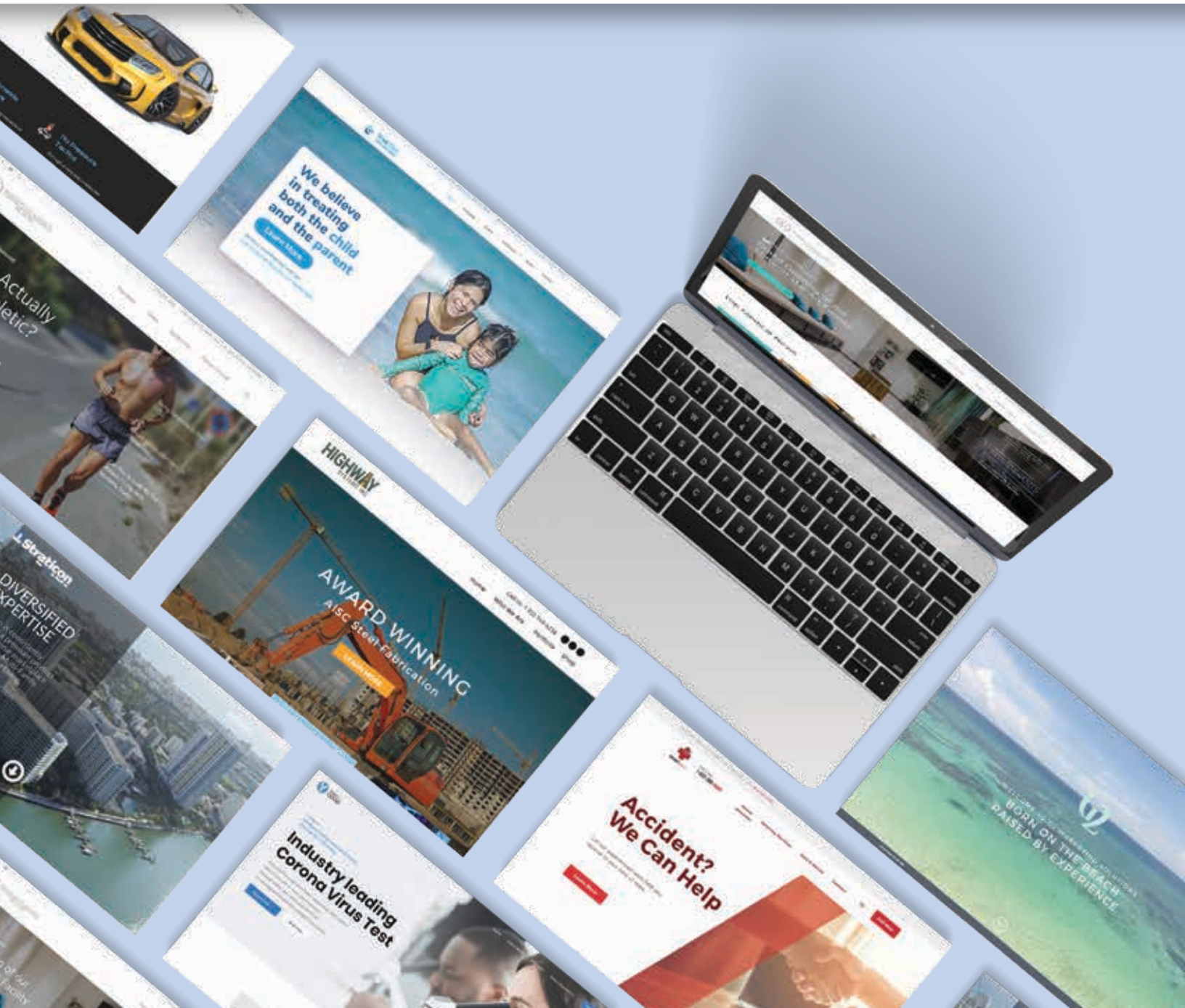


TURN YOUR WEBSITE INTO A SALES TOOL



LEARN EFFECTIVE **STRATEGY**

Overview

Website can often be overlooked by small businesses as an online billboard: useful only to showcase the business or to potential clients trying to validate the business.

According to Salesforce's 2018 study, over 87% of shoppers begin their shopping experience online. This means your website & advertising often becomes the first point of contact for customers.

In this book you will see our primary recommendations for businesses to turn their website into an effective sales tool: starting from the first point of contact with a customer to the eventual Call to Action & movement into your sales process.

