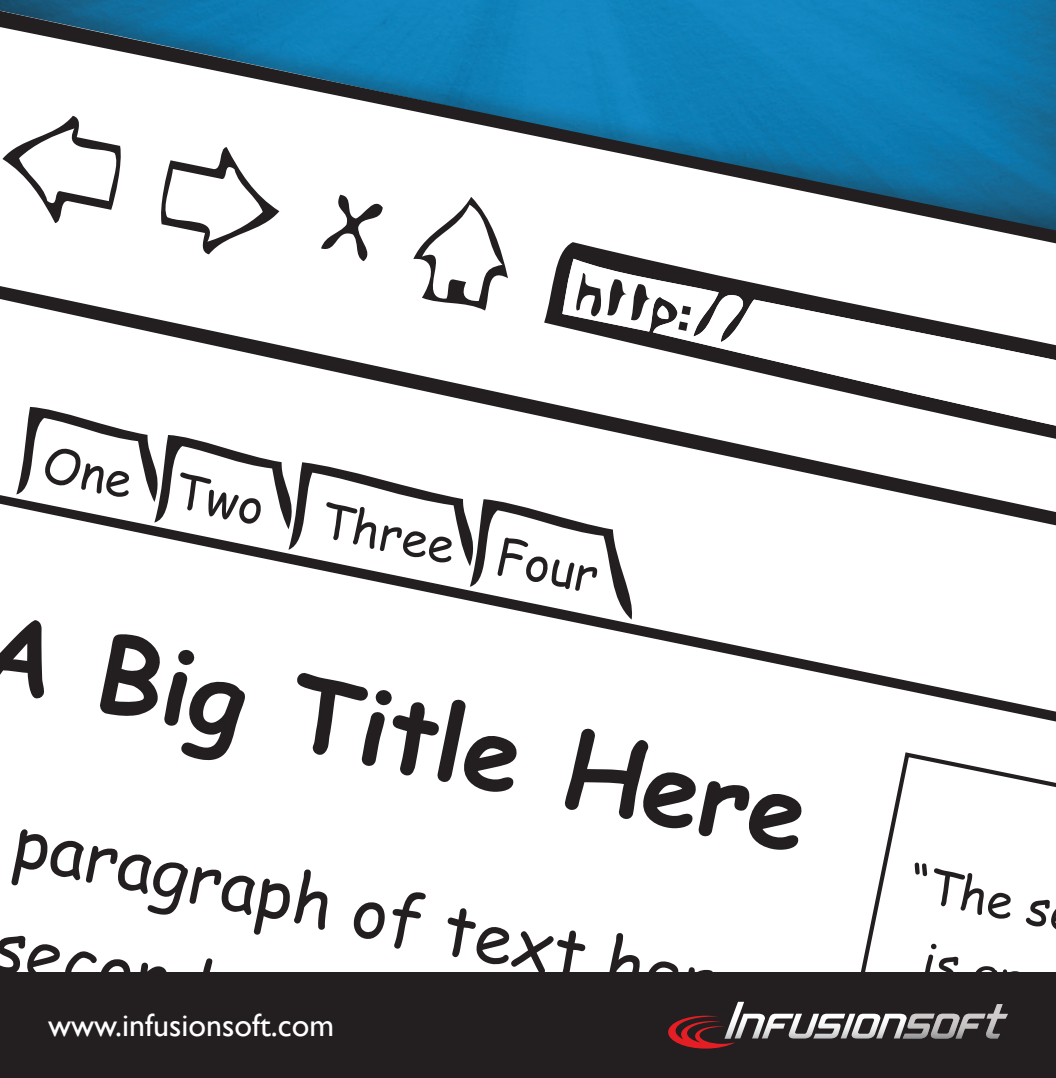


From Online To Bottom Line

13 Proven Strategies to Boost Your Website Conversion Rate



Most companies mistakenly believe that in order to increase sales, they must expose more people to their product through expensive advertising campaigns. That's just not true. We're here to debunk that myth and show you a better (and less expensive) way to increase sales.

The secret is simple – improve your website conversion rate. A slight increase in your conversion rate can have a huge impact on your sales. And you can do it without a big payroll. It's time to educate yourself on conversion strategies and then roll up your sleeves and get to work! You will discover a whole new level of business growth you never thought possible.

