The art of converting visitors to paying customers

Individual track project S3

Logo

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Student name: Kristian Kolev

Student number: 4154738

Class: S3-CB04

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## Initial Impression of the website

One of the most important parts of having a business is the first impression on the customer’s behalf. Not everything, but a lot of things depend on it.

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 just 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

In my opinion, building the trust 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

Let’s face it, 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 getting lost in a website. But sometimes that happens 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)