

# 9 Dating Tips For Attracting – And Keeping – Website Visitors, Leads And New Customers

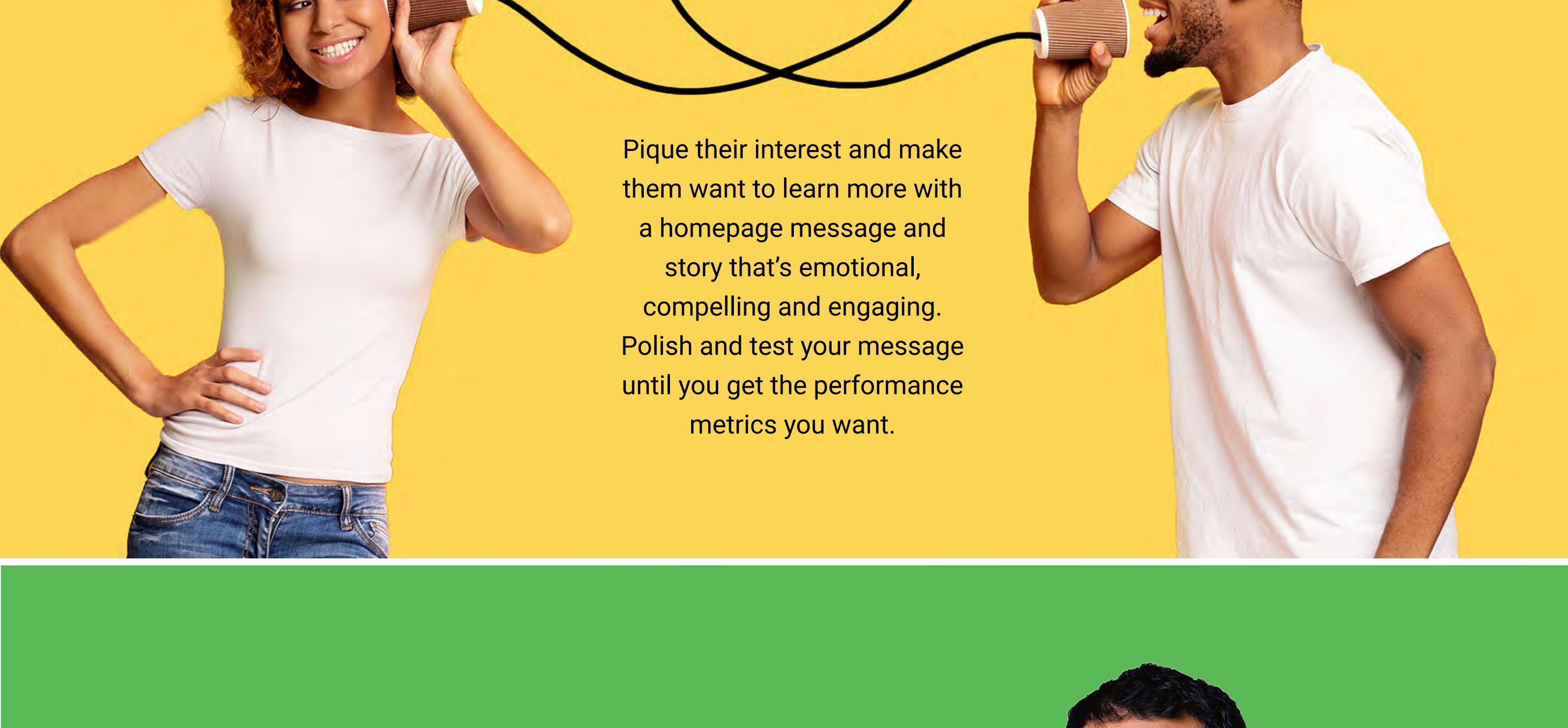
## Make A Site They Love Too Much To Leave

From attracting the attention of strangers to convincing them to trust you and take the next step together, creating a great website is a lot like dating. Stop looking for love in all the wrong places.

These nine tips will help you transform your plain-Jane site into an irresistible experience that turns visitors into sales opportunities.

### #1. Grab Their Attention With A Good Story

You have 10 seconds to get a site visitor's attention.

