



5 Tips for Upgrading Your Website to Drive Sales

The right website can help you attract and convert customers, build brand awareness, increase revenue, and achieve important business goals.

1. Evaluate Your Competitor's Websites

Your competitors are a great source of information when it comes to understanding how you can improve your website. As you evaluate their websites, you can identify areas where you can enhance the experience of your visitors and increase conversions.

2. Update/add New Multimedia Elements

When it comes to enhancing your website's conversion rate and sales potential, one of the most important things you can do is update and add new multimedia elements. The right combination of high-quality images, videos, and text is not only critical for providing a positive experience for your visitors but also for increasing your website's usability and conversion rate.

3. Simplify Design And Navigation

When it comes to navigation, you want to avoid overwhelming your visitors with too many options. Studies show that approximately 94% of consumers want a website to be simple to navigate.¹ By removing any unnecessary elements and functions, you can increase the conversion rate for your primary calls-to-action and improve your visitor experience.

4. Add A Simple-to-use Chatbot To Your Site For Easy, Quick Customer Service

One of the best ways to provide a positive experience for your visitors is to offer quick and easy customer service. There are several ways you can accomplish this, including adding a simple-to-use chatbot to your site. This allows you to quickly respond to visitors' questions and concerns without them having to navigate away from your primary landing page.

5. Optimize for SEO

Finally, optimize your website content (including text, images, and videos) for your target audience. This means ensuring that your website provides visitors with valuable content relevant to their search query and that is also optimized for search engines to easily crawl.

Consider BBB Accreditation to Help Drive More Sales

On your website (and wherever you advertise), the BBB Accredited Business Seal shows that you meet standards for honest and ethical business behavior. BBB Accreditation increases trust in your brand, and trust reduces hesitancy, which can give you an edge in today's competitive market.

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