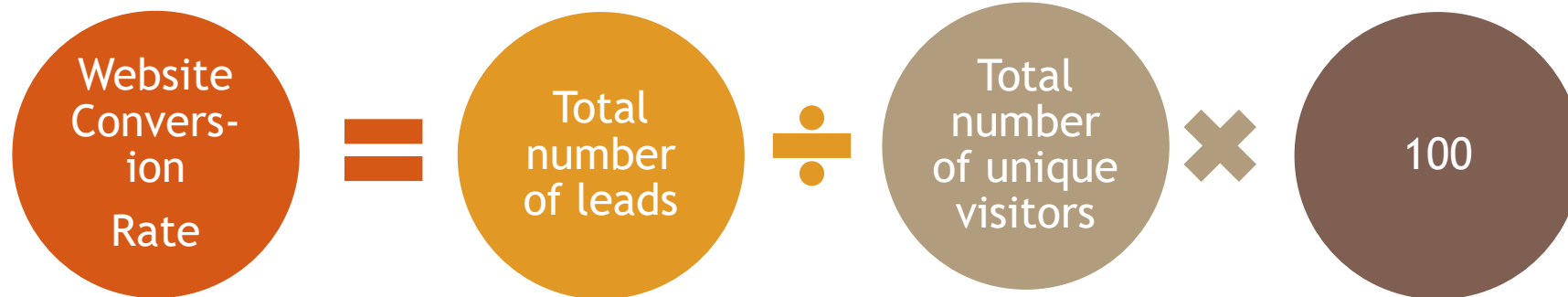


10 Ways to Increase Website Conversion Rate Organically



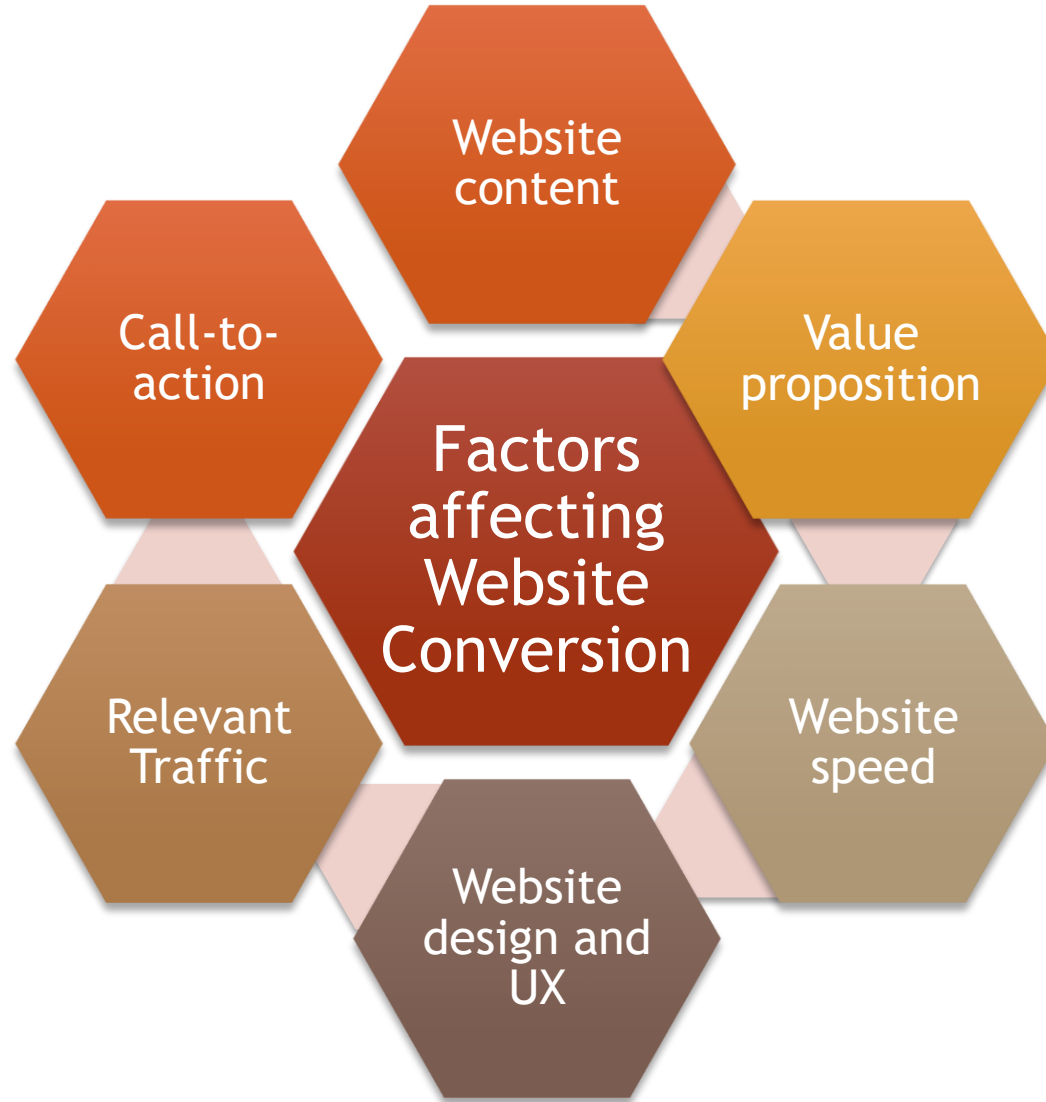
What is Website Conversion Rate?

