Website Conversion Killers

Workbook

Avoid These 7 Crucial Mistakes That Are Killing Your Website Sales & Lead Generation

Your Website Doesn't Have Clear Purpose & Visitor Benefits

Your website is competing for attention with a hundred other things in the visitor's headspace. Facebook, Twitter, cat videos, new email notifications, 12 open browser tabs and a missed call they need to get back to.

They want to find a solution to their problem so they can get to the next task.

Your website purpose must be clear and obvious to visitors within seconds. A great way to do this is with a tagline near the logo or a large headline near the top of the page. It should explain what the site is about and answer the visitors question "What's in it for me?" Don't make the visitor have to work to figure this out.

Recommendations:

1. Have a tagline or headline front and center so that visitors know what they're looking at
2. Focus on the benefit that the visitor will get
3. One way to start is with a simple value proposition statement

Our website homepage has at least one of these:

- ☐ Tagline near logo
- ☐ Headline above content
- ☐ Self-Explanatory logo/brand (if your business name is something like "Accountancy Services Dublin")

Our answer to the visitor asking "What's In It For Me?" is _____

_____

Our value proposition statement is "Our business helps _____ with _____ by doing _____"

Our homepage headline is _____

× Your Website Doesn't Have a Strong Call to Action

Have a strong, clear Call to Action (CTA), e.g. Book Now, Add to Cart, Contact Us, on every page. It should stand out from the page content and tell the visitor what to do next.

Recommendations:

1. Ensure every page on your site has at least one clear, strong call to action that stands out visually from the rest of the page content
2. Ideally, make it a rectangular button - round or square corners are fine - but we're programmed to click on buttons so make it look like one
3. Read "Don't Make Me Think" by Steve Krug

On our site every web page has one dominant call to action which

☐ is in the form of a button
☐ has a color that contrasts against everything else on the page
☐ uses verbs or action words like Download, Book, Add, Join, Discover

Notes:

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✕ Your Website Doesn't Have a Compelling Email Opt-in Incentive

You've heard it before countless times: you should be building an email list.

Recommendations:

1. Offer a compelling free download of some kind that helps the visitor solve their problem
2. Make it quick to consume but genuinely valuable - short trumps novel length documents that get "Saved to the hard drive for later" and never looked at
3. Newsletters are not a good opt-in incentive. "Hey, visitor! I know you get loads of email, but if you subscribe here I'm going to send you more email!". That's just not compelling enough
4. Nor is a discount coupon - save your profit margin, you can do better than that
5. Checklists, cheat-sheets and short guides work well
6. Build credibility and a relationship with your email subscribers by offering them valuable tips through their inbox via your auto responder sequence without doing a hard sell

Our website

☐ builds an email audience of prospective customers

Our website offers a free download in the form of a free

☐ video   ☐ ebook   ☐ recorded webinar
☐ checklist   ☐ whitepaper   ☐ mini-course
☐ cheat-sheet   ☐ video   ☐ email course

Notes:

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× Your Website Doesn't Have a Good Design Aesthetic

Design can be a subjective issue, but most people recognise good design aesthetic when they see it, even if they can't articulate the reasons why. Good design creates a positive impression and builds trust, and most importantly, it doesn't get in the way of visitors looking for what they want.

Recommendations:

1. Get a professional designer to tweak your site design
2. Use only 2 fonts - one for headlines and any kind of special text, and a very readable one for regular text
3. If your site design looks very busy, consider removing textures and background images
4. If your site design looks very bare and empty, consider adding textures and background images

Our website

- ☐ uses only 2 fonts
- ☐ uses a limited number of colors
- ☐ is not cluttered with too many textures, fonts, images and text
- ☐ is not bare with too few textures, fonts, images and text

Notes:

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✕ Your Website Doesn't Have a Good About Page

The About Page is the second most visited page on a website after the homepage, and crucial in building trust with a potential customer. You're asking people to trust you with their hard earned cash, so your about page should help to personalize the business in the prospective customers mind, leading to more trust.

