



WEBSITE CONVERSION RATE GUIDE

Turn More Visitors Into Leads Without Spending More on Ads

A step-by-step guide to improving your website conversion rate - with specific actions you can take today.

$$\text{Conversion Rate} = (\text{Enquiries} \div \text{Visitors}) \times 100$$

If 100 people visit your site and 3 enquire, your conversion rate is 3%.

Double that to 6%, and you have doubled your leads - without spending a cent more on advertising.

Why Conversion Rate Matters

Most businesses focus on getting more traffic. But traffic is expensive - and getting more expensive every year. A smarter approach is to convert more of the visitors you already have.

The Expensive Approach	The Smart Approach
Double your ad spend to get 2x more visitors	Double your conversion rate to get 2x more leads from the same visitors
Cost: \$\$\$ (ongoing)	Cost: Time + small changes (one-time)

This guide shows you exactly how to improve your website conversion rate - step by step, with specific actions you can take today.

Step 1: Know Your Numbers

If you cannot measure it, you cannot improve it. Before you optimise anything, you need to know your current conversion rate.

Essential Tracking Setup:

- **Google Analytics 4:** Track all website visitors, where they come from, and what they do on your site. This is free and essential.
- **Call Tracking:** Use CallRail, WhatConverts, or similar to track phone calls from your website. Without this, you are missing half your conversions.
- **Form Tracking:** Set up GA4 events for every form submission. Make sure you know how many people complete your contact form.
- **Conversion Goals:** Define what counts as a conversion - phone call, form submission, live chat, quote request. Track all of them.

BENCHMARKS: A healthy conversion rate for service businesses is 3-5% for paid traffic and 5-10% for organic/referral traffic. If you are below 2%, you have significant room to improve.

Calculate Your Current Conversion Rate:

Monthly website visitors: _____

Monthly enquiries (calls + forms + chats): _____

Your conversion rate: $(\text{Enquiries} \div \text{Visitors}) \times 100 =$ _____%

Step 2: Fix Your Calls-to-Action

Your call-to-action (CTA) tells visitors what to do next. Weak CTAs kill conversions. Most websites use generic CTAs that give visitors no compelling reason to act.

Weak vs. Strong CTAs:

Weak (Avoid These)	Strong (Use These)
"Contact Us"	"Get Your Free Quote in 2 Hours"
"Submit"	"Book My Free Consultation"
"Learn More"	"See Our Work + Get a Quote"
"Send Message"	"Get My Free Estimate Today"

CTA Placement Rules:

- **Above the fold:** Your main CTA must be visible without scrolling - on EVERY device.
- **After each section:** Repeat your CTA after each major content block. Do not make visitors scroll back up.
- **Sticky on mobile:** Use a sticky header or floating button so your CTA is always one tap away.
- **Phone number everywhere:** Display your phone number on every page. Make it click-to-call on mobile.

Step 3: Optimise Your Forms

Every form field you add reduces conversions by 5-10%. Only ask for what you absolutely need. Everything else can be gathered on the phone call.

Form Optimisation Checklist:

- **Reduce fields to the essentials:** Name, Phone, Email is enough for most service businesses. That is 3 fields, not 10.
- **Use smart defaults:** Pre-fill fields where possible. Use dropdowns instead of free-text fields for common selections.
- **Make it mobile-friendly:** Large tap targets (at least 44px), appropriate keyboard types (number pad for phone fields).
- **Show clear error messages:** Tell users exactly what is wrong and how to fix it. Highlight the problem field.
- **Use a strong submit button:** Instead of "Submit", use "Get My Free Quote" or "Book My Call".
- **Add a confirmation page:** Tell them what happens next and when to expect contact. This builds trust and reduces duplicate submissions.

Step 4: Build Trust Instantly

Visitors decide in 3-5 seconds whether to stay or leave. Trust signals reduce the perceived risk of contacting you.

Trust Elements to Add:

- **Google Reviews Widget:** Display your star rating and recent reviews prominently
- **Industry Certifications:** Show your licences, insurance, and association memberships with logos.
- **Case Studies / Portfolio:** Show real work with real results. Before/after photos work brilliantly.
- **Team Photos:** Real faces build connection. Stock photos destroy trust - never use them.
- **Guarantees:** "100% Satisfaction Guarantee" or "No Hidden Fees - Ever"
- **Years in Business:** "Serving Brisbane Families Since 2010" - longevity builds credibility.

Step 5: Speed Matters

A 1-second delay in page load reduces conversions by 7%. Mobile users will leave if your site takes more than 3 seconds to load. Speed is not optional.

Speed Optimisation Essentials:

- **Test your speed:** Use Google PageSpeed Insights (free). Aim for 90+ on mobile. Most sites score 30-50 - there is usually huge room for improvement.
- **Compress images:** Use TinyPNG or ShortPixel before uploading any image. A single uncompressed image can add 3+ seconds to load time.
- **Use caching:** WP Rocket or LiteSpeed Cache for WordPress sites. This alone can cut load times in half.
- **Quality hosting:** Cheap hosting = slow site. Invest in proper infrastructure (SiteGround, Kinsta, or WP Engine).
- **Minimise plugins:** Every plugin adds load time. Remove what you do not need. Audit quarterly.

THE SPEED-MONEY CONNECTION: If your site takes 5 seconds to load instead of 2, you are losing roughly 21% of potential conversions. On a site getting 1,000 visitors per month at 3% conversion, that is 6-7 lost leads every month - potentially worth thousands in revenue.

Quick Win Audit Checklist

Use this checklist to audit your website right now. Each item you fix can improve your conversion rate:

Item to Check	Done?
Phone number visible in header on every page	<input type="checkbox"/>
Click-to-call works on mobile	<input type="checkbox"/>
Clear CTA visible above the fold on homepage	<input type="checkbox"/>
Contact form has 5 or fewer fields	<input type="checkbox"/>
Google Reviews displayed on homepage	<input type="checkbox"/>
Real team photos (not stock images)	<input type="checkbox"/>
Mobile loads in under 3 seconds	<input type="checkbox"/>
GA4 and call tracking installed and working	<input type="checkbox"/>
ACUA elements present in homepage copy	<input type="checkbox"/>
Guarantee or risk-reversal statement visible	<input type="checkbox"/>

Test, Measure, Improve

Make ONE change at a time. Measure the impact for 2-4 weeks. Keep what works, discard what does not. Small improvements compound into big results.

From *Better Business That Works* by Alexei Kouleshov