
**7 things to change on
your website** to get more
conversions in just 7 days.

Your website is a key part of your personal brand, it's your media outlet, secret sales man but so many businesses struggle to use their website for its main purpose, to help generate leads. If you can get your website to convert visitors into leads even by just 1% more this can have a significant impact on your sales.

When you're starting out you either create the website yourself or pay an agency or freelancer. But no one guides you on the right things you need on your website to make it a success.

Here are 7 things you can do to improve your website and increase the number of conversions you get in the next 7 days. This requires very little coding skill and if you have a page builder like squarespace, divi, elementor or thrive you should be able to make the changes very quickly without needing to pay your web guy or gal.



1

Explain clearly to your ideal customer what you do, how you can help

How many times have you been on a website and your sat there thinking “What do they actually do and how can they help me?” Your left scratching your head so you move on to another website.

There is a saying in marketing if you confuse you lose. This could be happening to you.

You need a clear headline to explain what you do - This is an example of a headline with user clarity.

“I help online course creators get the traffic and leads they need from high converting Facebook ads”

There is no doubt who this is for and how they help.

This should be the first things they see when they hit the site - high up in your sites header or main banner.

Focus on who your ideal customer is and write your copy for them - but remember that are people just like you too so avoid the corporate waffle, pretend your sitting with a friend explaining what you do and how you help and If there’s a sentence worded in a way that you wouldn’t use in a conversation with a friend, re-word it.

Clarity is something that I see business owners constantly struggling with but if you get this right then the results you see can be massive.

For help getting clarity on who your ideal customer is take a look at chris’s blog post on nailing your avatar.

2 Call to actions (CTA)

Once your visitors have a clear understanding of what you do and they’re in the right place they are much more likely to look around - this is where calls to actions come into play.

Over 80% of website don’t have a single call to action and most that do are doing it wrong.

A CTA is used to encourage the user to take an action.

Focus on one main call to action per page.

This doesn’t mean you can’t have different calls to action on other pages but if a user is on your course sales page, for example, the main call to action should be the one main thing you want them to do “JOIN NOW”.

Selling a coaching programme and want to quality people first - BOOK YOUR FREE DISCOVERY CALL.

Selling an event - BOOK YOUR TICKET.

You need to place it on the page in multiple locations so the users have no doubt what they need to do to take the next step to buy from you.

3

Spell out the pain and your process

You need to clearly echo the pain that someone is going through, this way you show that you understand their struggles and it's something you've encountered before and have experience in.

They will feel like you are someone that gets them and they can trust to potentially solve their problem.

Establish that you know that there is a problem, there is a solution and what their world will look like if they don't do anything about it.

Explain your process of working with them

What's your process for working with clients, do you have a framework or formula that has helped people to see amazing results.

Spell it out in 3-4 simple steps.

This might be

1. Book a discovery call.
2. Choose the right plan for you
3. Follow the framework and see amazing results

People like to know you have a plan and a way of working that's been tested and proven.



4

Include a lead generator

Despite all the talk that email marketing is dead - is still the most effective way to close sales.

It's crucial that you have a way to generate subscribers so that you can nurture relationships.

A free pdf report, video series, free trial of your course, copy of your book, there are endless things you can offer in exchange for an email address.

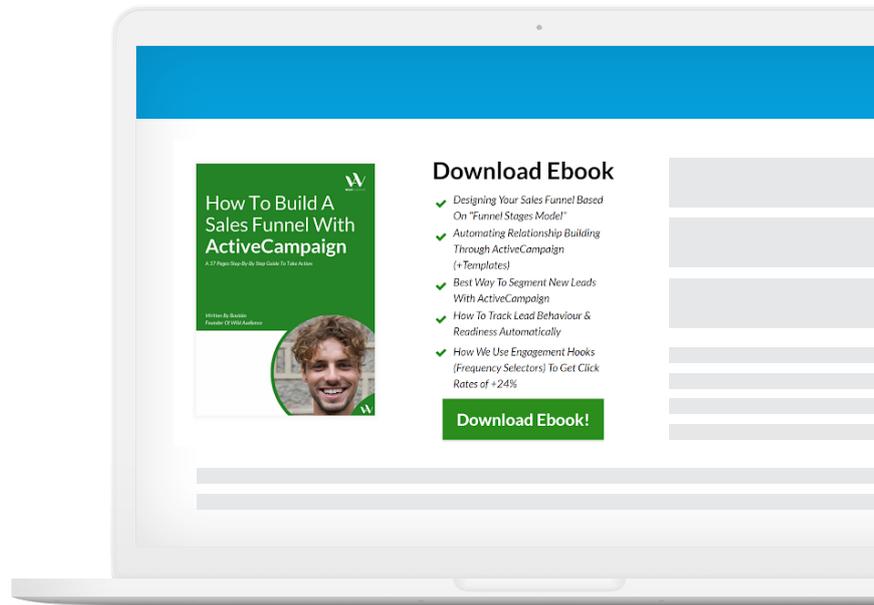
You need to make it clear on what value they will get what they need to do to get it.