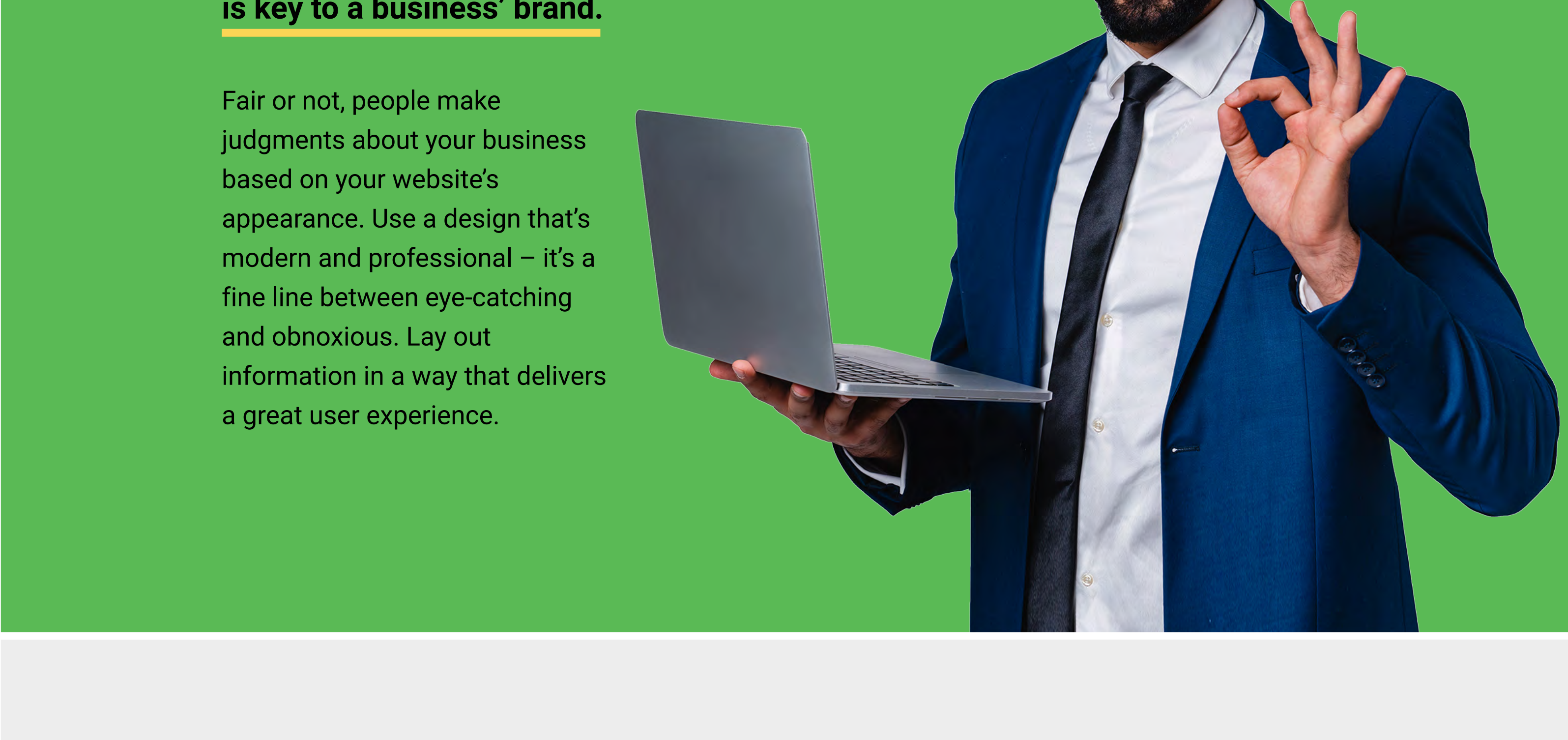


Pique their interest and make them want to learn more with a homepage message and story that's emotional, compelling and engaging. Polish and test your message until you get the performance metrics you want.

### #2. Appearances Matter

50% of consumers say that website design is key to a business' brand.

