

How to convert your visitors into future buyers [Complete Guide]

So **you are getting traffic** to your website but you don't get many sales. Or maybe you're getting a decent amount of sales but you can improve that if you follow the strategies below without any additional costs.

You simply have to optimize what are you doing now.

One of my golden rules when it comes to converting visitors is that no visitor to your website should leave without giving you a way to interact later. Only a visitor that doesn't do any of the things below is a lost visitor.

Let me explain:

1 From a visitor to an actual buyer

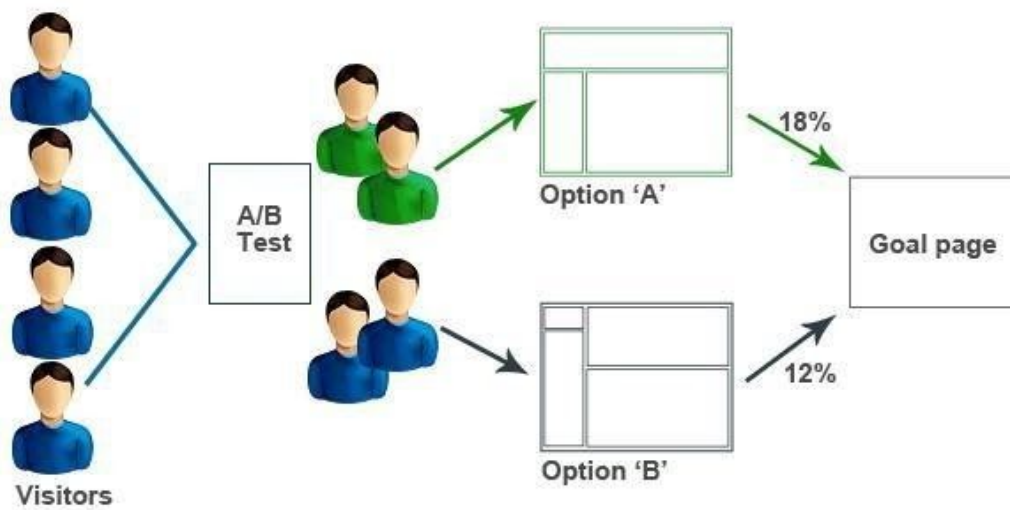
Having as many of your visitors turning into buyers of your products/services is the most desirable way. That's because plain and simple this is money in the bank.

However, the purchasing conversion rate for most of the websites is around 2%-4% of the visitors.

If you want to increase the purchase conversion rate you have to do A/B testing for product pages, shopping cart, improve your headlines and content.

Also, you should generate trust by **adding an SSL certificate** if you don't have one yet, post user reviews and add a money-back guarantee, etc.

There are plenty of articles on **how to optimize your website to convert your visitors into buyers** so I will not insist any further. Just do a search on Google. Soon we will publish here on Monetize.info come out of the box ways to improve your conversion rate. Stay tuned.

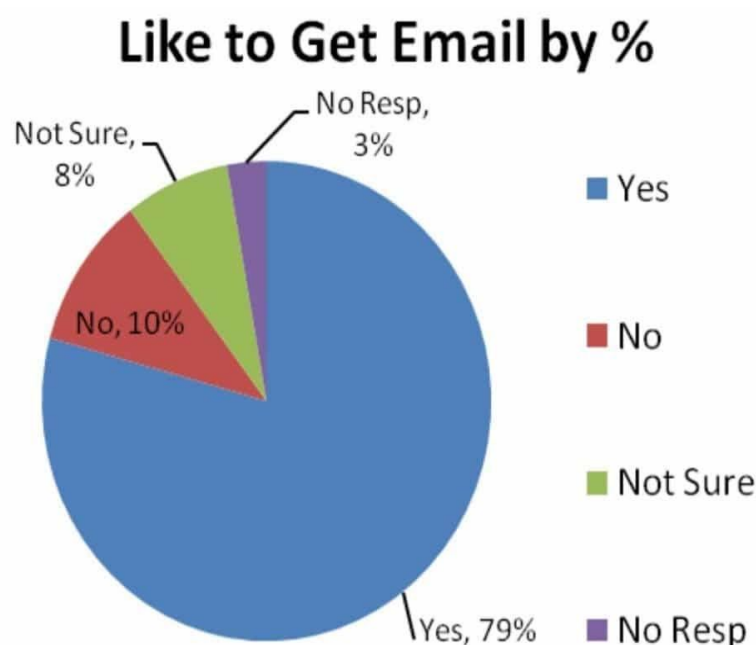


Img. 1 – How the A/B Testing works

Well even having a great converting website still leaves around 90% of your visitors that will not purchase from you and will leave your site. That's why you have to make sure that even if they don't purchase from you at least for the moment they will give you a way to contact them.

2 From a visitor to an email lead

The second best option besides having a new buyer is to get a lead of the potential customer. They may decide to purchase at a later date so make sure you have their contact details. It may be their phone number, postal address, or email address. They don't trust you with their credit card yet but sure they'll love to give you their email address in exchange for a gift. As you can see in the stats below almost 80% of users are ok with receiving emails from websites they know. That's why you should add an opt-in newsletter box on your website.



Img. 2 – How many visitors like to get emails from companies they subscribed to

To make this appealing I encourage you to offer your visitors a discount coupon code, a downloadable guide, or a video tutorial. Just think who your customers are and what you can offer them that will make them add their email address.

If your website is on WordPress there are several plug and play [plugins you can use to grow your email list](#): [Bloom](#), [Mail-Poet](#), [OptinMonter](#), etc.

Later on, when you have a pretty decent email list of subscribers you should send them news about your shop, offers for the latest products or discounts and you will get sales.

