

# SEM Coaching 57

# Boost Website Conversions Using Live Chat



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# Introduction

- Websites by default do not offer ‘live’ interaction with online visitors
- ‘Missed opportunities’ occur when online visitors are not able to seek clarification on your offer – as most will not take action and leave the website when in doubt
- Live chat is also a great tool to support existing customers – and double up as an instant ‘help desk’
- The solution is to implement a ‘live chat’ system to engage online visitors while they are on the website – in real-time
- In this training, we explore several of these systems and also strategies to boost conversions and sales.

## Live Chat Options - FREE



# Zopim.com

The screenshot shows the Zopim homepage. At the top, there's a navigation bar with links for Login, Help, English, Contact us, PRICING, PRODUCT, WHY ZOPIM, and a prominent orange SIGN UP button. The main headline reads "Talk to your customers in real-time" followed by a subtext: "Live chat is a faster and more personal way for you to engage your customers." Below this is a large orange "TRY ZOPIM" button with the text "Free for 14 days. No credit card required." To the right, there's a graphic of a person's head and shoulders with a blue and white striped pattern. A small window titled "zopimchat" shows a cartoon character with glasses and the text "We're Online!". A text input field with the placeholder "Type your message here" and a send arrow icon are also visible.

# ClickDesk.com



The screenshot shows the ClickDesk.com homepage. At the top, there's a navigation bar with the ClickDesk logo, Pricing, Features, Integrations & Plugins, Blog, a green "Get Started" button, and a Log In link. The main heading is "Increase Sales & Conversions with ClickDesk". Below it is a sub-headline: "Live Chat, Help Desk, Video & VoIP, and Web Analytics Combo Software". A prominent green button with white text says "Get Started Now" and "Try for FREE". A circular badge on the left side of the screen claims "100,000+ CUSTOMERS" with a five-star rating and the ClickDesk logo. The central part of the page displays a tablet interface showing a live chat session between a user named "David" and another user. David is asking about ClickDesk, and the user is responding. A speech bubble from the user asks "Need Help?". At the bottom right, there's a green button with white text that says "Online - Click here to get help" followed by a plus sign.

## RECOMMENDED Live Chat Option

# LiveChatInc Benefits

- Monitor live chat on desktop, laptop and mobile devices (via mobile app)
- Offer multiple website monitoring and customization
- Simple integration with other platforms like WordPress etc.
- Create pre and post-chat surveys
- Create and track multiple CONVERSIONS & GOALS based on live chat support!
- Create and trigger custom greeting based on specific trigger rules

# LiveChatInc.com

The page features a large speech bubble icon with the word "LiveChat". Navigation links include WHY LIVECHAT, PRICING, CUSTOMERS, SUPPORT, LOGIN, and SIGNUP. A sign-up form for a 30-day trial includes fields for Full name, E-mail, and Password, followed by a "START MY FREE TRIAL" button.

**THE FASTEST WAY TO REACH CUSTOMERS**  
CHAT WITH POTENTIAL CLIENTS IN REAL TIME.

Three circular profile pictures of men are shown, each with a "Chat now" button below it. The third profile picture includes a blue shield graphic with the text "WE are HERE".

# Installing LiveChatInc

The screenshot shows the LiveChatInc dashboard with the 'My website' configuration page selected. On the left sidebar, there are links for Chat window, Agent tools, Channels (My website, Email, Facebook), Chat settings, and Integrations. The main content area displays a red box around the provided JavaScript code:

```
<script type="text/javascript">
var __lc = {};
__lc.license = "REDACTED";
__lc.group = "REDACTED";

(function() {
    var lc = document.createElement('script'); lc.type = 'text/javascript';
    lc.src = ('https:' == document.location.protocol ? 'https://REDACTED' : 'http://REDACTED');
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(lc, s);
})();
</script>
```

Below the code, there's a link to preview the chat window on a sample page. To the right, there's a 'Tutorials' section with links for WORDPRESS, shopify, and many more.

You are currently not accepting chats. Start accepting chats now.

My website

Place this code on **every page of your website** before the </body> tag.

```
<script type="text/javascript">
var __lc = {};
__lc.license = "REDACTED";
__lc.group = "REDACTED";

(function() {
    var lc = document.createElement('script'); lc.type = 'text/javascript';
    lc.src = ('https:' == document.location.protocol ? 'https://REDACTED' : 'http://REDACTED');
    var s = document.getElementsByTagName('script')[0]; s.parentNode.insertBefore(lc, s);
})();
</script>
```

Preview your chat window [on a sample page](#).

**Chat buttons**

Attract more customers to chat using chat buttons.  
Use them on your "Contact" page — that's where your customers need them most.

[Configure chat buttons](#)

You are using the embedded chat window. [Change your window type](#).

# LiveChatInc Features

The screenshot shows the LiveChatInc software interface. At the top, there's a navigation bar with links for Chats, Visitors, Archives, Tickets (6), Agents, Reports, a search icon, a gear icon for settings, a Subscription link, and a user profile for Fabian Lim.

A red banner at the top states: "You are currently not accepting chats. Start accepting chats now."

The main area has a sidebar on the left with the following menu items:

- Chat window** (selected, indicated by a red border)
- Agent tools
- Channels
- Chat settings
- Integrations

The "Chat window" section contains the following sub-options:

- Theme
- Greetings
- Eye-catcher
- Language
- Pre-chat survey
- Post-chat survey
- Queued visitors
- Ticket form

The "Theme" configuration page is displayed in the main content area. It shows a preview of a chat window titled "Welcome to Eumora Free Trial LiveChat". The preview includes a photo of Fabian Lim, his title "CEO", and a message from a client asking about Nike shoes. Below the preview, there are sections for "Pick your theme" (classic and modern styles shown) and "Pick your color" (color picker set to #CF992D). There's also a "Customize using own CSS..." option and an "Advanced window tweaks" section. A large orange "Save changes" button is at the bottom.

# Customised Greetings

Welcome to Eumora Free Trial LiveChat ▼ X

Fabian Lim  
CEO  
Good Good Bad Email

Fabian Lim  
Thank you for your order. Your order will ship within the next 24-48 hours. Is there anything else I can help you with?

Powered by LiveChat

## Your greetings

- Step 1 Greeting OFF
- Step 2 Greeting ON
- Thank You For Your Order ON

Set up more greetings and engage specific visitors to chat.

# Customised Greetings - 2

Welcome to Eumora Free Trial LiveChat ▼ X

Fabian Lim  
CEO  
Good

Fabian Lim  
Thank you for your order. Your order will ship within the next 24-48 hours. Is there anything else I can help you with?

Powered by LiveChat

Name Delete the greeting

Greeting message

Thank you for your order. Your order will ship within the next 24-48 hours. Is there anything else I can help you with?

Display the greeting when:

Current page address contains the string

Time on the website is more than  seconds delete

Add another condition...

Save changes or [cancel](#)

# Questions?