



10 REASONS YOUR SITE ISN'T CONVERTING



AND HOW TO FIX IT

BUT FIRST...DEFINITIONS



WHAT ARE CONVERSIONS?

A conversion is what occurs when a user on your site completes a desired action, like filling out a contact form.

WHAT IS CONVERSION RATE OPTIMIZATION?

Conversion rate optimization, or CRO, is the process of changing your website with the intent of increasing conversions.

WHY SHOULD I CARE?

If you want to grow your business and increase leads online, then conversion rate optimization will help you accomplish just that.



SUCCEEDING
SMALL

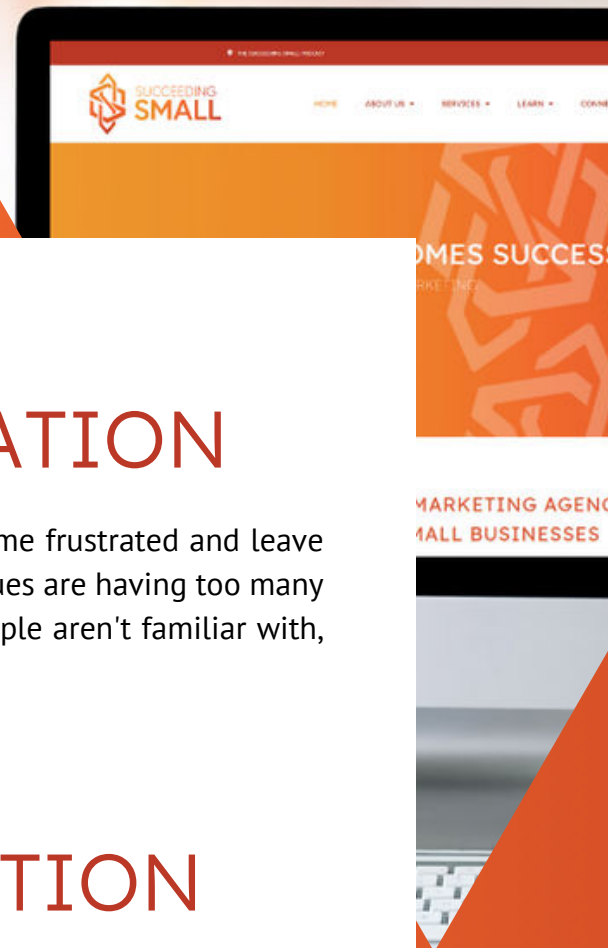


10 REASONS WHY YOUR SITE ISN'T CONVERTING

- 01 Cluttered Navigation
- 02 Lack of Specific CTAs
- 03 Slow to Load
- 04 Poor Mobile Experience
- 05 No "You" Language
- 06 No Trust Signals
- 07 No Stakes
- 08 Generic Images
- 09 No Videos
- 10 Not Tracking Data

PROBLEM 1

NAVIGATION



THE PROBLEM:

CLUTTERED NAVIGATION

Confusing navigation can cause your customer to become frustrated and leave your site, and therefore, not convert. Some common issues are having too many pages in the menu bar, having "catchy" names that people aren't familiar with, or needing to click more than 3 times to convert.

THE SOLUTION:

INTUITIVE NAVIGATION

An easy-to-understand navigation can help people get to where they want and convert. Easy navigation also helps search engines crawl and index your site.

TIPS FOR A CLEAN NAVIGATION

- Have the logo link to the home page
- 3 click-deep navigation
- Use clear page names
- Aim to have between 4-6 main pages in your navigation. Everything else can be a sub-page below
- Consider adding breadcrumbs if you have a large site
- Have descriptive buttons, not just "Click Here" or "Learn More"
- Make sure you have a customized sitemap so that search engines can read your navigation
- Include a Call-To-Action Button to the right of your menu
- Use legible, large font in your menu



BUY NOW

PROBLEM 2

CALLS-TO-ACTION

Think about the desired action you want your customers to take. Having specific and present calls-to-action (CTA) throughout your website helps guide your customer to convert. You are giving them a clear end-goal and easy access to do business with you.

