THE COMPLETE GUIDE TO A HIGH CONVERTING WEBSITE

The 47 Points High Conversion Checklist

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Conversion Myth Buster

Before we shift into top gear, let's get some common **misconceptions** of the way.

#1 Build it and they will come?

Well, they may, but it may take them 10 years! Even if you make the meanest conversion machine, you still need to get the word out. Nothing happens without publicity, so be ready for some PPC, SEO, and social media advertising to get more visitors to your website.

"WITHOUT ADVERTISING, A TERRIBLE THING HAPPENS—NOTHING!"

#2 Can You Build a Perfect High Converting Website?

Building a high converting website is not a one-time task. It's an ongoing process. You never say, "Hey, I don't need any more customers." That would mean you're going downhill.

> *"SMALL CHANGES DELIVER SMALL GAINS."*
> *(CHRIS GOWARD)*

For bigger gains, you need to base your landing page on a proper strategy and keep re-tuning different elements to achieve more and more conversions. There can be unlimited design options available, and you should keep testing and trying to make your site get you more and more customers.

> *"WE HAVE YET TO FIND A WEBSITE THAT COULDN'T BE IMPROVED."*

#3 Can You Convert All of Your Visitors?

In fact, the majority of the people coming to your website will never buy from you, no matter what you do. It's because they're not coming with the intention of buying. Some of them may have already made up their minds to buy from your competitor. Others may just be browsing for fun. Some may not like your site for no reason. Remember, these are people, just like us. And people are complicated.

YOUR VISITORS HAVE 3 CATEGORIES

- **The wild geese**

  these are the people who would never buy from you, no matter what, for whatever reasons

- **The foolhardy**—no offense, but they are the desperate ones who WILL buy from you, no matter what. They will take the trouble of digging out your product from wherever you've buried it, fill complex forms, and make a purchase no matter how hard you

make it for them. The only problem is, such customers are very few, and there numbers are not enough to sustain a business

- **The undecided**—these are the visitors that you CAN convert and should focus on. They are still in the decision making process and you can influence them through the tips described in this book.

ACHIEVING A CONVERSION RATE OF ABOVE 40% MAY BE IMPOSSIBLE (TIM ASH)

#4 Can You Do It Yourself?

Nothing could be further from fact. Even if you eat code for lunch, you still need a good team. That would mean hiring a great designer, copywriter, digital marketer, and possibly a UX expert. Fortunately, hiring a good digital media agency can solve your problem. You can focus on your business and let them do what they do what they do best. However, you still need knowledge to direct their efforts and get the website that gets you customers 24/7/365.

FACT: IN A SURVEY, 90% OF THE FIRMS CITED OUTSOURCING AS CRUCIAL TO THEIR GROWTH STRATEGIES.

CHAPTER I: PLANNING

#5 BECOME your target customers

Conversion starts and ends with your customers. Before you invest your first dollar into building a high-converting website, you must identify your customers and start thinking like your customers.

QUESTIONS TO ASK

- Who would use your product?
- Why would they use your product?
- How can you describe your perfect customer?
- Where do they hang out and who are their friends?
- What are their activities, attitudes, opinions, problems?

PLACES TO LOOK

- Look around for your perfect customer among your friends and
- acquaintances and create a stereotype
- Look at their social media profiles, friends, people they follow, groups they join, discussions they participate in, etc
- Conduct surveys, focus-group interviews, opinion polls, or simply talk to a few people whom you consider to be your target market
- Analyze what your competition is doing, the channels they're using, the benefits they're highlighting, the people they are talking to...
- Follow social media influencers and latest trends related to your business/industry

#6 Slice and dice your traffic

Your target market consists of distinct groups of customers with distinct needs. You should plan your site in a way that it appeals to all of these groups. The choice is yours—segment or die!

DID YOU KNOW YOUR SITE HAS 7 TYPES OF VISITORS?

Conversion optimization expert Smriti Chawla suggests 7 ways to segment your visitors.

1. New visitor and Repeat visitors
2. Different traffic sources — organic search, PPC, social media, etc
3. Geo location — targeting people in a particular country and city
4. Behavioral targeting — awareness, information search, comparison, ready-to-buy, trends, past behavior, etc
5. Referral sources — what are the websites that send you genuine referral traffic, and how much of your referral traffic is just spam?
6. Conversion tracking — Google Analytics will tell you your most profitable traffic sources, and the weaker links in your marketing
7. Demographically segmented traffic

#7 Get your KEYWORDS right

Experts agree that optimizing for conversions starts with the right keywords.

- Select specific keywords to target different groups of customers.
- Use different sets of keywords to optimize different pages for different traffic segments
- These keywords will also help design high-conversion PPC campaigns
- Match keywords with customer intent
- Make sure your keywords represent your offer correctly
- Have different keywords for different customer groups/segments
- Make use of long-tail keywords

#8 Why are you building this WEBSITE, after all?

The simple answer is that you want to make money. But, how will your site help you achieve your ultimate goal?

WHAT ARE THE GOALS OF YOUR WEBSITE?

- conveying information
- generating business leads for future marketing
- sell products or services online
- collect donations or funds for a non-profit

IDEALLY, YOU SHOULD DEFINE THE GOAL FOR EACH ONE OF YOUR PAGES

Is it to dissipate information, collect email addresses, subscribe to your newsletter, or something else?

Subscribe Newsletter

Subscribe to our mailing list to get the update to you email

| Email | Submit |

#9 Me? Do? What? (Define the conversion)

Each time a visitor clicks where you want them to click, a conversion takes place. What does that click do? Do you want them to buy your product, subscribe you're your mailing list, download your App, read a blog post, or call your phone? You should define the conversion for each page of your website.

WHAT DOES THAT CLICK DO?

Do you want them to buy right away? It may work if you're selling iPhone covers, fashion jewelry, or other simple and low involvement products. But you'll need an opt-in email subscription form to gather leads if you have a more complex B2B product or expensive product. Each of your pages should have a conversion goal, which you need to define before you start designing.

YOU CAN'T EXPECT YOUR VISITORS TO KNOW WHAT ACTION THEY'RE SUPPOSED TO TAKE UNLESS YOU KNOW IT YOURSELF!

#10 Gather data and resources

Creating a high-converting website is not something you can do by yourself. You're going to need human and technological resources to develop a high converting website. You'll also need the data about your traffic and customers based on which you are going to design different parts of your website.

