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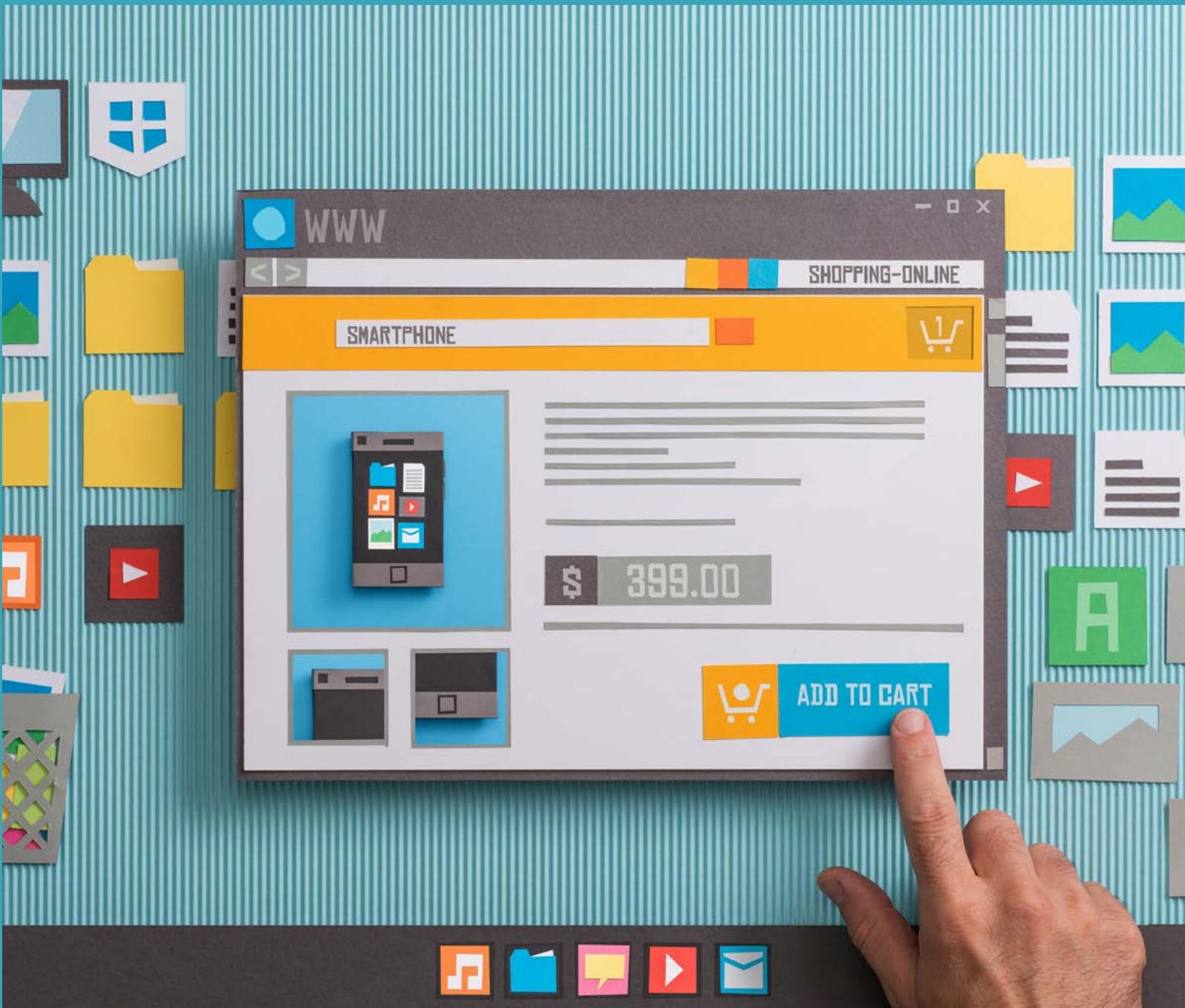
A GUIDE TO CONVERTING VISITORS INTO CUSTOMERS



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INTRODUCTION

What's the point in generating a high level of traffic to your site if your visitors leave without becoming a customer or a lead? This is bad news for your bounce rate average as well as your SEO. Aim to provide a rich, personalised experience for each section of your target audience.

To achieve success and maintain growth, you need to be testing ways to optimise conversion rates, offering convenience across a variety of devices, and maximising every opportunity to engage with your customers.

THINGS YOU CAN DO TO ENCOURAGE CONVERSIONS

Here are some general guidelines, but bear in mind that there are no hard and fast rules that will work for everybody. Each industry, audience and website is different. And, of course, the definition of success depends on your specific goals.

SETTING GOALS

Without pinning down a specific goal for your landing page, it's impossible to optimise it for encouraging conversions, or to measure success. If you don't know what you want your visitors to do, how are they supposed to?

What counts as a conversion?

- An online sale
- A user adding a product to their cart
- A user adding an item to their wish list
- Email signups
- Any KPI your company finds valuable

Make sure you can easily track visitors' activity on the site to give you a picture of their behaviour. Further on we'll show you how to track conversions.

LANDING PAGES

A landing page is the first page a visitor sees when they arrive on your website. For the purposes of this eBook, we'll refer to landing pages in terms of where a visitor 'lands' after they've clicked on a specific campaign, whether that be an ad, through organic search, social media post or a marketing email (as opposed to other pages on your site where a user may find themselves after clicking on an organic search result).

In this case, a landing page is specifically-designed for a single, focused objective – known as a 'call to action' (CTA).

What makes a successful landing page?

To maximise conversions and reduce bounce rate as far as possible, your landing pages need to:

- **Be simple and clear to use**

The headline should make it immediately clear what the page is about and the benefit to the user of taking action.

- **Be persuasive and engaging**

Use a powerful headline and only use copy if it adds value - don't be afraid of white space. Also offering prospects something for free, such as a download, can be a powerful motivator.

- **Offer a useful and engaging user experience**

Answering questions or displaying relevant products; it must also be easy to navigate.

- **Develop credibility and trust in your brand.**

Through clear brand identity and additional information that reinforces why to choose your brand (such as facts and figures or testimonials where appropriate).

- **Provide a logical and consistent journey from the referral source**

For example, an organic search result, a PPC ad or a link in an email. Perhaps the most important aspect affecting landing page success - and a theme that runs through each of the factors - is relevancy: a landing page should always seek to provide what the consumer is expecting to see.

- **Contain a clear CTA**

To you and your colleagues, the journey a customer should take through your site to complete a sale may be blindingly obvious - but that's because you're intimately familiar with it (you may even have designed it). However, customers need more direction and, yes, encouragement to take the action you want them to? Make it clear and simple for them to do it. Limiting the options on each page can be an effective technique.

