

Converting Browsers in Buyers through Deep Linking

You know what it's like shopping in a large store, trying to find what you want - it usually turns out to be on the 3rd floor at the back. After battling through crowds to find the escalator, you may well be tempted to give up. How much easier would it be if what you wanted was always just inside the front door?

Unlike bricks and mortar retailers, you can give your website visitors a stress-free shopping experience by clever promotion of your site. Present them with just what they're after, without them having to look for it, by using targeted pages within your website for visitors to land on.

Visitors need to find key pages quickly and easily. If they land on your home page and then have to spend ages finding what they want, the chance of them giving up and going to your competitor's site is high. You want them to carry out an action - to buy something, to register, to sign up for a newsletter, whatever. These are the pages that visitors need to be taken to. Deep linking is an excellent tool for increasing conversions and sales.

Here are some suggestions of how landing pages may be used to improve the effectiveness of your website.

1. Pre-selling of products

Images of your products, even a review of their features and benefits, can entice visitors before they are even on your website. Links or banners promoting specific categories or sections of your website can also be a very effective way of driving sales to these areas. Make sure these links lead directly to the pages where the visitor can buy.

2. Feature articles

Informative articles on your website can act as a hook to draw visitors' attention to your products or services. This will not only give the visitor an interesting article to read, but will provide the context for their decision to buy. Link directly from here to the relevant 'buy now' pages on your site, and converting visitors will be much easier.

3. Linking to sign up or registration pages

If you want to promote a newsletter or a competition on your website, linking directly to those pages will increase your chance of converting your visitor and ensuring they sign up. Ensure the registration process is quick and simple and emphasise the benefits of signing up.

There are now tens of millions of websites on the internet, so surfers are being presented with an ever-growing choice. Visitor attention span is famously low, so it's crucial that websites give their visitors a quick and simple way of finding what they are looking for. Landing pages used in the right places will do this for you. A few simple changes to a well-designed site to accommodate landing pages is a strategy that will pay dividends.