

11 Elements of Exceptional Website Conversions

In marketing, web-based marketing can be extremely powerful because of the tracking and analytics that are available on web-based marketing campaigns. We are delighted to share some website conversions tips with you.

1. **Corporate Identity**

Have a professionally designed corporate identity. This starts with your logo but branched out into your web design and other elements such as slogan and philosophy. The use of your logo, colors and identity are crucial to the feel and success of your website. This is the foundation of branding.

2. **Navigation**

Having an easy map for users to easily find things is HUGE. A lot of websites lose visitors simply because the website is too much work to use. Use clear verbiage and a concise hierarchy of categories. Limit the options in the drop down menu to 7 or less. If you can keep it between 3 and 5, even better.

3. **Images and Photography**

Use images wherever possible. This includes images near the top of each page that give insight into the content of the page, icons for buttons, etc. Beautiful photos speak louder than words. Humans are visual creatures. The better pictures you have the less you have to try and describe in words.

4. **Calls to Action**

Your website should have 1-3 primary calls to action. It may have secondary calls to action in addition that are displayed in discrete places on the website. Repeat your primary calls to action in key places such as the global sidebar, header or footer of your pages. Do not be afraid to tell your users what they are to do on your website. People like instructions and generally want to be told what to do and where to click.

5. **Video**

Use video. Simple as that. People respond better to the in-person feel that comes from online video. Humans also assimilate the information quicker because they learn by sight and sound instead of just by reading.

6. **Free Reports or Downloads**

You should be an expert in your field. If you are, and people will listen to you, then harness the power of free information by writing and giving away a free whitepaper, analysis report or evaluation. Find out what your customers want and give them the preliminary work for free. They will convert into a lead, and then you have the opportunity to sell them.

7. **Trust Marks**

Whether industry related or general trusts marks such as BBB, trust marks are critical to building trust and credibility with online shoppers and visitors. Think about what your visitors will resonate with and which trust marks would mean a lot to them. Use actual logos of other companies or organizations; this will build much more credibility than simply mentioning them in plain text.

8. **Case Studies and Testimonials**

The reputation of a company from current customers to a potential customer is huge. Endorsements, case studies, reviews or testimonials of existing customers or from respected professionals who endorse your product or service can increase your sales exponentially.

9. Web Hosting

Use a fast and reliable web hosting service (such as Innovation Simple). Hosting a website is like the foundation for a house. The more reliable and faster your web hosting is, the better everything about your website will be.

10. Converting Messaging

Create headlines and sales copy that speaks to YOUR users. Some businesses pay up to 12K just for one sales letter to be produced by an expert copywriter. Overall the verbiage on your website has to CATCH ATTENTION and speak to the needs of your audience.

11. Targeted Traffic

Just know that whatever marketing mediums you employ to drive traffic to your website, it must be targeted or it will not convert into leads. You are better off sending 10 visitors that convert at 80%, than sending 100 visitors that convert at 5%. This is just standard marketing practice, but it becomes increasingly important when it comes to website traffic.

At Innovation Simple, we encourage you to evaluate your company on each of these elements on a scale of 1-9. After this evaluation, you will get a good idea at where you stand and where you can improve. Add up the totals and see your score out of 99 (no one is 100%).

- 1. Corporate Identity: ___/9
- 2. Navigation: ___/9
- 3. Images and Photography: ___/9
- 4. Calls to Action: ___/9
- 5. Video: ___/9
- 6. Free Reports or Downloads: ___/9
- 7. Trust Marks: ___/9
- 8. Reviews and Testimonials: ___/9
- 9. Web Hosting: ___/9
- 10. Create Converting Copy: ___/9
- 11. Targeted Traffic: ___/9

TOTAL =

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