

WHY IS MY WEBSITE NOT CONVERTING?



MARKETING TIPS

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Your company's website is one of your top marketing tools, second only to your social media strategy. Not only does it act as your brand's first impression, but it is also a prime driver for sales conversions. Increasing conversions is one of the main goals of your website, compelling visitors to take the desired action to boost your overall revenue. But if you frequently ask yourself, "Why is my website not converting?" you might not be grabbing your potential customer's attention. The digital marketing experts at The Hive share how to increase conversion rates on your website.

1. Utilize SEO — A local SEO strategy typically includes:

- Local keyword research to ensure your content targets the terms your audience searches
- Expert content creation to target your keywords
- Comprehensive content strategy to ensure your material is seen by your target audience
- Optimizing your Google Business Profile
- Strong internal link building so Google crawls your content faster

2. Strong CTAs — Every page on your website should have a single goal with a clear call to action to encourage visitors to

take the next step. Depending on your company, strong CTAs can include "Call Now", "Book Today", or "Schedule an Appointment."

3. Create Mobile-Friendly Pages —

Over half of your customers and potential customers search for your business on their phones. That means your website must provide a seamless mobile experience to convert visitors into customers. A mobile-friendly website includes:

- Easy-to-read text
- Links and navigation are easily accessible and clickable
- Page headers and images look great and display properly
- Fast loading pages

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4. Measure Metrics — Start with tracking these six website metrics:

- Number of visitors
- Bounce rate
- Average page views per session
- Session duration
- Average time on page
- Top traffic source

5. Showcase That You Are Trustworthy — Security trust symbols, an SSL certificate, case studies, and user testimonials can improve the security and trustworthiness of your website. Including these can

boost potential visitors' confidence in your website, which will hopefully lead to a conversion.

If you're looking for expert local SEO services to help drive traffic to your website and convert casual browsers into customers, contact beMarketing!

For additional information, please call 484.497.0795 and visit www.bemarketing.com.



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