

**HOW TO CONVERT YOUR
WEBSITE TRAFFIC INTO MORE
ENQUIRIES AND SALES**

What we will cover

Implement tactics to improve engagement and conversion

Increase engagement

- Ensure the page loads quickly
- Ensure you have an SSL cert
- Explain what makes you different
- Bullet point key features / benefits
- Write your copy in an engaging way
- Highlight blog posts on key pages to engage and build trust
- to build a relationship
- Videos

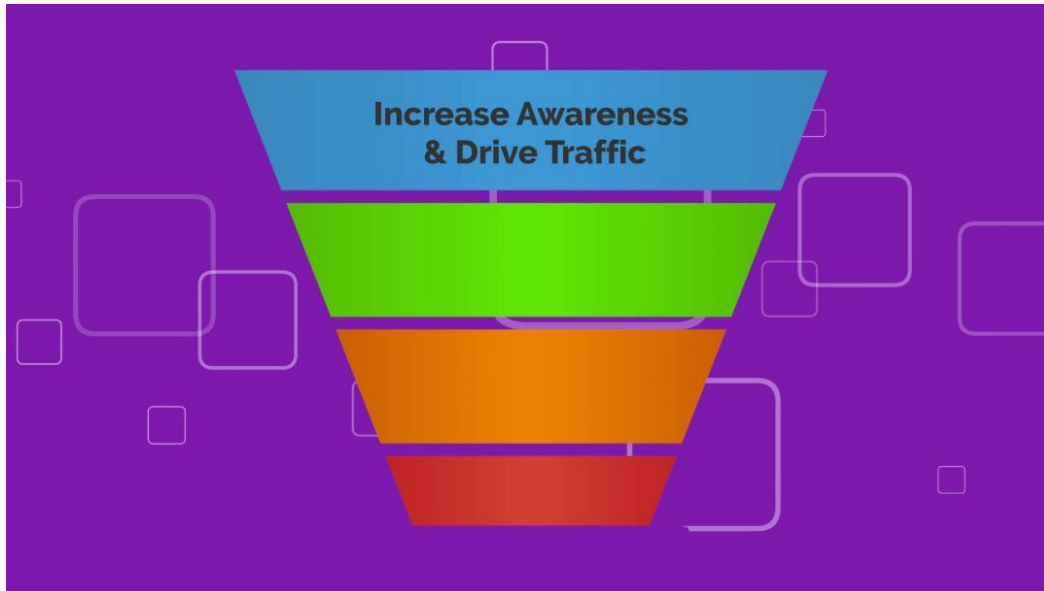
Improve conversion

- Ensure you have call to action buttons on all key pages
- Integrate Facebook messenger to stimulate enquiries
- Add Request a Callback buttons
- Embed Facebook reviews on key pages
- Include a money back guarantee
- Include a compelling offer
- Ensure returns policy is better than competitors

Be clear on where your website fits within digital marketing/social media marketing



Use the sales funnel as the structure for your Digital Marketing Plan



All of our businesses have a sales funnel whether we realise it or not.

At the top of the funnel there are millions of customers who have never heard of us. We need to use digital marketing to get discovered and drive people to our website.

This involves getting found through Google, social media, advertising etc.

Use the sales funnel as the structure for your Digital Marketing Plan



When people land on your website you need to work hard to get them to engage or else they will bounce off.

Therefore you need to ensure your website employs a range of tactics that makes visitors think:

- This website looks secure and is fast to load.
- This is what I am looking for.
- This company looks interesting and trustworthy.