Content

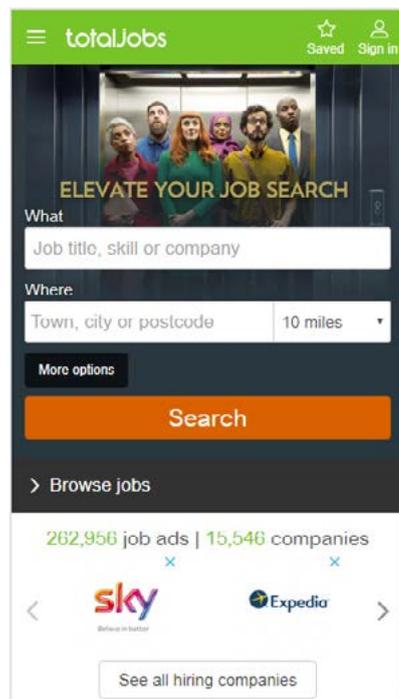
Your landing page needs to lure the consumer through to the desired action, inform them of the benefits, create a desire for the product or service and ultimately allow them to make a purchase, or download a resource, etc. Landing pages are often a consumer's first interaction with your site, but also their last interaction before purchase – for both situations, you want to make a lasting (and positive) impression.

Add testimonials, case studies & reviews

Positive endorsements reassure visitors that they can trust you.

According to [Shopify](#), you can optimise conversion rate by up to 76% by adding product reviews to your online store, while [Jupiter Research](#) found that 77% of consumers read reviews before purchasing online.

TOTAL JOBS



This is the mobile landing page a visitor sees when they click on one of Total Jobs' paid search ads. The benefit to user is clear (it promises to 'elevate your job search'), you can scroll through the big name recruiter companies that use the site, plus visitors are asked to input minimal information, which encourages the visitor to take action.

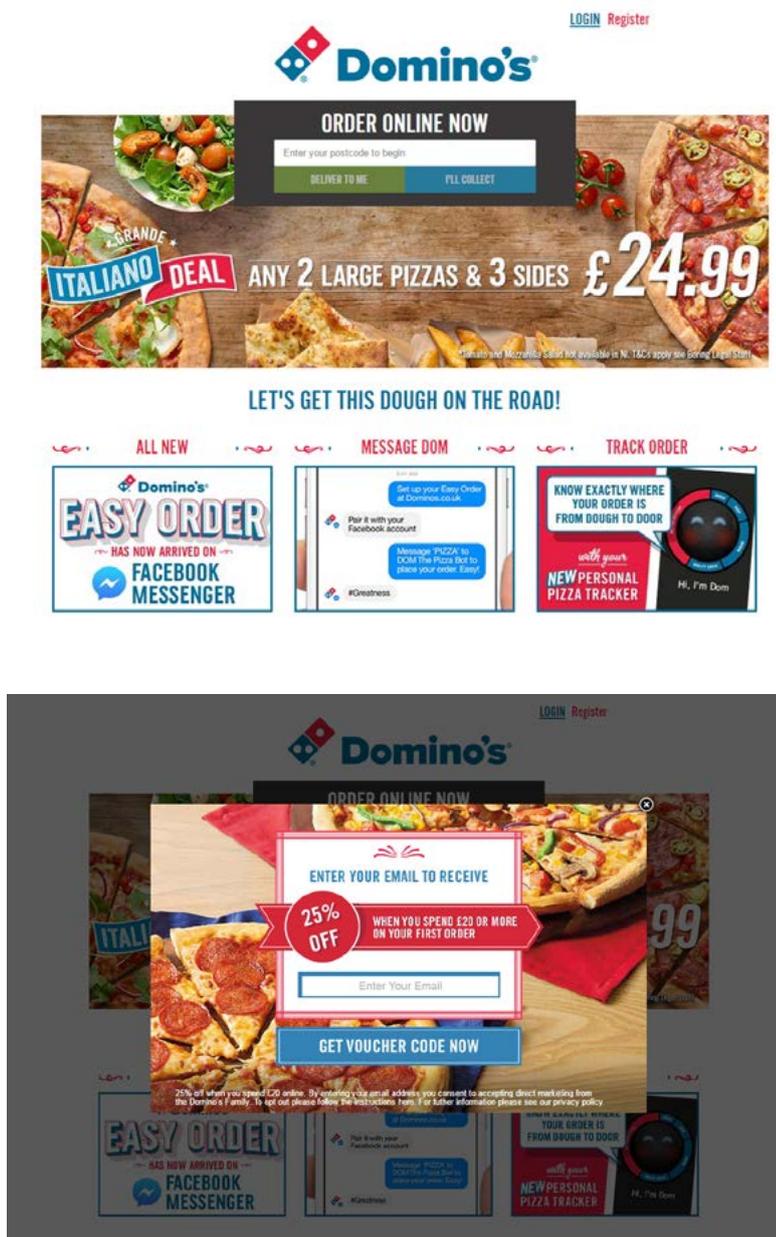
Total Jobs' goal is for people to search the site for jobs, and this is clear from the page's CTA. As well as encouraging visitors to interact further with the site, the data users' enter will probably be captured for future marketing (with the visitor's permission).

DOMINO'S PIZZA

Domino's ticks all of the boxes with this organic landing page: persuasive and engaging copy, making its current deal the main feature and adding a dash of humour with the quirky 'let's get this dough on the road', which also establishes brand identity straight away.

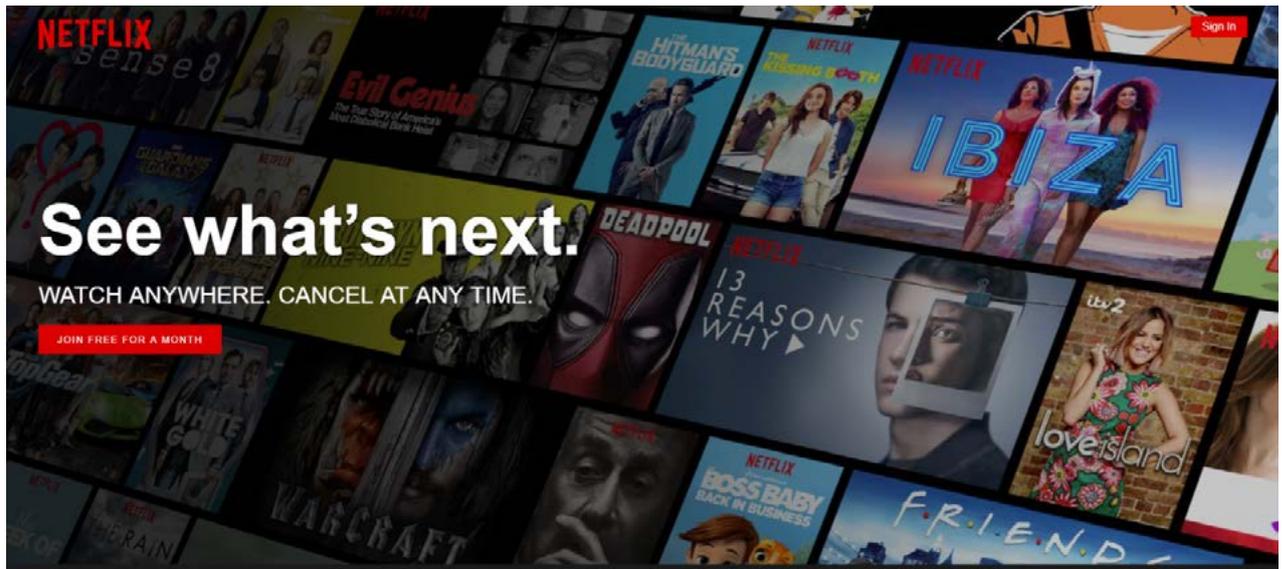
The three boxes at the bottom help to build trust, reassuring customers that they can track their order and offering an example of a happy customer who has used their Facebook app.

