

How To Build A

Website Selling Machine

PRESENTED BY



Hello from the Author | Jon Davids

I'm Jon Davids, CEO of [Influicity](#).

Over the years, my team and I have worked with hundreds of brands to turn their websites into high-converting sales engines.

We don't obsess over fancy design trends, flashy animations, or bloated feature lists. Instead it's about clarity, authority, and a clear call-to-action.

But here's the harsh truth: ***most businesses get it wrong.***

They invest so much time and money getting people to visit their site, and zero into maximizing conversions on the site. It's nuts.

It would be like a restaurant spending 99% of its energy getting people in the door, and 1% on the food.

Even worse, so many businesses don't have the basic analytics in place to know what's happening at all.

Yikes.

But here's some good news. If you implement just 1 or 2 of the strategies in this playbook, you can improve your website ROI by 20% or more.

No fluff. No theory. I'm giving you actionable steps that work.

Let's build your website selling machine together.

Jon

P.S. Want my team to review your website and give you one-on-one advice? Schedule a [Marketing ROI Checkup](#). Space is limited. Reserve your spot now.

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But first, an important disclaimer:

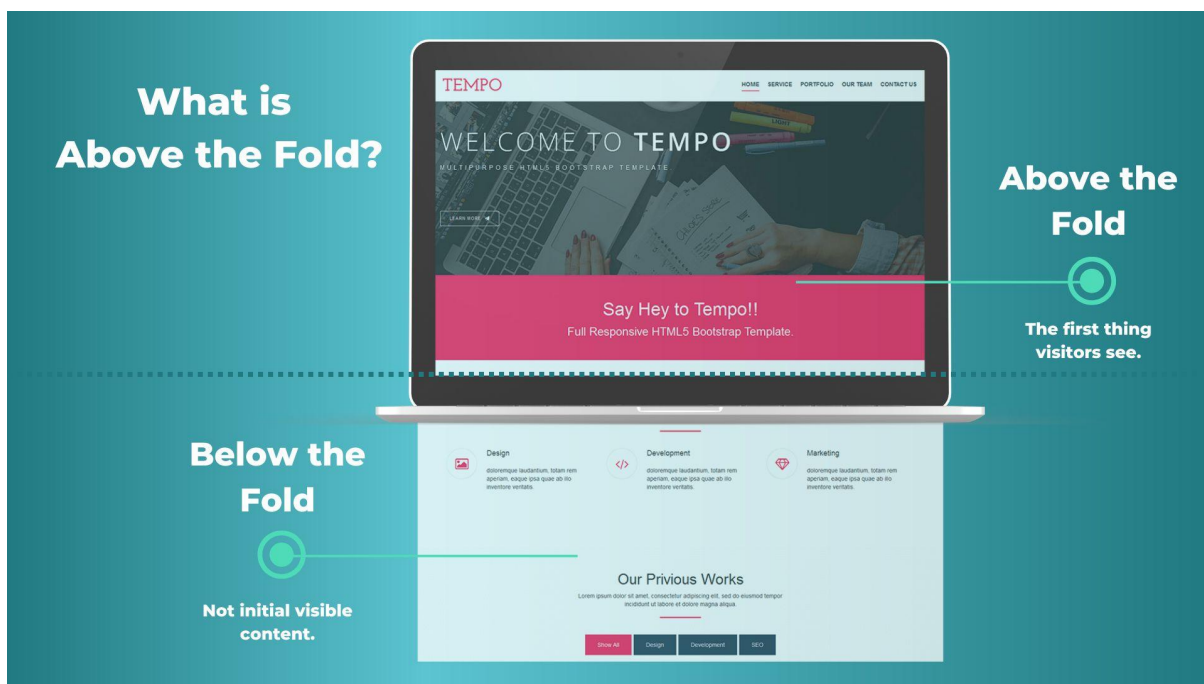
This playbook is provided for educational and informational purposes only and does not constitute business, financial, or legal advice. The strategies and examples shared are based on real experience, but results may vary based on individual effort and circumstances. Jon Davids, Influcity, and all associated parties—including affiliates, employees, contractors, and partners—make no guarantees of success and assume no responsibility for your outcomes. Always use your own judgment and consult with a professional where needed.

Step #1: Above the Fold/Hero Section

Your hero section is the first thing visitors see. It's your brand's opening line. And it better be good. If it's vague, slow, or confusing, they'll click away before they've even had a chance to scroll.

This is the most valuable real estate on your website. In web design, "Above the fold" or "Hero section" is what the visitor sees on your website before they scroll.

Here's an example:



It's where snap judgments are made and conversions either begin or die. **In 3 seconds or less**, your hero section should answer three questions:

- What do you offer?
- Who is it for?
- Why should I care?

If you can't capture the visitor's attention right away, they'll move on to something else.

This section is where your message, value proposition, and the heart of your offer need to shine through clearly.

You might be thinking, “I’ve heard this before.” But let me tell you, **most brands still get this wrong**. They bury their most critical information under layers of text, pop-ups, or animations, and miss the opportunity to convert visitors into leads, subscribers, or customers.

So, how do you make sure your hero section works for you? It’s simple. Let’s break it down.

Why the Hero Section Matters

Think of your website as a storefront. Now imagine walking past a store window. If you see something interesting, you’ll stop. If it’s cluttered or confusing, you’ll keep walking.

The hero section is your store window. It’s the first thing potential customers see, and it needs to *grab their attention* in just 1-2 seconds. If it’s unclear, visitors will quickly bounce, and you’ll lose the opportunity to convert them into customers.

- **Make it fast:** The first few seconds of a visit are crucial. Visitors judge your site’s credibility and value in the blink of an eye.
- **Make it clear:** You may have a great offer, but if it’s buried under confusing copy, visitors will leave before they can understand it.
- **Make it compelling:** The hero section is where visitors decide, in a split second, whether they’ll continue exploring your site or leave.

The goal of the hero section is simple: **grab attention, communicate value, and compel action**. All within seconds.

How to Structure the Hero Section

Your hero section must guide visitors to take the next step.

Let’s break down the essential components you need for a high-converting hero section.

1. Clear, Compelling Headline

Your headline is the first thing visitors will read, so it needs to clearly state the *main benefit* or *value* you’re offering. Think about what problem you solve or how you improve their lives.

Here's a clear headline from Dodocase, an e-commerce brand that sells hand-crafted items.

It reads, *Handcrafted American-Made*.



Don't overthink it. A headline that is simple, to the point, and laser-focused on the benefit will work better than a vague, creative sentence that leaves the visitor confused.

For example, if you're offering a software tool for businesses to automate email marketing, a clear headline might be:

"Automate Your Email Marketing in Minutes"

or

"Save 7 Hours a Week on Email Campaigns"

The key is to highlight the result or benefit they'll get from using your product or service.

What NOT to do:

Avoid generic headlines like "Welcome to Our Site" or "The Best Product in the Industry." These don't tell the visitor anything about how your solution benefits them. Be specific.

2. Subheadline That Builds on the Headline

Your subheadline supports the headline by offering more context. It should clarify the offer or expand on how your product/service addresses the visitor's problem.

Here's a great subheading from Three, a UK-based company that offers Broadband and internet service deals.

Let's say your headline is about **saving time with email marketing**. Your subheadline could say something like:

"Automate emails, segment your audience, and boost engagement—all from one platform."

The goal of the subheadline is to **elaborate on the promise** without overwhelming the visitor in details. It should be easy to read and digest, like an elevator pitch that convinces the visitor to read on.

3. Strong Call to Action (CTA)

You've caught their attention, and now you need to guide them to the next step. Your CTA needs to be clear, action-oriented, and immediately visible. It should stand out, both in terms of design and placement, so there's no doubt about what the visitor should do next.

Apple uses two clear and relatable CTAs to get customers to "Buy" or "Learn more."



More examples of effective CTAs include:

- “Get Started Now”
- “Try It Free”
- “Schedule a Demo”
- “Join Now”
- “See Pricing”

Action tip: Use action verbs like “get,” “try,” “join,” or “discover” to make your CTA more compelling.

Placement is crucial. **Above the fold**, your CTA should be visible without the visitor having to scroll. Ideally, it should be beside or beneath the headline or subheadline. Make sure the button is large enough to grab attention but not so big that it distracts from the rest of the content.

4. Relevant, Engaging Visual

A picture is worth a thousand words, and in the hero section, your visual is worth even more. It's not just about looking good. It's about visually reinforcing the message you've already delivered with your headline and subheadline.

