

In my previous article, I have talked about some of the facts [that you need to know about online conversion](#) for websites. In this article, I will be talking about some of the facts you need to know about how to maximize online conversion for websites. Follow me as we are going to look at that in this article.

Now the ways...

#1 Make mode of payment easy

One of the things that will always make customers abandon carts is when it is difficult to make payments. When you are designing your website or online e-commerce stores, you have to make sure that there is more than one method of making payments on the website. When it becomes difficult to make payments, [you will be losing loyal customers.](#)

#2 Free subscription

Also, your attention when it comes to your customers should not be to make sales alone, you should always find a way of keeping in touch with your customers and prospects. You can offer them a free subscription to your website, blog and podcasts. When they are receiving your email newsletters, for example, they will get to know more about your products and service. It will assist them to boost their confidence in your products and services.

#3 Good navigation

As part of your strategies of increasing online conversion on your website, you need to make that your website has good navigation. It should be relatively easy for users to find what they are looking for on your website. You should also use a category to group your content so that customers and visitors can easily find what they are looking for on your website.



#4 Positive Reviews

Also, I said in one of my articles that when customers want to purchase particular products or services, they will always look for someone that has used the product before. You need to make sure that your customer's testimonials are [displayed on your website for prospects to see](#). This will help to reinforce the fact that customers are not making mistakes by choosing to buy products and services from your website.

#5 Free Shipping

Also, if you really want to improve and maximize online conversion for your website, you need to offer free shipping to your customers. There are some that want to buy your products but they may not have the money to do the shipping. By offering free shipping, it will help to boost the confidence of your prospects and customers in your products and services. It will encourage the customers to buy from you.

#6 Compelling content

Also, in order to maximize online conversion for your products and services, you need to make sure that you create compelling content to support the products and services that you have for sale. The content you have created will allow prospects and customers to know what the product is all about as well as how it will benefit them. This will greatly increase the conversion rate for your product.

#7 Matched content

Also, when you are creating content for your website, you need to make sure that your content matches the correct product that you have for sales. Let's say that you have created content and you include a link. If the content talks about cats, the link should direct customers to the page where they can purchase the cat. Nothing should be different.

#8 Testimonial

In addition, you should do all you could do to convert visitors to customers. You need to place the testimonial of satisfied customers on your landing page so that it will encourage customers to purchase your products and services. You are not under compulsion to use bad testimonials. You are free to delete such bad comments if you are not comfortable with such comments.

#9 Call to Action

There is a need for you to include a clear Call To Action for products that you have for sale. You need to make sure that such calls to action are descriptive enough so that prospects and customers will understand the steps that you want them to take after they might have gone through the contents. It is possible at times that some of them might not have the time to go through the entire content. They might just click on the CTA and perform the desired action.

#10 Test Your Website

Another important factor that you need to maximize online conversions for your website is to test your website. You need to run some speed tests in order to be sure that nothing is hindering your website from loading on time. You also need

to test the links in order to be sure that they are linking to the appropriate pages. It is very critical.

#11 Online chatting

In order to guarantee all-around communication between prospects and customers, you need to make sure that your website provides a kind of feedback mechanism through which customers can reach out to you to ask questions and tell you what they feel about your products and services. This will allow you to cover up for any lapses discovered on your website. It will also boost customers' confidence in your products and services.

#12 Frequently Asked Question

Also, there is a need to provide a section for Frequently Asked Questions on the website. At times, the FAQ will reduce the pressure on the customer service department. This will ensure that customers can have a kind of guideline that they can follow in order to resolve any issue they might be having regarding product sales. It will help to turn desired prospects into customers.

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#13 prove your genuineness

Also in order to convince customers and prospects to buy products from your website, you have to be able to prove to them that you are genuine. There is a need for you to include your mailing address, your location as well as your phone numbers on your website. This will give your customers the guarantee that you are not out to swindle them.

#14 Your Front Page

The main reason why many people are not optimizing their conversions is due to the fact that they are not taking the business seriously as a real business. You need to come to the realization that your blog is your office. You have to do

all you could to make your front page as attractive as possible. Do not forget also that customers should be able to find what they are looking for.

#15 easily assessable

In order to convert more visitors to customers, you have to make sure that you have an easily assessable blog or website. You need to make sure that customers can easily find what they are looking for. You need to make use of categories to group your content. You should also ensure that customers and other visitors can have access to your content without signing up on your website.

#16 Easy Purchase option

Just like the easy payment option that should be available on your website, you need to also provide an easy way to purchase your products and services as well. You have to provide a link to each page on your website. You should also display the price of each of your items as well as additional details that customers need to decide on whether to purchase the product or not.

