

# Tips to Boost Website Conversions



we make the web

***work smarter***



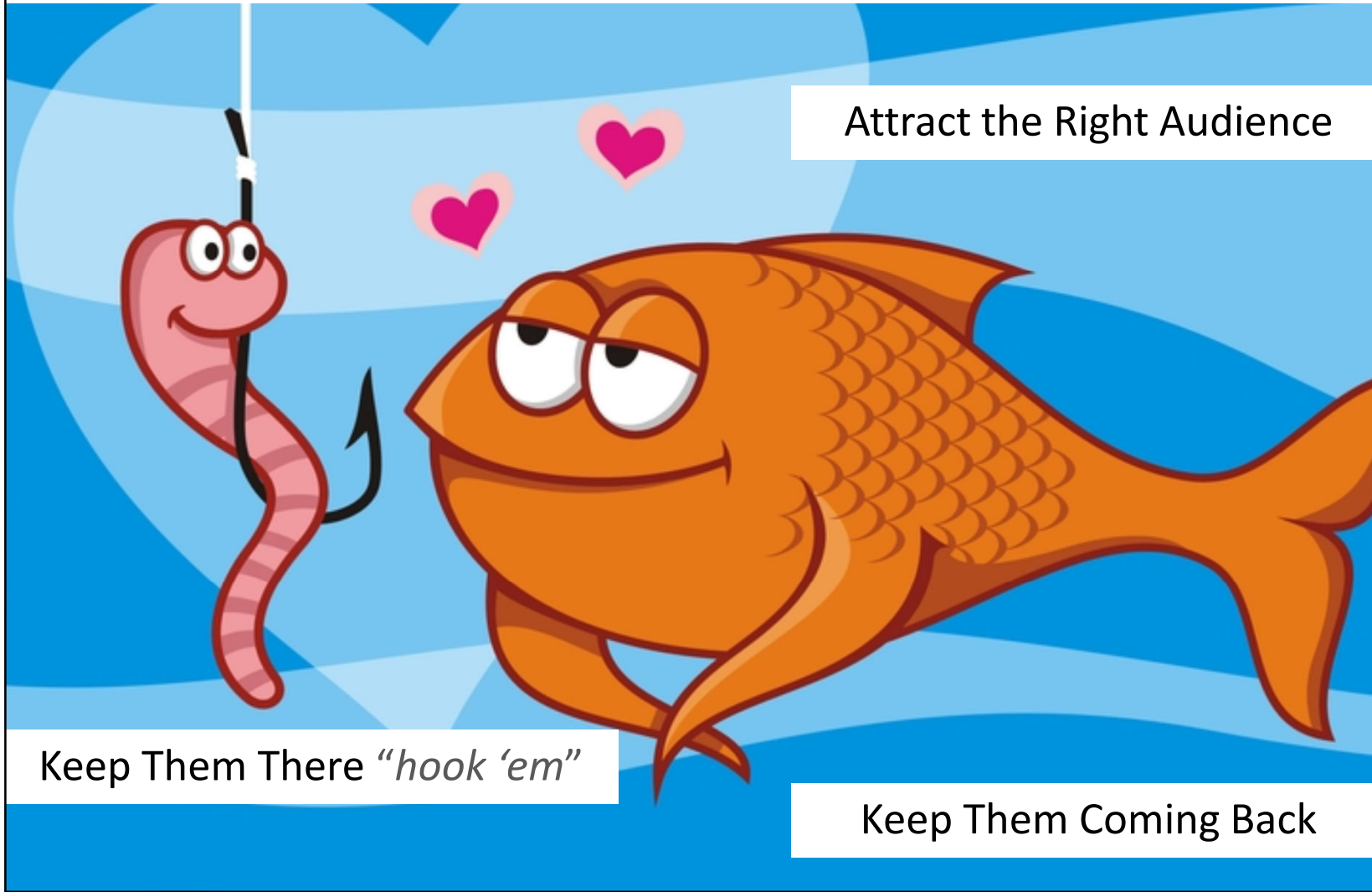
smart solutions  
[www.smartwebdev.com](http://www.smartwebdev.com)

# Convert Your Visitors Into Customers

Attract the Right Audience

Keep Them There *"hook 'em"*

Keep Them Coming Back





## Convert Your Visitors Into Customers

- ✓ Good visual experience
- ✓ Mobile friendly design
- ✓ Compelling homepage
- ✓ Optimized landing pages
- ✓ Effective calls to action
- ✓ Great content
- ✓ Easy to find contact information
- ✓ Good quality images
- ✓ Fast loading pages
- ✓ Trust





# All Bounces Aren't Equal

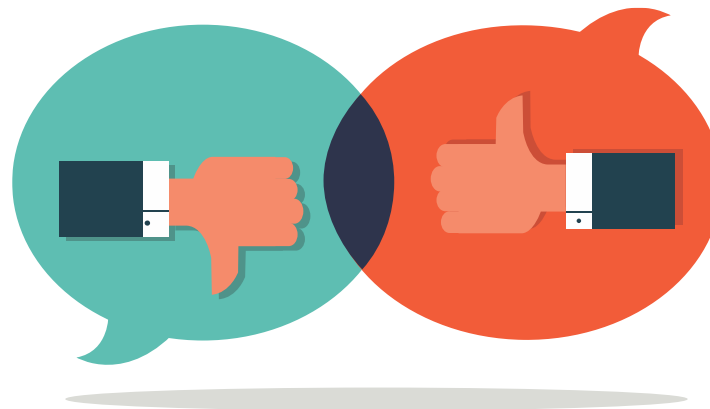
What are bounce rates?

