

WHY YOUR WEBSITE'S CONVERSION-RATE SUCKS!

The No B.S. Guide on

**How to STOP throwing money on Facebook & Google ads and
START converting that expensive traffic on your website to get
more Sales and more Profits!**

A quick-intro before we dive in.

My name is Vinay K. Debrouillard. I am a conversion-optimization specialist. I have optimized lots of websites (mostly small-business and start-ups) for better conversion-rates, as a professional conversion-consultant. (I do copywriting as well).

My line of work makes me see hundreds of business landing-pages every month.

I see so many of un-optimized and scrambled-together landing-pages, whose business owners are frustrated due to getting very low conversion-rate. Still, they keep throwing more money on Facebook/Google ads, just hoping it will change magically if they only run more ads and bring more traffic.

Most often, I see this on the websites of small-businesses and start-ups, which is understandable as they usually can't afford to hire a consultant to look at their website landing-page or conversion-funnel to optimize it.

There are so many small-business owners on reddit who need to get their landing-page/home-page optimized for maximum conversion-rate before continuing to throw money on bringing traffic with Facebook and Google Ads, that end up being wasted. By not optimizing your landing-page, you are squandering money on ads more than you should be. If you continue doing that, you are basically decelerating your business and getting closer to running out of fuel(money) to run your business.

I have distilled my framework of putting together a landing-page that really converts, something which I have implemented for dozens of clients resulting in visible improvement in conversions.

Here is a No B.S. guide for you to learn how to build a landing-page that will bring you real conversions:

(with practical steps & methods to implement on your website & get more conversions)

THE FIRST LOOK:

The first look(i.e. top section of your landing page) is what a first-time visitor sees on your landing-page. This sets the tone of what impression you leave on your new visitor. It's the digital equivalent to saying Hi to someone(who you'd like to be friends with) on the first day of the school or introducing yourself at a networking event lunch crowd.

What you *DON'T WANT TO* do:

You don't want to throw everything about yourself in detail on the first meeting. You don't tell about your brothers' dog's therapy right away when you meet someone first-time, do you?

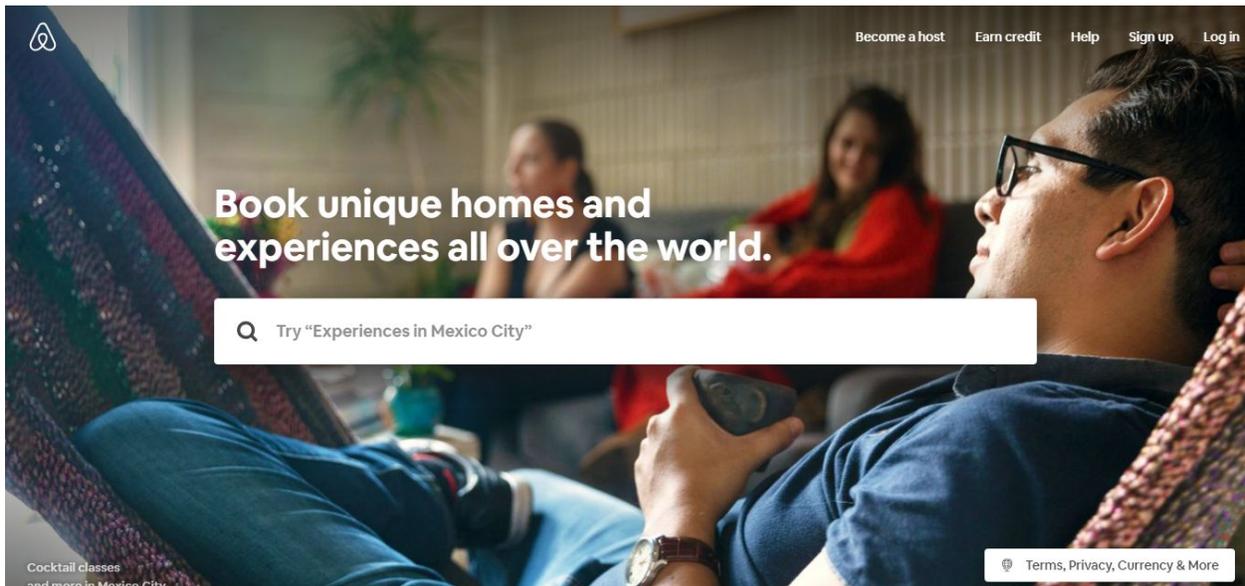
Let the information flow in a easily-understandable sequence and with context.

