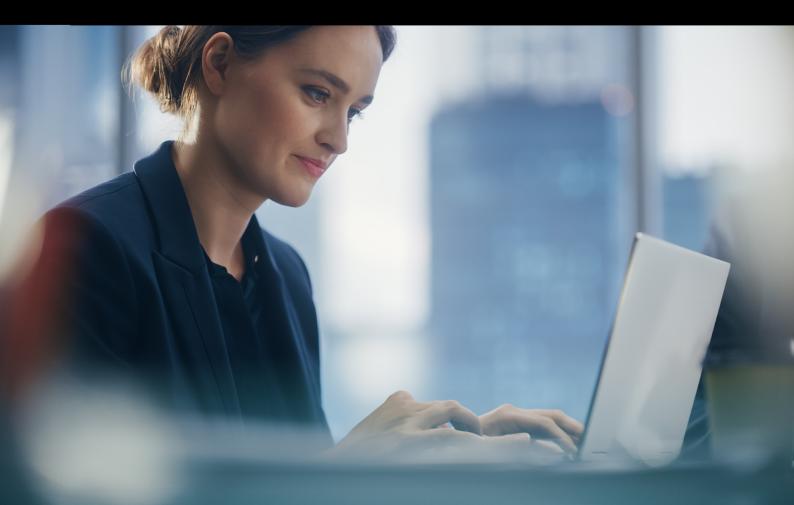# BOFFIN

# WEBSITE CONVERSION CHECKLIST

## 8 WAYS TO BOOST YOUR WEBSITE ENQUIRIES

# WEBSITE CONVERSION CHECKLIST

GET MORE ENQUIRIES FROM YOUR WEBSITE

These ideas should help boost your website conversions, many of which are scientifically proven to work. However, what works for one website may not work for yours, so it's a good idea to test things to figure out what your audience prefers.

## Why is Conversion Rate Optimisation (CRO) so important?

It's important because it generates more inquiries for the same amount of traffic you're currently receiving to your website, rather than having to create more (often expensive) traffic. By applying these simple tips, you'll convert more users, increase enquiries and sales, saving you both time and money.

## Your CRO Checklist

If you want the short version, skip to the back page 4 for a quick overview.

## 1. Get your design right

Make sure your site is well designed. This is the first thing visitors see before they read any content, and they'll make a judgment call within just a few seconds. Good design makes your business appear established, professional, and trustworthy, and therefore much more likely to convert.

Keep your layout and site style consistent to suggest credibility and improve usability. Pay attention to things like heading sizes, font choices, colours, button styles, spacing, design elements, illustration styles, photo choices, etc.

Keep your homepage simple and uncluttered, don't overwhelm people with lots of options, but focus on one or two main goals. If you give people too many choices, they probably won't choose at all.

Use real photos of people using your product or service, or good stock photos, but avoid anything too clichéd. Studies show that photos of smiling people convert best.

Use large text, white space and colour to draw the eye in to important content such as headings, buttons, links, call to actions, etc. It will also make your website feel open, fresh and modern.

**weareboffin.uk**

## 2. Produce the right content

Put your most important information "above the fold", and make sure your visitor's eyes are directed to exactly what you want them to see – without the clutter.

Write compelling headlines that aim to solve your customers problems and pains.

Include bullets points to enable users to quickly get all the information they need: benefits, ways you solve their problem, and key features of a product/service.

Can you include video on your website to help demonstrate your product/service or provide tutorials on how it's used?

Test different bonuses or tie-ins with your product. Free gift? Free shipping? Free training?  What can you offer that will "seal the deal"?

## 3. Write for your audience

Try to avoid using too much "I"/ "Us"/"We", in your copy and rewrite it so that the emphasis is on your customers, using more "You"/"Your", etc.

Try not to talk too much about your business, especially on your homepage. It's a hard one to swallow, but the reality is most people don't care that much. Web users are mission minded and want to know how your product or service can benefit them.

Use active language like "Buy", "Register", "Subscribe" alongside text that creates urgency, like "Limited Time", "Before December 31st", and so on.

Edit your copy so it's short, focused and concise. Studies show we tend to scan web copy, rather than read word for word, as with traditional printed material, so avoid long paragraphs and break up copy into small chunks where possible.

## 4. Improve your user experience

Use logical, intuitive, navigation and labelling throughout your website so that users can quickly and easily find the information they need.

Make every task on your website obvious and self-explanatory. If people have to think too hard, they're likely to lose confidence in your brand and look for alternative options.

Create a mobile website that is easy to navigate. 37% of all website visits come from mobile devices, so if you're site isn't mobile-friendly, chances are people won't hang around for long.

**weareboffin.uk**

## 5. Build trust and credibility

Use persuasive testimonials throughout your website. Including a full name, photo and location, will create more trust and be more effective. Also, include reviews from independent review sites such as Trust Pilot.

Have a clear statement of purpose on your homepage so that your audience know in very simple terms, what you do, what they can do on your website, and how it can benefit them. Answer the question that's on their mind, which is "Why should I buy from you instead of a competitor?

People often make decisions based on what others have done. Include social proof in your product/service, as in "83% of mums would recommend this product to others".

Remind visitors of how much you value their privacy. Include unsubscribe options with every email, and a link to your privacy policy on your contact forms.

## 6. Sell benefits - not features

People don't buy products or features, they buy benefits and promises. Translate all your features into benefits for your ideal customer, and explain how your product or service can solve their real life problems.

## 7. Capture those leads

Create an enticing email sign up offer for remarketing purposes, such as a free downloadable guide (like this one), that offers real value to your customers.

Don't ask for more information than what you truly need on your forms. No one should have to enter their physical address or phone number to contact you.

Use strong, compelling call to actions (CTAs) and try to include the benefits of responding to them, such as, "Talk to us about growing your business".

Consider adding a live chat option. Studies show it can increase inquiries by up to 38%, and return visitors by up to 63%.

## 8. Boost your rankings

Use analytics tools to research which keywords are best for your business. Use these keywords (naturally) within your website. The most important places being your copy, titles, descriptions, headings, image titles, alt text, and your URLs.

Verify your site in Google and submit an xml sitemap. Add your site to industry related directories and start creating backlinks from websites with a high page rank. This can have one of the biggest impacts on your overall rankings.

**wearboffin.uk**

## Overview

A condensed version of some of the topics covered from the previous pages.

- ☐ Make sure your website is well designed
- ☐ Keep the layout simple and uncluttered
- ☐ Include a clear statement of purpose on your homepage
- ☐ Use engaging, persuasive, customer-centric copy
- ☐ Make every task on your website obvious and self-explanatory
- ☐ Focus on the benefits of your product/service, not features
- ☐ Use persuasive testimonials and product reviews
- ☐ Offer a mobile-friendly version of your website
- ☐ Capture leads with a live chat tool
- ☐ Keep your forms simple and don't ask for too much (include a privacy statement)
- ☐ Boost rankings with proper keyword research
- ☐ Create backlinks from websites with a high page rank
- ☐ Apply logical, intuitive, navigation and labelling
- ☐ Incorporate strong calls to action (CTAs)
- ☐ Offer a free giveaway as an incentive for email sign-ups
- ☐ Create dedicated landing pages for pay-per-click ads
- ☐ Use high converting images of smiling people using your product or service

## READY TO IMPROVE YOUR WEBSITE?

**Talk to one of our friendly, experienced team**

**01737 764473**
**hello@weareboffin.uk**

**weareboffin.uk** ↗