5 WEB PAGE DESIGN TIPS

TO CONVERT LOOKERS INTO BOOKERS

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1. STICK TO A SINGLE GOAL ON EACH PAGE

The whole purpose of a web page is that it's laser-focused on a single goal. When there are too many options and choices to make, visitors will be less likely to take the desired action. So, you need to make sure your landing page message is clear and focused. If for example you are a BnB, then each room should have its' own focus.

2. CHOOSE THE RIGHT COLOURS

Did you know that the colours you choose for your website and individual pages can have an effect on your conversion rates? Well, it does, at least a little bit. Colour psychology is powerful and we have a natural response to certain hues. By considering colour psychology, you can evoke particular emotions in your audience and make your landing page more persuasive. For example, vibrant tones of red encourages appetite, and could be a perfect accent to a dining room page.

3. ATTRACT ATTENTION WITH A COMPELLING HEADLINE

Your headline is often the first thing a visitor sees when they land on your page. So, you need to make it good. With a compelling headline, visitors will stick around to learn more. With a bad headline, they'll certainly leave. Use your headline to create desire.

4. WRITE COPY YOUR AUDIENCE CAN RELATE TO

Aside from the headline, you also need to think carefully about the rest of the copy on the page. If you're promoting a specific product on your landing page, you might be tempted to include a long description of all of its features, but, not only is that too much information to read, it doesn't encourage visitors to take action. Instead, focus on addressing the problem your audience is facing and how your product will help them solve it.

5. MAKE YOUR CTA BUTTON PERSUASIVE

The call-to-action (CTA) button is the most important element of your web landing page. It's the button that visitors click when they're ready to make a reservation. Your CTA button should be big, have a contrasting color to draw the eye, and it should be persuasive. Making your CTA button more persuasive is as simple as changing the button text. For example, if you are an eco-tourism business, then a powerful CTA button could be: "I DESERVE AN ADVENTURE - LET'S DO IT!"

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Founded by Shelley Bellefontaine, AtlanticOnline.ca is a Digital Marketing Agency from southwest Nova Scotia.

We work with established companies, startups and tourism operators, to create and manage digital marketing projects that contribute to consistent online growth.

We serve clients across Canada and the eastern seaboard of the United States with outstanding digital marketing services. Our specialty is eCommerce website design to help our clients sell more products and services online and post-launch promotional activities, designed to keep brands relevant with their audience.

And over the past 20 years we've become more than just a trendy marketing agency. We have a history of generating success for our clients. We promote the heck out of your business every chance we get. We update your website on a regular basis with new content and cross-promote on your social channels. We speak directly to your audience through email marketing and targeted social media campaigns.

We're proud to serve organizations within Atlantic Canada and happily do so from our Nova Scotia technology studio near the mighty Atlantic Ocean.

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