WHERE TO PLACE CTAs

TO THE RIGHT OF YOUR MENU

Have a unique button to the right of your menu with your call-to-action. This can be "Book Today," "Schedule a Consultation," or "Buy Now."

AT THE END OF EVERY PAGE

Have a designated call-to-action section where you have a heading, paragraph, and button, telling people what to do with the information they just read.

"ABOVE THE FOLD" ON THE HOME PAGE

"Above the fold" is the section of your website that shows upon loading, before you scroll down. Have a compelling header and call to action button right when people first enter your site.

OTHER "TRANSITIONAL" CTAs



READ THE BLOG

Maybe someone isn't ready to fully commit yet. Include buttons or hyperlinks that go to a lower commitment of a call-to-action like "Blog Posts."



SUBSCRIBE TO EMAIL

They may not be ready to book a sales call, but they may want to subscribe to your newsletter or download a freebie. Add this transitional CTA to get more leads that you can nurture until they are ready to buy.



FREE TRIAL

Do you have a no-risk way that people can work with you? Maybe it's a free trial, a money-back guarantee, or a free, no obligation consult. This transitional CTA might ease people into the buying process.

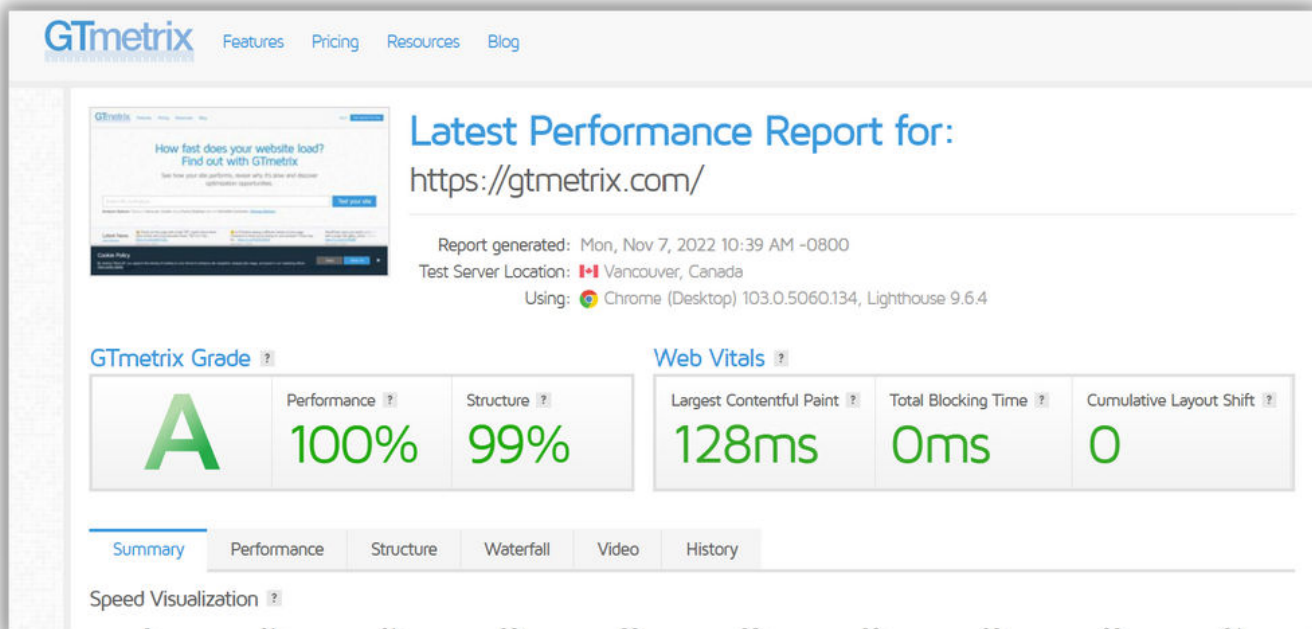
PROBLEM 3

WEBSITE SPEED

A fast-to-load website can be the difference between someone converting or leaving your site. Website speed is crucial to user experience and search engine optimization.