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MAKE A STRONG FIRST IMPRESSION

When considering how people think and navigate websites, there's a few major elements you can focus your web development on to pass the average consumer's initial test of your website.

Targeted, Focused Advertising

People are bombarded with ads these days, and while they can be effective, it's important that your advertising message speaks directly to your potential customers at the time they are ready to receive the message. This can be done through several mediums: print mailers, event marketing, and digital marketing being among the most effective.

Familiarity

Our brains are hardwired to look for familiar patterns and find the path of least resistance. If we encounter something we are unfamiliar with, doubt and critical thinking surface. For website design this means we can build trust quickly by using familiar elements – keeping navigation menus in an expected area, keeping consistent design throughout the website, etc.

Visual Stimuli

Did you know between 65% and 80% of people are visual learners? Half of the human brain is directly or indirectly devoted to processing visual information – which is why a sales pitch with visual aids is 43% more persuasive. Having a powerful visual to immediately greet your customer will make or break your first impression.

Clarity

According to Hubspot, the most important factor in the design of a website is helping your visitors find what they want. Users typically want a few key things: knowledge of where they are on the site, a way to go back or Home, and contact information. If your website is visually impressive but difficult to navigate, your users will most likely take the easiest path – and simply hit the back button on their browser.

Psychology & Web Design

People are constantly innovating new ways to market. With just some basic understanding of human behavior we can start to fine tune our marketing efforts better and hopefully make more sales. We are already seeing the effects that big data will allow us to see even finer details in how people operate online and neuromarketing design.

CREATE EFFECTIVE LEAD MAGNETS

Getting customers to your site is one thing, but how can you make sure they return when most won't even stick around for more than 15 seconds. You need something that will turn visitors into potential leads.

What is a Lead Magnet?

A lot of people may be asking themselves "what is a lead magnet". Essentially, you can think of a lead magnet as anything that is given away for the purpose of attaining contact details, usually an email address. Marketers take advantage of lead magnets to convert the leads into paying customers. Lead magnets are a powerful way of engaging with a target demographic and building brand awareness.

Some examples of lead magnets include free estimates, newsletters, sign-up deals, and trial subscriptions. Essentially a business offers something of value, and in exchange, they receive details such as a name, email address, and contact number. These details can then be used to send promotions and other valuable content in an attempt to win over potential customers. Lead market landing pages are a popular way of getting customers to sign up.

Lead magnets work well for marketers because they build trust and credibility for any business.

What Makes a Successful Lead Magnet?

There are a number of factors that go into a successful lead magnet. The best lead magnets are those which are highly targeted, employ your best performing content, and offer an innovative approach.

When it comes to targeting, the content you offer should be as specific as possible to the type of lead you want to capture. Who will benefit from your offering? Does it sufficiently solve a problem, and will your magnet grab their attention? The advantage of having a targeted magnet is that you can then promote specific services or products to this new potential customer list that you acquire.

Your magnet needs to provide instant gratification, which means that a problem should be solved. A lead magnet gives you the perfect opportunity to reveal your expertise and convince customers why you are an industry leader.

Lastly, lead magnets need to reach the right audience effectively. Digitally, this can often be done through social sharing or paid advertising. In the next section we will discuss effectively advertising a lead magnet or your direct service.

PLACING MAGNETS IN FRONT OF THE RIGHT AUDIENCE

Selecting the best advertising channels depends on your business type, audience, and industry. Here's a deeper dive into various platforms available in digital marketing:

B2C (Business to Consumer) Advertising

Google Ads: Ideal for businesses where customers search for specific products or services. For example, a tattoo shop can use Google Ads to target keywords such as "best tattoo parlors in [City]" or "custom tattoo designs."

Facebook Ads: Great for businesses that benefit from visual engagement. A tattoo shop can use Facebook Ads to showcase tattoo portfolios, promote special offers, or advertise events like tattoo conventions. Facebook allows detailed targeting options based on interests, behaviors, and demographics.

Instagram Ads: Perfect for visually-oriented businesses. A tattoo shop can use Instagram to post high-quality images of tattoos and stories showcasing the tattooing process. Instagram's visual nature helps attract an audience interested in art and design.

Pinterest Ads: Useful for businesses related to fashion, beauty, or lifestyle. A tattoo shop can use Pinterest to post inspiring tattoo designs and ideas. Users often save pins to boards, which can lead to higher engagement and interest.

