Driving results

Check your lead funnels

Use our quick checklist to highlight
and solve common issues.

Semantic Website Wins #10
Neil Lewin – April 2020

Welcome

Semantic Website Wins is a new series of mini guides to help marketers optimise their website, learn something new, and make the most of these strange times.

Many of us are working from home or furloughed, so day-to-day work has reduced or stopped. We hope that you can use our guides to find website wins to use now, or in the future and also build your skills so that you're ready to bounce back stronger.

We'll be writing guides with advice, tips and ideas to help you optimise your website in the coming weeks. Of course, we're always happy to help with any questions and provide further support if you get stuck.

Just drop me a line I'll be back in touch: neil@semantic.co.uk or 02380 111 545.

In the meantime, stay safe, and stay positive.
Neil

P.S. Need some extra support?
We're offering free video-call consultancy sessions for leisure & tourism, sports, theatres and professional bodies impacted by Coronavirus.

We can cover SEO, conversion rate optimisation, technical or critical analysis of your site.

Just give us a call for more details on 02380 111 545.

Check your lead funnels

Now, more than ever, your website needs to be set up to drive results. You can't afford to let any potential sales or enquiries slip through the cracks.

Our final 3 mini guides are directly focused on driving results. We'll go through simple checks to make sure you're covered, ideas that you might like to test, and a top-level introduction to conversion rate optimisation.

This first guide covers the key areas:

- Check your lead generation process(es)
- Check your sales funnel(s)
- Check your Analytics - 5 common issues to watch for

It's always good to level-up your data and analytics skills. Here are two good starting points -

- Google Analytics Academy courses (free from [Google](#))
- Lean Analytics book, Alistair Croll ([Amazon](#))

Let us know how you get on, or if you need any pointers and tips. We'd love to hear from you.

Check your lead generation process(es)

Firstly we need to cover off the basics. You'd be amazed at how many websites we take over where basic functionality hasn't been checked.

This means money is being left on the table, and opportunities are missed. We are all about making the most of opportunities.

Enquiry forms

- ☐ **Form checks**
  Make a document listing all the forms on your site and where/who each should be going to (maybe a person or a system).

- ☐ **Test it**
  Fill in a test from your phone. You need to check a few things:

    - o Is there a clear confirmation page for the users, and relevant call-to-actions for them to take further action?
    - o Is a branded auto-responder being sent to users to confirm receipt of the message?
    - o Has the message made it to the correct person/system?

Newsletters

- ☐ **Sign up forms**
  Try signing up to your newsletter from your phone and check you end up in the right list.

- ☐ **Test trigger messages and data segmentation**
  Are automated emails set up with relevant targeted content to make a new user feel welcome, and feel good about signing up?

- ☐ **Check your domain hasn't been blacklisted**
 This might happen if a domain has been identified as a source of poor quality, irrelevant or unsolicited communications. Use a blacklist checker to help make sure your emails get through.

Other touch points

Enquiry forms and newsletters are two simple areas to start building your audience, but there are many more tools that can be used to help:

- **Welcome mat overlays or 'pop ups'**
  These are targeted overlays to catch the attention of new site visitors. They are good for explaining complex offerings and showing critical information to new users.
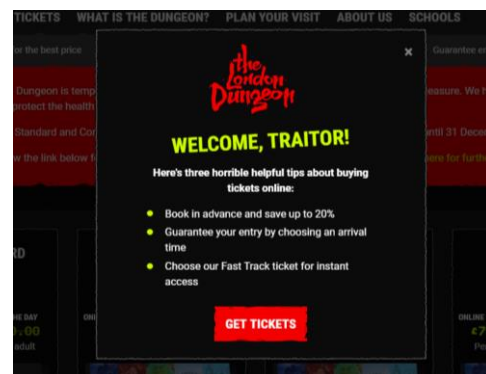
- **Exit intent overlays**
  These are similar, but displayed when we detect a user is about to leave a page. Combine with an exclusive offer for a bigger impact.

- **Live chat and messaging**
  Live chat is great for complex or high-value products. It's a perfect feedback loop to collect common questions to improve your site, as well as convincing people to book and for collecting data. The tools are cheap, and our Analytics data shows that they work i.e chat interactions have a higher conversion rate than non-chat visits. Add chat to your site, or use common messaging platforms.

- **Retargeting ads**
  These are the ads that seem to follow you round the internet once you've been on a website. You need to watch GDPR compliance, but get the messaging right and they work well.

- **Call centre tracking**
  Did you know you can tie calls back to specific campaigns?
 A service like Ruler Analytics will let you track this in Analytics.

- **Lead magnets**
  Giveaways, competitions and free resources are good ways to drive user sign ups. Check they're all in place and working!

Check your sales funnel(s)

When was the last time you tried to buy something from your website?

