Convert!
5 Essential Tips To Improve Site Conversions

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Introduction

Thanks for visiting PartnerAgency.co and downloading a copy of this guide!

The fact you've done so shows you're serious about your online presence and making sure you have an effective website, so kudos for that!

Far too many people think simply getting any old site up is "good enough". But anyone can do that, which is good news for us.

Because by putting just a little extra thought into how your website looks and functions, you'll be miles ahead of everyone that just grabs a template and cobbles together a site with no real thought behind it.

The question, of course, is how you do that.

In the following pages, we're going to explore a handful of ways to optimize your website to convert more visitors into loyal customers.

What exactly makes a conversion rate "great" depends on a lit of variables. So it's more important to measure against yourself and focus on continually optimizing your conversions to move them in the right direction.

By the end of reading these pages, you will have a better understanding of some of the fundamental ways to do exactly that.

We'll explore a handful of essential steps you can take to improve your website's ability to turn more visitor's into new leads and customers for your business.

With that said, be sure to save this guide in a convenient location to refer back to later.

And after reading, if you want to reach out with any questions or feedback, you can do so by visiting us again at PartnerAgency.co.

Let's get started!

Top 5 Essential Elements Your Site Needs To Convert Customers

In reality, there are countless ways to potentially improve your website conversion rates.

We're going to keep it simple here though, because by focusing on these five things, you will have a solid foundation to build upon.

Website Conversion Essential #1: Responsive Design

Responsive design simply refers to how well your website "responds" (is displayed) across multiple devices.

For example, a mobile phone does not have the same amount of screen real estate that a desktop or laptop. So if your site is only designed for the latter, on mobile everything will be pushed together instead of neatly laid out.

Why It Matters

Back in April of 2015, Google unveiled a change to the way their search engine algorithm factored in a site's responsiveness.

The purpose of the update—nicknamed *Mobilegeddon*—did what you might expect:

It factored in a website's mobile presence into how well that site would potentially be ranked in search engines.

Which, overnight, meant thousands (maybe even millions), of sites were suddenly at a disadvantage until they adapted to meet Google's new standards.

On top of poor search engine rankings, a non-responsive site design causes a few other potential problems.

Poor First Impressions and Less Credibility

If someone comes to your site on a mobile device and your site isn't optimized, it doesn't matter how good your product and content are. You can pretty much kiss your conversion rate goodbye.

Every second that visitors have to pinch and zoom or scroll around to view what they need, is another second of frustration. And you only have a few seconds even with a SOLID website design to capture attention.

Consider this:

- There was a survey done by Nielsen that estimates a whopping 62% of average American consumers' browsing takes place on a smartphone or through mobile apps.

- 38% of people will stop engaging with a site if the content and layout are unattractive (Source: Hubspot)

- It takes about 50 milliseconds for users to form an opinion about your site... (source: TandFOnline)

- 57% of internet users say they won't recommend a business with a poorly designed website on mobile... (source: SocPub)

Poor Load Times

We'll cover more about this later. When it comes to responsive vs non-responsive sites, though, generally responsive sites will load faster.

Thanks to what goes into a responsive site (covered below), they take significantly less time to show up on any device.

Lower Conversion Rates

Naturally, the longer your site takes to load the more people will just jump ship before they've had time to look at what you have to show or offer.

By having a responsive design, visitors spend more time on your site which is a good first step in improving their experience and building trust.

And, of course, improving conversions!

So, what can you do to make your website more responsive?

3 Fundamentals of Responsive Web Design

To make your website responsive, you can focus on the same three core principles that we use here at PartnerAgency.

1. Fluid Grids

Picture this as the foundation of responsive design.

Grids in general allow you to set how elements on each page are laid out to make them more engaging and visually appealing.

Fluid grids take this a step further because they scale depending on the size of a visitor's screen and then work their magic to guarantee that all page elements fall in line.

2. Responsive Images and Media

In an ideal world, sites could be just plain ol' text.

It would certainly make responsive design easier, not to mention page load times faster.

Of course, that's not going to happen.

