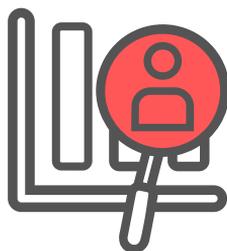


**HOW TO**  
**INCREASE**  
**YOUR**  
**CONVERSION**  
**RATE**



This guide will provide you with in-depth tips on how to **INCREASE YOUR CONVERSION RATE** to help you **GENERATE MORE LEADS AND SALES.**



CONTENT EXECUTIVE AT FLY HIGH MEDIA

**CONTENTS**

WHAT IS CONVERSION RATE OPTIMISATION (CRO)? .....3

WHY IS CONVERSION RATE OPTIMISATION IMPORTANT? .....4

HOW DO YOU CALCULATE A CONVERSION RATE? .....5

WHAT PAGES SHOULD BE PRIORITISED? .....6

WHAT ARE THE MAIN ELEMENTS OF A HIGH CONVERTING WEBSITE? .....11

WHAT ARE THE BEST CRO PRACTICES? .....14

WHAT ARE THE BEST TOOLS TO USE FOR CRO? .....31

CONCLUSION .....32

## **WHAT IS CONVERSION RATE OPTIMISATION (CRO)?**

Conversion Rate Optimisation (CRO) is the process of improving a website to increase the percentage of visitors that complete a business's desired action.

For example, the desired action can be anything deemed important to the business, whether that be a visitor filling out a form, making a purchase, or signing up for a newsletter.

CRO helps a business to establish how visitors behave on their website, i.e. the content they engage with, and where they leave the conversion funnel (exit the website).



## **WHY IS CONVERSION RATE OPTIMISATION IMPORTANT?**

There are many reasons why CRO is important for businesses.

It helps to:

- Improve your understanding of your target audience by giving you insight into which messages and call-to-actions (CTAs) work most effectively.
- Refine your acquisition efforts, such as helping you find ways to retain your customers and increase their value, rather than just trying to acquire new ones.
- Enhance your visitor's user experience (UX) by understanding the areas of your website that can be optimised.
- Generate more leads and sales.

## HOW DO YOU CALCULATE A CONVERSION RATE?

A website's conversion rate is calculated by adding the goals completed by website visitors, dividing them by the website traffic, and then multiplying it by 100.



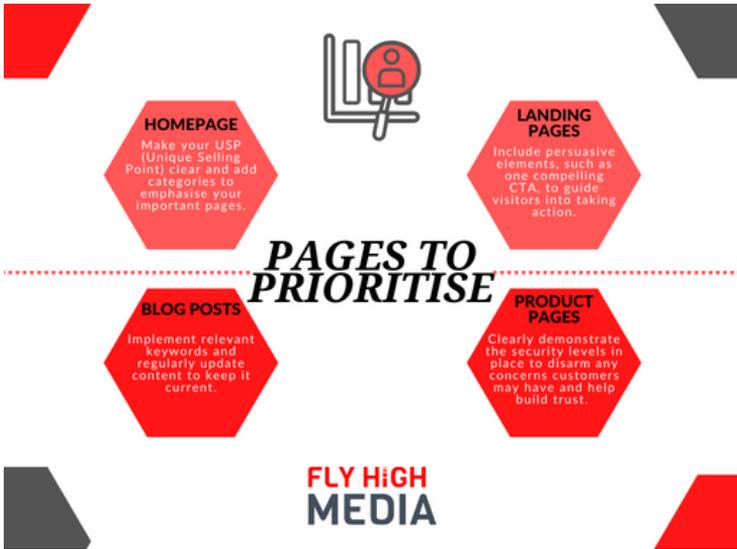
### How To Work Out Your Conversion Rate

**NUMBER OF CONVERSIONS** X 100 = **CONVERSION RATE**  
**WEBSITE TRAFFIC**

EXAMPLE	CONVERSION RATE
50 Conversions from 1000 Interactions	$50/1000 \times 100$ = 5%
500 Conversions from 20,000 Interactions	$500/20,000 \times 100$ = 2.5%

You should now be able to work out your business's conversion rate, which will help you to understand whether it is where you want it to be.

