



we simplify
the Internet

Conversion Architecture

Key Steps to Converting Traffic to Business

WSI White Paper

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Conversion Architecture: Key Steps to Converting Traffic to Business

Introduction

We have seen a large transition in the Internet marketing world over the last 3 years. Back in 2007, Internet marketers like WSI would take many calls from people asking us, “How do I get my company ranked high on search engines?” or “How do I get on the first page of Google?” We would often recommend an online review that looked at their current sites’ “search engine readiness” as well as look at the volume of traffic for certain keyword phrases that related to their business. Finally, we needed to understand their competitiveness of their keyword phrases.

But the reality is that even if you are on the first page of Google it doesn’t always mean success, what it means is you will get impressions and some traffic but what you need to understand is how to get them to stay on your website. Most sites even today lack a focused strategy around converting that traffic into business. Most people think this just happens, but the reality is that it doesn’t and you need to understand the key components to make this happen.

When we would say “how does your site convert” we would often see this dazed look as if to say what do you mean?

Looking at the word “conversion”, we define it this as “a way of getting someone to take a predetermined action that you want to track and measure”. The key is to understand what the impact of that action means to your business; this will ultimately determine your online success.

Establish a proper sales and/or information funnel through which to guide your visitors.

One of your websites’ main goals is to drive new business and what we need to do is set up the key performance indicators that allow you, as a business person, to track and measure the impact of that traffic on your business today but more importantly your business down the road.

We are seeing a larger shift into the amount of time we are consuming media / information online. According to recent surveys, we are now consuming approximately 41% to 45% of our total media online. So what does that mean? That means that you should be looking to generate around 35% to 40% of your new business online and, if you are not, you are falling behind.

There are many ways to approach the idea of designing an effective website that meets your business goals and maintains your brand, gives a consistent message and speaks to your target audience. But at the end, most businesses want more business!

Define the true purpose for the website and then establish a proper sales funnel to bring your visitors through.

Here are our top 7 things you can do to improve conversion in reverse order!

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7. Imagery / Photos

This is an issue that we have seen time and time again online today. A website is carefully planned and scrutinized in the design phase. Content is then integrated. What about carefully selected images that complement the content that is included in the site? Using imagery effectively can contribute significantly to keeping the visitor on the site and improving the websites' bounce rate.

6. Choice of Color

Color has a significant effect on behavior. Choosing the right color palette for your website is incredibly important in establishing the proper mood and displaying your product or service in the right light. There is a great deal of information available online today with regards to color psychology. Remember this is about the user experience, not yours!

Images & Colour

- Studies show that people are first drawn to images on a page and then Colour
- 83% of the population react to visual stimulation first



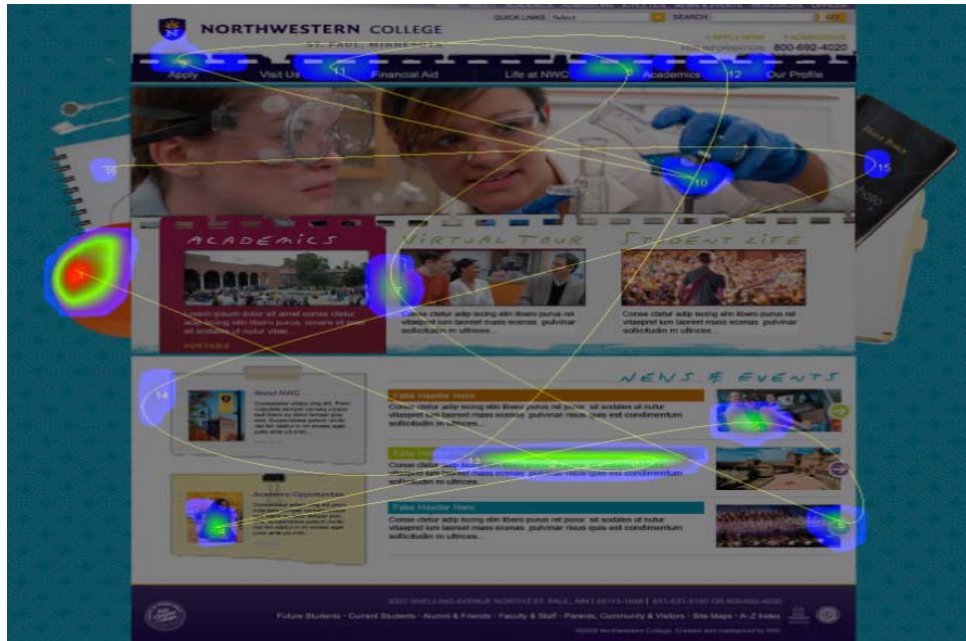
5. Overall Layout

Our studies have shown that you must consider your target audience while working on your site's overall layout. Consider the various personas you are targeting and how they will look at the information being displayed. Once you have identified your key trigger points, make sure that is what they are attracted to on that page.

White space is often the key for letting one's eye track down to what you want them to see.