Here are some options for visuals that have worked for our clients at [Influicity](#):

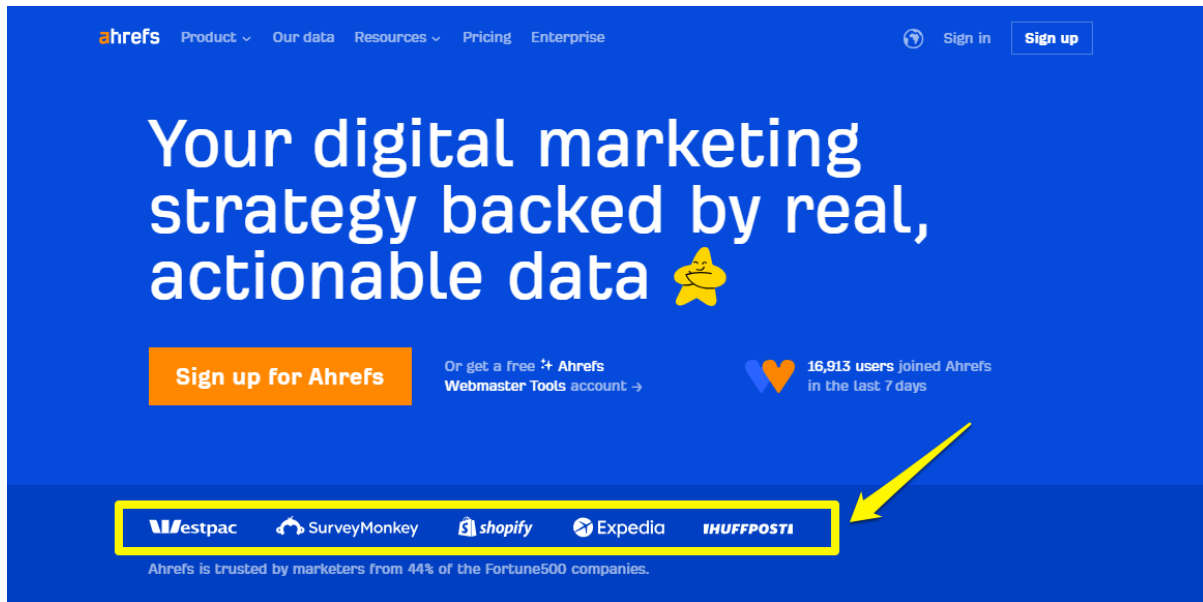
- **Product shots:** If you're selling a physical product, show it off. Make sure the image highlights its features or use.
- **Screenshots or demos:** For software or digital products, showing how the product works (or a visual of its interface) is key. This builds credibility and shows the product in action.
- **Client logos:** If you're serving well-known clients, show their logos here to build instant trust and credibility.
- **Hero videos:** A short video (preferably under 30 seconds) that quickly explains what you do can be incredibly effective.

The visual should be high-quality, relevant, and aligned with your brand's style. Avoid overly busy images or stock photos that don't feel genuine or related to your offer. Make sure the visual enhances the message rather than distracts from it.

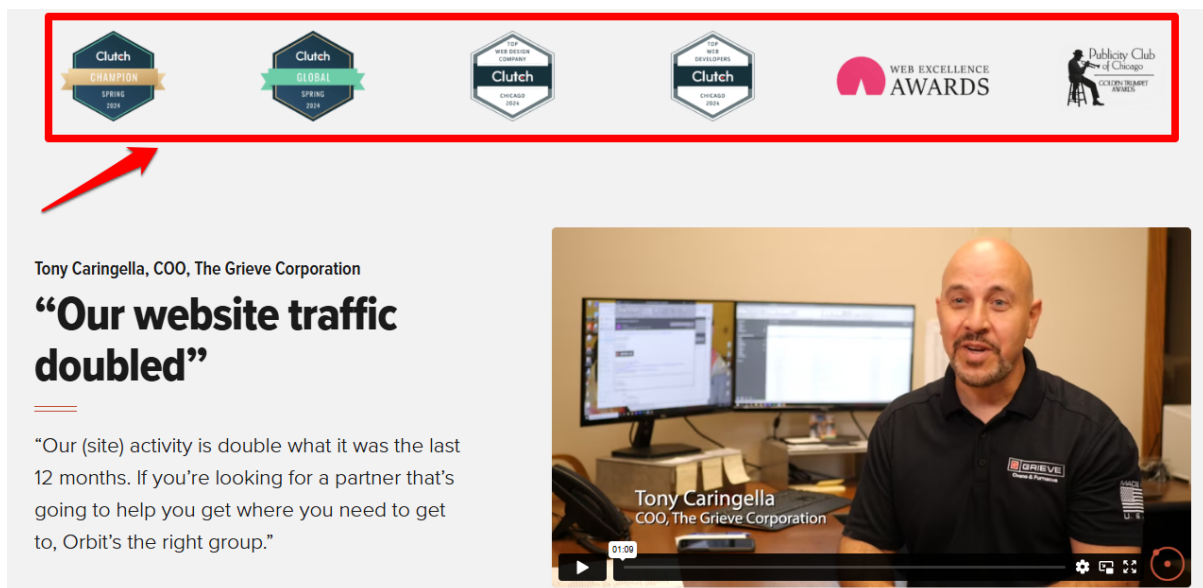
5. Trust Signals (Social Proof, Certifications, etc.)

I go into more detail on social proof later. But for now, it's important to note that trust signals in the hero section can immediately reassure visitors. These might include:

- **Press mentions:** If you've been featured in reputable media outlets or websites, include their logos to demonstrate credibility.



- **Certifications or badges:** Display industry certifications or awards to further bolster your trustworthiness.



- **Security seals:** If you're asking for sensitive information, showing that your site is secure (e.g., SSL certification) builds confidence.



These elements should blend seamlessly into your hero section without distracting from your main message. Trust signals add credibility, making it easier for visitors to feel confident in taking the next step.

Companies with a high-converting “Above-the-Fold” section

Case Study #1: Beardbrand

Beardbrand understands that when a visitor lands on their website, too many options can “above the fold” create *analysis paralysis*. And that was exactly the problem with their previous homepage.

Let’s look at the problem and how they solved it.

Problem:

Beardbrand’s original homepage was cluttered with multiple product options. This was totally overwhelming visitors and diluting their attention.

The lack of focus and clear direction led to confusion, lower engagement, and ultimately, poor conversion rates.

(please see screenshot on next page)



UK

£4.99 SHIPPING ON ALL UK ORDERS



CART (0)

Beardbrand 

PRODUCTS

COLLECTION

RESOURCES

COMPANY



TRAVEL WASH + SOFTENER

THE BEST WASH + SOFTENER IS NOW
AVAILABLE IN CONVENIENT 60 ML BOTTLES

SHOP



AS SEEN ON

Esquire

SHARK
TANK

MEN'S JOURNAL

The New York Times

YAHOO!

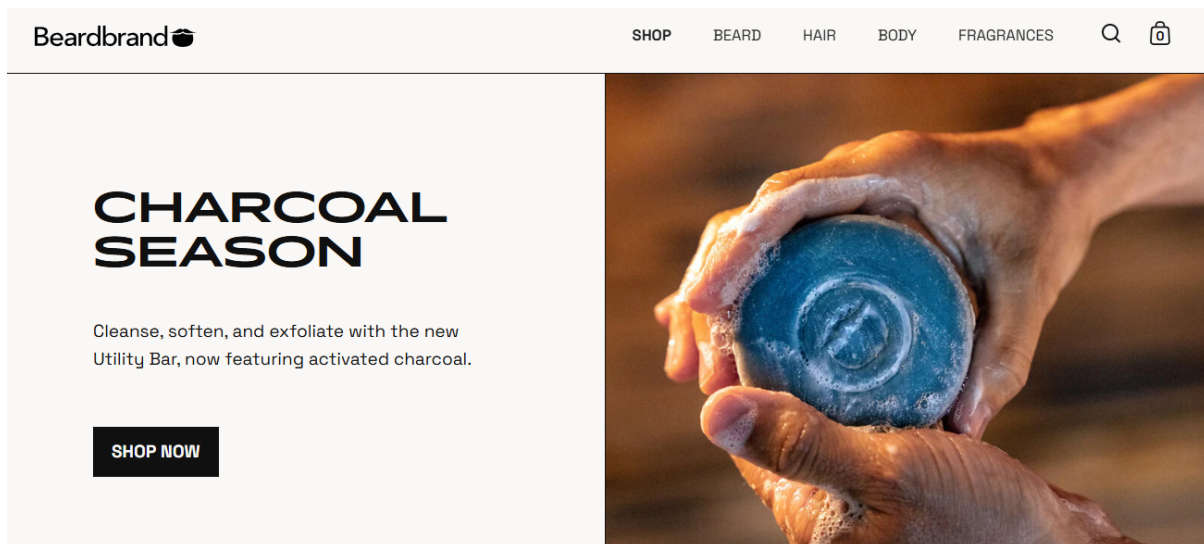
INSTAGRAM



Strategy: To increase clarity and boost conversions, Beardbrand redesigned the hero section of their homepage. They embraced minimalism by introducing generous white space and removed visual noise.