B2B (Business to Business) Advertising

LinkedIn Ads: Effective for reaching professionals and businesses. For a consulting firm, LinkedIn Ads can target industry-specific job titles, company sizes, and sectors. Ads can highlight white papers, case studies, or consulting services.

Google Ads: Also valuable for B2B businesses, particularly for capturing search intent. A business offering HR software can target keywords like "best HR software for small businesses" or "employee management solutions."

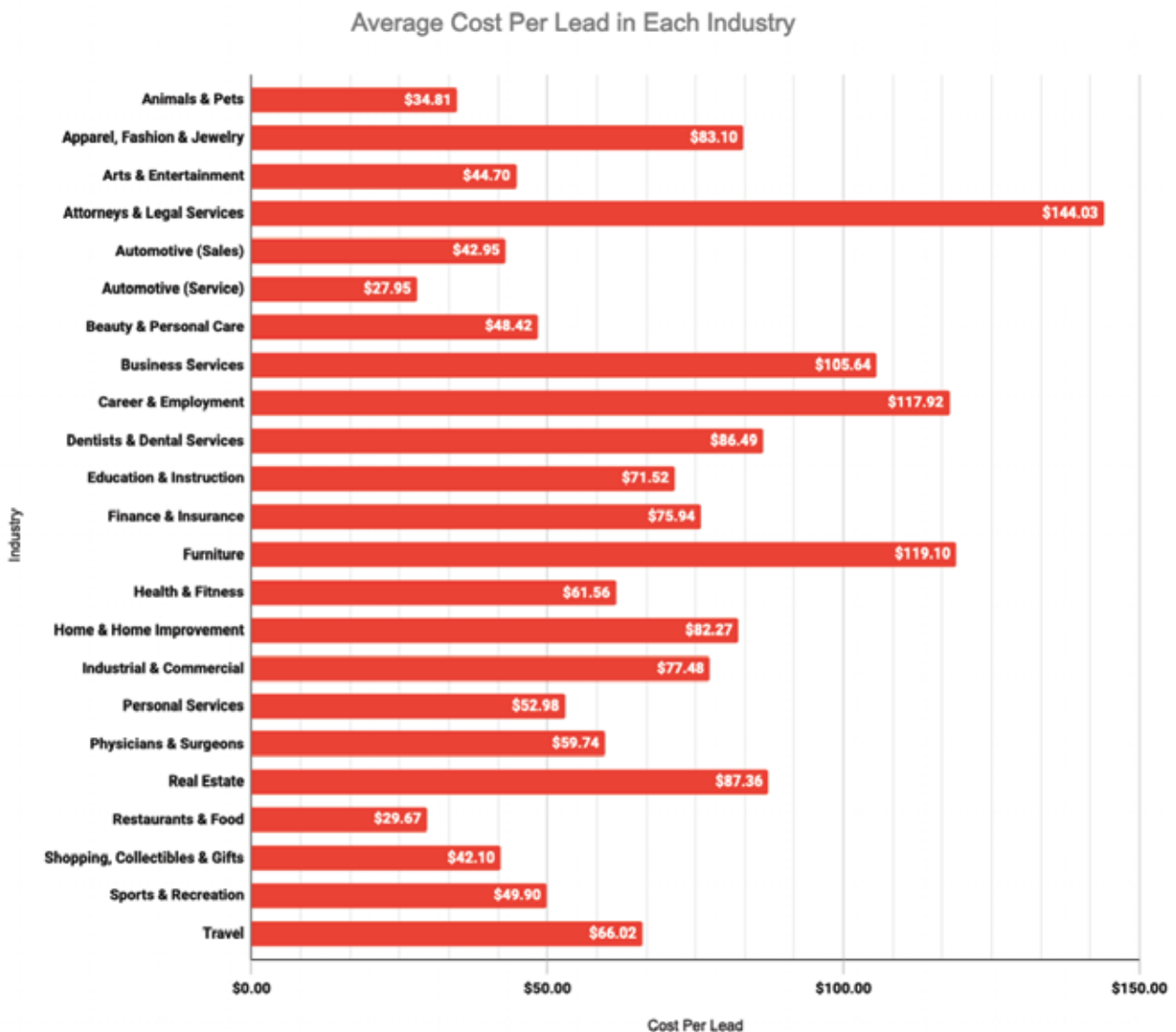
Industry-Specific Platforms: Some industries have niche platforms. For example, a real estate agency might use local real estate listing sites or platforms like Zillow for advertising.