After all, we're pretty visual by nature and as the saying goes, "one picture is worth a thousand words." Still, dealing with images and videos can be a little tricky.

The most efficient way to deal with them is to rely on setting files to a max-width property (as opposed to just using the default resolution). Also, using the right padding and containers and then putting your media within that is recommended.

3. Media Queries

By using media queries, your site will be able to gather data that allows it to determine the size of the screen a visitor is using.

From there, with proper coding like mentioned above, your site can use this info to load different page styles depending on which is most appropriate.

A responsive site design will also generally include elements such as:

• Making text easy to read without requiring visitors to pinch and zoom.

• Not requiring horizontal scrolling, meaning everything fits on the screen.

• Leaving plenty of space around buttons or anything else that requires tapping.

These are all the biggest things we keep in mind in terms of responsiveness when designing for clients.

By getting all of them right, your visitors will have a much better experience and you will have a much better chance of converting them into loyal customers.

Website Conversion Essential #2: Fast Load Times

When a comes to a number of things, your website's page load times can make or break you.

We'll cover specifics in a moment, but here's the gist of what we mean by page load times.

This is the amount of time it takes for someone to see your content on any given page after they've landed on it.

However, it goes a little deeper than that.

It's not a simple as pulling out a stopwatch and concluding, "my website loads in x.x seconds".

Why? Actually, there are two reasons:
1. Webpages load piece by piece, not all at once.

2. Your website's speed will vary from page to page *and* from user to user, depending on their own internet speed, what browser they're using, and what device as well.

Why It Matters

Conversions

Given the title of this report, this should come as no surprise.

Two interesting stats to keep in mind, reported by Unbounce:

- Sites that load in five seconds (compared to sites that loaded in 19 seconds) saw 70% longer average sessions.

- A 100-millisecond delay in load time can cause conversion rates to tank by 7%.

As expected, the slower your site, is the quicker people will leave, and if they're leaving they obviously aren't buying!

To really put this in perspective, here's something else you might find interesting:

Amazon did a test examining how site speed would affect their bottom line.

What they found was that they would lose a projected $1.6 Billion every single year if they slowed down the site by just one second!

'nough said, right?

Search Engine Ranking

Yep, SEO isn't just about keywords.

Google values user experience not just with content, but with site performance as well.
And this isn't some new change or trend.

All the way since 2010, Google announce they take website load speed into account when ranking websites.

However, it's worth noting that it's certainly not as high on the list compared to content relevance and authority.

Still, it's been noted that if your websites server is slower than two seconds, Google will cut back the amount of crawlers sent to your site.

First Impressions Matter

In our modern, fast-paced world, we expect speed.

Whether consciously or not, visitors to your site will make an instant judgement about your business based on their first encounter.

Fast websites equal happy visitors and mean a much higher chance of converting as you saw above.

We naturally consider faster websites to equal professionalism and reliability.

In a KissMetrics survey:

- 79% of people said they wouldn't return to a site with poor performance

- 52% said quick page loading is important to their "site loyalty"

- 44% said they tell their friends about poor site encounters

- a one-second delay caused a 16% decrease in customer satisfaction

What You Can Do About It

Here's a sample of three things we focus on here at PartnerAgency.co:

Cut Down On HTTP Requests

An HTTP request is whenever a web browser grabs a file, page, or picture from a web server.

Yahoo once found that HTTP requests can take up a whopping 80% of a given webpage's load time, so this is a great place to start.

Since a browser is limited to 4-8 simultaneous connections (per domain), more requests will naturally mean longer load times.

Here are a few tips to cut down on these requests:

- Use a responsive web design so you don't have to have two different versions of your site.

- Reduce the number of images on a page.

- Reduce image file sizes

- Set your site to load JavaScript files at the same time instead of from top to bottom

- Combine CSS files together

Make Use Of Content Delivery Networks (CDNs)

Your site sits on a server in once specific geographic location; New York for example.

So someone in or around New York may have a different experience loading your site compared to someone in, say, California.

That's where content delivery networks are useful.