#17 Answer all queries

It is also being said that a good customer-centric enterprise will not go to sleep until customers issues are resolved. You need to make sure that all customers' complaints and enquiries are resolved amicably. Please note that there is no guarantee that you are not going to lose customers but as much as possible you need to raise the exit barrier for your customers by answering all their questions.

#18 Contact form

There are times that customers will always want to ask questions before they would make an actual purchase, you need to make it easy for customers to reach out to you. You can find a good contact form for free online. Having a contact form will prove that you value customers' feedback. It will also increase

customers' confidence in your products as well.

#19 Quick response

One of the major issues that we have when it comes to online marketing is the issue of a late response. You need to make sure that you always respond to customers complaints and feedback in record time. You should always cultivate the habit of checking your email regularly for new messages and make sure that such enquiries are properly attended to.

#20 Concentrate on visitors benefits

As part of your effort to serve customers better, you need to always concentrate on visitors' benefits. You have to know what customers stand to gain when they use your products and services. Make sure that these benefits are well documented on your website. You also need to work on the actual realization of these benefits as well.

10 Ways Of Improving Conversion Optimization

In my previous article, I have talked about some of the facts that you need to know about online conversion, in this article, I want to talk about ways of improving online conversion in online marketing. Follow me as we are going to look at that together in this article. Before I will discuss ways of improving conversion optimization, I need to discuss some of the general terms that you need to know about online conversion in Digital Marketing.

Conversion Page

For every online marketing and campaign, you need to have a conversion page. A conversion page is a very important page on your website. This is the page where a prospect or visitor lands when they come to your website. You should note that the primary purpose of a conversion page is to convert a prospect to a

visitor to your website. That is why everything must be designed with sales in mind.

Conversion rate

This is the percentage of your visitors who perform the desired actions that you want them to perform after they have visited your website.

Conversion rate optimization

This is the process of increasing your sales and leads without making additional costs or paid marketing strategies. In this case, now, you are achieving your objectives but you are doing more in order to get more sales.

Now the ways...

#1 Client testimonial

One thing is very common when it comes to online purchases. Prospects will always want to hear what those that have used the product before has to say about that particular product or service. You need to gather as many testimonials as you can gather from your past customers. You have to display good testimonials from your clients and make sure they are displayed in a location where new customers could easily see them.

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#2 Add value

It is a well-known fact that there is no one that is ready to waste their money on worthless offers that will not add value to them. You need to make sure that customers are getting more than what they bargained for in terms of the value of your products and services. You also need to make sure that you state clearly to your customers the reasons why it is best for them to buy from your website.

#3 Create a sense of urgency

This is another mistake that most businesses are making in terms of how they are presenting their products and services. You also need to design your product offers in such a way that customers will feel that if they do not take advantage of the opportunity that you are offering now, they will not be able to see such a golden opportunity again.

#4 Clear heading

As part of your effort to increase your online conversion generally. You have to make sure that your sales messages are very easy to understand and assimilate. You need to make sure that you present a clear and non-misleading heading. Doing this will allow customers to take understand the message that you are trying to pass across. This is very important because most of your customers do not really have time to read some of the sales messages that you have put together.

#5 CTA Above the fold

In addition to all the creative messages that you have designed in order to convert leads to customers, you need to make sure that you put your Call to Action above the fold. There is a need for you to use a different character and bigger text as well as different font colours that will allow users and visitors to know where they need to click on in order to purchase that particular product or service.

#6 Remove unnecessary links

Also, when you are designing your landing page since it is a landing page, everything about the page must be geared toward selling that particular product or service. You have removed all links that do not relate to sales. All your menu and links that could take visitors away or distract them from purchasing the products or services should be removed.

#7 Dark and contrasting colours

Just like I have said earlier, colour and texts are very important when you really want to optimize your products and services for online sales. You need to make sure that important points are alighted so that customers will understand the messages you are trying to pass across. You also need to ensure that the conversion or Call To Action buttons are well designed so as [to improve the conversion rate for the products and services.](#)

#8 Automatic image and Carousel

In my previous article, I have also told you that you have to do all that you could in order to make sure that your website loads on time. You must remove images and elements that can slow down your website. One of such is image and carousels. They should not be used. This is due to the fact that if the website fails to load on time, it can discourage users. It will force them to abandon the sales process out rightly.

#9 Avoid using free photos

As part of your effort toward improving conversion optimization, you need to make sure that you are not using free pictures that are available online. You should never use any image that you do not have the license to use so as not to land yourself in trouble. You can always use online tools like a canvas that you need to use for your online marketing campaigns.