The CTA is made centre stage, making it super-easy for customers to order. What's more, a pop-up (although some people hate these) offers a 25% voucher in return for the customer's email address.



NETFLIX

This landing page is straight-to-the-point; simply and clearly stating the benefits ('Watch anywhere' and 'See what's next' - ie, don't miss out); provides reassurance ('cancel at any time'); and includes a CTA. It's also uncluttered and visually appealing:



Speed

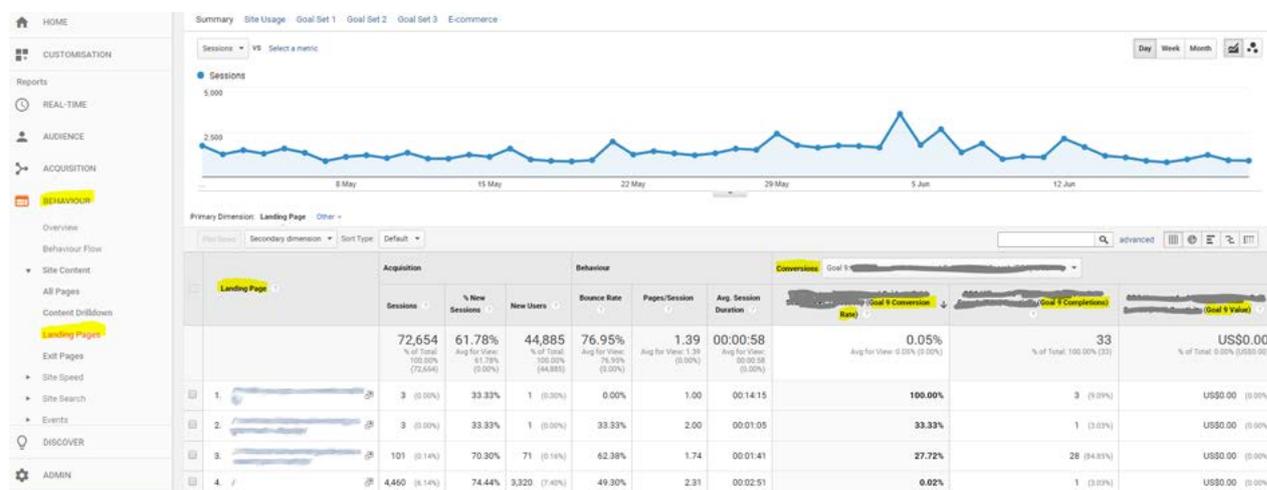
If your page takes too long to load (more than two seconds is considered too long – and this applies to your site in general), visitors are going to get bored and won't even get as far as your perfectly crafted landing page. Game over.

[According to KissMetrics](#), half of consumers expect a web page to load in two seconds or less and 40% of people will abandon a website that takes more than three seconds to load.

TRACK LANDING PAGE PERFORMANCE

Landing page stats in Google Analytics allows you to learn a lot about your progress, including:

- how your current strategy is developing your traffic (**New Users/New Sessions**).
- the time spent on a landing page and average number of pages visited after arriving there; compare this metric with other landing pages to which are performing better or worse than average (**Pages/Session** and **Avg. Session Duration**).
- whether visitors are finding what they were looking for when they arrive on the landing page (**by analysing Bounce Rate**).
- how well your landing pages are performing specific goals (**Goal Conversions/Goal Conversion Rate**).
- where your visitors are coming from (using the secondary dimension **Default Channel Grouping**, as shown below).



Are visitors converting on your site?

Setting up Goals allows you to track the actions (ie, Goals or Events) that are most important to your business, for example, conversion rates for ads, form completions, sales etc. To do this, you need to set up Goal Tracking that meets your campaign and commercial objectives. Without them, you can't accurately measure the effectiveness of your website and marketing activity. See [Google's explanation of how to set up Goals](#) in Analytics.

BEYOND THE LANDING PAGE

Navigation

Help customers to find what they're looking for quickly and easily, and complete a purchase/conversion, when they're on your site. A bread crumb trail will help visitors keep track of where they are on the site, how they got there and enable them to go back a step(s) if they need to.

The design of your website can be critical to the experience of your online visitors, and small tweaks to the layout may dramatically increase your conversion rate. Make your pages as intuitive, fuss-free and uncluttered as possible for ease of navigation – and get rid of distractions such as pop-ups.

To create an **intuitive navigation** bar, pin-point the main options on your website and make sure that each one is listed as a category. For example, if you are an online clothes retailer, ensure that your customers have the option to narrow their search down through factors such as price, brand, material and colour.

Product pages

These should be reachable by as few clicks as possible from your home page. A rule of thumb is to follow a **logical structure** of categories and sub-categories, and do not go more than three levels deep before reaching a product-specific page. This will make sure search engines can find the pages deep in your site that will serve any long tail searches

Images

Use **high quality product images** to help the customer evaluate a product and so the customer knows exactly what they're getting. Ideally, and especially for items such as clothing where attention to detail is crucial, they should be able to zoom into the image to inspect it more closely.

