ACTIVE
INTERNET MARKETING | UK

Established in 2010
Active Internet Marketing (UK)
help local businesses
future-proof themselves by
generating more leads from
Google

How to Turn Web Traffic into Paying Customers

A guide to converting web traffic from digital marketing channels into paying customers

Know Your Overall Strategy?

To increase the number of paying customers for your ecommerce business, it's important to have a strategy in place to convert visitors into buyers. This process, known as a conversion, involves turning prospects into customers. Your conversion rate is a measure of how many visitors you are able to convert into paying customers.

To persuade first-time users to make a purchase, you need to focus on nurturing the customer journey. This means that customers need to feel that they know, like, and trust you before they will be willing to spend their money.

How will they trust you're the best website to choose from?
What leads to building this trust?
What unique value do you provide to them?

Developing an effective go-to-market strategy that takes these factors into account is crucial for the success of your ecommerce business.

Business Strategy & Website

1. Know Your Unique Selling Point

- What is it that makes you different?

- How does your product differ from your competitors?

- Are you selling based on price, service or quality of product?

- What is your elevator pitch?

- What makes you stand out so you can quickly and effectively communicate this to customers?

- Is your branding consistent across platforms and is it consistent with your product offering.

2. Create a Better Website

- If your design is lacking, you're losing customers even before they enter the customer journey.

- Your website needs to be user-based, which means it's built for users to navigate easily.

- Make sure your brand is properly represented on your site and is consistent with the products you offer.

3. Blogs

- Blogs are a great way to market your business and products, allowing for direct communication with your customers.

- Blogs help you build trust. Your customers have questions they need to be answered.

- Blogging regularly also makes your business seem active, welcoming, and trustworthy.

4a. Create an Email List

- An email list is a direct line of communication with your interested (or actual) customers.

- By collecting emails, you can nurture these users through the conversion process.

- They might not be ready to make a purchase the first time they visit your website, but they might if you email them a discount code shortly after.

4b. Segment Your Email List

- One of the biggest mistakes is dumping all emails addresses into a single list. Different users have different interests.

- They might be at different stages in the customer journey. Always segment your list by interest and more.

- The more you know about your audience, the better equipped you are to serve them effectively.

5) Leverage Social Proofs

- Social proof is a way to build trust with users. Testimonials, influencer endorsements, and even reviews are all types of social proof.

- Social proof is worth its weight in gold. You can preach about the wonders of your products and services all you want, but the reality is reviews are 12-times more trusted than your own descriptions.

- Make sure social proof is shown front and centre on your website, especially for your best products.
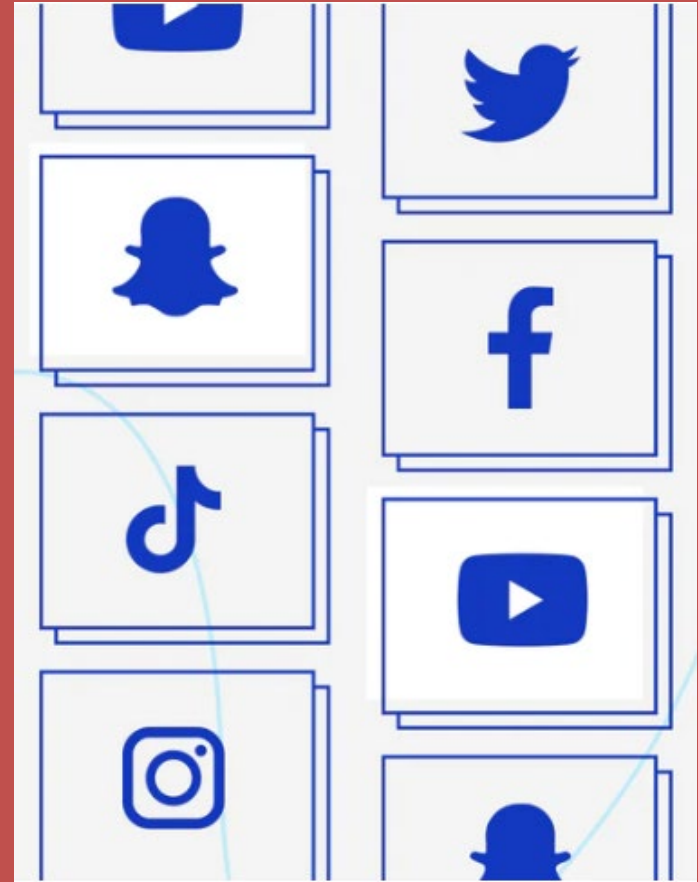
6) Live Chat

- A tool which can help improve a websites conversion.

