Is your website helping or...



...hurting your business?

Use this three-step process to find out!

SMACK HAPPY

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A website's role in converting leads is often overlooked for businesses who rely on word-of-mouth marketing. A website that converts can be the difference between growth and stagnation. This easy 3-step guide will help you **discover actionable ways to convert more prospects on your website.**

STEP one

What do you want visitors to do on your website?

Which page (or pages) define a successful site visit? What actions need to be performed on your site in order for a visitor to become a lead? *Examples: Schedule a consultation. Fill out a form. Visit a page. Download a file. Purchase a product.* **Write a one-sentence summary of how you define a successful website visit:**

STEP two

How does your website measure up?

A. How do people find your site? Review Search Console

Log in to Google Search Console and answer the following questions:

What errors or warnings are listed (if any)? *Google is less likely to suggest your site in organic search results if it has a lot of errors or problems. These should be fixed.*

Click on "Performance" and scroll down to view "Queries". What are the top 10 search terms currently being used to find your site? Do these support the conversion goal you specified in Step One? Do they support your business?

PREFER A NON-DIY SOLUTION?

We can help!

REQUEST A FREE REVIEW

STEP **two**

Keep going!

How does your website measure up?

B. How do visitors navigate your site? Review Site Analytics

Log in to Google Analytics and answer the following questions:

What are your sites top 3 landing pages (where users first enter your website)?

Open these three pages in a web browser. What steps do users need to take to get from these popular landing pages to your site's goal?

How can you make this journey simpler, easier, more obvious to the site visitor?

94%
of first impressions are design-related and formed within 0.05 seconds.
- CXL

80%
of people will stop engaging with content that doesn't display well on their mobile device, which accounts for 67% of internet users.
- Adobe

38%
of people will stop engaging with a website if they think it's not attractive.
- Adobe

C. Is your site easy to use? Review Load Speed, Usability, and Accessibility

Search engines and site visitors prefer sites that load quickly and are built in a way that makes your content easily accessible to all users. These free tools will help to determine if page speed, usability, or accessibility is a potential cause of low site conversions.

→ Visit GTmetrix and request a free page load speed analysis.
GTmetrix is a web-based tool that provides an analysis of website speed. It will analyze a site's load time, size, and requests happening, and then generate a score with recommendations to improve it. Save your results as a PDF.

→ Visit PageSpeed Insights and request a free user experience analysis.
PageSpeed Insights reports on the user experience of a web page on both mobile and desktop devices, and provides suggestions on how that page may be improved. Save your results as a PDF.

→ Visit Accessibility Checker and request a free accessibility and compliance scan.
Accessibility Checker provides ADA and WCAG compliance checks, identifies web accessibility issues, and gives instructions for fixing them. Save your results as a PDF.

FEELING OVERWHELMED?
We can help!

REQUEST A FREE REVIEW

STEP
three

Is your website easy to use?

This section is best completed by a friend or colleague. It's most effective to get the opinion of someone who is not very familiar with your website and/or business (just like a site visitor would be unfamiliar on their first visit to your site). **Here are the steps and guiding questions to think about when performing a User Experience review of your site:**

1. **Navigate to the website's home page and observe:**
   - A. What catches your eye first?
   - B. What are you being asked to do?
   - C. What is the website about, based on the home page?

2. **Navigate to the website's conversion point (defined in step 1).**
   - A. How easy was it to get there?
   - B. How many different ways can you get there?
   - C. How clear is it that this is what the website wants you to do?

3. **In general, describe your experience using the website.**
   - A. Is it easy to navigate?
   - B. Is it inviting? Frustrating?
   - C. Does the design give clues as to what the business is about?
   - D. Can you tell what the company's "why" is? Are there any clues about their core values?
   - E. Are the following items present on the homepage?
     - I. Call-to-Action
       Is the website asking the visitor to take an action?
     - II. Testimonials
       Is there social proof that this business is legitimate?
     - III. Descriptive Links/Buttons
       Links should inform the user of where they're going.
     - IV. Are there multiple ways to become a lead?
       For example, if the main call to action is "Make an Appointment," a visitor may not be ready to take that big step. A softer call-to-action like "Receive a free download" might get that visitor to give you their email address, and therefore become a lead.

You did it!

WHAT'S NEXT?
CHANGE & MEASURE

Make Changes and Measure Results

You should now have a clear understanding of *what* you want your site visitors to do, and you should have some areas on your site where you can make improvements in order to help visitors achieve that goal more easily.

Now it's time to make those changes. And don't be shy! **Reach out to Smack Happy if you need help.**

Give your changes 30-60 days to make an impact, then go back through steps 2 and 3 to measure the effect of your changes.



Looking for someone who knows what they're doing?

Evaluating your website can be an overwhelming and intimidating task. **We're here to help!** We can confirm your results, offer additional insights, and help you implement changes on your website.
Request a FREE review of your website: www.smackhappy.com/website-conversion-assessment