

THE ENTREPRENEUR'S KEY TO BOOSTING CONVERSIONS

Learn how to easily convert your visitors into
clients by optimizing your website.

Less distraction, more 'desired action'.



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About Idea Usher

1 INTRODUCTION

For years, we've been asked by entrepreneurs like yourself,

How do I raise my conversion rate?

How can I grow my business?

How do I make my website more profit-making?

Excellent questions, indeed. And very relevant in today's world where going digital is no more an option; it is THE DEFAULT.

Thus, we conducted comprehensive research, exercised our 14+ years of industry know-how, and reflected on our personal BEST Conversion Rate Optimization (CRO) strategies to help you increase conversions.

And guess what? We successfully helped over **1,000+** entrepreneurs and start-ups with these strategies.

They're simple. Scalable. Magical. And everything-that-your-website-needs.

Therefore, you can quit all your lead generation woes as we've found the top game-plan to skyrocket your business and take it from **0** to **100** real quick!

This **how-to guide** will LITERALLY help you turn on the switch to CRO and make your website visitors take meaningful actions.

If you follow these steps right, no one can stop you from earning a seven-figure income.

2 LANDING PAGE OPTIMIZATION



A landing page, also known as a “lead capture page,” is a standalone web page used for **marketing campaigns**. It appears when a user clicks on a search result, online advertisement, or marketing email and explains the benefits of a given offer.

As landing pages are hyper-focused and guide users to take only ONE action, they have a much higher conversion rate than websites. Therefore, it’s important to give the visitors the exact information they need within the first few seconds.

▲ LONG VS. SHORT FORMAT

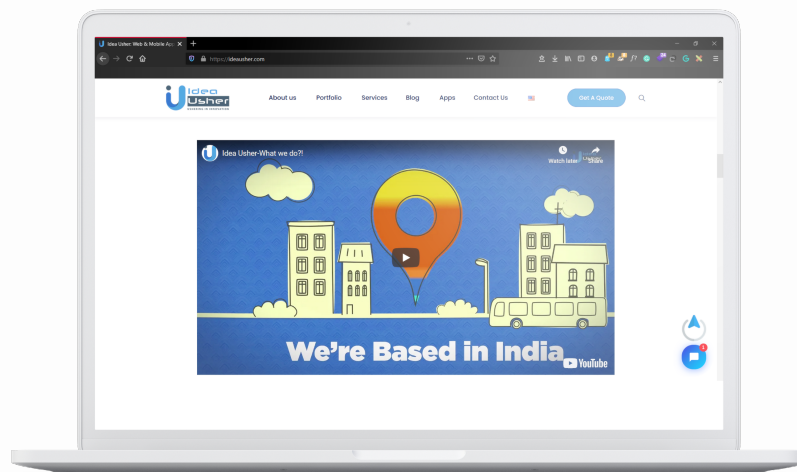
Long format landing pages are aimed at solving the customer’s problems and making them go “YES! That’s what I need.” It is best suited for making the visitors sign up, register, or purchase an item.

Short format landing pages should only include the title, sub-title, benefits, and a call-to-action. These are apt when you want your visitors to download a guide, whitepaper, or sign-up for freebies.

VIDEO SALES LETTER (VSL)

Got a complex product? Or need to communicate more information in a short amount of time? Add a **VSL¹** to your landing page, and BOOM! You just converted a visitor into a customer by making them watch rather than read.

However, keep your videos anywhere between 2 to 10 minutes (depending on the complexity); otherwise, you'll cause your visitors to **bounce²** before they convert.



Idea Usher Conversion Hack #1

Did your landing page not make enough sales? Don't worry. You can always use it to gather the visitor's contact information. After all, email address = **potential clients!**

¹ **VSL (Video Sales Letter)** is a sales-focused video meant to pitch an offer.

² **Bounce** refers to a situation when visitors leave a webpage without taking an action, such as clicking on a link, filling out a form, or making a purchase.

ENGAGE WITH YOUR PROSPECTS



The key to any sale is engaging with your prospects. However, there's a right way to turn this key, or you might never unlock your **website's full potential**.

If you pitch-in too soon, you'll seem desperate and pushy. If you don't ask or pitch-in too late, you'll only be left with a handful of prospects that are REALLY interested in your products/services.

Therefore, you might need a typical sales process that will engage your website visitors in the most effective way possible.

SALES FUNNEL

You need to create a sales funnel for your website as your conversion rate depends on your sales funnel. Each product or service has a different funnel. However, we'll be discussing only the **tried and tested ones**.

AIDA MODEL

Awareness

Prospects become aware of your website and brand through search engine results, ads, or social media.

Interest

They become interested in learning more about your product/services; say for example, they sign-up for your newsletter.

Decision

Prospects make a decision based on the benefits you offer.