- Helps with customer acquisition and onboarding

- Allows agents to build rapport with customers.

- Increases customer engagement.

- Often when customers question is answered they are ready to order.

51% of customers like live chat because it allows them to multitask.

7) Website Load Speed

- There are a number of free sites such as Pingdom that allows you to test your websites speed.

- It provides a score and recommendations of how to improve your websites speed.

Pingdom Website Speed Test

Enter a URL to test the page load time, analyze it, and find bottlenecks.

URL
http://www.bbc.co.uk/

Test from
Europe - United Kingdom - London

START TEST

The internet is fragile. Be the first to know when your site is in danger.

START YOUR FREE 14-DAY TRIAL

Your Results:

⬇ DOWNLOAD HAR   ⬆ SHARE RESULT

Performance grade
C **73**

Page size
1.2 MB

Load time
1.50 s

Requests
102

8) Mobile Compatibility (Responsiveness)

- It is important to make sure your website performs properly on both desktop and mobile.

- There are a number of sites, including Google that allows you to test for mobile compatibility. Google provides a simple Mobile Friendly Tester page as well as Search Console which provides more detailed analysis on mobile compatibility issues.

- We would recommend that you setup Google Search Console for your website as it provides a constant health check for your site and also provides alerts if any issues arise.

KPIs & Website Metrics

With all the data available today, there are dozens of website performance KPIs you can track to measure how successful your website is.

The trouble is that there are so many metrics that it's almost impossible to track them all in a sustainable and actionable way.

That's why it's so important for marketers to narrow in on the performance metrics that are most relevant and useful for their unique company or site.

KPIs & Website Metrics

1) Acquisition Metrics

Acquisition metrics are focused on how effective your website and other marketing efforts are at driving people to visit your site.
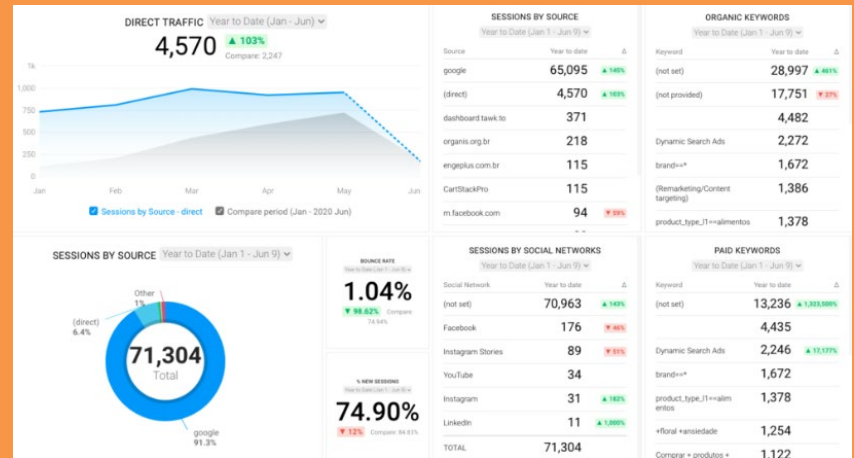
Metrics include:
- Traffic by Source
- Unique Visitors

2) Engagement and Behaviour Metrics

Engagement metrics track how effective your site is at keeping visitors and, most importantly, converting them into paying customers

Metrics include:
- Bounce Rate
- Average Session Duration

•KPIs & Website Metrics

3) Conversion Metrics
"Ultimately, profit is more important than any other metric"

Metrics include:
- Conversions and Conversion Rate
- Visit-to-Signup and Visit-to-Lead Rates
- Goal Completion

3) User Experience Metrics
"Conversions are welcome, but our singular, primary goal is to give our users something of value every time they come to our site"

