



**Lucky
Night**

5 Simple Steps to **Improving Website Conversions**

Website Conversions Quick Guide



What Does it Mean?

Website Conversions simply mean the amount of people who go from viewers to buyers through your website. If your site gets 100 hits per month, and 2 of those people end up buying something from your site, that means you have a conversion rate of 2%.

It is possible to improve the number of buyers by increasing traffic to your page (2% of 10,000 is more than 2% of 100 after all) but using the tips presented in this guide will prove to be much more effective long term.

High website traffic is all well and good, but without a good strategy in place you'll still only convert a very very small percentage of your visitors. We recommend doing these 5 things first, and then working on increasing traffic to your website later.

How to Measure?

In order to improve your conversion rate, you have to get to know current numbers. You can do this using web analytics software like Google Analytics.

You'll need to make a decision on the types of conversions you want to track and boost. For example, are you more interested in gaining more enquiries or making more web sales? Maybe there's an e-book you want visitors to download? Whatever it is, you'll need to be clear in order to see to see results.

General website numbers to look out for include bounce rate (if this is high, it's likely your design or messaging needs work) average page views (the more the better) session duration (too short is bad, too long could mean people getting stuck) and traffic sources (where your visitors are coming from).

Web & Analytics Glossary

Average page views - average amount of pages of your site visitors view

Backlinks - your website being linked on another site eg. when you do a guest blog or a product gets featured

Bounce rate - the % of users that leave your site after only visiting one page - can be a sign of poor design or weak/confusing messaging

Exit pages - which page do most users leave from, should be end of a journey

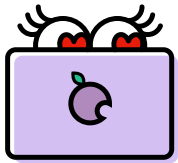
Session duration - how long on average do users spend on your site

Traffic - amount of visitors to your site on a daily/weekly/monthly basis

Traffic sources - where on the web visitors are coming from eg. Google, social media channels or other sites

Device sources - what devices your visitors are using to view your site

Offer Solutions to Your Audience's Problems



Deeply Understand Your Ideal Customer

The key to building an irresistible offer suite is to understand your target audience on a deep and meaningful level. Understanding what makes them tick and how they like to manage their lives means you can foresee potential problems and position your products/services to solve them.

The best way to get to know your ideal customers is to ask them. Do some deep research work into who they are, find people who fit your profile and listen openly to what they tell you in order to build a detailed persona. This can be via research questionnaires or just research on social channels etc.



Research the Problems & Barriers They're Facing

Now that you have a well-researched 'ideal customer avatar' you can research struggles they may be having that your services solve.

The best research involves targeted questions & conversations with the right people - but avoid using this as an excuse to pitch. Instead, listen out for themes and barriers that come up often within your target audience group.

This is a great time to think about what these customers may see as 'barriers to entry'. Is your pricing likely to be a barrier? Or your timescale? Think about how you'll overcome those objections.



Offer Solutions to Those Problems With Your Offers

With a solid idea of your customers pain points and their potential objections, it's time to shape and build your offers. You know the problem you are solving and how you are solving it, and you understand the possible objections that may come up.

Be sure to write copy from your customers point of view, and show through your offers that you understand and empathise with their struggles. Get in front of objections over pricing, turnaround times etc by demonstrating the value your offer will provide. Being crystal clear about how & why your services will help is absolutely key.

Build Out a Suite of Low to High Ticket Offers

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Offer a Low-Risk, High-Value Entry Point

It's very rare that people make life changing decisions overnight or on a whim. This means that if you're offering a valuable asset, your potential customers are likely going to need time to build trust and assess whether you're the right fit for them.

Get potential customers into your user journey with a low-risk, high-value asset like a free downloadable resource or a cheap e-book. Not only does this help build your credibility, but also gives you access to this person's contact information so you can build a relationship & provide solutions to their problems with your range of offers.



Gather Contact Info & Nurture with Useful Info

Ideally, your low-ticket offer or freebie will have convinced your potential customer to sign up to your email list. This means you can now market your offer suite in a very personal, effective way. Remember to always centre your customer as the main character of your marketing, you are simply there to guide them towards a solution (your services).

It's so important to use email marketing ethically and responsibly. You want every subscriber to respect you and value your content if they're ever going to buy, so be respectful of their inboxes! Always give more than you take in terms of value - really spread it around.



Raise Awareness of Your Other Helpful Offers

You have a subscriber list full of potential dream customers, and you're using your marketing channels to regularly provide useful content to them. Our customers aren't psychic though, so it's important to actually ask for the sale. Make sure your customers know exactly what you're offering & how it will improve their lives.

Finding a balance between helpful nurturing content and asking for the sale is a balance - and one that's different for every business. Selling doesn't always feel natural, but it should never feel icky or wrong. If it does, ask yourself why and adjust the balance.

Make Your Offer Obvious & Present It Often



Decide Which Offers to Present – When & Where

In an ideal world, your business will have a range of lower and higher commitment offers for every stage of your buyer journey. This means you can win and retain more customers that aren't 100% certain at time of entry, but can be persuaded over time.

Get to grips with where your customer enters your user journey and how & when to present your services for maximum conversion opportunities. Remember, this isn't about 'making sales' it's about providing value to your customers. Be authentic & helpful at every stage, and more of your customers will trust you and spend down the line.