1 IN 4

visitors abandon a website that takes more than 4 seconds to load



Website Speed Testing Tool: <https://gtmetrix.com/>

TIPS TO IMPROVE SITE SPEED

- Compress images & videos
- Reduce animations
- Clean up old data: comments, post drafts & revisions, trashed pages, etc.
- Use a CDN (Content Delivery Network)
- Change hosting companies
- Use Lazy Loading
- Reduce redirects
- Enable caching
- Optimize your code: minify HTML, CSS & Javascript
- Defer Javascript & CSS

PROBLEM 4

MOBILE EXPERIENCE

OPTIMIZE YOUR SITE FOR MOBILE

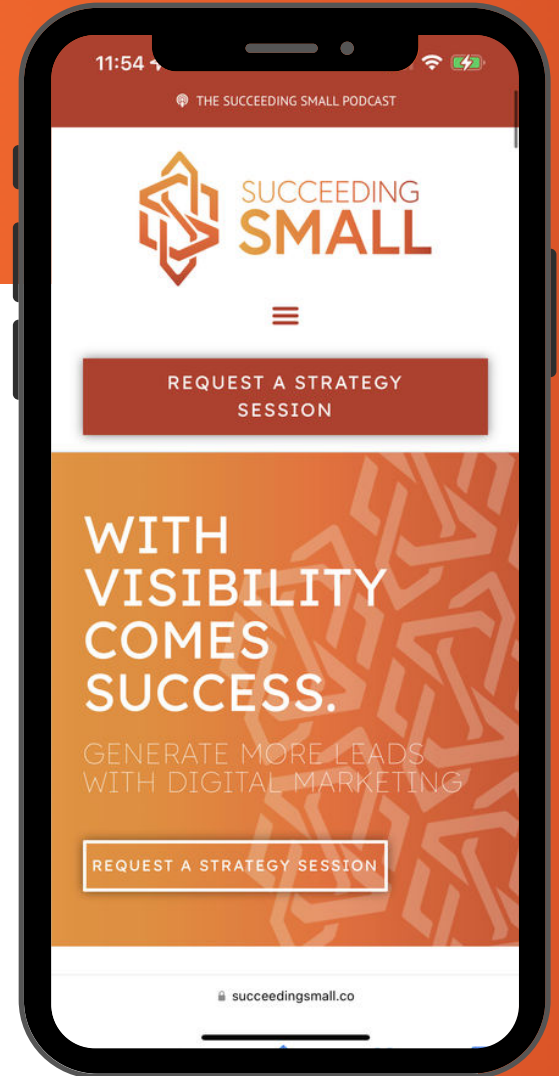
Did you know that **70% of web traffic** comes from mobile phones? That means the majority of customers are looking at your website on their phones. Are they getting a quality experience? If not, they likely won't convert.

IS YOUR SITE
MOBILE FRIENDLY?

TEST IT

TIPS FOR MOBILE OPTIMIZATION

- Make sure your font is large and legible on a mobile device.
- Give enough padding on the left and right to allow people to scroll with their thumb.
- Make your buttons large and clickable.
- Improve website speed. (Improving speed by just 0.1 seconds results in an 8% increase in conversions).
- Don't put things too close together.
- Resize images and text for mobile.
- Check your site on multiple devices.



PROBLEM 5

"I" VS "YOU" LANGUAGE

Messaging is a HUGE contributor to conversions on your site. Using "You" language means that you talk directly to your customer, explicitly saying "you," and keeping the focus and benefits about the customer, rather than just talking about yourself (i.e. using "I," "We" and "Our" language). According to a marketing study, "you" phrasing was 13% more effective at convincing the audience they "must take action" than "we" phrasing.