## A Bad Bounce

User visits one page  
and leaves

## A Good Bounce

User visits one page  
and takes action





## Beating the Bad Bounce

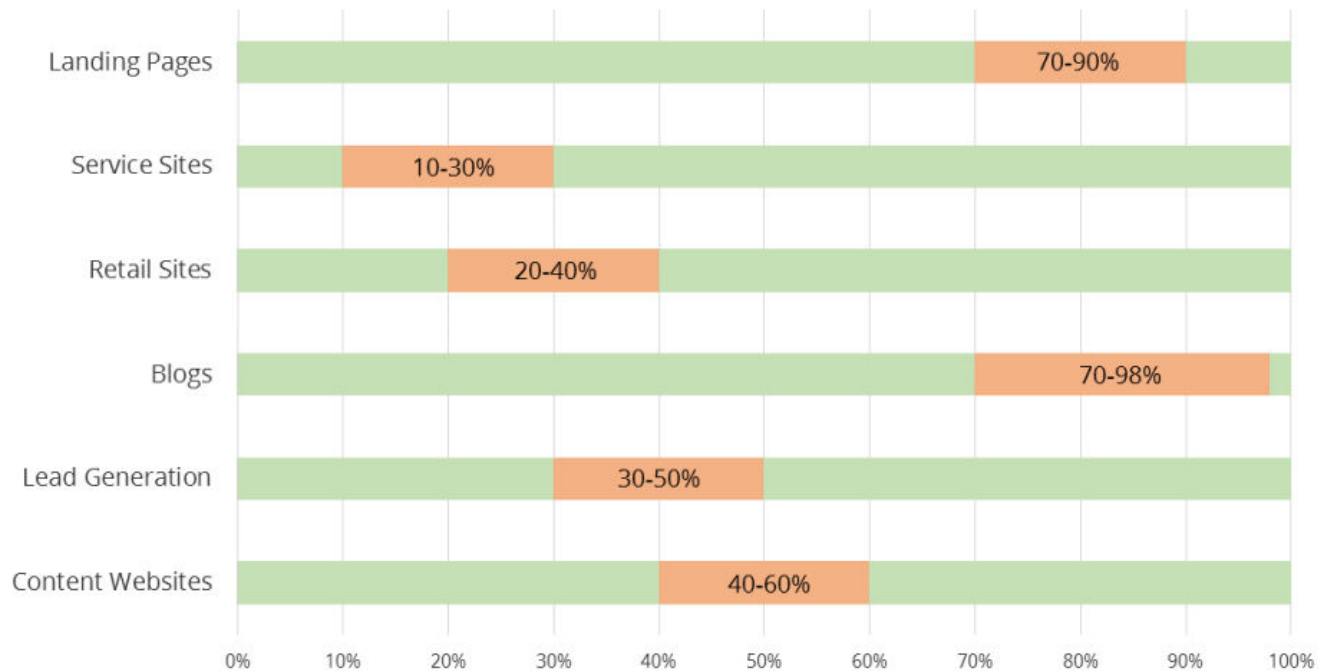
Decrease bounce rates, increase time spent on the site and conversions.



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### Google Analytics Benchmark Averages for Bounce Rate