Where to put them

If you have one main lead magnet - add it to every page of your website this includes your blog posts.

When readers reach the end of your blog posts, you don't want them to simply click away.

You want them to take action - present them with your lead magnet and boost your conversions.



Connect your site to an automated email system

A must for any website passing subscribers and leads into a marketing system where you can automatically continue the communication.

Tools like Convertkit, ActiveCampaign, MailChimp and many more enable you to follow up with email campaigns that will build relationships and move people closer to buying something from you.

If you have a live chat bot or facebook messenger on the site you can use this as part of your follow up marketing too.

5

Simplify your pages' design

When you built your own site or worked with your web designer you probably took inspiration from sites you liked and you just wanted it to look pretty. Overloading your site with un-needed graphics and fancy effects can clutter the design and confuse users. Our experience shows that sites with simplified designs work a lot better for user engagement, time on site and most importantly generating leads.

Remove distractions

You want people to focus on your single action and not be distracted.

The more visual elements and options your visitors have, the less likely they are to make a decision. Confusion kills conversion so if you want the user to do one thing keep that as the main focus and make sure the main call to action stands out to the rest of the content on your page.

Make good use of white space and make sure the main areas you want visitors to focus on stand out with a contrasting colour they can't miss.

On your landing pages and product pages, remove or minimize everything that is not relevant to users taking action.

- 💧 Get rid of sidebars and big headers
- 💧 Take off irrelevant images
- 💧 Limit the number of navigation tabs - this can give people too much choice
- 💧 Think about removing navigation on landing pages - it can increase your conversions by up to 40%
- 💧 Have a consistent colour for your call to action buttons
- 💧 Make sure your testimonials are clearly a testimonial and don't blend into the rest of the site

Ask yourself is there anything else that you could take off the page, something that is NOT contributing to the user finding and focusing on the message you want to get across and the action you want them to take it should be removed.

6

Offer proof that what you do gets results

Whatever your core product or service is, you need to back up the fact that it helps customers to get the results they want. The best way to do this is with proof. People are sceptical and they want to see the evidence.

So what kind of proof can you provide?

💧 Customer testimonials. People who used your products and have had great results. Keep the testimonial relevant to the subject - don't be lazy and load the same website all over your site.

Have results based headline on your testimonials
X amount in sales, it saved my marriage etc.

💧 Case studies go a little deeper into where they were and what they have achieved and can be Very effective when done well.

Go over all the claims you make in your sales page & figure out how to add some proof that this is true this will help you to handle objections and build trust.

7

Speed up the website to improve conversions

A one-second delay in page load speed can reduce your conversions by 7 percent Users have lower patience spans nowadays - less than a goldfish apparently so If your site loads slowly, they'll probably just leave and go to your competition rather than wait for your to load.

Test your site's speed using Google's PageSpeed Insights and Pingdom speed test tool. It will show you what's causing the issues and give you tips on how to speed up your site.

Quick wins you can do to improve your websites loading speed

- 💧 Remove un-needed plugins
- 💧 Add imagify to optimise your site's images

- 💧 Add a caching plugin to your website - [WP rocket](#) is one of my personal favourites
- 💧 Use a CDN to load your files from an external network
- 💧 Upgrade your hosting account

Be careful when optimising your sites speed - you can easily break the site so be sure to try things one thing at a time. If you need help you can use a service like [freedomwp.com](#) to help optimise your sites speed.



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