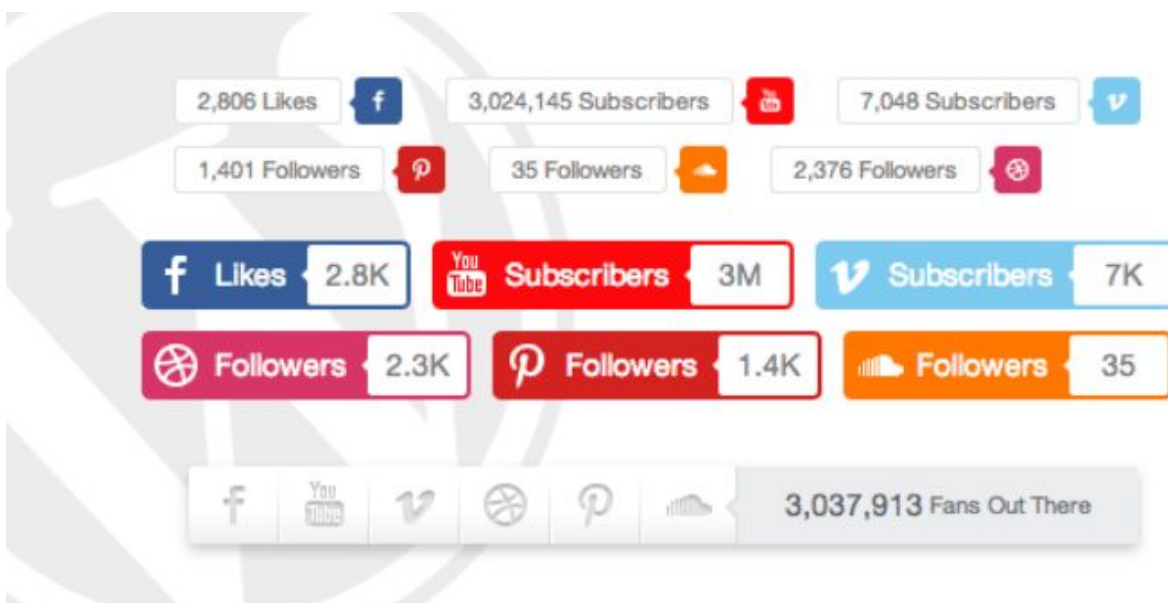
You should [use a tool like TheChecker or Algocheck](#) to make sure your email list is in good health and your email address or IP doesn't end up in spam lists.

3 From a visitor to a social media follower

Another option is to make your visitors follow your company on Facebook, Twitter, or Youtube. Or share your content on these social networking websites.

That's why you need to add social profiles and social share buttons on your website. (Who doesn't have them these days anyway ?!).

Besides the fact that you will be able to reach these users at some point, it will increase your brand awareness and will increase the trust of your potential buyers. Someone will most likely purchase from a company that has active social network profiles, with followers and good reviews.



Source

There are some marketers that say, social media marketing is better than email marketing, however, I strongly disagree and I will explain to you why. You don't have total ownership of your Twitter account or your Facebook page. As these companies are listed on the stock exchange they have to make money for their shareholders.

This means that in the future they will start charging money if you want your messages to reach your followers. So even if you have 5000 Facebook likes, if you post a message it will reach 50-100 of those followers. To reach more you'll have to purchase ads.

For instance, check the picture below. Even if we have more than **6000 Facebook likes on our page**, when we publish an article it was shown to only 28 users. If you want to reach more users (users that liked our page in the first place) we have to boost our post by purchasing an advertising package.



Img. 3 – Organic reach vs paid reach on Facebook

4. Visitors to frequent visitor

Ok so you will have some visitors that will not purchase from you, will not give you their email address, and will not share your content or like/follow your social media accounts. However, even if you think these are lost visitors you should make them remembering your website and making them wish to visit your site again.

4.1. Branding

For branding, you have to create a nice, clean logo that mentions your company name and add your website address in a visible place. Even if they don't remember the website name if they search your company name on Google should get to the website easily.

Check our article on [On-Site Search Engine Optimization](#).

4.2. Quality content

However, even if they remember your address you need to offer them a reason to visit your website. And that's why you need to post quality content, frequently.

Think about what your potential buyers would like to read. If you have an online shop that sells gifts create guides or lists with gifts ideas. If you sell services as web design writes about the latest trends in the industry etc.

4.3. Use retargeting

Unlike typical banner ads, retargeting ads are a form of online targeting advertising and are served to people who have already visited your website or are a contact in your database (like a lead or customer).

There are two main types of retargeting: pixel-based and list-based. The way each works is slightly different, and each has different advantages based on your campaign goals.

4.4. Pixel-based retargeting

Pixel-based retargeting is a way to re-display your material to an anonymous site visitor. This is probably the most common type of retargeting.

When someone comes to your website, an unobtrusive piece of JavaScript (often referred to as a pixel) is placed on their browser — making their browser “cookied.” When they leave your site to surf the web, that cookie notifies retargeting platforms to serve specific ads based on the specific pages they visited on your website.

4.5. List-based retargeting

List-based retargeting works after you already have someone's contact information in your database. You can also use lists of your existing contacts for certain types of retargeting ads.

The way that works is you upload a list of the email addresses to a retargeting campaign (usually on a social network like Facebook or Twitter), and the platform will identify users on that network who have those addresses and serve retargeting ads *just* to them.

Check [this guide](#) from HubSpot or [this beginner's guide from AppInstitute](#) on how to set up your retargeting campaigns.

Conclusion

When you look for ways to improve your conversion rate don't think only on transforming visitors into buyers. That's important but you can make good money with the other three methods as well. Just be persistent and find ways to get the most from your visitors.

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Need help with website monetization?

I'm **Daniel Stanica** and I've helped **30** community and website owners to make more money with their sites.
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