

20 POWERFUL WEBSITE TIPS FOR HIGHER CONVERSION.



Nice to meet you !

About Frogbid

Building a website is one of the first and most important steps in starting a new business venture. Your website is essentially the online home of your business. It's a place where you can showcase your products and services and freely communicate with your customers without the burdensome constraints of social media platforms.

Since you're building a website for your business, your needs will differ slightly from other websites. Dealerlib will help you on developing the higher conversion website building. And give you the additional recommendations to help you create the best website for your business.



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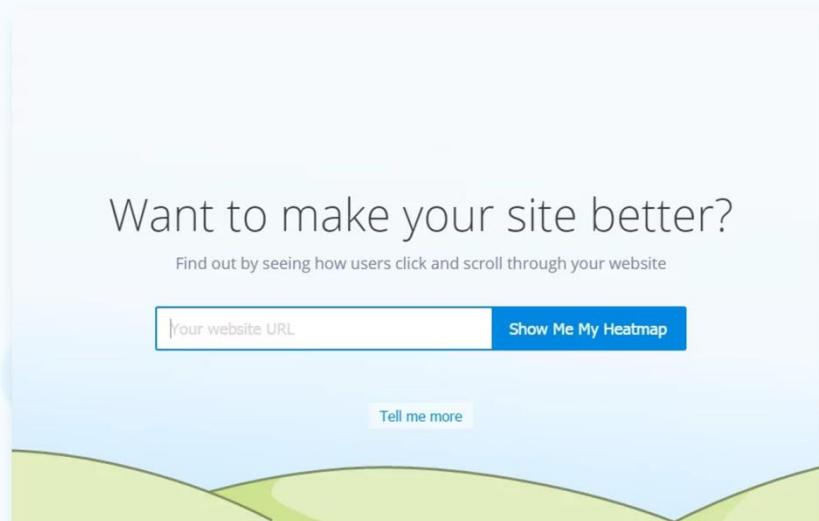
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01

Clear Value Proposition

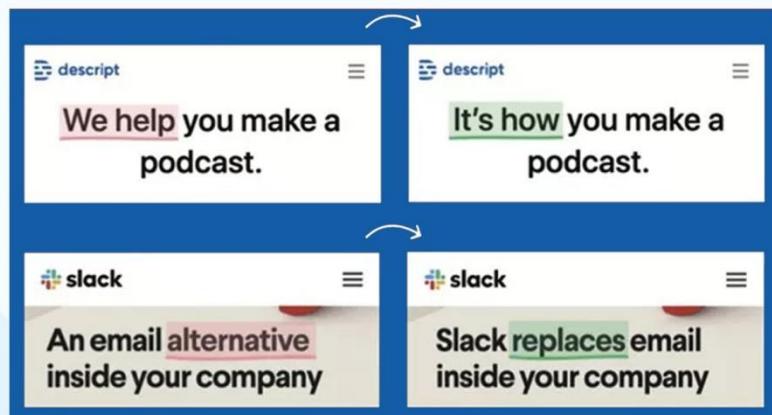


A clear value proposition is a short and compelling summary of the primary benefit that you offer to your prospects.

The attention span of a typical visitor is lower than a goldfish. So you should start talking about your visitor's pain point and your offer in the very first phrase.

02

Top Value proposition tips

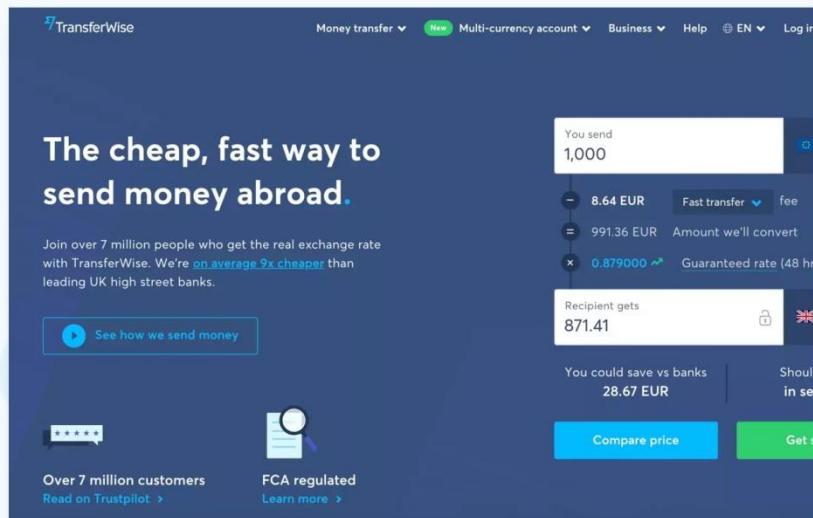


Here are our top value proposition tips:

