

# A GUIDE TO UNDERSTANDING CONVERSIONS

(Without The Fluff)



# THE GOLDEN RULE



If you do this effectively, everything else will fall into place.

Why?

Once you remove all the fluff and hype around this topic, it all boils down to fulfilling the business goals and making sure the website visitor finds what they are looking for.

That's it. Let's not over-complicate this. This needs to be at the forefront of your decision-making and suggestions.

Most people only approach websites thinking like the usual web designer.

The reason why it's important to follow this rule is because everything else flows from this.

How?

Let's consider that the main goal of a business is to get a free quote or consultation. If you, as the website visitor, come to the site and you struggle to find this action clearly visible, this will be a major thing to change.

Those who are experienced in improving conversions will understand what I'm saying and for those who are more on the newbie side, I don't want to distract you with a lot of examples. It's simple. Don't overcomplicate it.

Let the main business goals should be clearly identifiable and the process should be as simple as possible for the website visitor to complete the action that the business would like to be taken.

Think of the business goals as the "call-to-action".

# FIRST IMPRESSIONS



**You only get one impression online -  
and it's often the last.**

Sometimes the call-to-action can tick all the boxes, but if the site doesn't give the right impression, the website visitor will be less likely to complete it.

What do I mean by "first impression?"

Here are some common things which influence how a business website is perceived:

- Overall website structure/layout
- Easy navigation
- Understandable content
- The right colours
- Clear call-to-actions
- Images and design
- Contact details
- Up to date information/social media profiles

If the website looks like it was created by their 12-year old cousin's best friend's dog - in other words: on a tight budget, then what do you think the prospective customer will think?

They will think this business is struggling for their next \$500 and doesn't have the resources to invest in a quality online presence.

It's human. Think about how this works in restaurants for example.

If you saw a restaurant with a long queue out the door and you saw another restaurant in the opposite direction with no one inside and a sign that says "30% off tonight only", which restaurant would you visit?

I know some would be tempted for the discount, but most would visit the one that everyone else is going to and doesn't seem like it's going out of business.

It's no different with websites and the perception it gives to those who visit it.

Think about this in your own life. How often do you visit a bad website after you felt it didn't do justice?

# IT'S ALL ABOUT FACTS



**Facts don't care about your feelings**

- Ben Shapiro

With everything mentioned earlier, when it comes down to discussing this with potential clients, it might sound like it's just your opinion vs theirs.

At the end of the day, everyone has an opinion, but if it's not backed by facts, then make sure the client knows it's just your personal opinion and not your professional opinion.

Know the basics. Researching things like:

- Video trends
- Landing page improvements
- Colour psychology
- Mobile trends
- eCommerce trends

Will help you be more confident and you can clearly reference this when necessary.

Read up on case studies to see what minor improvements can do to boost sales. You'll be amazed...

Just Google "Amazon 300 million dollar button" and you'll see what I mean 😊

Other things to look at are changing the colour of call-to-action buttons. There are hundreds of case studies on this.

Just Google "CTA color buttons"

# RUN TESTS & IMPROVE

**Every aspect of marketing is entirely useless unless it produces conversions.**

- Jeremy Smith

When it comes to multiple options online, is more always better?



## The Jam Test

A grocery store in the US ran a test over a period of two consecutive Saturdays. Research assistants dressed up as store employees and offered samples of either 24 or 6 flavors of a jam brand.

60% of people stopped to sample the 24 jams, compared to 40% when only 6 flavors were offered.

Now the question is: which group purchased more?

Of the customers who sampled 24 flavors, only 3% purchased, but of the customers who sampled the 6 flavors, 30% made a purchase.

Contrary to popular belief, too many options can make decision making difficult and lead to fewer sales.

You may say, "that's offline and not online though" which of course is 100% correct. The thing to remember here is that it's not about offline vs online, but rather the option of choice.

So, how can this be applied practically online?

Focus on the main links in the navbar. Simplify it around the main actions you'd like the visitor to take.

Simplify any pricing options or unrelated content that distracts the visitor.

# PRICING ANCHOR & BOOST

Pricing psychology can make or break a business

How do you make a \$3,000 watch look like a deal?

Place it next to a \$10,000 watch.



This is called price anchoring.

It's a great and proven method to increase sales significantly if it's done correctly.