- Human resources—web designer, programmer, UX expert, copywriter, digital marketer, etc
- Technology—hardware and software, plug-ins, analytics, tools, etc
- Data—customer profile, segmentation data, traffic and conversion data etc

NOVAGE COMMUNICATIONS HELPS CLIENTS BUILD HIGH-CONVERTING WEBSITES OR OPTIMIZE THEIR EXISTING SITES TO DELIVER AS MUCH AS 300% MORE CONVERSIONS.

CHAPTER II: BASICS

11. Clarity and Simplicity

12. Mobile Friendliness

13. Consistency Converts. Period.

14. Does Size Really Matter?

15. Make it easy for visitors to take action

16. Super-fast loading times

17. Entice them with attractive offers

18. Design More Pages as Landing Pages

HOW TO BUILD A WEBSITE THAT C.O.N.V.E.R.T.S.

C = Clear Call to Action

O = Offer

N = Narrow Focus

V = VIA: Very Important Attributes

E = Effective Headline

R = Resolution-Savvy Layout

T = Tidy Visuals

S = Social Proof

#11 Clarity and Simplicity

A clean layout, plenty of white space, and a clear call-to-action are the basic principles of creating high-converting pages. Your photos, headlines, text, video, testimonials, and other elements on your page should be displayed neatly. Everything should be focused on the action that you want your visitors to take. Never forget the first lesson of sales:
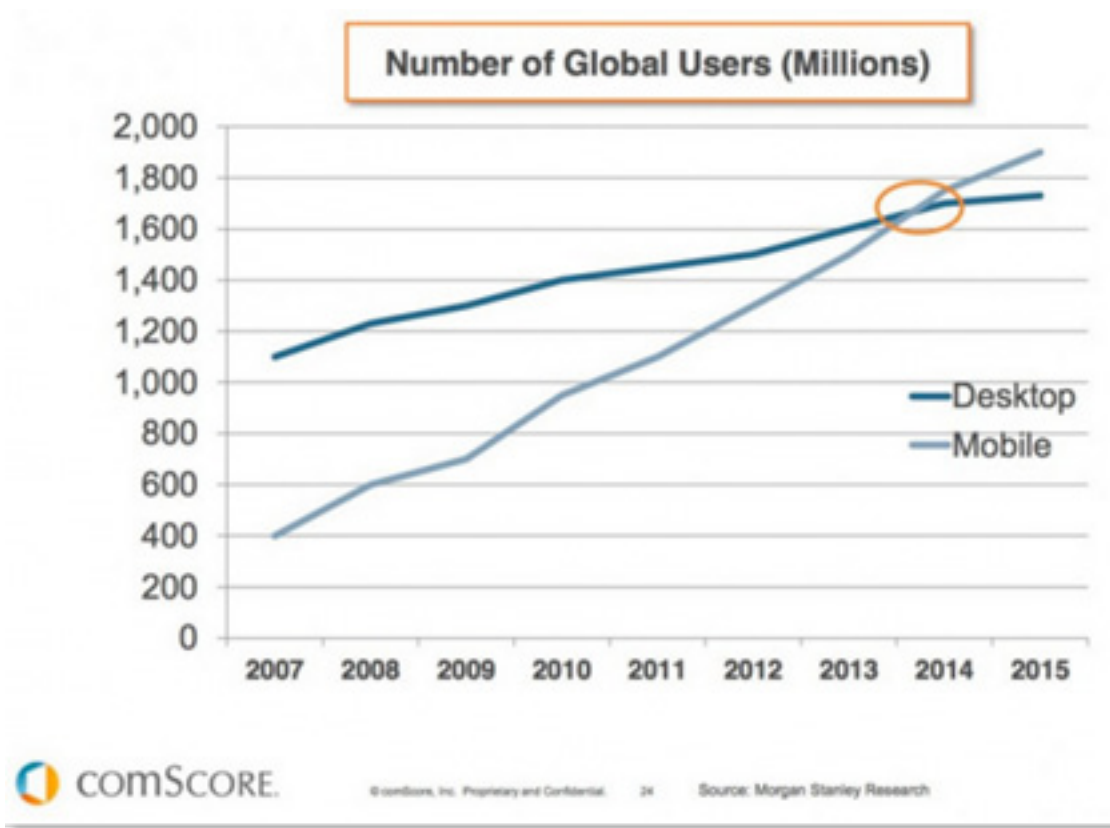
ABC: Always Be Closing
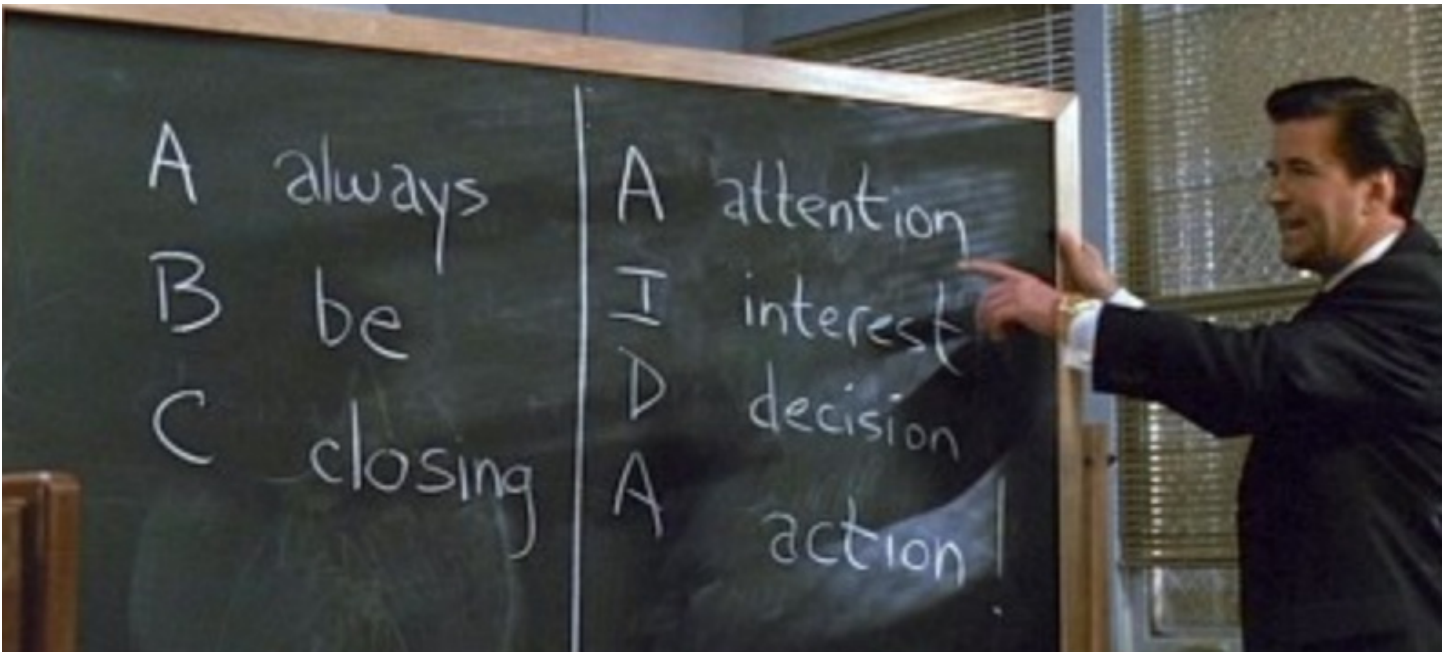
#12 Mobile Friendliness

