

5 Reasons Your Website Conversion Rate is Stagnant

Okay, we aren't amateurs here, we know how to drive traffic to a website. We utilize online advertising, search engine optimization, influencer marketing, brand building, etc. Using these methods, we can steadily improve website traffic. Just focusing on traffic, however, is not a fully effective business strategy. Traffic itself has limited value and getting people to your site isn't the only goal to be accomplished. Digital marketing must go beyond that and actually convert leads. So, if your site is gaining traffic but not converting more leads, ask the following questions to find where that disconnect is coming from.

Are you clear about what exactly you offer?

Consider the UX content and design of your site. Is the language readable and straightforward? Avoid slang or jargon to maintain accessibility and relevance to your audience. *You* know what your business is all about, but does your site clearly get it across to users? Make it easy for anyone to immediately understand your business' value. If it requires too much searching or causes any confusion, users will leave and go to one of your competitors.

Are you overloading pages with too much content?

Long, dense paragraphs are overwhelming and can intimidate users. Avoid big walls of text and separate content into smaller chunks or spread out sections. If content just looks like too big of a commitment to read, the user is likely to not bother. Reserve the necessary longer texts for appropriate pages when the user is engaged at a certain level or really looking for those details further down the tunnel. Ensure all content is digestible, maintaining a variety of layouts and balanced imagery to break things up for the eye.

How user-friendly is your site's navigation?

The layout of your site is what will lead the user through each section in a clearly directed way. The navigation menu should be in the header at the top of each page and organized in a way that makes logical sense for its content. Extended sections need their own separate areas or an entire page. Subpages and subsections can break up information based on corresponding topic groupings. Your site should also have a header and footer that are consistent through all pages.

Are you building trust?

Users need to know you are a trustworthy business that they should engage with. You must prove to them that your intentions are genuine and valid. Branding and aesthetics must be inviting and friendly to give users a sense of comfort with your business. Good, clean design instills trust in users. Poor design will tarnish your credibility, integrity, and trust with users, making them quick to abandon the site.

Do you give a clear call-to-action?

Inciting a desired result from your users is the real goal of getting traffic. Giving a call to action (CTA) is the gateway to conversion. Establish a hierarchy for the actions you want users to take and place them through the site accordingly. Use descriptive verbiage so users know what to expect out of the CTA. Utilize buttons more than paragraphs, keeping the text as short as possible. Be clear and establish the what, why, and how with concise language. Enforce appropriate pacing along the way so the user doesn't feel pressured or overwhelmed by too many calls to action.

Ask yourself these questions and determine where the weak spots are in your site that aren't turning traffic into conversions. Figure out which of these areas can be improved and implement these changes immediately. Your bottom line will show the effects of these changes as you revamp your site.