



# 5 simple strategies to increase your website's conversion rate

“Anyone who visits your website for the first time should **immediately understand** what you do, how it may benefit them, and why they should stay on your site and not bounce to your competitors.”

How long do users stay  
on your website?  
**Less than 15 seconds.**  
That's how long you have to  
capture someone's attention.

In general, visitors scan websites rather than read them—only about 20% of content on web pages is read which means you have a very limited opportunity to make an impact.

When people browse the web they want quick answers, so don't make them work hard to find what they're looking for.

You should strike a balance that offers enough information without creating too much work for visitors. It needs to be easy for them to give you their business.

Here are 5 strategies to ensure your website is driving business for you, rather than scaring it away.

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# Engage your audience immediately

'Above the fold' is the space a visitor sees without having to scroll and is the most important part of the website. If you're not engaging your visitors here, they're likely not reading the rest of your website.

First impressions matter so go with a title that focuses on how you help visitors solve their problem.



## Did you know?

People spend **80%** of their time 'above the fold'.

## So what should you do?

- ✓ Within 3 seconds, this space should tell visitors what you have to offer
- ✓ Showcase the success your customers will experience when they use your product or service
- ✓ Clearly explain what problems you are solving for your customers

# Use visuals and text to convert better than text alone

Show your customers what you are offering with an image of your product or service. Combine this with words that capture emotion and inspire customers to act.



## Did you know?

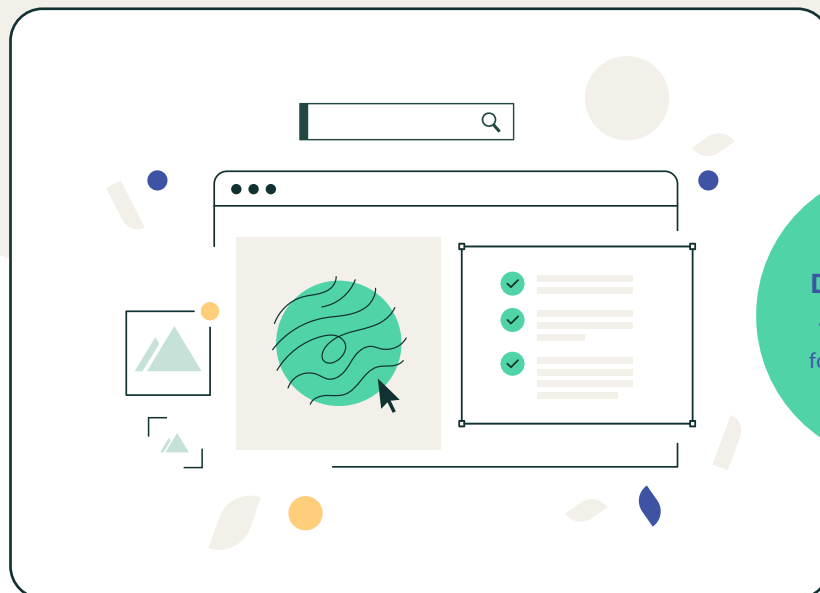
Images help you show up in search engine results.

## So what should you do?

- ✓ Consider whether custom photos would be better than stock images
- ✓ Avoid using images with rotating text, as these can create confusion
- ✓ Never sacrifice clarity of your message for a fancy effect
- ✓ Reduce image file sizes to optimise your images for different screen sizes

# Tell visitors what's in it for them

The secret to persuasive content is recognising that what you really sell is not a product or service, instead it's who your customers become after using your product or service.



## Did you know?

Your website isn't for you, it's for your customers!

So what should you do?

- ✓ Paint a picture of a better life for your customers if they do business with you
- ✓ Highlight the benefits of your product or service

# Include clear calls to action (CTAs)

Tell your customers what you want them to do. Ensure your CTAs stand out and compel visitors to take action. Use buttons, links and colours that don't blend into your design.

Create CTAs with action words that challenge your customers to 'book now', 'schedule an appointment', 'engage today', 'contact us' or similar.



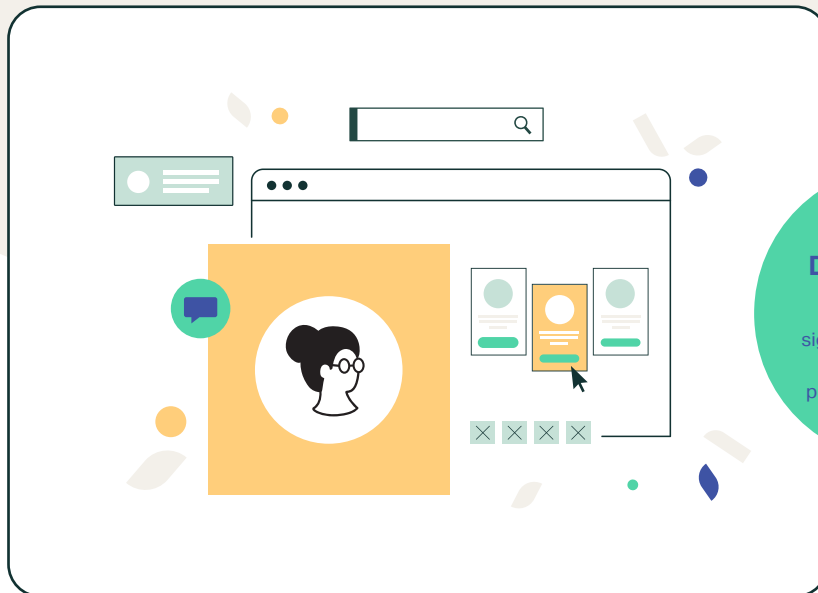
**Did you know?**  
CTAs improve website conversion rates.

So what should you do?

- ✓ Highlight primary CTAs and offerings
- ✓ Increase CTAs on the website to help drive customer behaviour
- ✓ Increase the colour contrast and size of your buttons

# Highlight testimonials for instant credibility

A great way to boost your conversion rate is to show what other people think of your service. Testimonials and partner logos give you instant credibility and help establish trust.



## Did you know?

Testimonials significantly contribute to customers' purchasing decisions.

So what should you do?

- ✓ Include testimonials and relevant logos on the home page, as this will increase their chances of being seen by potential clients

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audience, and unlock  
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