



Platforms
& Traffic

platformsandtraffic.com

7 STEPS TO OPTIMIZE YOUR WEBSITE

**FOR MAXIMUM
CONVERSIONS**

PREPARED BY:

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PREPARED FOR:

LOCAL BUSINESS OWNERS



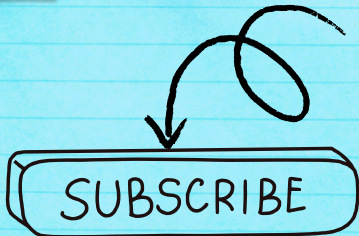
WEBSITE OPTIMIZATION

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01



Clear Call To Action

The #1 most important thing when it comes to maximizing website conversions is having a clear call to action. The website visitor should be able to easily reach the destination you wish to take them, whether that's to call you, book an appointment, place an order, etc.

Testimonials

Are people saying great things about your business?
Do you have reviews on Google, Yelp, Facebook, or another website?
Display your customer reviews on your website to build trust and credibility!

02



03



Show Results

What do you actually deliver to your customers? Show examples of your work in the form of case studies, before and afters, and image galleries of your products or services. People want to be able to see what you can do for them.



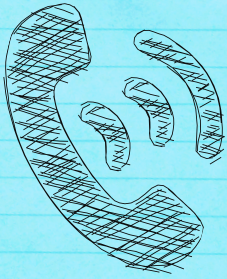
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Contact Info

Your business phone number, email address, and other important contact information, such as your business address or social media links, should be displayed prominently and frequently throughout your website for visitors to easily get in touch with you.

Lead Gen Offer

Do you have something of value that you can give to your target audience for free in exchange for their contact details, such as name, phone number, and email address? If not, then you need a lead generating offer on your website.

Even a survey will work.

05



06



Original Content

Too often businesses make the mistake of not having quality, original content on their website. Stock photography will work, but if you want maximum conversions, you need real photos of you, your business, what you sell, etc. on the website. This builds trust, credibility, and authenticity.



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07



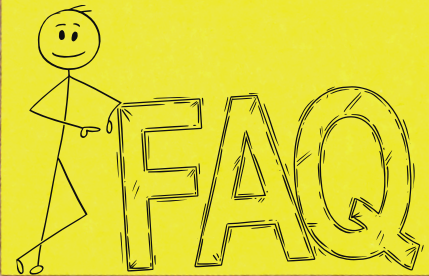
Mobile Responsive

No matter what business you're in, people are using their phones to access the internet. If your website isn't designed with the mobile user in mind, you're leaving money on the table. Make sure your website is mobile responsive to generate more conversions.

FAQ Section

To maximize website conversions, use a FAQ section to overcome your most common potential buyer objections in advance.

BONUS



Extra Bonus

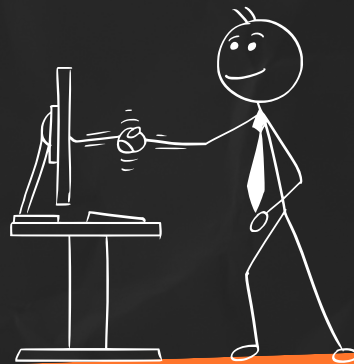


Proper Meta Tags

If the search engine robots can't understand what your website is about, it's going to be hard to get the right traffic to it. By having the proper meta tags on your website, you increase your SEO and lead flow to maximize your website conversions.



WANT MORE CUSTOMERS?



Let's talk and see how we can help your business grow and get more leads and sales!

**BOOK YOUR
FREE CALL**

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