The art of converting visitors to paying customers

Individual track project S3

Logo

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## Initial Impression of the website

For a business to be successful there is one main aspect that should be paid attention to. Good first impression on the customer’s behalf.

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Precise concise honest

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Everything on the website should look simple. The landing page must provide only the most important *keywords* that the user is looking for. If you show a lot of text the website will look sketchy and that is “Game over”.

It is all about presentation. If the user has not clicked away yet, congratulations!

## Trust

Building trust is very important. We go back to the previous point because *trust* is very closely related with the look of your website. Gaining the user’s trust during the first 5-10 seconds of their stay on your app is the best-case scenario.

I personally would not trust a website that looks like this:

Graphical user interface, text, application

Description automatically generated[[1]](#footnote-1)

## Easy navigation through the website

A lot of people do not like going through a mountain of content just to find the one piece of information they were looking for. There are plenty of methods to ensure easy navigation. One of them is a search bar.

Making the employee look for their thing is tedious. Instead, give it to them. Offer it, they will be pleased.

## Constant help

~~The last thing anyone wants is~~ No one likes getting lost in a website. But sometimes that happens even to the best of us. The easiest solution to that is constantly providing help to the potential customer. Whether that would be in the form of a direct communication with a support team, or tips, guiding you out of the confusion, it is always a good idea to have a backup plan in such cases.

1. <https://amsterdam.craigslist.org/> [↑](#footnote-ref-1)