

10 Tried & Tested Website Conversion Tactics

Guaranteed to Improve Conversion Rates and Increase Profit

REVIO

Introduction

This guide has been produced by us, StartaDesign, to help people like you...

We are passionate about helping businesses and we believe you deserve to know the truth. It is our mission to give you the real facts. Our aim is to educate you so can learn from what we've tried and tested.

Website conversion is the percentage of visitors that visit your site and complete an action such as purchasing your product or signing up for your newsletter or requesting a demo.

How can you increase website conversion? Just a **small change** can have a big impact on your **conversion rate**. These 10 tried and tested ideas we are about to show you, are being actively A/B tested by us and others.

Get a Higher converting website by using best converting web design practices

LETS GET STARTED...

**GRAB
A
COFFEE**



TIP#1 Create Personas Instead of Targeting Everyone with the Same

Perhaps one of the most important tips is to create your buyer personas.

Do you know who your target audience are?

Do you create your content with those people in mind?

Your 'personas' are your ideal customers. Think about your current customers, what are they looking for, what are their challenges?

What would they ask? What problems are they facing? How can you solve their problem?

Example: email a relevant case study to a prospect. If they are a B2B company, then show them how you have helped another B2B customer increase efficiency and by how much.



Age
25 to 34 years

Highest Level of Education
Associate degree (e.g. AA, AS)

Social Networks



Industry
Sales

Organization Size
11-50 employees

Ellie Events Manager

Preferred Method of Communication

Email, Telephone

Tools They Need to Do Their Job

- CRM Software
- Project Management
- Email
- Word Processing Programs
- Content Management Systems

Job Responsibilities

People management, Task Management

Their Job Is Measured By

Team Productivity

Reports to

Events Director

Goals or Objectives

Enter text here

TIP#2 Standout Call to Actions



There are many websites I come across where nothing really stands out. If you want visitors to engage with your content and result in a positive action, then make your Call to Action buttons stand out.

Your goal may be to collect data, get someone to sign up or sell a product or service. To get sign ups, use the phrase 'Request a Callback' or 'Book a Free Consultation'

Adopting higher contrast colours, larger Call to Action buttons compared to other navigation pages.

TIP#3 Use Slide-In Call to Actions

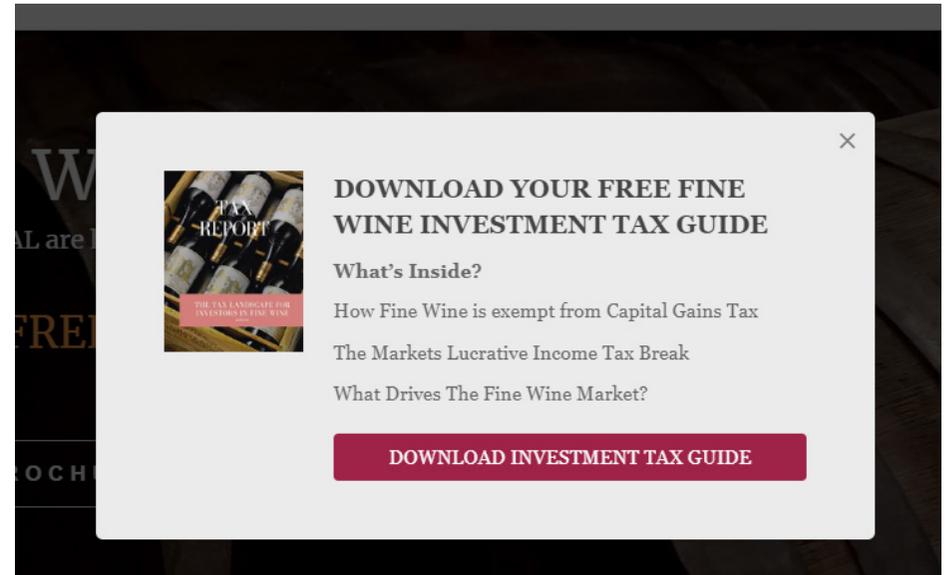
We have tested slide-in Call to Actions on blog posts, to show up 75% of the way down the page when the sidebar disappears.

When a visitor has almost finished reading an article, the CTA slides in and recommends another relevant post.

A month later, we looked the following stats for the slide-in CTA and the static CTA at the end of the post:

Clickthrough rate (CTR) - What percentage of visitors clicked each CTA?

Conversion rate (CVR) - What percentage of those visitors who clicked ultimately converted on the landing page form?



Submissions - How many total leads did each CTA ultimately generate?

In this test, the slide-in CTA had a **192% higher CTR** and generated **27% more submissions** - mission accomplished.