What you *WANT TO* do:

You want to clearly inform them of who you are and what you do(only the part relevant to them), *as clearly & concisely as possible*. At the same time you want to inform the listener/reader why he/she should be interested in listening to you or in other words, not bouncing off your landing page within next 5 seconds.

Here's a good example of how Airbnb does this well.

Airbnb First Look



THE GLUE OF TRUST:

So you just made your (and your business's) introduction. Most probably, the introduction included that 'you offer something of value to your prospect in exchange of money or some other valuable thing'.

The next thing that pops-up (right after your introduction) in the mind of your visitor/listener is "Why should I trust you?" .

You can try to explain in 1000 more words and still they won't trust you. Why would they? They are so many strangers on the internet offering one thing or other, many of them scammers. After a ton of scam stories that come out of internet, Internet users are now

understandably into their *dont-trust-anyone* mode: so they are cynical, sarcastic and defensive when you, as a stranger, offer them something new.

What you *DON'T WANT TO* do:

You don't want to try to explain to them in long-explanations, mostly basing everything on your word. If they wanted to trust you, they would have done that in the first two sentences. Only thing you will do by entering into long explanation is bore/annoy them, which means, losing their attention, hence any prospect of building a relationship & doing any kind of business with them.

What you *WANT TO* do:

If you want to make them trust you, be on their side. Show them that in the US vs THEM distribution from their perspective, you are the *on their side*. The most effective way to achieve this is making them read/hear/watch what people like them are saying about you/your business.

Social Proof is the glue of trust that makes your first-time visitor stick and not bounce off right away.

Feedback/Testimonial Reviews can be in text or audio/video format. Audio/Video testimonials are hard to get but more effective for business who sell high-priced or more complex products/services. For most consumer businesses with pricing under \$100, text feedback works fine as long as they are genuine and there is contextual identity of the feedback giver: name, designation, location.

Apart from feedback from your real customers, Quotes from trusted authority sources (known publisher media/ expert/ rating agency) work as well, as long as they are source is trustworthy and the quote includes you/your business in a direct manner.

Tip: Don't wait to give the Testimonials at the end of the landing-page; after explaining your service and all about yourself. Trust needs to be established in the first note, first meeting. So, throw the social proof in your visitor's face in big/bold, right after the introduction.

If you want to verify if this works or not in real, test it yourself for one week by excluding (the social proof from your landing-page/homepage or relocating it to the end of the page. Or if you have been doing it wrong till now, test by making it right as I explained. You will see the results yourself.

How do I know this works?

I have done this for my own website projects and lots of other businesses whose websites I've optimized for conversions as a consultant. And it has shown dramatic difference in on-page time and bouncing-rate in User Behavior stats.

THE HOW-IT-WORKS PITCH:

Now you have introduced yourself and established the trust, now you have their attention. You have made it to the point where they consider reading/listening/watching your pitch worthy of their time and consideration.

Bringing new traffic to read this section is not easy and only a fraction of your total visitors will be here reading this, so when they do, you don't want to waste this opportunity.

What you ***DON'T WANT TO*** do:

- *You don't want to occupy this section just with your blabber about yourself or your product's features or ingredients of your service.*

I know you are craving to share all about what you have worked on but your prospect is never the right ear for that.

THEY ARE NOT INTERESTED. PERIOD.

Do that sharing with your friend, partner or your team instead.

- *You don't want to make sky-high promises which are obviously unattainable.*

This will dilute their trust in you. Why would you don't want to lose the chance to offer them genuine, realistic value, that you can rightly deliver and better their lives?

Be straight-up with them and even admit a flaw, this increase your authenticity/believability. But remember: *the flaw that you admit should be*

strategic (like how you failed in something which made you strive to learn more about that thing and now you are better at what you do).

Don't be a sympathy seeker, this will backfire. Don't reveal things like you still pee in your bed at 23 if you do.(unless that is relevant to your pitch somehow).

This particularly applies to content creators (YouTubers/Bloggers)

- *You don't want to be too broad & generic in your offerings.*

(This requires you to having done your research about the customer segment and shortlisting what are the things they want.)

Differentiate yourself by being specific. Solve specific problems. Provide a product/service that can benefit your customer right now.

Find your niche. Even better, create your niche. Instead of being a generic copycat of hundred other competitors, being niched would give you a better chance to find, acquire and retain loyal, paying customers as you will be able to serve them well, to the degree they aren't getting served by anyone else right now.

What you *WANT TO* Do:

- This is almost a cliché now, but very true: Talk about *Benefits not Features*.

but, you can *go one step further*:

Feelings:

What feeling those benefits will generate in your customer? (Will they feel much more confident wearing that leather jacket that you are selling?)

