

Christopher Angus, Internet Marketer and Search Engine Optimiser discusses how to turn website visitors into customers

TURN WEBSITE VISITORS INTO CUSTOMERS

Getting your website visitors to buy your products is an essential element to having a business that uses the internet to create additional sales or leads. **If** your company is totally dependant on the internet as a source of revenue, then turning your visitors into customers will mean the difference between success and failure.

In internet circles, we talk about "Conversion Rate", this is the amount of visitors v's the number of sales. Therefore, if you have a hundred visitors and you have five enquiries your conversion rate is 5 per cent, which is not a bad rate. However, the average conversion rate is much, much lower than this. The next part of the article explains how to raise your conversion rate.

The first step to having a good conversion rate is to have a professional looking website that people can trust. Building a website that you get for free from your Broadband provider is not a good idea. Spend the money upfront and get something that looks good and professional, it will pay for itself many times over in the future. Think about it, would you buy something from a website that looks like a dog's breakfast? You would think that it's some kind of scam even if it wasn't.

The next step to having a website that converts well is to have a website that is easy to navigate. This means that people should be able to view all your products without having to click more than two or three times. Don't have your products set-up so people have to go deeper and deeper from sub-category to sub-category. People don't want to click seventeen times to find something they want to buy. By the time they are on the fifth click they will have lost interest and will be looking for another website to buy from. Also make sure people can get back to your home page within one click - make this obvious.

You now need a Call- To-Action button; this is where people can click to buy at almost every opportunity. Website visitors shouldn't have to scroll to find the "Buy Button". Have at least one button at the top, middle and bottom of the page. If you don't sell products from your website, make the Call- To-Action button a "Contact Us" button where one click will take them straight to your page which has your telephone number and email address.

Make taking payments from your customers safe and easy. Customers hate entering all their card and address details only to have the payment declined and to have to try it all over again with a different credit card. If you have a system that has trouble taking payments for whatever reason, get a new payment system. If you have a problematic transaction system you may be losing half of all your sales.

Finally, put a time or stock limit on a website. Offers that say "For today only" or "Only 10 units in stock" will make far more sales than if you don't. Make the buyers think that they are getting a good deal, most people know that if they come back tomorrow the price will remain the same. However, there is that "What if" thought in their mind and that will trap the impulse buyer to make a purchase there and then.

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