TIP#4 A smiling person increased conversions rates by 102.5%



A company was trying to make drastic changes to the page layout. They first tested a longer page design with more descriptive copy.

The result: 37.5% increase in conversions.

The next test blew the first out of the water. They made the page shorter than the original and added a lovely photograph of their smiling customer in the background.

This time, the page got 102.5% more conversions. Even after doing further testing using different photographs of different customers, the results held up: Photographs of smiling people worked.

Who knows if this'll work on your landing pages, but at least you have some data to help you debut on your company's website.

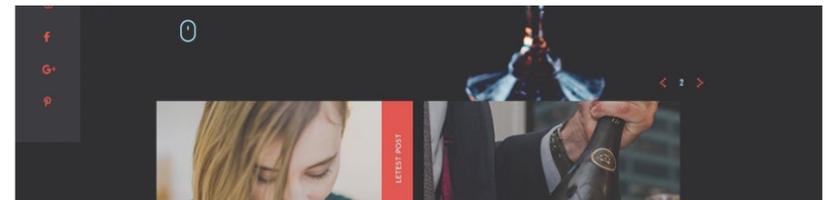
TIP#5 Use White space Instead of Cramming objects

You'll Gain Better Leads

From Lead nurturing, to custom landing pages & conversion rate optimisation, we help you discover the highest return. An average HubSpot customer sees a 300% increase in leads in the first year.



White space is really important when it comes to a high converting website, it will make your copy far easier to digest. When you have a clump of writing for example, create more space between your paragraphs allowing people to see it individually, rather than being phased by a huge amount of text. Also use coloured subtitles to emphasise text.



TIP#6 Try One Column Instead of Multiple Columns

One column in your layout gives you more control over your copy. It will make it easier for your visitors to read. Multi column approach runs some additional risk of being distracting to the core aim of a page. Try using a clear call to action at the bottom of the column to guide people down.

Emerging web design trends and techniques for 2020

There are a number of emerging User Interface Design trends coming in 2020 and beyond – we're seeing designers experiment with extremes, reinvent previous styles and ceaselessly experiment with new techniques. At the same time, there are some popular styles that may have had their day such as the ubiquitous flat illustration design, or will be morphed into something inbetween?

Dark Themed Design

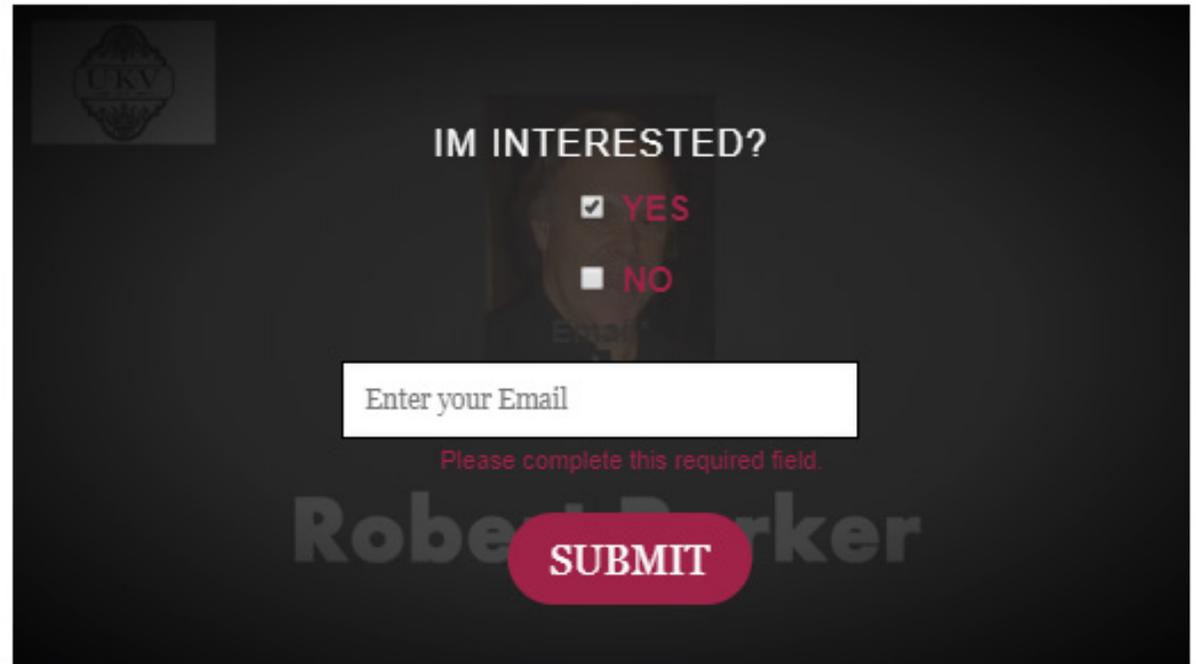
We think there will be a focus on UI design giving users an option to enable dark themes on website pages. Dark backgrounds make design elements stand out, creating a higher contrast ratio with the use of other colors, but still improving visual ergonomics by reducing eye strain. Coincidentally, the dark mode design aesthetic also fits in perfectly with other prevalent 2020 design trends that include dark and moody color schemes combined with glowing neons as well as futuristic yet dark cyberpunk and dystopian styles.