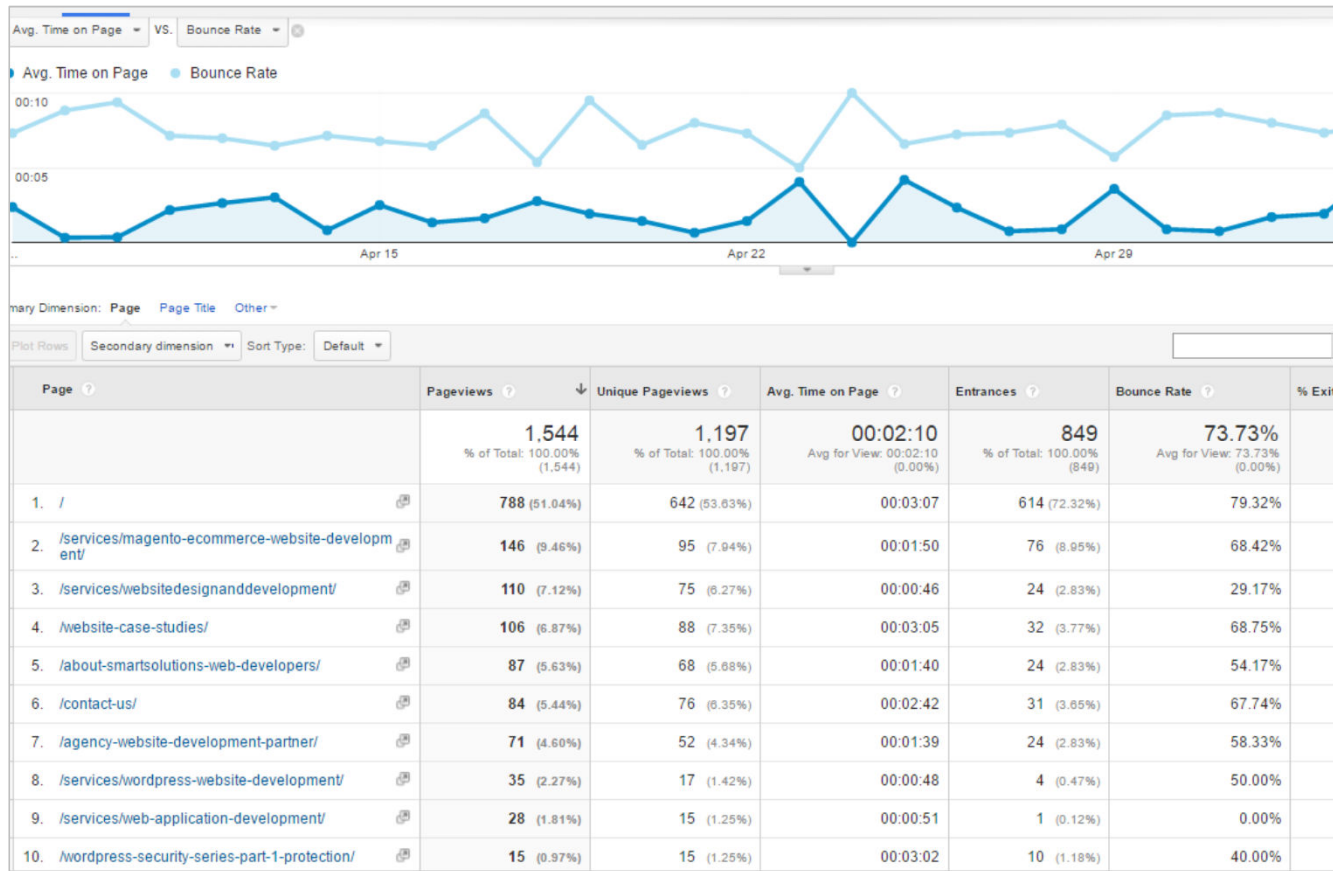


It is best to track bounce rates against your own website's historical data than focus on published standards

Source: Understanding Bounce Rate & Its Relation to User Experience– <http://www.ezoic.com>



# Review Analytics





# Attract the Right Audience

You need to know who your target audience is, and focus on attracting them to the website



Identify  
Your  
Customer



Choose the  
Right SEO  
Keywords



Deliver Content  
that is Relevant  
To Them



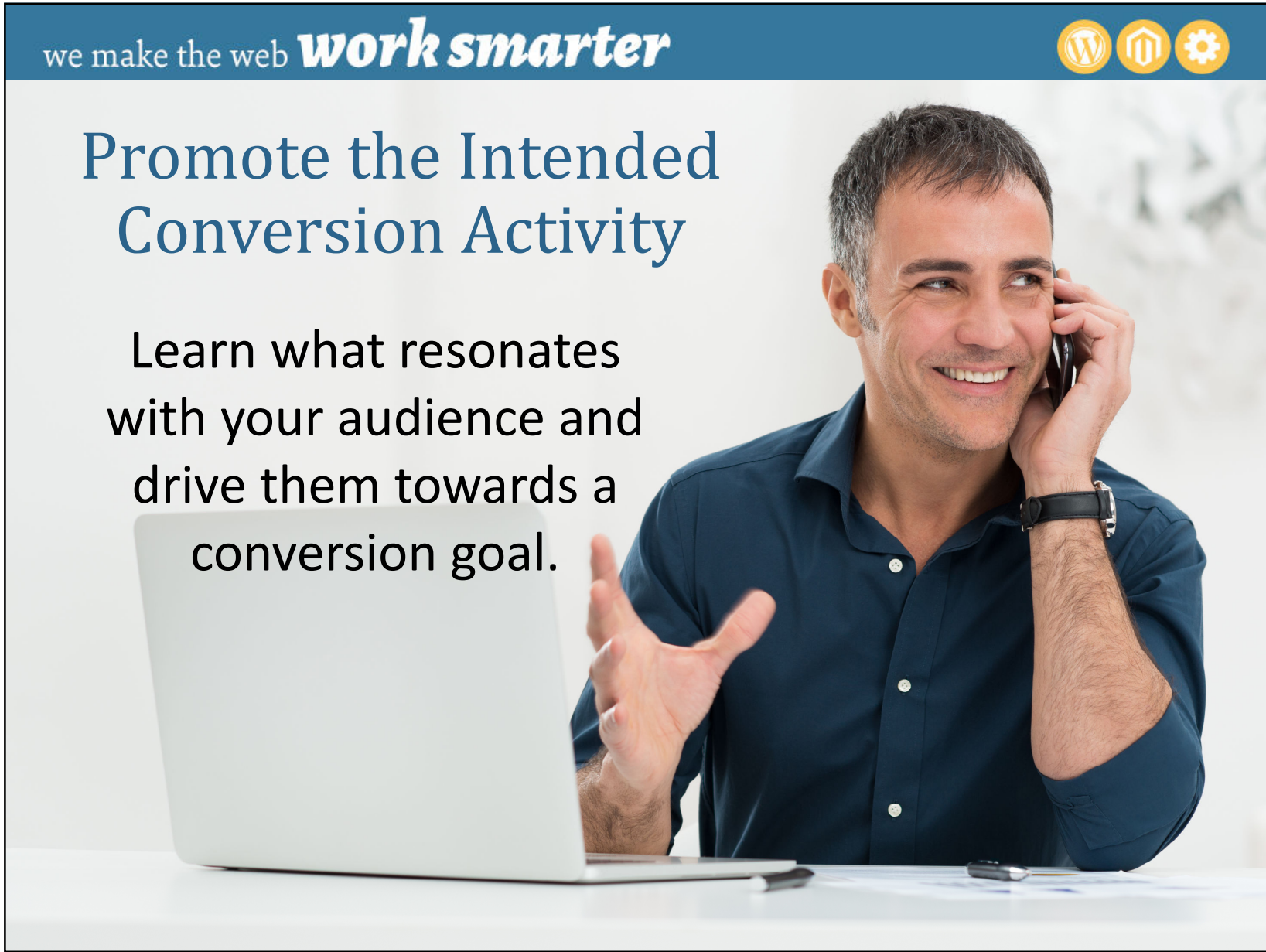


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## Promote the Intended Conversion Activity

Learn what resonates with your audience and drive them towards a conversion goal.