Instead of showcasing everything at once, they featured their bestselling Utility Bar soap. Positioning it front and center with a clean, high-quality product image. Then they added a bold, simple call-to-action: **SHOP NOW**.

This guided visitors toward the next step without distraction.



Result: The streamlined above-the-fold experience instantly improved user focus and engagement. Visitors landed on a page that looked polished, confident, and easy to navigate.

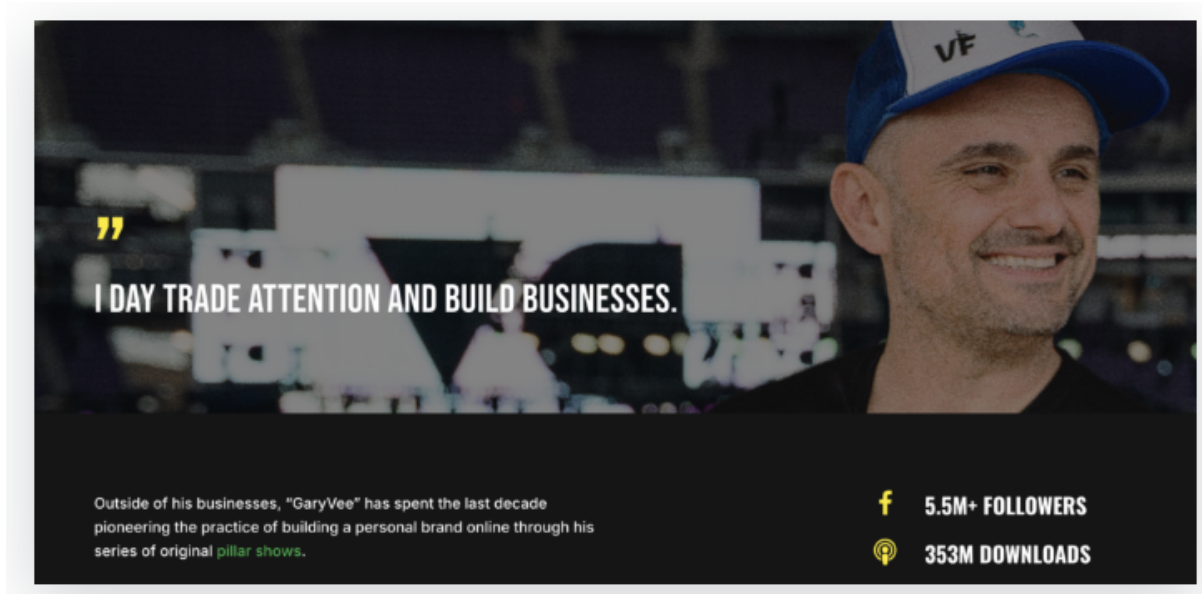
This clarity reduced decision fatigue, increased product interest, and led to a noticeable uplift in conversions—proving that less truly is more when it comes to your website's first impression.

Case Study #2: Gary Vaynerchuk

Problem: Gary Vaynerchuk is an entrepreneur, investor, and media personality. He needed a website to match the scale of his personal brand.

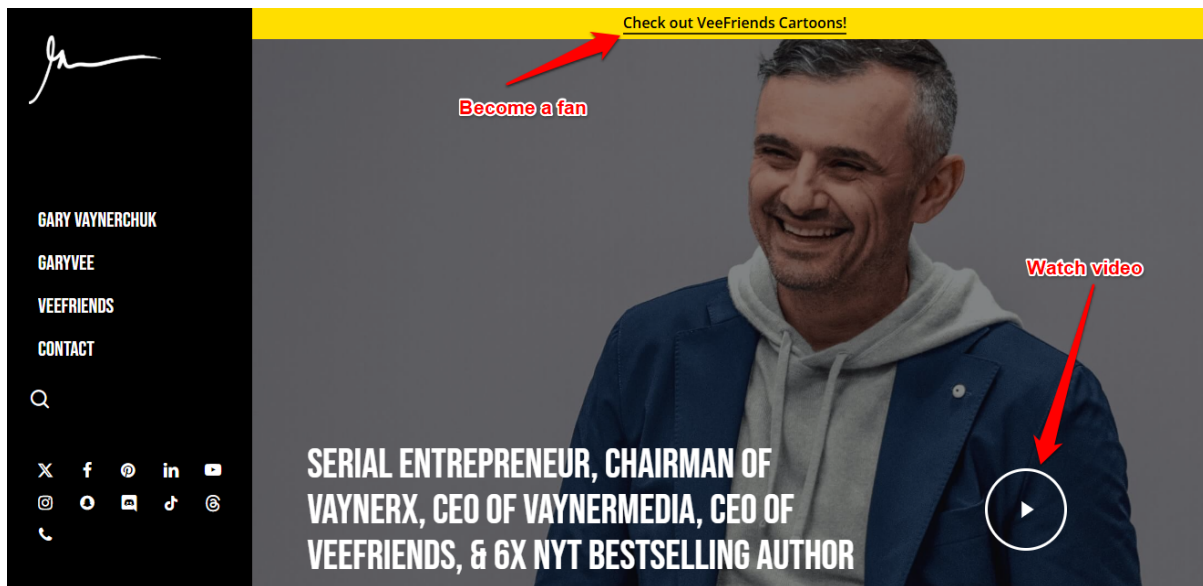
And his earlier homepage definitely didn't do this.

(please see screenshot on next page)



As you can see above, the site lacked focus and failed to immediately communicate who Gary is or why visitors should care. A total missed opportunity to connect with new audiences.

Strategy: To solve this, Gary's team transformed the above-the-fold experience into a high-impact, brand-driven introduction. The hero section now features a bold, full-screen image of Gary, paired with a powerful headline that immediately communicates his identity and authority.



His achievements are highlighted. NYT bestselling author, business builder, cultural voice. These are proudly showcased, lending instant credibility.

Visitors are encouraged to take action right away: watch a short intro video, explore the world of VeeFriends, or dive deeper into his content ecosystem. Every element is designed to capture attention, build trust, and spark curiosity within seconds.

Result: The redesigned hero section now acts as a high-converting gateway into Gary's brand universe. It hooks first-time visitors, reinforces brand equity, and drives engagement with key assets. All before the user needs to scroll. The result is more time on site, deeper brand interaction, and stronger first impressions.

How to Apply This to Your Brand

- Rewrite your headline to highlight the **main result** you deliver in plain language.
- Include a CTA that uses an **action verb + outcome** (e.g., "Start Growing Leads").
- Add an image or video that instantly **reinforces the transformation** or offer.
- Test two versions of your hero section with tools like Google Optimize or VWO.

5-Minute Jumpstart

- Open your homepage in a browser.
- Read the hero section out loud.
- If it doesn't clearly say what you do and who it's for in 10 seconds or less—rewrite it.
- Try this formula: **We help [these people] do [this thing] in [this timeframe] without [common objection].**
- Replace the image with a result-driven visual or short-form testimonial clip.

⚡ Looking for more help? My team at Influcity will review your entire website and give you actionable feedback. [Get a Marketing ROI Checkup now.](#)

Step #2: Social Proof

Trust is the foundation of every buying decision. But your website visitors don't trust you yet. Not until they become customers.



They don't know if your promises are real, or if your product can deliver on those promises. That's where social proof comes in.

Social proof, in the context of your website, means showcasing authentic validation from your customers, partners, or credible third parties right on your site. It's not about bragging or making exaggerated claims. It's about showing real people and real brands vouching for you, proving that what you offer works.

Why Social Proof is a Game-Changer for Your Website

According to the SaaS Companies Report, ***case studies are the biggest driver of sales, surpassing SEO, content, books, and more.***

When site visitors land on your page, they're often skeptical. As they should be. Even if they clicked on your 'about us' page or product page, they may still have doubts.

They're asking questions in their mind. *Will this really work for me? Is it worth the money? Is this company legit?*

This is where social proof plays a huge role. It's the invisible hand that turns doubt into trust. And hesitation into action.

1. **It reduces skepticism:** When visitors see that others have had positive experiences with your brand, it makes them more likely to trust you. Customer reviews, testimonials, and logos all serve as instant credibility. Visitors can immediately see that your product or service has been tested in the wild. Hopefully for use-cases just like theirs.

ActiveCampaign prominently showcases the logos of their clients, both old and new. They piggyback on the social cred of all these other brands.



2. **It leverages third-party validation:** Whether it's a glowing testimonial from a client or a review on a trusted platform, third-party validation is powerful. It demonstrates that people outside of your company, who have no vested interest, are willing to stand behind you. This can be even better when you cherry-pick reviews that address common customer needs / objections.
3. **It improves conversions:** Social proof acts as a psychological motivator, tapping into the herd mentality. People tend to follow the actions of others, especially when they're unsure. Showcasing your customers' success stories prominently fuels momentum and nudges visitors to take action. Whether that's making a purchase, signing up for a demo, or requesting more information. You can clearly see this with Groove. *(Please see screenshot on next page.)*

Here's what some of our customers have to say since switching to Groove.