## WHAT PAGES SHOULD BE PRIORITISED?



Ideally, all of your web pages should be analysed and optimised, but the following pages are the ones that have the most potential to benefit your business and should be treated as a priority.

### **A) HOMEPAGE**

The homepage is generally the first impression a visitor has of a website (and your business). This is where they can either be intrigued enough to search the other pages on the site or the opposite and decide to exit.

Your homepage should convey a clear message to visitors, so they instantly understand what you offer. For example, your unique selling point (USP) should be transparent so that your visitors can quickly evaluate how you compare against your competitors and the value you can bring to them.

## **B) LANDING PAGES**

The purpose of a landing page is to encourage visitors to take action. For example, persuading them to sign up for a newsletter, submit a form, or to purchase. In simple terms, it is designed to convert visitors into users with the intent to buy.

Furthermore, a landing page should be one of the first pages you optimise on your website since it doesn't tend to be evergreen content. This means a landing page may not be continually relevant, so it has to convert visitors whilst it is 'current'.

## **C) BLOG POSTS**

Blog posts are an important part of the buying journey for customers. You have the opportunity to take them to the next stage of the funnel or even to persuade them to convert.

As a part of the process of increasing conversions, you should conduct content audits to ensure that your blog articles are still relevant and up to date.

*Quick tip:* Check Google Analytics or Google Search Console to find your blogs with high traffic, and add call-to-actions if you haven't already. This could be to download an ebook or sign up for a newsletter.

## **D) PRODUCT PAGES**

Product pages are the critical stages of a visitor's journey on your website, which means you need to make it as easy as possible for a visitor to convert, i.e. make a purchase.

Product pages are where you can provide a breakdown of prices, descriptions of the products, and FAQs to disarm any objections people may have.

To further improve your product pages, all images should be clear, relevant, and have ALT text. ALT text enables your content to be understood by a wider audience, ensuring that you are not excluding those with visual impairments.

## WHAT ARE THE MAIN ELEMENTS OF OF A HIGH CONVERTING WEBSITES?

### A) SOLID CTAS

A Call-To-Action (CTA) is an action that businesses want users to make whilst on their website. It could be that they make a contact form submission, phone call, purchase, or sign up to an email/newsletter.

The key to a good call to action is to stand out from the rest of the site and to be as simple as possible.

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# Does Your Business Need More Leads, Sales or Traffic?

We are a digital marketing agency that helps businesses just like yours generate more revenue through online marketing.

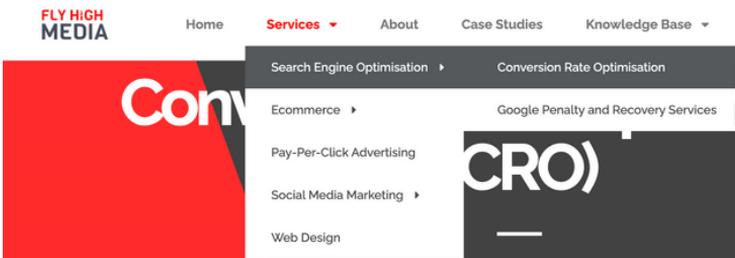
Get In Touch

## **B) A FLAWLESS USER EXPERIENCE**

Your website should be designed primarily with people in mind, and not just search engines and algorithms.

You should focus on optimising areas of your website that help to improve user experience (UX), making the path you wish them to take visually clear (signposted) and easy to navigate.

For example, to assist with your user's experience, your website should have a straightforward navigation bar, and prominent drop-down menus (if required), and the loading speed for each web page should be fast.



## **C) CONTENT**

The results that appear in SERPs are driven by content, which means that content is key to driving qualified buyers. So, your content needs to work hard to help you increase your conversion rate.

Since 53% of consumers research a product before purchasing it would be a mistake to not optimise your content on a blog or webpage to ensure it first appears in their SERPs and, secondly, is a valuable source of information, whether that be educational or inspirational.

