  - Do you regularly analyze this data to identify areas for improvement?
  - Microsoft Clarity https://clarity.microsoft.com/ is a good free tool for seeing where users navigate to on your site

○ Follow-up Mechanisms
  - Do you have mechanisms in place to follow up with leads or abandoned carts?
  - Have you implemented email marketing or retargeting campaigns to nurture leads and encourage conversions?

○ Ensuring content is relevant to your ideal client and speaking to their needs and pain points
  - Have you personalised content or offers based on user behavior or demographics?
  - Chat GPT is a good free too to help generate content for your website. When asking it write copy for your website ensure you are telling it that is a 'copywriter', what the purpose of the copy is and also who your target client is.

Got questions? We want to hear them. Head to thearrowagency.com.au and get in touch with our team for a free, no obligation chat.

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