

How to Increase Local Conversion Rates

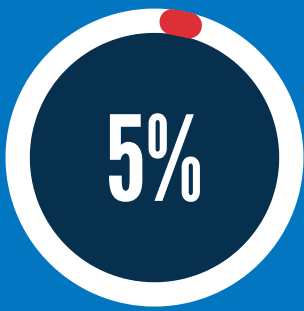


WHY YOU NEED TO INCREASE WEBSITE CONVERSION RATES

Your website is getting traffic, but growing your business is more than getting eyes on your product.

Higher conversion rates generate more sales for the same amount of traffic you are currently receiving.



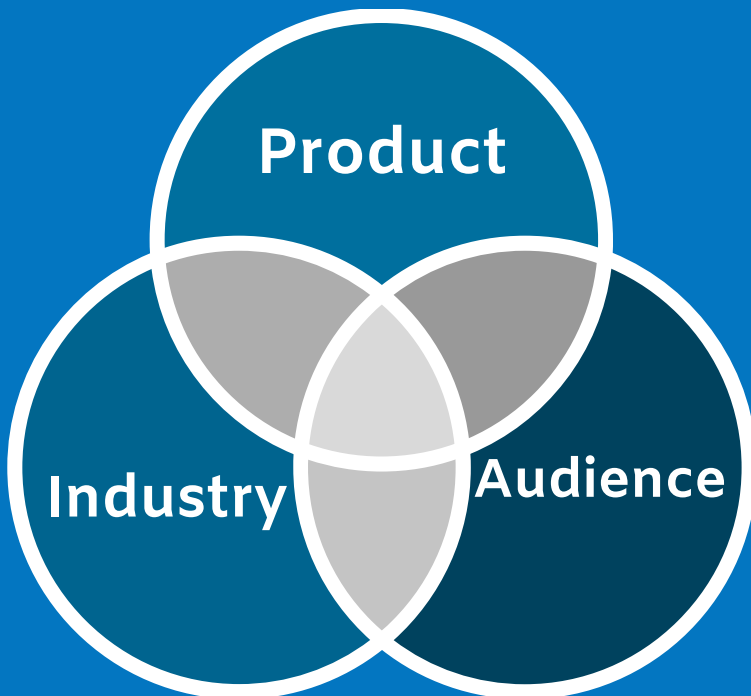


AVERAGE LANDING PAGE CONVERSION RATE FOR TOP WEBSITES

The average landing page conversion rate falls around 2.35%. The top 25% of sites are converting at 5.31% and above, while the top 10% are at 11.45% and above.

SOURCE: IMPACTBND.COM

CONVERSION RATE STATISTICS VARY DEPENDING ON THESE FACTORS:



WHAT IS YOUR CONVERSION RATE?

Your conversion rate is the % of website visitors who take action on an offer you present to them.

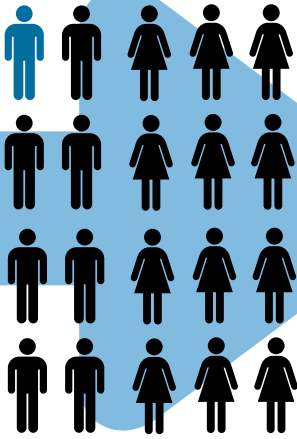
Your industry, product, and target audience all factor into your ability to convert visitors into leads, and those leads into customers.

To determine the best conversion rate for your business, you need to establish your baseline:

What is your current conversion rate?

What conversion rate do you want to achieve?

**5%
CONVERSION
RATE**



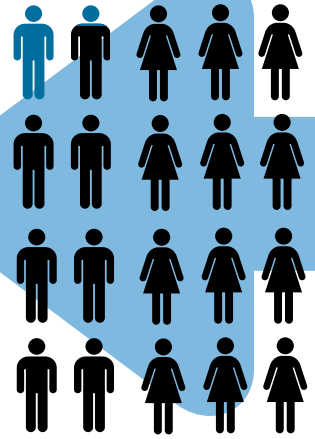
5% of visitors
per month
sign up for
\$100 service

**BENEFIT OF
INCREASING
CONVERSION
RATE**

50 new
customers for
every 1000
visitors gets
you \$5,000 per
month.

75 new
customers for
every 1000
visitors gets
you \$7,500 per
month.

**7.5%
CONVERSION
RATE**



7.5% of visitors
per month sign
up for \$100
service

**INCREASED
CONVERSION RATE
EARNS
\$2,500 MORE
WITH SAME TRAFFIC**

**BUSINESS XYZ EARNs THOUSANDS
MORE ON A \$100 PRODUCT EACH
MONTH WITH VERY SMALL
INCREASED CONVERSION RATE**

**Increasing the conversion rate to 2.5% for the
same number of visitors - *without changing
anything else about XYZ's marketing or pricing*
- increased sales by \$2,500.**



BENEFIT OF INCREASING CONVERSION RATES

CUT YOUR COST PER ACQUISITION

BY DOUBLING CONVERSION RATES, YOU CUT COST PER ACQUISITION IN HALF.

So... If you spend \$10 to acquire each new customer, and can double your conversion rates, then your cost per acquisition goes down to \$5 by converting more of the traffic you have already bought or earned.