"I"

- Using "We," "I" and "Us" in your copy.
- Keeping the focus on US versus your customer.
- Talking about services/products and details.
- Just saying why you're the best.

"YOU"

- Using "You" in your copy.
- Talking TO your customer about how you improve their lives.
- Focusing on the benefits and problems solved.
- SHOWING you're the best with testimonials, pictures, and case studies.

PROBLEM 6

TRUST SIGNALS

In order for a customer to convert, they first have to trust you. You can earn your user's trust just by what you include on your website.



CERTIFICATIONS

Distribute any certifications, awards, association memberships, or anything else that would showcase your expertise and authority.



SOCIAL LINKS

Have links to your social media profiles or even embed your Instagram feed on your site. This adds legitimacy and an additional way to engage with your brand.



TESTIMONIALS

Your testimonials speak louder than you do! Showcase testimonials from your ideal clients throughout your site. Have different, relevant testimonials on each page, if possible.



LOCATION

You can build trust and credibility by showing your location, if you have one. Include your address, a map, and even directions to get to your place of business.



SSL CERTIFICATE

An SSL certificate is what protects user information like credit card details and contact information. Secure your site with an SSL certificate! This is also a rank signal for SEO.



CONTACT INFO

Include your contact information in your header or footer, in addition to a contact page. This is another sign of transparency, and shows that you are available for communication.

PROBLEM 7

NO STAKES

We've changed our language, talked about the problems we solve for our customers, and displayed our expertise through trust signals. Your next step should be talking about what is at stake for your customer. What will happen if they don't work with you? What if they go to your competitors? Talking about consequences helps drive urgency to convert.



WHAT IS IT COSTING YOUR CUSTOMER TO NOT WORK WITH YOU?

01

T I M E

How does working with you save your customers time?

02

M O N E Y

Are they making more money by working with you? Saving money?

03

S T A T U S

Will working with you earn them higher status in their lives?

04

S U C C E S S

Will your product or service bring them success in life?

05

H E A L T H

Will their health improve by using your product or service?

06

H A P P I N E S S

Will they have more joy, contentment, or peace?

PROBLEM 6

IMAGES

Your images are highly connected to someone's experience on your site. Using imagery strategically can highly increase your conversion rate.



» Your Own Images

While there's nothing wrong with stock images, your own, high-quality images will likely perform better when it comes to driving conversions. A study saw an increased 34% in conversions when a web page used authentic images versus stock images.



» Images that Show Happy Customers

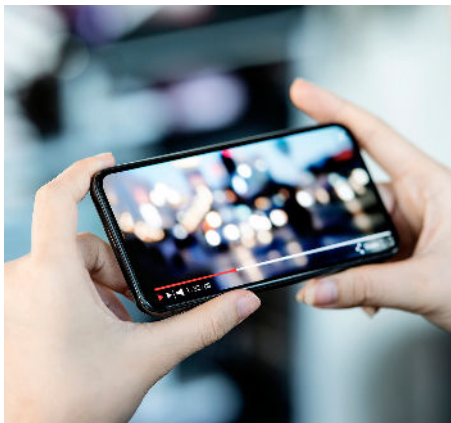
Having pictures of people are more appealing and drive higher conversions than anything else! A simple A/B test showed an increased conversion rate of 95% just by featuring a human in their images.

PROBLEM 9

INVESTING IN VIDEO

Videos not only drive conversions, but they also increase the time someone spends on your site, which is a positive rank signal for SEO. You can also use these videos across your marketing efforts: social media, email, and even sales and proposals.