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This example shows that our eyes were focused on something outside our main goals, so we had to modify our layout:



4. Contact Forms / Phone Number

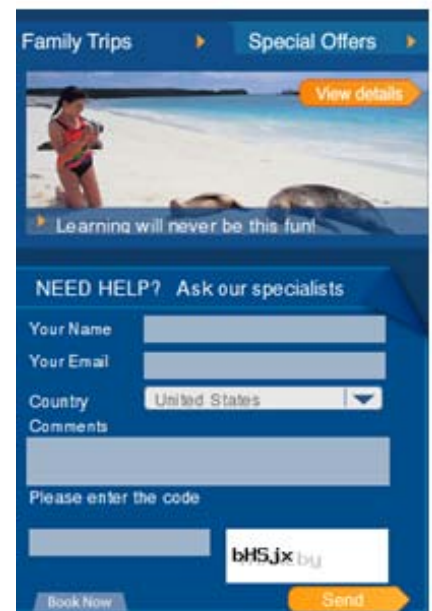
In our studies, we have verified that by adding a phone number in the top right of every page and a small contact form of every page leads from website visitors can go up by at least 5 times. Think about it – if you present users with a phone number and an accessible form (3 to 4 entrees maximum) on every page, you are making it easy for them to contact you.

Make a visitor dig around looking for a phone number, or ask them to fill in a form that has 7 to 10 entrees to fill in and you will more than likely lose them.

Add the number and put a small offer above your contact form and you will receive more leads. Simple but effective forms get great results.

3. Auto Responders

This is often overlooked even for the best sites online. Your auto responder is the first key communications back to a person who just made contact with you. The key here is to make it personal and relevant. We often recommend that on each key page of your site that your contact form is set up with a separate auto responder that speaks to the key message or product



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on that page. This keeps the person engaged and if you put in 2 to 3 links, you will be able to draw them back into the site and track their interest even further. This is also another way to segment your visitors quickly and easily.

2. Content – Point Form, Short and to the Point

Website visitors are not book readers. Most people do not want to commit to reading long pages of text — especially when you are first drawing them to your website. Remember: when writing content on your site (and especially the pages that most website visitors “land” on), people want you to get to the point! Structure content in small chunks and use effective titles and provide point form notes as much as possible. Doing so will invite higher readership and a lower your bounce rate!

How we read information online: “The Visual F” (see below)

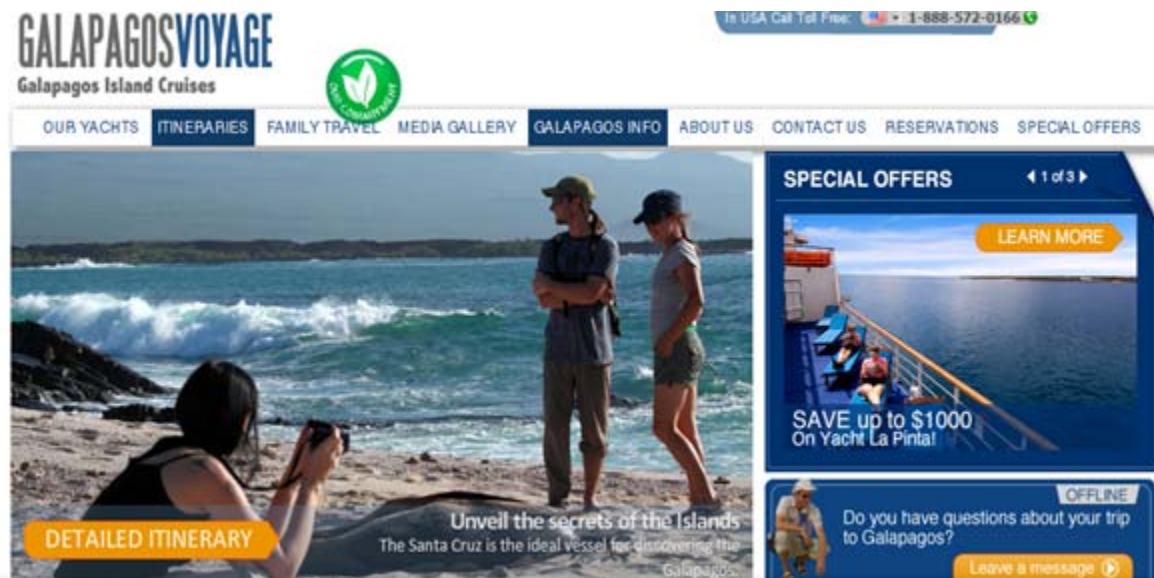


1. Call-to-Action

Think about the time you were at the mall and walked passed a clothing store and saw a stylish outfit on the mannequin in the front. It caught your eye and you considered going in and checking out what the store has to offer. Or what about the electronics store that says “40% off all in stock flat panel screens”? We have all been enticed in some form or another by an offer that triggered us to investigate a store further.

Websites are no different! When people are searching Google for information and click on your site, they want to know right away whether your website is what they were searching for. An effectively written call-to-action (usually written in 8 words or less) can help improve visitor “time on site” significantly. In other words, at the very top of your homepage, do everything you can do make it clear what it is that you do by using a small headline and providing visual stimulation to keep the visitor on your site.

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Conclusion

Website traffic is a voluntary process. When someone comes to your site, remember that they can click off / leave your site just as fast. Carefully think about why people are coming to your website and give them an opportunity to see who you are and, most importantly, give them a reason to take some form of action.

These are simple but effective ways to increase your conversions quickly. There are many other things you can do, depending on where you are in your online business strategy. But the key thought must be "Don't Make People Think – Guide Them To Take Action".

About the Author



Doug Schust's background consists of both online and traditional marketing and has spent the last 13 studying online and digital behavior. His main focus is online marketing and helping clients focus not on traffic but the results from that traffic. Most recently Doug has spoken at several Google events on conversion and continues to share his knowledge and experience with other consultants and clients.

If you have any questions, please email education@wsicorporate.com.