

WEBSITE CONVERSION CHECKLIST

A Lead Generation Guide

There's nothing worse than spending thousands of dollars and months building a new website only to have no leads or sales generated from your site. The 5 things listed here are critical for every website to include so that your website will be a lead generation and sales machine for your business.



1.A Headline that hooks:

Most people think headlines are only for ads but in reality they are used everywhere. On your website the headline acts as a filter to attract your perfect clients or customers and repel the ones you don't want.

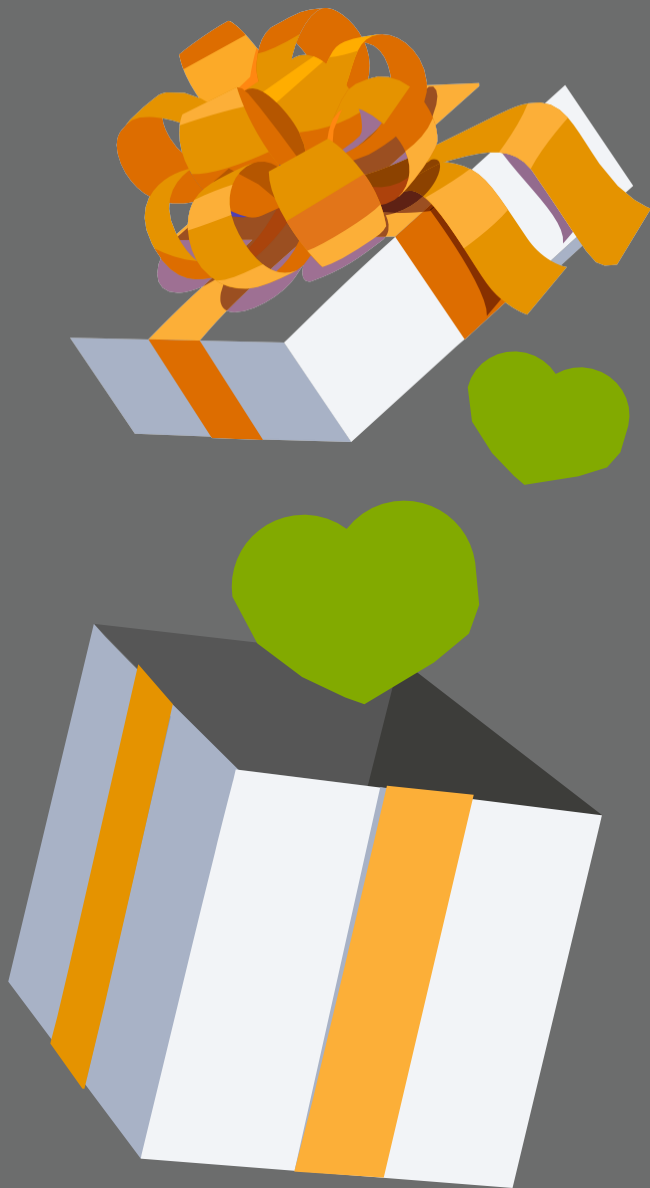
Keep your headline simple, nothing super fancy, you don't want to lose your visitors with industry jargon and fancy words. Your headline needs to be able to give your website visitor a reason to stay and keep reading without confusing them.



Here's a couple examples of good headline on a website:

"Do you want to know how to grow your agency Faster & Easier?"

"Clarify your Message so people will listen!"



2. Make an irresistible offer:

"I'm going to make you an offer you can't refuse..." an offer is a reason for someone to take action right now. Offers come in many forms that you will recognize such as coupons, discounts, bundling products, free shipping, free consultation.

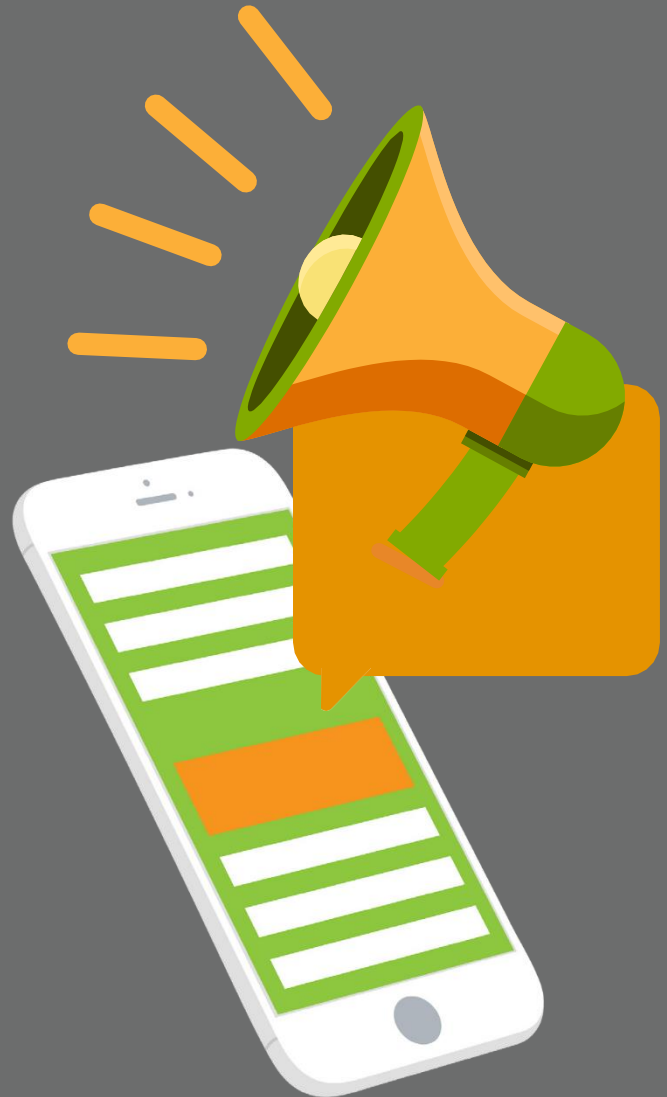
Having an offer gives your website visitors a reason to engage with your business. This will give your site visitors a reason to dig deeper and depending on how good your offer is. It will help generate more leads and sales using your website.

