

TIGER29 – SIOUX FALLS SEO

We hope you enjoy this free conversion checklist. Better search engine rankings do no good if new site visitors don't convert to leads! Review every page of your site for the following factors. Please let us know if you have any questions. Call us at (605) 275-2122.



Basic Conversion Checklist

<input type="checkbox"/>	Primary conversion path. This is typically a phone number. Should be displayed at the top of the page, and should be featured prominently with a bold font and color.
<input type="checkbox"/>	Call to action. Is there a reason for the prospective customer to convert – a time sensitive deal promoting a sense of urgency is one example. The call to action should be above the fold, clearly state the desired action (Call Now!), and it should be placed prominently near the phone number, contact form, or other conversion method.
<input type="checkbox"/>	Value proposition. This differentiates your offer from competitors, and should match te overall theme of the site itself. Should be above the fold.
<input type="checkbox"/>	Alternative conversion methods. Think about including contact forms, email addresses, or live chat.
<input type="checkbox"/>	Short contact form. Includes fields only for necessary information. For example, don't ask for an email address if there is no reason to capture that information. Consider the mobile experience, no one likes filling out a bunch of fields from their mobile device. The contact form should include a soft call to action like "continue" or "get quote".
<input type="checkbox"/>	Remove distracting links or information from the page. The purpose of the website it to get a prospect into a conversion funnel, not read your blog post.
<input type="checkbox"/>	Simple design. Pages should feature a simple color scheme and clean layout. Images should be high quality and professional.
<input type="checkbox"/>	Organized copy. Content on the page should only include messages that provide value to the visitor. Use headlines and bullet points to break up long bodies of text.
<input type="checkbox"/>	Include trust indicators. Business logo at the top of the page. Photos and videos of the business, people who work there, and products establish trust. Customer testimonials, trust badges, and awards also indicate a business customers can trust.

Tips:

-Put yourself in the role of a customer. Think about what they would want to see – NOT what you want them to see.