Home / Skullcandy UPROAR Wireless Bluetooth On-Ear Headphones - White/Grey



Skullcandy
UPROAR Wireless Bluetooth On-Ear Headphones - White/Grey
 ★★★★★ 3 Reviews
 £49.99
£42.99 (Save £7)
TAKE 3 monthly payments of £14.33 and pay no interest [More info](#)
 Representative 39.9% APR variable
 FREE delivery and returns [More info](#)
 Pick your replacement guarantee
 Replacement Guarantee
Available
 Delivery within 2 working days
 Total £42.99
 ADD TO BASKET
 Save for Later Share

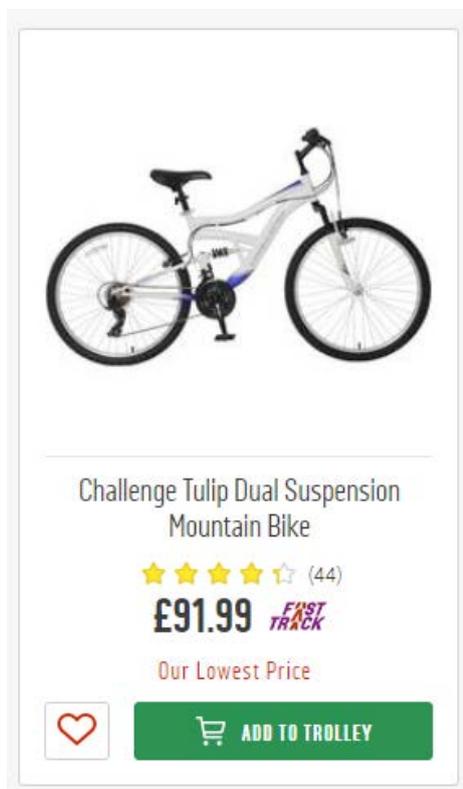
Home / Skullcandy UPROAR Wireless Bluetooth On-Ear Headphones - White/Grey



Skullcandy
UPROAR Wireless Bluetooth On-Ear Headphones - White/Grey
 ★★★★★ 3 Reviews
 £49.99
£42.99 (Save £7)
TAKE 3 monthly payments of £14.33 and pay no interest [More info](#)
 Representative 39.9% APR variable
 FREE delivery and returns [More info](#)
 Pick your replacement guarantee
 Replacement Guarantee
Available
 Delivery within 2 working days
 Total £42.99
 ADD TO BASKET
 Save for Later Share

This product page on Very.com offers four different views of the headphones and the option to zoom in for more detail. This is also a good example of the use of a breadcrumb trail above the product to allow customer to keep their bearings on your site.

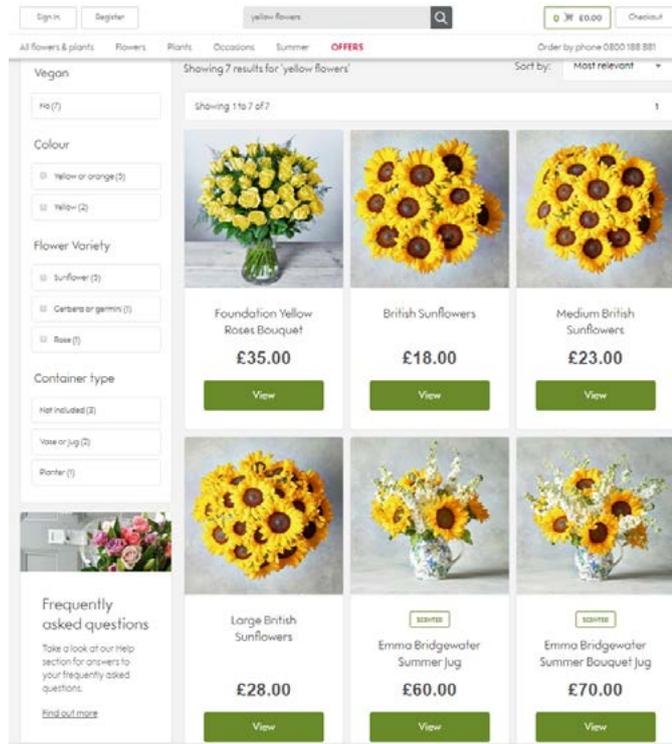
Some sites offer a 'quick view' or 'add to trolley' option on product listings so that visitors can take action without moving away from the product selection they're viewing and 'losing their place' on the site, like this example from Argos:



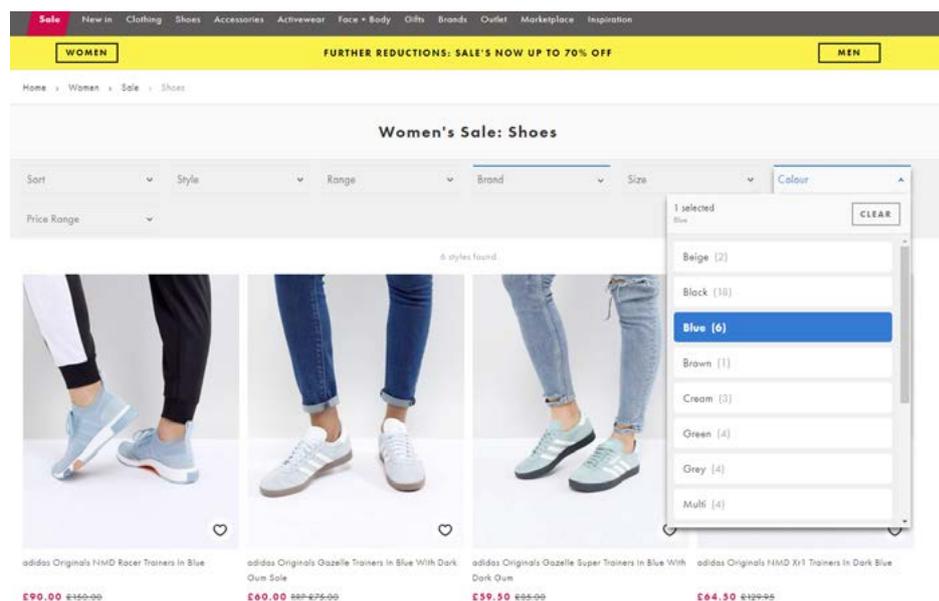
According to the [Digital Marketing Institute](#), 79% of all customers admit to searching for another site if the one that they ended up on didn't live up to expectations.

It's good practice to make your **site search box** stand out, ensure it can handle long tail semantic searches and enable autocomplete (customers who land on an autocomplete page suggestion are [six times more likely](#) to convert than those who don't).

Waitrose Florist offers an intuitive search process that returns relevant, easily-filterable results:



Make it easy to filter results. Asos.com allows users to filter by product type, style, colour, size and price range (and include or exclude several options within each), as well as customise how they view results, with the choice to 'favourite' a product for later comparison.



Use custom algorithms and enhanced landing page content to cross-sell and up-sell by displaying alternatives when a product is out of stock, or by suggesting complementary products and services, or items that other customers have bought alongside that product (a familiar up-sell technique used by Amazon). Here's an example from Waterstones:

You may also be interested in...