*Including a video on
your landing page can
increase conversions by
more than* **80%**



Video Ideas to Add to Your Site

1. Introduction Videos
2. Explainer Videos
3. Product/Service Demos
4. Testimonial Videos
5. Company Culture Videos
6. Case Study Videos
7. Background Video (visuals + music)
8. Company History Video
9. Team Introduction Videos
10. How to Work With You Video

TIP: Always upload your video to a platform like YouTube or Vimeo first, THEN embed onto your site. This will help with website speed!



PROBLEM 10

DATA

In order to have an accurate representation of conversions, we have to get serious about tracking data in the first place. Data can reveal key information and help us set and achieve goals related to conversion rate optimization.

TRAFFIC

Tracking how much traffic comes into your website is a great first start. Using a free tool like Google Analytics will tell you how many visitors you have, where they came from, and how long they stayed on your site.

BOUNCE RATE

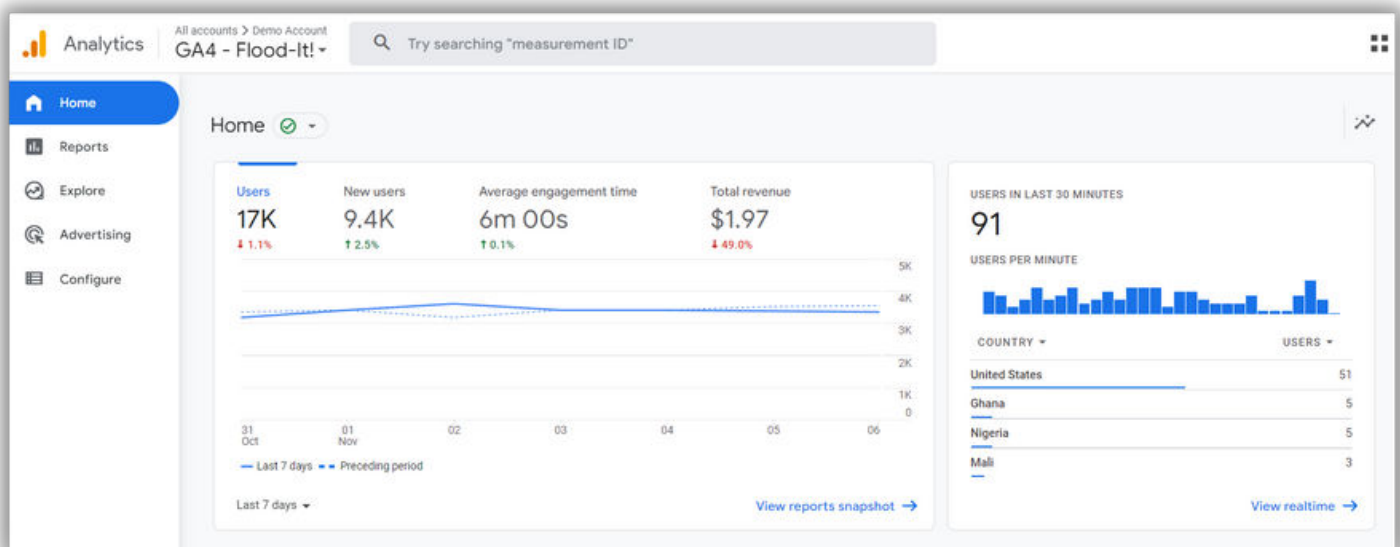
A "bounce" happens when a user only visits one page on your website, then leaves. Bounce rate is the percentage that this occurs. Traditionally, you want a low bounce rate, which indicates people are navigating through your site.

CONVERSIONS

Finally, define what conversions you want to track. This could be a phone call, a chat request, a contact form, a product purchased, etc. You can track this manually or using a tool like Google Analytics.

GOOGLE ANALYTICS

Google Analytics is the most versatile tool you can use to track data on your website. And it's 100% free to use. Simply go to <https://analytics.google.com/analytics/> and follow the instructions to set up your tracking code.