TIP#7 Show a popup question form after video has played

Videos are great form of rich media for engagement on a website and to help increase time spent on your website.

Why not ask if the visitor is interested in your service or product or if they found it interesting after the video has played to the end or by atleast 95% through.

This little gem increased form submissions by 35%.



TIP#8 Enhance Your Thankyou / Order Complete Pages

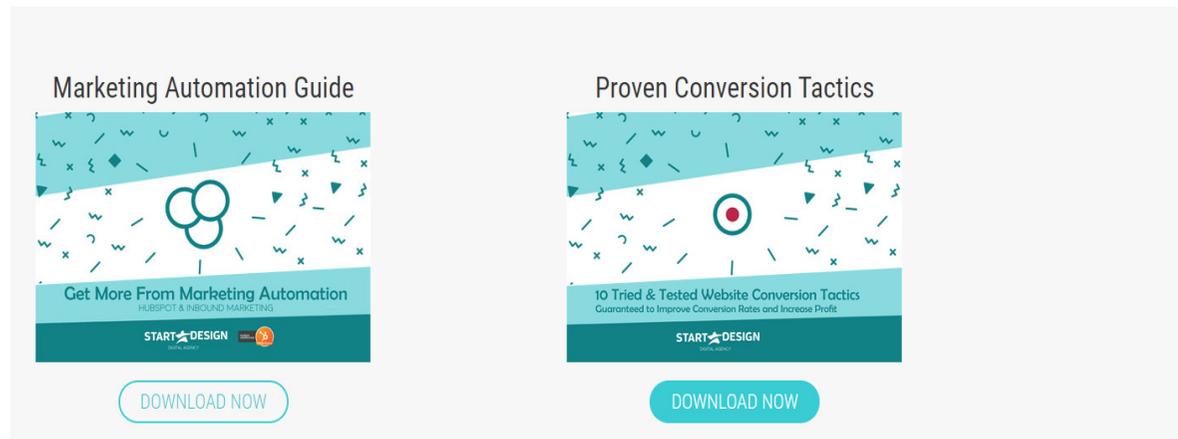
If someone has interacted with your website say by filling in a form, then on completion of filling in their details, often a thankyou page is used to redirect them to.

Most of these thank you pages are quite bland with just a couple of lines of text, but why not use it as an opportunity to show them more relevant information depending on their answers to the form questions. Say they stated that their knowledge was 'basic' on a particular topic or are at the start of their search for a product/service.

Why not help them on the thank you page and educate them with a series of how to or explainer videos.