FACT: MORE PEOPLE NOW ACCESS THE INTERNET THROUGH MOBILE DEVICES THAN THROUGH DESKTOP COMPUTERS.

Number of Global Users (Millions)

- Take the mobile friendly test if you already have a website and fix the issues that Google points out
- Google Analytics will tell you the names of the devices your visitors are using to access your site
- Your site must display properly on all common mobile devices, screen sizes and resolutions

#13 Consistency Converts. Period.

Consider your site to be a stream flowing from page to page. Your visitor should have a consistent flavor regardless of the point he drinks from.

- Consistency of information—facts and figures, company info, etc
- Consistency of user experience—colors, graphics, voice, style

Consistency helps reinforce the trust that you want to instill in your visitors and delivers higher conversions.

#14 Does Size Really Matter?

Will a lengthy page deliver better conversions than a shorter one? What is the ideal length and depth of pages for high-converting websites?

- The average length of the pages depends on your product, service or offer
- More complex and high-involvement products may require more detailed pages
- Shorter pages may convert better when your visitors already know what they are looking for
- Testing and surveys will tell you the ideal length for your pages

> *FACT: A LONGER VERSION OF A PAGE CONVERTED 52% MORE TRAFFIC FOR MOZ. ON THE OTHER HAND, A SHORTER VERSION CONVERTED 11% BETTER FOR A GYM.*

#15 Make it easy for visitors to take action

Will your visitors know within the first 5 second of landing on your page what action they are supposed to take? Have you used a proper "visual hierarchy" to guide the visitors easily towards the conversion button? Here are a few tips from Quicksprout:

- Test your rough page layout (also known as wireframe) with some of your target customers and see what problems they are facing
- Ask for the bare minimum amount of information when you need customers
- Use **testimonials** to give your visitors confidence
- Using **case studies** has proven to deliver conversion rates of more than 13%
- Reinforce the benefits that they get from your product or service
- Kill the **"pain points"** that may prevent your visitors from taking action — such as providing **money back guarantee**.

YOU READ THIS FIRST
You will read this when skimming
You will probably not read this on a skim
You will not read this. **Unless a phrase is bolded**

Psst...This is using "anomaly" to break the flow of the hierarchy. Cool huh?

#16 Super-fast loading times

Did you know your visitors may leave your website even if takes a fraction of a second longer to load than they expect?

HOW FAST IS FAST ENOUGH?

Surveys have shown 47% of people expect a website to load in 2 seconds or less. However, the fact quoted above indicates even 2 seconds may be too long. You should keep optimizing for loading speed continually.

HOW TO INCREASE LOADING SPEED?

- Buy your hosting from a reputable company
- Know your site's needs and go for a shared, VPN or dedicated hosting
- Make sure your site doesn't have any heavy images or graphics, or use CSS to design your site if you want to use hi-res images

#17 Entice them with attractive offers

Maybe this tip should go right in the beginning of this book. Giving an attractive offer is the first step of conversion. Regardless of how beautiful your page looks and how easy you've made it to take action, people will not click on the action button unless they find your offer attractive.

- Write interesting blog posts and offer visitors to subscribe to your email list
- Offer free eBooks and guides in return for subscribing
- Use memes and infographics and encourage sharing
- Make product bundles and offer discounts

> *YOUR VISITORS FIND IT MORE ATTRACTIVE IF YOU OFFER A LOW-COST PRODUCT WITH A HIGHER-PRICED ITEM FREE OF COST, COMPARED TO A DISCOUNT.*

Take Action!
GET STARTED NOW!
CLICK HERE!

#18 Design More Pages as Landing Pages

A landing page is the page that is displayed when a customer clicks on your search result, PPC ad, social media, email, or other off-page and even on-page links. It is a page with a specific purpose — the conversion. Obviously, the more pages you'll have optimized for conversion, the more visitors your website will convert.

CHAPTER III: DESIGN

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34. Write short and powerful copy

35. Have a thank you page

36. Keep USP and CTA Above the "Fold"

37. Test, test, test...then test some more

#19 Get Rid of Distractions

Unnecessary details, links, and design elements create distractions. And distractions are conversion killers. Make sure you have a neat and clean layout with the bare minimum element—a minimalist design if you would...

Distraction: Over-designed nav bar

Distraction: Unnecessary iconography

Distraction: Multiple fonts and type colours

Distraction: Content mis-alignment creates visual complexity

Distraction: Boxy content design

Distraction: Inconsistent subhead treatments

Distraction: Complex background textures

Distraction: Field mis-alignment

Distraction: Minimal margin creates visual strain

Distraction: Cramped fields and labels

Distraction: Secondary messages without information hierarchy

Distraction: High-contrast colour draws eye away from primary content

#20 Layout essentials

The human eye has a specific pattern of scanning web-pages, as revealed by different eye-tracking studies. Internet users pay more attention to headlines, and scan the page from left to right—in an F-shaped pattern.


HENCE, THE ELEMENTS ON THE LEFT SIDE OF THE SCREEN ARE MORE LIKELY TO GET NOTICED.

#21 Use Powerful Headlines

Write bold, compelling headlines when you're writing the copy for your pages. Here are some tips from ConversionXL.

