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Internet Marketing

## Increasing Website Conversions through Effective Copy

A Guideline for Content Development



## Introduction

The following information is intended to provide guidance for drafting content for your website that will maximize the **conversion rate** of your site.

Your website should have one or more specific goals for visitors to the site, and a **conversion** is the achievement of one or more of those goals. The following table provides some examples of **conversion goals**.

Type of Business	Example Conversion Goal
Retailer	Purchase a product
Contractor	Contact to discuss the visitor's building plans
Medical information site	Subscribe to a newsletter
Manufacturer with a distribution network	Contact to set an appointment with a dealer
Construction material supplier	Contact for a quote

In order to maximize the chance of reaching our conversion goals, it is important to understand and address the needs of the website visitors - our current or potential customers.

## Customer Profile Creation

When a customer comes to your website he is looking for specific information or he has a specific need. If you are able to address that specific need for them then help them resolve it, you will get the business.

First, we need to classify the people who will visit your website – your prospects and customers. It is usually obvious who many of the visitors will be, based upon the customer segments that you currently serve.

Sometimes we have the opportunity to attract a different customer segment through an effective internet marketing strategy, and we need to make sure that we address the needs of the visitor seeking those services.



Let's say, for example, that you are a homebuilder, but you have all of the people, skills and resources to construct commercial buildings and want to add commercial contracting to your service offerings. In that case, it is likely that the visitor who is seeking someone to build his house will have very different needs than an architect or a developer who is involved in a commercial construction project. Thus, it is important to profile all of those classes of visitors to maximize the conversions for each.

Some ways that you may classify and profile your website visitors are as follows:

- The solution he desires (take a cruise vs. go skiing)
- The problem he is having (broken air conditioner vs. no heat)
- The products or services you offer (design / build vs. project management)
- Geographically (cold climate vs. warm climate clothing)
- Demographically (empty-nesters vs. growing families)
- Where he is in their buying cycle (just looking and need information vs. ready to buy)

## Unique Selling Proposition

A unique selling proposition is a reason why a customer would choose to do business with you over your competitor. When a customer visits your website, he is deciding whether or not to do business with you. It is, therefore, important to display your unique selling proposition so that it is clear and persuasive to the visitor.

When choosing a unique selling proposition, you must consider these three factors.

1. The unique selling proposition is true and you actually can deliver on what you promise.
2. The unique selling proposition separates you from your competitors as they do not offer this feature, or do not do it as well as you do.
3. The unique selling proposition is valued by the customer as something he wants or needs.



### Sample USP's

- Professional advice
- Customer service
- Range of products
- Free installation
- Lowest price
- Best technology
- Warranty/Maintenance
- Durability
- Long lasting
- Safety features

### Sales Conversion Path

Once we have a good understanding of who is coming to your website and how to attract their attention, the best way to sell to that person is to show them that you understand their need and then explain how you can help them fix their problem.

The pages on the website should be designed to take each profiled customer through his own path where he is provided with all of the information that he needs to make a decision. Not every profile will need to look at the same information so it is important to organize it in a way that he can choose what information he wants to look at. One effective technique is to develop a page for each customer classification that specifically addresses the needs of that class and our unique selling proposition to meet his needs.

When showing that you can meet his needs it is best to describe the benefits that he will receive before you talk about the features of your product or service. The customer cares more about the benefits that he will receive than anything else.

It is important to make your text easy to follow through scanning. Some people will not read paragraphs - instead he will scan to find the information that he is looking for. Elements like bulleted and bolded text will help them to spot and absorb the important information as he scans the text.

Next we can address the other information that a customer classification may need, such as:

- A gallery of example projects
- A catalogue of specific products
- Detailed technical information
- Warranty
- Price
- How fast their problem can be fixed



- Testimonials
- Case studies
- Client list

One technique that can be very effective is to construct a page for each customer classification that addresses their needs and your unique selling proposition for meeting those needs. It then provides links to other pages that provide additional relevant information.

Some or all of those pages will also be relevant to other classifications of customers, so using the technique of linking the classification-specific page to other informational pages enables you to direct each customer to the information that is important to him, while avoiding redundant or duplicate content.

## Calls to Action / Unique Offers

Once you have proven to a prospect that you have the ability to solve his need, he is most likely looking for the next step. In all forms of advertising, the most effective ads have a call to action. A call to action is a reason for the customer to act now rather than putting it off for later.

If you do not tell your customer what the next step is, he will most likely not do it. Every page needs a call to action, even if it is just directing them to the next page that he should look at.

The first and most important call to action is a phone number. If the purpose of the website is to get customers to call, then the phone number should be visible on every page.

Other calls to action should tell the customer what he should look at next or what he should do to conduct business with you.

Sample calls to action might be:

- Call before July 31<sup>st</sup> to get a quote on your basement waterproofing solution and we will give you a \$100.00 discount. (444) 555-5555
- Call us or send an email to set an appointment for a free consultation (with a link to the Contact Us page).
- Click here to view a gallery of our renovation projects.



## Customer Profile Worksheet

The Customer Profile Worksheet helps to define each customer classification so that we write more effective copy. Please call if you would like to discuss the information above or if you would like some help in completing the worksheet.