SEARCH ADS BENCHMARKS

Averages Costs Across Industries

Search engine marketing or Pay-Per-Click ads are some of the most effective ways to reach potential customers as they are ready to purchase. Thanks to the amazing team at WordStream.com who have aggregated data across thousands of Google Ads & Microsoft Ads campaigns, we can bring you averages specific to your industry.

Let's start with the most meaningful metric to a business owner: your average cost per lead from search engine marketing across each industry:



Calculating a Return on Investment

Here's where your industry experience can help calculate your budget.

On average, how many leads do we need to convert a customer?

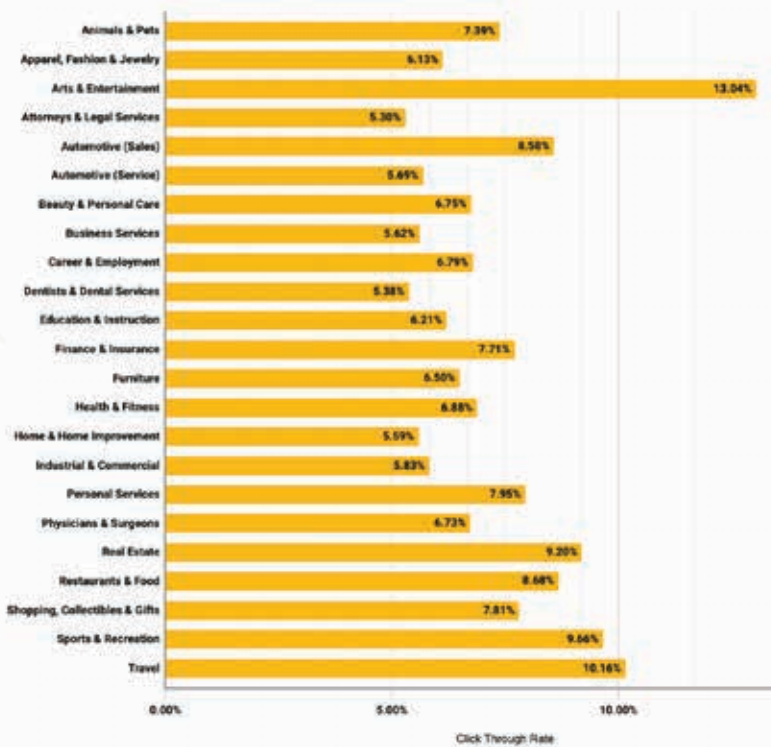
Once you know that number, you can multiply the Cost Per Lead above to determine a rough Ads budget.

Average Engagement in Ads

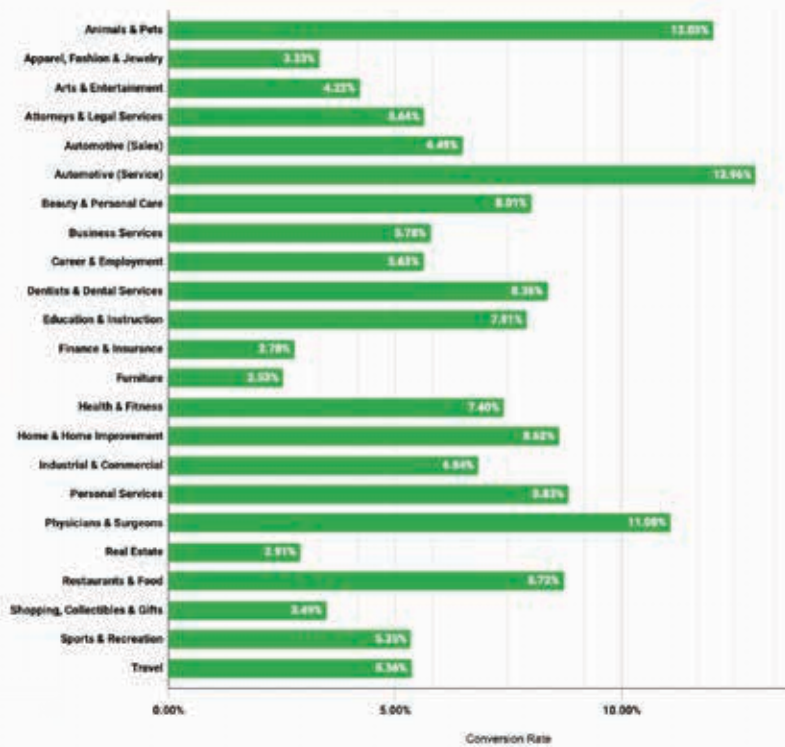
Now let's look at 2 metrics that showcase how effective ads can be: Click Through Rate and Conversion Rate.

