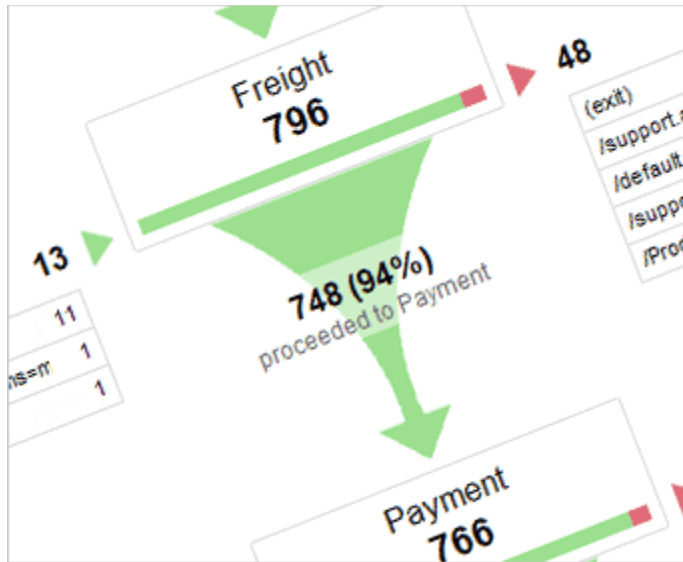


Three Strategies for Converting Existing Traffic into New Clients

Why Should I Care about Conversions?



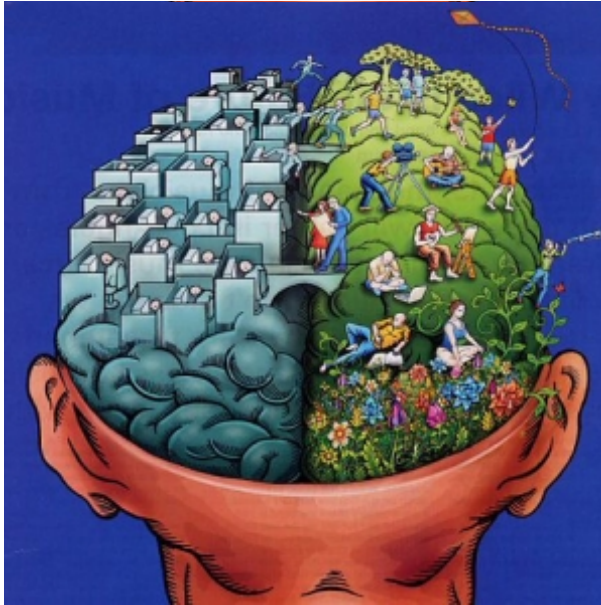
There's an assumption built into most online marketing models that the secret to having a successful website is attracting loads of traffic. It's true that you need people to know that you exist, but there's a big difference between traffic generation and client acquisition.

Most business websites have more room for improvement their conversions rate than attracting actual traffic. A conversion rate is the ratio of convert from casual content views to desired actions like purchasing a product, making an appointment or completing a form.

$$\text{Conversion rate} = \frac{\text{Number of Goal Achievements}}{\text{Visits}}$$

The percentage of website visitors who are actually in the market for your services when they visit your site is between 30-70%. If you are already attracting qualified visitors with a conversion rate of 1%, there are almost certainly areas for incremental improvement that could double your business without increasing your existing traffic.

Understanding Your Audience



One common pitfall of developing an effective experience for website visitors is making the assumption that everyone who visits your site will be just like you. The chances are that your services appeal to a wide range of different personalities, and different types of people are looking for different types of things on a website.

In the links below, you'll find some tips and tutorials for identifying a few

highly focused personality profiles of the most important members of your target market. To get started, however, let's take a look at how the four key personas tend to approach websites when they are actively shopping for services.

- **Competitive** - These users have a quick, logical approach to web sites. They want to know exactly what your service can do for them, so provide it to them clearly and confidently right up front.
- **Spontaneous** - These visitors also make their way through websites quickly but are guided more by emotion than logic. By showing this type of user personal attention and interest, you can stay on their radar long enough to explain why you are the best.
- **Humanistic** - This type of user is much more methodical when exploring a website and is also largely governed by emotion. Provide these visitors with a human touch in the form of testimonials, photos and a solid About Us page.
- **Methodical** - These visitors are particularly methodical and logical in their approach to web sites. Give this type of user options for diving into the specifics of your service, but consider providing the details on

a separate page so you don't bog down other users.

Special Finds:

- [How to Identify Your Best Target Customer](#) (via Software Marketing Advisor)
- [Discover the Importance of Target Audience Profiling](#) (via Microsoft)

Respecting the Buying Cycle



Not everyone who visits your business's website is going to be ready to purchase your services. Assuming you've positioned yourself well online, around 90% of your traffic should be qualified visitors who have an interest in your service. This audience consists of individuals who are at various points in the buying cycle, and it's up to you to provide them what they need at each step along the way.

The mistake many professionals make is centering their entire site around only those few who are ready to make their final decision. By broadening your focus to include those who are still researching their options, you'll increase both the amount of time they spend on your site and the frequency that they return.

- **Awareness** - A person learns that a service you provide could be the solution to a problem. This often occurs offline through word-of-mouth, news articles, etc.
- **Interest** - The person begins learning about the product by searching online and clicking on ads. He's looking for the big picture benefits

[Web Jump Start](#)

that your service provides, so make sure that it's prominent on your landing pages.

- **Conviction** - He decides the service is what he needs and starts researching his options. This is the key learning stage where visitors are interested in both benefits and specific features that may be available.
- **Desire** - After the person is done learning about the topic, he's visiting websites for the express purpose of shopping around. Focus on the features that make you stand out and inspire confidence in your audience through credibility builders.
- **Close** - Our prospective client has chosen your company and is ready to purchase your services. Make it as simple as possible with a clear path forward, compelling calls to action and as few steps as possible.

Special Finds:

- [Catering SEO Copy to the Online Buying Cycle](#) (via Practice Marketing)
- [Four Key Dimensions of Landing Page Optimization](#) (via Top Marketing Tools)

Maintaining Scent



When visitors land on your web site, they arrive hot on the trail of a scent for something they want. This scent could be from a keyword search that you rank well for, paid advertising or the anchor text of inbound links.

You only have a moment to convince new visitors that they are in the right place before they back out and continue their search elsewhere. By including strong indicators of scent in the form of titles, images and scannable text, you can assure potential clients that you have exactly what their after.

Paid search provides a great example for this because it's an area where so many marketers drop the ball. If you have an ad showing up in search results promoting a particular offer, service or feature, visitors are going to expect to see just that when they click through.

Special Finds:

- [Maintaining a Strong Scent in Your Conversion Architecture](#)
 - [Optimizing PPC Landing Pages: Maintaining Scent](#) (via GetElastic)
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About Us



[Top Marketing Tools](#) is the member's resources area for the Power Practice Network.

We're dedicated to helping small business owners and professional service providers with the knowledge and tools necessary to compete in an ever-changing marketplace. Our members receive tips, tools and tutorials for promoting their practice, such as:

- Scheduled web ranking reports showing how your site is positioned for your primary keywords in search engine results.
- Success Jump Start members area on [Top Marketing Tools](#) featuring posts and resources like the one you're reading.
- Success Tools, a free newsletter featuring the Best of the Web for marketing professional services.
- Top Marketing Tools & Tutorials, a members newsletter dedicated to mastering the things that matter most.