Helpful Guides

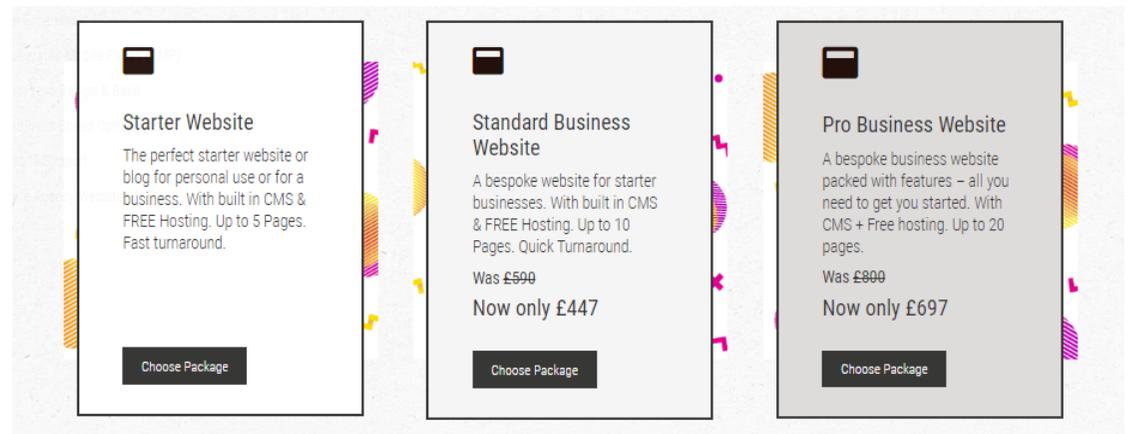
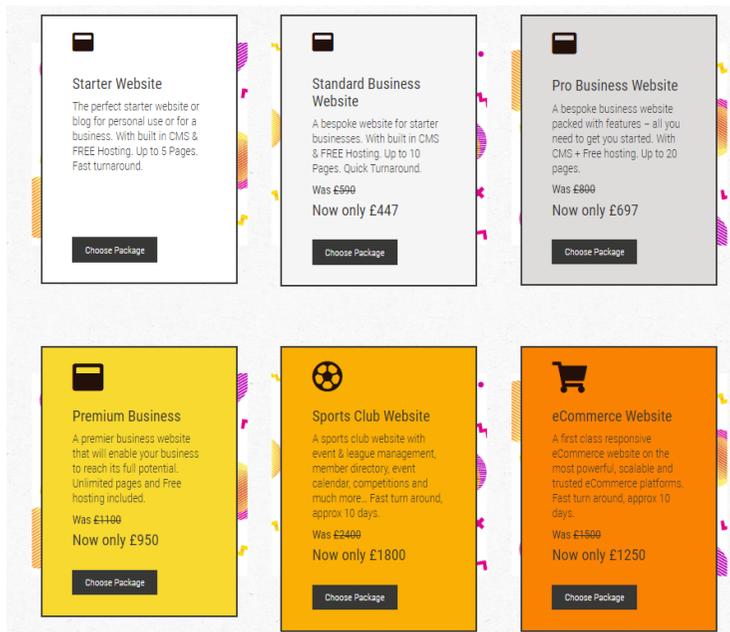
We have created a few helpful resources on all things Digital: Design, Inbound marketing, Lead Generation and HubSpot CRM. Take a look at some of our most popular ones here.



TIP#9 Less is more! Try giving less options

The more choices you give your website visitors, the harder it is for them to make a decision. When you go to an ice-cream shop that has endless flavours, it takes you a lot longer to decide. Making a decision between too many choices can cause us to hesitate and question our choices more. Studies have found that more people convert with less choice or options.

Don't overwhelm your visitors with too many choices. Remember: less is more.



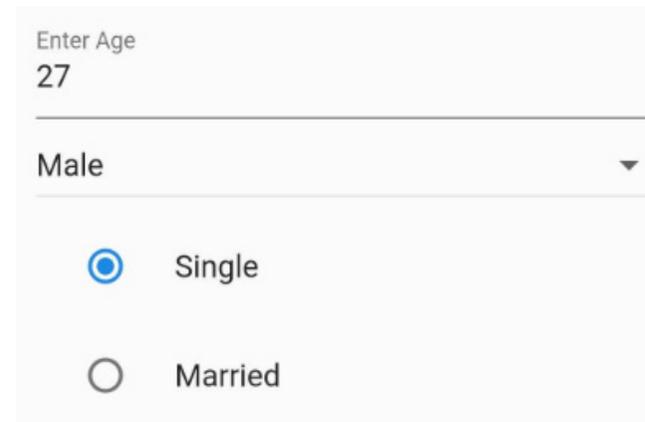
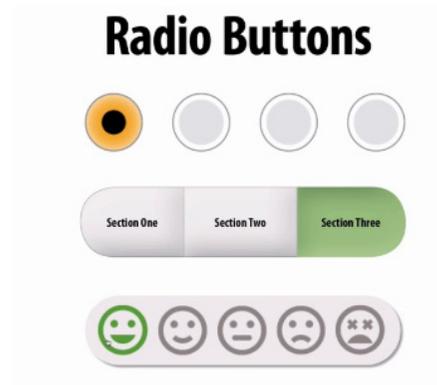
TIP#10 Show Options Instead of Hiding Them on Forms

Avoid drop down or pull down options on form fields when asking for input following a question.

Make it easier for the visitors - don't make them think too much or make it harder than it should be to take an action.

Reserve the use of pull down menus for options such as calendar dates that are predictable - not for important items on your conversion path.

If there are too many options, then you could also break the questions up on to separate stepped form pages using a dynamic form wizard.

The image shows a form with three fields. The first field is labeled 'Enter Age' and contains the number '27'. The second field is a dropdown menu labeled 'Male' with a downward arrow. The third field contains two radio button options: 'Single' (which is selected) and 'Married'.



Want higher Converting Website?

Contact our Digital Design Team to see how we can help your business grow more effectively with proven Design & conversion techniques. Arrange a call to discuss today.

[Arrange a Call](#)

30 Proven Conversion Tactics



Hubspot Certified Specialists