Go even one more step further:

Emotions:

What emotion that feeling invoke in your prospect?

The core emotions (Desire, Fear, Anger, Joy, Disgust, Lust, Surprise etc) are the root of the mechanism that we humans base our decisions on, and your prospects are the same humans. You want to have it clear in your mind which core emotion(s) you are invoking/aggravating when you write this section, i.e. present your pitch.

Will wearing that leather jacket help your customer in fulfilling their desire to get someone's number in the club?

The DESIRE is the emotion you are after here.

If you are selling automated home-security systems, the *Feeling* that you should be selling is of safety and the core emotion that you should target should be the FEAR of getting attacked.

Here's a real example.

I came across in a post on [r/Entrepreneur](#) subreddit on reddit last week where the owner of this website selling premium polo shirts was frustrated with a almost zero conversion-rate

of a landing-page in which he invested so much time and effort to put together. It is well-written, with a detailed infographic, but still fails to capture attention.

Why?

Because it goes into every little detail about how the material they use to make their shirts to explaining every step of the process they go through to make their shirts different.

However, they do just that, they don't talk about how it *benefits* the buyer, how can it make the buyer *feel* when they wear it. There is no core emotion targeted/invoked here. 99% of premium items are sold with emotional purchases.

Have a look on this website's 'sales-letter' yourself here to see what I am talking about:

[Niccolò P. premium polo shirts](#)

Is it a surprise now if I told you this website is struggling to convert the expensive traffic they are bringing by spending heavily on pricey Facebook and Google Ads?

REMEMBER:

FEATURES < BENEFITS < FEELINGS < EMOTIONS

- *Make your pitch pleasant to read and easy to scan.*
1. Text wall: No No.
 2. Images & Illustrations: Yes Yes.
 3. White Spaces: Yes Yes.(not more than 4 sentences without white space or bullets)
 4. Conversational Tone: Yes Yes.

5. Writing in Third-person: No No
6. Invoking the Problem/Pain : Yes Yes (Dig it in, make them see how frustrating or painful it is for them, without your solution)
7. Visualizing the Pleasure: Yes Yes (Let them imagine and almost feel how good it will be with your solution, give them a picture: real or with words)
8. Presenting you as the solution: Yes Yes (It should be natural to want your solution after showing the problem/pain)

Stay on the point.

Talk about *What's in it for them.*

Talk about *How your product/service is the key to get their pain removed and to access that promised land of pleasure.*

TIME TO SEAL-THE-DEAL (The Call-To-Action):

This is the step you have been waiting for.

Introduction is Done.

Trust is Established.

Pitch has been presented rightly.

Now will they buy?

At this point, the ones who are willing to pay and are able to pay will separate from the rest and these are the people who will supply the fuel(money) to your business.

You want to treat them like Kings. And how do you a treat a King? Do you make them run around checking 4 different pages to find out where & how to buy your product or subscribe to your service? NO. You don't do that.

Instead what you do is make it the most convenient experience of their lives to give thier money to you. Put on a very visible sign/button which calls them (actually, *implores them*) to take that action (opt-in/buy/register/subscribe). Make the buying process as convenient as possible. This includes ordering page, shipping & billing process. Make it very very easy to give you money.

Extra Tip: Add *Secure Payment* trust badges at payment stage to add more credibility.

Here's an example of a landing-page I like (it fulfills all the above 4 fundamental criteria plus some more): [Millennial Podcast](#)

Disclaimer: I am not associated with this website in any way.

If you followed this, Congrats! you have reached the point of conversion.

Now go implement this framework on your website's landing-page and start enjoying better conversion stats for your website.

If you have already implemented it for yourself, do a favor to someone you know who can use this framework to improve their website conversions, by sharing this guide with them.

If you still can't figure out why your landing-page is not converting, you can ask for a professional conversion-audit of your landing-page/website here on [this website](#).

Disclaimer: I run this website on my spare-time(when I am free from bigger client-projects) and help business owners who [send requests there](#) optimize their websites.

This is a productized version of my conversion-optimization service, for small-businesses/start-ups. It was launched last month, that's why the website is kept simple (yet functional).

Here's a [real example of what requestors get from me after I do a conversion-audit](#) of their website/landing-page.

I am sure you found these insights and suggestions helpful for optimizing the conversion-rate of your website. Why don't you go ahead & implement some (or all !) of them soon and start benefiting from more conversions on your website, right away.

Sincerely yours for more conversions,

Vinay K. Débrouillard