Create good quality content. Great content throughout your site not only boosts customer engagement, retention and conversions, but search engines also reward user-friendly pages in their rankings.

Aim to make every page compelling, with substantial, unique, relevant and engaging content. This goes for the copy on your product description pages as well as in your blog posts.

AO.com – renowned for its engaging, user-friendly approach to the potentially dry subject of white goods retail - features high-quality, product-specific copy on its content pages, as well as in-depth buyer guides, helpful articles and FAQs:


Overview


Reviews


Specification


Q&A


Pay on Finance

Product Overview

With this Bosch Integrated Fridge Freezer you're getting a product that's built to last. There's 259 litres of capacity in total, which gives you space for 14 shopping bags full of food. Designed to be hidden behind your furniture door there's an even split of space between fridge and freezer. There are 3 drawers in the freezer including a Big Box, perfect for larger items like cuts of meat. The fridge has a FreshSense drawer, which has been designed to keep your veg in shape for longer.

Customer Reviews

This product hasn't been reviewed yet...
 Want to be the first to write a review? [Click here](#) >

Specification

Product Detail	Fridge	
Dimensions	(H)177.2 x (W)54.1 x (D)54.5	Fridge Capacity (Net) ⓘ 159 Litres
Brand	Bosch	Number of Shelves (Fridge) ⓘ 3
Colour	White	Anti Bacterial Protection ⓘ Yes
Category	Fridge Freezers	Auto Defrost Refrigerator ⓘ Yes
SKU	KJVB5V330G_WH	Bottle Storage ⓘ Yes
Dimensions With Packaging	(H)184 x (W)62 x (D)64 cm	Dairy Compartment ⓘ No
Weight	64 Kg	Egg Tray ⓘ Yes
Weight With Packaging	70 Kg	Salad Crisper ⓘ Yes

How can we help you?



Inspire Me >

Hotpoint Wi-Fi
Coffee Machines
4K TVs



Help Me Choose >

Brands at AO
Buying Guides
Our Best Buys



Help With My Order >

Promotions
Delivery
Finance



Help With My Product >

TV How To Guide
Laundry Troubleshooting
Aftercare

Popular Questions

Do you offer trade-in and how does it work?

We offer trade-in as a promotion on selected products. You can see what's currently available [here](#). Simply trade-in a like-for-like appliance and we'll give you cash back into your bank. We can even collect your old item when we deliver your new one. Find out more [here](#).

I've heard there's a product safety notice on Hotpoint, Indesit and Creda appliances. Do I need to do anything?

Indesit Company have issued safety notices relating to condenser and vented tumble dryers issued between April 2004 and September 2015 from the brands Hotpoint, Indesit and Creda. To read the safety notices and check your item, please go to either <https://safety.hotpoint.eu/> or <https://safety.indesit.eu/>.

Trending Today

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[Can I have my order delivered to a store?](#)
[How do I claim my AO cashback or linksave offer?](#)
[Why isn't my discount code working?](#)
[What do these energy labels mean?](#)

Popular Articles



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Cooking Installation

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Sound Buying Guide

Get plenty of extra boom for your room. Find out which sound product is right for you.



Samsung Multiroom

Enjoy room filling sound throughout your home with Samsung's multiroom system.

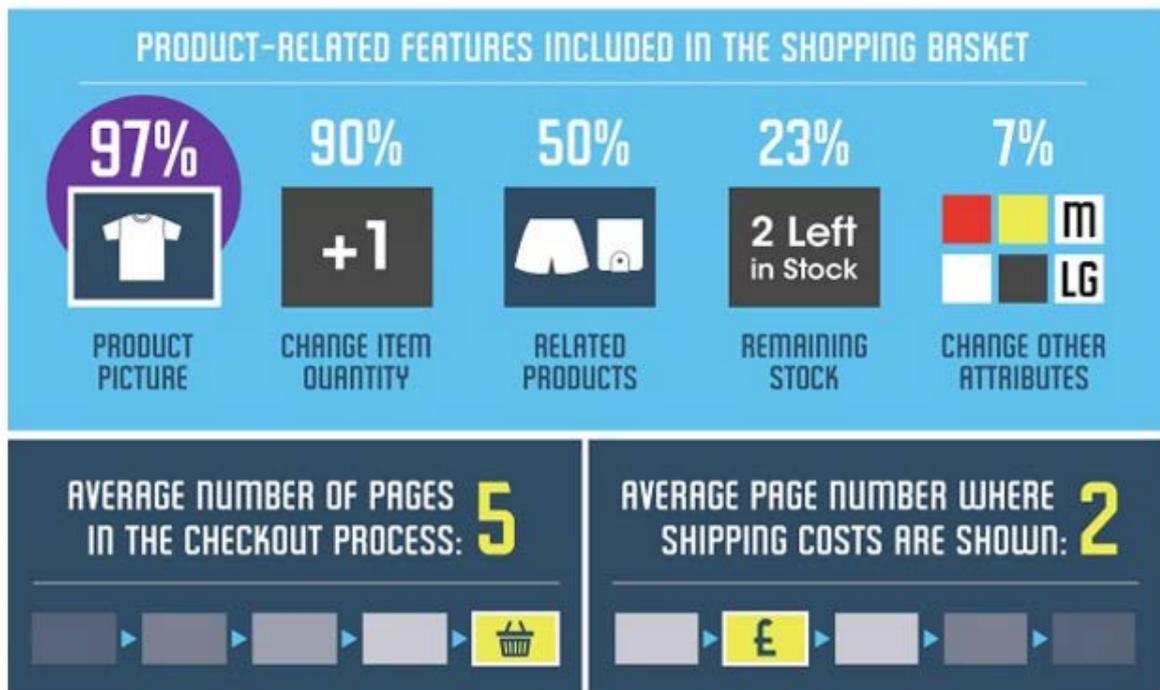


Hoover WiFi Wizard

Find out how the UK's first connected kitchen can take the stress out of chores.

Checkout process

Even if you offer the best quality and value on the market, and the rest of your site is a dream to navigate, you'll fall at the final hurdle unless your checkout process is **secure, quick and simple** to use. Research by marketing software provider, Bronto (illustrated below), found that the average checkout process is five pages long.



You can investigate your conversion data and look into areas in which you can improve your conversion rates. Some questions you may want to ask when looking at this data is, “are you asking for too much personal information at such an early stage of the buying cycle?” “Are there too many steps within the payment process?” and “Can my potential new customers purchase easily via guest checkout?”.

You could also consider implementing a step-indicator, which gives customers a clear view of their progress.

