
CHEAT SHEET

5 SECRETS TO A HIGH CONVERTING WEBSITE

So many women entrepreneurs have asked me about how they can attract more clients via their website.

I've seen many make the mistake of spending thousands of dollars and months of their time creating a pretty looking website that ultimately brings in very few new clients.

So I've created a cheat sheet for my free mini-course that goes through my step by step process of converting existing websites into beautiful and effective lead and client generating sites.

This would help women entrepreneurs that have relied up until now on other marketing activities to get clients to double the number of leads and sales that come in via their website and see their businesses grow.

SECRET 1 - GET TO THE POINT!

Tell your visitor exactly what you do and how you solve THEIR problem.

Answer these questions right at the beginning of your page:

Title: What you do

Subtitle: Who is it for and where you are/area you serve

Call to Action: Clear and simple action-orientated button

Is it:

- Short and to the point
- Uncomplicated...no fancy/clever phrases
- Does it pass the 10-second test? (*will a complete stranger be able to tell you what you do and what problem you solve after seeing your page for less than 10 seconds*)



SECRET 2 - USER EXPERIENCE

People are more likely to contact you or buy something when the site is simple, clear and to the point.

- Keep menu minimal - remove any unnecessary items
- Make sure your contact details are visible - if relevant add them above your menu
- Make it easy for your visitor to take the next step - for example contact you
- Get live user feedback with userlytics.com, usertesting.com or other user recorded testing sites

DON'T USE IMMEDIATE POP UPS WITH VAGUE "SUBSCRIBE" TEXT

You will lose visitors and therefore leads.

Instead, if you do want to use a pop up (and they can increase conversions) set it so that it shows after 1-2 minutes and give your visitor a good reason to give you their email address.

SECRET 3 - LIVE CHAT

Can increase conversions and leads by 45%.

Recommended chat plugins:

- [Tidio](#)
- [Zendesk](#)
- [Click to Chat](#) - whatsapp chat plugin



SECRET 4 - YOUR CALL TO ACTION

Focus on just 1 thing your user needs to do...guide them onto the next step of their journey with a very clear call to action.

Call to Action design:

- Contrasting colours
- Make the buttons stand out
- Make it very simple
- Repeat throughout the page - less is more does not apply (*in moderation though...don't go crazy*)

What CTA should you have?

Service based businesses:

SCHEDULE A VISIT

SCHEDULE A CALL

BOOK A CLASS

GET STARTED NOW

BOOK NOW

Product-based businesses:

ADD TO MY CART

TRY FOR FREE

SHOP NOW

BUY NOW

SECRET 5 - KNOW YOUR DATA

Install Google Analytics on your website. [Here is a how to video to install it on your Wordpress site.](#)



Find out:

- Who visits your website - demographic profile
- Where they come from - sites and location
- What pages they visit - their interests
- If they find your website engaging - stick around or just leave
- On what page do they leave your website - improve those pages
- Measure the number of goals they complete on your site

What you do with the information is the key to improving your conversions.

If you haven't already, subscribe to my [youtube channel](#) and join me on [Facebook](#) to learn how to convert your website into an automated client generating tool.