W. Poundstone's book, *Priceless*, covers an interesting experiment selling beer.

A group of people were offered 2 kinds of beer: premium beer for \$2.50 and cheaper beer for \$1.80. Around 80% chose the premium beer.

After this test, a third super bargain beer was added as an option for \$1.60 in addition to the previous two. Now 80% bought the \$1.80 beer and the rest bought the \$2.50 beer. Nobody bought the cheapest option.

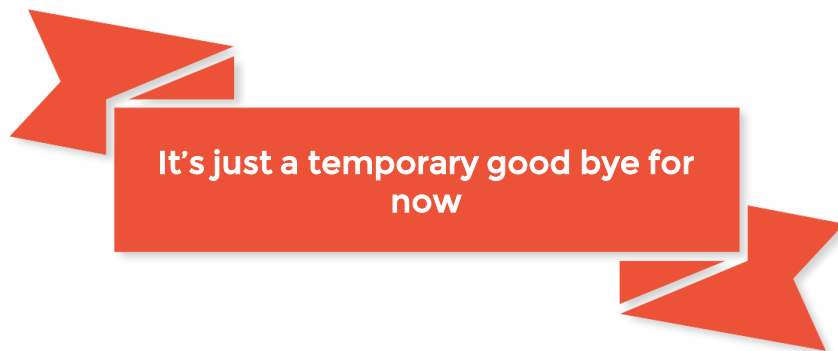
On the third test, they removed the \$1.60 beer and replaced it with a more expensive \$3.40 beer. Most people chose the \$2.50 beer, a small number \$1.80 beer and around 10% opted for the most expensive \$3.40 beer.

**Takeaway:** No pricing should be final. Make obvious changes where necessary, but always run tests to see which does better.

This strategy can be used on client websites whether they sell products or services.

Keep testing and making changes and read up on case studies about this topic to improve your knowledge.

# CONCLUSION & EXAMPLES



To end off, I'll include 5 “real-world” examples of random sites I found online to show you how I would critique it and provide suggestions if necessary.

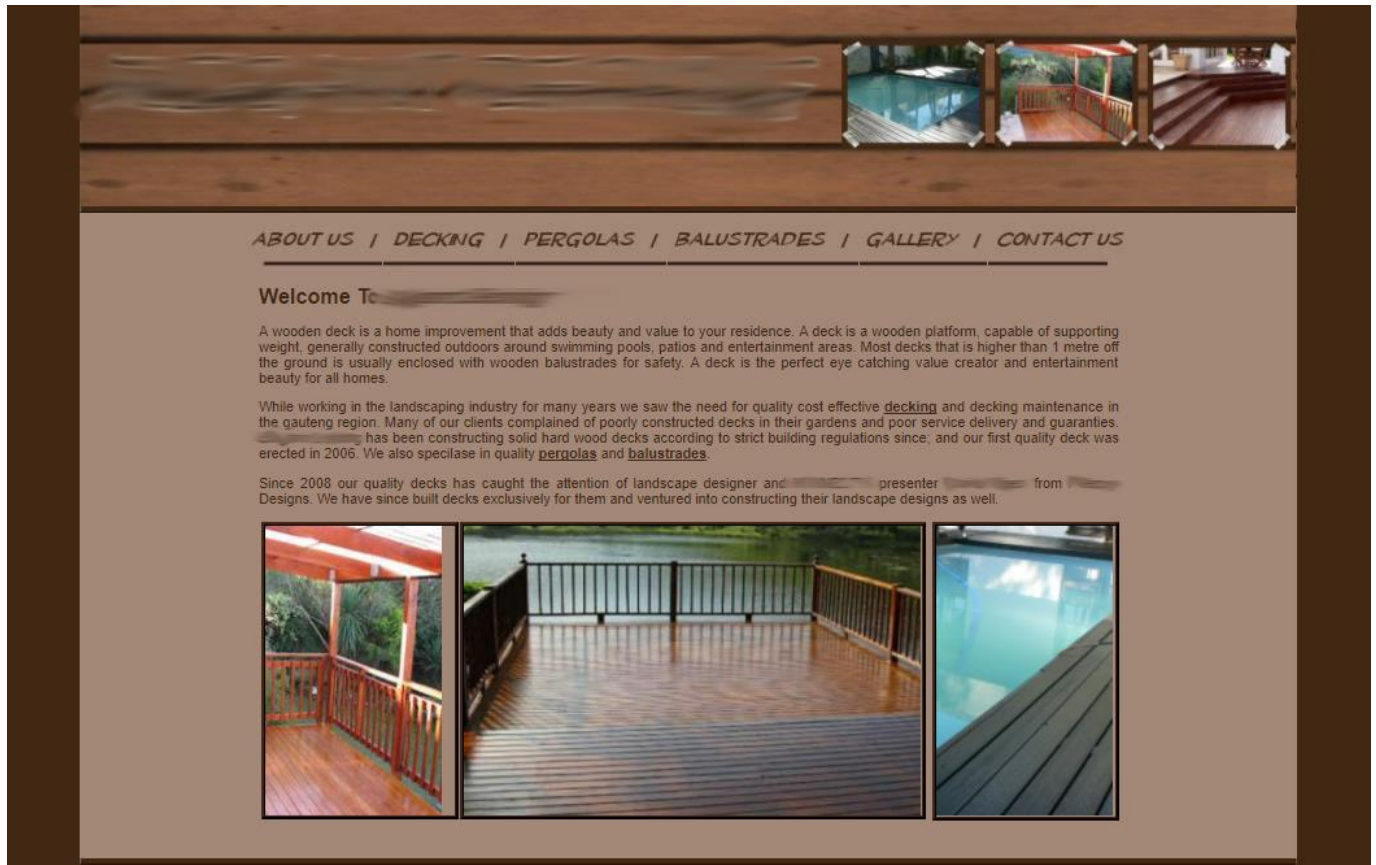
The goal of this guide is to not make you an expert at conversion rate optimization. My goal is just to provide you with practical knowledge and understanding that you can apply in your own way through these fundamentals.