A smooth, secure checkout is crucial for eCommerce success. You need to ensure:

- Strong calls-to-action (CTAs) on your checkout page to entice your customers to do what you want them to do
- Prominent shopping basket buttons on your product pages
- A secure, user-friendly payment process on your checkout page

Contact us, live chat feature or chatbot

One thing that is often overlooked when it comes to UX is a [live chat function](#). More and more websites are now using this in order to add an additional layer of customer support. [31% of online shoppers](#) from both the US and UK say they'd be more likely to purchase after a live chat.

You can use a simple plug-in to implement a continual 'contact us' feature that opens the opportunity for interaction on screen, regardless of where the user navigates.

When a user experiences an "I want to go" moment, the last thing you want to do is make them wonder how to reach you.

Clearly display your contact details, including phone number, email address and social media buttons, and ensure you respond promptly to queries.

Mobile-First

Desktop is no longer the default for users, or for Google – mobile searches now outstrip those on desktops and tablets - and mobile shoppers expect to get what they need from your site quickly and easily, or they'll simply go elsewhere.

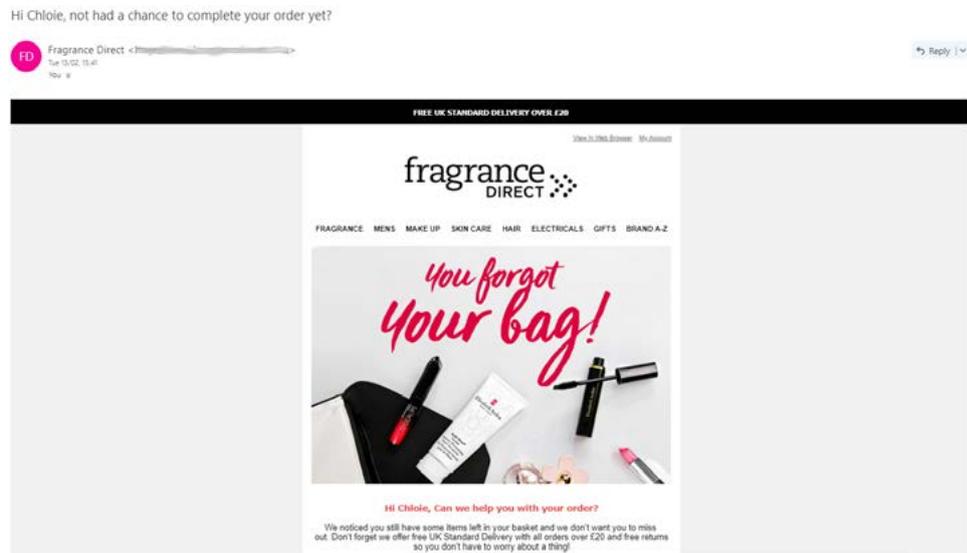
Make sure you're optimising your retail customers' mobile experience for search, UX and conversions. Being [Mobile Friendly](#) isn't a nice-to-have; it's a must.

Abandoned baskets

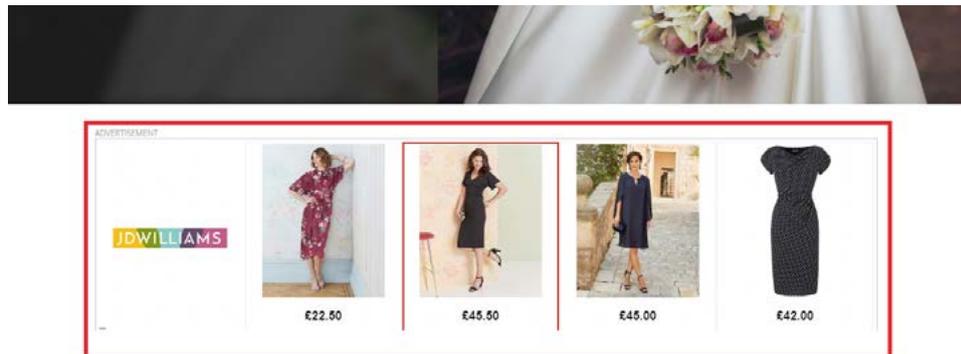
[Forrester Research](#) estimates that 87% of consumers abandon their baskets, resulting in \$18 bn of lost revenue annually.

All is not lost if you lose a sale - it's possible to re-engage with a customer and entice them back to your site to complete their transaction. Two methods that work well to remind customers what they're missing include: [remarketing](#), where you target users with ads for items in which they've shown interest; or an **automated abandoned basket email** (either of which could include an added incentive, such as a discount or special offer). Despite research showing that a basket reminder strategy can recover [as much as 25% of abandoned revenue](#), the majority of retailers (59%) don't employ this strategy.

Here's an example of a remarketing email I received after I had added items to my basket, reminding me that I left the site without completing the transaction:



And a remarketing ad shown to me on a new website by a clothing site I'd previously visited:



TWEAKING AND TESTING CHANGES TO YOUR SITE

Conversion rate optimisation (CRO)

CRO is the process of optimising your landing pages to encourage visitors to take actions you want them to, by experimenting with various design features, layout and CTAs. The results give you valuable insights into what influences your customers' online behaviour that will have long term benefits for your business. The important thing about CRO is that you take a structured approach of testing and analysis, to allow you to evaluate your ideas for making improvements before you commit to making them permanent, rather than relying on guesswork.

How CRO can help your business

- Immediately impact your bottom lone
- Increase the ROI of all traffic, whatever your budget
- Make permanent improvements to your site
- Create a knowledge bank of best practices to inform future strategies

Testing is the focus of CRO. Whether this is via A/B testing (sending equal numbers of consumers to two or more variations of a landing page and comparing the variations to the original) or multivariate testing (where several changes are tested on the same page), your changes must be made for the duration you specify at the start of the test. Commit to your hypotheses and test for set durations with the specified changes (don't be tempted to tinker).



By carrying out regular and thorough testing on your landing pages you can further encourage a positive experience for your consumers and increase the likelihood that they will return to make additional purchases.

Testing different colours, placements and copy for your CTA buttons is a good place to try running A/B user tests as part of a CRO (conversion rate optimisation) strategy. This [eBook](#) takes you step-by-step through a tried and tested process to help you maximise the benefits of CRO for your business. As well as planning your tests, this shows you how to: build and check your tests; do simultaneous testing; run and monitor you tests; and apply the results of your tests.

CASE STUDIES

We improved conversion rate by carrying out the following tests for clients who were experiencing high traffic levels, but wanted to increase sales leads – and turn passive browsers into active users.

Adjustamatic Beds

Banner image test

For the orthopaedic beds and reclining chairs supplier, we trialled a new picture within a banner to test whether the image of younger, happier couple was more appealing to the user (with the hypothesis that people prefer image that reflect the way they perceive themselves).