We've put together this resource guide with the most important things you can do to boost your conversion rate. Don't try to implement all of these steps at once – just choose a few of the strategies you want to work on now and start there.

Then, little by little, you'll build up your marketing efforts until you can just sit back and watch the sales come rolling in. Let's get to it...

13 Proven Strategies:

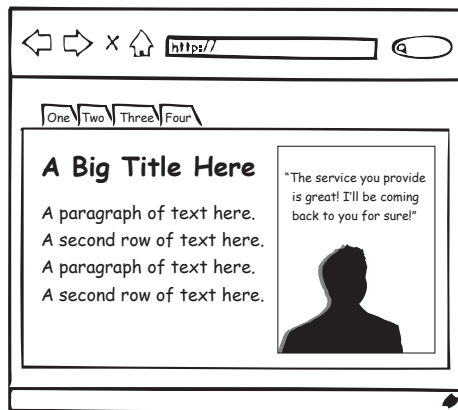
1. Use a clear layout and navigation
2. Position yourself as an expert in your field
3. Create a powerful lead generation magnet
4. Describe the value of the lead generation magnet
5. Include a hero shot and headline above your webform
6. Create prominent opt-in forms above the fold
7. Use comfort language to build trust
8. Limit form field requirements
9. Ditch the “submit” button
10. Up-sell on the thank you page
11. Get permission to follow up with your leads
12. Nurture your leads through follow-up marketing
13. Create up a multi-hoop system

1. Use a clear layout and navigation.

Your website layout and navigation play a critical role in capturing attention and pulling visitors deeper into your site. If your navigation comfortably guides the visitor through your website or landing page, it will be natural for them to stick around. On the flip side, if your layout is distracting or confusing to the visitor, they will probably leave in a hurry.

To test your website navigation and layout, pretend you are a new prospect and ask yourself the following questions. *(Or better yet, find someone who has never seen your site and ask them to answer these questions.)*

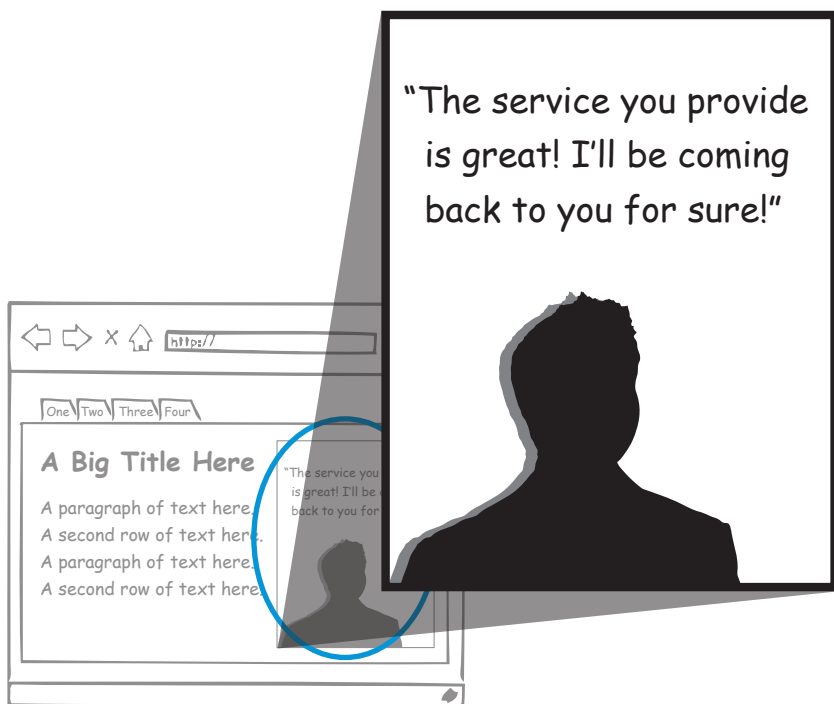
- Where do your eyes go first?
- What is the most important thing on the page?
- Where do you think you are supposed to go next?
- Are there any distracting or confusing menu items or links that are tempting you to click on them?



2. Position yourself as an expert in your field.

When a prospect visits your website, they should come away with the sense that **you are the expert** (or at least *an* expert) in your field. Anything less means that they will continue to shop around until they find someone that inspires confidence.