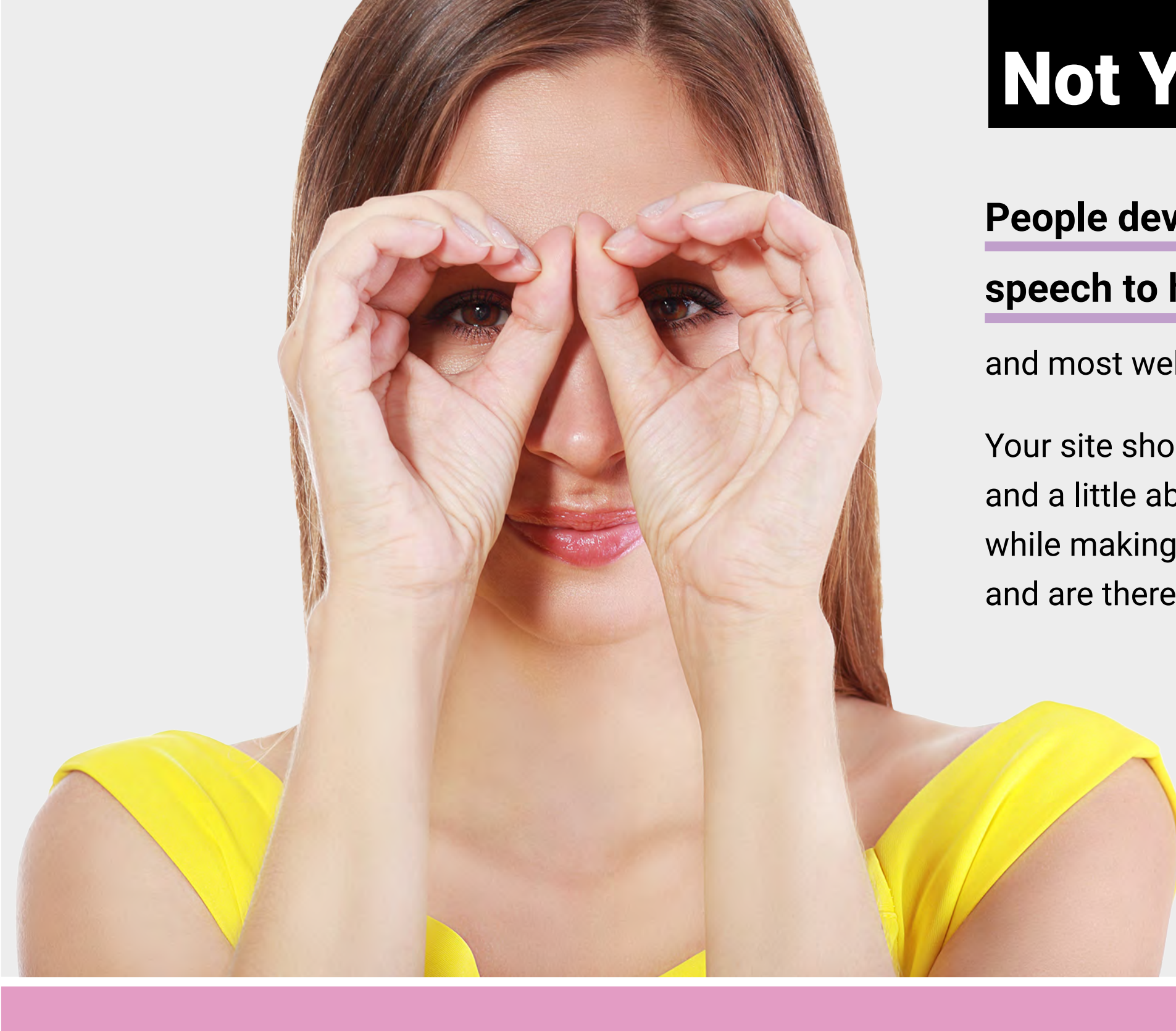
Fair or not, people make judgments about your business based on your website's appearance. Use a design that's modern and professional – it's a fine line between eye-catching and obnoxious. Lay out information in a way that delivers a great user experience.



### #3. Focus On Them, Not You

People devote 30% to 40% of everyday speech to highlighting their own experiences – and most websites make the same mistake.