CONVERSION RATE OPTIMIZATION CHECK-LIST

DESIGN

- Simplify Navigation
- Add a CTA Button in the Header
- Improve Website Speed
- Improve Mobile Experience
- Add Trust Signals
- Add Branded Images
- Use Video

DATA:

- Install Google Analytics
- Track Traffic

MESSAGING

- Have Specific CTAs
- Add Transitional CTAs
- Diversify Button Text
- Start or Keep Blogging
- Use "You" Language
- Focus On How You Solve Your Customer's Problem
- Include "Stakes"

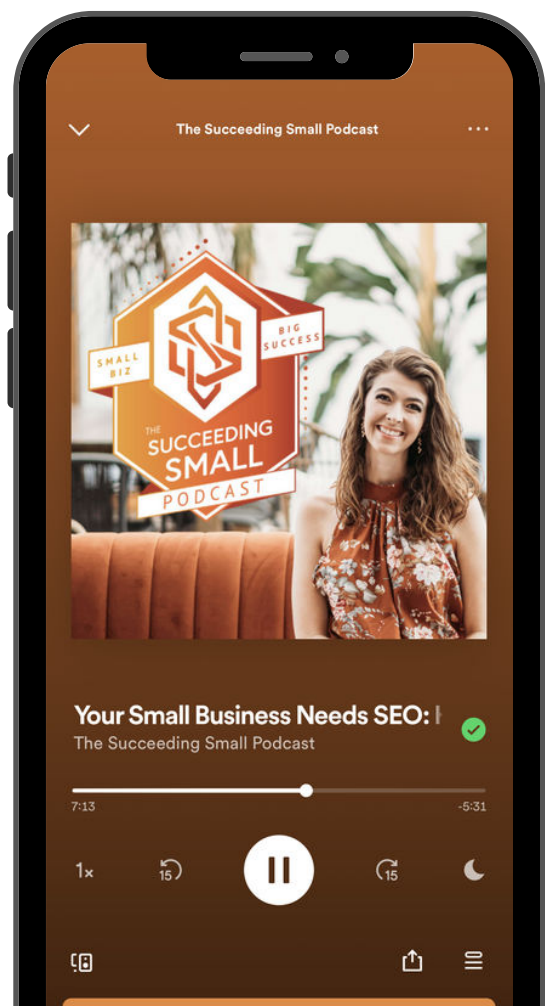
- Track Bounce Rate
- Track Conversions

WHO WE ARE

We help get small businesses the visibility they deserve with strategic web design, SEO, and digital marketing. We are an award-winning digital marketing company helping hundreds of small businesses reach success and grow their businesses by generating them more leads online.



[OPTIMIZE MY SITE FOR ME](#)



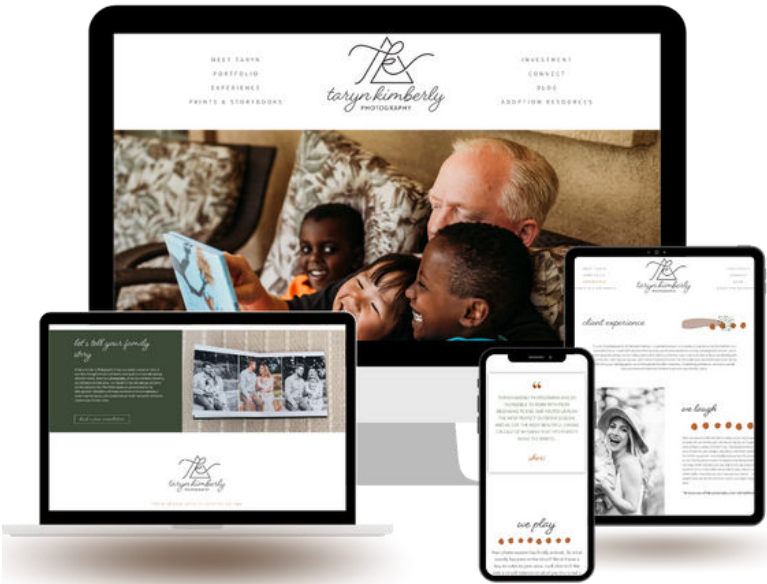
THE SUCCEEDING SMALL PODCAST

Tune in to The Succeeding Small Podcast, where we share the small business stories & strategies that will take you through every step of your journey as you start, scale, and succeed in business.