The number of leads generated from the total number of unique website visitors



Why should you optimize your website conversion rate?

- ▶ 74% of CRO programs lead to more sales
- ▶ A 1 second delay in site loading speed can cause 7% reduction in conversion
- ▶ Correct Targeting and testing can increase conversion by 300%
- ▶ CRO leads to 55% increase in the number of leads



10 Ways to Increase Website Conversion Rate Organically



1. Know Your Customer



Buyer Persona



Know your Competition



Create a list of competitors



How do they position their company and services? What is their value proposition?



What are their key messages?



Collateral and testimonials on the website? How many?

2. Create a Clear Value Proposition

Define the value you can provide to your audience

Talk about their pain points and how you can resolve them

Be clear and concise, avoid unnecessary use of jargon

3. Create Useful and Informative Content

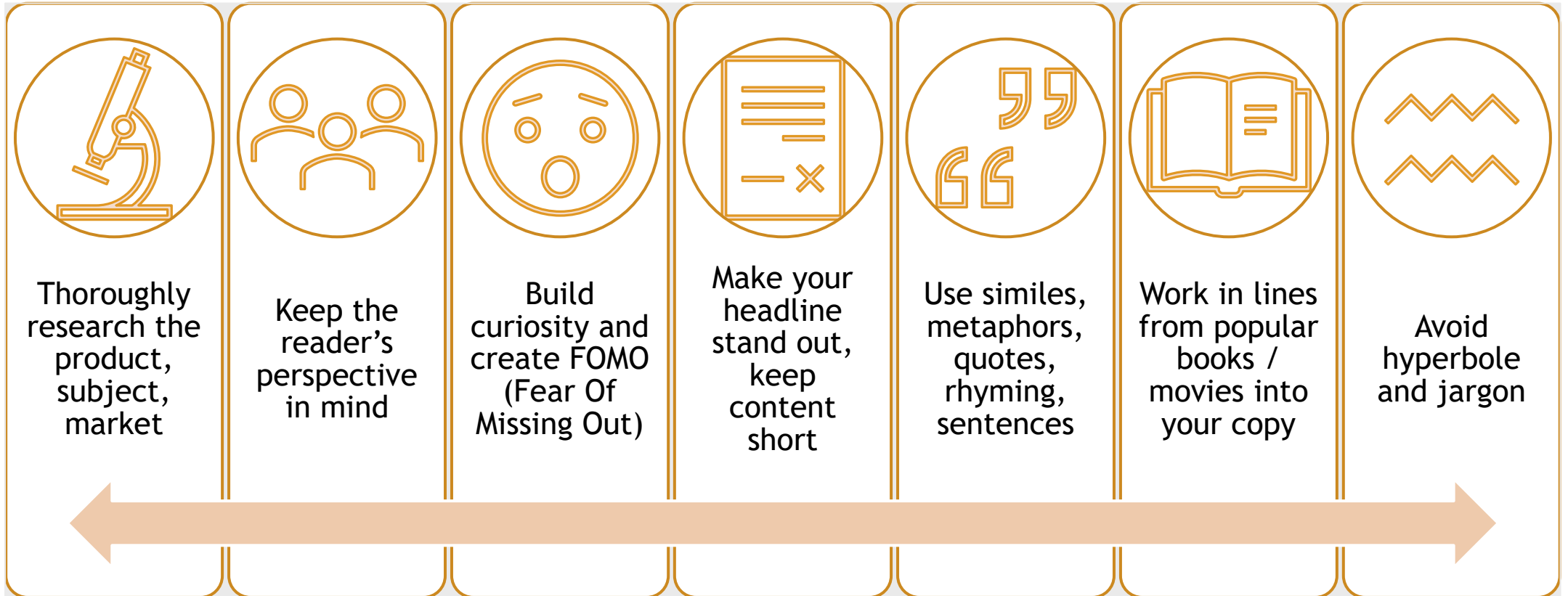
All your content - website copy, blogs, etc. should be customer-centric