- Use numbers in your headlines
- High converting headlines have 5–9 words
- Use negativity to trigger action—words like "never", "worst", etc
- Use two-part headlines—a headline plus a subheading
- Write simple and clear headlines
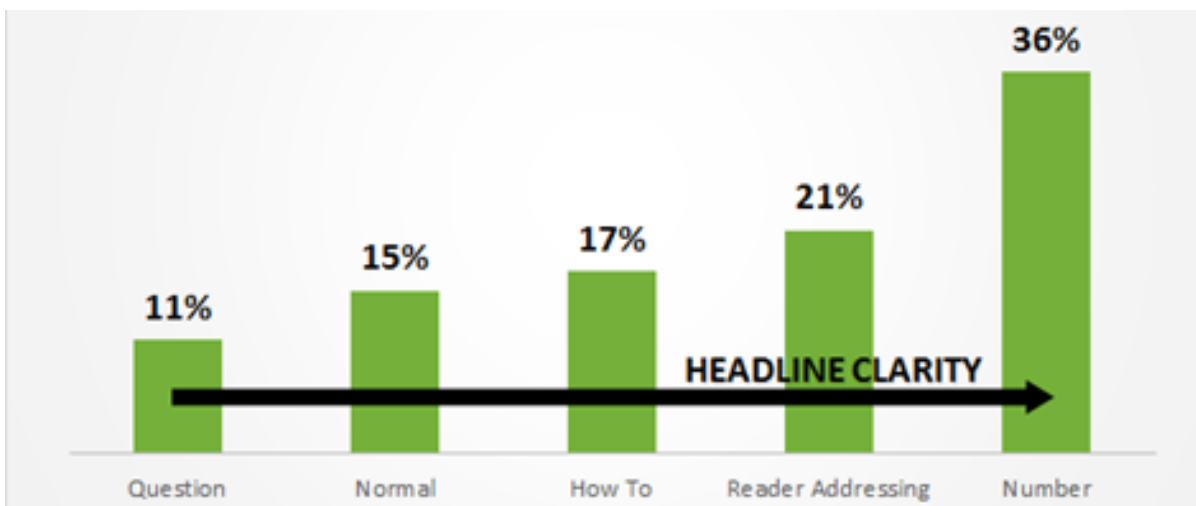
> *FACT: 8 OUT OF 10 PEOPLE WILL READ YOUR HEADLINES. ONLY 2 OUT OF 10 WILL READ THE REST OF YOUR COPY.*

#22 Optimize Call to Action Copy

Using unusual CTA copy can make more users click on the CTA button. For example, when the word "your" was replaced by the word "my" in the CTA copy, the same page delivered 90% more clicks.

Be creative and experiment with different CTA copy, always testing the results as you go along.

DO NOT CLICK THIS BUTTON UNLESS YOU DO NOT WANT MY INSIDER'S KIT

I honestly have no idea why everyone who comes to I Will Teach You To Be Rich doesn't beg me for my Insider's Kit...

DO NOT CLICK HERE

(unless you do not want my free material)

#23 Optimize CTA Button

The color, position, size, and design of the CTA color will influence conversions.

- Use a contrasting and distinct color for your CTA button
- A button should look like a button, but don't over-design it or make it in 3D. Users prefer a flat design these days
- Red color generally performs better, but it depends on your overall color scheme
- Only testing will tell you which color converts better
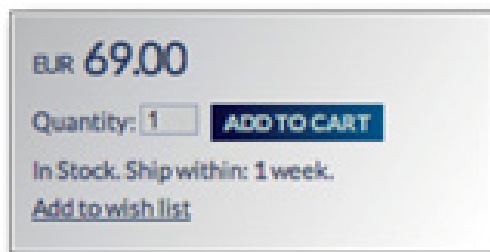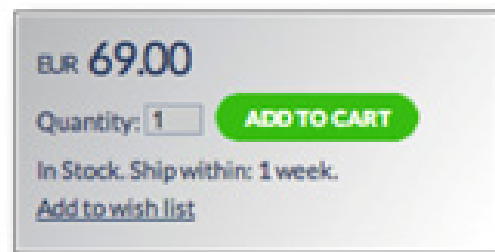
#24 Use directional symbols

Directional cues are arrows or other symbols pointing to the action you want your users to take. They guide the visitors' workflow and make it easier for them to scan your page. Arrows, callouts, pointing fingers, or even the direction in which your model is looking can boost your conversions.
See an example below.

Eye looking straight ahead
Only 6% of 200 usability test participants looked at the product

Eye looking towards product
84% of usability test participants now looked at the product

www.thinkeyetracking.com

#25 Fascinate Visitors with Formatting

Make very good use of formatting to make your key points pop out.

- The main heading, subheadings, and copy, everything should be clearly visible
- Maintain a proper visual hierarchy throughout all kinds of devices (tablets, mobiles, etc) so that the headings and different sections don't get jumbled up or confusing.
- The more important a particular point is, the more prominently it should be highlighted

PRO TIP: DON'T USE TOO MANY BIG HEADLINES TO EMPHASIZE A DOZEN DIFFERENT POINTS. YOU'LL ONLY CONFUSE YOUR VISITORS. ONLY EMPHASIZE ONE OR TWO MAIN USPS MORE PROMINENTLY, AND USE SMALLER FONTS FOR THE REST OF YOUR HEADLINES.

#26 Use Colors to Boost Conversions

Did you know there were different colors for different emotions? Take a look at FormStack's infographic below.

For example, a person coming to a doctor's website is likely to be in a different mood than a person visiting a wedding-planner's website. They are more likely to stay on your website if you use the colors that resonate with their emotions.

- Yellow is youthful and optimistic
- Purple is soothing and calm
- Blue gives a feeling of trust
- Red is used to attract attention
- Green is the color of nature, and so on...

WHAT TYPES OF COLORS ARE GOOD FOR DIFFERENT SITES?

Colors that will entice a viewer will vary among different sites. Applying the right colors might draw in traffic, bore viewers, or scare some away. They set the mood of a landing page and influence viewer's actions.