[TUNE IN](#)

OUR TOP EPISODES

-  SEO EXPLAINED in Under 20 Minutes
-  5 Ways to Increase Conversions on Your Website
-  Top 5 Social Media Post Topics for Small Businesses

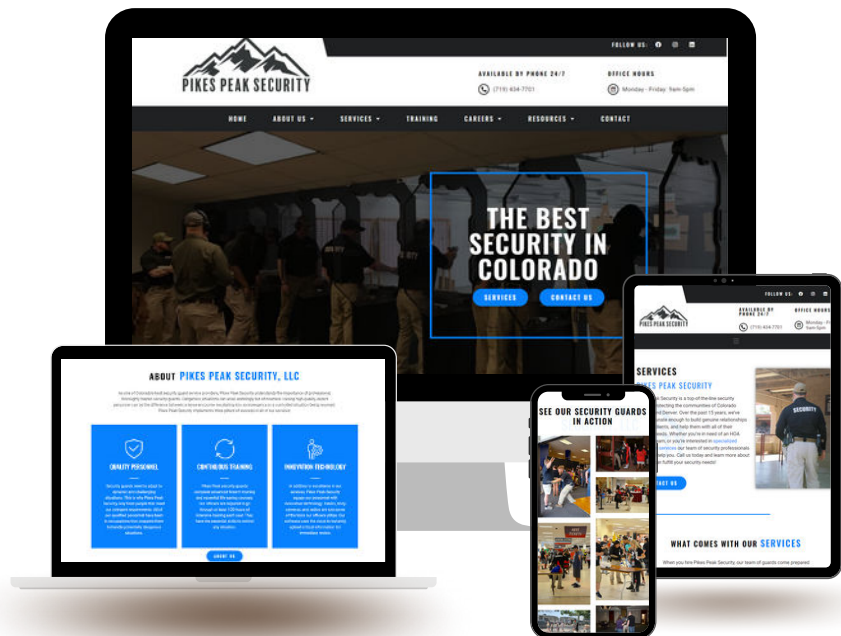


"Succeeding Small overhauled my website design, my copy, and optimized my site to be SEO friendly....Thank you for giving me time back to focus on the part of my business I love."

TARYN KIMBERLY PHOTOGRAPHY

"The design of our site is clean and elegant, our page rankings drastically improved, and most importantly our business saw a positive impact for lead generations and sales after working with them."

PIKES PEAK SECURITY





SUCCEEDING
SMALL

GET MORE LEADS WITH DIGITAL MARKETING

We get you the visibility you deserve to generate more leads, earn more revenue, and grow your business.

YOUR MARKETING PARTNER



WEBSITE RE-VAMP

Get an updated, branded and optimized site that is ready to convert.

[BUILD MY SITE](#)



SEARCH ENGINE OPTIMIZATION

Your customers are looking for you online. Generate more leads with SEO.

[GET FOUND](#)



DIGITAL MARKETING

Looking to get more clients without your time? Digital marketing works for YOU.

[GET LEADS](#)



SUCCEEDING
SMALL

SUCCEED WITH MORE CONVERSIONS

We wish you the best of luck optimizing your website for conversions! Let us know how we can support you.

[OPTIMIZE MY SITE FOR ME](#)

[MORE EDUCATION](#)



Madeleine Costa

& THE SUCCEEDING SMALL
TEAM

✉ Connect@SucceedingSmall.co

🌐 SucceedingSmall.co