



MAKING YOUR WEBSITE CONVERT BETTER

PART 1: GIVE THEM WHAT THEY WANT

According to experts, only one out of every hundred visitors to your website converts to a sale. Sounds like bad news, but look at it this way: if you increase your conversion rate by only 1 percent (which doesn't sound much does it?) you will double your sales!

How do you do it? Your customers' watchwords are, "don't make me think" and "don't make me do any work – do it all for me"! So what does this mean for your website design?

Some key tips:

1. **Make sure your visitors know what you do**, the instant they land on your website. Don't make them have to guess; tell them right up front with a benefits-laden headline.
2. **Help them find what they are looking for**. Don't send them to your home page, or a link deep within your site, and expect them to do all the work. They were nice enough to click on your search ad - return the favour with a landing page that speaks directly to their interests and needs.
3. **Be specific**: the more relevant and specific your website is to your visitor, the more they'll buy from you. If they want to buy a toaster and they land on your homepage, which forces them to navigate around before they get to the right section, they'll give up. Either get people straight onto a relevant landing page, or simply have more, smaller, websites that are specific and relevant. You're better off with lots of smaller websites - one of which would be just about toasters and sandwich makers for example - than trying to be Argos!
4. **Sell on emotion**, NOT logic: people don't buy the sausage - they buy the sizzle! We are an emotional species and make 80% of our decisions about something on an emotional level. We then back up the decision with logic. So appeal to people's emotions via your website. Remember Apple's "Think different" marketing campaign; most people aren't buying just a computer when they buy an Apple, they are buying into a whole concept.
5. Your customers only want to know "**what's in it for me?**" If your website details how your grandfather set up the stationery business in a coal cellar, and that now you have 5 branches, you're wasting a selling opportunity. If it offers useful advice - "How to save 50% on your printer ink supplies...", then you'll score.

THE AUTHOR

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