Use the sales funnel as the structure for your digital marketing plan

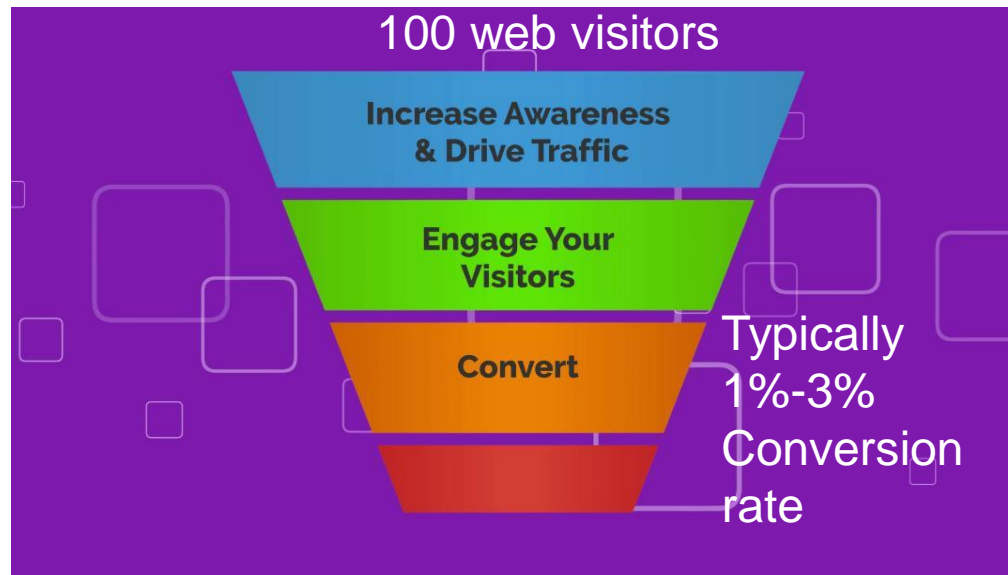


Once people engage and start browsing your site you now have a greater chance of converting them.

You need to employ a range of tactics that will make people think:

- This product service is exactly what I was looking for.
- Other customers say it's great.
- Now would be a great time to buy it.
- I should enquire and ask a few questions about it or I should order it now.

A typical conversion rate is 1%-3%



Realise that you have to immediately engage visitors



How People Find your site – the implications of that

- On average, across most sites, 80% of traffic comes from search engines.
- Typically, searchers will look at three to four sites that have appeared in their search results. This means you are competing with three to four other sites and you need to quickly differentiate your offering.
- On average, users will look at three web pages so you need to make a quick impression and you need to convey the key benefits quickly.
- The first page a user sees isn't always your homepage.
- Typically, 30% - 40% of visitors "bounce" off a website.
- **You want to decrease the bounce rate by ensuring the content the visitor sees is**
 - a) what they were expecting/were searching for and**
 - b) is compelling.**

Ensure you have an SSL cert so visitors don't see "Not secure"



Ask your web designer or hosting company to add the SSL cert for you

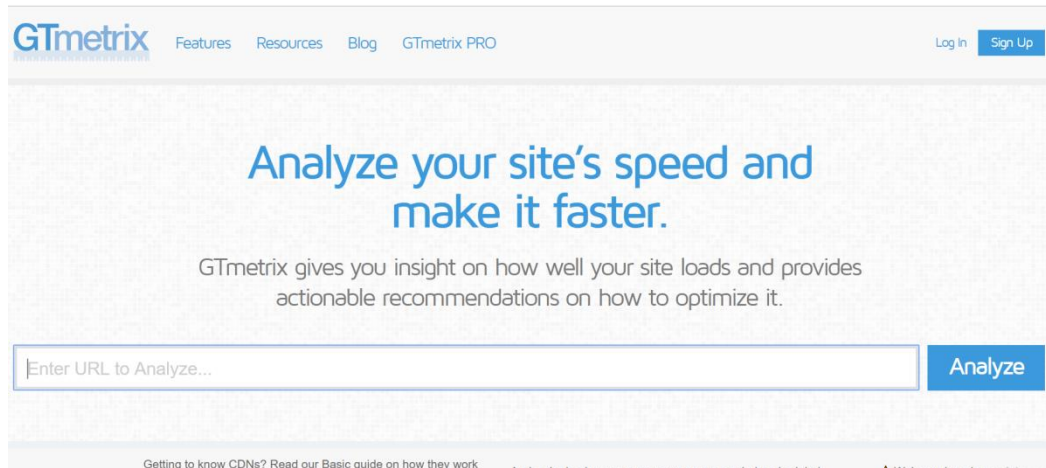
When a website has an SSL cert, any data that is inputted gets encrypted. You can tell if a site has an SSL cert if its web address starts with HTTPS.

Google announced that it was beginning to use HTTPS as a ranking signal, signalling an increased emphasis on secure connections.

