



7 Proven Website Tweaks to Bring You More Business.

ACTIONABLE STEPS YOU CAN TAKE TO IMPROVE
YOUR WEBSITE CONVERSIONS

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SET YOUR WEBSITE UP FOR SUCCESS



1

Disarm the Audience (Your viewers)

I'm sure you have had an experience where someone presented a product, service or idea to you that set you completely on the offense. Maybe they came across a little too "salesy", or maybe it sounded a little too good to be true...

One of the most important things to remember is the ability to disarm, or ease your client/audience. You want to be non-intrusive, and take that edge out of your tone.

Don't shove it down their throat. Take a humble approach. When presenting a sale or offer on your website, remind them that you believe in what you sell, and that you're genuinely excited to see how you can make an impact. Do you care about your customers? Show it! Let your (written) tone be proud and confident in your offer, but do so with their best interest in mind.

Also remember that your product/service is the answer to their problem, and that this is a mutually beneficial transaction. You're not just selling your product/service, you are selling them an aid to their success.

TAKE ACTION: Take out any language on your website that you feel is too blunt or what might drive your friend away if they were a visitor. Replace it with content that is genuine and holds your audience to a higher level of respect.

2 Establish a Need.

You have seen your client/customer struggling... They're not getting the services they need, or they don't realize the product they need to gain some ground. They have a problem, right? Well, yes—but the question that you need to ask is, “what is *causing* their problem?” Answering this question from their perspective can help you relate to them, and speak directly to their needs.

Your clients/customers core problem isn't always apparent to them, so when selling your service/product, you need to educate them—or in some cases, remind them.

Being reminded of a problem prompts an emotional internal response. It gives you leverage when someone is at a place in thought where they are open to doing something about their problem. It affirms their need for change. Establishing a need can be as simple as asking the question, “Are you tired of _____?” or “Do you struggle with _____?”

TAKE ACTION: Ensure that you are referencing your customer's problem in some way. Then, provide the complete solution to your audience and how you can fix it.





3 Create Urgency.

This one might seem like a no-brainer, because we see it all the time. That's because when you give people too long to think, your sales drop.

We as marketers know that there needs to be something that causes your audience to make a decision *now*. If you don't have urgency in place, it can be strategically implemented. You can make it a limited time offer, or perhaps create a tiered offer that correlates to how fast they take action. You can also label something as "IMPORTANT" or "TIME SENSITIVE".

This all creates not only urgency, but speaks to the curious cat as well! "Why is this so important?" This creates interest.

Try to be creative in creating your urgency. Shy away from using the typical "this offer wont last long!" or "Act now before it's too late!". People have became numb to over-used phrasing.

TAKE ACTION: Figure out a way that you can create your offer for a limited time, or a way to structure your sales so it makes common sense for your audience to take action right away.

4 Build Curiosity.

“Discover the Secrets to earning 6 figures in 6 months!” “Do you want to lose 60lbs in 160 days?” How do titles like that not at least get your attention?

In college, my English teacher graded not only my paper, but my paper’s title as well. Having a lame title could mean the difference between an A and a B. Titles and stories are supposed to provoke interest... and better yet, BUILD CURIOSITY! No one will sit around listening to a pitch if they don’t think they will get value in return.

Curiosity is basically summed up as the gap between what we do know, and what we want to know (value). One way to create this interest in your audience by first relating to their problem/positions, then by mentioning that you have the “secret solution” or the “key to their success”.

Building curiosity also takes a little creativity. Find out what makes your audience tick, what their ambitions are, and how they pursue a goal. With this knowledge, ask questions that your audience would love to know the answers to if they could just get their hands on it.

TAKE ACTION: Ensure the headlines of your content is provoking interest. Instead of stating facts, make interesting statements and ask questions your audience wants to know the answers to.





5 Tell Stories.

One of the most powerful conversion tactics is telling stories. We love stories... especially ones that end with success or happiness. Don't underestimate the power that stories have. It is essential that it is incorporated one way or another!