*Quick tip:* You must ensure that you carry out thorough content plans and keyword research so that the content on your website is relevant to your audience. If you send unqualified traffic to your site, then your website will always struggle with its conversion rate.

## WHAT ARE THE BEST CRO PRACTICES?



### HOW TO INCREASE YOUR CONVERSION RATE

1. Develop a CRO strategy



2. Test your contact forms

3. Implement CTAs strategically



4. Identify and recycle high-performing blogs

5. Format your landing page copy



6. Optimise your website's navigation structure

7. Improve the loading speed of your website



8. Conduct an A/B test

9. Add trust signals



10. Deliver content for every stage of a customer's journey

## **DEVELOP A CRO STRATEGY**

If you want to improve your conversion rate, first, you need to find what is initially driving people to your website. *Why are they there? What are their needs?* Analyse your website data to discover where your visitors are coming from, i.e. the ad or specific search (the queries made in search engines) leading people to your website.

Conduct keyword research using a tool, such as SEMrush, to discover the keywords that are helping rank in Google.

Then, identify where your visitors leave your website. These high-exit pages should be optimised for conversions.

Alternatively, ask yourself, 'are these pages necessary?'. If the answer is no, then consider removing them. Inefficient web pages can be an extra hurdle for your visitors, creating another reason for them to leave your website.

## **TEST YOUR CONTACT FORMS**

Successfully gathering contact details from your target audience can be considered a conversion; however, it can be difficult to achieve.

To create an effective contact form (one that increases the likelihood of a visitor converting), you should:

*Make the benefit for your visitors clear.*

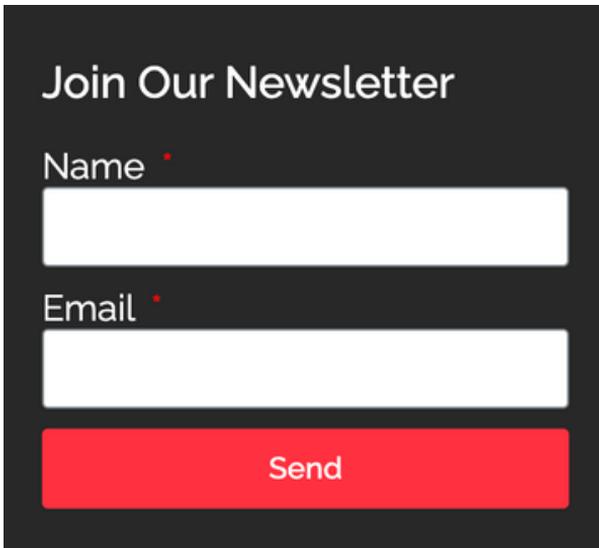
More and more people are limiting how their contact details are used, so if you are asking a visitor to take the time to leave their contact details, there needs to be a benefit for them.

What are you going to offer them? Will you be sending them regular discounts on products/services? Is there a monthly newsletter full of valuable information that is relevant to them? Whatever the benefit is, state it clearly on the contact form.

*Include a compelling CTA.*

Your CTA should be in a prominent position on the page and the message should be clear and persuasive so that your visitors understand what you would like them to do.

Essentially, your CTA is a button that acts as a signpost, indicating to your visitor the next step they should take, pushing them further down the funnel.



Join Our Newsletter

Name \*

Email \*

Send

*Include a thank you message.*

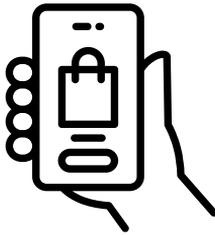
This will help to build trust with your visitor as it will indicate to them that you value their presence. Trust is a necessary foundation you can keep building on to help your visitors feel more inclined to take any desired next steps, such as purchasing a product/service from you.

The thank you message can pop up as soon as the visitor submits their contact information. This can also include a reminder of how the visitor will benefit from leaving their contact details along with what they can expect from you shortly and when to expect it.