01. Focus on your strongest benefit and feature.
02. Generate interest in your business in 4–6 words.
03. Talk less about the product and more about its value.
04. Try to emphasize the emotional benefit.
05. Calls to action are great, calls to value are better.
06. Don't overdo, people love genuine lines.
07. Be casual in your tone and address your reader directly.
08. Make it sound more human and humorous.
09. Make it memorable rather than likable.
10. Be clear, don't complicate the originality of your business.

03

Visual Focus

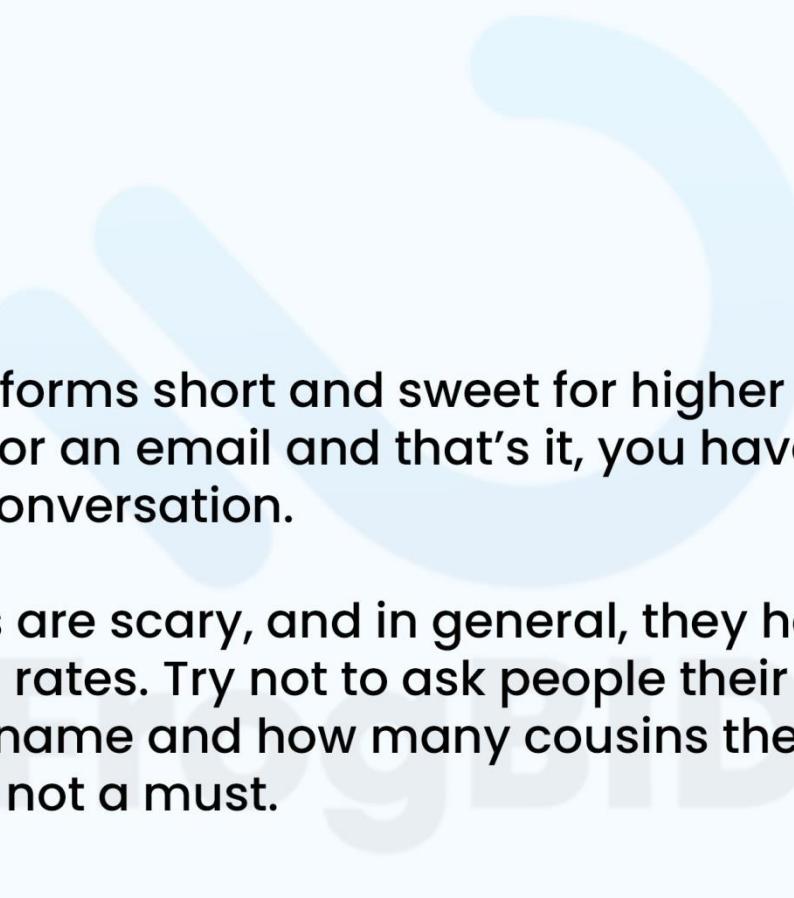


The background image is the first visual your visitors see. It's a precious element, it would be a shame to waste it with a static image.

You can match this visual with your value proposition to empower your message and grab your visitor's attention.

