

EBOOK

Converting Website

101



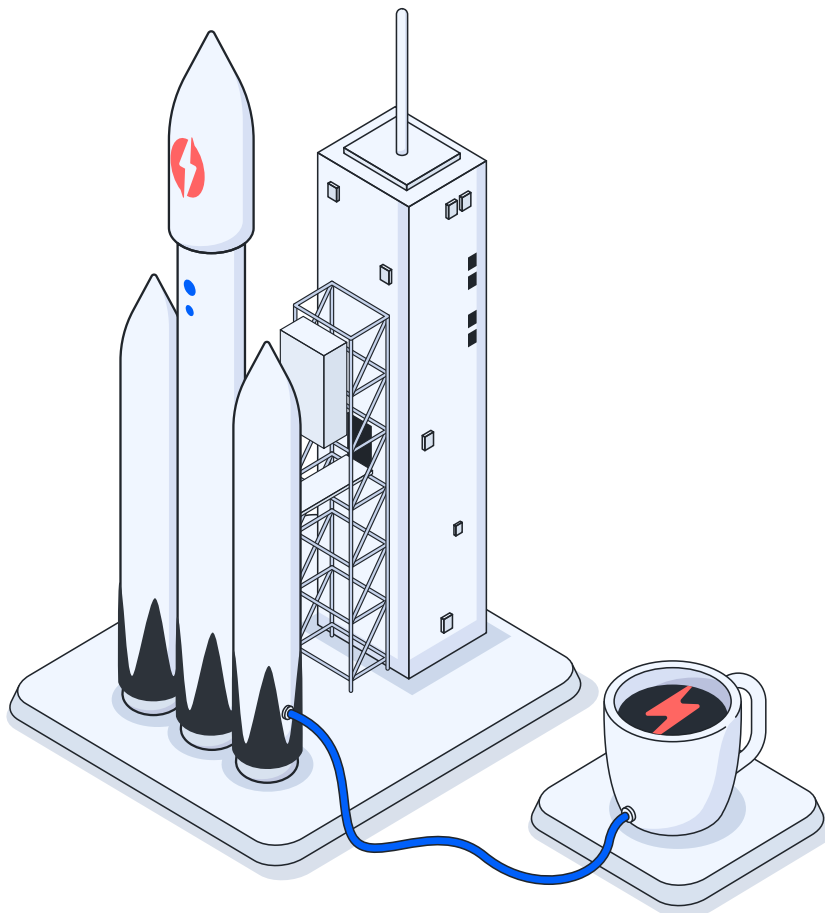
About Conversion Rate Optimization

In today's digital landscape, many companies channel significant efforts and budgets into paid media campaigns or search engine marketing on their customer acquisitions. However, there exists an alternative path—one that yields exceptional returns without draining resources on ad platforms.

This is called Conversion Rate Optimization (CRO). That's what we are specialized in at [CoffeeX](#).

In this ebook, we'll explore how to craft websites that turn visitors into leads and sales with valuable insights and strategies from industry experts. We'll dive into essential elements to build websites that effortlessly convert visitors into devoted customers, driving remarkable growth for your business.

Let's get started.



Part 0

What You Must Know Before Building a Website

~~Product Market Fit~~ Message-Market-Fit

Before diving into the process of building a website that converts visitors into leads and sales, it's crucial to understand the concept of message-market fit.

This concept revolves around finding the right messaging or communication strategy that effectively resonates with your target audience. By understanding the needs, wants, and pain points of your potential customers, you can create messaging that speaks directly to them and inspires them to take action.

The process of achieving message-market fit typically involves the following steps:

1. Identify your target market and ideal customer profile (ICP).
2. Develop a unique selling proposition (USP) that sets you apart from competitors (see next section).
3. Test your message with your target market to gauge its effectiveness.
4. Refine your value proposition based on feedback.
5. Prepare content for various marketing channels.
6. Test and optimize your message and marketing channels.
7. Continuously monitor and adapt your message and marketing strategy.

By following these steps, you can ensure that your messaging resonates with your target audience and increases the likelihood of converting website visitors into leads and sales.

Pain Points Target Group

1. I don't understand accounting (complicated).
2. My accounting must be correct.
3. An Accountant is too expensive.
4. Does this software work for my industry?
5. Does the software work within my country's regulation?
6. I don't have much time to invest in this.



