

Designing your website so it converts visitors into paying customers.

by Ivana Katz

It is more than probable that any person visiting your current website will never come back, which means you are losing potential long term customers. We will discuss how to design your website efficiently to convert your visitors into customers. You can increase traffic through search engine optimisation, email marketing, pay per click and other marketing initiatives, but these will only be worthwhile if your visitors turn into paying customers.

SIMPLE DESIGN.

One of the most important factors that will increase web conversion is the simplicity of the web design. The simpler your site is, the easier it is to understand and navigate it. If you have a very complex design that takes a lot of time to load, visitors will leave the site without spending any time on it.

Another important factor is how easy it is to read the information. Use of very bright colours, bolding and italics can cause eye strain and visitors will most likely leave quickly. The colour scheme should use complementary, not clashing colours.

Whenever designing a website, keep your target market in mind. You must have a clear vision of what age group you want to focus on and therefore the site must be designed accordingly. The content and language use should also be relevant to your target audience.

VISITOR BENEFITS.

On the home page, ensure that you outline exactly what you can do for your visi-

tors, rather than talking about your company's objectives. Your visitors are not too interested in you - they want to know what you can do for them! So give it to them - in simple terms.

CALL TO ACTION.

It is also important to tell your visitors what you want them to do. One of the most common reasons websites do not convert visitors into customers is because they do not clearly state what they want them to do. Some of the actions you may want your visitors to take include purchase of products, to sign up for a newsletter or a free report or to contact you for more information.

EASY TO NAVIGATE.

You must ensure that you have a clear and simple navigation system, which allows your visitors to get where they want to go. Your navigation bar should be easily identifiable. If your pages are long, then it is a good idea to have the navigation both at the top and the bottom of the page.

BROWSER COMPATIBLE.

Also make sure that your site works with different kinds of browsers. Some sites only run well with Internet Explorer, but don't work very well on browsers such as Mozilla Firefox, Opera, Chrome or Safari. It is always better to keep your website simple so it is compatible with

most of browsers.

FREQUENTLY ASKED QUESTIONS.

Having a Frequently Asked Questions page on your site can also help increase the conversion rate. It allows your visitors to have their queries about your site, products or the business answered easily and in the one spot. Remove any doubt from your potential customer's mind by providing them with answers they are looking for.

TESTIMONIALS.

Include testimonials from your current customer to show your potential clients that you are trustworthy, reliable and that you offer great service and/or products. Make sure the testimonials are real and if possible provide contact details of the person who supplied you with the testimonial.

ABOUT Us.

You should also have a page dedicated to providing information about your company, such as your contact details, business hours (if you have a bricks and mortar store) or when they can speak to someone on the phone. Many companies also include their mission or purpose on this page, details of their staff (photos, biographies, qualifications), recently completed projects. Other information to include: ACN or ABN, logo, directions to your store/office. It is also useful to include details of trade associations you belong to, trade and insurance certificates and any awards you may have won.

All these factors contribute to converting your visitors into valuable and long term customers. Make sure that you keep these in mind when designing your website.



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