YELLOW
- Optimistic and youthful
- Often used to grab a viewer's attention

ORANGE
- Aggressiveness
- Used as a call-to-action and attention grabber

RED
- Energy
- Increases heart rate and creates urgency
- Often seen with clearance sales and references to food

PINK
- Romantic and feminine
- Used to market products and services for woman and young girls

BLUE
- Creates the sensation of trust and security
- Often used by banks and businesses

PURPLE
- Soothing and calm
- Often relates to beauty or anti-aging products and services

GREEN
- Associated with wealth
- The easiest color for the eye to process and used with finance or entertainment websites

BLACK
- Powerful and Sleek
- Seen as luxurious and sophisticated

Sources: blog.performable.com | colormatters.com | blog.kissmetrics.com   Created by formstack.com

#27 Don't Forget White Space

Remember that you're making a website, not decorating a cake. Use lots of white space between the colored elements to make everything stand out. The absence of white space and use of dark colors usually results in a jumbled up design, which scares away visitors the moment they land on your page. Of course, feel free to make a black-n-red color scheme if you're running an adult site.

BAD DESIGN EXAMPLE
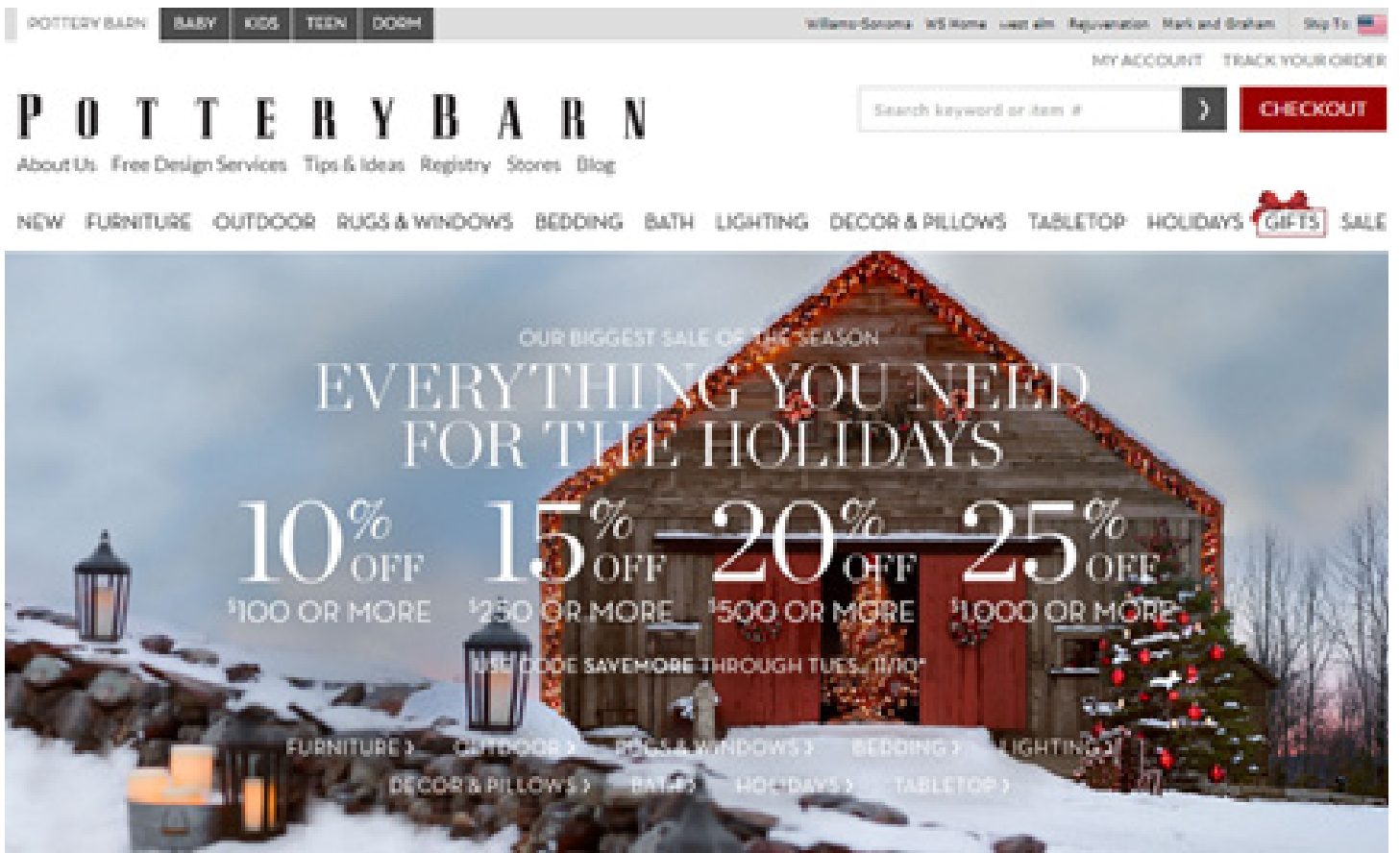
#28 Flat Design is "In"

Internet users have become savvy at using the interfaces. Flat or minimalist web design has gained popularity in the recent years because users don't need 3D elements of drop-shadow elements to tell them where a button or menu item is located. A flat design trashes all 3D or other fancy design elements. It is simple, crisp and minimalist design that you see on almost every website these days.

#29 Include All Ingredients

There are 5 ingredients that all high-converting pages have in common. Make sure you include all of them on your sales or subscription pages

- The unique selling proposition (USP)—the distinct reason why the customer should buy your product (and not your competitor's)
- Relevant images and video
- Product or service benefits
- Social proof and trust signals
- Call-to-action (CTA)

Creating a
UNIQUE SELLING PROPOSITION

#30 Buy Now, or Lose it Forever!

If people think they can come back and buy your product anytime, the chances are that many of them will not buy it soon enough. You should create a sense of urgency throughout your sales pages, particularly near your CTA button.

PRO TIP: MAKE YOUR VISITORS BELIEVE THAT IF THEY DON'T BUY NOW, THEY MAY LOSE THE OFFER FOREVER.

There are several ways to create urgency:

- Show limited stocks—"Last xx items remaining"
- Offer time-barred discounts
- Use a countdown timer to show how much time they have before the deal ends
- Show them the number of people who have already bought your product
- Use words such as 'now or 'today'

#31 Provide upfront pricing

You should not keep the price a secret until the last moment, as price is often the first thing your visitors want to know. Research has also shown that your customers want a reference point for comparing prices. That's the reason many retailers routinely mark down prices on their landing pages.
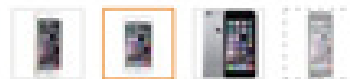
#32 Offer Free Shipping

Free shipping makes it easy for your customers to buy your product , whereas coming to know about the added shipping cost may drive many of the buyers to abandon their carts. You should build the shipping cost carefully into your product's price, so that you may offer free shipping.