Give Your Audience Plenty of Opportunities

Again, this is all about balancing useful content with actually making a sale. Your website and social media channels should be full of CTAs (calls to action) that are relevant and useful to your audience. Every time your audience sees a post or web page from you, they should have the opportunity to take action – whatever that action may be.

On your website, ensure you have a clear CTA in the top right in your navigation as well as in your main banner image/section. Stick to one or two main CTAs (book an enquiry and buy now for example) per page so as not to overwhelm your user.



Opt for Clarity when Creating Buttons & Forms

Fantastic – your customer has made the decision to buy/sign up/enquire. You need to ensure this process is as easy as possible for them at this stage to avoid them bouncing and giving up.

Make sure all CTAs are clear and concise so your user knows exactly what you want them to do and how to do it. 'Book a Consultation' is clearer than 'Contact Us' and 'Shop Now' is more direct than 'Learn More' so be mindful of wording.

Lose any unnecessary forms in fields and any complex wording on buttons to make your customers life as easy as possible at this early stage.

Opt For High Contrasting Brand Colours

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No Need to Buy Into Green Buttons Better Than Red etc

Colour theory plays a huge part in the success of CTAs and buyer journeys, but the most important aspect is colour contrast. Don't worry too much about using a certain shade of green or whether red feels too 'forbidden' at this stage of the design process. Instead, ensure all colours are easily recognisable as your branding and that contrast levels are kept high.

A/B testing between different colours & styles can come later, once you have a solid conversion foundation. This is when your systems can be refined in order to boost your conversion rate by a few percent. Keep it simple for now.



Use Appropriate Brand Colours with High Contrast

Consistent branding is a crucial part of the trust-building process. If your visuals and marketing materials are always green and white, but you suddenly decide to opt for pink buttons when you want people to pay up, things are going to start feeling a little fishy.

Stay consistent with your branding and make sensible contrast choices. Don't put a purple button on a blue background, as your all-important CTA risks being missed completely. Form fields should be easy to read and fill out, and buttons should stand out on the page. CTAs on social profiles should be styled to make maximum impact.



Make Text Elements Strong and Readable

Never opt for style over accessibility. Remember, the aim is to make entry into your user journey as easy as possible for *everyone*. What good is a perfectly crafted 'Download Now' button if no one can read the orange text on yellow background? Buttons tend to be quite small so make text as clear and easy to read as possible.

The same goes for forms, you can't expect people to fill out an enquiry if they can't see what you're asking them to do. Very light grey on white may look stylish and luxurious, but you'll be missing out on potential clients if you don't make your site accessible.

Strengthen Your Website User Journey

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Map Out Actions You Want Your Customer to Take

We've talked about user journeys throughout this guide, but understanding your entry points and how/why customers join them will make boosting your website conversions a piece of cake.

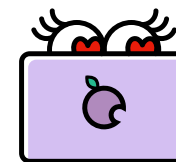
Draw a plan of where you want your customers to eventually get to - this could be enrollment on your course or purchase of your product - and how you intend to get them there. How will you convince them to join? Which of your products works best as a first-buy? How will you communicate with customers at each stage? Plan out your customers route through each stage of your business for maximum retention.



Create Clearly Defined Steps and Sections of Your Site

Once you understand the journey your customer takes from curious > low-risk buyer > committed superfan, you can plan out your website in clearly defined sections and steps.

You should offer plenty of CTAs as a rule anyway, but knowing how to diversify your offers throughout your site can take some skill. Your homepage should focus on low-risk offers (preferably freebies) as that's where newbies tend to end up. Your blogs and articles can advertise more specific offers linked to the content, and social media is a great place to juggle different things. Use your analytics to make informed decisions.

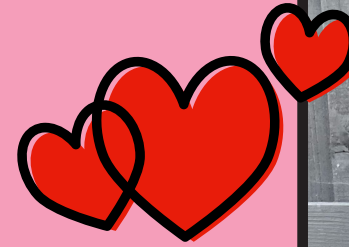


Get Your Copy and Visuals Optimised for Conversion

It's all well and good knowing in your own brain how amazing your services are. But how well are you translating those offerings to the page (or screen)? Does your copy do a good job of captivating and convincing your potential customers to buy?

Same question for visuals. Are you actually answering your customers' queries and concerns with your imagery or are you just showing off the elements you're personally most proud of? If you've got a strong user journey & intentional CTAs but still not seeing conversions, it may be time to outsource your sales copy and visuals.

We hope you found this free conversion guide super useful!



We're certain that implementing these 5 steps will take you one step closer to a website that:

- Provides an irresistible offer for buyers at any stage
- Makes it clear what you sell & the problems you solve
- Easily converts your dream customers to buyers

If this all feels like a bit too much work with everything else you have going on, **book a free 30 minute consultation with us**. We can create a website for you that fulfils all these requirements without you having to lift a finger. Dreamy eh?

If you have any questions or would like to discuss outsourcing your web design, strategy or branding then drop us an email at hiya@luckynightstudio.co.uk or visit www.luckynightstudio.co.uk

Thanks for reading!

Lucky Night



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