# Make a Great First Impression

People quickly evaluate a site by visual design alone.



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## Offer a Good Visual Experience

It takes less than one second for a visitor to form an opinion of your brand. A clean professional design engages and converts.

SRT    Products    Purchase    Support    Blog    443.603.0290 | 866.861.9483  
search    Go

### Managed File Transfer Security

Enterprise File Sharing Simplicity

**Cornerstone MFT**  
scalability, compliance

**Titan FTP Server**  
The server of choice for the IT Professional

**WebDrive**  
Edit files without downloading

Cornerstone MFT Server is a managed file transfer server with multi-layer security, high availability and automation. The productivity benefits of Enterprise File Sync and Share with the security and compliance of Managed File Transfer. All in one simple solution.

[Download](#)    [Learn more >](#)

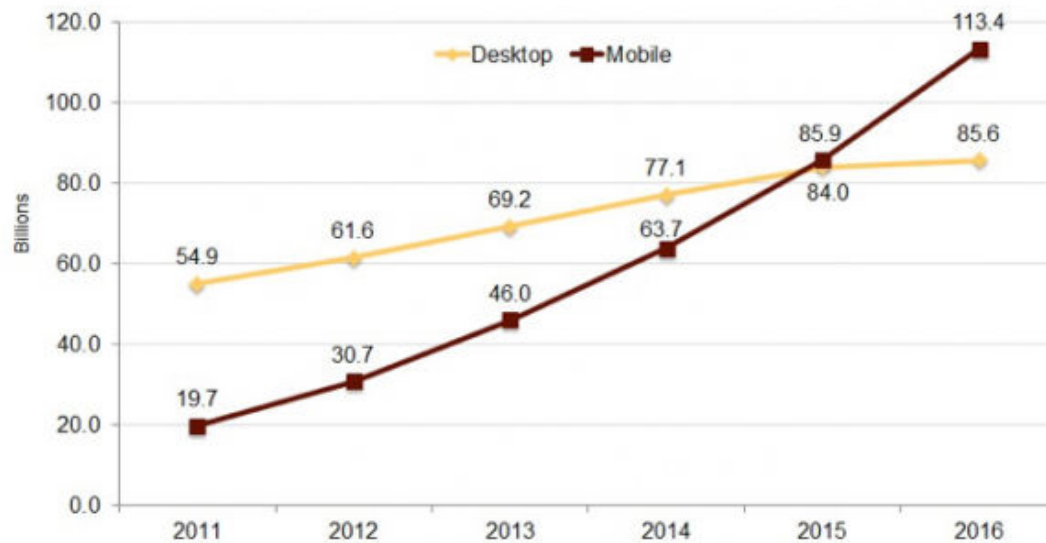
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## Make Your Site Mobile-Friendly

It's no longer a case of asking whether mobile marketing important, we know it is!