HOW TO INCREASE YOUR CONVERSION RATES

CONVERSION RATE OPTIMIZATION TIPS

Conversion Rate Optimization (CRO) needs to be part of your digital marketing plan.

It's possible to see small wins almost immediately, so try one or two CRO tactics at a time, track effectiveness, discard what isn't working and invest in the activities that make a difference.

INCREASE WEBSITE CONVERSIONS WITH MICRO-COMMITMENTS

MICRO-COMMITMENTS ARE SMALL STEPS YOU ASK YOUR VISITORS TO TAKE TOWARDS A CONVERSION GOAL

Micro-commitments are so small that your website visitors don't need to think too deeply about doing it because it doesn't cost them anything.

You can build on these micro-commitments to create engagement, familiarize visitors with your brand, and move them through your conversion funnel.

TYPES OF MICRO- COMMITMENTS

- **SOCIAL SHARING** - Ask visitors to share content, follow, or like.
- **FREE TRIAL** - Convert users who like to test drive before they buy.
- **QUALIFIER** - Gather contact information with highly specific lead magnet that or offer. (example: "Free eBook for First-Time Home Buyers")
- **PAYMENT** - Break down price into smaller, more manageable payments.
- **FEEDBACK** - Ask for email address at the end of surveys to submit.

USE ENTICING & BOLD CALLS-TO-ACTION

TELL YOUR WEBSITE VISITORS WHAT TO DO NEXT

- Clearly communicate the benefits of taking action now
- Use power words to inspire conversion
- Deliver what you promised immediately

POWER WORDS

- *NOW*
- *BEFORE IT'S GONE*
- *CLEARANCE*
- *HURRY*
- *LIMITED TIME*
- *TODAY ONLY*
- *LAST CHANCE*
- *DON'T MISS OUT*
- *INSTANT*

The average CLICK-THROUGH-RATE for a CTA element is 4.23 % across all industries.

SOURCE: LEIGHTON INTERACTIVE

CTA's perform better than Google Ads.

SOURCE: LEIGHTON INTERACTIVE

GET YOUR WEBSITE VISITORS ON THE PHONE

USE CALL BACK SOLUTIONS TO CONVERT WEBSITE TRAFFIC INTO HOT LEADS AND NEW CUSTOMERS

You can now convert website traffic to sales calls instantly with phone lead engagement software. This new click-to-call technology lets you build on high-value engagements; creating a unique experience for prospects and customers.

BENEFITS OF ADDING CALL BACK FEATURES:

- Speak to leads when they are most likely to make a purchase.
- Prospects are on the phone with your sales or customer care teams while they are still on your website.
- Increase conversion rates while streamlining the sales process for both your customers and your team.
- When users can request a call back from your website you remove one more barrier to the sale.



BUILD TRUST

WITH TRUST YOU ARE MORE LIKELY TO GET THE DESIRED CONVERSION

- Use social proof such as reviews and testimonials
- Show that people's personal information is secure
- Provide channels that let people contact a real person
- Enhance personalization for website users



**80 percent
of customers are
likely to do business with
a company that offers
personalized experiences.**

SOURCE: EPSILON MARKETING

USE SOFT CONVERSIONS AND NURTURE LEADS

SOFT CONVERSIONS ARE ACTIONS THAT INDICATE A DEMONSTRABLE INTEREST IN YOUR PRODUCTS OR SERVICES

Every visitor to your website isn't ready to buy right now. An overwhelming majority of your online traffic is seeking more information before making a final decision.

When you focus only on the website users that are ready to buy, you miss out leads and prospects that are waiting for more information and guidance to get to a stage where they are happy to buy from you.

Smaller conversions such as opt-ins for free information can still be valuable leads, though they may require more time and nurturing.

Consider adding a LIVE CALL option to your website, so visitors can quickly get in touch with someone at your company for more information.

USE HIGHLY INTELLIGENT A.I. POWERED CHAT BOTS

NEW TECHNOLOGY HAS MADE PREMIUM CHAT BOTS BETTER AT MIMICKING HUMAN CONVERSATION

Basic and low-budget chat bots have a well-earned reputation for creating a frustrating and ineffective live chat experience for website visitors.

Many of the premium live chat applications available today are better at figuring out what users want and getting them the information they need while collecting contact information for hot leads.

The downside is that in many industries, when a website user opens a chat, they are expecting to chat with an actual person that can help them. When that doesn't happen, a prospect will click away to another website where they can get the answers they are looking for.

**ONLY INVEST IN CHAT
APPLICATIONS THAT
ENHANCE YOUR WEBSITE
USERS' EXPERIENCE.**



You don't need to implement all of these CRO tactics to increase your conversions within days or weeks.

Start where it's easiest for your business optimize today.

If you have a sales team that can man the phone...

Install an app or plugin on your website that let's users get on the phone with your team right away.

If you cater to a highly-specialized audience...

Create a lead magnet users can trade for an email address or a call that solves a problem only qualified prospects have.

FIND WHAT WORKS FOR YOUR BUSINESS AND INVEST RESOURCES INTO HIGH RETURN ACTIVITIES THAT INCREASE YOUR CONVERSION RATE.

**INCREASE
YOUR
WEBSITE
CONVERSION
RATES**



Contact us to learn more about
how we can help your business get more qualified leads

www.sparkwireagency.ca