Our team handles 4-5k emails monthly. Using different inboxes for every region and agent assignments, **we can now handle all the emails without a mess.**



Alex B.
Head of Customer Success



We used Zendesk for over 6 months, and felt like we were stuck in mud. Groove feels more natural and **our team has never been more productive!**



Anna Pilartz
Founder, Visahelp.de



I've tried Zendesk and Zoho. Groove was simplest and most price effective for a small team that multi tasks. **It's been a life saver!**



Lorelei B.
Partner, Erasmus Fox

User-Generated Content Makes Strong Social Proof

User-generated content (UGC) is powerful, especially when it's featured on your website. Think of images, videos, or success stories shared by customers who have used your product or service.

Real-world examples of how they achieved tangible results. These can be the ultimate social proof.

Tailorbrands leverages UGC to showcase how happy their customers are, and how they feel after using the software.

What our customers say

For more reviews from our customers, visit our [reviews page](#).



Brent Martin

★★★★★
makemoneywithbrent

An exceptional, easy to use logo creator, that can build you the perfect logo in a matter of seconds.



Michael Berner

★★★★★
Tycoonlist.co

As someone who agonized endlessly over logos for my brands, just do yourself a favor and take 5 minutes to use Tailor Brands.



Paul Mendes

★★★★★
Profitable Freelancer

The Tailor Brands logo maker is easy to use and makes the entire process fun! It helped me bring my business idea to life.

How High-Performing Websites Use Social Proof

Case Study: Promodo

Problem: Promodo needed a way to build trust and credibility with potential clients who visit their website or discover them on social media.

Strategy: They use social proof by creating detailed case studies showcasing real client testimonials and successful projects.

Industry



Region



100,000

ELIMINATED
PAGES WITH 5XX
ERRORS

2 weeks

WORK PERIOD

Resolving Over 100,000 5xx Errors: Technical SEO Case Study for eCommerce Website

SEARCH ENGINE OPTIMIZATION / GLOBAL / CONSUMER ELECTRONICS

SOLMAR

+50%

CONVERSIONS

+190%

REVENUE

46%

OF NEW USERS
STAYED ACTIVE

How We Increased Awareness for a Fashion Brand in a New Market Through Advertising

FASHION & APPAREL / EUROPEAN UNION

Each case study breaks down the client's challenge, how Promodo diagnoses the root issue, the solution they implement, and the outcome.

Client
Solmar is a Ukrainian clothing brand operating in Ukraine and abroad, with 26 stores in Ukraine.
Challenge
Implement an advertising strategy to strengthen the brand's position in Ukraine and enter the Polish market.
In this case study, we share how we adapted the strategy to the peculiarities of the Polish audience and achieved the desired goals in the new region.
Customer Expectations
To gain a foothold in the Polish market and maintain the ROAS at the approved level.
Input Data
When dealing with requests to scale a brand to other countries, we usually start from the client's long-term business goals. Earlier we wrote a case study about the Ukrainian brand Aris Pack, which found its target audience in Poland.
In the case of Solmar, we understood the client's overall business strategy and the specifics of its operations in Ukraine. But Poland is a new market.

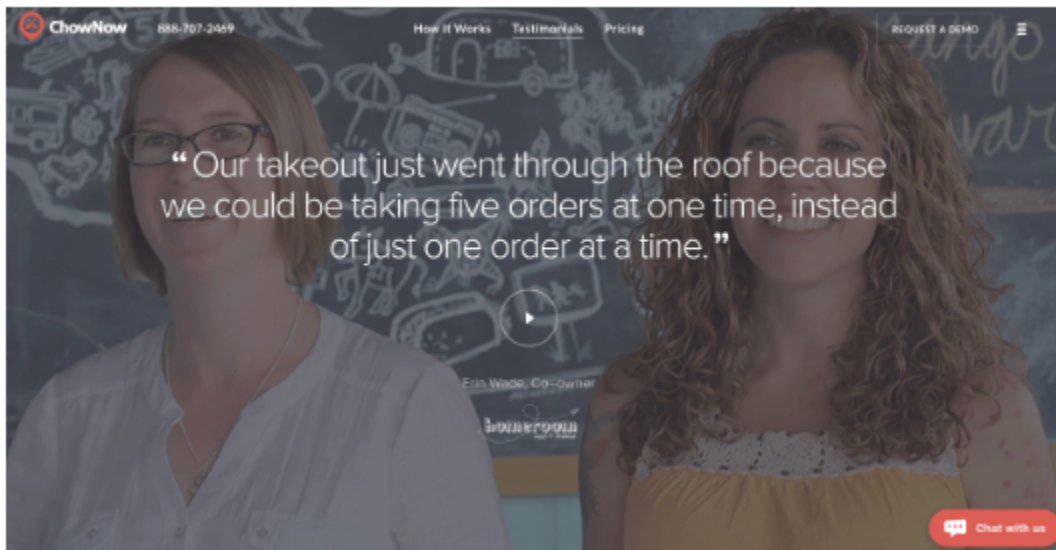
This approach isn't just about listing achievements. It's about storytelling. And they amplify these stories by sharing them on social media to reach a wider audience.

Result: This strategy positions Promodo as a transparent and results-driven agency. The detailed case studies demonstrate their competence and commitment, helping to ease doubts for prospective clients.

Sharing their success with brands like Vodafone and Pandora adds authority and relatability, gaining the trust of prospective customers and converting more leads into clients.

How to Use Social Proof to Optimize Your Website

1. **Integrate social proof throughout your sales funnel:** Your website should feature social proof at key decision-making points in the visitor's journey. Display testimonials and reviews on product pages, near CTAs, checkout pages, or subscription forms.



ChowNow uses video testimonials to stand out. They save potential customers the burden of having to read through big walls of text.

2. **Make it relevant to the visitor:** Social proof is more impactful when it speaks directly to the visitor's needs. Tailor testimonials and reviews to align with the challenges or desires your target audience is dealing with.
3. **Highlight the impact of your solution:** Use social proof that demonstrates real results. Rather than just focusing on generic praise, highlight transformations that align with the challenges faced by your target audience.
4. **Add urgency with live proof:** Take it to the next level with recency. Something that happened 7 months ago is cool. Something that happened 7 days ago is better. If possible, highlight that this case study is recent. No one does this better than Amazon, as you can see on the next page.



SC



A Game Changer in the Kitchen!

Reviewed in the United States on March 20, 2025

Size: 6 Quarts

Verified Purchase

The Instant Pot Duo has completely changed the way I cook! It's incredibly versatile—I can pressure cook, slow cook, sauté, steam, and even make yogurt, all in one pot. Meals that used to take hours are now done in minutes, and everything comes out tender and flavorful. It's easy to use, with clear settings and a safety-locking lid for peace of mind. This has become my go-to appliance for quick, delicious meals. Highly recommend for busy families or anyone who loves convenient cooking!

3 people found this helpful

Helpful

| Report

5-Minute Jumpstart:

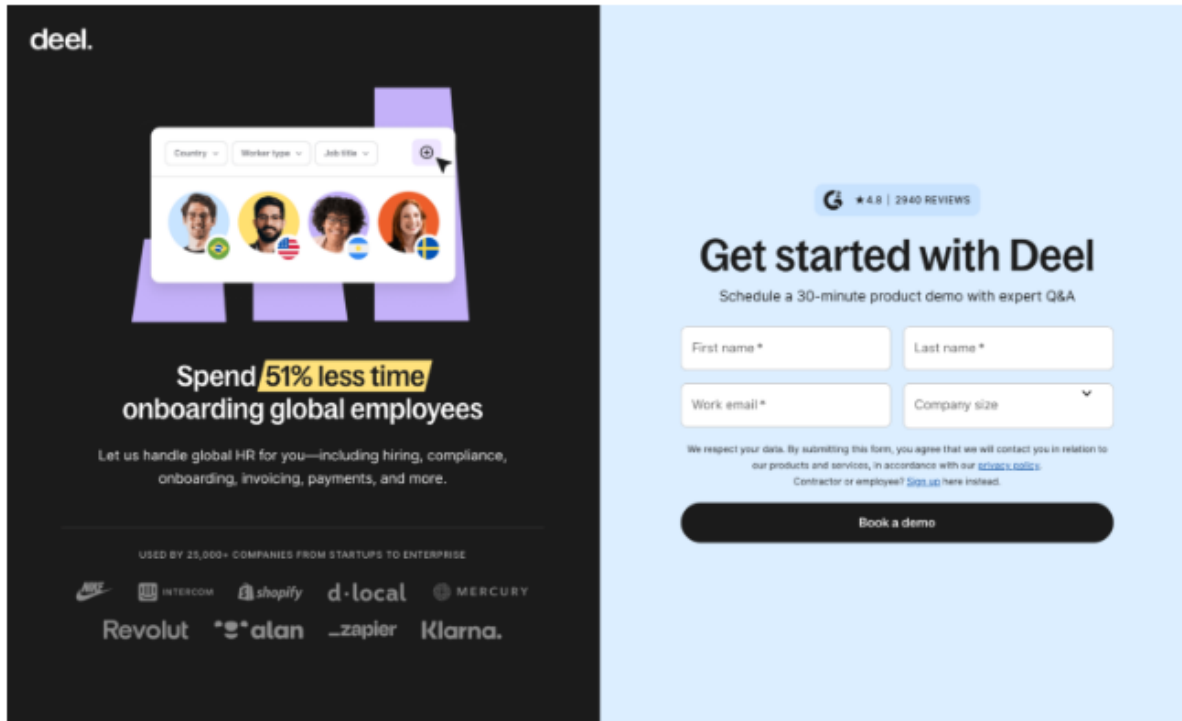
1. **Gather your best customer testimonials:** Pick 3-5 powerful testimonials that speak to key results or transformations your visitors care about.
2. **Display them prominently:** Place these testimonials above the fold, next to CTAs, and on key sales pages.
3. **Use review aggregators:** Embed review aggregators from sites like Trustpilot, Google, Yelp, or G2 on site to show ratings and social proof.
4. **Feature media mentions:** If your company has been featured in reputable media outlets, add those logos to your homepage or near your CTAs.