04

Short forms

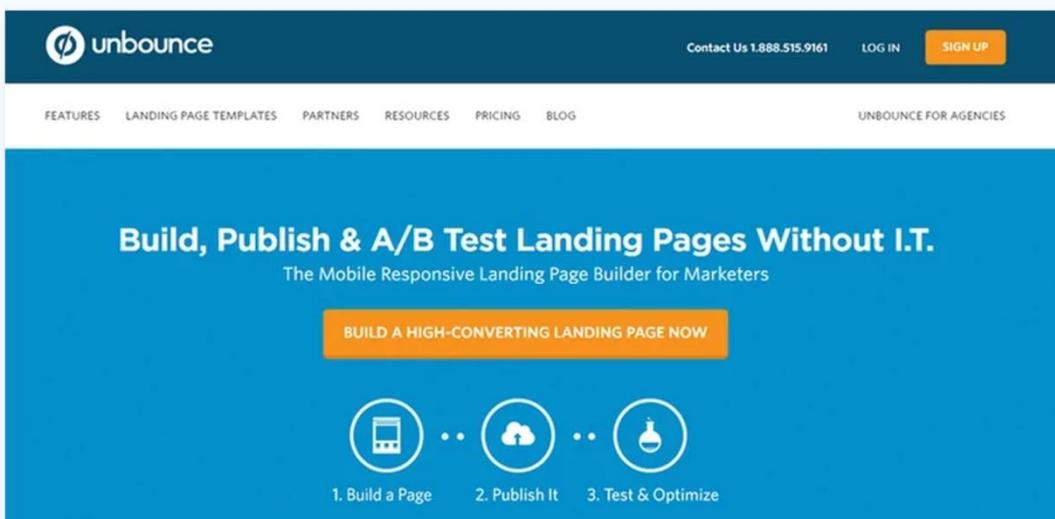


Make your forms short and sweet for higher conversion rates. Ask for an email and that's it, you have everything to start a conversation.

Long forms are scary, and in general, they have lower conversion rates. Try not to ask people their company, city, dog's name and how many cousins they have, as long as it's not a must.

05

Call to actions



Right after you talk about their pain points and present your offer, call your visitors for action. Their attention span is short, so you should show the next step before they leave the page.

Avoid: "Click here" or "Contact us."

As an example use: "Start building a landing page". Or do it like Unbounce and make it more attractive and write "Build a high-converting landing page now"

06

Add dynamic CTAs

When you do create lead magnets for your business, make sure you have enough call to actions (CTAs). Add relevant popups and exit intents whenever possible and relevant.

A CTA is a button or text that encourages your audience to take the action you desire from them. It's usually a command that tells visitors what they should do next.

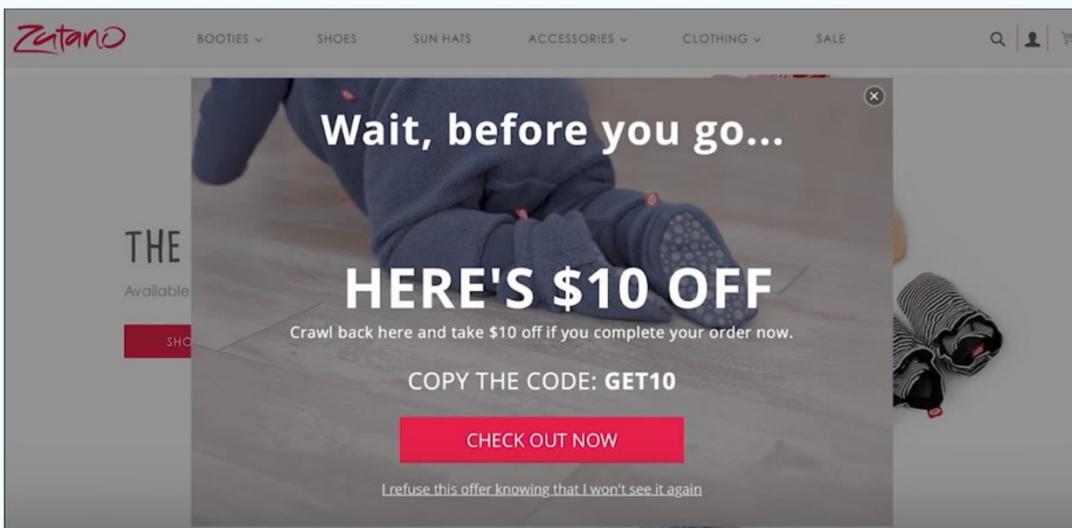
Some great examples of lead capture through CTAs are:

1. Linking your article,
2. Adding a download link to your ebook,
3. Asking them to schedule a call with you

You can shamelessly decorate your pages with CTAs, so don't hesitate to use more than one. A lead capture page/ landing page without a CTA is like a samurai without a word. However, a samurai would need max 2 swords, one for each hand. Accordingly, only use CTAs that are relevant to specific webpages

07

Exit-intent popup



Exit-intent popups are popups that website visitors see when they attempt to leave a particular lead capture page/landing page. Its purpose is to grab the visitors' attention when they are about to close the lead page.

