15 SIMPLE WAYS

TO GET MORE
LEADS & SALES
FROM YOUR
WEBSITE

ELEVATEDIGITAL

WE ELEVATE BRANDS AND HELP THEM GROW

Hey👋 We're Tom & Jane from Elevate Digital!

We specialise in helping brands convey their <u>unique</u> value in a way that brings them **closer** to their customers, and **further** from the competition, allowing you to **skyrocket your revenue &** <u>**profits.**</u>

This checklist is an accumulation of lessons and principles we've learned from reviewing thousands of websites and helping our clients generate **over £1,000,000 in additional in sales** from their websites.

Let's get into it!

1 Have a compelling headline immediately visible

This is a HUGE missed opportunity on a lot of websites.

At the very top of your website you should have a headline which clearly tells people what you can do for them.

For example, if you're a personal trainer: "I will help you lose weight, get healthy and achieve your weight loss goals".

Don't just use a fluffy vague headline, really tell people what you can do for them, this will tell your visitor that they are in the right place. If they don't see what they want straight away, they'll likely click off your site and go elsewhere.

2 Speak to a particular audience

Consider a niche, especially if you're a small business. This can really help you to deliver a highly relevant message that will stand to separate you from the competition.

If you serve multiple different groups or personas, a good method can be to package services or products for those specific audiences or even have dedicated pages on your site. (more on this in tip 14).

Click here to download our customer avatar worksheet
Or click here to watch the instructional video first

3 Hook people early on

Have some messaging that really speaks to your audiences pain points and gives them a compelling offer very early on, without them having to do much scrolling.

Really dig into those pain points and then clearly identify the transformation your product or service takes people through.

4 Use videos wherever possible

Video is such a powerful tool for building trust and credibility.

Be it a short introduction from the owner, an explainer video on your home page or even video testimonials from clients, video will skyrocket your results online.

You do not necessarily need a professional video to begin with, as long as you have a well lit room, an iPhone (or any other smart phone that has a good camera) you can create a video.

5 Have clear Call To Action buttons

This is a HUGE missed opportunity for a lot of websites.

Make sure you have at least two clear and prominent call to action buttons on your home-page, one at the top and another at the bottom. Possibly even half way depending on the length of your home-page.

You'll be amazed the amount of people that click off websites because the site has failed to communicate what it wants them to do.

If possible these should be for a lead magnet or free offer of some sort to hook people before the sale.

6 Sell the RESULT, not the product (Or service)

It's all too easy to get caught up telling people about the fantastic product or service you offer when you've worked so hard to create it.

But unfortunately, people don't care about you. They care about the IMPACT you can have on their life. Talk about the end result, don't bore them with features & benefits.

7 Break it down into EASY steps

Walk people through the exact steps they need to go through to do business with you and get the result they're looking for.

Try to keep it at 4 steps max, otherwise people will get overwhelmed.

8 Have something FREE to offer people in exchange for an email address

This is the most important and effective ways of generating more leads from your website yet most sites still don't use it!!

In a world where people are spoiled for choice, it's unlikely people will do business with you straight away.

By offering something of value to them for free, you have the ability to follow up by email and build the relationship.

Once you have built that relationship, you can then start to email them about specific packages, services or products that they may be interested in.

The important thing is that your offer is going to be relevent and of value to your particular audience or industry.

Some examples of things you could offer for free in return for their contact information are:

- Free consultation
- Free trial
- Free video series
- Free e-book or guide

9 Don't put design, over the customer experience!

You see this all too often where companies get extremely carried away with having a fancy looking website with flashy designs and complex explanations which sound like a regurgitated thesaurus .

To the company, it probably makes a lot of sense and even looks and sounds awesome!

But to an outsider who doesn't know you or your business it can be extremely confusing and unclear.

Rule of thumb, keep your audience at the forefront of your mind at all times!!

10   Use YOUR brand's tone of voice

In a world full of noise, your brand's unique tone of voice can be one of the most effective and powerful ways to connect with your audience and really separate yourself from the competition.

You can learn more about tone of voice and how to craft your own unique TOV at our article here

11   Make sure your site is mobile-optimised!

This can literally make or break your website.

Google announced a few years back they will be operating on a mobile first basis meaning if your site isn't optimised specifically for mobile, it's unlikely people will even see it in the search engines.

Considering mobile make up HALF of ALL internet traffic, you're potentially losing a huge amount of customers if your website isn't mobile friendly.

12   Use high-quality images or icons as much as possible

There's nothing worse than having to scroll through a website FULL of text.

This is especially important for your home-page because as we know..... First impressions matter!

Break up your home-page with the use of colourful-high quality images or icons.

We would highly recommend using your own images as much as possible, but if not, make sure you do not take images straight from Google and instead use a royalty-free site like www.pexels.com

13   Have a regularly updated blog

Having a value-packed blog can be a great way of driving quality targeted traffic to your website from Google. It's also a great way to show your customers you're an authority in your industry and you're the best choice for them to deal with.

14 Keep your pages highly specific

Try to keep your pages highly specific and relevant to the audience. For example, if you're a consultant who works with different industries, it's worth having a page for each industry so people can clearly see they're in the right place.

If people have to search through your website to find something relevant to them, you'll likely lose them.

15 Use a live-chat or chat-bot on your site

Thanks to the likes of Amazon & Uber, we live in a world of NOW.

If you're not pro-active with your customers, they will go elsewhere. The scary part is **90% of all website visitors will click off a website without taking any further action.**

Having a live-chat that automatically engages your visitors is a great way to reduce that figure and some of our customers have seen **enquiries up by over 300% as a result!!**

www.drift.com has a great FREE platform that can be used on any website so is a great place to get started!

16 *BONUS* Exit Intent Popups

Exit intent popups can be an extremely effective way of capturing people before they leave your site. We recommend using a lead-magnet here that's more accessible and less intimidating than your initial offer. If you're offering a consultation, try something like a free e-book or video series related to your audiences pain points.

We really hope you found a tonne of value from this guide and that you'll start implementing as many of these 15 ideas as possible!

We've seen with our clients that even implementing one or two of these can really change the game!

Before You Go...

We have a special offer available for you as a thank you for downloading our free guide.

Access Now