Want even more help? My team at Influcity will review your website and marketing strategy. Then we'll give you actionable feedback. [Get a Marketing ROI Checkup now.](#) It's free but spots are limited.

Step #3: Lead Capture Systems

How often do your site visitors fill out a form? If the answer is *they don't*, then you're leaving a lot of money on the table.



Turning *casual visitors* into *active leads* is one of the most critical elements of a high-converting website. It doesn't even matter how great your product is. If you don't have a system for capturing interest, your website is a leaky bucket. And you need to patch it up.

This step is all about building a lead generation engine that runs on autopilot. And it starts with smart placement, irresistible offers, and frictionless forms.

Why are Lead Capture Pages Important?

Most leads aren't a good fit. In fact, *only 1 in 4 are typically qualified*. That means your sales team often wastes time talking to people who will never buy.

A lead capture page fixes this by helping you collect better leads right from the start. It asks the right questions, shares the right message, and attracts people who are truly interested in what you offer.

This way, your team spends less time chasing “tire-kicker” leads and more time closing “red hot” sales. It’s an easy way to save time, reduce costs, and grow your business with the right audience.

HubSpot’s lead capture page lets potential customers ‘demo’ the tools before choosing a plan.

Privacy Policy.' At the bottom of the form is an orange button that says 'Get your free demo'." data-bbox="126 297 864 697"/>

If you choose to include a form within the Hero Section of your website, make sure it’s concise. No more than 1-3 fields. Otherwise, have a dedicated lead capture page just like HubSpot’s demo page.

Lead capture is about psychology. People exchange their email addresses when the perceived value outweighs the effort or risk. That’s why high-converting forms don’t just appear. They *earn attention* and *build trust*.

Here are the lead magnets that have worked for our clients at [Influicity](#):

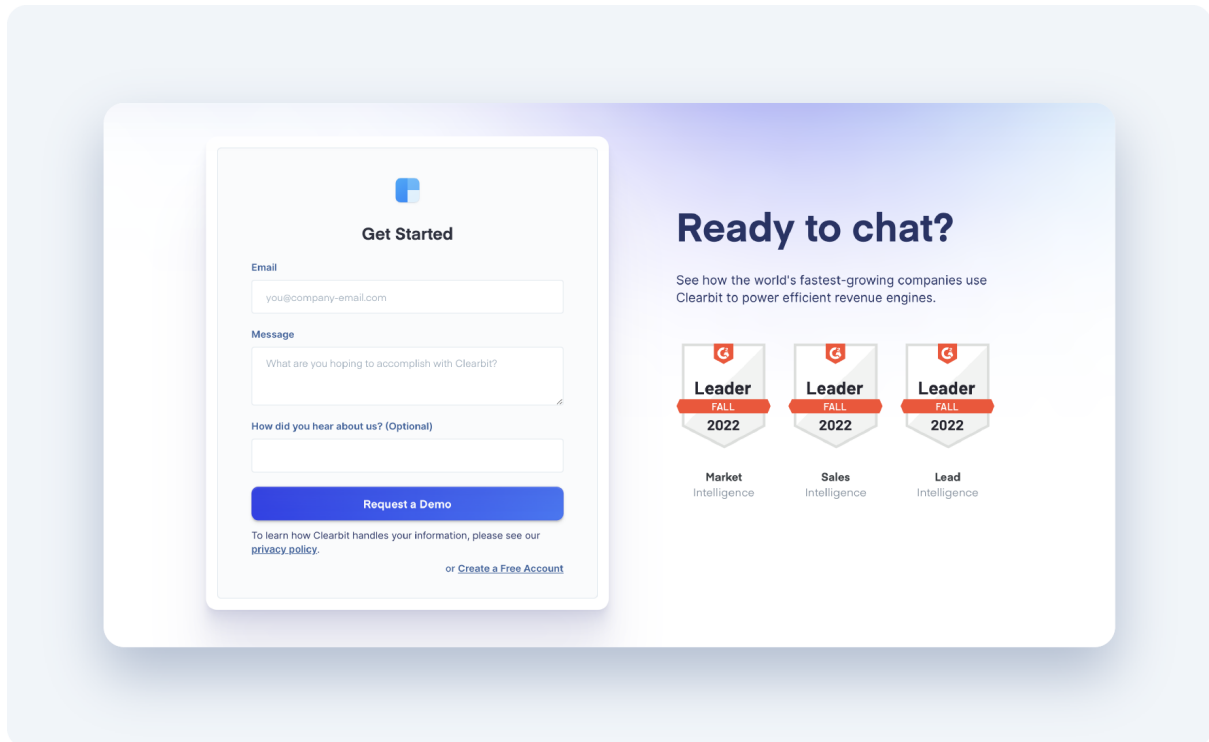
- **Your lead magnet must solve a specific, relevant problem.** Generic freebies like “Subscribe for updates” are outdated. Instead, offer something laser-focused on your audience’s needs.
 - free product trial for a software tool
 - recipe cheat sheet for a meal service
 - 5-step roadmap for a strategy firm

It should be something your ideal customer would gladly pay for. Only you’re giving it away free. Great value!

The screenshot shows the 'niceboard' website. The navigation bar includes 'Product', 'Use cases', 'Pricing', and 'Resources', along with a 'Sign in' button. The main content area features a lead magnet titled 'Launch a job board in minutes' with four bullet points: '100% free for 7 days', 'Go live in under 10 minutes', 'Over \$2.5MM paid out to our customers', and 'Cancel at any time'. Below this, it says 'Loved by hundreds of organizations, big and small' and lists logos for superpath, evit, NONPROFIT, TALENT, mave, Capterra, GetApp, and Software Advice, each with a 4.9/5 star rating. A red arrow points from the lead magnet section to a yellow-bordered sign-up form titled 'Start a free trial'. The form includes fields for 'Your name' (Jane Doe), 'Your company' (Acme Co), 'Your work email' (jane@acme.com), and 'Create a password'. A 'Next' button is at the bottom, with a link to 'Terms Of Service and Privacy Policy' above it.

- **Placement matters more than you think.** Your most visited pages are the best opportunities to insert a high-converting form. Ideal placements include:
 - **Homepage, above the fold** – Catch new visitors immediately.
 - **End of blog posts** – When visitors finish reading, they’re warm.
 - **Exit-intent popups** – A last chance to grab attention before they leave.

- **In-product or post-purchase** – For digital products or upsells.
- **Short forms always win.** Ask only for the essentials. Usually just a name and email. The fewer fields you have, the higher your conversion rate. Bonus tip: if you need more info (like industry or budget), use conditional fields, a follow-up email, or an onboarding survey.