There are several ways to tell stories, but here are two easy ways to incorporate this:

- 1) Testimonials. Testimonials speak louder than any marketer, website, or spokesperson could ever do. Find several mentions of the customer's result and use that as proof that your product/service works. A story from a customer is pure gold.
- 2) Imagery. A picture is worth a thousand words. We've heard that a thousand times, and that is because it's true. Use pictures to resemble your audience's desired state. Do they want to be happy, successful, transformed? Find pictures of people in those states.

TAKE ACTION: Incorporate testimonials on your site. Don't over-do it. Trim them down to 3 or 4 sentences max. Keep only the good parts that talk about results, not about you or your business!

6 Cast a Vision.

When we are motivated to do something, it's usually because we've projected an idea in our mind that is worth fighting for. If you want to lose weight, you focus on what it will be like to lose that weight... If you want to start a business, it begins with a dream—a vision.

How do you incorporate this into a website? That's a great question—and it will take a bit of thinking. Your presentation to cast a vision will depend on what you offer, and who your audience is, but vision principles are still the same.

Your potential buyer is interested in your product/service for a reason. As they look at your site, they are contemplating whether or not you or your product can help them. If you are able to catch their attention by reminding them of what they want, this puts you in a powerful position. You are able to directly hook your audience which is a critical point in online sales.

Here is a simple vision cast example: "I'm looking for clients who are ready to see a change". This phrase, tells your audience that you're serious, and have serious methods in place for their goals. You are causing them to envision their success, or in this case, "change" (for the better). You can also phrase it this way: "If you want x, y, and z, then here is your next step. These variables (x,y,z) are terms/key words that relate to your audience... things they've been dreaming about. When they hear those words, its like music to their ears. Then, when you put the solution ("here's your next step") next to that, you get people who are willing to buy.

TAKE ACTION: In one form or another, make sure you are reminding your client/customers of their goals (which serve their dreams), and how you can help them achieve that with your product or service.





7 Clear Call to Action.

The Call To Action (CTA) is the most important step to your online sales tactics. This basically provides the opportunity for your audience to take advantage of your product/service. For web media, a CTA is a button that the user will click to contact, get more info, subscribe, buy, etc... This isn't any more complicated than it sounds, but I would advise you focus on a couple important aspects.

A CTA needs to be tempting. This is your final chance to get what you're asking for while you have their attention. At this point, you might want to address an objection, or make it seem like a no-brainer move. "You don't want to put up with this any more, do you? SIGN UP today for a free trial!" Once again, be creative. Be genuine, and be helpful!

Also remember to make your CTA to really stand out. Make it visually appealing—something your viewers cannot miss. You can do this with over-sized buttons, contrasting colors, big text, etc. This doesn't have to look annoying; it can be done with class and style.

Simply put, if you can paint the imaginary picture of their success in words (and imagery!), you are much more likely to win the sale.

TAKE ACTION: If you don't have a clear CTA, make one. After all, this button is the only thing holding you back from receiving a conversion or purchase from your buyer! Make it stand out, and make the offer tempting.

Take the next step.

WHAT'S THE NEXT LEVEL?

Ok, so you've learned about these key concepts in marketing and how you can apply them to your website...

The next step is ensuring that your message actually makes sense to your audience.

Does your potential customer truly understand your offer or how you help them? Or are you confusing your potential customers with noise and information they don't need?

Getting more customers greatly relies on the ability to **communicate your product or service with clarity**. Clarity means stripping away the noise, and focusing on what's important. We do this by helping you present your customer's **Want**, reminding them of their **Problem**, showing them a **Solution**, helping them envision their **Success**, and to avoid any **Failure**.

This is a powerful formula that will help clarify any business model.

If you feel that you struggle with a confusing message or website, then I encourage you to reach out and set up an appointment to discuss how we can clarify your message. I don't want you to lose any more potential customers to a simple solution!



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