

# Creating Conversions

---

**Craig Sutton**

Ikon Marketing Group  
@craigsutton





Good morning.

# Why did you start your blog?

- Personal reasons
- For your friends
- For your colleagues



**If you're in this room...**



**your goals may have changed.**

**What do you think a  
conversion is?**



**A conversion is a goal met.**



# Conversions $\neq$ Hard Sales

A conversion can come in the form of...

- Contact emails
- Purchases
- Clicks
- Page landings
- Bookmarks
- RSS feeds
- Comments
- Social bookmarking



# Contact

Driving a user to call you, fill out a form, or send an email.

Contact user!

A close-up photograph of a fountain pen nib, likely a Montblaster Meisterstück, positioned at the end of the handwritten text 'Contact user!'. The nib is black and silver, and the text is written in a dark ink on a white background. The pen is angled downwards from the right side of the frame.



# Clicks

Asking for or compelling a user to click on an ad, often driven by calls to action.



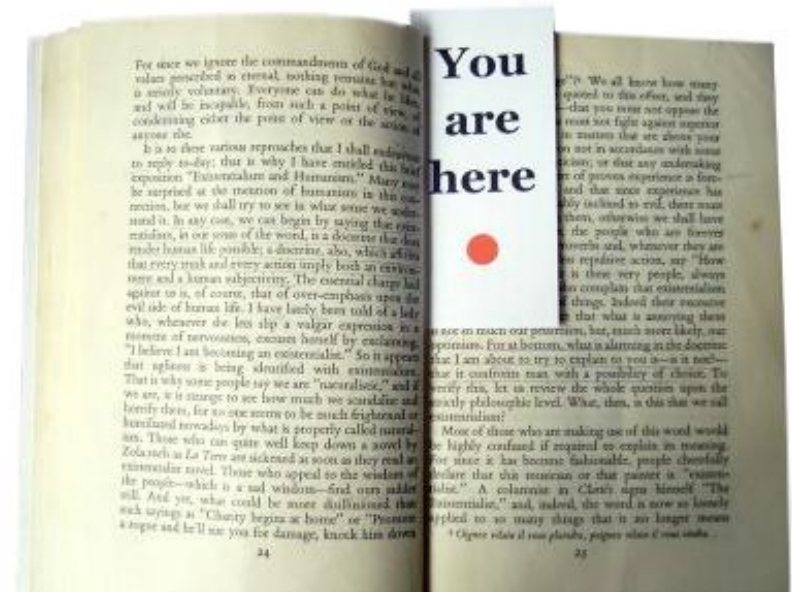
# Page Landings

Driving traffic to specific landing pages that feature information you would like your audience to know. This could be a post, a product page, etc.



# Bookmarks

These conversions assure a higher likelihood of repeat visits from loyal followers.



# RSS Feeds

Causing a user to join your RSS feed creates opportunity to many repeat conversions for your content.



# Comments

This is about connecting with a user on a personal level. This conversion is hard to come by because many people find it hard to share their thoughts or opinions, but this is one of the most satisfying conversions for a blogger.



# Sharing

This conversion occurs when a user shares a post with his followers thus staking his credibility on the information shared with his audience.



*"You can lead a horse to water, but  
you cannot make him drink"*

- 12 century English

But the surroundings, the clarity  
of the water, and the horses desire  
to drink all factor into the decision.



# The Quest for the Holy Grail



What engages your readers enough to stay?

# The Holy Grail

It is simply wonderful when an audience cares enough to read what you have to say.

When you evoke enough passion, your reader feels the desire to take further action.



# Your Website

- Be respectful of your visitor
- Make content easy to find
- If you want the audience to care, you should present your website in a way that lets them know that you care.



# Are your readers confused?

- A user will make the choice to stay or leave within the first 8 seconds of visiting the page
- Confused visitors will leave your site
- Less confusion = more conversions



# Usability

- Put yourself in your readers' shoes
- Be objective

## Typical user behavior: \*

- Impatience
- Low commitment
- Text is scanned, not read
- Fixates briefly on more prominent items of interest
- Visitors will pay attention to certain kinds of pictures
- The typical desired next action is to click on something

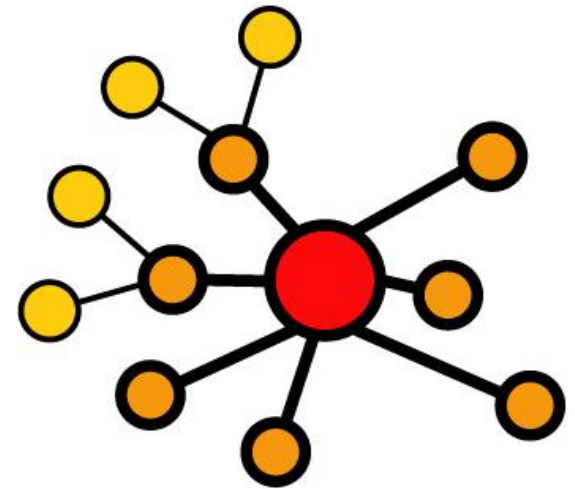
# The Key to Usability

- **If it's not obvious, change it**  
Browsing should be intuitive.
- **Follow the standards**  
The wheel exists – there is no need to reinvent it.