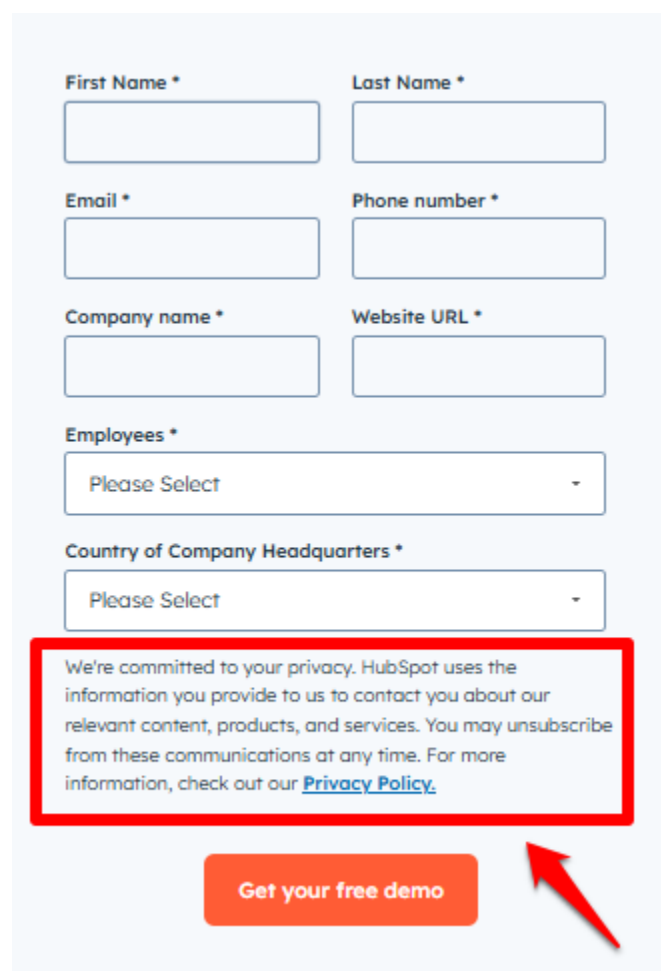


- **Clarity crushes cleverness.** Make your headline and CTA crystal clear. “Get Your Free Financial Planning Template” will always outperform “Join Our Inner Circle.” And replace “Submit” with CTA buttons like:
 - “Send Me The Template”
 - “Get My Free Audit”
 - “Start My Strategy Plan”

Build an Experience, Not Just a Form

Your form isn't a standalone box. It's part of a full experience. From the surrounding copy to the design and confirmation message, every detail should reinforce trust and deliver value.

- **Use microcopy to reduce anxiety.** Beneath your form, add reassurance like: "We'll never spam you" or "You can unsubscribe at any time." It's a small touch that increases signups significantly.



The image shows a HubSpot lead capture form with the following fields:

- First Name *
- Last Name *
- Email *
- Phone number *
- Company name *
- Website URL *
- Employees * (dropdown menu with "Please Select")
- Country of Company Headquarters * (dropdown menu with "Please Select")

Below the form fields, a red box highlights the following privacy notice:

We're committed to your privacy. HubSpot uses the information you provide to us to contact you about our relevant content, products, and services. You may unsubscribe from these communications at any time. For more information, check out our [Privacy Policy](#).

At the bottom of the form is an orange button that says "Get your free demo". A red arrow points from the privacy notice box to this button.

- **Test formats beyond static boxes.** Consider more interactive lead capture formats, like:

- **Quizzes** – Great for segmenting users and recommending products.
- **Multi-step forms** – Reduce perceived effort by collecting info across steps.
- **Slide-in banners** – Subtle and less disruptive than pop-ups.
- **Design your form to pop.** Use whitespace, borders, or soft shadows to make your form feel like a card or spotlighted section. Avoid stuffing it between clutter. Visitors won't find or trust it.

Oula uses plenty of white spaces in its popup form. It's clean, relatable, and aesthetically pleasing.

The screenshot shows the Oula website with a prominent popup form. The popup is titled "Unlock Oula's complimentary guide" and offers "Oula's Guide to Preconception & the First Trimester". It includes a form with fields for "FIRST NAME", "LAST NAME", "EMAIL", and "ZIP CODE", along with a "GET YOUR GUIDE!" button. To the right of the form is a preview of the guide, which features a pregnant woman and the text "Oula's Guide to Preconception & the First Trimester". The background of the website shows the Oula logo, the text "Deliver mater", "2K+ babies delivered", and a "BOOK NOW" button. At the bottom of the popup, there is a link: "INTERESTED IN LEARNING MORE ABOUT OULA? [BOOK A FREE INFORMATIONAL CALL](#)".

- **Deliver instantly.** Once someone opts in, send the promised freebie *immediately*. Use an automated email to thank them, deliver the download, and optionally introduce your product or service with a soft pitch.
- **Turn your leads into customers.** Your form is only step one. What happens next matters. Your thank-you page or confirmation email is prime real estate. Use it to:
 - Offer a limited-time deal.

- Invite them to a webinar or community.
- Encourage them to book a free consultation or watch a case study.
- **Tools to help you integrate lead capture forms to your website:**

You don't need a developer to create powerful lead capture forms. Try:

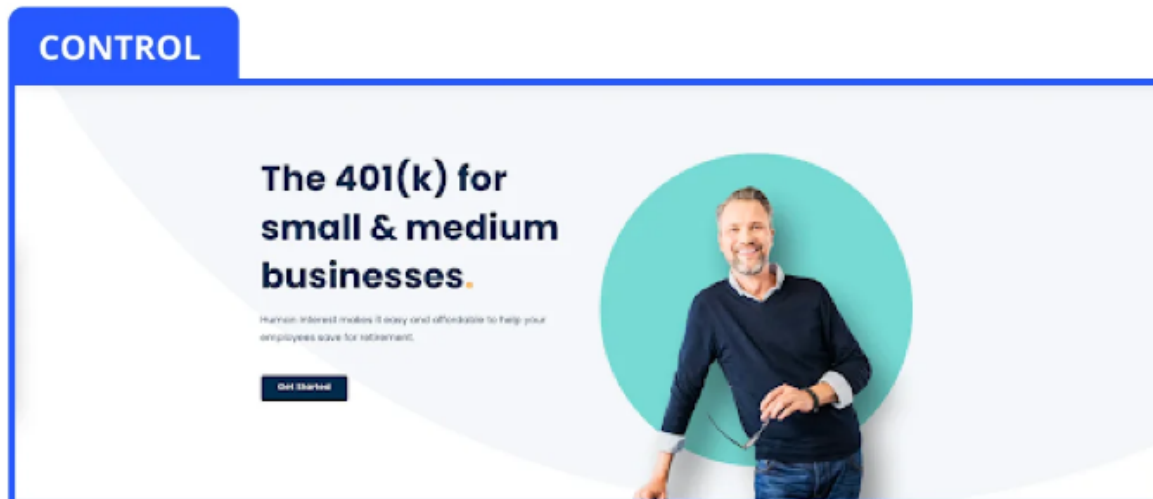
- **Kit** – Best for creators and digital products.
- **Typeform** – Best for interactive forms and quizzes.
- **Jotform** – Flexible and beginner-friendly.
- **Mailchimp** – Great for simple forms and email automation.
- **Leadpages** – Excellent for form landing pages and split testing.

Brands that Improved Conversions with Lead Forms

Case Study #1: Human Interest

Problem: Human Interest wants to boost conversions on their campaign landing pages built with Contentful. The goal is to get more leads to contact their sales team by improving how users interact with the contact form.

(please see screenshot on next page)



Strategy: The brand hypothesizes that embedding the lead capture form directly in the masthead (above the fold) will increase conversions compared to a simple CTA button linking to the form. They run an A/B test between the original page and the variation (below) with the embedded form.

The image shows the 'VARIATION' version of the landing page. It features an orange header with a trophy icon and the word 'VARIATION' in white. The main content area has a light blue background with a large teal circle on the right containing a photo of a smiling man. To the left of the circle, the text reads 'The 401(k) for small and medium-sized businesses.' Below this text is a lead capture form with the following fields: 'First name' (with a dropdown arrow), 'Last name', 'Work email', 'Phone number', 'Company name', and 'Your role' (with a dropdown arrow). Below the form is a dark blue button with the text 'Get Started' in white.

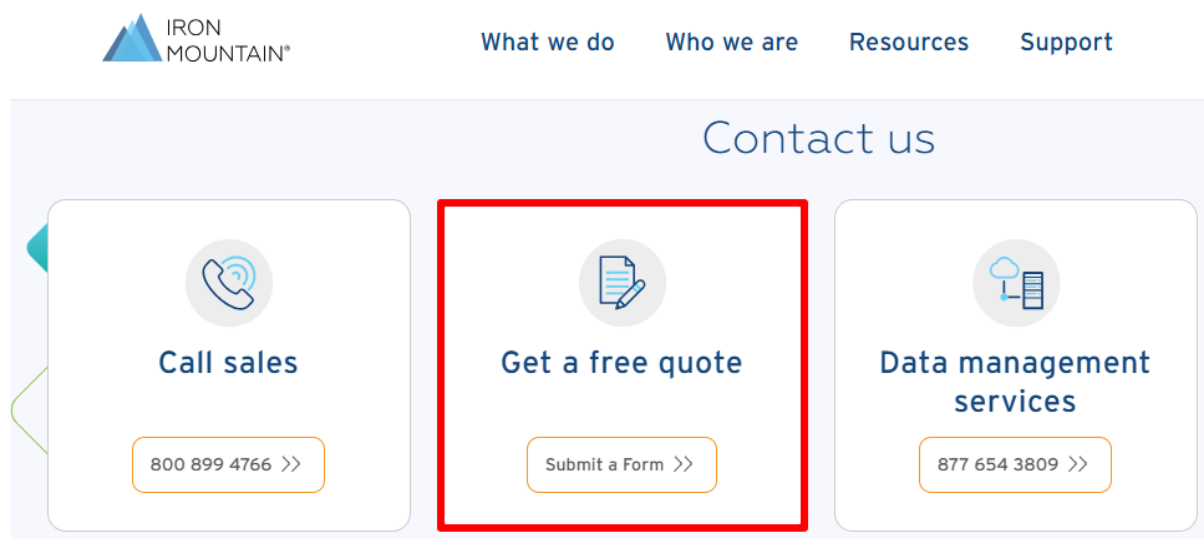
Result: The variation increases conversion rate by 3.77%, a 75.84% improvement from control. That's a big difference!