In 2017 it said it was becoming more of a ranking factor and since October 2017, for websites that have a HTTPS protocol, the search bar in the browser displays a lock symbol, and on Google Chrome, the word "secure". However, if it isn't on HTTPS, you won't see the symbol. It will say "Not secure"

In 2021 Google said it included this as a ranking factor in its Page Experience Algorithm update,

Ensure the page loads quickly



The screenshot shows the GTmetrix website homepage. At the top left is the GTmetrix logo, followed by navigation links for Features, Resources, Blog, and GTmetrix PRO. On the top right are links for Log In and Sign Up. The main heading reads "Analyze your site's speed and make it faster." Below this, a sub-heading states "GTmetrix gives you insight on how well your site loads and provides actionable recommendations on how to optimize it." A search bar with the placeholder text "Enter URL to Analyze..." is positioned above a blue "Analyze" button. At the bottom left, there is a small link: "Getting to know CDNs? Read our Basic guide on how they work".

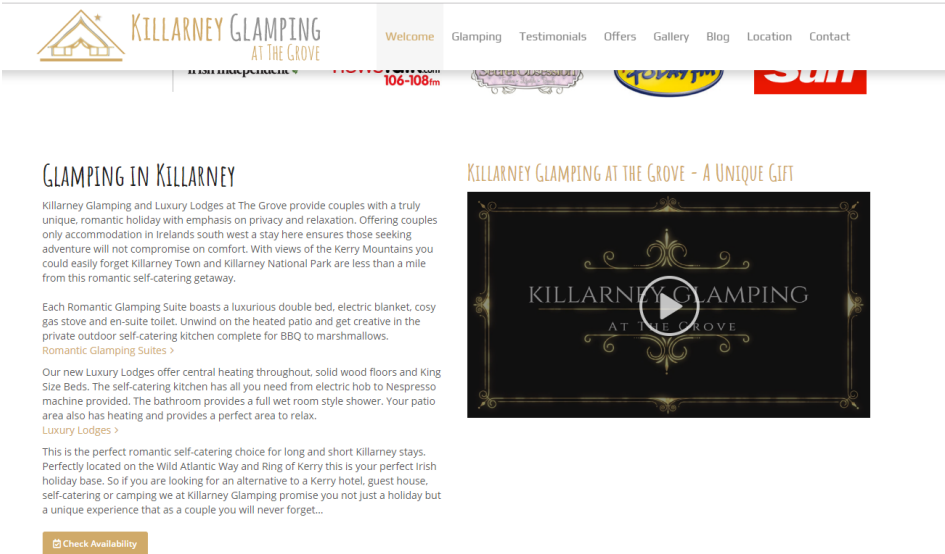
You do not want people to abandon visiting your site because it's slow.

Facebook conducted a study of posts that linked to website and found that 40% of people abandon if it takes more than 4 seconds for the page to open.

You can easily evaluate and improve your site's loading speed using a tool like GT Metrix.com

<https://gtmetrix.com/>

Have a video on key landing pages – it increases engagement



Increased website engagement:

Video generates a 400% - 700% increase in website visitor engagement and response rates compared to static text & graphics. (Source: Google / Double click)

Explain what makes you different to your competitors



Aim to make your product or service remarkable – or at least, it should be clear how it is different from competitors.

The essence is that when your offering is so different from competitors in a way that people find remarkable – so different that they talk to friends or colleagues about it - then you are guaranteed success through word of mouth recommendations.

- You need to decide how you are differentiating the business and then you need to communicate that clearly to your potential customers on your website.

Question. Ask how you offer something different to your top two competitors. If your answer is “better quality and better value” then this is far too vague and waffly. You need to articulate the difference in more tangible and compelling terms

Focus on the key benefits that customers are looking for



Consider the triggers to purchase

When designing your website you need to make a list of the key triggers to purchase and then make them prominent on the site

- What are the key benefits that people are looking for? E.g.. Cheap, quality, guarantee
- What are the key features?

Ensure you know these key triggers and then make them very prominent on your page. Don't hide them in the middle of paragraphs of text. Have clear bullet points.

Have image links and text links on your main pages



Our online Digital Marketing School is designed to help Irish businesses increase their sales

You'll get a digital marketing plan and you will be shown how to implement it with immediate access to seven of our latest digital marketing courses (on demand video lessons) and you can also attend a [Live online Digital Marketing Course each month](#) with Evan using Zoom. This is ideal if you want to learn how to grow your sales through website & social media marketing.



You can get "remote" 1-1 training from the comfort of your home.