Expertise can take many forms (such as social proof, awards, and testimonials), but the best way to prove that you are an expert is through relevant, readable educational materials. This is *real* value that you offer to your prospects in exchange for their trust.



3. Create a powerful lead generation magnet.

The next step is to turn this expertise into a lead generation magnet. A lead generation magnet is anything valuable you can provide to your prospects in exchange for their contact information. It could be a coupon, free report or whitepaper, demo, subscription, event invitation, or other kind of educational download.

Your magnet should:

- Appeal to your target audience
- Provide a solution to their pains and frustrations
- Have a clear title that conveys value
- Be packaged in a way that is appealing

The right lead generation magnet will attract a steady flow of leads that you can convert into paying customers down the road.



4. Describe the value of the lead generation magnet.

If you're giving something FREE to prospects (a lead generation magnet), you may be tempted to think, "Why would anyone *not* want this?" But that is dangerous thinking!

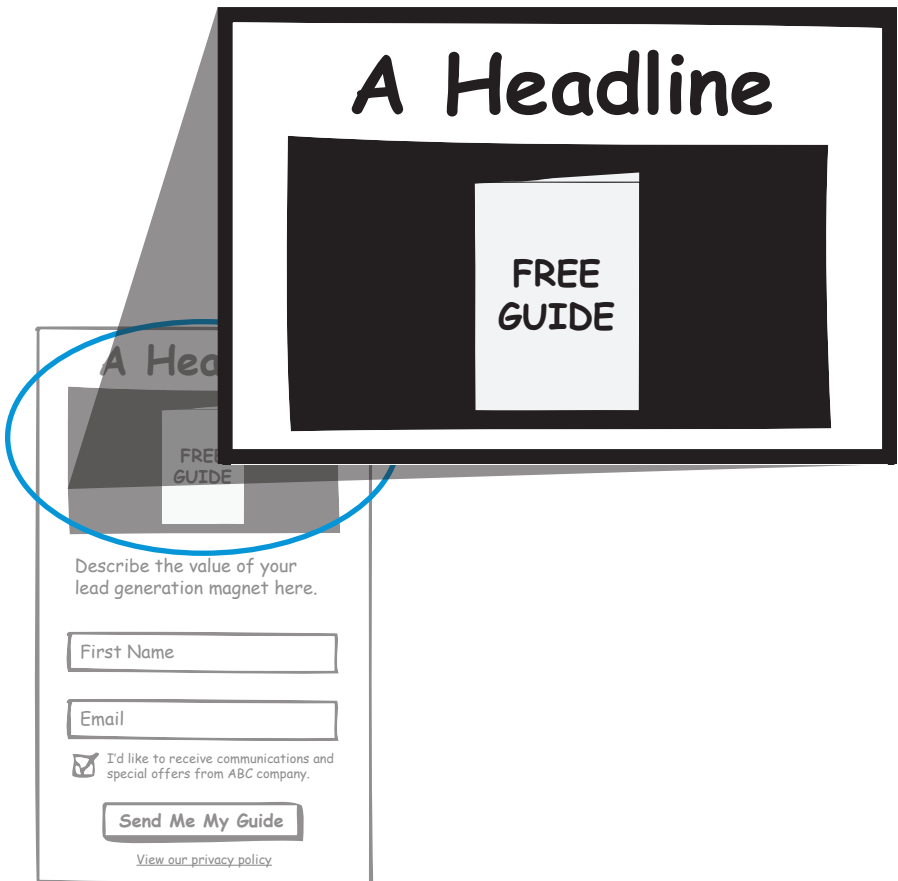
Your visitor is really wondering, "is this really something of value or are you going to just SPAM me?"

You have to answer the question in the minds of your audience: "What's in it for ME?" Describe the value of the lead generation magnet in terms of how it benefits the reader and do your best to enter the conversation that is already going on inside their head. And by all means, avoid talking about your products as much as possible.