# Site Navigation

- Easy to locate
- Easy to understand
- Geared towards the reader, not the author
- Consistent throughout the site
- Make use of clear and distinct labels
- Provide context
- Be tolerant of mistakes



# Provide a Natural Flow

A user friendly website that allows people to flow naturally through your website increases conversions.



# Information Architecture

- The way that information is organized on your website
- Hierarchical or outline styled structure

People do not necessarily follow orderly or linear progression on the web. This is why some websites provide multiple navigation schemes to support their visitors' mental maps.



You are here: BizSugar.com > Published News > Marketing

**SUBMIT AN ARTICLE** + RECENTLY SUBMITTED ★ HOT TOPICS ↓

Search.. **SEARCH** 🔍

Recently Popular | Top Today | Yesterday | 7 days | 30 days | 365 days RSS Advanced Search

**18 Sugars**

**Do Your Customers Appreciate You? - Todd Youngblood's "SPE" Blog**

Posted by toddy under Sales  
From http://ypsgroup.com 6 hours ago

Customers remember the things you messed up all by themselves. It's your job to highlight the times you went "above and beyond" for them [Read More](#)

9 [retweet](#) [Stumble Upon](#) [Delicious](#) [Share on...](#) [Email](#)

**VOTE**

[Comment](#)

Brilliant ideas deserve brilliant LED displays.

**SAMSUNG**  
TURN ON TOMORROW

**BE BRILLIANT**

© 2010 Samsung Electronics America, Inc. All rights reserved. Samsung is a registered trademark of Samsung Electronics Co., Ltd. All products and brand names are trademarks or registered trademarks of their respective companies.

**17 Sugars**

**Foursquare Stats: Identify & Connect with Your Top Visitors**

Posted by ryantaft under Social Media  
From http://www.catalystmarketers.com 4 days ago

Claim your venue on foursquare and get access to foursquare Stats. Foursquare reports provide business owners with data on customers & prospects [Read More](#)

4 [retweet](#) [Stumble Upon](#) [Delicious](#) [Share on...](#) [Email](#)

**VOTE**

[Comment](#)

Latest BizSugar Blog Posts

- [How Social Media Helps Your Business Make Money](#)
- [Advice From A Social Media Groupie](#)
- [10 Tips For Marketing With Social Media](#)

**20 Sugars**

**How to Use Your Business Blog for Brand Evangelism**

Posted by ivanpw under Public Relations  
From http://www.noobpreneur.com 1 day 7 hours ago

Blogs are no longer function as journal - they are now branding tools for personal or business branding. How to use blogs for brand evangelism purpose [Read More](#)

20 [retweet](#) [Stumble Upon](#) [Delicious](#) [Share on...](#) [Email](#)

**VOTE**

[Comment](#)

Get Voting Buttons & Widgets

**27 BizSugars**

**BizSugar Contributor**

**BizSugar Contributor**

**BizSugar Contributor**

**BizSugar Contributor**

**Sweet!**

**22 Sugars**

**Social Media Research - Using Facebook for survey invitations and Market Research**

What is BizSugar?

- [More about bizSugar...](#)
- [Take a tour](#)
- [Blog](#)
- [bizSugar Tools](#)
- [Download the Toolbar](#)
- [Newsletter](#)