Metrics include:
- Page Load Speed
- Mobile Responsiveness
- Bounce Rate
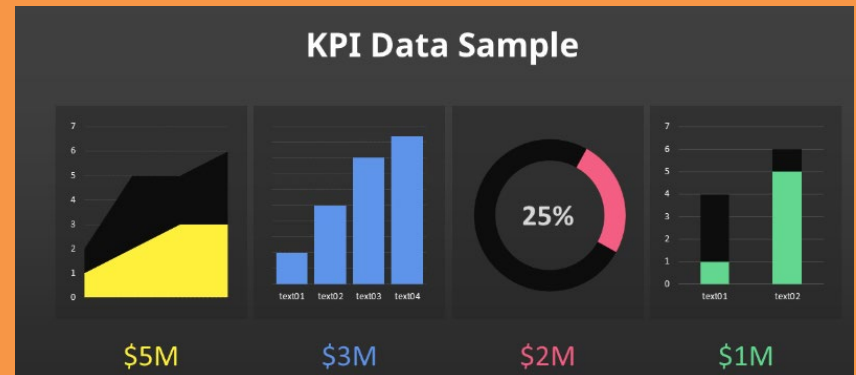
Conversion Rate Optimisation

Conversion Rate Optimisation (CRO) is the process of increasing the percentage from a website or mobile app. CRO typically involves generating ideas on your site or app that can be improved and then validating those hypotheses through A/B testing and multivariant testing.

Conversion rate optimisation is important because it allows you to lower your customer acquisition costs by generating more value from the visitor and users you already have. By optimising your conversion rate you can increase revenue per visitor, acquire more customers, and grow your business.

For example, if a landing page has a conversion rate of 10% and receives 2000 visitors a month, then this will generate 200 conversions per month. If the conversion rate can be improved to 15% by optimising different elements on the page, the number of conversions generated jumps 50% to 300 per month.

1) **Dynamic Heatmaps**

Dynamic Heatmaps are a visual representation of website visitor behaviour.

Often used to better understand which parts of a page are attracting more attention than others, dynamic heatmaps help businesses improve their websites to increase engagement and improve the customer experience.
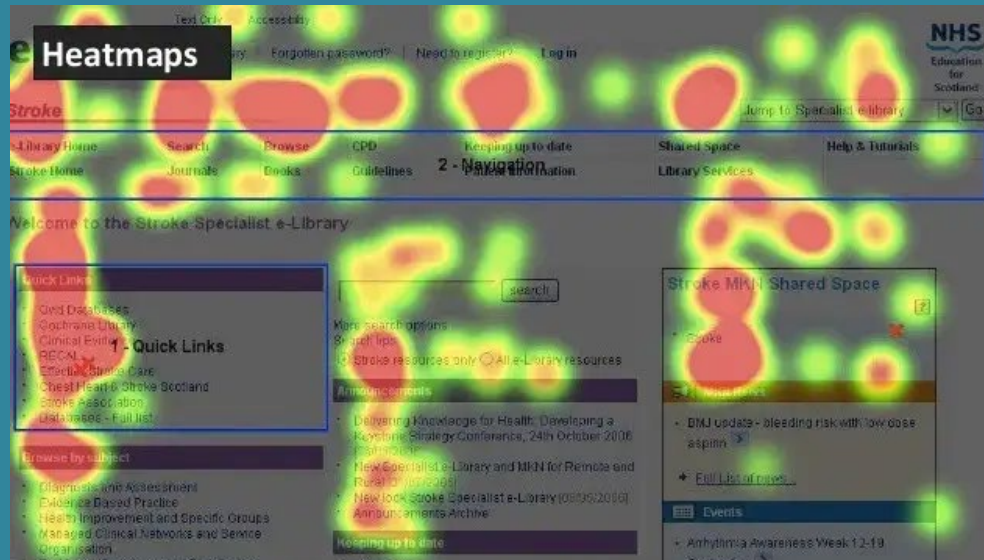
1) <u>Sessions Recordings</u>

Track user behaviour on your website and in your mobile app whist also complying with privacy and data security.

See the entire actual users' interaction from beginning to end.

Get the full context when analysing user profiles. See key user details like location, age etc.

Uncover bugs and errors that lead to user frustration.

Summary

There are many aspects to helping to turn web traffic into paying customers.

It is essential that the business strategy matches the website, and that the website is setup to maximise the user journey.

There are several KPI's and CRO techniques that can be setup to monitor and improve website performance.

It is important to understand that website performance is something that should be done as a continual improvement practice.

Download here: https://activeinternetmarketing.co.uk/digital-marketing-white-papers/

Questions?