Crafting a Compelling Unique Selling Proposition

A strong Unique Selling Proposition (USP) is a crucial element in achieving message-market fit and driving website conversion.

By leveraging the insights gained from your market message fit research, you can create a compelling USP that resonates with your target audience and motivates them to take action. Here's how to develop a powerful USP:

1. Address the 5 W's: Your USP should answer the fundamental questions of what, how, who, where, and why.
2. Evolve over time: Your USP is not set in stone. It needs to adapt and evolve alongside changes in the market, customer preferences, and competitive landscape.
3. Focus on unique and compelling value: Your USP should emphasize the specific benefits or advantages that make your product or service stand out.
4. Test and gather feedback*: Once you have developed your USP, it's essential to test it with your target audience and gather feedback. Conduct surveys, interviews, or focus groups to gauge the resonance and effectiveness of your USP.

stripe

Payments infrastructure
for the internet

clockify

The most popular free
time tracker for teams

Revolut

One app, all things money

accountable

All your taxes. Done.

** Throughout the ebook, the process of testing and gathering feedback should be emphasized as a recurring and essential element.*

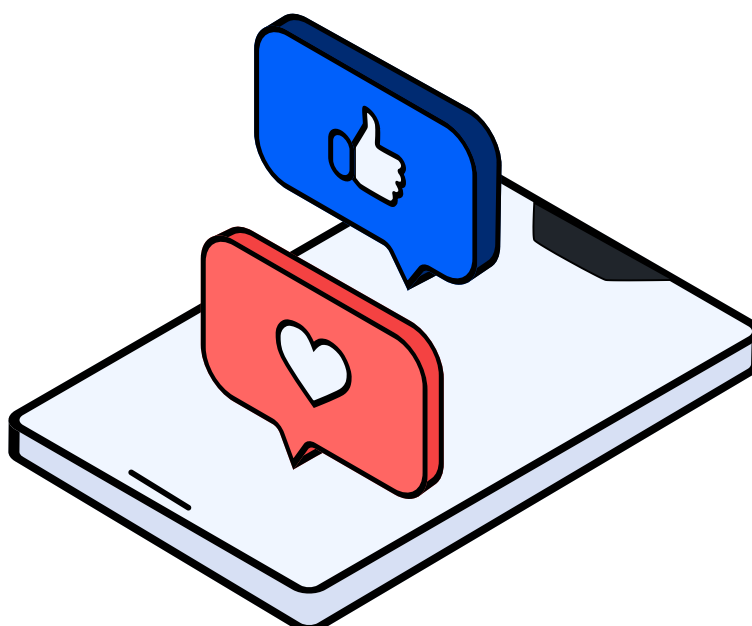


It's not what we say it is. It's what they say it is.

Customer perception plays a vital role in purchasing decisions, and your website is a crucial asset in shaping that perception. To build a strong brand that converts visitors into loyal customers, involve your audience at every step:

- Foster a sense of community: Cultivate an environment where customers can connect, share experiences, and contribute to your brand's growth.
- Actively listen and respond: Pay attention to customer feedback and respond promptly and meaningfully, showing that their opinions matter.
- Co-create with customers: Engage your customers in product development by seeking their input and ideas through surveys, focus groups, or beta testing.
- Provide personalized experiences: Tailor your messaging and interactions to cater to individual preferences, creating personalized experiences that resonate.

These brand development pillars have the website as the foundation.

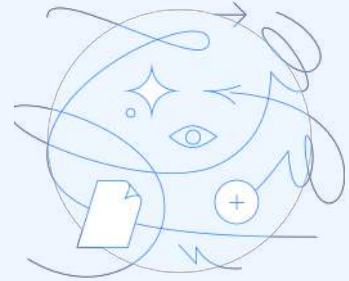


Part 1

Creating a Converting Landing Page

Above the Fold

Everything you see before you scroll.



Around 60% won't scroll.



Your headline should be the USP.

The most straightforward method to build hooks is to address your client's main complaint.

- ✓ Fill in what makes you unique
- ✓ Keep it short and readable
- ✓ Value + objection = hook

zapier

Easier automation,
bigger impact

✓ Free version available ✓ 14 day free trial ✓ Cancel anytime

✓ Scale support without sacrificing customer experience

✓ Unlock the best AI-powered customer service tools in minutes

✓ Lower your costs with more efficient support teams

Try to address their pain points immediately.