5. Include a hero shot and headline above your webform.

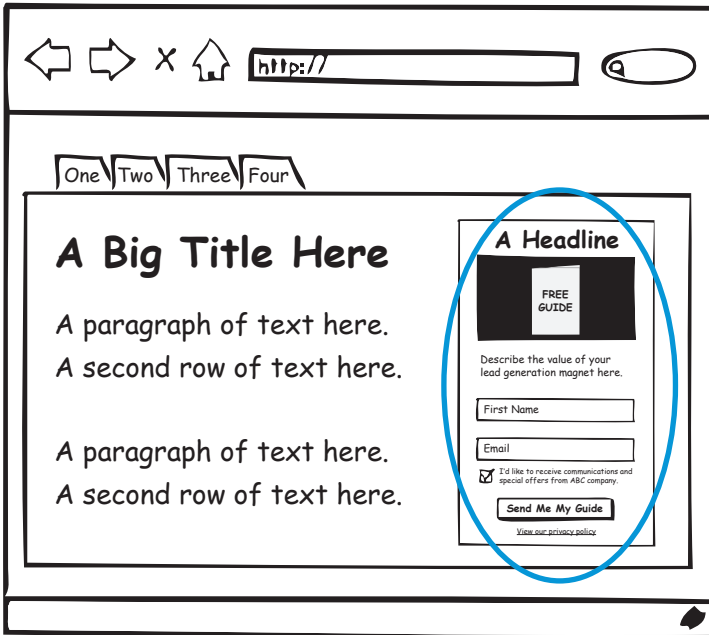
A great way to increase conversion rates is to include a “hero shot” and powerful headline above your opt-in form. A “hero shot” is a graphic that makes the lead generation magnet look more substantial or more “heroic” so to speak. This can be a representation of a hard-copy book or software package, even if the offer is purely digital.



6. Create prominent opt-in forms above the fold.

To maximize opt-ins, your home page should have an opt-in form for your most widely requested and most valuable lead generation magnet. The hero shot and form fields should be visible without needing to scroll (a.k.a. “above the fold”).

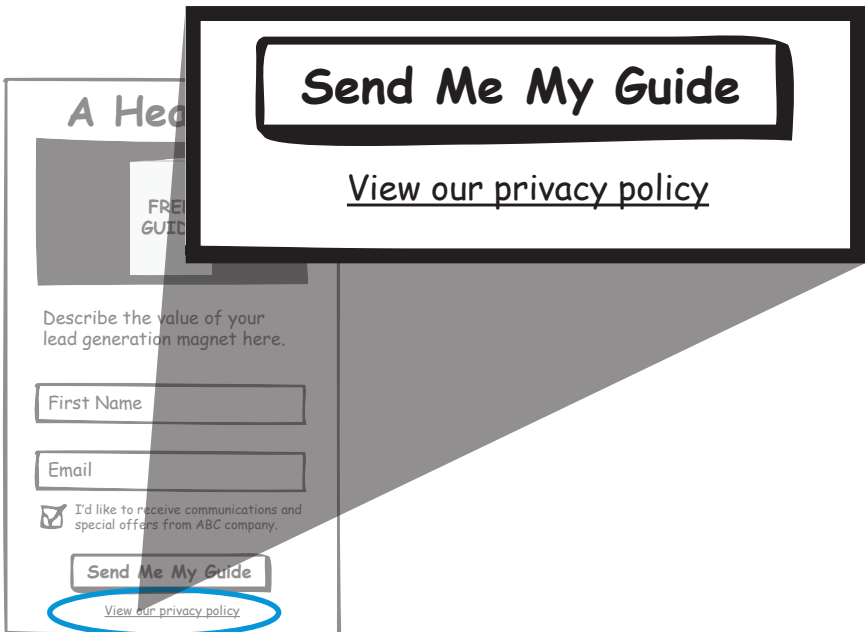
You can boost rates even higher by posting a small opt-in form on every page of your site in the same place. This provides an opportunity for visitors to be attracted to your magnet everywhere they look.



