

Elements of a High Converting Website with Greg Merrilees

By: Ilana Wechsler

- ❖ Creating a high converting website
 - So what we like to do for a start is think about your website as a machine that's going to attract the right people
 - Then build trust
 - Then psychologically influence them to take action on your site
- ❖ Principles to influence people to take action on a website
 - Reciprocity
 - Authority
- ❖ Building Trust with Audiences
 - Psychological drivers such as Authority and Reciprocity are the elements that will help you build trust
 - Put videos of yourself on your website
 - Interact with your audience whether it's through the comments section on your website or could be through social media'
- ❖ DIY website vs. professionally designed website
 - If you go from a DIY type of website to a professionally designed website as long as it's professionally designed with all these kind of psychological drivers built into the design, on average you're going to get about a 30% boost in conversions.
- ❖ Set structure of a website that works well over others
 - The structure of a website really needs some design with a psychological drivers to build authority
 - It also needs to be designed for your target market
 - We want to make sure it's not confusing
 - We want to make sure the content is relevant to like from the copywrite into your blog post
 - Do not cram too much information on the pages especially above the fold
- ❖ Essential elements that should be above the fold
 - Have just a headline bullets and a lead magnet for instance right or a video as well
 - Don't put anything else
 - Create one action per fold

- ❖ Duplicating call to action in above the fold and down the bottom
 - It depends on the purpose of the landing page
 - If you want people to be drawn into the story in the flow of the page we don't want to interrupt it just yet with the call to action
 - However for pages that do require a call to action above the fold we would put one above the fold and then further down the page
 - Another option and this works really well for mobile device as well is having the call to action in a sticky top nav
- ❖ Classic mistakes that people make
 - A lot of people expect people to buy from their website straight away when people just aren't ready to buy it
 - Another big mistake is they put image sliders
 - On services websites people will often be asking for a sale on hello. They are trying to offer a product straight away.
 - A lot of people kind of skip having lead magnets
 - People don't have a thank you page
 - People don't ask their customers for a testimonial
- ❖ Tips to improve conversion rate on a website
 - Study – qualitative data through Hotjar
 - Study – quantitative data through Google Analytics
 - Redesign website but based on the data that you've collected
 - Have enough social proof on a website (testimonials and case studies)