60% will stop scrolling. Therefore make sure you address their concerns directly.

- ✓ In bullet points or short sentences
- ✓ Focus on your software's outcomes
- ✓ Your tone & voice have a significant influence

Add social proof for instant credibility to your promising.

Add social proof for instant credibility to your promising.

- ✓ Show daily users or reviews
- ✓ Show "certifications"
- ✓ Increases conversions



15,338 users joined Ahrefs in the last 7 days



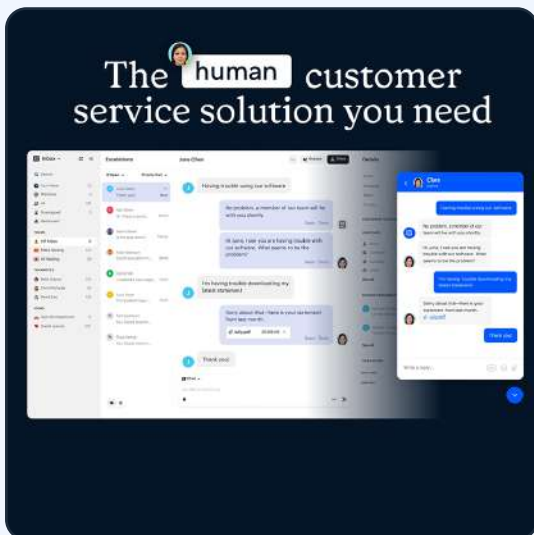
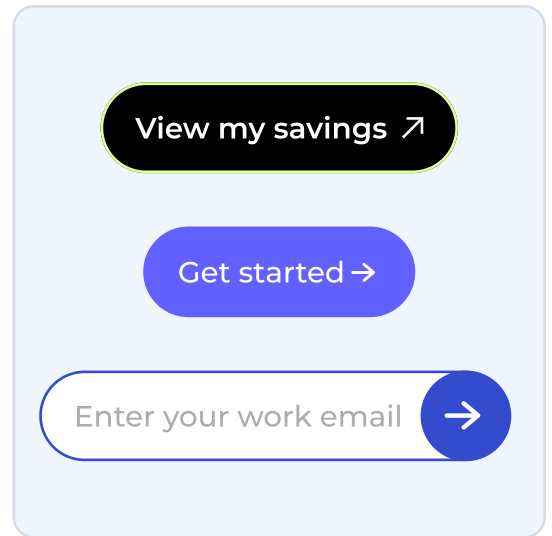
Google ★★★★★

Our customers rate the quality of our service with 4.7/5 on Google Reviews



CTA / CTV / Email + CTA.

When your call-to-action stands out, people will be more likely to click. You could also opt for a call-to-value or email enter, speeding up the onboarding process and collect more emails.



Show your product.

Display your software in all of its beauty. The idea is to simulate reality as closely as possible. Don't simply show me lovely pictures. It's preferable if you demonstrate your software in action.

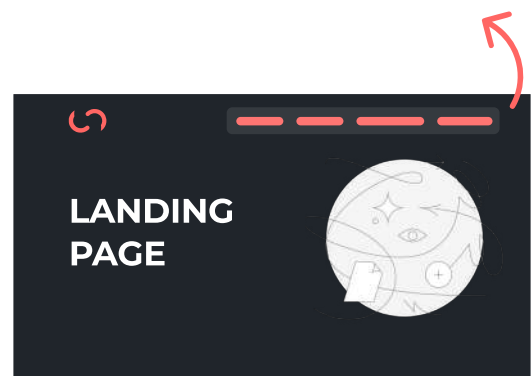
- ✓ Show your software in action
- ✓ Keep it close to your target audience
- ✓ Use a video / Lottiefile

Remove the navigation.

Paid traffic on the page? Get rid of the navigation, it just creates clutter distraction.

- ✓ Show daily users or reviews
- ✓ Show "certifications"
- ✓ Increases conversions

Get rid of this





Below the Fold

Everything you see after you scroll.