Action

They're ready to buy and get a solution to their problems by clicking on the call-to-action button

AIDPPC MODEL

If the AIDA model doesn't excite you anymore, here's another sales funnel model that is much more effective and thought-provoking than the others.

Here's what you need to do:

Awareness

Get your prospect's attention with ad campaigns, social media handles, or search engine results.

Interest

Generate interest and curiosity.

Description

Describe the problem, solution and information that provides prospects the answer they need.

Persuasion

Persuade the prospects to take action.

Proof

Provide proof so that they can trust you with their problems.

Close

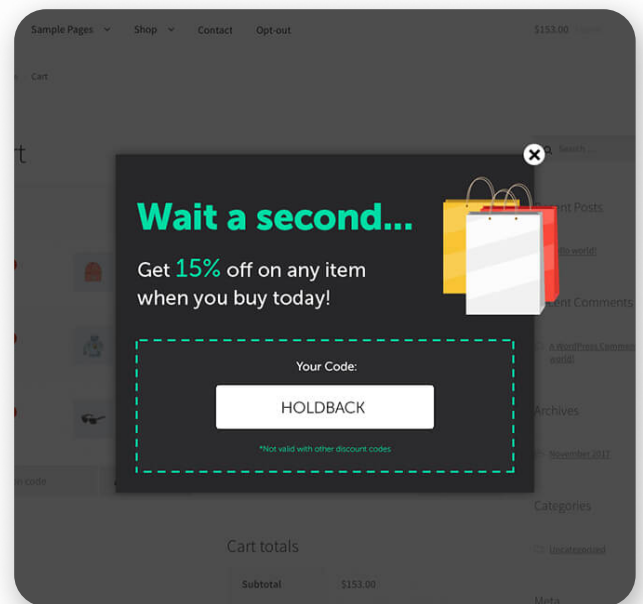
Close with a call-to-action

USER ENGAGEMENT TRIGGERS

To get the most out of your sales funnel and marketing campaign, you need to implement user engagement *triggers*³. Successful pop-up triggers can get meaningful reactions from your potential customers.

● Exit Triggered Pop-ups

These pop-ups appear when your visitor moves the cursor to close the website tab. They calculate the exact time when they'd press the Back or Exit Button and show a pop-up. These pop-ups should offer your website visitors something VALUABLE - for instance, a free trial or a whitepaper.



Idea Usher Conversion Hack #2

Use the following text in your Exit Triggered Pop-ups:

- "Hey, wait a second!"
- "Hold on! Before you go..."
- "Wait! This won't come back..."
- "Are you leaving already? We got something for you!"

³ **Trigger** is a kind of message that is sent in direct response to an action taken by the message recipient - for instance, making a purchase.

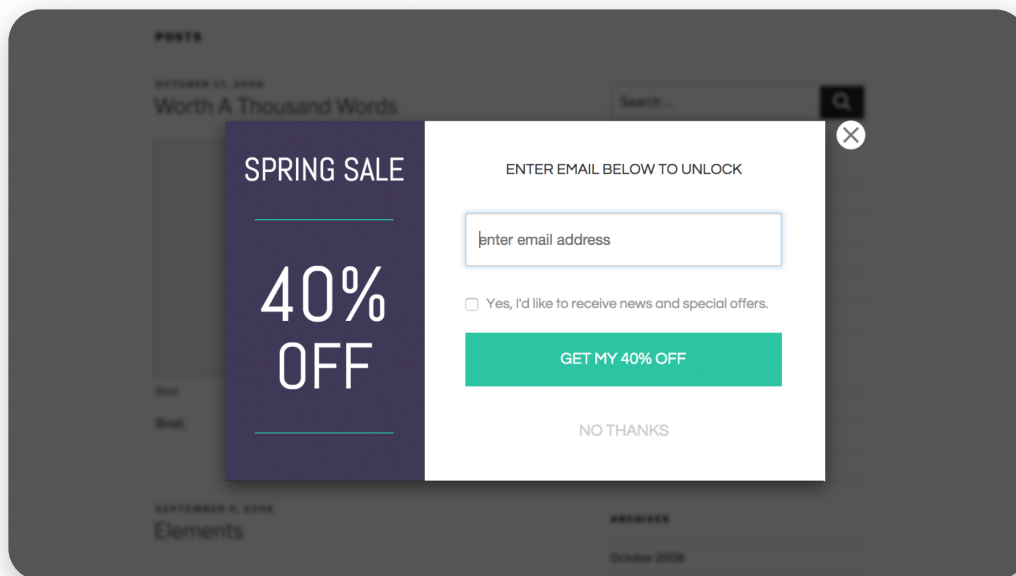
● Time Triggered Pop-ups

These pop-ups appear after the visitor has spent a certain amount of time on your website. **Make sure the pop-up doesn't appear too early as it would annoy the user.** What you offer here would depend on where the user is in the sales funnel. For example, if they're up in the "interest" section, a newsletter subscription would be a great offer.