**BIA** Kelsey

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## Some Mobile Stats

**67%** of mobile users are more likely to purchase online when a company has a mobile-friendly site

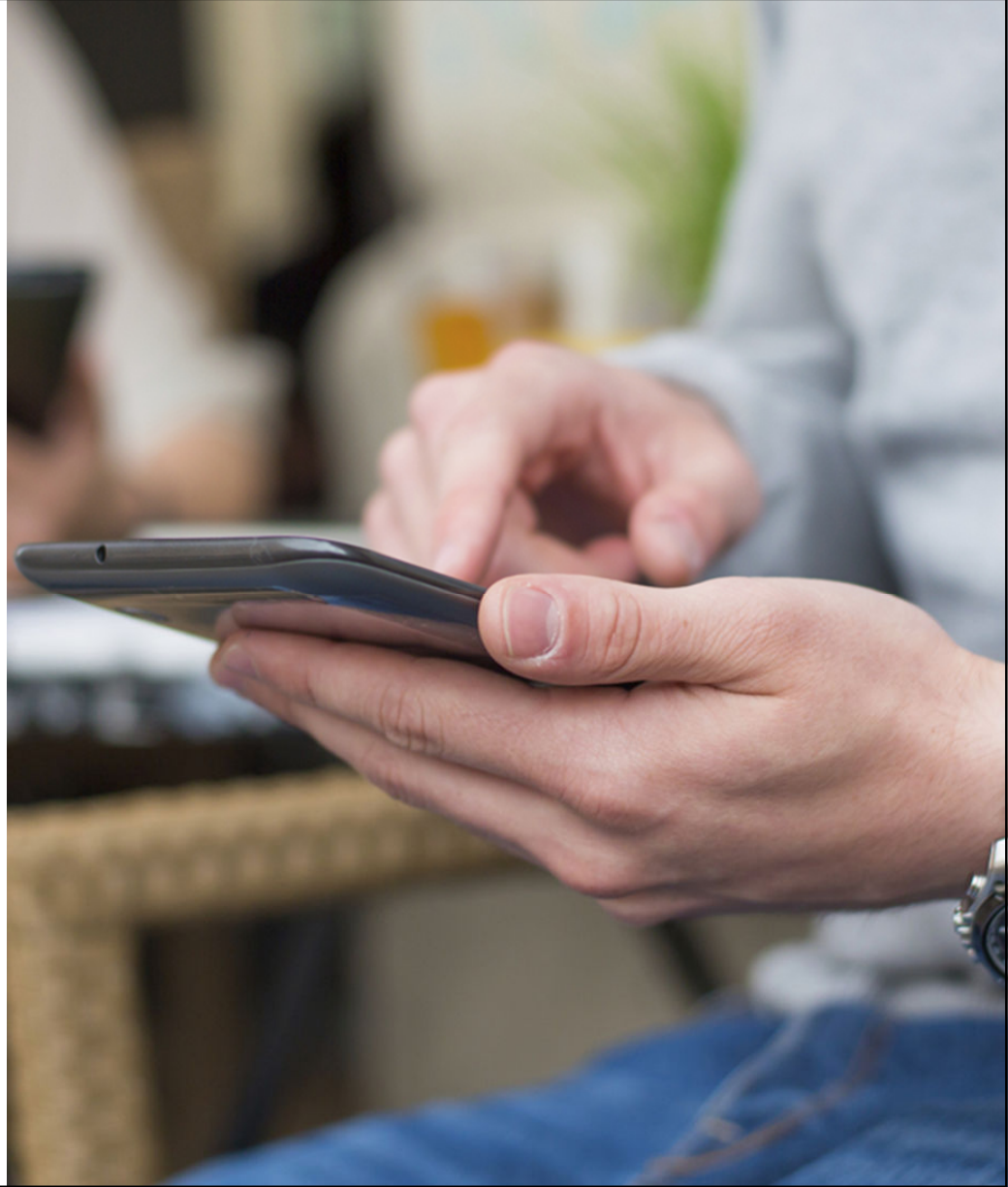
**80%** of customers abandon a site with a bad user experience

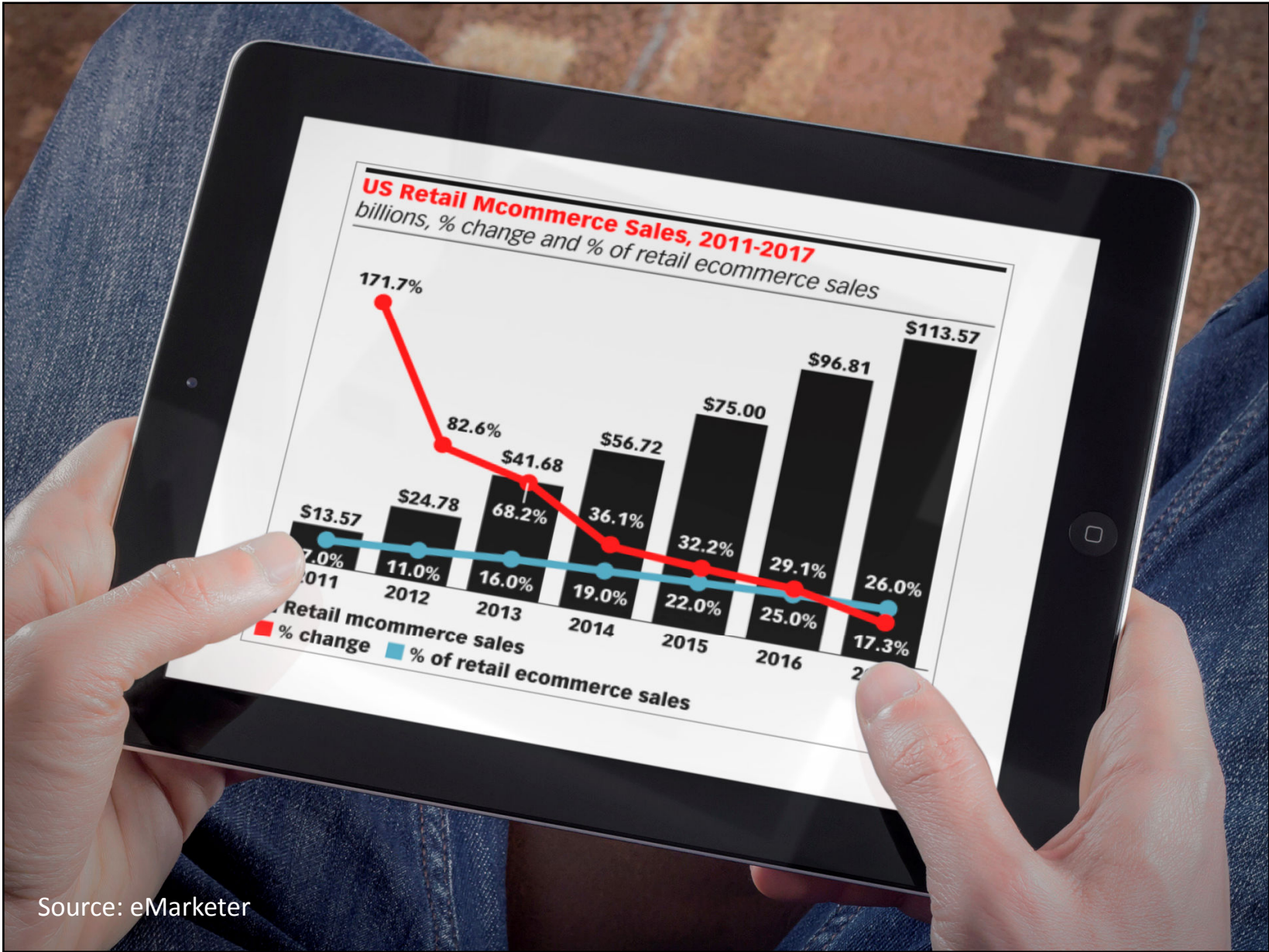
**25%** of Americans use *only* mobile devices to access the Internet