Exit-intent popups sometimes include attractive bonuses, discount codes / other incentives to make the visitor stay for longer. Try to understand the reason why people are leaving and provide them with a reason to stay or at least leave their details in the lead capture form.

08

Make it personalized

Browse platforms like Reddit, Quora and specific forums to find out how your target audience speaks and writes. Then try to talk their language on your landing page.

For example: If your potential customers are millennials, you can use “gimme” instead of “give me” to make them feel like they’re talking with a friend.

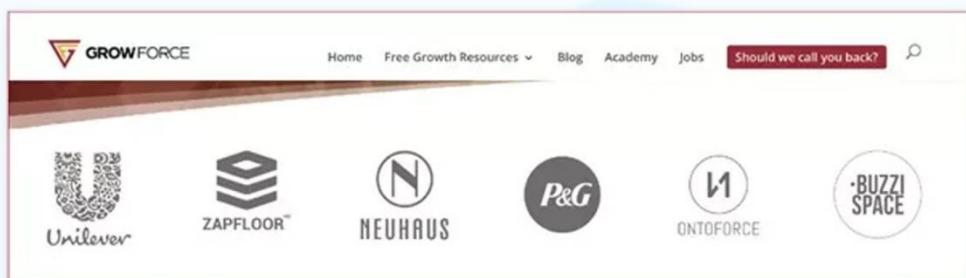
They’ll easily choose a friend over your competitors.

Note: Never use complicated words when there is a simple alternative.

Try to keep your copy at the elementary level, it’s easier for the brain to understand even when it’s educated.

09

Show Social Proof



Ninety-two percent (92%) of people check reviews before buying from a new business. People want to know whether the company they are buying from is capable of delivering. Be proactive to showcase your work to your clients before they ask for it themselves.

The logic is simple. If you're already working with big names in your industry, your prospects will see you as a credible resource. And eventually, social proof signals comfort your potential leads and help you close them faster.

10

Deploy Chatbot or Live Customer Support

Chatbot and customer support became almost compulsory for SaaS products. Without exception, every SaaS website has a chatbot, and they have it for a reason(s).

Chatbots increase conversion, customer happiness and offer many more other advantages. They are your 24/7 customer support or help people to find what they're looking for. And if you can build a smart one, it can even help you sell your SaaS product.

The major reason people bounce on websites is that they don't find what they are looking for. So, empathize and understand what your visitors are looking for and optimize your chatbot accordingly to get the best results.

Leverage constraints: 1:1 attention ratio

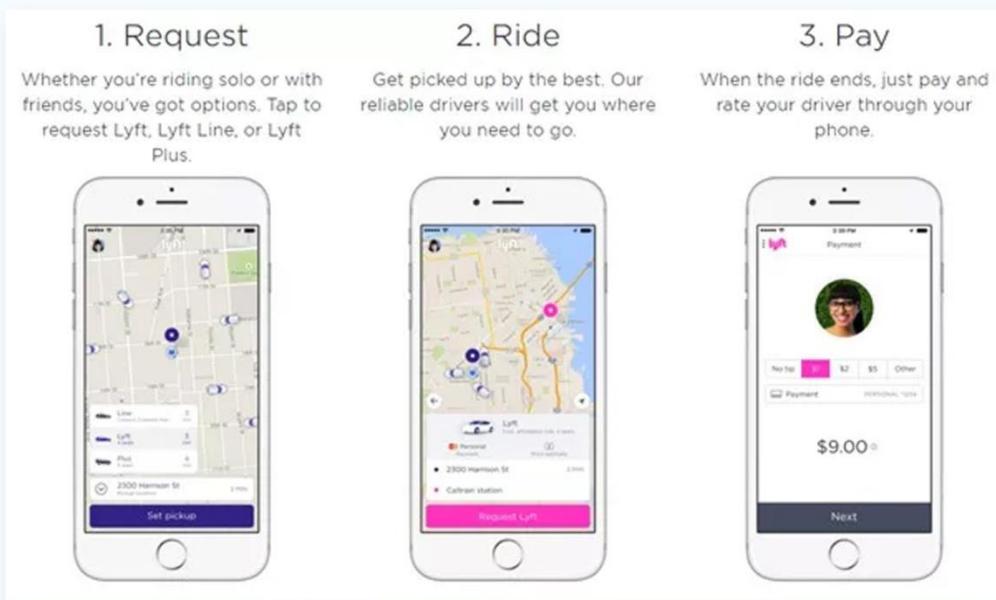


Attention is the only currency you have. And you need to guide that attention to your offer, only. So you should get rid of all clickables, navigation elements, search bar, and the rest of the potential distractions.