A CDN is a collection of web servers across multiple locations so content can be delivered more efficiently (read: faster).

This is often used for static content, which is content or files that don't need to be bothered with once they're uploaded.

Optimize Browser Caching

Browser caching allows site assets to be downloaded in the background to a hard drive once into a cache - a temporary storage.

When visitors first visit your site, this cache will be empty.

That means the first page they see should load super quick so they stay longer and interact with the site more, which in turn means more of your site is cached and will have faster load times.

Website Conversion Essential #3: Minimal Navigation

Here's another stat for you to consider:

A KoMarketing report found that 37% of those surveyed said a poor site navigation experience was enough of an annoyance for them to leave a site completely.

Depending on what your site is used for, that number could be even higher!

Your navigation menu is a core part of your site.

However, it's an area where less is definitely more.

You don't want to make the mistake of stuffing every since area of your site into a navigation bar and dropdown menus.

How To Optimize Your Site Navigation

- Limit choices on what to click to the most high value pages

- Consider working in relevant keywords into your navigation

- Got a search bar on your site? Do as Google does and make use of autocomplete

- Test different styles of navigations (ex. Text links vs. dropdown menus vs. flyout menus, etc.)

- Make sure navigation text's meanings are clear

Website Conversion Essential #4: Simple, Easy To Figure Out Info

Just as with your navigation, you can often improve conversions by keeping two things in mind with your site info and copy:

1. Avoid the temptation to talk about how great you and your products/ services are. Instead, communicate in a way that answers the question "what's in it for me?," by focusing on the benefits for your customer.

2. Keep info on your site simple and easy to understand, instead of overly technical or jargon-heavy. Also focus on clear communication in general, instead of clever wordplay.

There's a time and place for that sort of thing, but in general, you want information on your site to be clear, easy to understand, and customer focused.

Other Ways To Use Copy And Info To Improve Conversions

- Call to actions should include action verbs (Ex. **Grab** yours, **start** your free trial, **book** a call, etc.) These should also regularly be tested. You can test different wording, colors, etc.

- Keep the most important info (and call to action) above the fold, instead of making visitors scroll down the page to get to it.

- Make sure your contact info is clearly visible on your home page

- Keep forms simple as well, requesting only the info you need. Less to fill out generally means an easier commitment and will help get more submissions.

- Similar to your navigation (tip #3 above), consider an overall simple or minimalist design.

- If you're running an e-commerce site, remove "speed bumps" that will delay or completely deter customers from buying, such as requiring them to register an account to purchase.

- Make sure that all the info on your site is at a reading level appropriate for your audience. In general, aiming for a 7th or 8th grade reading level will more likely mean your copy is easy enough for anyone to understand.

Website Conversion Essential #5: Credibility And Social Proof

These days, people are a lot more savvy and conscious of everything from personal security to where they're spending their hard earned money.

How you demonstrate credibility will depend on what niche you're selling in and what type of product or service you offer, but the following is a great starting point for most people.

First, here are some interesting stats to consider:

- 92% of consumers are more likely to trust non-paid recommendations than any other form of advertising (Nielsen)
- The average person reads 10 online reviews before making a buying decision (Hubspot)

- 92% of people trust recommendations from a friend (Nielsen)

- 88% of consumers trust reviews from other users as much as personal recommendations (Hubspot)

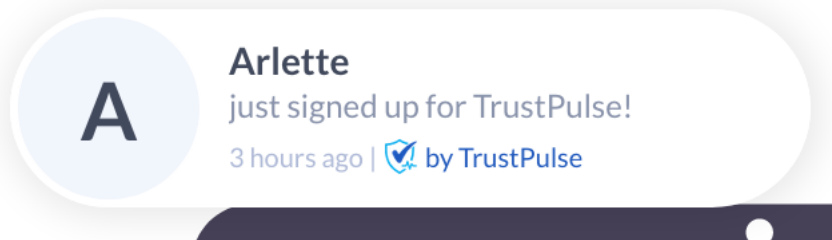## How To Add More Credibility And Proof To Your Site

TrustPulse

TrustPulse is a social proof tool you may have seen in action already.