Mobile users pick up their smartphones an average of **100 times a day**

**65%** of all shoppers started their research on a smartphone

**70%** of mobile searches lead to online action within an hour





Source: eMarketer



## *“Billions of time per day*

*consumers turn to Google for I want-to-know, I want-to-go, I want-to-do, and I want-to-buy moments. And at these times, consumers are increasingly picking up their smartphones for answers. In fact, more Google searches take place on mobile devices than on computers.”*

The Google logo, consisting of the word "Google" in its signature multi-colored font: blue 'G', red 'o', yellow 'o', blue 'g', green 'l', and red 'e'.

# Responsive Website Example







# Create a Compelling Homepage

## It's Not Just About You

- Headline indicating what your site has to offer
- Brief description of what you do addressing your customers' pain points and how you can help
- Clear navigation
- Supporting imagery
- Calls to action that encourage your visitors to explore deeper
- Social proof with success indicators and testimonials
- Links to resources if available



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# Example Homepage Design

The screenshot shows a website homepage for 'Smart Solutions'. At the top, there is a navigation bar with the company logo and menu items: 'ABOUT', 'CAREERS', 'for AGENCIES', 'INSIGHTS', and 'CONTACT'. Below the navigation, a secondary menu lists services: 'Magento eCommerce', 'Web Development', 'Digital Marketing', and 'Clients'. The main hero section features a blue background with a grid pattern and the text 'Digital Marketing Solutions' and 'Increase Customer Engagement', with a 'Learn More' button. Below this is a section titled 'We make the web work smarter.' with a paragraph describing the team's expertise. This is followed by four service cards: 'Magento eCommerce', 'WordPress Websites', 'Web Development', and 'Managed Services'. A right-hand sidebar contains a 'Request your complimentary website evaluation NOW!' form with fields for 'email address' and 'name', and a 'Help Me' button. Below the form is a 'Why Smart Solutions?' section with two case studies: one for River Technologies and one for Salisbury Fine Metal Artisans. At the bottom, there is a 'Get web smart. Website tips and insights.' section with a 'Check out our blog >' link and three blog post thumbnails: 'WordPress Security - Part 2', 'SEO Practical Tips', and 'WordPress Security - Part 1'.



## Write Effective Calls to Action

Guide your customers and pique their interest

Fill Out Our Survey

Tweet This

Shop Our Sale

Download a Whitepaper

One of the main reasons webpages or landing pages don't successfully convert leads into customers is a weak or non-existent call to action.



# Good Call to Action Examples

benefit-driven CTA copy

Get access to 85% of my best business hacks:

Enter your email address

You'll learn exactly how I started 2 multi-million dollar businesses, grew a 700,000+ email list, and where to find the best tacos in the world.

This example features a green background with a photo of a man on the left. A pink box highlights the headline, and another pink box highlights the benefit text. A red arrow points from the headline to the benefit text. A red arrow points to the 'Add Me' button.

crazyegg

What's making your visitors leave?

Find out by seeing how users click and scroll through your website

Your website URL

This example features a light blue background with the Crazyegg logo at the top. A red arrow points to the main headline, and another red arrow points to the 'Show Me My Heatmap' button.

Source:  
<http://neilpatel.com>



# Optimize Your Landing Pages

One of the most overlooked opportunities in lead generation





# Example Landing Page

**unbounce** BROUGHT TO YOU BY UNBOUNCE - The Landing Page Platform for Marketers

## THE SMART MARKETER'S LANDING PAGE CONVERSION COURSE

Landing pages increase conversions by focusing your marketing message. This translates directly into higher conversions on your PPC, email, banner and social media campaigns.

In this free 30-day course you'll learn how to use landing pages to **increase the conversion rates of your campaigns.**

**Free expert advice from 10 world-renowned internet marketers**

### 30 Days to Higher Marketing Conversions

In 30 Days You'll be Generating More Leads and More Sales

Leading marketing experts teach you how to convert with landing pages.

First Name \*

Email \* [Privacy Policy](#)

What type of marketer are you? \*

Please choose...

**Start My Free 30-Day Landing Page Conversion Course Now**

100% privacy guaranteed. We'll never share your email.

### What's in the course?

In this 11-part 30-day course landing page expert Oli Gardner will walk you through how to create high-converting landing pages.

The course includes step-by-step instructional videos so that you can follow along, creating your own landing pages as you go.

Along the way, you'll find expert tips and advice from world-renowned online marketers, and countless examples of marketing campaigns that convert.

Each lesson should take no longer than 30 minutes to complete.