*Optimise for mobile devices.*

Since it is estimated that 6.8 billion people use a smartphone you should ensure that your website is accessible on mobile devices.

For example, your content should be readable, and all features/buttons should be large enough to tap.



To optimise your contact form for mobile devices, you should use a responsive design. This will ensure that the copy, fields (where the visitor needs to input their contact information), and CTAs are appropriate sizes according to your visitor's screen size.

## IMPLEMENT CTAS STRATEGICALLY

To help with your conversion rate, consider implementing CTAs within your content itself. For example, include internal links within your blogs, which will lead readers to a page where you hope to make a conversion, such as a product page, once they click on it.

SEO (Search Engine Optimisation) is important for any business to develop a good online presence. If you own a business and wish to improve your online revenue, then consider getting in touch with Fly High Media. We can boost your online presence through services, such as SEO and Pay-Per-Click advertising.

Contact us today to find out more!



Internal links should not interrupt the flow of the copy, and they should be relevant to the blog so as not to distract the reader.

When creating CTAs, be sure that:

- They include actionable words, such as “Learn more” or “Download now”.
- The benefit to the reader is clear.

## **RECYCLE HIGH-PERFORMING BLOGS**

Identify and continue to improve your high-performing blogs.

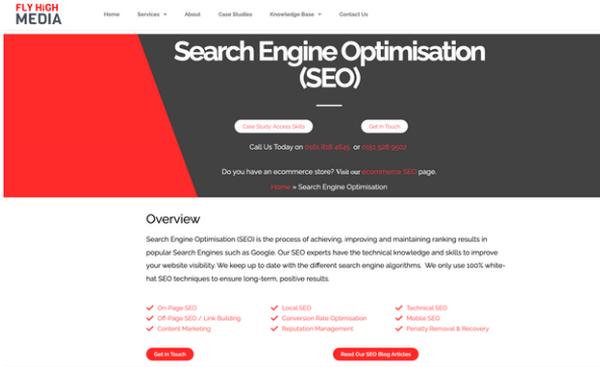
Conduct keyword research using a tool, such as SEMrush, to discover the high-ranking keywords relevant to your blog and then add to the copy, headings/subheadings, meta description, and URL, if possible.

Additionally, consider updating your high-performing blogs so that they remain current with up-to-date facts. Recycling content will save you time, plus it will enable you to keep your valuable content current, expanding the likelihood of it being seen by a wider audience.

*Quick tip:* SEMrush can help you to discover your most popular blogs. Use the tool to assist you when conducting a content audit.

## FORMAT YOUR LANDING PAGE COPY

A landing page should guide your visitor into converting, i.e. from visitors into customers, or readers into subscribers, so every element needs to be persuasive rather than littered with distractions that could prevent a conversion.



For example, on a landing page, the ability to navigate off the page should be limited or non-existent, and competing internal/external links should not be present.

To reduce the exit rate for your landing pages:

- Your USP (Unique Selling Point) should be clear. It should be defined by your headline (a brief, succinct line at the top of your page) and in the first few lines of your copy.
- Demonstrate the social proof of your business. For example, you should include reviews, case studies, or scores from Google and Amazon.
- The copy on a landing page should be compelling and optimised for search engines by using relevant keywords.
- Only include one CTA. This can be implemented on your landing page as a form, a link, or a button.

## **OPTIMISE YOUR WEBSITE'S NAVIGATION STRUCTURE**

Your website should be designed to make it as easy as possible for your visitors to navigate around.

For a navigation bar to be effective, it should:

- Be consistent, from page to page.
- Be divided into categories, i.e. categories and subcategories should be clearly defined.
- Be relevant, with all categories named accurately to suit the page it is linking to.
- Include a logo that links back to the homepage if a visitor clicks on it.
- Include a search bar to make it easy for visitors to find something in particular.

## **IMPROVE THE LOADING SPEED OF YOUR WEBSITE**

The loading speed of a website can affect the user experience. For example, if it takes too long for a page to load, your visitors may become impatient or even stressed, increasing the likelihood of them abandoning your website.