We also highlighted the key words within the text snippet next to the image to iterate to users the key benefits of the Adjustable Bed Range. The aim was to see which was more appealing to the user

Control banner:



Banner featuring younger, happier couple:

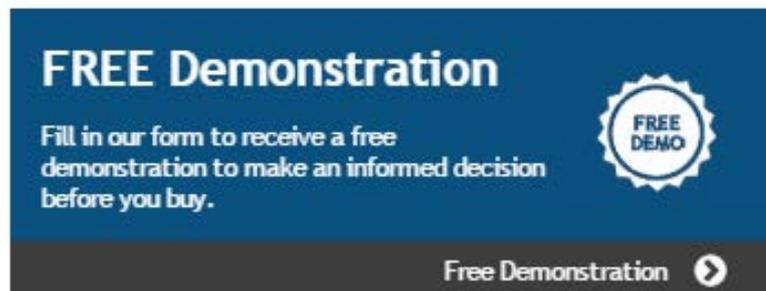


The version with the younger couple produced an increased number of visitors requesting a brochure or demonstration - an incredible conversion rate uplift of 116.82%.

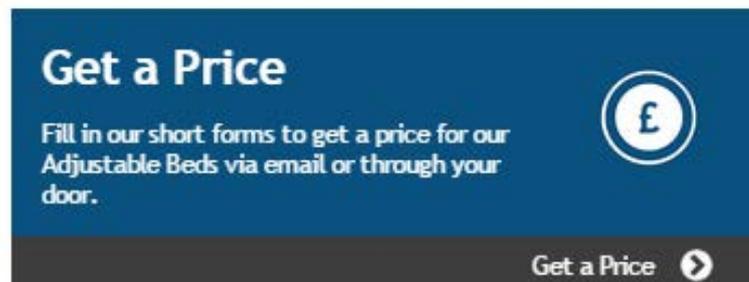
Call to action test

The 'Free demonstration' was the poorest performing call to action on Adjustamatics' website. We trialled versions using different wording ('Get a Quote' or 'Get a Price,') to see whether this this would increase the number of overall leads.

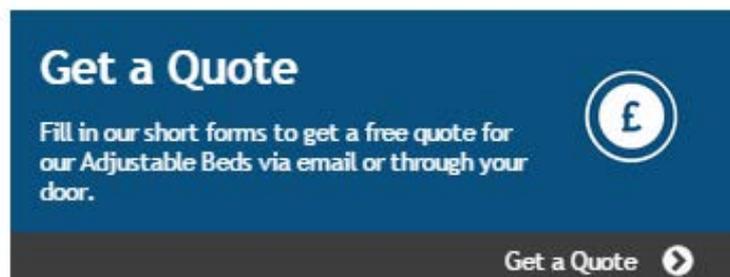
Control:



Get a price:



Get a quote:



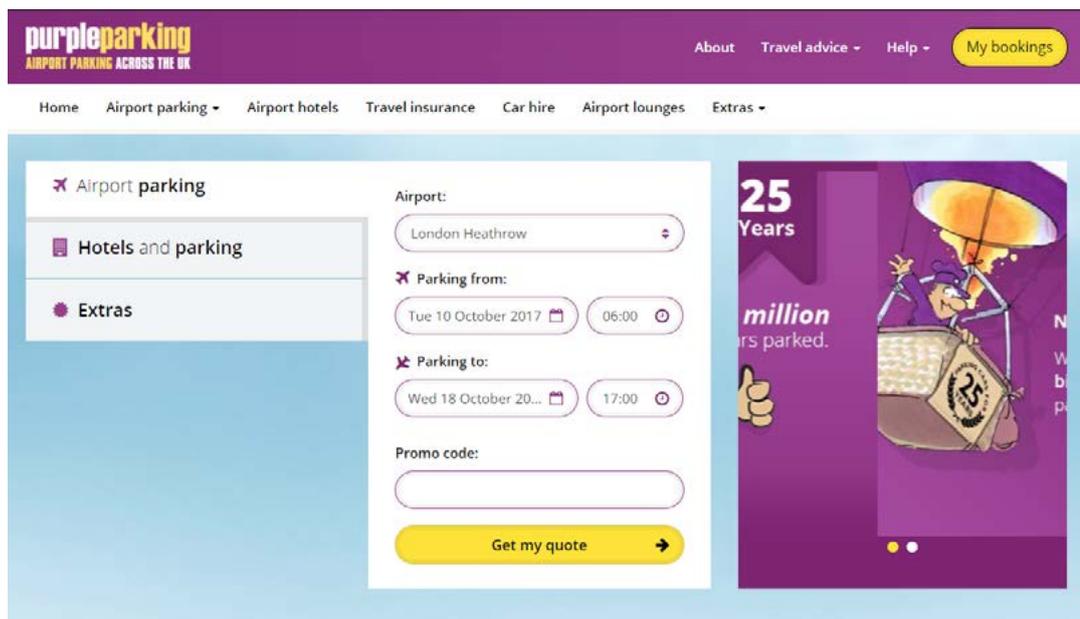
Both variations performed better than the control, and Get a Quote significantly better. This was due to the wording of the CTA suggesting it required less input from the user, and that visitors shopping at this price range are interested in value first before assessing whether they want to go ahead with a free demonstration.

PURPLE PARKING

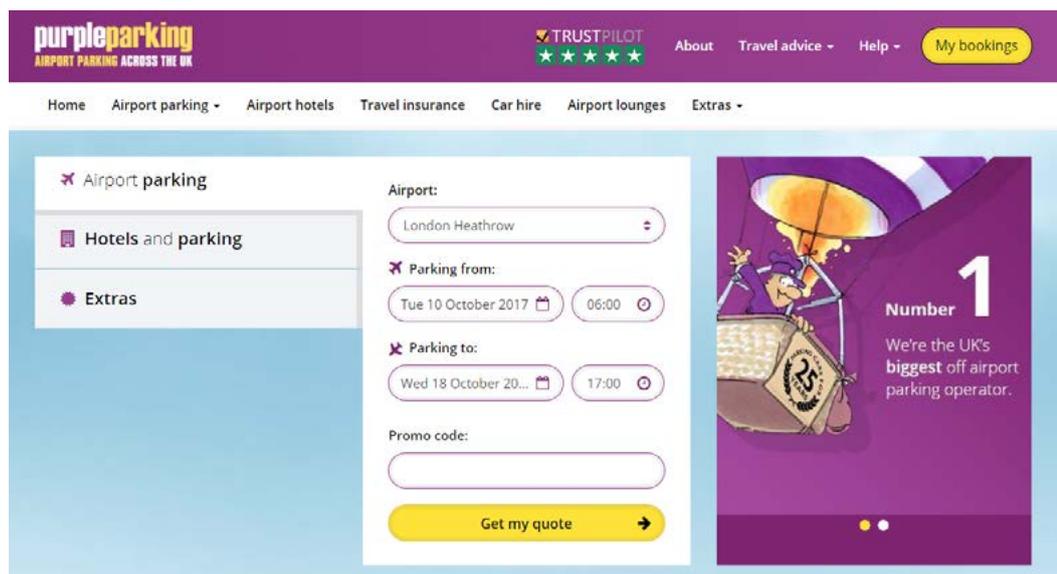
Trustpilot above-the-fold test

Airport parking specialist Purple Parking had a really good Trustpilot score, giving reassurance to users that the site, and the company, was reputable. This is particularly important with it being a third party supplier.