Click Through Rate is the percentage of people who saw an ad & clicked on it. Conversion Rate is the percentage of people who clicked on your ad, visited your website & then decided to move forward with a purchase or schedule a call.

Average Click Through Rate in Each Industry



Average Conversion Rate in Each Industry



Fluid Metrics

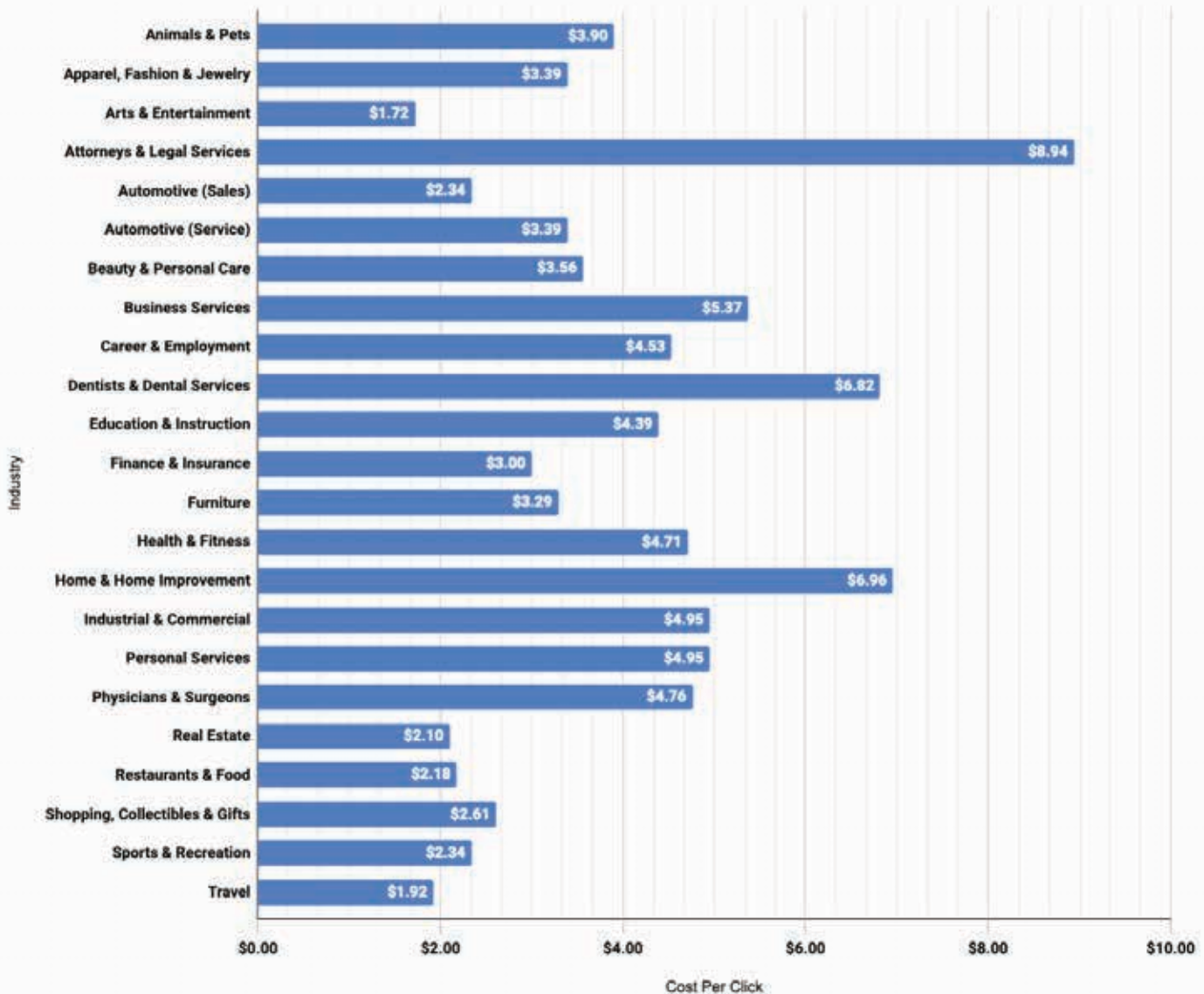
Your ads might perform very differently than these metrics. Keep in mind several factors can affect these metrics: your ad creative, landing page loading speed, ad budget & ranking, keyword targeting, among many more.

