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When a visitor to your website shares their details with you, it becomes a lead. To capture a lead you need to understand the requirements your prospective visitors might have and how well you are able to help them with your products and services. Your proficiency in solving these problems is your best asset in converting visitors to leads, and leads to customers.

How well you coordinate the process of educating these new leads will define how successful the online marketing and lead generation is.

Following are the steps to convert your website visitors into valuable leads

Step 1: Charm your spectators: Landing pages

Landing pages are the most effective way to convert visitor into leads. Landing pages are designed for gathering contact details. Providing more number of landing pages inside the blog or your website increases the chances of more people coming to those landing pages via referrals, search engines and direct traffic. It increases the chances of more lead connection.

Different landing pages look attractive to different kinds of people, so depending on the landing pages only may sound skeptical. It is always better to watch the traffic for the landing pages via a blog. You can also measure the performance of your website.

Notification bars are the wide banners on the top of the websites. The website usually displays warning messages like a missing plugin or a blocked popup in the notification bar. Such bars stay on the top of everything and many such bars can be configured to stick to the top even when people scroll down the website. It is a very good attention grabber. You can also place an email form in the notification bar itself or there can be a link to one of the landing pages from the notification bar. Popup forms that can be unblocked, often seen in websites or blogs, are another effective way to convert web traffic into prospective leads.

You can redirect the first time visitors of your blog to a landing page where they are offered something valuable such as a newsletter. Such plugins will only redirect new visitors. Only the visitors, who come back, will see your homepage.

Step 2: Display contact details on homepage

Displaying the contact number or email id on your home page enables quick access for your visitors. The email id makes it easy for the viewers to get in touch with you.

If the traffic is from mobile devices, placing a contact number is critical as it is seen that more mobile devices hit websites than computers with standard browsers.

Step 3: Add a lead capture form

Whenever your leads complete filling a lead capture form, it's an opportunity for you to learn a little more about their requirements, and make any future communication even more effective and beneficial.

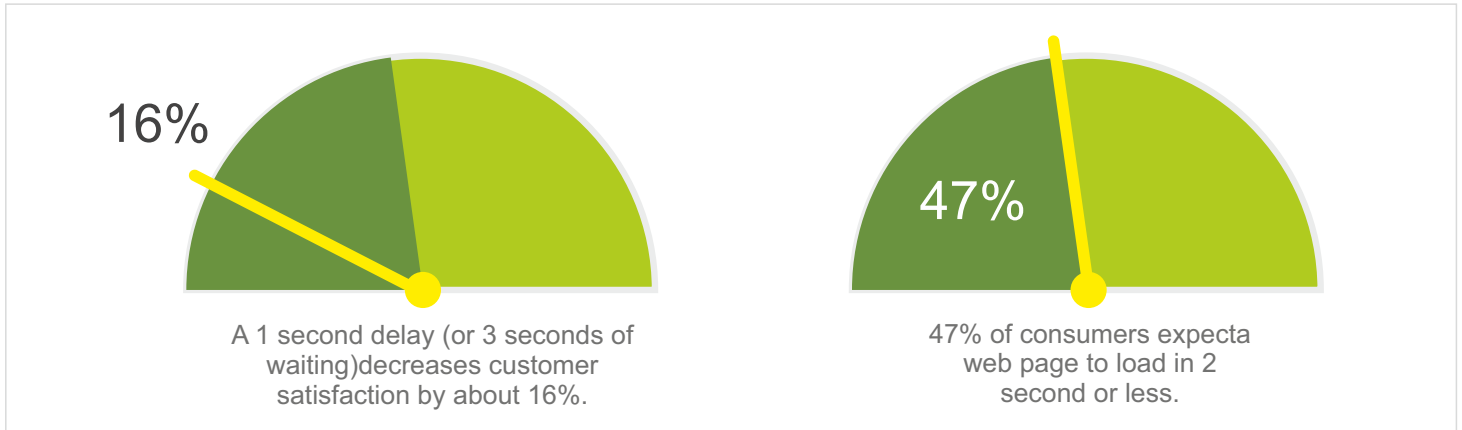
- An active sign-up with relevant messaging is the key to capture powerful new leads. There are three key factors to consider in creating such effective landing pages: position, prominence, and a clear action.
- Create a prominent popup with clear action. These can be like "Signup", "Download", or "Register".

Step 4: Need for speed

A recent survey had shown that 47% of consumers expect a webpage to load in two seconds or less. A mere three seconds delay in page response can result in a 16% reduction in conversions.

This makes the page-loading speed a very crucial factor in retaining the visitors on the page.

This is the main reason companies like Amazon and eBay do everything possible to make sure their websites load superfast. The sooner the website loads, the more attentive are your visitors to browse your content.



Step 5: Social media reach

The top two benefits of social media marketing are increasing engagement and traffic. Keep your social presence to your website to connect with your prospects beyond their visit to your website.

A whopping 71% of the users say they are likely to purchase products from the brand they follow on social media.

Step 6: Include endorsements

Endorsements are great content for influential marketing. Apart from visitors understanding your business, they need real people who assure for your products or services.

Make it look like every other business is leveraging your services so the new visitors have enough reasons to reach you.

Step 7: Highlight the important stuff and be consistent

Too many websites suffer from the problem of displaying too much information all at once, which is disheartening to new readers. You can downplay the flood of information by being strategic about what you want to display.

Each site does this a bit differently—for instance, we have a slider on the top of our homepage that shares stories we want our readers to notice. Other websites favor large featured images toward the top or a grid with newly-published posts. Depending on the layout of your site, you can also use a sidebar to showcase additional content that you want to be visible wherever your readers visit on your site. This can be where you share sponsor ads, popular articles, comments or social media icons. Consider what you want your visitors to do when they land on your site, and create a plan based on your ideal "path" for them.

Conclusion

Although there are various ways by which leads can be converted to deals – yet the basic track remains the same. Attract users by providing them with effective and appealing content. Once these visits become frequent, get the permission to email them, where the importance of writing a powerful email with an interesting subject line and simple attractive content comes into play. All these processes increase the probabilities of converting the mere prospects into valuable leads and from there into customers.