



# 6 Simple Ways to Improve Web Conversions Through Content

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Traffic. Traffic Traffic. With a mantra of “more traffic equals more conversions,” website owners have an unparalleled focus on driving more traffic to their websites. However, all this website traffic is inconsequential if it doesn’t convert those who visit your website into subscribers, students, members, clients, or customers. So once this traffic reaches your website, how do you keep these visitors on the site as long as possible, help them progress in their buyer journey, and encourage them to take action?

Start with content that is optimized for conversion, which helps deliver value, build trust, and get visitors to take action faster.

When evaluating your website content, there are six main opportunities where you can make small changes that result in big increases in conversions. In this e-book, we’ll walk you through each one.

# Make Your Value Proposition Clear

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Consumers today are constantly bombarded with sales messages, marketing campaigns, and in-your-face calls to action. Between social media, multiple screens, and normal everyday distractions, it can be very difficult to capture and hold their attention.



When someone visits your website, you only have a few seconds to grab their attention and the easiest way to do that is with a crystal clear, unique value proposition. An effective value proposition communicates the benefits of your offer, tells the visitors why your offer is the best, and answers the question they care most about: “What’s in it for me?”

It differentiates you from your competitors, while hooking ideal clients, customers, and subscribers while piquing their curiosity.



## Take Action

Review your primary website entry points. Is your value proposition displayed? If it is, is it easy to find, obvious, and clear? If it is missing, add it.



# Get to the Point

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When creating website content, always put the audience first and consider what they are interested in, what they want, and what information they need at each stage on their buyer journey. Remember, they are distracted and in a hurry, so be very clear and get to the point quickly.

To engage your visitors right away, begin with the most important content—the most interesting and attention-grabbing information. Then, follow it up with supporting content like facts, benefits, features, samples, and testimonials.



## Take Action

Review your sales pages, landing pages, and web pages that are part of your sales funnels. Do you get to the point quickly and communicate the most critical information at the top of the page? Are there opportunities to improve the content?

# Use Jargon-Free Language

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Using complex words or shopping the thesaurus to sound smarter isn't going to impress your audience. Instead, aim to write at a seventh or eighth-grade reading level. This will ensure your content is easy to read, understand, and connect with.

There is one exception to this rule. Industry-specific, trade-specific, and niche websites can use common jargon and abbreviations across a landing page or on sales and marketing content because it enables a deeper connection with their audiences, making visitors who understand the terms feel like they're "in the know." Jargon can signal to other professionals that you understand the industry and have a specific level of expertise, and that they are in the right place.



## Take Action

Read through all website content associated with your sales funnels and marketing campaigns and eliminate or explain any jargon used.



# Author Strong Headlines

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David Ogilvy has famously said, “Five times as many people read the headline as they read the body copy.” In today’s technology-dominated world, headline skimming is more prevalent than ever, and links are shared across social media based solely on the headline from those who never actually read the content.

Writing powerful, attention-grabbing headlines is more important than ever. The headline is your opportunity to make a first impression, garner attention, establish a connection, and earn a click or a share.

**All headlines need to address one of the most basic human interests:**

1. Entertainment
2. Information
3. Community
4. Solutions

If you want someone to click your link in a search engine results page list, or leave Facebook, Twitter, or Instagram to visit your website or store, your headlines also need to be about your audience not about you.

When writing headlines, remember these tips:

- **Use numbers.** Headlines with numbers perform better than those without.
- **Ask a question.** Question headlines earn almost five times the number of clicks non-question headlines do.
- **Communicate a threat or risk.** This style headline plays into the natural need humans have to protect themselves and their loved ones.
- **Make it time-sensitive.** A time-sensitive headline gets readers to take immediate action.
- **Use social proof.** This headline shows other people are already experiencing the results you're looking for.



Just make sure you avoid click-bait or misleading headlines, as those tend to just make people angry.



### **Take Action**

Set aside time to revise and/or refine your headlines to make them more powerful, compelling, and attention-getting.



## Use Benefits Over Features

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Yes, consumers need to know about the features of a product, but it's even more important to communicate the benefits the product will deliver. Why? Consider this:

- Do you get excited about reading the owner's manual for anything you buy?  
Doubt it.
- Do you always read the instructions for assemble-it-yourself toys or furniture?  
Rarely.

Consumer buying decisions are based on emotions and justified by logic. This means that buying decisions are made based on the perceived benefits and justified by the features.

## When leading with benefits, ask yourself whether it will:

- Save them time or money?
- Make things faster or easier?
- Create more opportunities or grow a business??
- Make them feel smarter, more confident, or position them as an expert??
- Provide more freedom or eliminate fear?
- Eliminate frustration or reduce stress?

When you only market with features, you're making your audience do all the work to figure out how it will benefit and help them. When your prospects have to work at making a buying decision, your conversions will be fairly low. Your customers, clients, and prospects want an easy, no-brainer buying process. They want you to do all the work for them and show them the answer to their biggest question, "what's in it for me?"

### E-COMMERCE

Well written, descriptive product descriptions matter. Provide a short and a long description for each product:

1. A simple, benefit-focused summary for the scanner or window shopper that communicates who the product is for, the value the product delivers, and the benefits a shopper will experience if they make a purchase.
2. A longer, information-focused description for those serious about buying with specific details, features, and answers to common questions.



#### Take Action

Review your product descriptions, sales pages, opt-in pages, and landing pages. Are you leading with emotional benefits to connect with your audience's heart and following up with benefits to speak to their logical brain?

# Publish New Content Regularly

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Bloggging and publishing new, value-added content is the fastest way to expand your online real estate and build brand equity you can tap into for more sales and more money.

Every time a new blog post is published, a new searchable URL is added to your website.



Publishing a new blog post just once each week for a year, will add 52 new indexable, searchable URLs to your website. Twice a week will add 104, and three times will add 156. Increasing your publishing cadence will add that many more opportunities for a potential customer or client to find you online in a single year.

The bottom line is that publishing new blog posts on a regular and consistent basis keeps your brand in front of your audience and top of mind, while providing new reasons to send your audience, search engines, and those on social to your website.



## Take Action

Review your blog. Are you publishing regularly? Do you have a set schedule? Is your content valuable and helpful?

## Want to learn more ways to improve web conversions?

Download the rest of our series:

- 5 Ways to Maximize Conversions Through Customer-Centric Design and UI/UX to Improve UI/UX
- 4 Core Ways to Provoke Visitor Action on Your Website to Increase Conversions
- 6 Fundamental Principles That Help Reduce Friction in Your Sales Process
- 8 Key Focus Areas for Mitigating Risk and Increasing Web Conversions