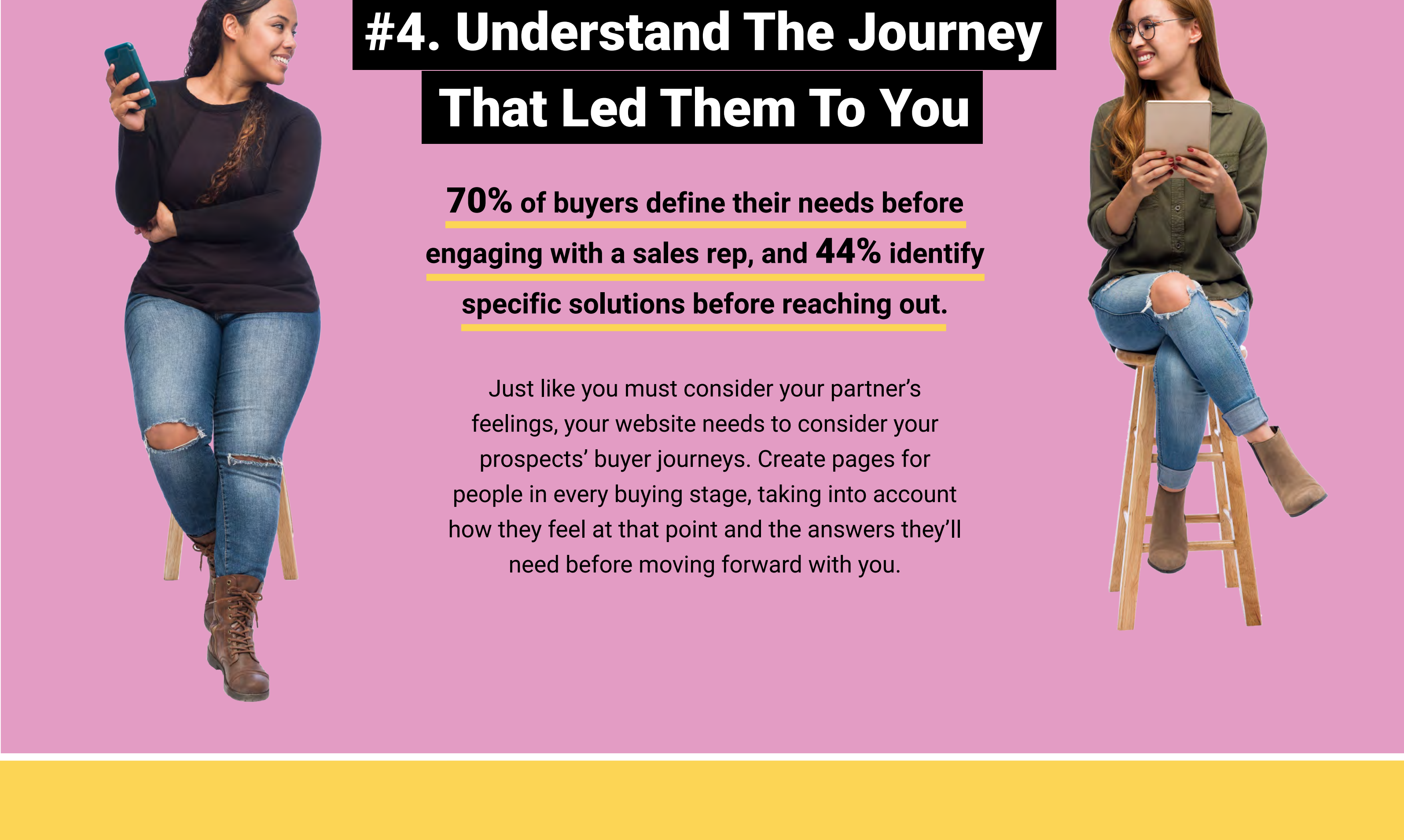
Your site should be all about your prospects and a little about you. Discuss their challenges while making it clear that you feel their pain and are there to help.



### #4. Understand The Journey That Led Them To You

70% of buyers define their needs before engaging with a sales rep, and 44% identify specific solutions before reaching out.