Watch the video to see how it works

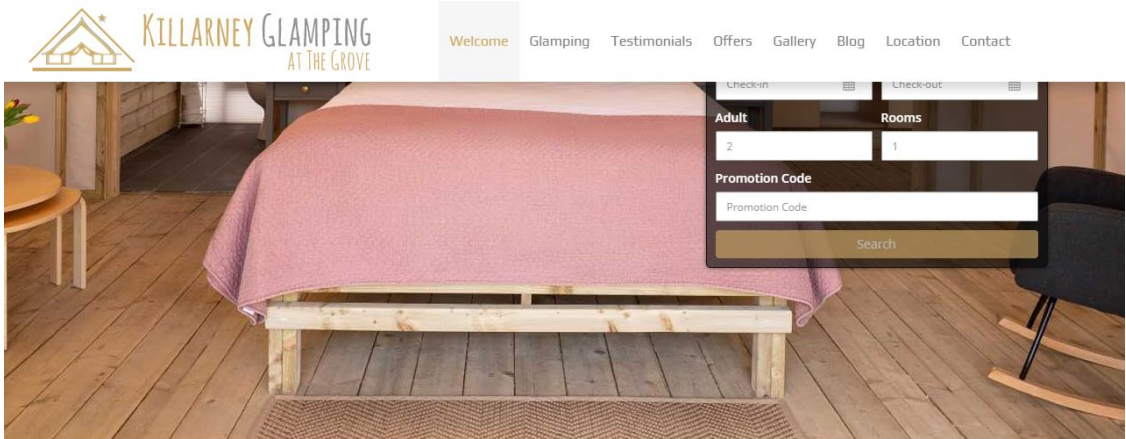


[View the 1-1 training options](#)

Your goal is to get people browsing

Adding text links and image links will prompt and tempt people to click through to the main pages of the site

Have a banner highlighting media coverage you have received.



AS FEATURED ON

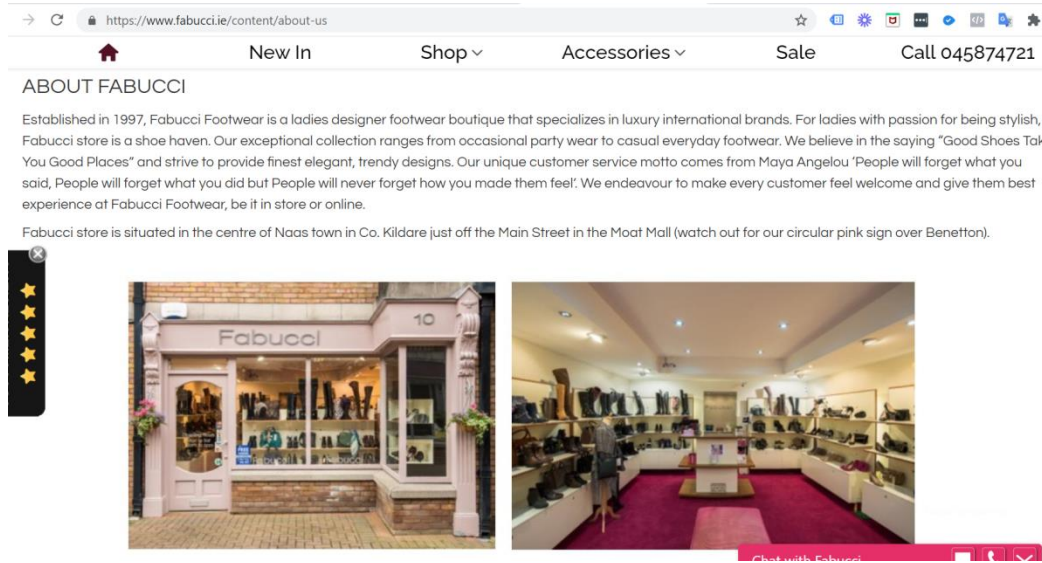


Include the logos of newspapers / radio stations that have written about your business.

It will immediately give your business credibility

Aim to get media coverage if you don't already have some

Include images of your premises in the about us / contact us page





→ ↻ 🔒 https://www.fabucci.ie/content/about-us ☆ 🌐 📱 📧 📞 📺 📷 📹 📺 📷 📹

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ABOUT FABUCCI

Established in 1997, Fabucci Footwear is a ladies designer footwear boutique that specializes in luxury international brands. For ladies with passion for being stylish, Fabucci store is a shoe haven. Our exceptional collection ranges from occasional party wear to casual everyday footwear. We believe in the saying "Good Shoes Take You Good Places" and strive to provide finest elegant, trendy designs. Our unique customer service motto comes from Maya Angelou "People will forget what you said, People will never forget how you made them feel". We endeavour to make every customer feel welcome and give them best experience at Fabucci Footwear, be it in store or online.

