GET WEBSITE VISITORS TO TAKE ACTION (WITHOUT VOODOO MAGIC)

Sara Dunn
Founder/Project Lead at 11Web.com
@Sara11D
RESURRECT THEM WITH A FOCUS ON THE VISITOR

Your website decisions should always be made based on your target audience.
3 Steps to Action-Inducing Websites

1. DEFINE your target customer
2. DISCOVER their biggest hesitations
3. DEVELOP a call to action
Define Your Target Customer

“Anyone who will buy from us.”
Define Your Target Customer

• The ideal, specific best customer for you

• Julia’s Fitness Studio
  • Moms 28-45
  • Want to lose 10-40 lbs
Discover Their Biggest Problems

• What might keep your target customer from buying or reaching their goal?

• For Julia’s target:
  • Limited time
  • Gym intimidation
Develop The Call to Action

• What is the next best step for your target to reach their goal, while addressing their hesitations?

• Julia’s Fitness Studio
  • “Schedule a Tour”
    • “Let us give you a no-obligation, 15-minute tour of our fun and friendly studio.”

• Your turn: what is the next best step for your website visitor to take?
Examples of “Call to Action”

• Give us a call
• Schedule a consultation
• Sign up for our webinar
• Register now
• Get 10 free tips
• Get our checklist
• Book an appointment
Call to Action examples
Call to Action examples

Call Us Today

Our consultants are standing by to help select the best package for you.

Call us at 1.800.669.5323.
Call to Action examples

Find your balance between eating well and living mindfully

GET ACCESS TO ONE WEEK’S WORTH OF RECIPES TO HELP YOU GET STARTED

GET THE FREE COOKBOOK
GET WEBSITE VISITORS TO TAKE ACTION (WITHOUT VOODOO MAGIC)

WordCamp Ann Arbor 2017 #WCA2

Sara Dunn
Founder/Project Lead at 11Web.com

Let’s tweet! @Sara11D