Provide information about the company, its location, contact and its leadership

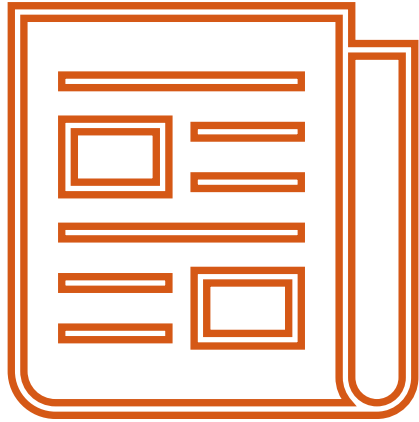
Create adequate product information for your different audiences

Inform the audience about your after-sales services on the website

4. Content - Write Compelling Copy



Content - Present your Content Effectively



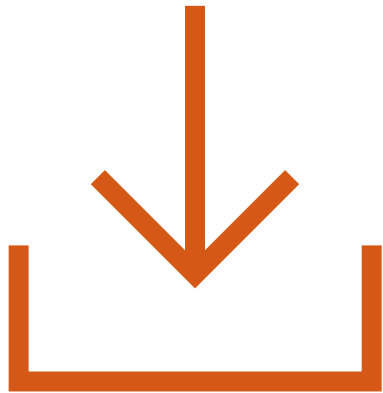
- ▶ Organize the content and create a logical flow
- ▶ Use the right format and layout
- ▶ Use the appropriate visual support for the content
- ▶ Make your content scannable
- ▶ Use videos, images and infographics appropriately on the webpage
- ▶ Pay attention to the visual hierarchy of the content

5. Use the Right Keywords

- Research and use keywords based on the search intent of your target audience
- Include long-tail keywords with 4 words or more
- Use selected keywords in the website copy, meta tags and headings

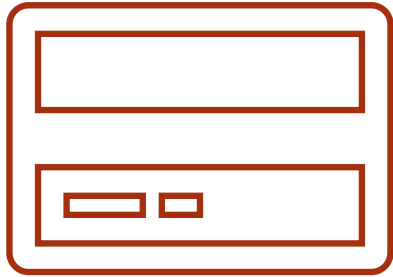
6. Create Downloadable Marketing Collateral

Collect user data by making interesting content available for download



- Brochures, product datasheets
- Whitepapers
- Case-studies
- How-to-guides
- E-books on special topics

7. Use Conversion Focused UX Principles



- Write a strong CTA and place it at a strategic location on your pages
- Make the CTA clearly visible and attractive
- Keep the choices simple
- Add Live Chat
- Use shorter forms