Fabucci store is situated in the centre of Naas town in Co. Kildare just off the Main Street in the Moot Mall (watch out for our circular pink sign over Benetton).



Chat with Fabucci

It reassures people that this is a real business that they can visit should anything go wrong with the order

Have links to your blog posts on key pages – Help first, sell 2nd

DIGITAL MARKETING TIPS



[20 tips and tools for making marketing videos](#)

If you are planning to make some marketing videos here is a checklist and also some very...



[Instagram has launched an Algorithm free feed as an option for users](#)

Instagram has rolled out the ability to view your Instagram feed in 2 new ways ... so you can now...



[How to use Reels on Facebook](#)

Reels were rolled out to 150 countries and if you use Facebook for marketing, here's what you...



[How to use the new caption sticker for videos in your Stories](#)

Have you used the new caption sticker for Stories which automatically transcribes what is being...



[Free tool for picking competition winners on FB & Instagram](#)

If you are running a competition across Facebook AND Instagram you might be wondering how you could...



[How to add captions to your Instagram videos](#)

I often get asked how can you add captions (subtitles) to your videos on Instagram. If you post an...

If you have a blog, place links to your blog posts on your homepage and key inside pages.

If your blog posts are helpful and insightful they can help differentiate you from competitors.

People buy from companies they trust. A good way to engender trust is to help first and sell second

What we will cover

1. Monitor and test how visitors use your site

2. Then Implement tactics to improve engagement and conversion

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- Ensure returns policy is better than competitors

Ensure you have testimonials on key pages – they increase conversions



Customer testimonials provide reassurance and trust

Avoid:

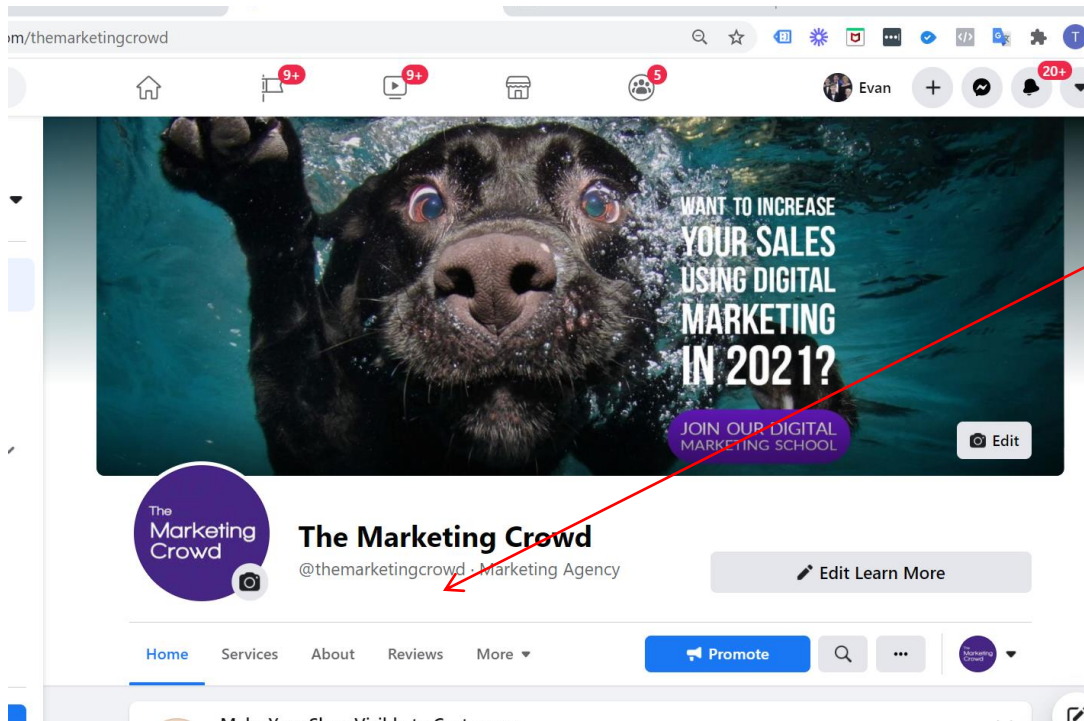
- Quote from “Mary from Manchester” – they look made up
- Long detailed letters / paragraphs – keep the quote punchy and concise