● Visit Triggered Pop-ups

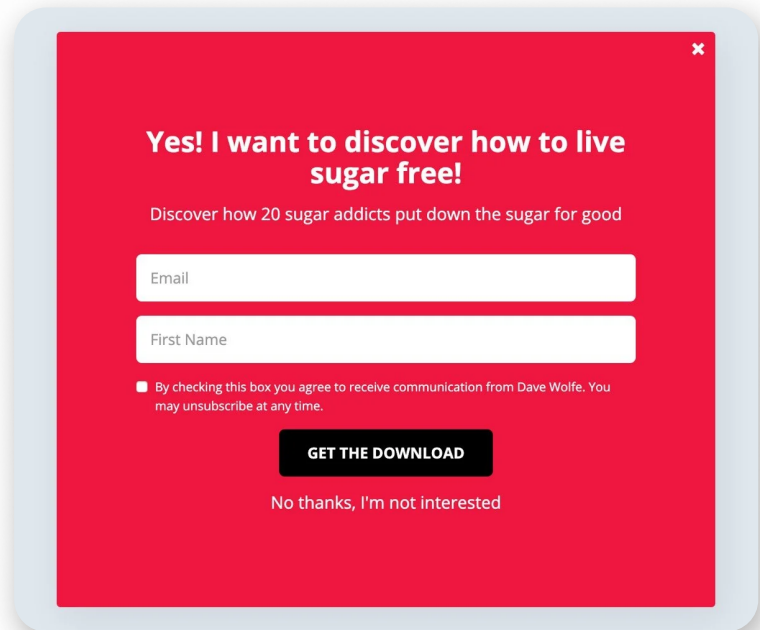
When a user visits your website for the second time, it shows that they're interested. As something made them come back looking for a solution to their problems, this pop-up provides a special offer. This trigger gathers information based on cookies.



● Scroll Triggered Pop-ups

When a user has scrolled halfway through your website, you know that they're looking for something. This is an excellent time to provide them the information they need. However, if your page is full of text, you might end up interrupting their reading with your pop-up.

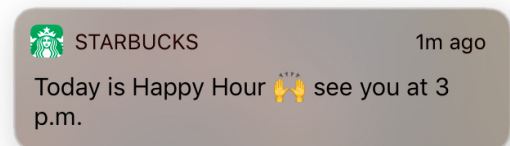
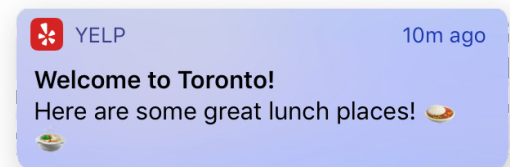
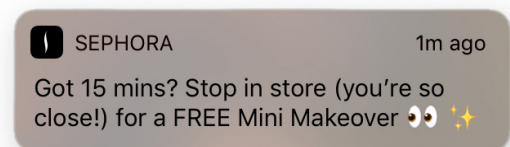
Therefore, you have two options - send a trigger halfway down the page if your website is more images and less text, or after they've scrolled all the way through the website.



● Geo Triggered Notifications

Geolocation or geo-triggered push notifications are based on the prospect's current location, and can be used to deliver highly personalized customer experiences. They are mainly used to inform the users about upcoming events, special offers, or important alerts.

Thus, by targeting specific-location users, these notifications help businesses **reach the customer at the right time, at the right place, with the right message.**



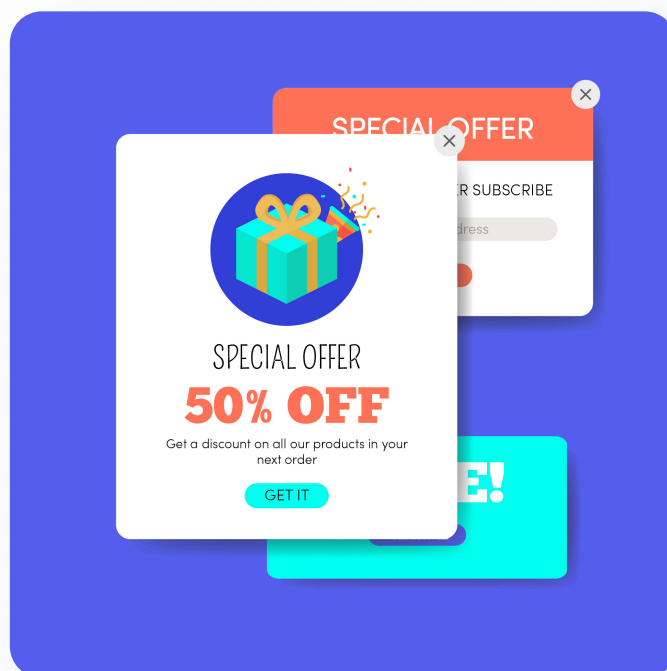
WAIT. Does this seem a lot already? Guess what, you don't have to act as a one-man army. Get in touch with us and we'll turn your website into a money-making machine!

