How to get users to convert

VENDOR ONLINE MARKETPLACE

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1. How to get traffic to your website

a. Effective marketing and media presence

Having an online presence that extends beyond your own domain can be a great way of getting users attention. Maintaining accounts on websites like Facebook, Instagram or Twitter can help your brand extend and connect easier with users.
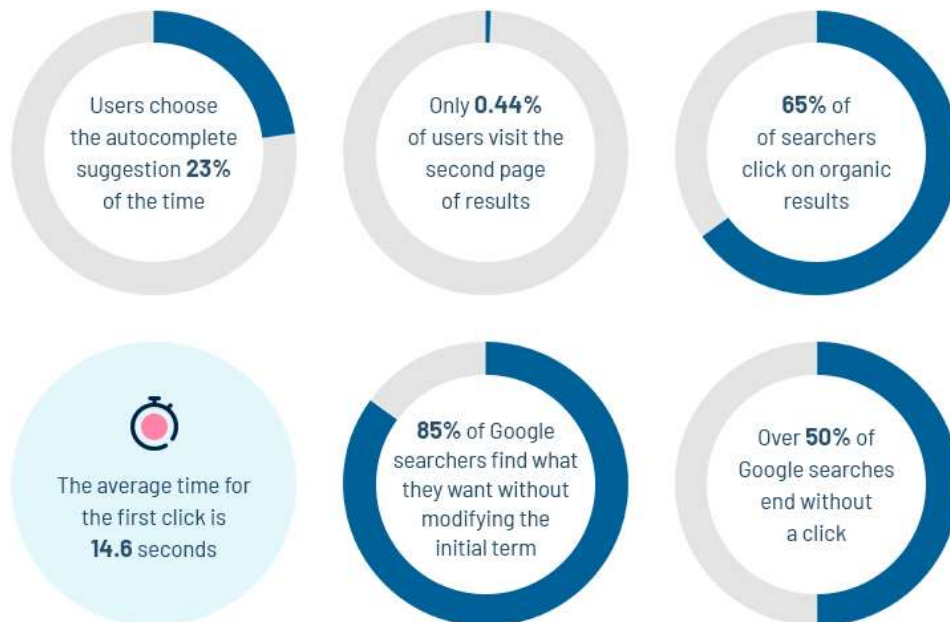
The more personal the account and the posts on the account feel the more interested the users will be in checking out your product.

Making use of advertisements can also greatly contribute to the number of clicks you get, but marketing can be a really difficult task depending on the demographic you focus on.

b. Making use of search engines

Whenever anyone is looking for something on the internet, these days, they will use a search engine like Google or Bing. Making sure you appear on the top of the search results of these searches is a very effective way of driving traffic to your website. People very rarely click on the second link of the first page on Google and almost never go to the second page.

Google Search User Behavior

Users choose the autocomplete suggestion **23%** of the time

Only **0.44%** of users visit the second page of results

65% of of searchers click on organic results

The average time for the first click is **14.6** seconds

85% of Google searchers find what they want without modifying the initial term

Over **50%** of Google searches end without a click

99FIRMS.COM

Sources: Backlinko, SingleGrain

2. How to get users to convert

a. First impressions

Giving your customers a good first impression is very important to getting someone interested in your product. Making a good-looking and easy to navigate website and homepage is a great way to getting some one's attention and interest.

b. Building trust

For people to want to use a service or website, they must believe it is trustworthy and safe. Allowing a website to access your data is a big deal and internet users are becoming more and more aware of this fact. For this reason, having a website that looks professional, is secured, and has a reputable name are important steps to "seducing" a customer.

c. Website is easy to navigate

Any person, of any age and from any background could stumble onto your website trying to use it, because of this it is important that navigating your website is as easy and as smooth as possible.

No one will be willing to put up with clunky menus and long waiting times to get something they could much easily get from your competitors.

d. Make it easy

Having a lot of loops you need to jump through to give away your money never feels good. Simplify the process. If the buyer sees something they like they should be able to get it as quickly and easily as possible.

Giving people multiple options is important.

e. Discounts and offers

Adding little incentives to buying or ordering something will give customers a good impression of your services. Having a 10% discount on the first item ordered or free shipping if they have a coupon will make people more willing to use your product in the future as well.

3. References

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