

### Elements of a High Converting Website with Greg Merrilees

By: Ilana Wechsler

#### Creating a high converting website

- So what we like to do for a start is think about your website as a machine that's going to attract the right people
- Then build trust
- Then psychologically influence them to take action on your site

#### Principles to influence people to take action on a website

- Reciprocity
- Authority

#### Building Trust with Audiences

- Psychological drivers such as Authority and Reciprocity are the elements that will help you build trust
- Put videos of yourself on your website
- Interact with your audience whether it's through the comments section on your website or could be through social media'

#### DIY website vs. professionally designed website

- If you go from a DIY type of website to a professionally designed website as long as it's professionally designed with all these kind of psychological drivers built into the design, on average you're going to get about a 30% boost in conversions.

#### Set structure of a website that works well over others

- The structure of a website really needs some design with a psychological drivers to build authority
- It also needs to be designed for your target market
- We want to make sure it's not confusing
- We want to make sure the content is relevant to like from the copywrite into your blog post
- Do not cram too much information on the pages especially above the fold

#### Essential elements that should be above the fold

- Have just a headline bullets and a lead magnet for instance right or a video as well
- Don't put anything else
- Create one action per fold

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#### Duplicating call to action in above the fold and down the bottom

- It depends on the purpose of the landing page
  - If you want people to be drawn into the story in the flow of the page we don't want to interrupt it just yet with the call to action
  - However for pages that do require a call to action above the fold we would put one above the fold and then further down the page
- Another option and this works really well for mobile device as well is having the call to action in a sticky top nav

#### Classic mistakes that people make

- A lot of people expect people to buy from their website straight away when people just aren't ready to buy it
- Another big mistake is they put image sliders
- On services websites people will often be asking for a sale on hello. They are trying to offer a product straight away.
- A lot of people kind of skip having lead magnets
- People don't have a thank you page
- People don't ask their customers for a testimonial

#### Tips to improve conversion rate on a website

- Study – qualitative data through Hotjar
- Study – quantitative data through Google Analytics
- Redesign website but based on the data that you've collected
- Have enough social proof on a website (testimonials and case studies)

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