

FIVE MUST-HAVES TO BOOST YOUR WEBSITE CONVERSIONS

There's no one-size-fits-all solution to delivering the most impactful **conversion-rate optimization strategy** across your business website. But, that doesn't mean there aren't a number of tried and tested tactics to help B2B marketers on their journey to **maximized conversions**, a seamless on-site experience, and securing a continuous flow of new business leads. So, let's take a look, shall we?



1. SIMPLE AND COMPELLING POP-UPS

On almost every **website you visit**, you'll have seen some kind of pop-up. These are the elements that appear around a web page, for example, when you try to exit. They remind you to leave your details before you leave — and can even be used to promote your most engaging and relevant content.

2. STRONG CTA COPY

Your **calls-to-action** are the instructions and prompts you provide your audience to tell them what action you want them to take while on your website. For the best results, the language you use needs to quickly capture interest, clearly state the outcome you're hoping for, and sit proudly above the fold of your site.



3. REVERSE IP TRACKING TECHNOLOGY AND ANALYTICS

Even with the best CRO strategy in place, not every visitor will convert. Reverse IP tracking tools, like Lead Forensics, identify visitors in real-time and instantly convert them into leads. The best tools will also provide users with accurate contact data and detailed **visitor journeys** to help them identify where website improvements should be made.

4. LIVE CHAT TO BOOST ENGAGEMENT

Along with simplicity, there's another criteria that every buyer demands — and that's immediacy. To capture leads quickly and instantly convert traffic into business opportunities, your website engagement strategy matters. Consider adding **live chat to your site** for instant customer connections, enabling you to respond to visitors while they're still in 'buying mode'.

5. CAMPAIGN-SPECIFIC LANDING PAGES

Personalization is an undefeated marketing tactic — and to ensure your bespoke digital marketing experiences are seamless and uninterrupted across all touchpoints, your landing pages should be designed specifically for your campaigns. Create **personalized landing pages**, with messaging and offers tailored to your key audiences and the channels that drove them there.



SUPERCHARGE YOUR SALES PIPELINE AND GROW YOUR SALES VELOCITY WITH LEAD FORENSICS.

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