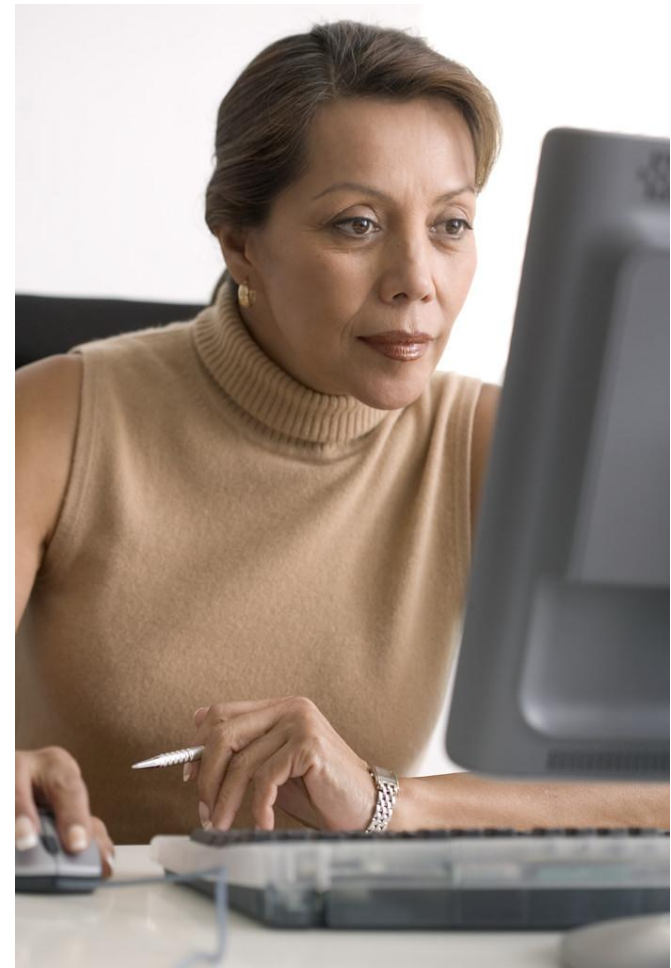
Current Location

Next Step



# Placing Information

Understanding how people scan a website will prepare you for proper location of text and ads.



# The “F” Pattern



Source: [http://www.useit.com/alertbox/reading\\_pattern.html](http://www.useit.com/alertbox/reading_pattern.html)

# The “F” Pattern

Tools like CrazyEgg  
produce those  
heatmaps for your  
site...

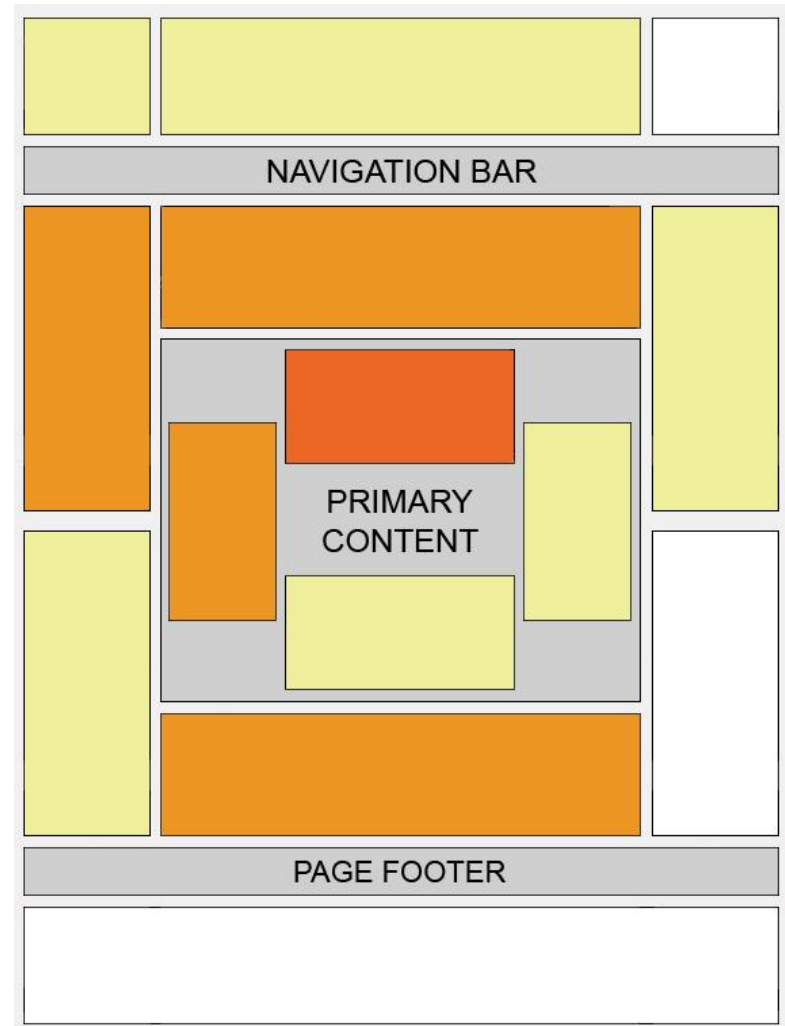
# Google AdSense

Google actually provides you with information on where AdSense should be placed for the most attention.



# Ad Placement

- Where are your readers looking?
- Where are they clicking?



# Ad Placement

You can also modify the color scheme of your ad words to draw more attention.



# Ad Placement

Remember, AdSense links are based on the page content, so staying focused on a topic will produce more relevant AdSense results.