> *FACT: MANY CUSTOMERS FIND A FREE SHIPPING OFFER THAT SAVES THEM $6.99 MORE APPEALING THAN A $10 DISCOUNT, ACCORDING TO THE WHARTON SCHOOL OF BUSINESS.*

#33 Gone in 15 seconds...

Remember that an average reader has an attention span of 15 seconds. So, your pages should be designed in a way to capture the visitors attention in the first 15 seconds. You can do this by using creative images, videos, or headlines.

#34 Write short and powerful copy

Nobody is going to like a wall of text to greet them at a website, at least not your mobile users.

- Keep your copy short and powerful
- Highlight your USP and product benefits
- Use a video or infographic to make complex info easy to read

Easy Email Newsletters

MailChimp helps you design email newsletters, share them on social networks, integrate with services you already use, and track your results. It's like your own personal publishing platform.

Sign Up Free

Need convincing?
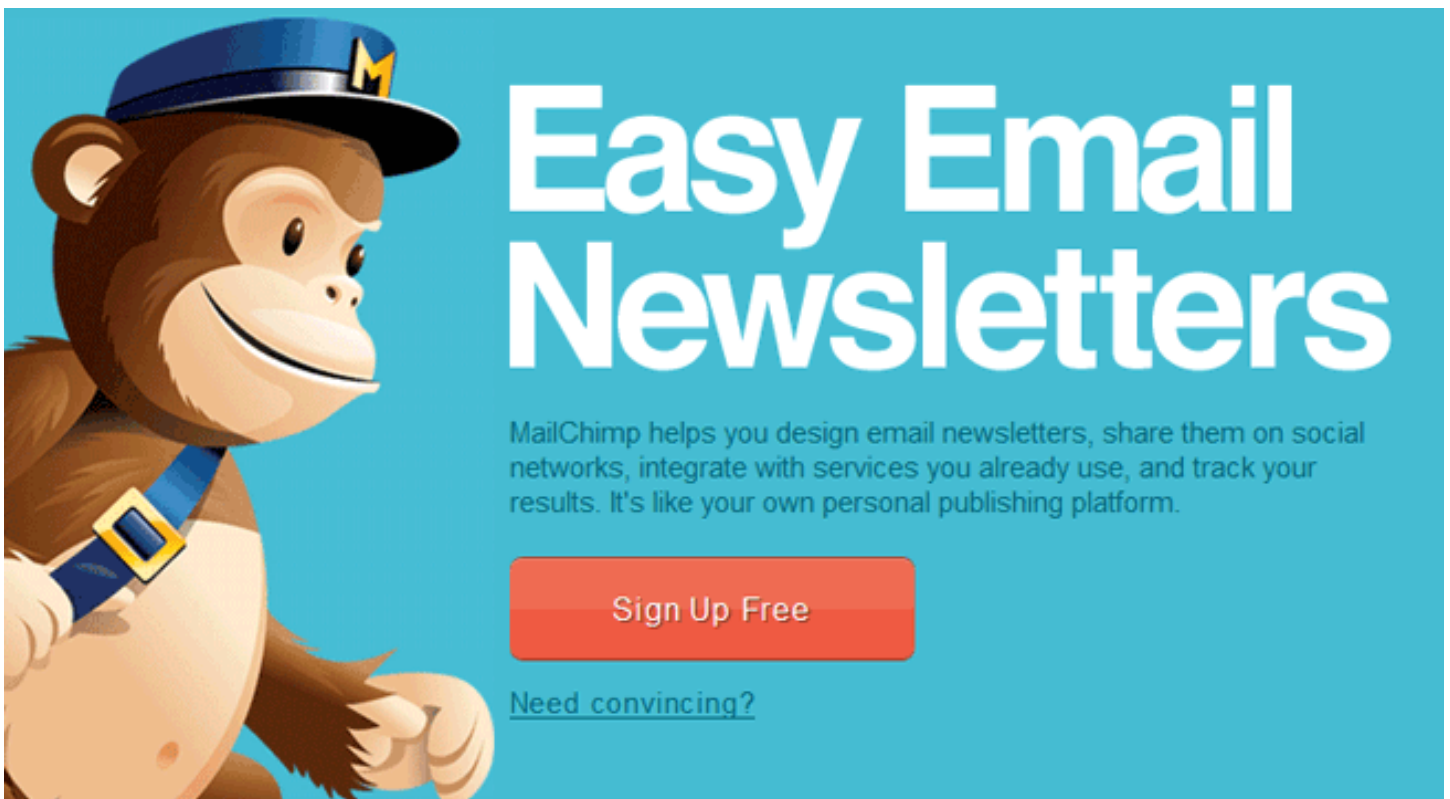
#35 Have a thank you page

It's essential that you don't leave your visitors keep guessing what will happen next after they click the action button. Having a "Thank you!" page is a nice way of reassuring your customers and informing them about the next steps.

Thanks for Subscribing!

Everything we promised you has been sent to the email address you provided.

We've emailed you instructions for accessing the material we've sent you. Whilst you're waiting, why don't you learn how "**PRODUCT NAME**" has helped hundreds of marketers just like you build their lists, fine-tune their funnels and explode their monthly sales?

Learn More Now »

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Home   Earnings Disclaimer   Privacy Policy   Contact Us

#36 Keep USP and CTA Above the "Fold"

