

How to Increase Your Website's Conversion Rate - Checklist

- This checklist was created to help you make sure that your website has the proper features in place to close more deals for you without you having to be in person, on the phone, or sitting in a lawn chair at a gun show every weekend.

What is a website conversion rate and how do we calculate it?

Website conversion rate refers to the percentage of visitors who take a desired action on your website. This action could be making a purchase, filling out a form, subscribing to a newsletter, or any other goal you have set for your website.

To calculate the conversion rate, you need two numbers: the number of conversions and the total number of website visitors during a specific time period. Here's the formula:

Conversion Rate = (Number of Conversions / Total Number of Website Visitors) * 100

For example, if you had 100 conversions from 5,000 website visitors, the calculation would be:

Conversion Rate = (100 / 5,000) * 100 = 2%

So, in this case, the conversion rate would be 2%.

A higher conversion rate generally indicates that your website is effectively persuading visitors to take the desired action. It's important to track and optimize your conversion rate to improve your website's performance and achieve your business goals.

- You don't necessarily need to know the math at this point, but it's important to note that you can have a high conversion rate and low monthly revenue, or vice versa depending on multiple conditions. So it's important to compare metrics that are apples to apples and learning the math can REALLY help you understand what's working and what isn't.

The Checklist:

- ☐ **Clear and Intuitive Navigation:** Ensure your website has a user-friendly navigation structure, making it easy for visitors to find products and information quickly.
- ☐ **High-Quality Product Images:** Use professional, high-resolution images that showcase your firearms and related products from multiple angles, helping customers make informed purchase decisions.
- ☐ **Detailed Product Descriptions:** Provide comprehensive and accurate descriptions for each product, including specifications, features, and any relevant information that helps customers understand the item.
- ☐ **Customer Reviews and Ratings:** Incorporate a review system that allows customers to leave feedback and ratings on products, as it builds trust and helps potential buyers make confident decisions.
- ☐ **Prominent Call-to-Action Buttons:** Use clear and visually appealing buttons with persuasive text, encouraging visitors to take specific actions such as "Add to Cart" or "Buy Now."
- ☐ **Streamlined Checkout Process:** Simplify the checkout process by minimizing steps, reducing form fields, and offering guest checkout options to enhance convenience and reduce friction.
- ☐ **Trust and Security Seals:** Display trust indicators, such as SSL certificates, secure payment icons, and trust badges, to assure customers that their personal and financial information is safe.
- ☐ **Responsive Design:** Optimize your website for mobile devices to provide a seamless and enjoyable browsing experience across various screen sizes.
- ☐ **Search Functionality:** Implement a robust search feature that allows visitors to easily search for specific products or filter results based on their preferences.
- ☐ **Easy-to-Find Contact Information:** Clearly display your contact details, including phone number, email address, and physical address, so customers can reach out for inquiries or support.
- ☐ **Shipping and Return Policies:** Clearly communicate your shipping options, delivery times, and return policies, ensuring customers have a clear understanding of what to expect.
- ☐ **Up-to-Date Inventory:** Regularly update your website's inventory to avoid frustrating customers with out-of-stock items or inaccurate product availability information.
- ☐ **Personalization and Recommendations:** Utilize data and algorithms to provide personalized product recommendations based on customers' browsing history or previous purchases, enhancing the likelihood of conversion.
- ☐ **Social Proof:** Showcase customer testimonials, success stories, or social media mentions to highlight positive experiences and instill confidence in potential buyers.
- ☐ **Optimize Website Speed:** Ensure your website loads quickly to minimize bounce rates, as slow-loading pages can deter visitors and lead to missed conversions.

Summary:

Although this is not a 100% comprehensive list, it's important to note that most dealers aren't doing most of this on their websites.

Typically MOST sites (particularly cookie-cutter-designed sites) don't have any of this stuff other than maybe responsive design and up-to-date inventory.

By only having 2 of the 15 above, you're most likely leaving LOTS of cash on the table and your prospects are shopping elsewhere.

So you can fix these issues to become a master at building long-term sales relationships, or you can keep sitting in your shop on nights/weekends collecting \$25 for doing a transfer from somebody else who has got all 15 of the above dialed in and working properly to provide them an assembly line of online sales to pad their monthly incomes and help them run a profitable system.

If your website is sitting there collecting dust and not making you the cash that you're hoping for each month, something is broken and your marketing systems probably aren't set up properly.

If you're tired of that and want to do something to fix it, book a call with me below to grab a spot to chat to see if I might be able to help you fix your marketing systems and put some more cash in your pocket each month.

Your wife will thank you, she's tired of you playing with guns every day and not bringing any cash home to show for it.

Grab a Discovery Call w/ me here to see if/how I might be able to help:

<https://calendly.com/fflfunnels/ffl-funnels-discovery-call>