Ideally, your web pages should load within 3 seconds. If you have an e-commerce website, then it should load, ideally, between 1 and 2 seconds. Most visitors will exit if it takes any longer than this, which will increase your bounce rate.

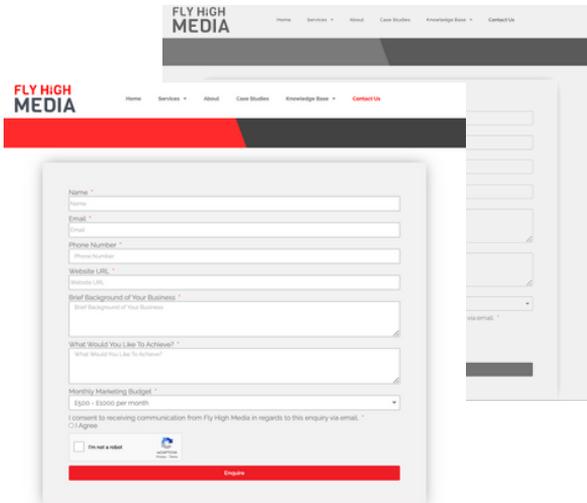
To improve the loading speed of your website, you should:

- Optimise images. Give them descriptive names, add ALT text to include relevant keywords, use smaller images that give visitors the option to zoom in, decrease the size of image files, and choose the right file type.
- Enable compression to reduce the size of larger files, such as CSS, HTML, and JavaScript files. This is the process of compressing data files before they are sent to your visitor's browsers.
- Leverage browser caching, so that when someone returns to your website, the entire page will not have to reload.

## CONDUCT AN A/B TEST

A/B testing (also referred to as split testing) is a method that can be used to test the most effective version of a tool to help provide an optimised user experience.

For example, if you are unsure of the CTA to use on a page, you could test two versions to see which performs better, i.e., which makes the most conversions.



## **ADD TRUST SIGNALS**

If your visitors feel secure on your website, they are much more likely to trust your business and feel inclined to convert, i.e. make a purchase.

For example, if your visitor can see that your URL contains the letters HTTPS, then this will indicate to them that your website is certified (by way of an SSL certificate), so that communication is encrypted to help prevent unauthorised access.

Additionally, if you have an e-commerce website, you should emphasise to your visitors the security levels that are in place once they reach the payment stage. For example, use visual clues, such as the padlock icon (to indicate that the security measures implemented are to industry standards) and sensitive credit card fields.

## **DELIVER CONTENT FOR EVERY STAGE OF A CUSTOMER'S JOURNEY**

Aim to provide content at every stage of the funnel, i.e. the awareness, consideration, and conversion stages. For example, you should:

- Make your potential customers aware of the products/services that you offer. You can do this via social media, paid ads (PPC), or by gaining backlinks to high-authority sites, which will help to emphasise your credibility.
- Increase your customer's interest in your services. You can do this by creating blogs that contain valuable information on a product/service or through visual content, such as a video demonstrating how a product/service works as well as how it can meet your customer's needs.

- Develop your visitor's interest and confidence in your products/services to increase the likelihood of them converting (becoming a customer). You can do this by including case studies and reviews on your products/services pages to social proof your business and further build trust.



## WHAT ARE THE BEST TOOLS TO USE FOR CRO?

To help you devise a CRO strategy and keep track of the results gained from your CRO efforts, there are a variety of tools you can use, such as:

- Google Analytics 4
- SEMRush
- Hotjar
- Ahrefs

Ideally, you should create a CRO checklist to help you spot any areas that could be optimised further for conversions.

## CONCLUSION

To conclude, conversion rate optimisation is a process that every business should undertake, particularly if they wish to increase their ROI.

Hopefully, this CRO guide will have emphasised the importance of optimising your website and the most effective ways you can increase your conversion rate.

From Website Design to content creation, Fly High Media can offer a variety of services to help you improve your website.