Case Study #2: Iron Mountain

Problem/Challenge: Iron Mountain faces a challenge with their lead capture forms, as they're not converting as effectively as they had hoped. They realize that simplifying the process and improving the clarity of the CTA could increase conversions and engagement with potential customers.

Strategy: Iron Mountain uses Unbounce to design a simplified lead capture page with a clearer, more compelling CTA. The team A/B tests two variations of the page—one with a button that opens up a streamlined form and one with more detailed options. Their hypothesis is that reducing friction will lead to higher conversion rates.

Control:



Variation:

Get in touch with us

Service of Interest ▼

First Name Last Name

Company Job Title

Business Email Business Phone

United States ▼ Zip/Postal Code

Comments

Do we have your consent to email you? ▼

Contact Us

By submitting this form I agree that Iron Mountain may process my data as described in Iron Mountain's [privacy policy](#).

Result: By switching from a 2-step form to a dedicated lead capture page, the variation leads to a 15% improvement in lead capture form submissions. This demonstrates the power of simplifying the user experience and optimizing the CTA for greater clarity and ease of use.

How to Apply This to Your Brand:

- **Design a clear and engaging form:** Keep your lead capture forms simple and user-friendly. Use concise fields that ask for only essential information (e.g., name, email) to prevent friction.

- **Optimize placement for visibility:** Position your forms above the fold on key landing pages, such as your homepage or product pages, to maximize exposure and ease of access.
- **Incorporate enticing CTAs:** Use action-oriented language like "Get Started" or "Unlock Your Offer" that encourages visitors to take immediate action.
- **Personalize the experience:** Use dynamic fields or pre-filled data (if possible) to create a more personalized user experience and increase conversions.
- **Test and iterate:** Use A/B testing to compare different lead capture form versions and identify the highest-performing design and copy.

5-Minute Jumpstart:

- Design a simple lead capture form with 3-4 fields.
- Place the form on high-traffic pages like the homepage or checkout page.
- Use a bold, action-driven CTA to drive conversions.
- Test multiple versions of the form (design, copy, CTA) to see which performs best.
- Monitor the results and optimize based on the data gathered.

⚡ Looking for more help? My team at Influcity will review your entire website and give you actionable feedback. [Get a Marketing ROI Checkup now.](#)

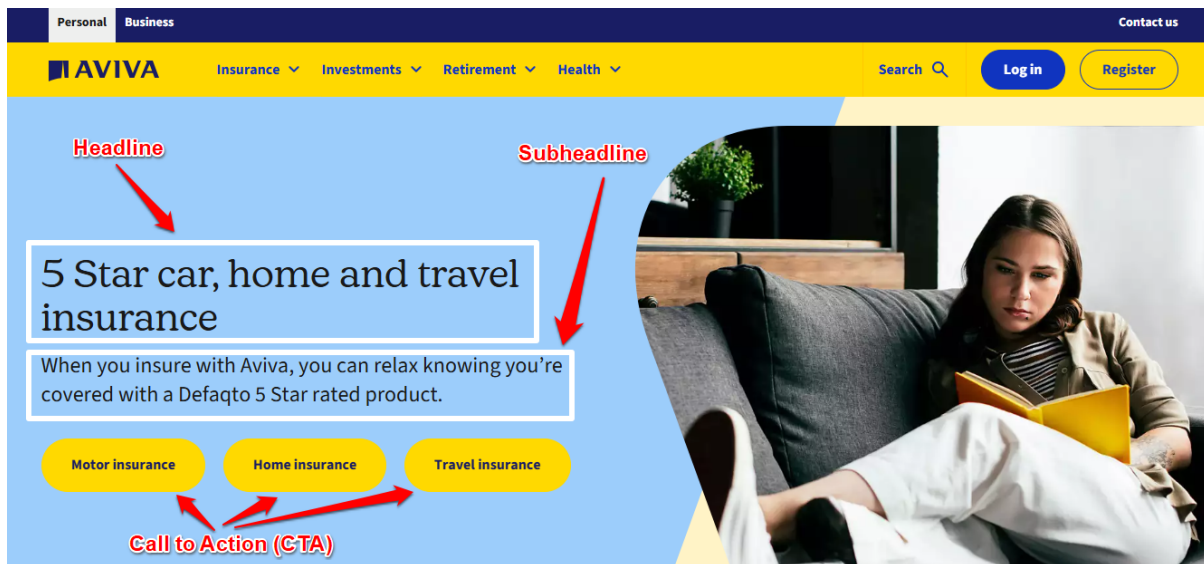
Step #4: Core Website Copy

Your website is a 24/7 sales machine. But here's the hard truth: Design may grab attention, however it's your words that do the **selling**.

If your copy is vague, confusing, or focused on the wrong things, visitors won't stick around. And they definitely won't convert.

When it comes to converting website visitors into customers, the words you use are everything. Strong, persuasive copy can make or break your sales process. Headlines, subheads, and CTA's are the key pieces of your website's content that drive the visitor's journey toward making a decision.

These elements serve as the roadmap, guiding users through your site, providing clarity, and ultimately nudging them toward the desired action.



Effective website copy should focus on clarity, empathy, and urgency, ensuring your message resonates with visitors while compelling them to take the next step in the buying process.

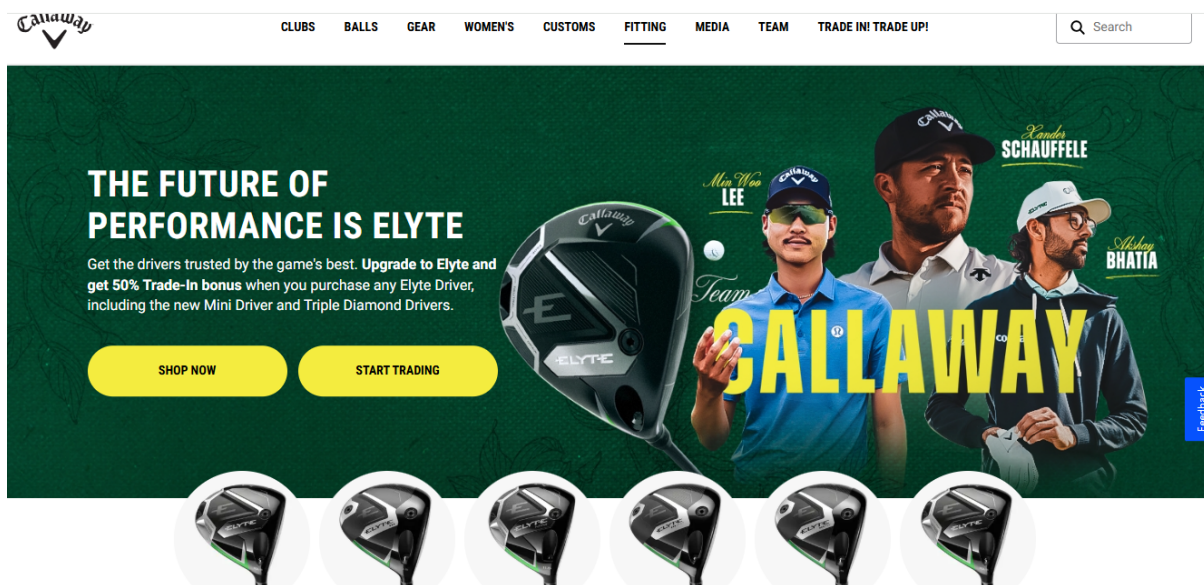
Why Website Copy Is Critical for Conversion

Your website's core copy does more than just explain what you offer. It's a tool designed to persuade, engage, and guide users to the next logical step. The words on your site should:

