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# How to improve online conversion

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The ultimate goal for commercial websites is to convert the greatest number of visitors possible into loyal, paying customers who'll return time and again to make repeat purchases.

Achieving this means optimising your conversion ratio; ensuring that visitors go further than your home page and answer your 'call to action'. To improve your online conversion there are five customer-focused questions that need to be resolved:

**1. Can I find what I'm looking for?** Most visitors will come to your site from a search engine (probably Google) and probably a specific search query. Product selection and brand choice aside, the easier it is for them to find the answer to their specific query, the less leakage you will get.

**2. Can I find something that interests me?**

Whether visitors start looking for a specific item and continue to look around, or someone comes to your site simply to browse, you need to make sure they find products that are tempting to buy. Products that are popular, cool, interesting, differentiated and low priced.

**3. Do I really want this product?** In the sales process this is the notion of creating 'desire'. Do visitors really have the desire to buy that product? You obviously have to answer all their questions but moreover, provide the details in a compelling way to

persuade a customer to buy. Why this product, how does it help me and why now?

**4. Can I find it for the right price?** The internet is a great price equaliser; Google, Froogle, Price Runner and other sites allow customers to easily compare prices and terms for products and services. So you have to have a good price but more than that you need to be able to show that the customer has no need to go elsewhere.

**5. Can I trust this company?** Unless you have high levels of repeat business from existing customers you'll need to convince new prospects that you are a trustworthy company. Although visitors will be happy to look around they will still be wary of a brand that they are not familiar with, especially if the site looks 'sketchy'. Familiarity and trust in a brand is one of the top three obstacles to clicking on a 'call to action' online.

Underpinning all these questions is 'can I buy easily?'. This is where usability and the art of persuasive reassurance are critical, starting from the home page and ending at the checkout thank you page. There are many opportunities for the visitor to rethink their purchase along the way. Resolving the five key questions is vital but if the customer gets stuck it's highly likely they will decide to just 'come back later' and never return.

**This is what we do...**



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