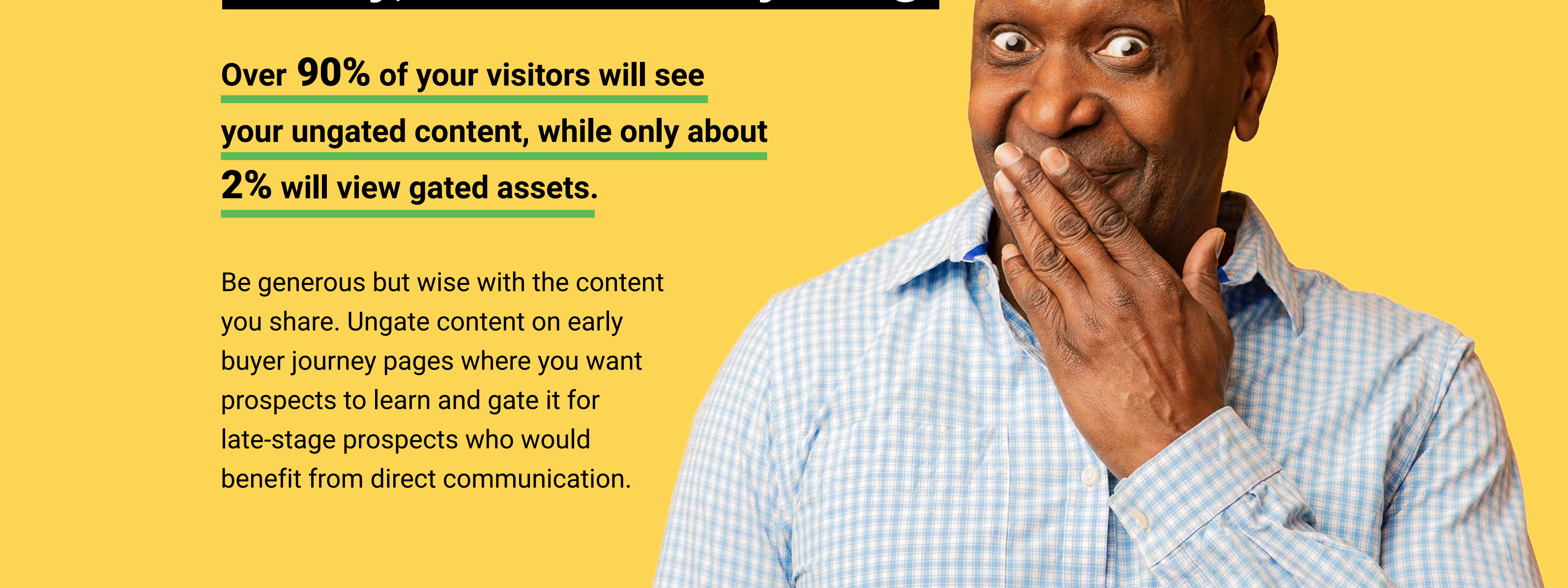
Just like you must consider your partner's feelings, your website needs to consider your prospects' buyer journeys. Create pages for people in every buying stage, taking into account how they feel at that point and the answers they'll need before moving forward with you.



### #5. Share Some Things Freely, But Not Everything

Over 90% of your visitors will see your ungated content, while only about 2% will view gated assets.

Be generous but wise with the content you share. Ungate content on early buyer journey pages where you want prospects to learn and gate it for late-stage prospects who would benefit from direct communication.



### #6. Chat Them Up

More than 70% of customers say chat is their preferred communication channel with companies, yet only 9% of companies have installed it on their websites.

Chat gives visitors instant access to information. This is especially important for high-intent, late-stage prospects who want to speak with a rep immediately. Leverage live chat and chatbots on late buyer journey pages and on pages where people have more questions.



### #7. Treat Them To A Movie

65% of people identify as visual learners, yet websites are still primarily written content.

Engage a wider audience by adding video to your homepage, landing pages, blogs and anywhere it can help you tell your story. Try to keep videos native to your site instead of sending visitors off the site to YouTube.



### #8. Get Others To Sing Your Praise

Testimonials can increase conversions on website pages by as much as 34%.

Face it, no one believes the claims you make about your own business. But when customers say it – wow! The same story has more power and credibility coming from others. Use customer testimonials across your site to build confidence and trust with visitors.



### #9. Don't Keep Them Waiting

Today, 30% of site visitors expect a page to load in one second or less.

Review your website for technical issues and optimize performance monthly. And make sure it's designed to look and work great on mobile – a strong mobile-optimized site will help your SEO.



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