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# Example Landing Page

NEW for 2014



the beginner's guide to  
**INBOUND MARKETING**

FREE DOWNLOAD



*"Inbound marketing is extremely effective yet incredibly complex. That means many never dig in because doing it well isn't easy. Boiling it down to the basics IMPACT's 'Beginners Guide' makes it easy to understand with the right mix of text, video, and images."*

- Ed Marsh, B2B Business Development Consult

The majority of marketers have adopted inbound marketing strategies as **the proven method for getting found by their customers**. However, many are still unsure on how to get started or even how to categorize their efforts.

The result? Diminishing returns from traditional methods, and even worse, no measurable plan for getting back on track.

Inbound marketing produces both a **higher quality and quantity of leads** when compared to traditional marketing.

We've detailed how to use inbound to set goals, carry out a strategic campaign, and ultimately align your marketing with the behavior of your ideal customer.

**Included:**

- Data on how inbound aligns with consumer behavior
- Why inbound marketing is necessary in today's marketplace
- How to execute a content strategy aimed at **attracting the right kind of website visitors**
- How to create a **well-defined conversion path** to close leads into customers

GET YOUR COPY

First Name \*

Last Name \*

Email ( [Privacy Policy](#) ) \*

Website \*

Phone \*

Company \*

Best Describes Me \*

- Please Select -

Subscribe me to the IMPACT Blog

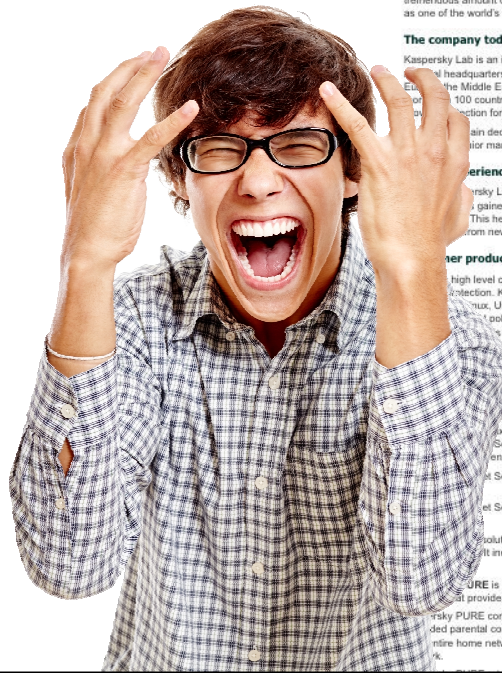
Get It Now

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# Provide Easy to Read/Scannable Content

## Nothing sends a visitor packing faster than long-winded text.



### About Kaspersky Lab

We believe that everyone should be free to get the most from technology – without intrusion or other security worries. Our crack team of specialists gives you the freedom to live your digital life without worrying about your personal information and assets.

For 13 years, our team of experts has worked on exposing, analyzing and neutralizing IT threats. Along the way, we have amassed a tremendous amount of experience and knowledge about malware and how to deal with it. Today, Kaspersky Lab is firmly positioned as one of the world's top four leading IT security software vendors for endpoint users (according to IDC).

#### The company today

Kaspersky Lab is an international group that employs over 2,000 highly qualified specialists, has central offices in Moscow, as well as regional headquarters overseeing the activities of local representatives and partners in five global regions: Western Europe; Eastern Europe; the Middle East and Africa; North and South America; the Asia-Pacific region; and Japan. The company currently works in over 100 countries across the globe and has its own territory offices in 29 countries. The company's products and technologies protect over 300 million users worldwide.

The main decision-making body is the Board of Directors, responsible for setting out an overall development strategy and for major management figures.

#### Experience and knowledge

Kaspersky Lab celebrated its thirteenth anniversary. Undoubtedly, the company's most valuable asset is the relentless experience gained in those years of combating viruses and other IT threats, enabling us to preempt trends in malware development. This helps us to remain one step ahead of the competition and provide our users with the most reliable protection and defense from new types of attack.

#### Other products

With a high level of professionalism and dedication, Kaspersky Lab has become one of the market leaders in the development of advanced security solutions. Kaspersky Lab was the first to develop many technological standards in the antivirus industry, including full-scale protection for Linux, Unix and NetWare, a new-generation heuristic analyzer designed to detect newly emerging viruses, effective protection against polymorphic and macro viruses, continuously updated antivirus databases and a technique for detecting viruses in memory. This is reflected in many respected security software developers choosing the Kaspersky Anti-Virus engine to drive their products, including Safenet (USA), All-N (USA), Blue Coat (USA), Check Point (Israel), Clearswift (UK), ComundoGate (USA), Global Path (Ireland), D-Link (Taiwan), Finjan (USA), GFI (Malta), IBM (USA), Juniper (USA), LANDesk (USA), McAfee (USA), Netgear (USA), Parallels (Russia), Sonicwall (USA), WatchGuard (USA), and ZyXEL (Taiwan).

**Kaspersky Security 2011**, the company's flagship product for home users, provides complete protection of personal computers from internet threats. The solution includes HIPS (Host-based Intrusion Prevention System), an advanced application control system, System Watcher technology which provides the fullest possible information about the system as a whole, and a maximum control of malicious activity and, if necessary, recovery of the computer's normal operating parameters.

Kaspersky Security 2011 also includes an advanced "sandbox" technology, which uses virtualization to provide a secure environment for applications, and that was first introduced in Kaspersky Internet Security 2010.