The examples are on the following pages.

Obviously I've blocked out relevant details. The point is not to make them look bad on purpose, but to anonymously show you their errors.

Note: this is very brief and in no way intended to be a detailed overview. The point is to just illustrate how simple it is which will help you in communicating with clients to see obvious errors and potential improvements.

# EXAMPLE #1



This is literally the full home page.

What makes it even worse is the fact that this business is using AdWords for a competitive term like “Deck Installers”.

When someone lands on a home page like this after viewing 3 other well designed websites, what do you think they would do?

Obviously not sign up with this site.

The reason why it's bad is because it's not focused on a CTA (call-to-action).

It's not hard. What should the CTA be in this case?

Easy. Contact Us For A Quote - and this should be a simple form at the bottom of the page asking for the relevant info.

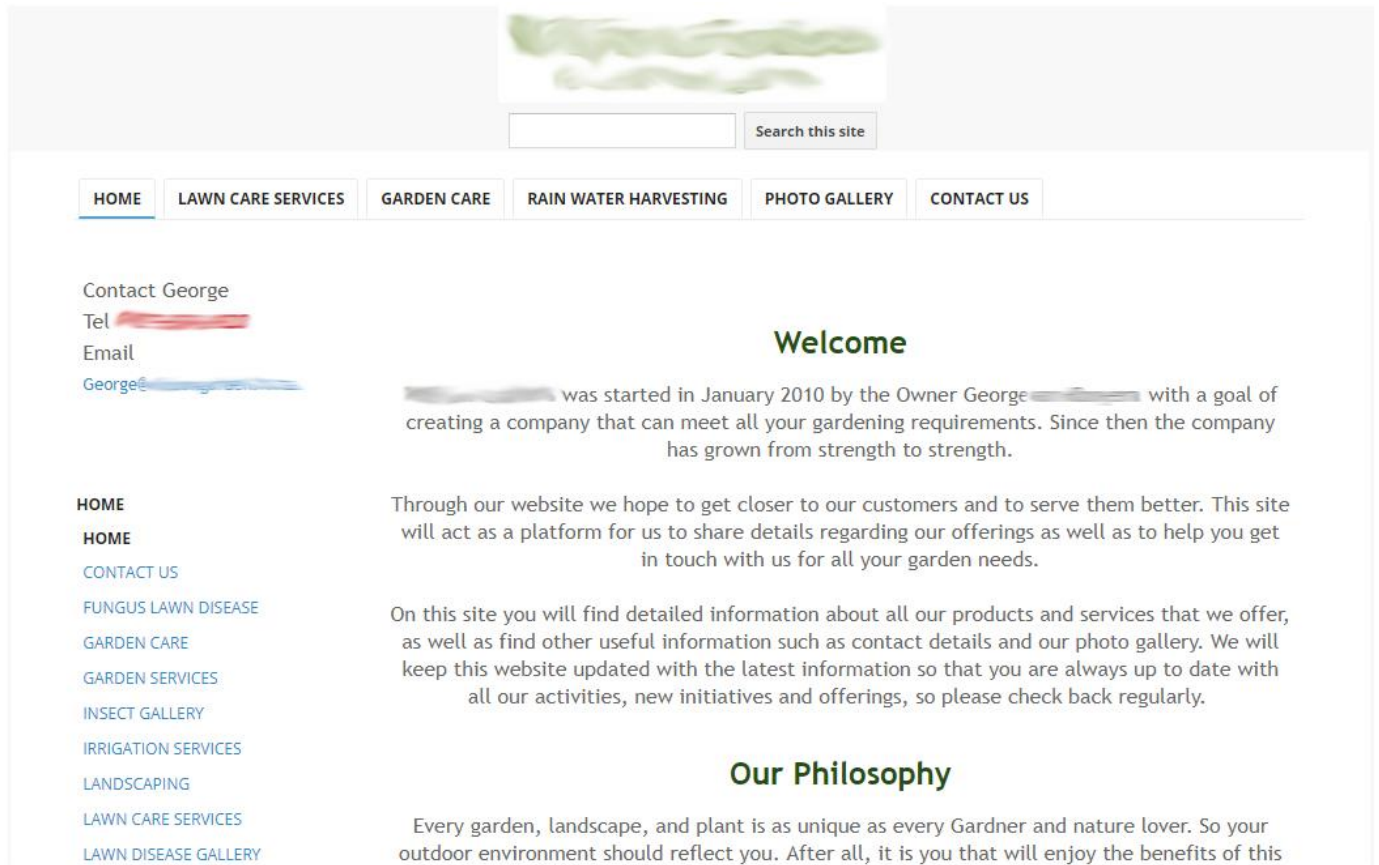
They should have client testimonials and their address and contact number clearly visible.

They don't have a mobile site which makes half their AdWords clicks completely irrelevant and also any other website visitors on their phone.

The colours are fine, but the layout and navigation, fonts as well as the content are bad. It needs major improvements.



# EXAMPLE #2



Another AdWords click. Another waste of money.

Guess what this site does?

Landscaping. That's what the ad was about.

Does it look like a landscaping website to you?

Can you see some nice professional images and client testimonials and a request a quote form?

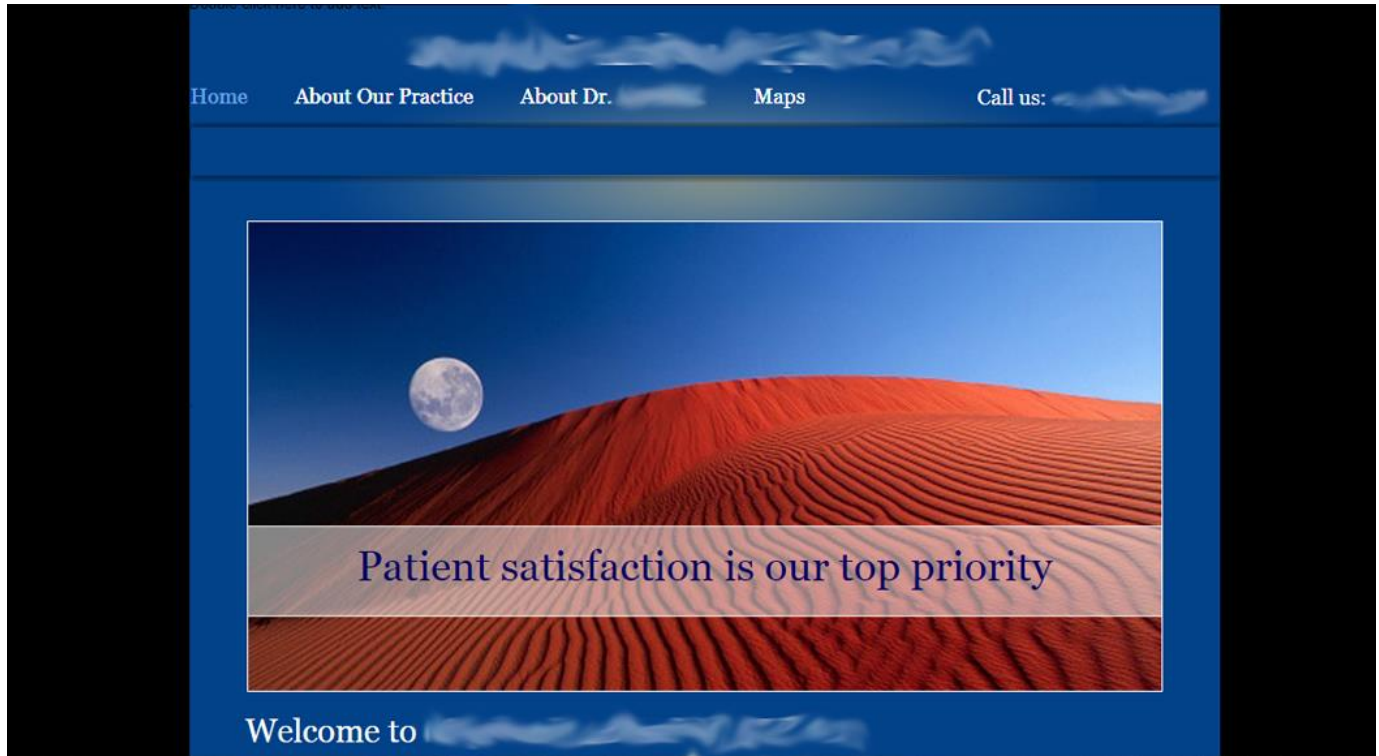
Nothing...