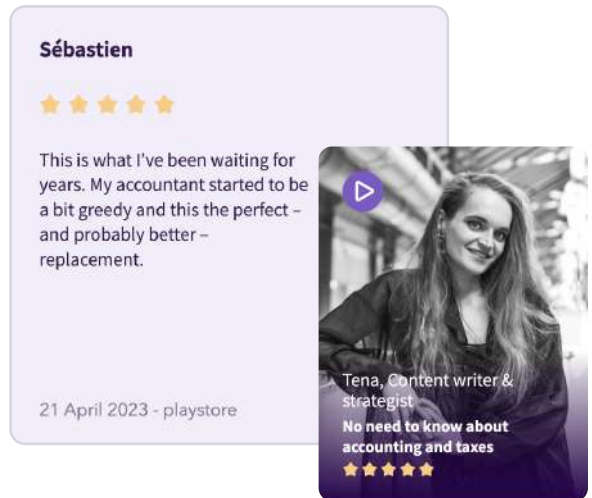
Below the fold you earn the sale.



Start with more social proof.

Above the fold, social proof is about credibility. Below the fold, social proof is about motivating others to take action.

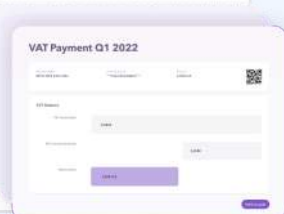
- ✓ Show company logos
- ✓ Display testimonials
- ✓ Experiment with UGC content



Guaranteed 100% correct tax returns

You know what you owe in taxes, VAT, and social contributions at any time

- ✓ Get a reminder for every deadline
- ✓ The app creates all your tax returns
- ✓ Receive personalized tax tips



Features that answer main objections.

Highlight product features that provide solutions to your audience's pain points.

We expect human support.

Highlight a trustworthy point of contact to reassure users.

- ✓ Lead into your funnel with a conversational CTA
- ✓ People buy from people
- ✓ Builds trust

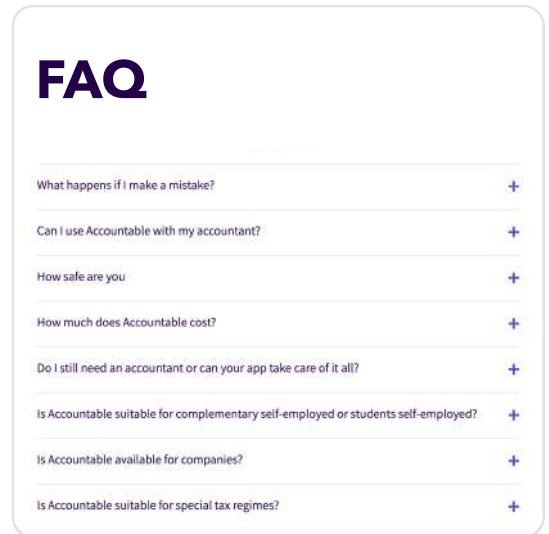
Fast & accurate answers to all tax your questions



Persuade them by dispelling their last doubts.

One of the most underrated sections of a landing page. This is where you remove some last doubts.

- ✓ Explore the questions in user testings
- ✓ Link questions to pain points
- ✓ One sentence questions



A blue call-to-action card with rounded corners. At the top, it says "7 days. 7 dollars. Full access." in white text. Below that, in a lighter blue box, it says "Try Ahrefs for a week and discover the growth opportunities you're missing." in white text. At the bottom, there is an orange button with the text "Start a 7-day trial for \$7" in white text.

Final CTA.

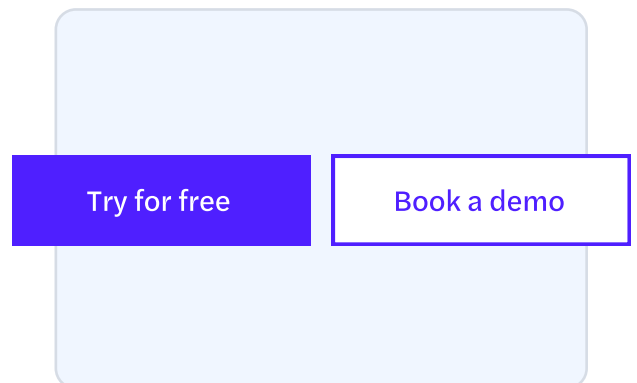
If you have successfully added the elements above, there is a good chance interested visitors will move forward. Make it easy.

