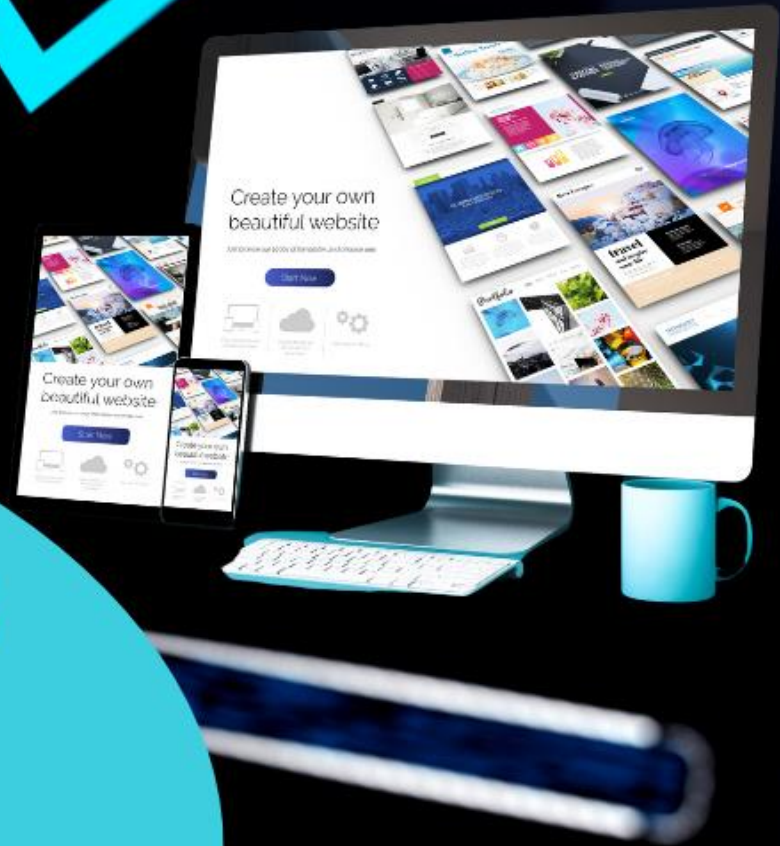


Checklist

The
Marketing
Crowd



**HOW TO GET MORE
ENQUIRIES AND SALES
FROM YOUR WEBSITE**

Using AI Tools

Print and use this checklist

Checklist for increasing website enquiries and sales



Middle of the funnel: Increase engagement

Completed

Who will action this?

Deadline

Don't immediately scare or frustrate

Ensure your site is secure - have an SSL cert

Ensure the page loads quickly - test it using Gtmetrix.com

Immediately resonate

Use AI to write options for compelling headline that quickly engage visitors who land

Use AI to identify the top 5 things people look for in your product (triggers to purchase)

Bullet point the triggers to purchase on your product pages

Use AI to generate ideas for videos that will engage visitors

Create and then embed Videos that will engage visitors

Build credibility & Trust

Highlight any media coverage you have received. Design a banner in using Canva & add to pages

Use statistics for number of customers, years in business etc. Add to key pages

Highlight blog posts on key pages to engage and build trust

Encourage Browsing

Have image and text links to tempt visitors to browse around

Make it easy for visitors to find what they want - Have a simple navigation

Make it easy for visitors to find what they want Have site search

Measure whether people are engaging or not

Use Google analytics to check engagement rates on your key pages

Research how you compare with competitors and continually refine your site

Identify your top 5 competitors on Google search - check the engagement tactics on their site. How do you compare?

Print and use this checklist

Bottom of the funnel: Tactics to increase conversions

Completed

Who will action this?

Deadline

Entice visitors to purchase or enquire

- Test different offers - use AI to generate ideas for your offers
- Psychology – use limited time offers
- Psychology – use a countdown timer for your offers
- Psychology – try an element of scarcity in your offers

Reassure that they are making a good decision

- Get visitors to read testimonials – have a testimonials page
- Get visitors to read testimonials – have testimonials on product pages and repeated through your site
- Consider offering a satisfaction guarantee (Use AI to generate ideas for guarantees)
- Consider offering a money back guarantee
- Create product / service videos that will convert visitors
- Have a "why choose us" page- use AI to generate ideas for what could make you different.
- Ensure your returns policy is better than competitors

Encourage action right now

- Ensure you have a call to action buttons on all key pages
- Add Request a Call back buttons (if offering a service)
- Double check your enquiry forms - are they easy to complete. Can you reduce the number of fields

Try to convert the 97% again in the future

- If you have an ecommerce site, consider setting up a cart abandonment email campaign
- Encourage visitors to sign up for your newsletter - explain why they should and include examples
- Encourage visitors to download lead magnet
- Encourage visitors to Follow you on social media - pull in your social media feeds to your site

Research and refine

- Compare what your top 5 competitors in search are doing to convert visitors
- Talk to your customers – ask them why they purchased