Recommendations:

1. Include details of why you want to serve your particular customers and what you do for them
2. Include staff photos, names and maybe short bio's of each person
3. Include your street address and premises photos, landline phone number
4. Include a short but friendly back-story of how the business started

Our website About page includes some or all of the following options:

☐ why we do what we do   ☐ names of owners/staff   ☐ company back story
☐ photos of owners/staff   ☐ phone number   ☐ short intro video
☐ photos of business premises ☐ social media links   ☐ staff bio's

Notes:

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× Your Website Doesn't Load Quickly for Visitors

Website visitors are impatient. If your site doesn't load fast - under around 8 seconds - over 50% are going to hit the back button and move on to the next site in the search results. Ideally get your page load times to 3-6 seconds, but the lower the better.

Recommendations:

1. Reduce your image sizes
2. If you use WordPress, enable caching, like WP Super Cache
3. Test your website speed with WebPageTest.org or GTMetrix
4. Move to a better hosting company - WebsiteDoctor is hosted at SiteGround (affiliate link) which I highly recommend

Our website:

☐ loads in under 6 seconds when tested on WebPageTest (free testing service)
☐ large images are reduced in size - use a tool like Radical Image Optimizer Tool (free tool for Windows) or ImageOptim (free tool for Mac)
☐ has caching enabled (applies mainly to self-hosted WordPress sites) - add & enable the free WP Super Cache plugin from "Plugins -> Add New" in your Dashboard
☐ get professional speed optimization help if your speed test results are still poor

Notes:

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✗ Your Website Is Not Responsive

The latest statistics show mobile traffic at between 50 and 60% of all website visits, depending on which source you look at, and every month it's growing.

There's no two ways about it: your website must support mobile devices.

The best way to do that is to have a single "responsive" website that supports all screen sizes. The alternative is to have a separate site for mobile users, but this is costly and often provides a bad user experience.

Recommendations:

1. View your site on a smart phone and tablet
2. If it does not reflow to fit mobile devices, then hire a developer to make it responsive
3. In the short-term you could try a plugin like WPtouch or another "mobilizer" service, but be aware that these often hide important website features from mobile visitors, so test extensively

Our website looks good and is usable on:

☐ Windows Desktop   ☐ iPad   ☐ Chrome
☐ Mac Desktop   ☐ iPhone   ☐ Safari
☐ Android phone   ☐ Android phone   ☐ Internet Explorer

Notes:

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Get More Tips Like These

Thanks for reading, I hope you found this useful! If you'd like more tips and information like this check out WebsiteDoctor.com - in particular, the Resources page has guides on increasing website sales and traffic:

Free Website Resources

This is an example of a call to action button - it almost reaches out and forces you to click!

Unfortunately, for your security, this link may not be clickable - if that's the case visit WebsiteDoctor.com and hit the Resources link to access the goodies.

Original Case Study

This document is based on a small case study conducted by WebsiteDoctor in June 2016. We reviewed 21 small business websites provided by users on reddit.com. Here are some of the stats from the reviews:

➔ Product or service: There was an almost even split of product to service business

➔ Customer type: Equally split between business-to-consumer (B2B) and business-to-business (B2C).

➔ CMS: 65% of the sites were on self-hosted WordPress (.org), 15% were Shopify, 15% custom CMS, and 5% (1) on Wix.

➔ Domain TLD: 75% were on .com domains, the rest were .com.au, .co.uk and .io.

➔ Obvious Website Purpose: 30% made the website purpose very obvious and clear via a tagline or headline what the site was about. 25% less so, and a whole 45% of the sites didn't make it clear at all.

➔ Strong Call to Action: 35% had a strong, clear call to action (CTA), e.g. Book Now, Add to Cart, Contact Us, that stood out from the page content and told me what to do next. 25% had a weak call to action and 40% had none at all.

➔ Compelling Email Opt-in Incentive: Pretty much all of the sites had an email opt-in somewhere, but zero had a compelling incentive to opt-in.

➔ Good Design Aesthetic: There was a mixed-bag when it came to design aesthetic: a 3-way tie between good, average and poor. It's somewhat subjective, but most visitors recognise a professional design when they see it, even if they can't articulate the details.

➔ Good About Page: Only 10% of the sites reviewed had a good About page that included photos of the business owners/staff, names and a bit of background.

➔ Website Speed: the slowest sites were WordPress based, probably due to lack of caching, the fastest were Shopify and one of the custom builds.

➔ Website Responsiveness: 90% of sites were responsive (mobile friendly), 10% were not.

The original case study can be found at https://redd.it/4oepz6

A Note About Affiliate Links

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