- ✓ Make the ask as low as possible
- ✓ Spice it up with FOMO
- ✓ Create urgency if relevant

Secondary CTAs.

Paid traffic on the page? Get rid of the navigation, it just creates clutter distraction.

- ✓ Lower the threshold of the main CTA
- ✓ Could appeal to a different persona
- ✓ Should be tested



Part 2

Creating Error-Free Sign-up or Checkout

Don't show all fields from the get go.

The simpler the job, the greater the chance of it being accomplished. Apple has been using this method for years.

- ✓ Lower ask
- ✓ Keep it short and readable
- ✓ Commitment Bias (Escalation of commitment)

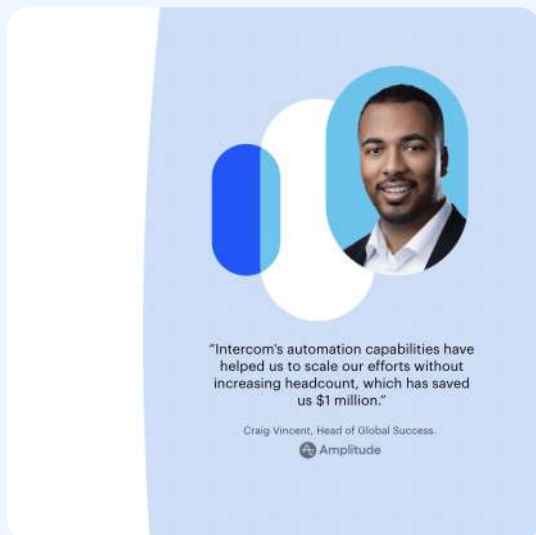
Start your free trial.
14-day free trial. No credit card needed.

Register with Google →

Or, continue with email

Work email
you@yourcompany.com

Continue →



Show social proof in the onboarding.

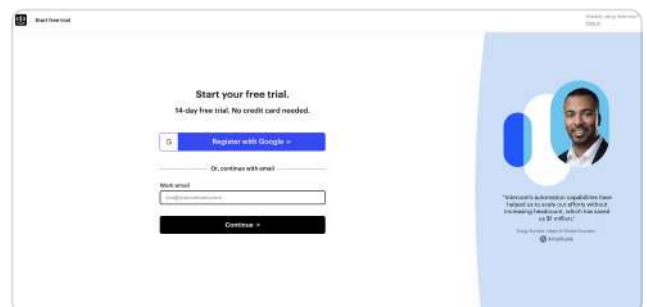
It's a common pattern but it works.

- ✓ Convince them one last time
- ✓ Daily users, important brands, ...
- ✓ Don't go too far, a simple reminder will suffice.

Control the visitor's focus.

It's time to take action for your visitor, remove the ways out.

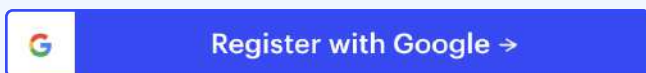
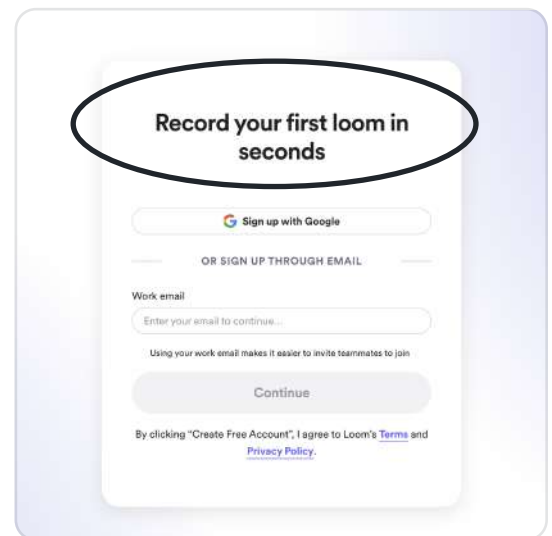
- ✓ No scroll
- ✓ No navigation
- ✓ No footer



What's in it for me?

Whenever you offer a reward, they're more likely to continue the steps.

- ✓ Reward in return for an introduction
- ✓ Lower the ask
- ✓ A reminder the value delivered



SSO Signup.

If possible, always try to give the option to sign up using known external platforms.

