



**Create Engaging
Websites for More
Leads and Conversions**

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B2B and B2C websites should help increase sales. That's the purpose: bring prospects in, answer questions for curious visitors and create conversions.

Most websites fail to bring in enough return on investment (ROI). Why? They don't factor in how to turn visitors into conversions. No matter how many thousands of visits your site gets--and no matter your search engine rankings--your website must fulfill the prospect's needs.

So how does your website measure up? Are you getting the visits but not the conversions? All websites can increase the amount of leads generated and the number of conversions. It's no secret. It's the basic business concept of converting prospects through the buying cycle.

If your website isn't specifically designed to move prospects through the sales cycle, you are leaving money on the table.

ROI has plenty of potential online. You can get results from marketing optimization, search engine marketing, social media marketing and more. These all create a sales opportunity for you in different, dynamic ways. What if you could improve conversion? No matter the size, ranking, or brand awareness your company has, your ROI would go up.

Steps to Create More Website Conversions

Lead conversion all comes down to your company's sales cycle and how you turn leads into customers. Here are some suggestions on how to improve.

To move online prospects through each step of the sales process, you need to:

- Understand your potential customers and what they want
- Understand the sales cycle for all of your prospects (targeted markets)
- Determine the stages of the sales cycle that the website should support, and how you can improve that
- Identify what leads are looking for when they visit your site
- Make it easy for visitors to progress from first clicks to conversions

B2B vs. B2C Sales Cycle: The sales process in the B2B environment is typically longer than that of B2C. The larger the business, the longer it will take to complete the sales cycle. In the B2B environment, it will involve a “team” of prospects looking to address both personal and business needs.

Let Your Sales Team Design the Site: While there are many sources you can use to gain insight and understanding, start with your sales staff. (Only customers are a better source.)

Your sales and marketing people understand prospective customers. They can help you determine:

- The specific content or knowledge sought by prospects at each stage of the sales cycle
- What industry segments are meaningful for the offerings of your company
- What the sales cycle stages are and who is involved in these stages
- What actions do prospects typically take as they transition from one stage to another
- What problems and issues can you solve for them
- What objections need to be addressed and overcome

Analyze Your Site With What You Have Learned: Now think about how your site is organized and the content that’s available. Put what you have learned from your sales and marketing people to work. Your website needs to provide information in a way that is relevant to prospects. It also needs to do it in a way that addresses the sales process, from first click to the product/service information to conversion. A positive site visit experience means that visitors quickly get to the most relevant content.

A Website Creates Conversions: That’s the final goal. You have something, they need it, and it’s your job to differentiate your web site from your competitors. If you’re selling specialty coffees, you’d need to do something in the sales process different from bigger companies or brick-and-mortar stores. Maybe offer free shipping or organic home made coffees, and capture emails with a regular newsletter full of information. At this stage, you’re giving visitors reasons to do business with you.

Note of Caution: Remember, it is critical that you understand what your prospects expect in terms of online support. Make it simple for anyone to use. Test it out beyond your company. Ask others for input. This is incredibly important; you want a positive site visit experience to make sure that it’s easy for the visitor to see benefits you offer.

Build Credibility: Prospects are driven by “needs” and how to best fulfill them. You need to walk through the sales process with buyers to address all of the potential questions and objections. Here are some **examples:**

B2B: Prospects always want to know who else you’re doing business with. List your clients on your site. It’s an important criterion to determine if you will understand their business needs.

B2C: If you’re an eCommerce site, provide peace-of-mind for the buyer by providing assurance of the security of ordering from you on the order page.

Make it Easy: If the prospect is confused or frustrated with your site’s navigation, they may just leave quickly. Always monitor the amount of time visitors are staying on your site. Visitors must never feel that they have reached a dead end. **Use Calls to Action** to ensure that prospects easily know the options.

Web metrics are an essential tool to gain insight into how your prospects are dealing with these progression transitions. This can show if a landing page is working, what product pages you need to rework, and so on.

Many site visitors will visit multiple pages within the website. Your site architecture should address the different potential paths a prospect might take on your website. Otherwise, you may miss opportunities to engage with the prospect.

A well designed website experience should behave like a well planned sales call. You can count down all the steps from the ad to the landing page visit to conversion. Your website is the deal breaker, so make it simple to navigate.

Be Relevant. Be Different. Your website's job is to act like a salesman that knows how to empathize and provide solutions.

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