● Mobile Pop-ups

Did you know? **Half of the web traffic worldwide comes from smartphones.** In fact, mobile devices (excluding tablets) generated 50.81 percent of global website traffic in 2020.

“Making your website and pop-ups mobile-friendly is no more desired; It is the need of the hour.”

Moreover, it is important to note that mobile experiences are different from that of a desktop. For instance, the attention span of a user is less than what it usually is when they're reading on their PC. Thus, you need to gauge your visitor's next action more carefully.



These tips will help you get the most out of mobile pop-ups:

- As there's no cursor, you can make your exit-intent pop-up focus on the back button.
- Rely more on scroll and time triggered pop-ups.
- Don't write more than they would read.
- Keep things simple - text, font, images, everything.

TRIGGERS FOR YOUR SALES FUNNEL

Your business is unique, and that's exactly how your strategies should be too!

Although there are no pre-decided triggers and pop-ups for the sales funnel, some of them can prove to be a good fit for specific stages.

However, we recommend you try and test different triggers based on how you and your industry work. After all, practice makes perfect!

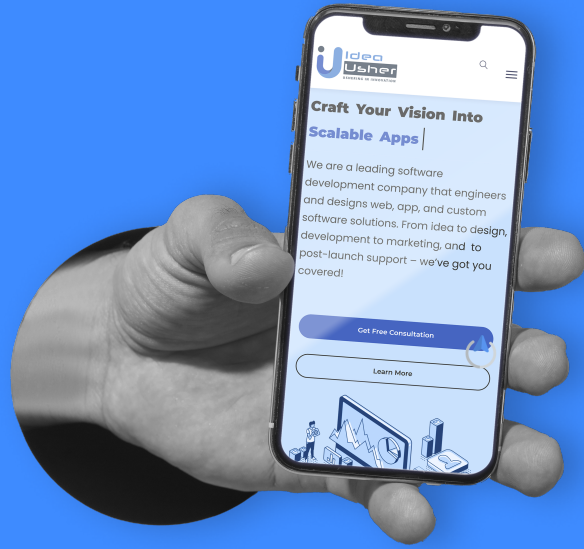
Idea Usher Conversion Hack #3

If the pop-ups are annoyingly shown too many times, it may cause the visitor to close your website tab (Yikes!)

Thus, add these user engagement triggers in moderation and only on specific pages.

Sales Funnel Stages (AIDA Model)	User Engagement Triggers
1. Awareness	<p>After the visitor clicks on an ad or a search result to your website, you can push in scroll-triggered or exit-triggered pop-ups to inform the visitor about something new, such as an ongoing offer.</p>
2. Interest	<p>As the visitor has spent a certain amount of time on your website, it means they found something interesting. Time-triggered pop-ups asking the visitor to sign up for a newsletter, free consultation call, etc., can be a good option.</p>
3. Decision	<p>At this stage, the visitor is evaluating whether they should opt for your products/services. Time triggered pop-ups offering a discount coupon can give them a push to make a decision.</p>
4. Action	<p>This is where the users take action. They either register on your website or buy your products/services. You can experiment here and send them a slider/pop-up offering something of value to them.</p>

4 WEBSITE TITLE



One of the most POWERFUL parts of your website is the title.

It is also the first thing that the visitor sees when they land on your page. Do you think a subpar or an average title would make the visitor gain interest in your site?

“ Here’s a one-line horror story - they might just close your website tab and NEVER return... (literal shivers!)”

You need a title that TANTALIZES your website’s visitor. Something that makes them scroll all the way through your website.

But here’s the catch - a catchy title won’t suffice. It needs to answer the visitor’s question and provide a solution to their problem. Moreover, you should also keep organic search ranking in mind while positioning the title.

Here's how you can make your visitors go gaga over your website:

- Think of a bang-on title that invokes certain emotions of the visitor.
- Make it clear what you or the particular page offers.
- Try to make a one-line title. Remember - less words, more value.

Idea Usher Conversion Hack #4

NEVER use technical jargon on your website or landing page.
For instance:



We use full-stack tools and frameworks to help you scale your cross-platform application.



Build scalable apps for users regardless of their phone OS.

SUBTITLE

Subtitles come in handy when you cannot bring out your website's complete essence with just the title. I would say.. they're like **sugar**, and your main title is **tea**. Although the tea would be just as fine even without the sugar, it does enhance the overall taste.. making the person come back for another sip.