Here are the five key checks we'd cover when finding ways to improve your online purchase journey. Go through them on your phone, and note down your frustrations - they're probably annoying your users too...
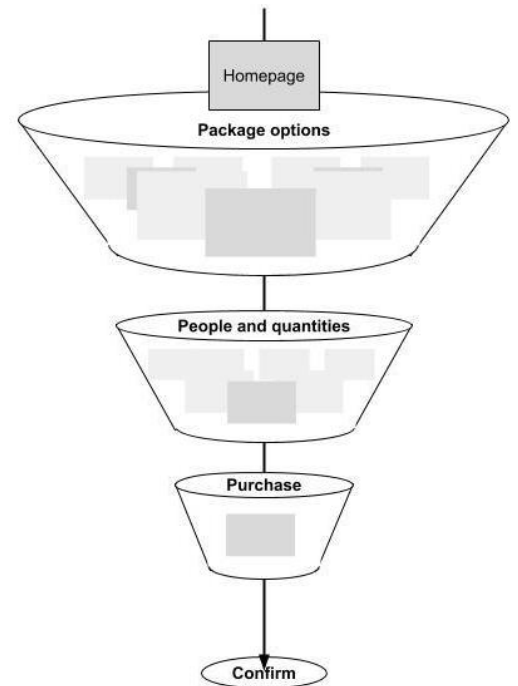
☐ **Product options**
Are the key options clearly presented?
Is it easy to work out the price?

☐ **Call-to-actions**
Is it clear where to book. Do the CTAs stand out enough on mobiles?

☐ **What's in it for me?**
Why should I spend the time booking online? Are the incentives clear and compelling? Is there any urgency?

☐ **Anything that's off-putting?**
Does it look legitimate/secure? Is it clear what I'll get? Is the price clear throughout, or are there sneaky add-ons being dropped in?

☐ **Payment**
Hopefully you have integrated payments, but sometimes there's a jarring transition to a 3rd party provider which can disrupt users. As an example, Worldpay is amongst the worst we see as it's not even mobile friendly.
Talk to us if you're stuck with this!

Check your Analytics – 5 common issues

Work through the items below to check for any signs of trouble in your tracking and booking flow. These are just top-level Google Analytics checks… if you see issues here then your Analytics might need work.

☐ **Year on year comparison**

First, go big… look at a full year of data, and compare to the previous year. Go to Behaviour > Site Content > All Pages. Look for gaps in the graph, or pages with drops that you weren't expecting as this might mean a tracking issue.
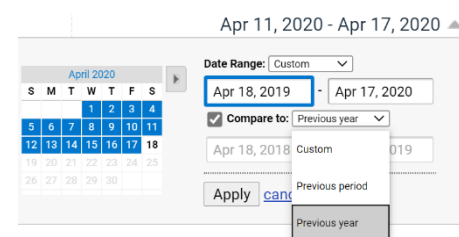
☐ **Goal funnel tracking**

Go to Conversions > Goals > Funnel Visualization. Here, you should be able to see your sales steps mapped out, with the proportion of users that get through, right to the end. You may need to try other goals in the dropdown at the top to see the right one.
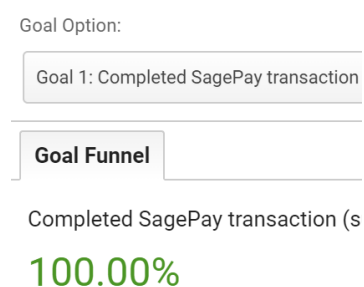
☐ **Browser conversion rate**

Go to Audience > Technology > Browser & OS. The column on the right shows your eCommerce conversion rate. Look at the site average at the top, then look and identify poorly performing web browsers… check your booking flow in these to catch any issues.

☐ **Cross site referrals**

A classic… go to Acquisition > All Traffic > Referrals. If you see your site address in the Source list, then you've got a cross domain tracking issue that'll need some specialist thelp to fix!

☐ **Products**

One final quick check – go to Conversions > eCommerce > Product Performance and check they're all being tracked.

Need a hand?

This is a classic case where the important checks often get left behind because of the other urgent things you have to do, until one day someone asks for a report and you can't see the data.

Making sure you have accurate data is critical for driving further optimisations, so it's always a good idea to spend some time getting to know your sales funnels and analytics.

Hopefully the checks here have highlighted some gaps, or reassured you that you've got a lot of things covered. If you need a hand with anything then we're always happy to help. Get in touch for advice, a free audit, or just if you're stuck with something.

In the meantime, be sure to keep an eye on our blog and LinkedIn for more tips and updates.

- Email me on neil@semantic.co.uk

- Call 02380 111 545

- Book a time in my diary to chat at https://calendly.com/neillewin/

Neil
Owner, Semantic