Once upon a time, there were 22 clickables on Tentoo's (one of our favorite customer) landing page.

12

Show all the steps to help your visitors



Even the most straightforward product needs a step-by-step explanation because these steps give your visitors a sense of security. Think of it as you're placing stepping stones to help them cross the river of doubt.

Don't use more than five or six steps. Otherwise, you may accidentally make it seem harder instead of helping them.

13

Use bullet points to show your features

Crowded paragraph

With landing page software X, you can easily design your landing page using templates and drag-and drop features, so no coding skill is needed. Also, you can A/B test & connect your landing pages to your favorite marketing tools to get the best out of it. If you have any problems, our customer support is on the line to help you, 24/7.

Bullet points With X:

1. No coding skills required.
2. Design easily with a drag-and-drop feature.
3. Use 100+ templates
4. A/B test to find out what works best for you.
5. Connect X with your favorite marketing tools.
6. 7/24 fast online support.

See, the first one is crowded and boring and the second one reads effortlessly. You know what is even better than that ? Transforming the features to benefits. To do this, you can sort all of your features and try to squeeze emotional benefits from each.

14

Make sure you have more followers and connections



As superficial as it sounds, people actually check which connections and how many followers your company profile has on social media. The more followers you have, the more popular you appear. And guess what? Indeed, the more effective your growth business optimization lead generation gets. Fact is that having a huge follower base gives the impression that you must be good at what you do.

15

Secure your Website

Your online visitors don't only read your value proposition, they also notice your level of professionalism. No matter the size or industry of your business, being professional is quintessential for achieving both short- and long-term goals.

These are the top elements visitors base their opinion on:

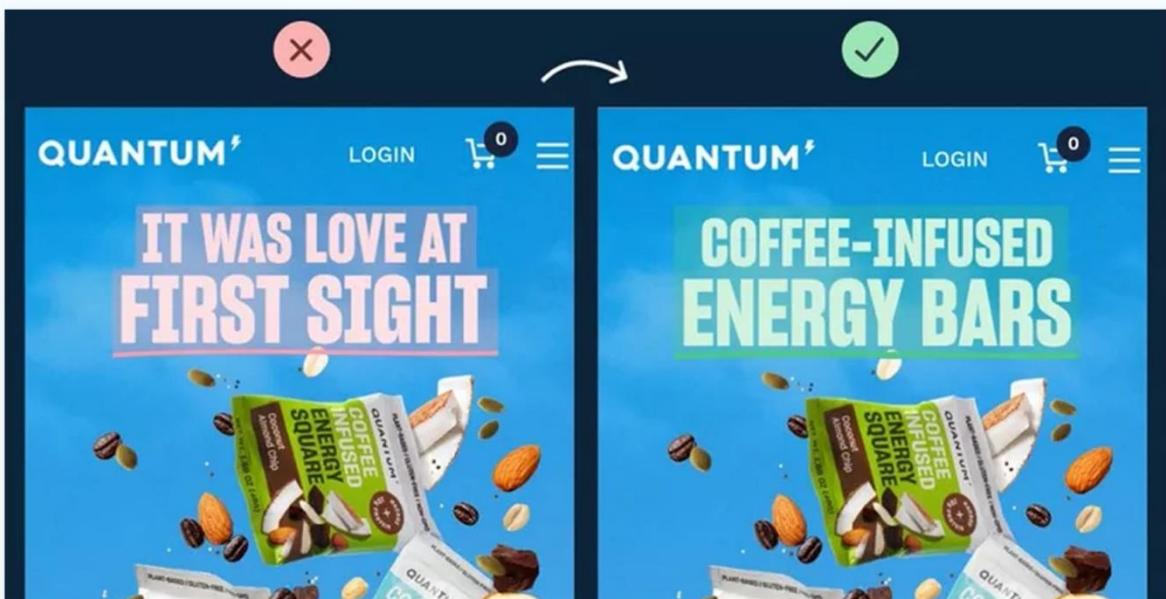
Is the website secure? Visitors are paranoid when it comes to surfing unsafe websites, let alone leaving their email addresses or phone numbers. You might have read articles telling you not to trust websites that don't start with <https://>. If your website URL looks like this

Not Secure — example.com

then forget about growth business optimization lead generation. The very first thing you need to do is get a SSL certificate.