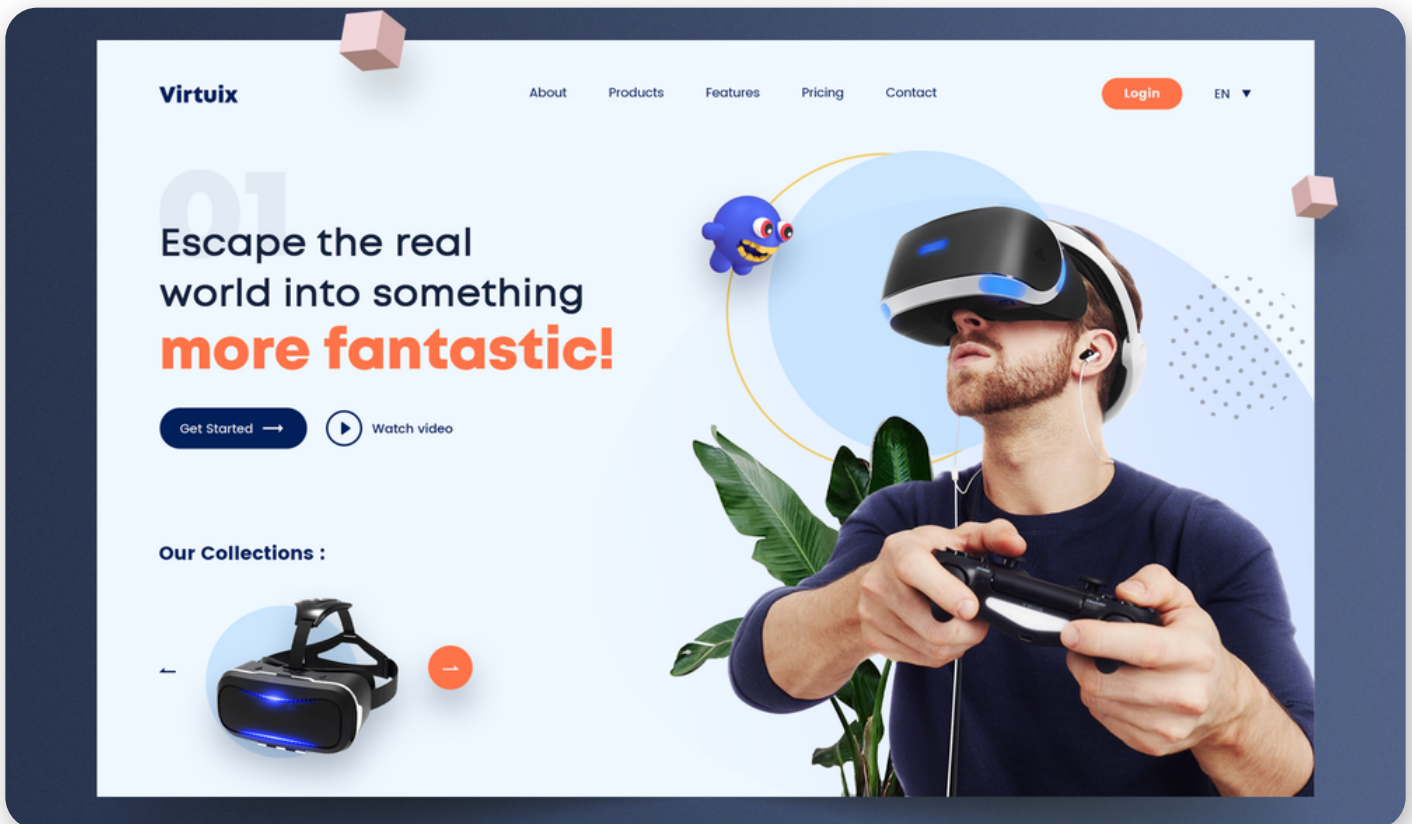
Similarly, if you write your sub-title just right, you can INTENSIFY your message and bring out the bigger picture of your website. Even if the visitors are not interested in buying immediately, they might check out your website again later.

IMAGERY

Your website visitors are like **goldfish** as they have the attention span of 8 seconds, and sometimes even lesser. But there's a trick you can use to **hook** them on your website (pun intended!)

“Good-quality, suggestive, and meaningful images that give your prospects the *Aha Moment!*”

You need to help your prospects visualize the products and services you offer. Make it eye-catching and visually appealing so that it provides a much more immersive experience than writing alone.



↳ **Aha Moment** refers to the common human experience of suddenly understanding a previously incomprehensible problem or concept.

Here are the top reasons why you MUST include images on your website:

- Web content containing visuals like images or videos perform better - on average, receiving up to **94% more views**.
- Snippets with **compelling visuals** have higher click-through-rate.
- Humans are visual learners. Images can improve learning and boost memory by **upto 400%**.
- You can **repurpose** the **images** to create a variety of content forms for specific platforms and audiences.

Idea Usher Conversion Hack #5

Use powerful, and sensory words in your website title and subtitle. Some examples include

Instantly

Dominate

Conquer

Quantum Leap

Ultimate

Smart

Game-Changer

Bulletproof

Proven

Discover

Affordable

Risk-Free

CALL-TO-ACTION BUTTONS



The **#1 reason** your visitors don't convert is that your CTA buttons are not clearly visible, or worse, because you didn't add them in the first place.