#10 Simple and strong CTA

[There is a need for you to also use a short and strong CTA](#) that has a compelling tone. It should be too long and it must have the desired action that customers are expected to take when they visit the website. It can be something like “Buy Now”, or “Get Started” among others. This will allow your prospects to know the action that you are expecting them to take.

8 Great Tips For Converting Visitors To Customers

In my previous article, I have talked about some of the facts that you need to know about how to increase conversion for your online business. In this article, I want to talk about ways of converting visitors to customers. Follow me as we are going to look at that in this article.

For any type of business that you are into, you need to realize that your actual profit is not coming from new visitors or customers. Your profit is actually coming from your loyal customers. That is why you have to do all that you can in order to raise exit barriers for your customers. So, now let's look at some of the tricks that you can use to convert visitors to customers.

Now the tricks...

#1 Be persuasive

One of the things that are very common when it comes to online marketing and marketing generally is that people will always want to see how persuasive you are before they can actually buy your products and services. Please note that with the power of persuasion, you can also make those that have no plan to purchase your product buy your product. If you want to sell online, you should be the type that will never take NO for an answer.

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#2 Set and achieve goals

Also, if you really want to succeed in your online marketing efforts, you have to make sure that you set goals and you work towards achieving them. Your online marketing goals must be clearly written down and it must be realistic enough and achievable. Besides that, you need to make sure that you set a Key

Performance Indicator so that you can be measuring how far you have [gone in achieving your digital marketing goals.](#)

#3 Good navigation

Also, I have said it in one of my articles that no matter how good your website design is if people find it difficult to navigate the website, you will observe that many of your visitors will stop visiting the website. You have to make sure that your contents are grouped based on characteristics that they have in common. Besides, you should also cultivate the habit of linking your existing articles to your previous article. This will assist both search engines and your visitors to know what your website is all about.

#4 Call to action

Also, there is a mistake that is common to content writers. We always forget to take advantage of the chances that we have when someone stumbled on our content. For every content that you release out there, you should always ask for something in return. People should not read your content and be confused. You should use the opportunity to tell them what you are expecting them to do. Do you want them to reshare the content, comment on it? It might even be that you want them to purchase such products or services.

#5 Increase downloading speed

There is one thing that is common to every individual. They are not always patient enough. That is why you need to ensure that you work on the speed of your website. You should ensure that you avoid content that can slow down your website. Visitors should be able to download on time. That will definitely increase the conversion rate on your website.

#6 lucrative offers

You can also make use of free giveaways when you need to convert visitors to

customers. You need to use something to get something. You can give out a free ebook. You can also allow customers to have a trial version of your products and services in order to convince customers to subscribe to your products and services offers.

#7 Substance rather than style

There are many websites and content developers that have colourful websites but their websites lack substance. When you are designing a website, you need to make sure that the website is designed in such a way that it is simple and easy to use. The website should be devoid of errors and it should be easy for people to find what they are looking for on your website.

#8 Entice customers to revisit

Also, as part of the measures to convert visitors to customers, you should have a way of enticing customers to revisit your website. I have said it that your profit is actually coming from your existing customers. If a customer but from you once and does not come back to repurchase your product. You have lost substantial profit. You should do all that you can to avoid such.

Action Point

PS: If you would like to have an online course on any of the courses that you found on this blog, I will be glad to do that on an individual and corporate level, I will be very glad to do that because I have trained several individuals and groups and they are doing well in their various fields of endeavour. Some of those that I have trained include staff of Dangote Refinery, FCMB, Zenith Bank, and New Horizons Nigeria among others. Please come on Whatsapp and let's talk about your training. [You can reach me on Whatsapp HERE.](#) Please note that I will be using Microsoft Team to facilitate the training.

I know you might agree with some of the points that I have raised in this article.

You might not agree with some of the issues raised. Let me know your views about the topic discussed. We will appreciate it if you can drop your comment. Thanks in anticipation.

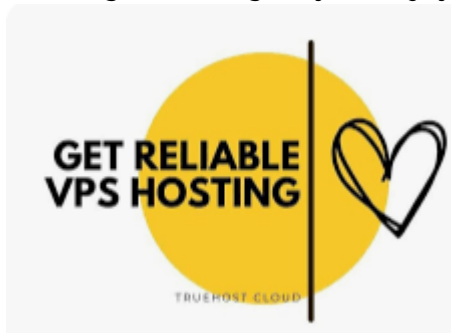
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