16

Take 5-second test to rate your value proposition



Once you feel confident about your catchy headline and value proposition, try the 5-second test. Adopt your potential) leads' point of view and check out your own company website and profile.

Send a screenshot of your business' website to outsiders and ask them the following questions:

What product or service does this website offer?
What is unique about this product or service?

17

Landing page speed optimization



As page load time goes from:

1s to 3s the probability of bounce **increases 32%**

1s to 5s the probability of bounce **increases 90%**

1s to 6s the probability of bounce **increases 106%**

1s to 10s the probability of bounce **increases 123%**

Here is a fun fact. People are annoyed if your page loads slower than 3 sec and then they bounce. And you'll never see each other again.

The speed of your landing page is a passive component but it's super important for two reasons.

One: As we mentioned, you lost your precious visitors.

Two: It also gives you the upper hand to rank higher on Google search.

You can go here to find out your page speed. Then you can follow the suggestions of Google to make your page faster.

18

Clear communication

Make sure that your visitor immediately knows what he can get (WHAT), how he can get it (HOW) and why he needs it(WHY).

You can map out the structure of your landing page with these three communications pillars. The order can be flexible for each product, but in general, it's like that:

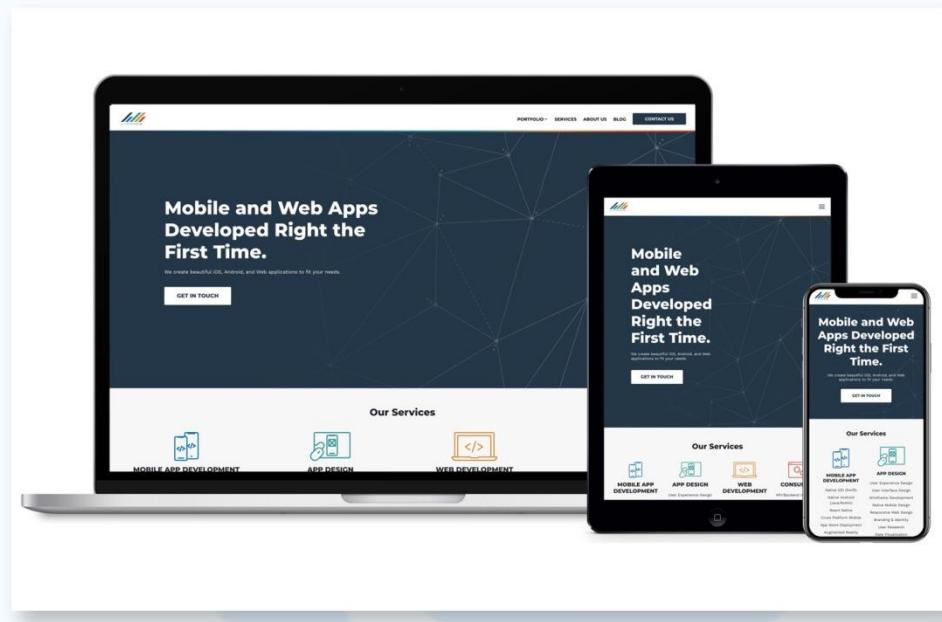
Why? You're embarrassed because you have a sweating problem.

What? Sweat not can help you to get rid of your sweaty palms.

How? You can buy it by clicking the CTA and start using it in three easy steps.

19

Mobile Friendly



If there were a constitution of the landing pages, that would be one of the major laws. Seriously, triple check your landing page and optimize it for your mobile visitors.

20

Bottom Line

You now have our top 19 actionable strategies to optimize your website for maximal conversions. All these strategies are very easy to implement and don't take much time. Try them out for yourself.

If you are still struggling with any of the above or need more strategies feel free to contact: website@frogbid.com

Ready to accelerate your business?

Don't hesitate to get in touch !

"In Our Works, We Take Attention To Every Details To Deliver The Best Service To Our Customers"

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