# **Are your readers engaged?**

- Engaged users are more likely to convert
- Engaged users become repeat customers
- Blogs that put the focus on the readers are more engaging



Chef Magaña

home food wine cooking stories the restaurant biz



Chef Magana Signature Ceviche

Chef Magana's Crab Cakes

Chef Magana's Firecracker Prawn Fettuccini

Chef Magana's Paella

Chicken Parmigiana

Chocolate Crema Brulee

Chorizo Prawns (Camaron Con Chorizo)

Dirty Spiced Dusted Halibut with Asparagus Salad

Panzanella Salad

Roasted Pork Tenderloin with Romesco Sauce

Romesco Sauce

Seafood Pasta Paella

Spinach Stuffed Pork Chops

Steamed Clams & Mussels with Chorizo, Garlic, Saffron, Lemons and Wine

# Roasted Pork Tenderloin with Romesco Sauce

Cooking with roasted coffee beans brings one of my favorite complex flavors to a dinner party. Coffee beans are ground up to a fine grind (similar to an espresso grind) and added to my pork rub which adds depth to the dish.



0 tweets

tweet

f Share



Ingredients:

Submit your recipe to WIN a bottle of wine ▶



## Topics

Cooking  
Desserts  
Food  
Stories  
Wine

Cooking Tips  
Events  
Recipes  
The Restaurant Business

## Newsletter

signup ▶

## Popular Articles



Brown Bag Wine Night (#bbwn)



Chef Magana's Paella

# Know your audience

- Define your visitors by types
- Create a persona for each type
- Sites that relate well to only one or two personas are not converting as many readers as they could be



# Visitor Types

Think of visitor types like this:

- A group of people who know 'everything' about you
- A group of people who know 'something' about you
- A group of people you have never met.

# Personas

A web persona is a profile that represents your target audience

What's the demographic of a "Soccer Mom?"



# Communication

Your website is having a conversation with your customer. Write content that...

- is easy to read
- has clear headings
- is easy to scan (keyword, key phrases)
- fully addresses all of your users' questions

# Persuasion

- Entice users to take the next step
- Users need to feel a level of trust in your website when providing information
  - Security symbols (https://)
  - Professional certifications
  - Testimonials
  - Clear shipping, return and privacy policies that seem fair and reasonable
  - Customer service availability by phone and e-mail

# **Milestones and Conversions**

Each of these points represents a milestone of achievement, the path to some lead directly to others, and using tools such as Google Analytics you can measure those metrics and work toward improvement.

# The Conversion Funnel

- Create your “conversion” goals
- Monitor the path your customers are using
- Monitor configured Goals in Google Analytics

# The Conversion Funnel

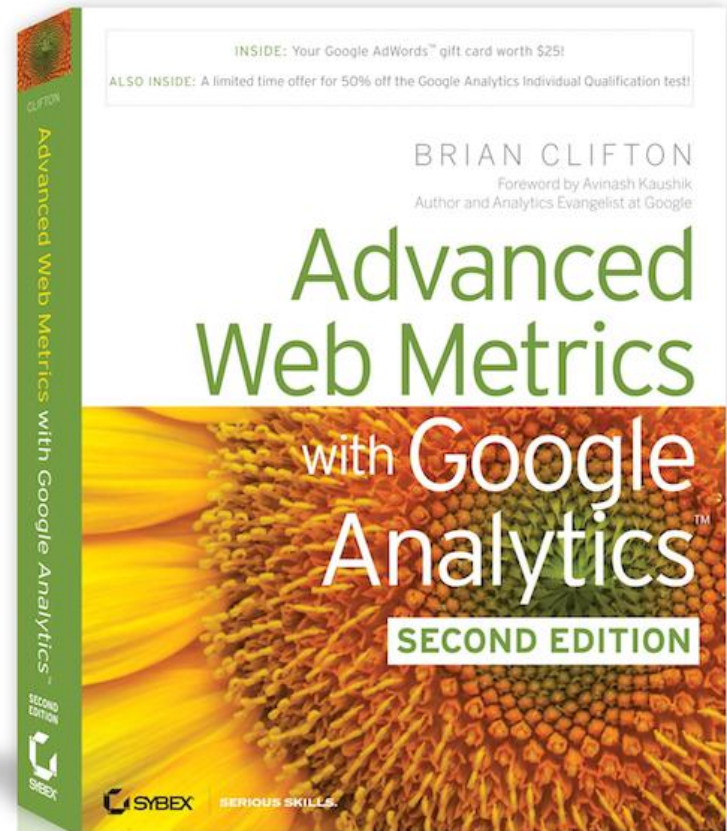
- Every page up to the point of conversion is an opportunity for your users to bail out.
- Conversion funnel analysis works to eliminate distractions and ensure that willing visitors stay on the right track to conversion.
- Your conversion process should be:
  - Simple
  - Compelling
  - Easy to complete

# Book Recommendation

Advanced Web Metrics  
with Google Analytics

By Brian Clifton

<http://www.advanced-web-metrics.com/>



# Thank You

---

**Craig Sutton**

Ikon Marketing Group