Think of these as rough targets for your ads account or as useful forecast numbers. Next, we can look at the average cost per click across industries.

Average Cost Per Click

Finally let's look at your marketing team's favorite metric: Cost Per Click. This is the average cost of a visitor's click on your ads.

Average Cost Per Click in Each Industry



Calculating a Budget

With these average metrics, we can calculate a budget based on your goals. Download a copy of our Digital Ads Budget Calculator here to see what we mean:

[Digital Ads Budget Calculator](#)



THE AVERAGE USER GIVES A WEBSITE
LESS THAN 8 SECONDS BEFORE
THEY DECIDE TO MOVE ON



AVOID MAJOR PITFALLS

Lack Of Direction

The site should guide users and tell them what to do. If the process of finding information or asking a question is straight forward, a viewer is likely to see it through. If there's an ounce of ambiguity, they may give up. Make the next step obvious in order to avoid discouraging customers.

One way to implement this is by having clear call to actions. By simply implementing your call to action, you can raise conversions by 62%.

A site should not only display a variety of ways to be contacted but also include insight on specific channels. Email may be best for a proposal or cost estimate while a phone call or social media message may be ideal for a quick question. Pay attention to this, because 51% of people think "thorough contact information" is the most important element missing from many company websites.

Overlooked Customer "Wants"

The website includes easy navigation, accessible contact information, pricing options, and an About Us section. What more could a customer want? Well, if your site ends there, you may be costing your website ROI and missing sales.

Viewers like to know what they're getting themselves into. They want to understand what your company does and what that looks like. Having company created content is integral, because 47% of consumers view 3-5 pieces of content before talking to that company. This could be a portfolio page, photos of current products, or access to blog postings.

You've probably heard word of mouth is one of the most reliable forms of marketing. This holds true on websites, even though the assessment is most likely coming from a stranger. In fact, 88% of consumers trust online reviews as much as personal recommendations. Make sure to showcase testimonials somewhere on your website, as 72% say positive reviews and testimonials make them trust a business more.

DESIGN INTELLIGENTLY

Seemingly aesthetic choices can have a negative effect on site usability, which in turn can lead to loss of sales. Usability should be one of the priorities, but ignoring design can be fatal and cost the website ROI. As many as 38% of people will stop engaging with a website if the content or layout is unattractive.

Color

Something as simple as text color can also have an impact. When considering the look of your site, contrast is key. Your text should stand out against the background, making it easier for viewers to read. Avoid colors that blend together, like a bright blue text on a vibrant red background.

Sizing

Sizing is another element to keep in mind. If a logo, graphic, or picture is oversized or does not properly fit the page, it may force the viewer to scroll a significant amount. Praxent found that improper sizing can take away from the user's experience and bury important content. In worse case scenarios, users will even give up one their search efforts.

Organization

An interesting study dives into eye tracking. The Nielsen Norman Group found that most people read in an "F" shape, focusing on the left side of the page. The study shows that not only do people look at the left side first, but they focus on that side for 69% of the time they are viewing. Because of this, it makes sense to have important elements like further navigation or headings on the left.

Speaking of eye tracking, an additional variable to consider is photography. When a photo depicts a person looking in a specific direction, the viewer's eyes will automatically follow. Use this to your advantage by placing an image so that the subject is facing a piece of content you'd like to highlight. That way the viewer will follow the eyes straight to important information.

CRITICAL DESIGN ELEMENTS

Utilize Appropriate Image Sizes

Not only should they only take up a reasonable amount of space on the screen, but they should also be optimized to have as small a file size as possible while still maintaining quality so they load faster. Another thing to keep in mind is that web images only require a resolution of 72 PPI, so going over that can be a waste.

Grid Organization For Your Site

Having a grid organization for a website improves the overall look and feel of a website, makes content easier to find, and ensures a consistent design for the website as a whole.

Increase Readability

The easiest way to boost readability is to emphasize the hierarchy of text on the website. Use clear and defined headings with different text sizes when structuring content.

Keep things simple and concise and avoid using large chunks of text. Hyperlinks need to stand out from the rest of the text. It should be obvious to a reader when text is a hyperlink.

Employ Concise Navigation

The golden rule of concise navigation is that someone should be able to get to the page they want within just three clicks. Don't forget to encourage people to explore by using links and offers to pique their curiosity and get them to stick around.