Imagine this - you want to order some delicious food from DoorDash, but you can't locate the "Add To Cart" or "Order Now" button. You'll not only be disappointed, but you'll also switch to the application's competitor. Won't you?

Therefore, you got to make the task easier for them. Place the CTA buttons where the visitors can locate them naturally. Moreover, gone are the days when websites chose to write "submit" on their buttons. You need something that moves your visitor and is more COMPELLING.

What do you think would work better?

- **"Free Trial" OR "Get it free!"**
- **"Use Coupon" OR "Yes, I want the discount coupon."**
- **"Sign-up" OR "Start increasing sales now!"**

Of course, the latter CTAs are much more likely to receive traction from the visitors. This is because the words “Yes” and “I” personalizes the action.

Apart from this, if you remove certain obstacles around the CTA button, you may get more visitors to convert. After all, their psychology revolves around TAKING as much as possible while GIVING very little in return. Well, although that may not sound much like a fair deal, the customer is literally the king - so you must treat them like one!

Here are some examples:

- **We take your privacy seriously.**
- **Free trial. No credit card required.**
- **We promise never to spam your mail and sell your information.**

Idea Usher Conversion Hack #6

Use words such as “My” instead of “You” in your CTA buttons. For instance, “Get My Free Account” will lead to more conversions than the “Get Your Free Account” button.

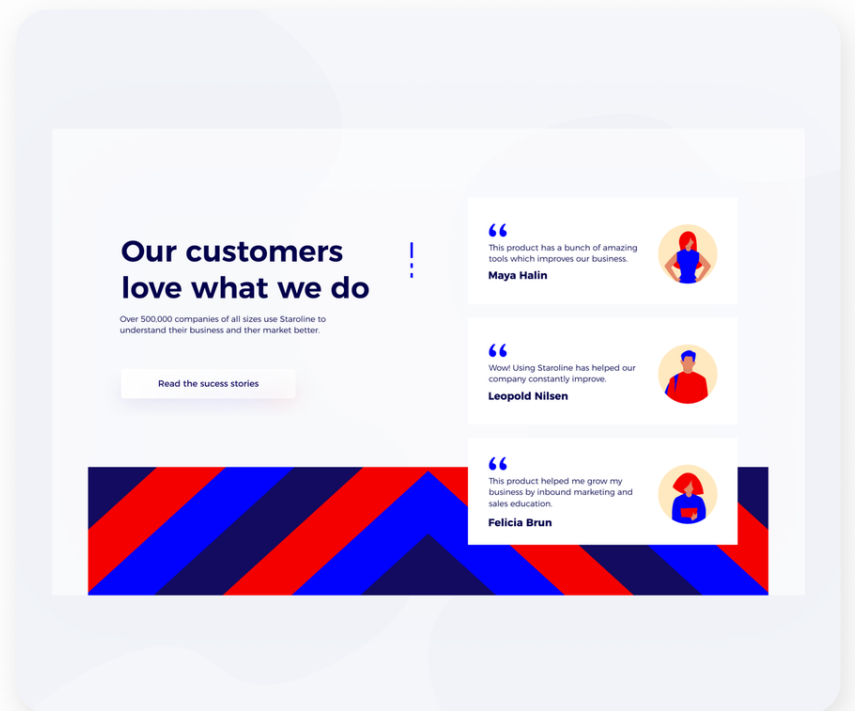
BUILDING TRUST



Today, nobody believes what you say. Merely saying “trust me” in your website copies won’t get you anywhere. You need to SHOW your potential customers that you got what it takes to solve their modern-day problems. Who knew that the super-famous quote “actions matter more than words” would also be applicable in getting a higher conversion rate?

▲ TESTIMONIALS

Testimonials have a considerable role to play in building the visitor’s trust. This is because the visitors resonate with these existing clients based on the challenges faced. However, the only difference is that theirs have already been solved.