Kaspersky Internet Security 2011 also offers users the advantages of Kaspersky Security Network, an innovative distributed malware protection solution. Kaspersky Security Network regularly receives top awards in tests conducted by respected international research centers and IT analysts.

The solution from the company's consumer product range is **Kaspersky Anti-Virus 2011** which is geared towards providing maximum protection. It includes proven antivirus technologies that provide highly effective basic protection to millions of users across the globe.

**Kaspersky PURE** is an integrated solution for optimized home network protection. Kaspersky PURE represents a new class of solutions that provide a secure and productive digital environment, whatever you use your computer for.

Kaspersky PURE combines complete protection against all types of web-borne threats with new, advanced features including advanced parental control features, data backup and encryption tools, a password management program and the ability to manage and optimize your home network or fine tune the security settings of your web browser and operating system from any computer on the network.



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# Structure Content for Web Readers

- Use proper grammar, spelling and punctuation
- Use simple statements with concise, brief sentences
- Use short paragraphs and subheadings
- Take advantage of bullet points
- Bold words but don't overdo it
- Add visuals including images, graphs and infographics
- Close with a call to action

The screenshot shows the Smart Solutions website with a clean, professional layout. The header includes the company logo, navigation links, and a phone number. The main content area features a prominent headline, a sub-headline, and two paragraphs of text. Below the text is a grid of four service categories, each with an icon and a list of specific services.

**smart solutions** About Services For Agencies Clients Contact Us 443.949.0069

We make the web work smarter.

**A reliable partner agencies can trust for web development.**

Smart Solutions is a dependable web development partner who purposefully tailors our services to meet the specific needs of agencies. We know you want a trouble-free development experience and a site that functions exactly as designed. We provide reliable maintenance services that release you from the burden of managing upgrades and handling unplanned client support tasks.

Our agency clients handle the digital strategy, creative design and overall project direction. We take care of the development and ongoing support. Smart Solutions can come to the table as your development team or work invisibly to support your brand.

Business Development	Strategy and Planning	Website Development	Support
<ul style="list-style-type: none"> <li>✓ Sales Meetings</li> <li>✓ Proposal Support</li> <li>✓ Project Planning</li> </ul>	<ul style="list-style-type: none"> <li>✓ Requirements Analysis</li> <li>✓ Design Reviews</li> <li>✓ Software Selection</li> <li>✓ Architecture</li> <li>✓ Development Specs</li> <li>✓ Quality Assurance</li> </ul>	<ul style="list-style-type: none"> <li>✓ Project Management</li> <li>✓ Programming</li> <li>✓ Open Source CMS</li> <li>✓ eCommerce Solutions</li> <li>✓ Custom Applications</li> <li>✓ Database Design</li> </ul>	<ul style="list-style-type: none"> <li>✓ Ongoing Maintenance</li> <li>✓ Training</li> <li>✓ Documentation</li> <li>✓ CMS Upgrades</li> <li>✓ Backup and Recovery</li> <li>✓ Malware Monitoring</li> </ul>

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# Provide Easy to Locate Contact Information



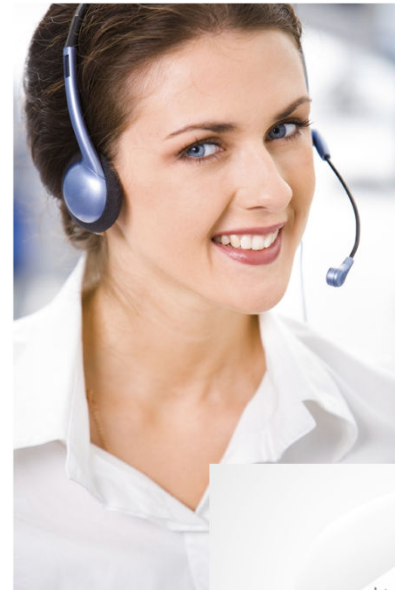
# Avoid Poor Quality or Generic Stock Photo



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*“We are smart, happy and a pleasure to work with so please call today”*





# Establish Trust

## Security



## Credibility



Tracy Welsh  
VP Business Development  
South River Technologies

## Current Clients





## Speed Up Page Load Time

*47% of consumers expect a web page to load in two seconds or less*

*40% abandon a website that takes more than three seconds to load*

*A one second delay decreases customer satisfaction by 16%*



Source: How Loading Time Affects Your Bottom Line – <https://blog.kissmetrics.com/loading-time>



# Website Performance and Speed

*Our tolerance for slow sites is gone.*



- Make sure you don't use too many images in sliders
- Make sure images are pre-sized and compressed before uploading them to website
- Reconsider special effects and excess animation
- As a general use, don't auto play videos
- Go with a reputable web host with a fast server
- Make sure you have a knowledgeable web developer



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# Things to Avoid

No Pop Ups

Fix Broken Links

No Broken Images

No Really Long Forms

No Music

No Distracting Animations







# Resources



**Digital Marketing Resources**  
<http://neilpatel.com/>

**Landing Page Design**  
<http://unbounce.com/landing-page-articles/the-anatomy-of-a-landing-page>

**Broken Link Check**  
<http://brokenlinkcheck.com>

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*A great digital experience is no longer a nice-to-have; it's a make-or-break point for your business as we more fully enter the digital age. Customers' impressions of a business are established through digital engagement forcing businesses to recognize that*  
***“software is the brand.”***



# Thanks for Participating!

## Any Questions?



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Sharon Manderson  
sharon@smartwebdev.com  
443-949-0069



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