This is one of those sad cases where the owner seems very sincere in their business dealings, but because of this website, they will struggle to land consistent clients.

I'm not being rude, I'm just be honest.

In fact, I just emailed George to ask him to improve it. I don't like seeing people lose money like that.

# EXAMPLE #3



“cardiologist new york” on AdWords again.

What is your honest first impression?

Although this doctor does list services underneath this, it's really designed badly.

The only good thing is that there is a clear and visible contact number at the top right.

Everything else is literally worse than average.

The colour theme should be white, blue and red for CTA's. It would work much better for this medical-themed website.

Also, the images need a big update. Images of patients or models and the practice itself will be beneficial to the overall appearance.

A helpful “request a booking” form would be perfect as one of the first things you see.

A blog would also be ideal to showcase their expertise and to create more trust.

# EXAMPLE #4

[Home ▾](#)[Restaurant ▾](#)[Drinks ▾](#)[Beauty and Super Spa ▾](#)[Functions](#)[Contact / Bookings](#)[Feedback](#)

## Restaurant

### Operating hours

Closed on Mondays.

Tuesday to Saturday 11.00am - 10.30pm

Sundays 11.00am-5pm

Make a booking now on [\[redacted\]](#) or

Call the Restaurant manager on [\[redacted\]](#)

I know you must think I am pulling a prank on you, but this is really how bad websites are nowadays. I'm not even trying hard to find them.

