

# UNLOCKING CONVERSION RATE

**T**he largest opportunity in digital marketing is not spending money on advertising, but improving your website's ability to generate leads / sales. We estimate 85% of customers we service have not yet optimised their website prior to working with us, which dramatically hurts their conversion rates.

The difference between a fully optimized site, and one that's not, can be staggering. Take one of our clients as an example. This already successful business increased their enquiry rate by 149% simply by reworking a few key elements of their website:

- Clearer headline
- Tapping into unlying consumer needs
- Differentiating from competition
- Making solution easy
- Increasing trust

You can find the full case study here:

<https://jmarketing.agency/case-study/oak-room-wines/>

Note that they didn't spend an additional dime on marketing, and effectively doubled their business overnight. Their biggest regret is not doing it years ago.

### **Do Small Changes Really Make a Big Impact?**

According to the majority of studies in the field, the average website visitor has between 6 and 10 tabs open at any particular moment. What does this mean for you?

It means that if you don't get and keep the full attention of your visitors for at least the time required to read your frontpage, they'll simply close your tab and move on to the next one.

In fact - and this is true for most Internet users - you only have from 3 to 10 seconds to capture your visitors' attention. Fail to do that, and the statistics say you'll lose

your potential customer forever.

In other words, there's simply too much stuff on the Internet to be taking your visitors' attention for granted. That's why it's absolutely crucial to stop your visitors dead in their tracks by introducing a value offer that instantly connects with their needs.

### **The Mathematical Conversion Formula (Nerd Version)**

Everything you need to know about conversion optimization is held in one formula:

$$C = 4m + 3v + 2(I-F) - 2a \text{ ©}$$

Developed by Marketing Experiments, a globally renowned firm, this 5 pillar formula explains how consumers respond to any given offer. The variables can be explained as:

C = conversion rate

m = motivation of the prospect

v = the value proposition: clarity and power

i = incentive to act/convert

f = friction in the conversion process

a = anxiety

What is important to understand about this formula, is that researchers found that:

- Customer anxiety is **twice as important** as the same level of motivation to purchase.
- The **incentive to act**, and the **friction** felt in the process are equally powerful, but opposing forces.

### **What does all this mathematical mumbo-jumbo mean?**

Essentially, people are skeptical. They are looking for reasons not to act, not to enquire, not to purchase. The higher you make the barrier to entry, the more friction they will feel, and the less likely to convert they are.

In this booklet, we explore both the motivation factors (reasons to act), and discuss how to remove impediments along the way. We've selected the most common and highest important elements to share, although the possibilities are limitless.

## 6 WEBSITE OPTIMISATION TIPS

**W**hile all aspects of digital marketing are important to your ultimate business success, website optimization is among the easiest, yet most impactful improvements you can make today.

We've compiled the below list as the most common elements our clients fall short on. Evaluate your website on how many of these you are following - even implementing just one will increase your customer engagement and user conversions. Continue to test them and you will corner your niche.