8. Perform A/B testing

01

Test the critical parts of your webpage before making it live

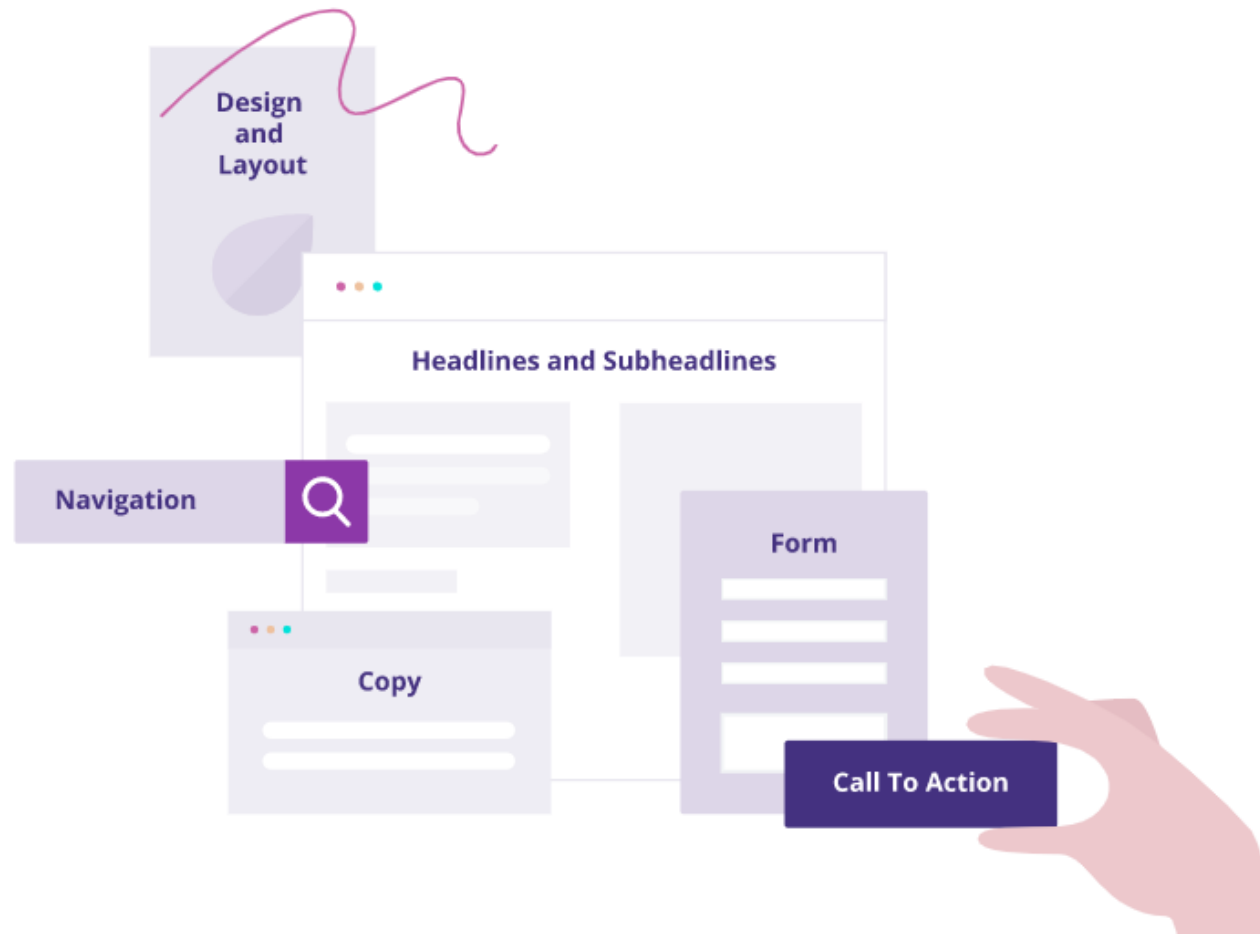
02

Test the headlines, copy, images, CTA's. etc.