Control Trustpilot (below-the-fold):



Control Trustpilot (above-the-fold):

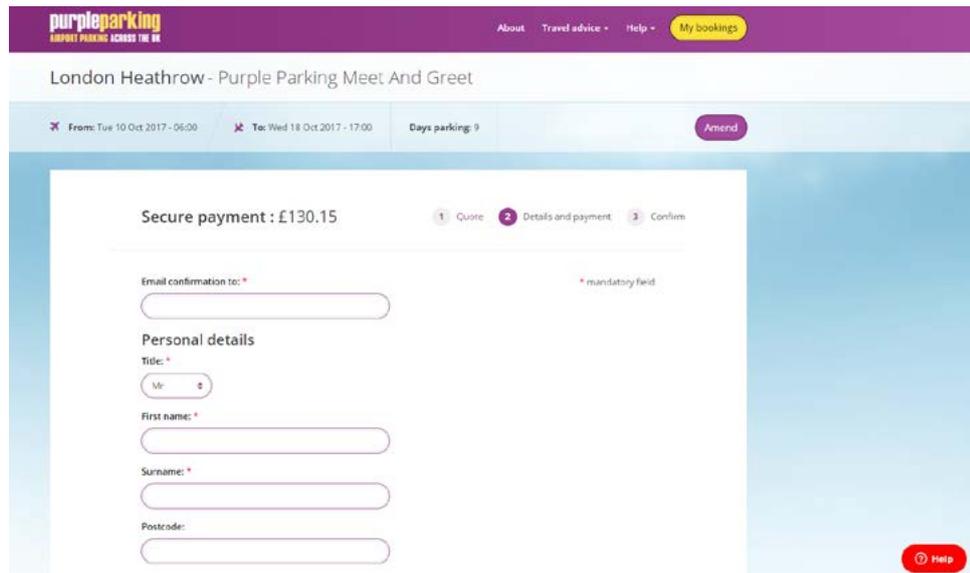


We saw extremely strong results for both confidence levels and an uplift in sales – a strong indication that the trust logos are extremely beneficial to inspire users to click onto the next step.

Form urgency test

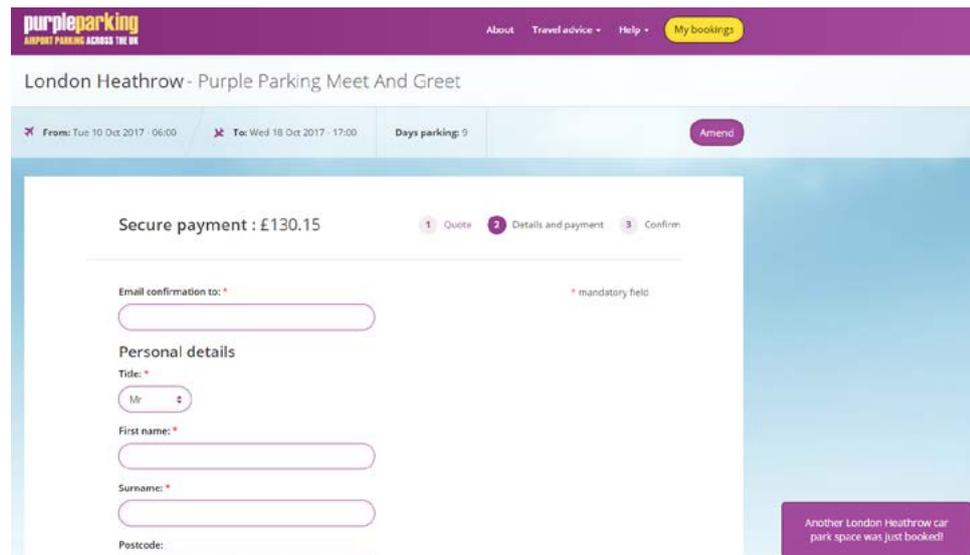
On the payment page, we trialled pop-up messages that showed the real-time rate at which other users were booking, and the interest that was being shown in the same or similar products. This gives the user a sense of urgency to book it due to the limited products available.

Control:



The screenshot shows the 'Secure payment : £130.15' page on the Purple Parking website. The page includes a progress bar with three steps: 1. Quote, 2. Details and payment (active), and 3. Confirm. Below the progress bar, there is a form with the following fields: 'Email confirmation to:' (with a red asterisk and a note '* mandatory field'), 'Personal details' section with 'Title:' (dropdown menu showing 'Mr'), 'First name:', 'Surname:', and 'Postcode:' (all with red asterisks). A red 'Help' button is visible in the bottom right corner.

With pop-ups:



This screenshot is identical to the control version, showing the 'Secure payment : £130.15' page. However, a purple pop-up message is visible in the bottom right corner, which reads: 'Another London Heathrow car park space was just booked!'. The rest of the page layout, including the progress bar and form fields, remains the same.

The test showed that using pop-ups meant the page's exit rate dropped and average time on page increased. It appears that this pop up is functioning well to increase urgency and as deterrent for users to leave.

CONCLUSION

The key to encouraging visitors to take the action you want them to is to make it as easy as possible for them to do so. This means clear instructions in the form of calls to action, and a slick experience in terms of speed and navigation.

Of course the well-established rules of marketing still apply: to engage and persuade by selling the benefits and creating desire. You also need to convince visitors that they can trust you with their data, their money, or both.

But it's not just what happens when customers are on your site that maximises your chances of getting them to convert.

Setting goals beforehand and measuring results afterwards are crucial steps - analytics tracking and CRO testing allow you to measure what works, what doesn't and how to optimise for success.



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ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Search Agency of the Year 2018, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

ADDITIONAL RESOURCES

Blog

Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks

Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

Infographics

Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

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OUR AWARDS



OUR TECHNOLOGIES

monitor **TRAX** rank **TRAX** feed **TRAX** link **TRAX** pro **TRAX** page **TRAX**