It places notifications for different user actions, typically on the bottom of your site's pages.

For example, when someone signs up, customer reviews, when a purchase is made, etc.

Like this:

It allows you to leverage social proof to instantly increase your site's conversions, by up to 15% (according to [TrustPulse's homepage](#)).

Testimonials

Even if you don't want to get as fancy as TrustPulse, simply including regular customer testimonials can boost conversions.

As mentioned above, Nielsen found 92% of people will trust recommendations even from someone they don't know.

Case Studies

Case studies are a more in-depth form of social proof and convey a lot of authority by turning a success story into longform content.

For example, you could write up a case study showing how your product or service saved someone $_____, made them $_____, or whatever result your customers are looking for that you can deliver.

Media Highlights

Have you been lucky enough to have your brand mentioned anywhere in the media?

Even local coverage can help build trust and credibility.

You should highlight the most impressive media features where you're trying to convert visitors, and also create a dedicated page with all media coverage that can be viewed all at once.

Google   salesforce   amazon

facebook   slack   IBM

Make sure to also include media logs for more immediate recognition, especially if it's a major outlet.

If you have video of you being featured anywhere, even better!

Brand Highlights

Depending on what you sell, similar to media highlights, you can feature logos of existing customers and clients.

This is especially great if they are well known, successful companies.

Here's how one company does it - imagine how much credibility this immediate displays and builds trust in potential new customers:

Trust Seals

There are a number of companies that allow you to verify different aspects of your site, and in turn, get a trust seal to display.

Check out sites like Norton, Truste. Better Business Bureau, McAfee, etc.

Social Share Counters

Social share counters can be used on your home page, and are especially helpful in encouraging users to share content on your site.

You can even include them on product pages.

Check out the image below.

Can you see how seeing that many shares might encourage others to do the same?

"Over 1 Billion Served"

If you've ever visited a certain fast food place, you may have seen how they like to occasionally highlight this statistic under their golden arches.

You can demonstrate the same kind of social proof by highlighting how many people you've been able to help, or even how many different countries your customers are in.

Ex.

(Notice their use of highlighting some of their successful clients as well, like mentioned above!)

Everything above is really just the tip of the iceberg when it comes to adding proof, but should be plenty to get started.

Bringing It All Together - Analytics

Of course, to know how much any given change is making an impact (or lack of), you have to keep an eye on your site's analytics.

On top of Google Analytics, at PartnerAgency, we like to use a service called HotJar for our clients.

Check out how they use some of the social proof tips mentioned above:

When someone lands on your site…

HotJar gives you these heat maps to see where visitors are clicking, looking, and scrolling to give priceless data on what their desires and motivations are.

You can even view recordings of visitors in real-time, create feedback polls, see how your forms are converting (or why not), and so on.

If you've never heard of something like this, it might sound kinda spooky at first.

Try it free

No credit card required

Trusted by more than **500,000** companies worldwide.

Oberlo   Jet   AIR CANADA   Adobe   DECATHLON

Capterra ★★★★★ 4.7/5   GDPR- and CCPA-ready   ★ ★ ★
                                    Keeping end-user privacy at   ★ GDPR ★
G2   ★★★★★ 4.3/5   the center of what we do.   ★ ★ ★   CCPA

But it's totally ethical and a pretty common practice these days.

How To Get HotJar Installed For Free

As a client of PartnerAgency, on top of building you an eye-catching site to drive and convert more leads for your business…

We can also integrate HotJar for you completely free so you'll have this extra advantage.

They have a "free forever plan" that's perfect for new sites

Get Your Website Questions Answered

If you value your time and want a site setup using everything we've discuss in this report—without the hassle of doing it on your own—PartnerAgency can help.

Not only can we design you an eye-catching, professional site, we also provide you with analytics and SEO services.

That way, you can reach more organic traffic and keep track of how your site is performing at the same time.

Need a site for your business, side hustle, or another project?

Contact us today:

PartnerAgency.co/contact