03

Make improvements and test again

What should be Tested?



9. Track your Website



- ❑ Use Google Analytics and Heat maps to track your website
- ❑ Analyze data to discover the elements of your website that need more attention
- ❑ Make improvements, Repeat!

What Should you Track?

Website traffic

Traffic source

Bounce rate

Pages per session

Average session duration

Click through rate

Exit rate

Top exit pages

Top entry pages

Return visitors

Downloads

Custom Events

Use your Most and Least Converting pages

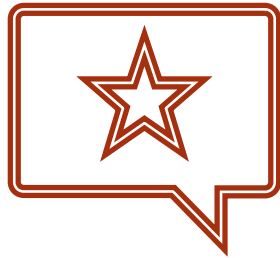


Leverage your top converting pages to bring in more traffic to your website - Promote the pages on social media, Advertise on different digital platforms.



Make changes to the content, design and layout of your least converting pages and test them to make them more effective

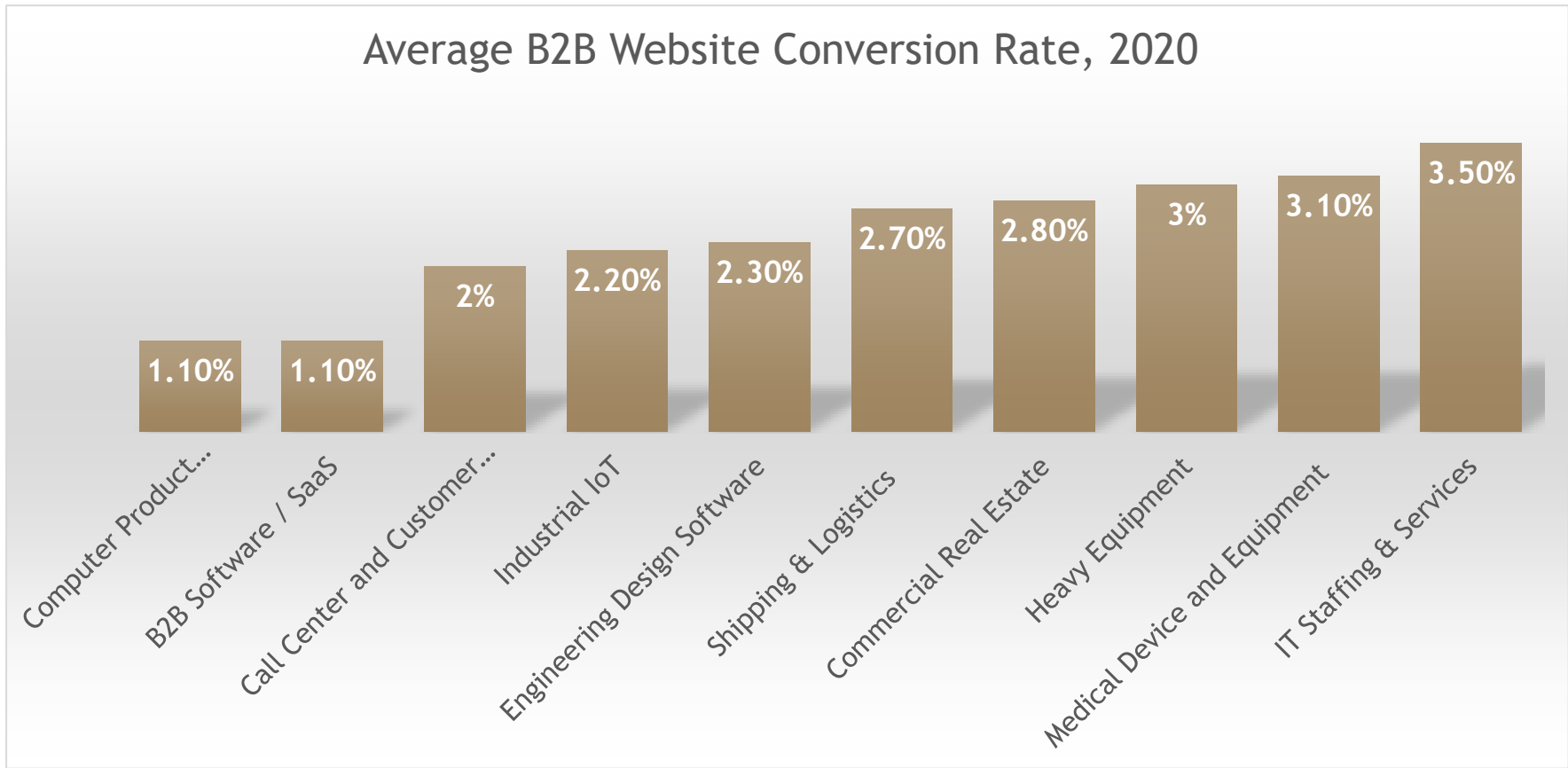
10. Add Social Proof and Evidence



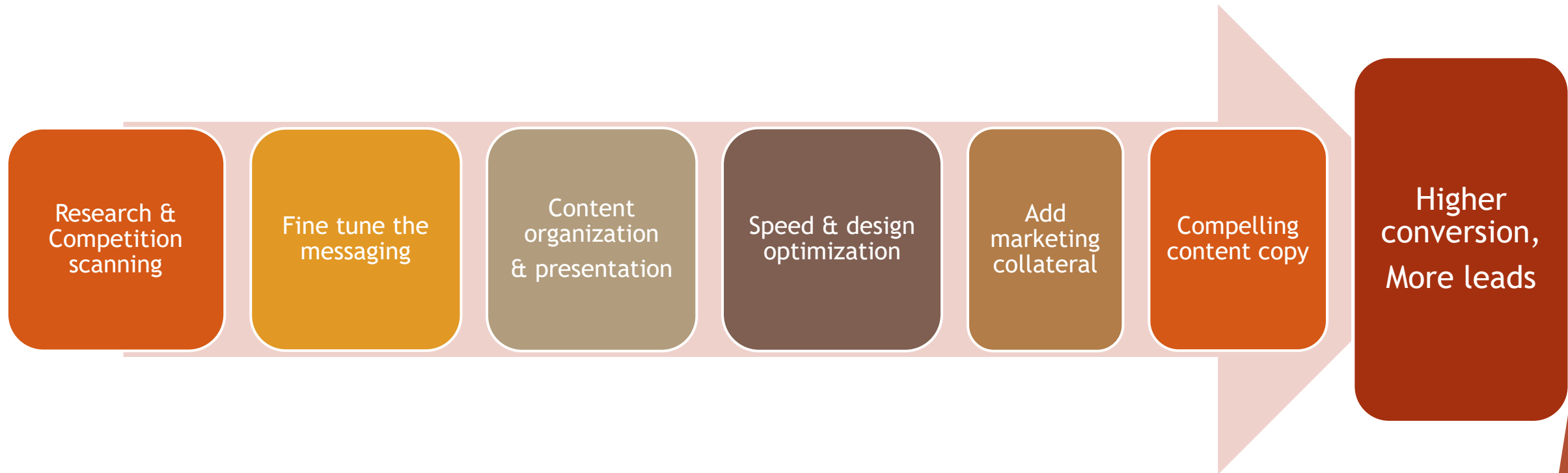
- ❑ Add reviews and testimonials to your website
- ❑ Link third-party reviews to your website
- ❑ Encourage users to send Video testimonials
- ❑ Use User Generated Content like Videos and Images in your website to increase trustworthiness

When do you need conversion optimization for your website?

➔ When your conversion rate is lower than the industry standard



Mantran's Conversion Optimization Services





- Content Marketing Services
- Content Creation & Copy writing
- Website Redesign & Optimization
- Online Reputation Management

Connect with us

contact@mantran.in

www.mantran.in

