

How to convert visitors to users of your website?

Individual Track



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1. First Impression

To increase your chances of converting your website visitors to customers, a nice landing page is basically mandatory to have. Many visitors leave right away, so it's important that you catch their attention immediately, that's why you need to show them that you have the solution to their problem the moment they open your website. Your landing page should have a clean/simple design, where your main functionality is the clear focus of the page, catchy titles and offers can also be beneficial for increasing the retention rate of the visitors.

2. Minimalistic Design

Another top priority should be that your website is user friendly, that's why the design should be simplified with only valuable information shown on the screen. It's key to avoid cluttering your website with information that is useless to the users, because as people often say: "Less is usually more when it comes to business". Moreover, the navigation should also be simplified so that the users can easily navigate through the website and find exactly what they are looking for, so proper filtering system and a search box can be beneficial in this case.

3. Communication

Communication is in the foundation of every relationship and having a good relationship with your clients is vital, this way they are more likely to trust you and buy your products, so to establish a good communication you can for instance provide all your contact information somewhere on a noticeable spot on the website or have a live support chat as a direct line of communication.

4. Account System

Convincing a user to make a registration would certainly increase the engagement rate of your website, that's why providing additional features for registered users such as discounts, purchase history and storing account information, which can be then used to automatically fill in required fields when making a purchase making the process less tedious for the end-user, can be a good way to improve your conversion rates.

References

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