Ideally

- Get a video testimonial quote
- Use the company name / logo / photo of the testimonial
- Get the quote to focus on the key barriers / Triggers to purchase

- Or embed Facebook reviews on your main pages

Where to get the Facebook review embed code



Go to your Facebook business page

Click on "reviews" in the left hand navigation

Where to get the Facebook review embed code

The screenshot shows a browser window at the URL `themarketingcrowd/reviews/?ref=page_internal`. The page header includes the 'The Marketing Crowd' logo, an 'Edit Learn More' button, and a blue 'Promote' button. The main content area is titled 'Recommendations & Reviews' and features a 4.9 out of 5 star rating based on 222 reviews. A section titled 'Have Feedback About Your Business' Reviews Experience?' includes a 'Share Feedback' button. The review list shows a recommendation from Martina Hynan on January 26, which is highlighted with a red arrow pointing to its three-dot menu. This menu is open, showing options for 'Embed', 'Find support or report Recommendation', 'Like', 'Comment', and 'Share'. Below this, a comment from 'The Marketing Crowd' thanks Martina for her review. Another recommendation from Lorna O'Regan on January 24 is visible below.

Find the review you want to embed

Click on the arrow top right of the review

Select "embed"

Place the code on your web page

Try to have a product video on key pages – they increase conversions



Increase website conversions

Ecommerce sites sell more products when there is a video demonstrating the product

- Ebags.com – conversion increases 50.1% for those that clicked play and 138% for those who watched the entire video (source: ebags.com)
- Onlinegolf.co.uk saw an increase in sales of 88% for items that featured a video (source:internetretailer.com)
- Shoeline.com saw an increase in sales of 44% for product pages that had a video (source:internetretailer.com)

Offer a guarantee or promise - they increase conversion rates



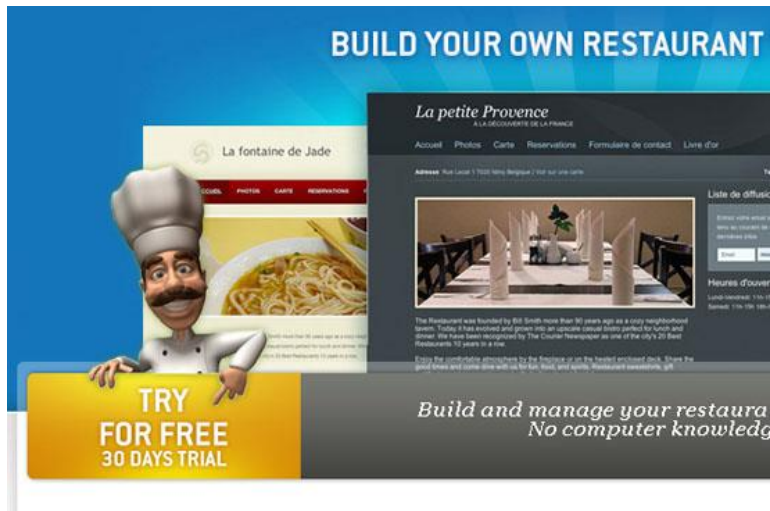
- Can you offer a customer service promise – perhaps a credit note if the customer is not happy with the service received. This serves to highlight your commitment to service and also focuses employees on providing a high quality service.
- Can you offer a quality promise – customers can have a refund or a discount if they are not happy with the quality.

Ensure your returns policy is better than competitors



- If you have an ecommerce site Clearly state your returns policy and have a link from every product page.
- Have a quote from customers who have returned goods explaining how easy it was.

Ensure you have a call to action button on every page



Ensure your Call To Action buttons are well designed

Ask yourself – what is the next most logical thing a web visitor would want to do and then prompt them to do it e.g.. Request a free 10 minute chat

Best practice

1. Ensure the CTA button is very prominent and located above the fold.
2. Include a benefit message / incentive within the button

Focus on Various Calls To Action



Gives visitors a choice – allow them to enquire in a way that suits them

Not every visitor will favour the typical channels of email or telephone. Make it easy for visitors to enquire about your product or service in the way that suits them