- ✓ 20% more sign-ups
- ✓ Faster process with more accurate data
- ✓ Creates trust



Part 3

Driving Traffic to Your Website

Side note.

While this ebook primarily focuses on building websites that convert visitors into leads and sales, it is essential to address the topic of driving traffic to your website. Although it may not delve into detailed strategies regarding media buying, SEO, or SEM, it is crucial to recognize that the quantity and quality of traffic have a significant impact on conversion rates. Therefore, it is essential to touch upon this topic.

By attracting the right kind of traffic to your website, you increase the likelihood of engaging with qualified leads and potential customers. It is crucial to understand that driving traffic is not solely about numbers but also about the quality of that traffic. Bringing in relevant and interested visitors who are more likely to convert can significantly improve your overall conversion rates.

While specific tactics for driving traffic may vary depending on your unique business needs and industry, this ebook will provide insights and strategies that contribute to attracting quality traffic to your website. By focusing on targeted audience engagement and implementing effective marketing techniques, you can optimize your website's performance and increase your chances of converting visitors into valuable leads and sales.

Remember, while traffic generation may require additional expertise beyond the scope of this ebook, understanding its importance and considering it in conjunction with building conversion-driven websites is crucial for maximizing your overall success.



Engineering as Marketing

Beyond being convenient and building credibility, web tools are also a terrific lead magnet for potential users.

- ✓ Convenient and show expertise
- ✓ NR.1 lead magnet for HubSpot
- ✓ Huge growth opportunities



Give first with gated content.

This is another great lead magnet. It, too, shows what your product/service is capable of doing and why it is so useful.

- ✓ Builds a relationship by helping
- ✓ Brings cheap leads into the funnel
- ✓ Great to turn blog visitors into contacts

Build a sales funnel with decision-makers

It is crucial to target the right people, particularly the decision-makers involved in the purchasing process. By identifying and engaging (ABM or not) with these key individuals, you can significantly enhance your chances of conversion.

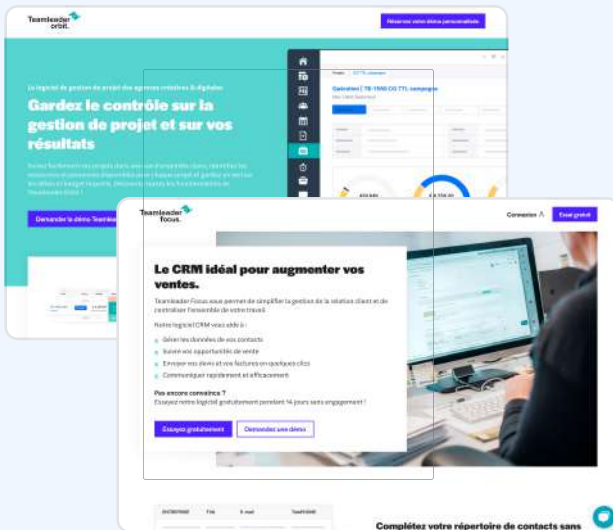


Your Brand VS Competitor page (SEO)

In addition to showcasing honesty and sincerity in your communications, creating transparency with your audience can help your business gain insights into your competition.

- ✔ People look up the differences between products
- ✔ A form of honest communication
- ✔ Clearly see where you stand

Features	MailierLite Advanced Plan	Mailchimp Standard Plan
Create amazing campaigns		
Drag & drop editor	✔	✘
Custom HTML newsletter editor	✔	✘
Surveys	✔	✘
Quizzes	✔	✘
RSVP event invitation block	✔	✘
E-commerce campaigns	✔	✘
Newsletter templates	✔	✘



Different landing pages per ad copy (SEA).

Using personalized campaign pages for your SEA efforts allows you to create targeted, focused landings that connect with your ads.

- ✔ Frictionless journey
- ✔ Different (adjoining) USPs possible
- ✔ Mostly quick and impactful



Next step?

Get a FREE Website Audit

We'll check with you how you can increase your conversions

[BOOK NOW](#)

THIS AUDIT CALL IS PERFECT FOR:

- SaaS businesses looking to convert their current website into a high-quality & streamlined funnel format.
- E-commerce businesses looking to maximize their conversion rates & average order value.
- Businesses looking to understand their online customer journey and website data.