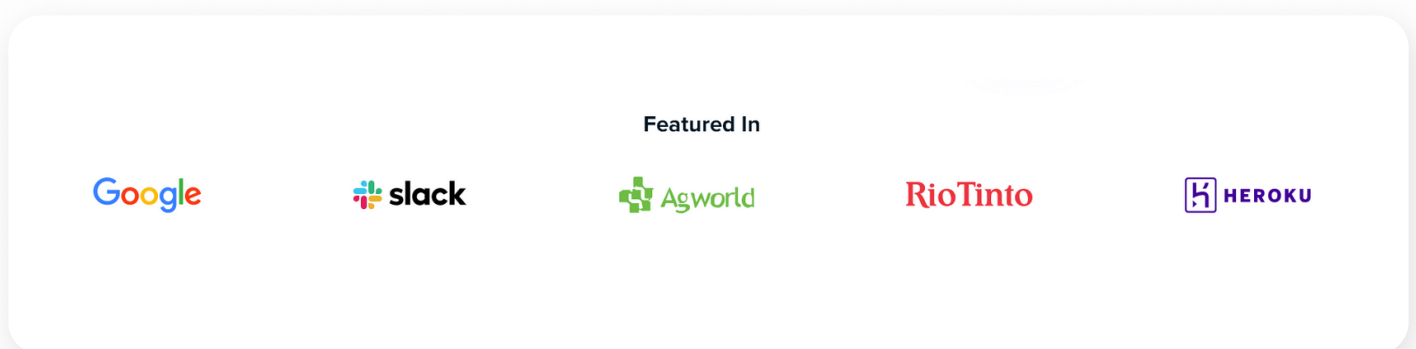


This makes them curious and drives them to give your products/services a shot. Thus, you need to keep the testimonials relevant and centric to the potential customer's main fear or concern.

For instance, you could mention on your website how a client lost 10 lbs within 2 months with your guidance and without any change in diet.

CERTIFICATIONS & ACHIEVEMENT LOGOS

You need to show your visitors that you're a shining star! Remember those students with honorary badges pinned on their shirts back in school? Now that's what made them the teacher's pet... because it spoke VOLUMES about their accomplishments.



Similarly, certifications and achievement logos act as embellishments on your website and help build credibility. Go on, show them a validation icon so that they can trust you with their work.

CUSTOMER BRAND ICONS

Your customer's brand icons are a simple way to show that these companies have trusted you with their needs. It also indicates that you have contributed to where they stand today. Thus, your visitors can **gain confidence** in your work at a glance.

Our Clients

stripe

Disney

NOKIA

Canon

CASE STUDIES

Case studies can be beneficial in explaining how strategically you tackled some of the most complex industry or client problems. They hint at your **expertise** and **capabilities**. Therefore, these should include facts and figures and aim at starting a sales conversation.

Idea Usher Conversion Hack #7

Your website visitors love data and numbers! They're keen to know about the facts and some sort of percentages. For instance, "40.25% of the customers saw a drastic improvement in their skin."

Remember, **decimals = accurate representation of data!**

7 TYPOGRAPHY

typography

It may sound surprising at first, but **fonts and font-size do play a significant role in impressing the visitors and increasing the conversion rate.** For such reasons, you need to select a simple font for your website that is easy to read and skim through. So, if you were considering Italic fonts for your site, you might have to think of something else.

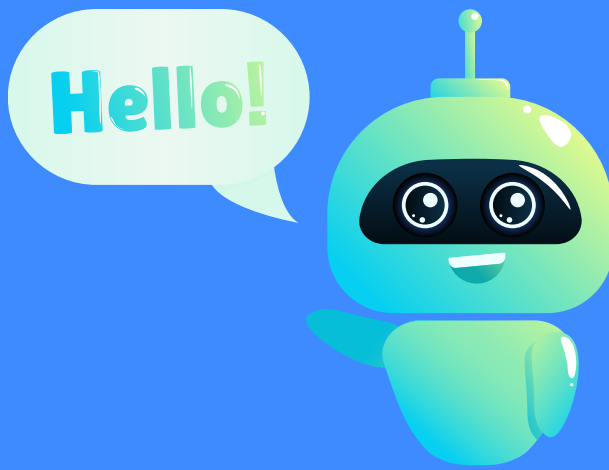
Here are some guidelines:

- Use **Sans-serif** fonts as they have slightly increased readability compared to Serifs.
- Pick a font-size that is **neither too small nor too big**. It should be easy to skim on a desktop or a mobile device.
- Do not pick a font-color that **clashes** with your website background. It looks unprofessional and is harder on the eyes.
- Say no to bolding all sentences! Keep the frequency of bold fonts low and use them for specific words or **one-liners only**.

Idea Usher Conversion Hack #8

DO NOT use small fonts on your website pages. We saw a drastic lift in our conversion rate when we shifted from **8px to 14 px** font size.

CHAT- BOTS



We all HATE waiting for assistance and want it almost immediately, and this is where Chatbots fit just right. It offers 24*7 service and instant replies without any human help.

- **Better lead qualification:** Chatbots can direct the visitors to get in touch with the sales team or schedule an appointment at their convenience. They ask relevant questions and are likely to make immediate sales conversions.
- **Better lead nurturing:** Once you've qualified the leads, you can encourage them on their customer journey. For instance, you can offer personalized recommendations, rewards, discounts, and so on.

Idea Usher Conversion Hack #9

First, prepare a set of questions that would persuade your prospect to convert into a lead. Second, use this **preset questionnaire** to ensure that the communication flow with the chatbot is in the right direction.