7. Use comfort language to build trust.

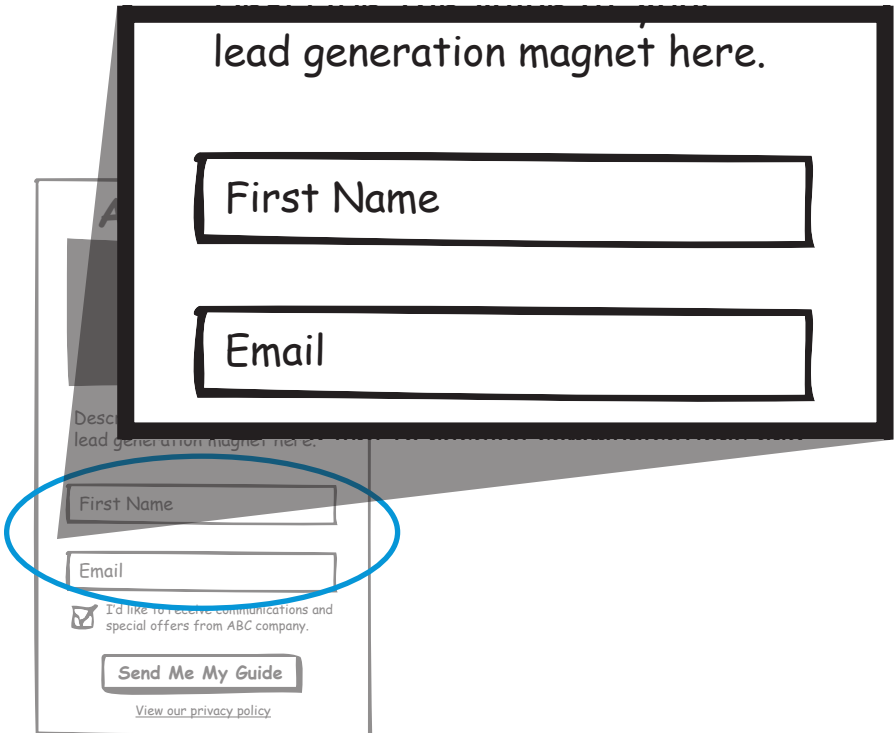
Often people hesitate to fill out forms because they don't want to get added to another email list or receive a sales call. You can address this fear (and increase conversion rates) by using comfort language to show the value they'll get and reinforce that they can trust you not to misuse their information.

This can be an overt "Don't worry" statement or a simple link to your privacy policy. You can further increase conversion rates by clarifying your privacy policy in just a few lines and posting it in a prominent location next to your form.



8. Limit form field requirements.


Most people are comfortable providing their name and email address in order to download a free report or similar lead generation magnet, but hesitate when asked for phone, mailing address, or budget. In fact, opt-in rates drop significantly as the number of required form fields increases. A good rule of thumb is to only request the bare minimum amount of information on your web forms and collect more data as your relationship grows.



9. Ditch the “submit” button.

Most web forms include a standard gray button that says “SUBMIT” in all caps. To boost conversation rates, swap out the boring button for a more colorful one that reinforces the value of your lead generation magnet. Be creative and specific with your button language by saying “Send Me My Guide,” “Register Now,” “Place My Order,” or something similar.

A Headline




Describe the value of your lead generation magnet here.

I'd like to receive communications and special offers from ABC company.

[View our privacy policy](#)

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Describe the value of your lead generation magnet here.

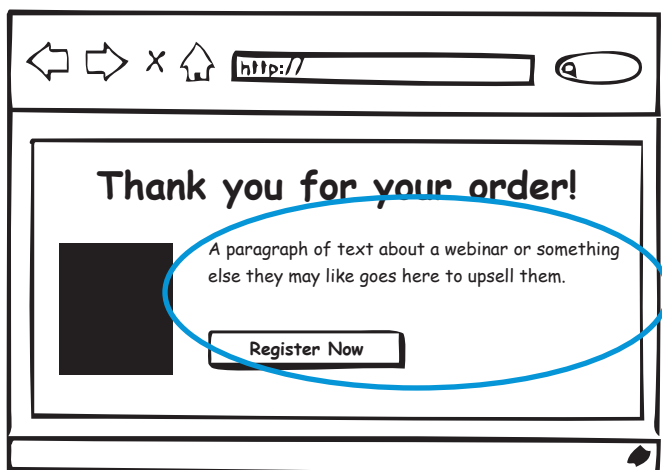
I'd like to receive communications and special offers from ABC company.

[View our privacy policy](#)

10. Up-sell on the thank you page.

Your “Thank You” page is extremely valuable real estate – this is the page your prospect lands on *immediately after hitting the submit button*. It is hot property because the person has just taken action, shown interest, and is likely in the mood to taken additional action—*if* you invite them to do so.