Your visitors should be able to read your most important USP and see your CTA without having to scroll down. In other words, you should have a clear value statement along with a prominent call-to-action placed "above the fold." Detailed benefits and features can go below it. Many websites also use a video above the fold to capture their visitors. In any case, you must keep it simple. Here's how VWO is doing it:
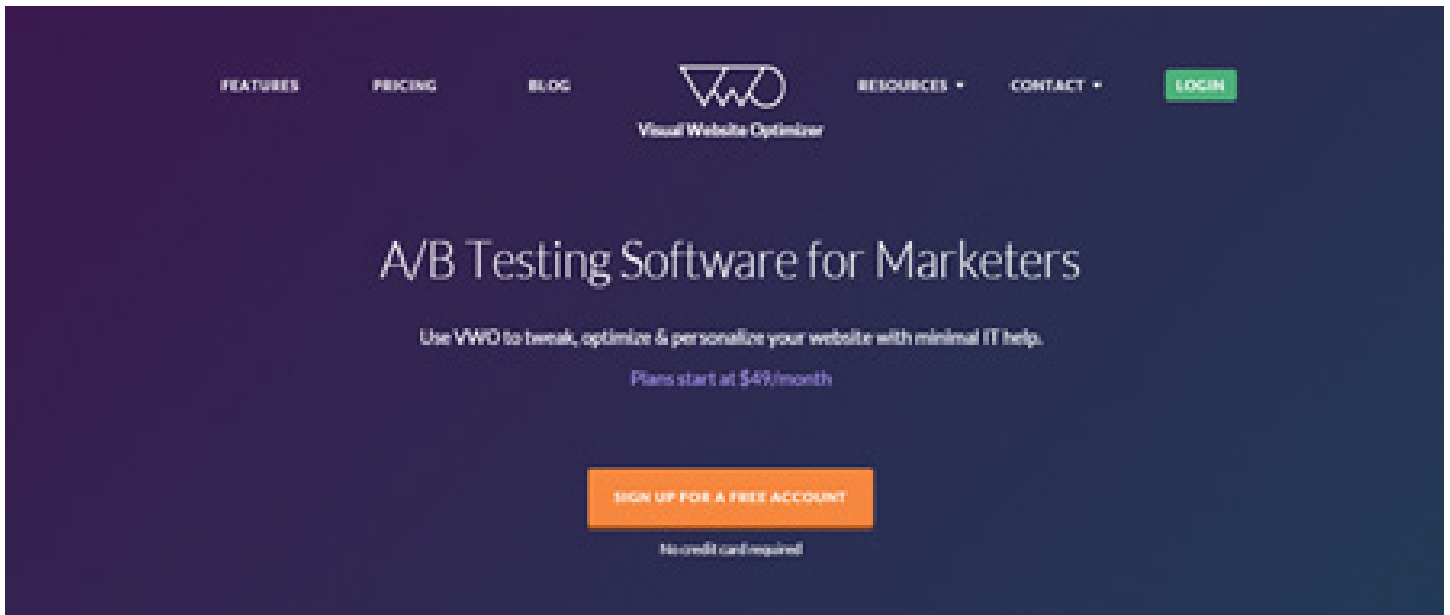
#37 Test, test, test...then test some more

How will you know which color, layout and copy convert more visitors? The answer is testing. There are many types of testing tools available, including Visual Website Optimizer, CrazyEgg, WordStream, and others. They allow you to test different versions of your website's pages and find out how your visitors respond.

- A/B Split testing: Allows you to test two or more versions of a page
- Heat mapping: Allows you to see where your customers are looking on the page
- Multivariate testing: Allows you to test the variations in many different elements simultaneously

While you cannot possibly test each one of your pages, you must conduct a series of tests while designing your product pages and other important conversion pages.

KEEP TESTING. KEEP CONVERTING.

CHAPTER IV: SEO

Without traffic, there's no conversions. Driving more interested visitors to your site will deliver more conversions. As the saying goes,

A RISING TIDE LIFTS ALL BOATS!

#38 Use Main Keywords in the Title Tag

You have up to 70 characters in you Title tag. You must include your most important keywords in the page titles to let users and search-engine spiders know what your page is about. The page titles will also display on the browser's tab and the SERP (search engine results page). So make sure they depict your page correctly and attract visitors.

#39 Use META Descriptions to Impress

Think of the 150-160 character long Meta description as your signboard on the search engine results page (SERP). Include your keywords, USP, and other key info along with an intriguing call-to-action to tempt the users to click on your search result.
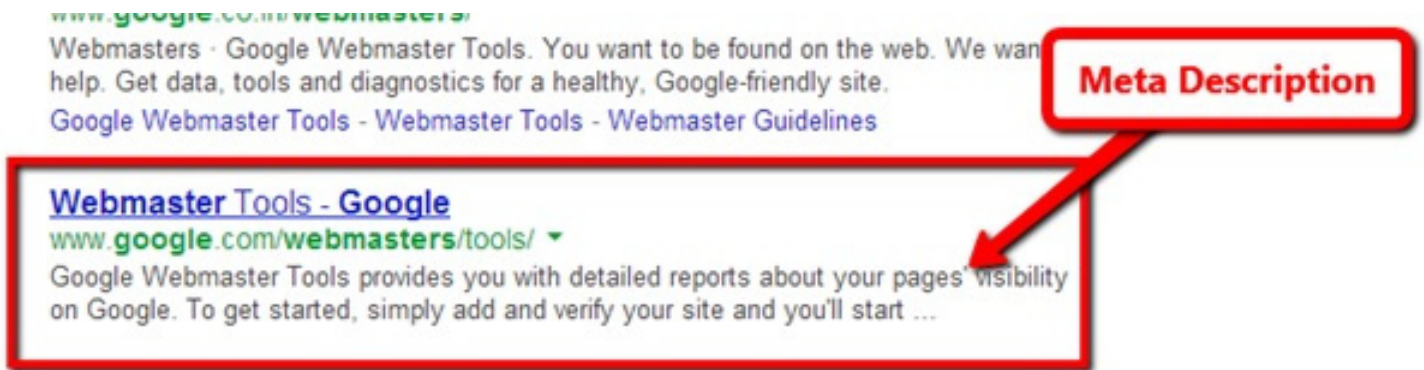
PRO TIP: META DESCRIPTIONS MAY NOT BE SIGNIFICANT FOR YOUR SEO RANKINGS, BUT THEY ARE CRUCIAL FOR MAKING PEOPLE CLICK AND COME TO YOUR WEBSITE.

#40 Optimize Your Images for SEO

Did you know the search engine spiders are blind to images and videos? They still need text to interpret what you have in that image or video on your page. You must guide them by including a short description of the graphics and your main keyword in the "alt" attribute of your img HTML tag.

#41 Unleash the power of video

Are you planning to have lots of videos on your website? You can upload to YouTube or host directly on your site. In either case, a video is going to boost your SEO and increase conversions, by as much as 80%.

FACT: A VIDEO IS 52 TIMES MORE LIKELY TO APPEAR ON GOOGLE'S PAGE-ONE THAN A TEXT ARTICLE

- A video makes your visitors stay longer on your page and more likely to convert
- Professionally produced videos convey a better image and inspire more trust
- Most of the people would rather watch a video than read text

PRO TIP: USE THE VIDEO'S TRANSCRIPT AS DE-SCRIPTION AND INCLUDE RELEVANT KEYWORDS AS TAGS.

