

CHECKLIST: WHY PEOPLE VISIT BUT DON'T BUY

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	Reduce page load times. Each second is a ~7% conversion drop!
	Clearly identify what's an ad and what's content
	Invest in a professional design, with professionals like Fairhead Creative
	Ensure everything works properly. Check forms, unsubscribe pages, etc.
	Make our site look unique, and not like a cookie-cutter of our competitors
	Invest in a proper Experience Map
	Reorganize site navigation to focus on users, not on us
	Reduce the number of steps everything takes for prospects.
	Make all site content exciting or engaging. Get rid of all boring content
	Add an about page or similar, to show prospects why we're in business
	Look through headlines, swap any "I"s or "We"s to "You"s
	Write with natural language, whatever 'natural' is for our audience
	Create content in our audience's preferred medium (video, blog, etc.)
	Provide lots of value to prospects before asking them for money
	Clarify our message, using vernacular our audience understands.
	Clearly communicate what makes us different from our competitors.
	Capture as much data as possible, and learn from it to improve the site
	Make it easy to talk to a human. E.g. phone number, live chat, etc.
	Include social proof, to show prospects are in good company
	Make our offer all about the prospect, rather than all about our offer
	Give prospects examples of our work to quiet the inner-cynic
	Discover what their fears are and work hard to take them away.
	Build scarcity and urgency into your offer.

If you need any help with the above, or are interested in more ways to connect with your site's visitors, let's talk about it! Contact us at hello@fairheadcreative.com or visit fairheadcreative.com