PRO TIP: Make the offer related to what you sell as a natural upgrade or extension. Don't offer "free gift cards" or "free ipads" if what you are trying to sell isn't related to that at all.

3.A Clear Call to Action(CTA):

REMEMBER THIS: A clear CTA will answer the question “What should I do next?” so that your visitors know exactly what to do. Having a good CTA also helps give you an opportunity to collect information from your website visitors as well as providing them with clarity on their next step.

PRO TIP: Limit the number of CTA's on your page and only have one primary CTA that you want your visitor to take action on because a confused mind always says no and you won't be able to get that visitor back again.



Here are a few examples:

GOOD CTAs:

- + Submit Answer
- + Download Now
- + Click Here

BETTER CTAs:

- + Submit My Answer To Get My Free Gift
- + Download My Free Report
- + Click Here To Get Your Secret Code



4. Add Social Proof to build trust:

REMEMBER THIS: Social Proof is a way to build trust with a visitor that is checking out your website. It gives them a familiar feeling along with giving your company credibility for what you do.

Credibility is shared with your business when you get a third party endorsing you in some way. Social Proof comes in many forms such as sharing logo of companies you work with, showing the number of Fans, Comments, or Likes your company or blog post has. Social Proof can also be a testimonial from clients or the interview you just did for the local TV station.

PRO TIP: For sales pages, move the navigation to the bottom of the page so that the visitor needs to scroll all the way down to go to the next page.

5. Simple Navigation

REMEMBER THIS: If your site is too complicated to get around on then, your visitors will leave. Try to avoid page names that aren't straight to the point. You want your visitors to be able to navigate around your website easily.

Having a simple website layout will also help your visitors stick around to check the rest of your site out and not become overwhelmed.

Use your navigation as a roadmap to direct your website visitors to the most important pages that they should visit.



PRO TIP: Simple Navigation doesn't mean "no navigation." On your website only use the most important categories or pages in the main navigation. Don't clutter it with so many options that the visitor will be confused on where they should go.

BONUS: Website page load speed for the win!

Here's how the lack of speed kills your ability to get more leads and sales from your website. According to a study done by Akamai:

■ A one second delay in page response can result in a 7% reduction in conversions.

■ 40% of people abandon a website that takes more than three seconds to load.

■ 64% of smartphone users expect pages to load in less than four seconds.

■ 47% of consumers expect a web page to load in two seconds or less.

■ One second delay in page load time means 11% loss of page views.

REMEMBER THIS: 79% of web shoppers who have trouble with website performance say they won't return to the site to buy again and around 44% of them would tell a friend if they had a poor experience shopping online.

Your visitors also aren't used to waiting around for something to load, the internet is about convenience and time-saving. If you can't provide that on the website what will make them think you can provide that for a service?

So make sure your page is fast and able to grab their attention quickly, starting with a fast page load speed. The whole goal is to get their attention and make them come back even though 40% of internet users will never come back to a website partly because many sites lack these five steps above.

Want to know how you can get all these things done on your website?
[Click here](#) to set up a discovery call so that we can help you get a better website.



CYBERIZE GROUP

About Cyberize Group

Our mission is to provide business owners a simple strategy & effective execution of their digital marketing campaigns.

We help publishers and small businesses get better results with their websites even if your site has never generated a single lead or made your business any money.

We use a combination of high powered SEO solutions, Pay-per-click (PPC), Email marketing, and social media marketing, and direct response driven web design to drive more revenue to your business.

Our philosophy is simple, help people find the information they are looking for when they want it and on the device they want it on.

If you want your website to be a 24/7 lead generation and salesperson for your business then [Click here](#) to set up a discovery call so that we can help you get a better website.

CYBERIZE GROUP



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Email



Social



PPC



Web Design

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