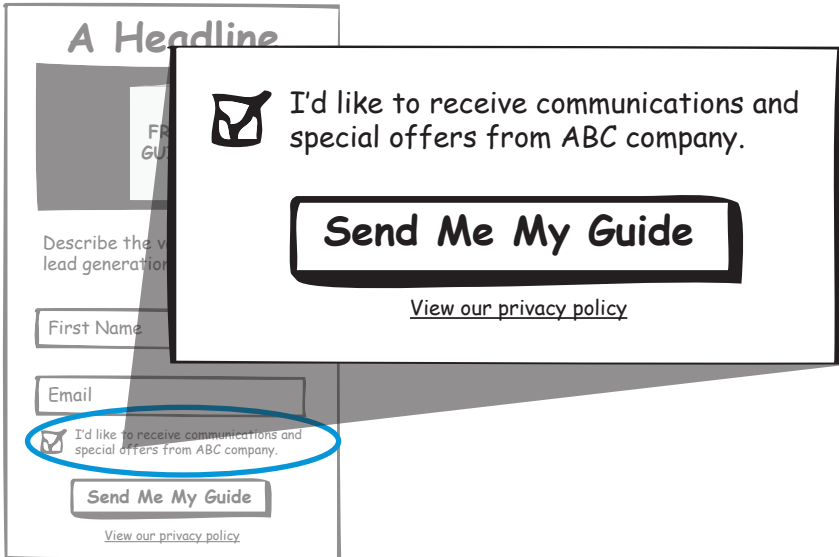
The page usually says something like “Thank you for Registering” or “We hope you enjoy Report XYZ.” But to increase conversion rates, you have to be strategic about what you want your prospect’s next steps to be. Consider offering a similar download on the same subject with an opt-in form that collects more information (such as mailing address so you can send them a free gift).



11. Get permission to follow up with your leads.

Just because someone fills out a form on your website doesn't mean that they want to hear from you every day. So before starting *any* email follow-up, be sure your contacts want to receive the information you're sending. Whether you include a checkbox on a webform, use a double opt-in email, or collect business cards in a fish bowl, getting permission isn't just a good idea...it's the law!

Be sure to set proper expectations up-front regarding the frequency of your communications (weekly, monthly, etc.) and what content will be in your messages. By setting the right expectations upfront, you can minimize SPAM complaints and develop a strong and responsive email.

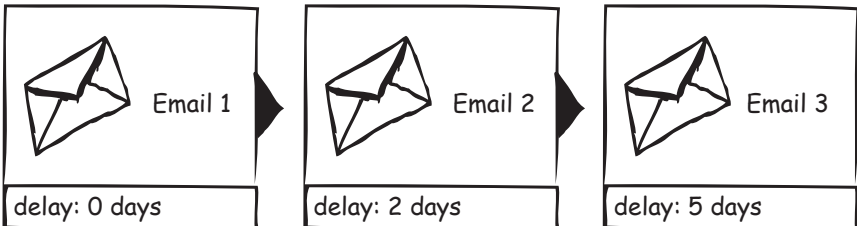


12. Nurture your leads through follow-up marketing.

The not-so-secret weakness of small businesses is that they don't follow-up with leads as well as they should. In general, it takes several communications before a prospect is ready to buy...but most businesses give up after one or two emails. If you stay in front of prospects, educating and building trust along the way, they'll come to you when they are ready to buy.

The most effective follow-up campaigns have a very specific purpose (such as getting new leads to schedule a consultation with a sales representative) and provide meaningful information that prospects can actually use. They're more likely to look forward to your next email if they know it's full of information that's intended to help them rather than hassle them.

Schedule an Appointment: Follow-up



13. Create a multi-hoop system.

The objective of a follow-up action plan is to get your prospects to move progressively towards greater commitment. If you have a sales team, an effective approach is to create a multi-hoop follow-up system.

Think of the initial opt-in form on your website as the first 'hoop' your lead needs to jump through. Once the lead has jumped through enough hoops and has educated and qualified themselves to a certain point, you then assign the lead to a sales rep for one-on-one follow-up. Your multi-hoop system will increase sales efficiency because your reps will spend time working with qualified, motivated buyers instead of poor fits.

Move your prospects toward greater commitment



A little help from your friends

At Infusionsoft, our purpose is to revolutionize the way small businesses grow. We understand the importance of having a great website, and we're happy to get you on the right track. **Our Small Business Growth Experts are standing by to give you a FREE, no-strings-attached review of your website and nurturing strategy.** They'll give you their opinion as an unbiased, objective observer.

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