Have a Responsive Design

More people are using mobile devices to access the internet. If your website doesn't respond well on mobile devices, you're missing out. Being mobile-friendly basically means that the website adjusts to the size of the screen it is being displayed on.

Don't Be Afraid of White/Empty Space

Having too many elements on the page makes a website look too busy. Studies suggests that white space on a website can actually increase reader attention by up to 20%. White space makes a website more readable and contributes to the overall idea that less is more.

UTILIZE LANDING PAGES

First impressions matter. This goes for a lot of things in life, but in the current digital marketing world, a company's website can be its main source of driving business. Sometimes, the first impression of that website is the landing page. It's true that the "perfect" landing page looks different depending on the business. Though, there are many components that have proven to be effective in attracting traffic and driving it where you want it to go.

Compelling Copy

A good headline is customer focused, clear, relevant, and, depending what you're promoting, contains some sort of action verb. The rest of your page's copy should be just as persuasive. You don't want to overwhelm with flowery language. On the flip side, you also don't want to use so little words that it leaves them confused, bored, or suspicious. Remember that this page is all about what you're doing for them, not the other way around.

Call to Action

A Call to Action is a few words or a short phrase that guides the user to perform a specific action. Call to actions vary depending on what you're offering, but the best CTAs will get people to click by creating a sense of urgency and excitement, establishing why taking the next step is beneficial. The CTA is usually what drives conversion.

Clear Value Proposition

It's very important to keep your company's overall main marketing messaging in mind as you're creating your landing page. A value proposition makes clear what products or services you're offering and why the customer should choose you over competitors, and it should be communicated effectively.

Design

While of course what the page is saying is of utmost importance, a well-designed and easy-to-navigate landing page can set you apart. The main goal of the landing page is to drive conversion, so all elements of the design should work together to make that goal as simple and user-friendly as possible. Contrasting colors, eye-catching imagery, and minimal distraction all add to the effectiveness of the landing page.

CLOSE THE DEAL

Provide Limited Choices (Especially During Checkout)

Choice abundance refers to how a cluster of options usually causes people to make decisions more slowly or not at all. Often marketers might think if they offer 50 options of their product the customer would be able to pick out exactly what they want. According to a number of psychological studies the effect is reversed: at a certain point as a variety of options increase, sales volume and customer satisfaction decreases. People prefer a direct path in decision making – simply help them understand the next step in the process.

The Fear of Missing Out

Marketers have been capitalizing on this for years: scarcity creates urgency. Based on the social anxiety of the same name, this plays off the fears that other people are enjoying something that you are not. Of course limiting supply of a product can increase value, but for most businesses there are some more nuanced variations:

- Real-time countdown timers for offers or discounts
- Highlighting the number of happy users/customers you currently have
- Push notifications or exit intent offers based on mouse placement
- Conditional incentives based on current shopping activity (telling the customer they are \$10 away from free shipping, etc.)

Positive Reinforcement

The power of positive reinforcement has been proven time and again. On top of that, people typically remember their choices as being better than they are. This is why we want to positively reinforce every decision the custom makes: visiting the website, learning more about your business, all the way through into purchasing your product. Some practical website design examples include:

- Create a positive experience in the customer's minds through imagery and interactivity
- Thank the user for their purchase/contact information
- Language and content geared towards your target audience
- Discounts or offers for visiting the website
- Empathize with the user's situation and validate their opinions

Track the Sale

The power of analytics is only useful if we can tell when we've made a sale. However you measure success on your website (gathering leads, calls, form submissions, etc.) you need to make sure these are properly marked in your analytics software.

TRACK VISITORS WITH **ANALYTICS**

Too often business owners have no idea if people visit their website or if those visitors end up buying from them.

There's an easy & free fix to this issue: website analytics.

Google Analytics: analytics.google.com

We will discuss using Google Analytics, which is the #1 most used analytics software.

Google Analytics is provided for free, and integrates well with Google's other services like Google Ads & Google Search Console.

If your team uses another analytics software, I would recommend using the information below as guidelines on the types of reports you will want to track.

Fast Setup

Once you login to analytics.google.com with your Google account, you will have the option to create a property for your website. There's some privacy factors to consider for your users here, so we recommend reading Google's documentation here before running through the setup.

You will be given a tracking code to implement on your website. Again, it's worth following the instructions here by Google on setting this up properly, though there are plugins for most major frameworks to make this installation seamless.

Also, your website might already have Google Analytics installed already. Most website developers will provide installation when creating your website, so it would be wise to check if you have GA4 (the latest version of Google Analytics) installed.