CHAPTER V: TRUST

#42 Do You Have a Logo?

You company logo is one of the most effective trust signals. But you'll be amazed to see the number of websites that don't have a logo. You probably don't remember them for that precise reason—not having a logo. Make sure you get a professionally designed company logo to display on all your pages. Saving money by having a substandard logo is a bad idea, because a bad logo will spoil your image. It's going to be there for a long time, so better put some effort into designing it.

Good, Clean Design

Bad, Cluttered Design
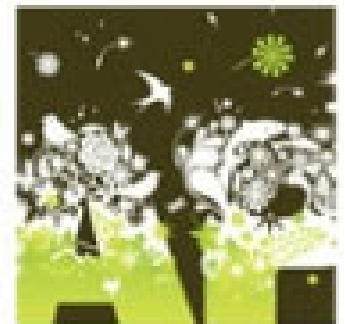
#43 Include Social Proof

Social media is the biggest influencer of buying decisions these days. It makes people more likely to buy when they see their friends have already bought from you or like your website. You can also display your Facebook comments or Twitter feed on your website. Your visitor should not feel he or she is the first person visiting your website.
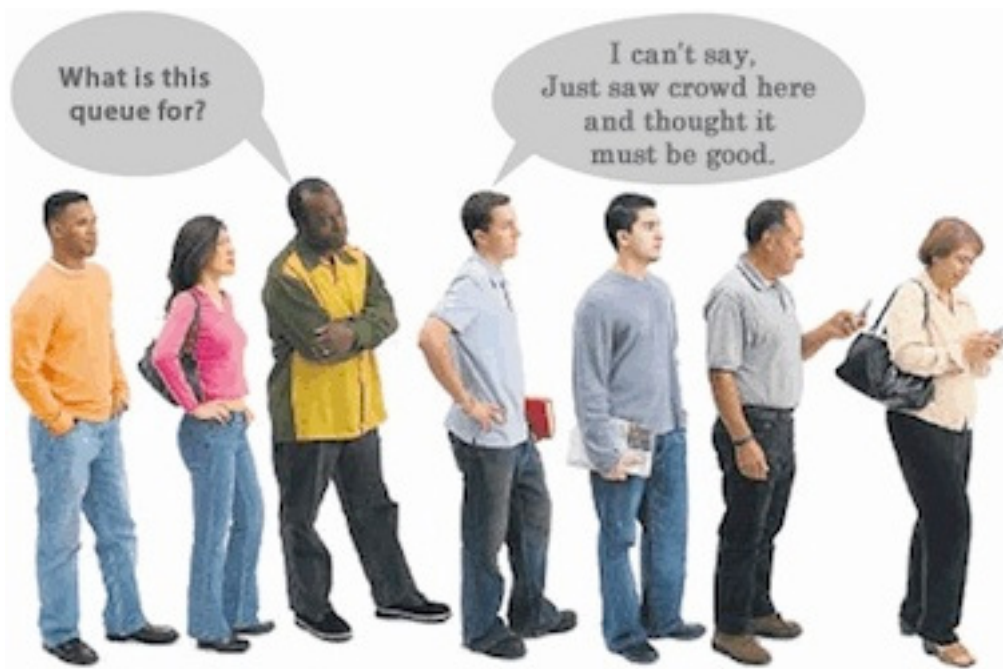
#44 Reviews and Testimonials

Not only are genuine customer reviews and testimonials the most powerful trust signal, they can also get you more traffic if they are displayed in your local search results. Testing proves that having testimonials displayed on your landing pages can boost conversions by as much as 50% or more. Here are a few ways to use reviews and testimonials.

- If you are a local business, you should create a Google+ business page where people may be able to review your product or service
- Displaying testimonials right beside your CTA button has show to increase conversions
- You can also place testimonials above-the-fold to retain more visitors on your website
- Use video testimonials or photos to inspire more customer trust and boost conversions

"ONE OF THE BEST BUSINESS DECISIONS THE FIRM HAS MADE."

NICOLE ALEXANDER
DIRECTOR OF PROFESSIONAL AND BUSINESS DEVELOPMENT
MCELROY, DEUTSCH, MULVANEY & CARPENTER, LLP
NEW JERSEY

HEAR NICOLE'S STORY

#45 Offer Live Chat Support

I always prefer live chat to other ways of communicating, such as telephone or email. Offering live chat support lets your customers feel secure. They know that someone is online to help them if anything goes wrong. Live chat also allows them to have their questions answered immediately, making it easier for them to buy or subscribe. Live chat is also more economical and efficient than a toll-free number or one-on-one phone support.

LIVE CHAT FACTS

- 44% of customers say having a question answered by a live person is the most important feature a website can offer
- 90% of the customers find live chat helpful
- 63% of customers are more likely to return to a website that offers live chat support
- 38% of customers say they made their purchase due to the chat session

#46 Provide A Guarantee

Regardless of what it is or what it covers, extending a guarantee helps customers feel reassured. The word "guarantee" itself improves the confidence level of your visitors. It does not have to be an explicit guarantee backed by the legalities. Just think of a way to tailor a guarantee for your business. For instance, instead of saying "Free 30 Day Trial", you can say "Try 100% Risk Free - Guaranteed!".

#47 Provide Terms of Service and Privacy Policy

Google's recommended best practices require page owners to provide the details of why the users' email address (and other personal info) is required, and how this information will be used. Regardless of whether you are asking for subscription or selling products or services, you must include carefully drafted terms of service and privacy policy. This instills confidence in your visitors, and makes you come out more professionally, apart from saving you from unnecessary liability in case of refunds or returns.

Turn Your Website Into a Powerful Source of Leads for Your Business.

Now that you know the 47 features that help turn your website into a powerful source of sales, get an expert critique to identify the 4-5 most important things you should change on your website to pull more profits quick smart.

Usually $199, our FREE website audit can give you:

- Answers on how to create extra leads with just a few simple changes.
- Secrets for cultivating those leads to double (or even triple) your web sales.
- Find out EXACTLY what you need to do to create a website that will take your business to the next level and become a profit making powerhouse.

Book your audit now! It'll only take you 1 minute.

Call us now on 67 444 064

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