



# 10 Ways to Convert

CLIENTS ON YOUR WEBSITE



# 1. Website mission

---

Where does a website fit into your overall business strategy? Is it to build relationships by letting visitors know more about you or signing up to your mailing list? Is it getting them to book a call or make an appointment with you? Or is it simply getting them to buy a product from your online shop?

## 2. Clear calls to action

---

Now you know what your website marketing strategy is, you want your visitors to do it!

Have clear calls to action throughout your site, where appropriate, such as when people first land on your website and once you've given them some more information that would naturally lead them to completing your website mission.

## 3. The customer journey

---

A lot of your visitors may come from social media, where you have already built up a relationship with them and they may be visiting your website with completing your website mission in mind and nothing else. So for example, if they are ready to book a call with you to chat over their options after following you on social media for some time, make that your most important call to action when they land on your website. If they've only just come across you and want to know more, what do they need to know before they click that button?

## 4. A user friendly website

---

So what makes a website user friendly? By treating people who visit your website as if they have never visited a website before.

So easy to follow navigation, obvious calls to action with descriptions people can understand. Easy to read and jargon free text (unless your ideal clients would expect jargon) and break up long parts of texts with images and headings, as lots of people scan read until something jumps out at them. Make sure the colours you use for text are easy to read and that your text isn't on a colourful background or image that makes it difficult to read.



## 5. An about us page

---

This is an often overlooked page but the about us page is one of the most important (and most viewed) pages on your website. Make it more about them than you and this is your perfect chance to show everyone how amazing you are and how what you do can transform their lives.

## 6. Contact information

---

Whether this is a contact form, an email, a phone number or a live chat. If people don't want to book a call or buy from you just yet they may have further questions so have a way they can ask!

## 7. Social proof

---

Everyone loves social proof and with the online world being such a crowded place it helps massively in getting potential clients to trust you, when your past clients are telling them about how much their lives have changed since working with you. Text testimonials are great but case studies and video testimonials are even better!



## 8. Blogs

---

Blogging can be one of the best ways to drive traffic to your website. Think of your social media posts and how they lose traction after a couple of weeks. Well in the world of Google those blog posts could be floating around for years consistently gaining readers and traffic to your website.

## 9. SSL Certificate

---

If you don't have an SSL certificate, this is non-negotiable, these are usually free or paid for through your hosting company, so get in touch with them to help.

# 10. Site Speed

---

This one is often overlooked but it's also a major factor in Google deciding where to put you in their listings. You can check your site speed with [gtmetrix.com](https://gtmetrix.com) or Google page speed checker and the number one reason for a slow site is usually incorrectly sized or high quality images, which the website then has to resize before it can load which slows it down considerably so make sure they are optimised and correctly sized.