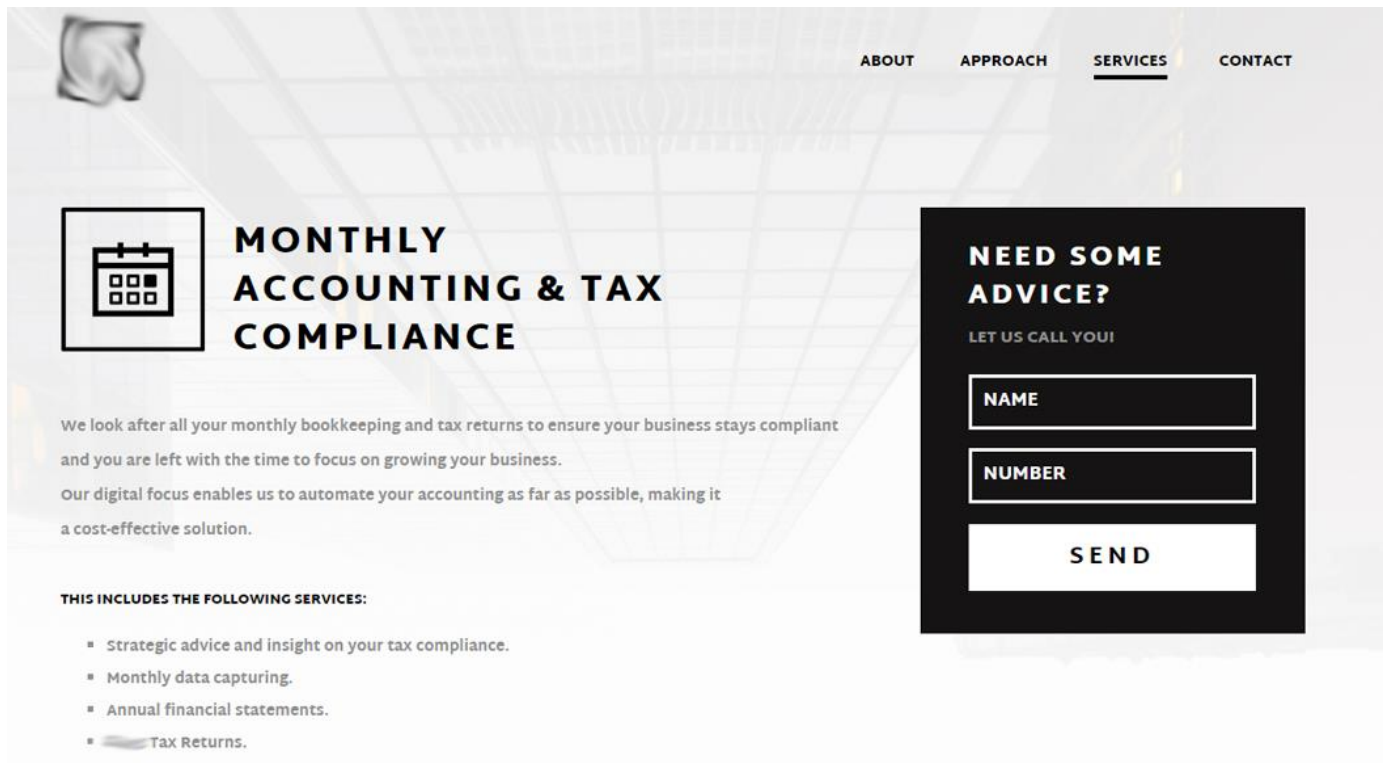
This beauty is from AdWords yet again. From the search term "upmarket restaurants"

Embarrassing. I'm disappointed that someone created this actually.

The errors are so obvious I won't even mention them.

Would you like to be "greeted" like this?

# EXAMPLE #5



“tax accountant” on AdWords again.

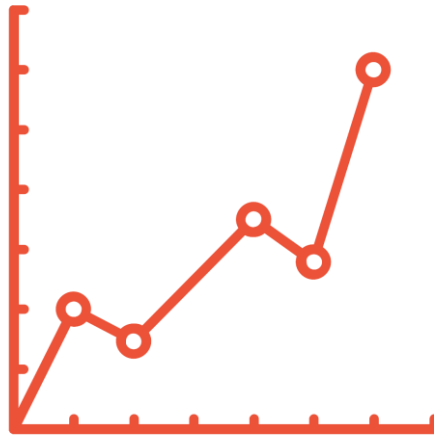
I like this one. Everything from the colours to the layout.

It creates a sense of professionalism and trustworthiness which is 100% for this niche and the CTA is great.

I wouldn't change too much actually. I'd rather give some suggestions to test like the following:

- Change the CTA button colour to a dark orange. It will contrast well with the dark blue and make it more engaging.
- Change the CTA header to: **NEED FREE BUSINESS TAX ADVICE?**
- Add two client testimonials and provide a link to a case study.
- Add a BLOG to showcase expertise and to create authority in this niche.
- Change the main header to: **PROFESSIONAL ACCOUNTING & TAX FOR BUSINESSES**
- Add another sub heading under the main heading: Focus on running your business, while we focus on your tax.
- Have 3 benefit statements. It could be experience, number of clients, low pricing, etc.

# THE FINAL CONCLUSION



That's it 😊

I know it's simple, but if you go through a few 40+ page guides on this topic, there's often so much fluff and fancy talk that the real nuggets are only a few pages long.

I hope you found everything actionable and helpful.

Now it's up to you to grow and improve in this area.

Don't be afraid to fail and mess up along the way. Keep learning and keep practicing.

Make sure to test everything you do. You can always be wrong. Embrace it and don't be despondent. This is essentially online marketing.

Marketing is constant guessing, analysing, adapting and improving. Even the "experts" mess up a lot of the times 😊

**Don't focus on creating websites. Create websites that *work*.**