

5 TIPS TO GROW YOUR BUSINESS VIA YOUR WEBSITE

You've just launched own website. Well done! Your customers can now find you and engage with your business more easily than ever before. But are you getting the most from your digital storefront? Follow our 5 tips to turn your website into a service and sales machine!



Generating leads with an optimized website landing page

You've taken your first step towards growing your business digitally by launching your own website. Congratulations! Prospective customers can now find you quickly via Google. But what if your website could deliver more? We're talking real business growth. Sales. Money coming in.

Turn your website from a simple digital storefront to a lead-generating machine. Maximizing the leads you can gain via your website is called "improving conversion". One of the most important conversion strategies is to create compelling landing pages - the website page you direct people towards - that encourage interested people to share their information so you can market to them directly, via a simple form.

Unlike your website homepage, landing pages have one goal and one goal only—to compel visitors to take a specific action. Like signing up for your seasonal promo offer! So, it's important that the webpage is focused and engaging. That means the page should only provide information that helps visitors take that step and feel good about it. In this e-book, we'll look at five elements you can optimize to increase your landing page conversion. More leads equal more sales. It's a no brainer!



TIP 01 Get your headline message right

Landing pages always have a headline (and sometimes a subheader) to explain exactly what you're offering. It's critical to get this right since this is the first thing your prospects will read. If they're not interested, they'll bounce. But if your headline and subheader are doing their jobs, a prospect is far more likely to keep reading and they will convert.

- Make your headline clear, bold, and compelling.
- Ensure your headline and subheader work together to summarize your offer. Treat them as the "elevator pitch" of your landing page.
- Include important SEO keywords to improve your search engine results.
- Tell your prospects what you want them to do. Start your headline with a verb like "download," "sign up," "discover," "act now," etc.



TIP 02 Include videos or images to increase conversion

Adding an image or video to your page helps grab your reader's attention and keep visitors on your landing page longer, significantly increasing the chance of conversion. It also can strengthen your overall message and give a positive impression of your business.

- Consider using images, videos, or animated GIFs.
- Make sure they're related to your offer and are easy to understand visually.
- Optimize your images for mobile devices by making them responsive—that is, configuring the image or video to automatically adjust to a device's screen size.
- Add alt text to your images that utilize your important SEO keywords.
- Visual elements can have a big impact on your conversion rates. If you don't know which images or videos to use, test them to see which generates the best results.
- If possible, choose images that go well with—or even feature—your brand's colors.



TIP 03 Keep landing page copy short, sweet and credible

Establishing and maintaining a good email marketing reputation is critical to making sure your emails get delivered. So, make it a habit to keep tabs on your analytics, specifically:

- Start with a short paragraph (just a few sentences) what overall benefits visitors will get when they take action now.
- Follow with easy-to-read bullets (no more than five) to call out more detailed benefits.
- Keep copy “above the fold,” which means that most visitors won’t need to scroll to get all the details of your offer.
- Check for spelling or grammar errors that could make your page look spammy.



TIP 04 Get Social

Establishing and maintaining a good email marketing reputation is critical to making sure your emails get delivered. So, make it a habit to keep tabs on your analytics, specifically:



Social Sharing

Giving visitors an easy way to share your landing page via social media can generate more views—and potentially conversions—with the same amount of effort, so you can capitalize on free, powerful referral marketing.



Social Proof

Social proof is evidence that other people have already done what your page is asking your visitors to do now—and that they were thrilled with the results. This encourages conversion and credibility at the same time.

- Add easy-to-use social sharing buttons at the bottom of your page.
- Include only the channels that work for your business. For instance, if your restaurant isn’t on LinkedIn, don’t include a LinkedIn sharing button.
- Consider including testimonials, customer reviews, product reviews, or any media mentions related to your landing page offer.
- You can include these below the fold so that your offer copy is prioritized, but trust they’ll still have a major impact.



TIP 05 Capture prospective clients’ information for better marketing

If you’re not asking a visitor for direct purchase on your landing page, then make sure to include a form to capture key information. (Otherwise, interested visitors will remain anonymous, and you’ll be unable to stay in touch in a targeted way.) This is called “gating” your offer, which helps you to focus on your marketing efforts down the road.

- Decide what information you want to capture, such as name and email address.
- Don’t make forms too long—it can discourage visitors from filling them out.
- If you have multiple fields, put an asterisk beside those that are required for visitors to submit the form.

- Include your privacy policy to increase your trustworthiness.
- Test the call to action you use on your submit button. Try things like “sign up,” “download now,” and “give me access,” according to your specific offer to see what works best.

Landing pages that help your business win

Fine-tuning your lead generation with optimized landing pages increases your ability to market to people that are more likely to become customers. This can have a major impact if you're a small or mid-sized business looking to make the most of your marketing budget.

Landing pages can also help you learn more about your target audience, build your email list, segment your list for more effective outreach, and even help prospects spread the word about your business and offers for free, helping create the growth and success you want.



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¹ <https://blog.hubspot.com/blog/tabid/6307/bid/33964/how-to-optimize-your-landing-pages-for-long-term-lead-generation.aspx>

² <https://bloggingwizard.com/landing-page-statistics/>

³ <https://unbounce.com/landing-pages/improve-landing-page-imagery/>

⁴ <https://klientboost.com/landing-pages/landing-page-testimonials/>

⁵ <https://blog.hubspot.com/blog/tabid/6307/bid/7177/what-is-a-landing-page-and-why-should-you-care.aspx>