Define Your Goals

With Google Analytics 4, these are called "Key Events". These are the actions we want users to take on our website: clicking a call button, submitting a contact form, making a purchase, etc.

These Key Events will be what we use in our reporting to determine which customers made a sale. Google Analytics will automatically attempt to determine these goals, though it will be worth your time to confirm that your primary Key Events are triggering properly when they take place.

FOLLOWING **KEY METRICS**

Outside of your “Key Events”, there's plenty of data that can be collected from your users that will help you understand how they interact with your website.

Traffic Sources

Identify where your visitors are coming from (e.g., search engines, social media, referral sites). This helps you understand which channels are driving the most traffic.

To find this report, look on the left menu for **Reports** then look for **Pages and Screens Report**.

Bounce Rate

This measures the percentage of visitors who leave your site after viewing only one page. A high bounce rate might suggest that your landing page or ad is not engaging enough.

To find this report, go back to your **Pages and Screens Report**. You can then customize this report by clicking on the pencil in the top right. I recommend looking under **Metrics > Bounce Rate** for a simplified view.

Conversion Rate

This is our primary goal - this shows the percentage of visitors who complete a desired action: made a call, submitted a form, etc. These are defined by your Key Events that we discussed earlier.

To find this, I recommend going to **Reports** then **Acquisition** then **Traffic acquisition**. Then click the Pencil icon in the top-right corner. Click on **Metrics > Add Metrics** like before. Search for and select the **Session conversion rate** metric.

There's a ton more data available for you as well in Google Analytics. Keep diving in over time to see what else you can learn!

ADJUST STRATEGY BASED ON DATA

These statistics alone will help you start to understand how your users are interacting with your website. You can understand where they are coming from, how long those users stay on your website, and how often those users actually convert into customers.

Optimize Ad Spend

By learning which **Traffic Sources** provide the highest **Conversion Rate**, you can allocate more of your advertising budget towards what performs the best.

Refine Targeting

Adjust who sees your ads based on demographic data and user behavior. For example, if data shows that users aged 25-34 are more likely to convert, focus your ad targeting on this age group.

A/B Testing

Let's say you have ads that receive a lot of clicks, but those clicks might not turn into clients. This might mean your landing pages aren't effective, or it could mean this audience just isn't likely to make the purchase.

Here's where A/B Testing comes in - you can try creating different versions of your landing page, then try sending some of your traffic to 1 page & the rest to another. You can see which page performs better in your testing, then make that the new landing page moving forward.

Analyze User Behavior

You might notice some users spend a ton of time on a page, but you don't often see sales from those users. This means you have engaging content, but you aren't pushing the user towards the sale effectively.

Again, A/B Testing can help here, though you might want to consider sending more users to this page through advertising. It's possible this content is effective, it just needs to get in front of the right audience. With retargeting campaigns, you can have your ads display for users across the internet with the information from the page they were visiting. This way you stay top of mind even after they leave your website.

TEST WEBSITE PERFORMANCE

Paying attention to the factors affecting website performance and knowing how to analyze website performance goes a long way to improve search engine ranking and push your website to the top.

How Do You Measure Against the Competition?

Use one of the many free website performance tools out there to assess your competition. Try searching for essential terms to see how they rank. If you know how they rank better than you – assuming they do – you'll understand the critical factors you need to improve upon.

Test Website Speed

There are plenty of free website speed test tools out there that can help with this. There are several ways to increase website loading speeds if it is too slow, such as removing some plugins or compressing images and video content.

The Number of Appropriate Backlinks

Whenever someone creates a link from their website to yours, this is a backlink. The more of these you have, the better. Unfortunately, not every backlink has the same quality. Search engines prefer that you choose quality over quantity when it comes to backlinks.

How Much Content You Have

The more content you have, the more chances you have to rank high on search engine results. This is why it's so vital that you have a blog where you share industry news, tips and tricks, and other interesting written pieces.

How Many Visitors Do You Have? How Long Do They Stay For?

The better the quality of your website, the more people it's going to attract. You can consider a high visitor count as a sign your website performs well.

How long visitors spend on a website can be as important as the number of connections in the first place. It doesn't mean much if the average visitor spends a few seconds on your website before disconnecting.

How Are Your Paid Ads Doing?

If you're going to pay for advertising, you want to know that it's working as intended. Most places that sell your ads, such as Facebook Ads and Google Ads, have plenty of analytical tools to assess how your ads perform.