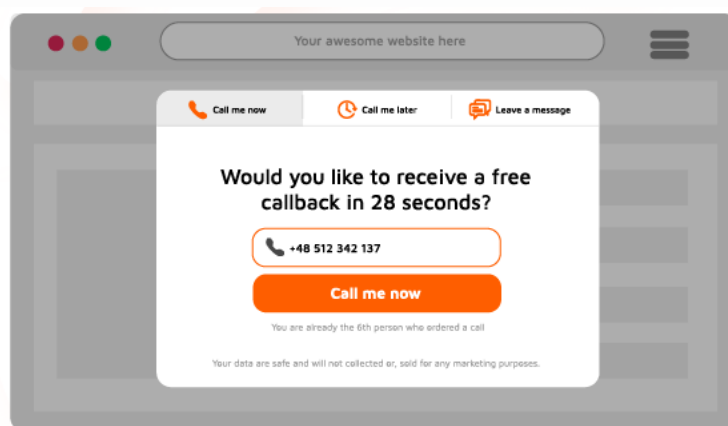
INSTANT CALL BACKS



“Receive your FREE callback in less than 30 seconds!”

This 9-word line holds the power to **increase interaction** with your prospects by **upto 75%** and generate **upto 50% more leads**. All you have to do is add an Instant Call Back button on your website and you'll get your prospects to engage with you left and right! It also reduces **page abandonment⁵** and **Pay-Per-Click ad⁶** spend.

There are various Instant Call Back plug-ins available today. They allow your website visitors to provide their landline or mobile number. They also have the option to schedule the call later as per the prospect's convenience.



⁵ **Page abandonment** describes a situation when a visitor on a webpage leaves before completing the desired action.

⁶ **A Pay-Per-Click ad** is a model of internet marketing in which advertisers pay a fee each time one of their ads is clicked.

10 HOST AN EVENT



Providing gated content such as ebooks and whitepapers is a great way to make your prospects sign-up on your website. However, this strategy is followed by almost every website today (and we're definitely not here to follow the herd mentality!)

“Valuable Information + Unique Approach + Prospect Sign-up Strategy = Online Event Hosting!”

These live events help you connect and learn more about your prospects in real-time. You can also answer their questions, respond to objections, and actively guide them through your sales funnel.

Thus, this lead generation technique is super-effective as it gives you the opportunity to identify your prospect's ***pain points***⁷ and provide them with the most appropriate solution.

⁷ **Pain point** is a specific problem that prospective customers of your business are experiencing.

You can host the following online events:

- **Webinar**
- **Seminar**
- **Conference**
- **Workshop**

By conducting these events, you get an opportunity to connect with people who have the same interests as you. If you play your cards right, you can even convert them as your clients and build long-term business relations!

11 FEEDBACK AND SURVEYS



Despite continuous effort and improvements, you may often find little to no difference in your conversion rates. This could be because they may have **encountered trouble** or a **bug** that caused them to close your website

Mind you, word of *mouth advertising*⁸ still works in 2021! It can either make or break your brand's digital presence. Therefore, you need to pay serious attention to your client's feedback.

There's no way you can know all this without getting feedback from your website users. For such reasons, you need to decide which page should have **feedback and survey pop-ups**.

When you use a feedback pop-up, you need to make fields for their name, email, and a message box. You're most likely to receive responses such as "I can't access this page" to "where do I find _____?" and so on. Thus, you can refine your website, solve their problems, and get their contact details all at the same time!

⁸ **Word-of-mouth advertising** means that your customers tell other people about your business and their experience using your company.

Furthermore, you can also use a survey pop-up that consists of only **1-2 questions** at max. This leads to a higher conversion rate and provides information about why they purchased, what almost made them not buy, product and site improvements, what brought them to the site, and so on.

Idea Usher Conversion Hack #10

Here are some questions you can ask your prospects that will help you make your website better and convert more leads:

- How can we improve our site?
- Is it better for us to contact you via email, text, or call?
- Help us grow! What feature would you like to have in our next product?

What's Next?

These were our top 10 strategies to be successful and grow sales like a pro.

But are these too overwhelming for you? No worries, we got you!

Book a free consultation call with us today and elevate your game in the industry.



ABOUT IDEA USHER

Idea Usher is an exceptional software development company that has digitally transformed its clients all over the world. The company has 14+ years of expertise and is a one-stop destination for Application Development, Website Development, Custom Software Development, Digital Marketing, Artificial Intelligence, and much more! By embracing the joy of creating fit-for-purpose solutions with 100% project delivery success, Idea Usher helps its clients be flexible in a fast-changing world.

To learn more or get a free website audit or a consultation call, visit www.ideausher.com or reach out to us at contact@ideausher.com.

OUR SERVICES



Digital
Marketing



Project
Management



Web
Development



Mobile App
Development



Game
Development



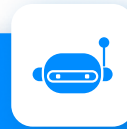
Internet Of
Things



Blockchain
Development



Artificial
Intelligence



Chatbots

OUR RATINGS

Clutch



appfutura



GoodFirms



glassdoor