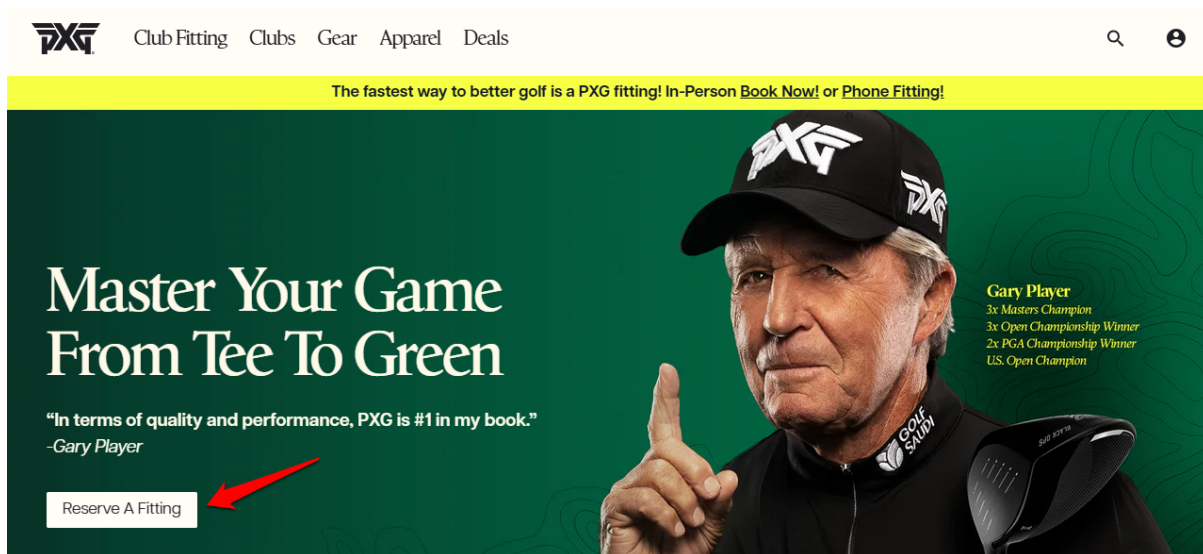
1. **Capture attention:** Your headlines and subheads must immediately grab the visitor's attention and make them want to keep reading. Without this, they will click away.



2. **Provide clarity:** Every visitor who lands on your website should immediately understand *what your product or service does* and *how it benefits them*. If there's confusion, they will bounce. While words are powerful, sometimes, you need to pair it with the right visual just like Callaway did:



3. **Create urgency:** Copy should prompt visitors to act now, leveraging urgency and clear CTAs to encourage faster decision-making.
4. **Build trust:** Persuasive copy helps establish your credibility. This includes aligning your tone, being empathetic to the visitor's pain points, and offering tangible benefits.
5. **Drive action:** The ultimate goal of your website copy is to get visitors to take action—whether that's making a purchase, signing up for a demo, downloading a freebie, or filling out a form.



The Role of Headlines in Website Conversion

Headlines are the first thing your visitors will see when they land on your site. First impressions count, and a strong headline can make the difference between a visitor sticking around or bouncing within seconds.

Onnit Labs, a brain supplement brand has a striking but clear headline.

(please see screenshot on next page)

THE ULTIMATE WAY TO GET IN THE ZONE 

Alpha BRAIN® Collection



mobile → og Noptimized Efficient

ALPHA BRAIN FOCUS SHOT
FOR ON THE GO

ALPHA BRAIN
THE ORIGINAL RECIPE

ALPHA BRAIN BLACK LABEL
THE ULTIMATE IN GET STUFF DONE

ALPHA BRAIN INSTANT
FOR FAST ACTING ENERGY

Alpha BRAIN is a caffeine-free supplement that supports memory, focus, and mental processing speed. Choose between capsules or our delicious shots and drink mixes.

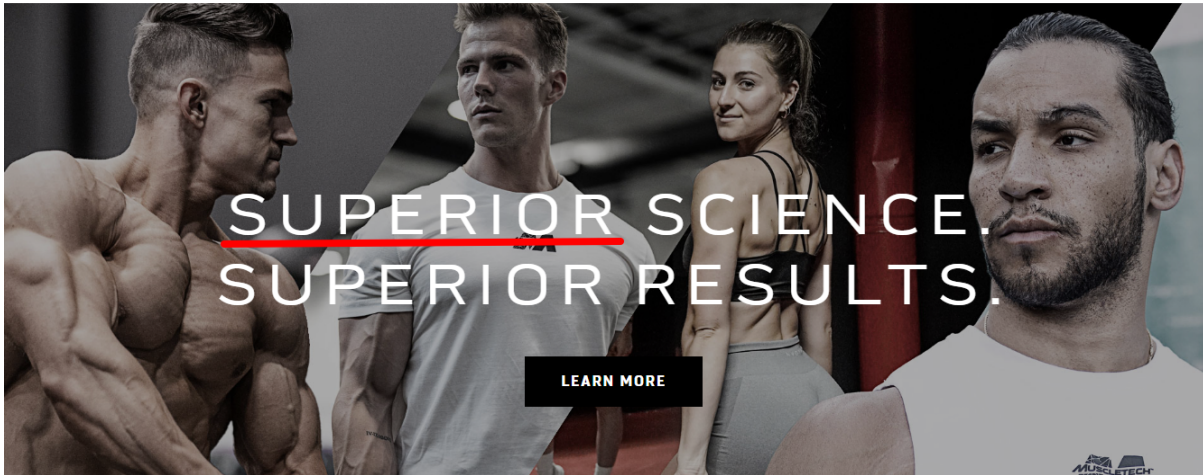
[Shop Now](#)

Follow these tips to craft irresistible headlines:

1. **Focus on the benefit:** Your headline should immediately communicate the main benefit your audience will gain from your product or service. For example, if you offer a software solution, you could say “Unlock Efficiency with Our All-in-One Project Management Tool.” Here, the benefit is clear: your product will save them time and improve productivity.
2. **Use Power Words:** Power words like "instant," "easy," "proven," and "guaranteed" evoke emotion and excitement. They can instantly give your headline energy and make it stand out. In the screenshot on the next page, MuscleTech uses “Superior”. Now that’s a powerful word to captivate the audience.



SIGN UP FOR OUR NEWSLETTER



3. **Be specific:** Vague headlines don't capture attention. Instead of a generic headline like "The Best Way To Increase Web Traffic," say something more specific: "Increase Your Website Traffic by 300% with Our Proven SEO Tools."
4. **Solve a problem:** Great headlines speak directly to a pain point your audience faces. A headline like *Struggling to Get Sales? Our Platform Makes Conversions Easy* immediately addresses a challenge that the visitor likely relates to and offers a solution.

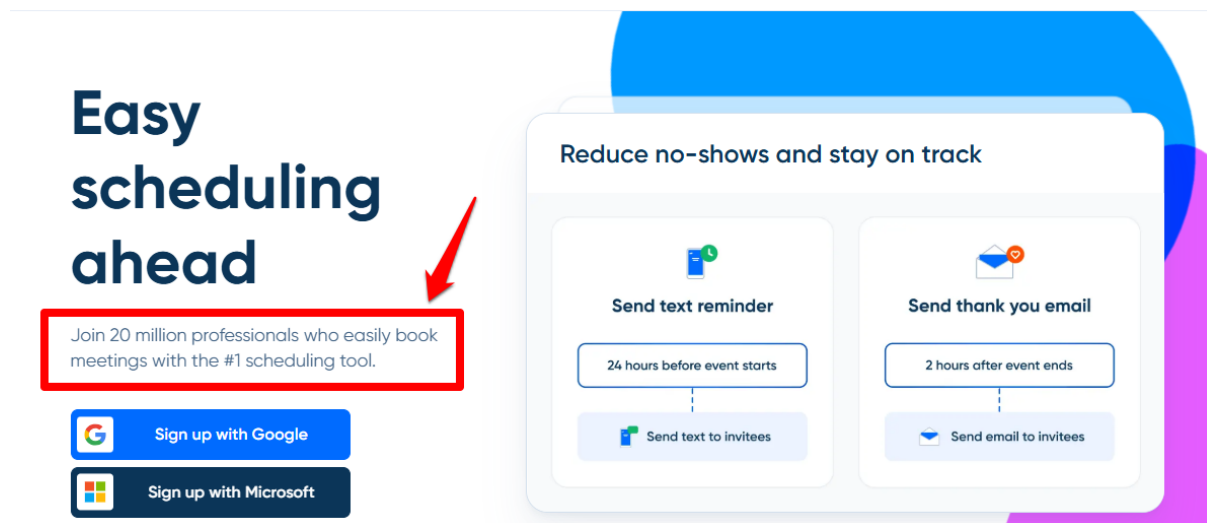
Examples of Powerful Headlines

- **Before:** "Our Software Helps You Get More Customers"
After: "Gain 100+ Customers Every Month with Our Marketing Automation Tool"
- **Before:** "The Best Tool for Entrepreneurs"
After: "Skyrocket Your Startup's Growth with Our All-in-One Business Toolkit"

The Importance of Subheadlines

Subheadlines are your supporting players, building on the promise made by your headline. While your headline grabs attention, your subheadlines offer a deeper explanation of the value and reinforce the message.

Calendly takes it a step further. Instead of a creative subheadline, they use social proof to nudge potential customers/businesses to join the movement.



How to Write Compelling Subheadlines:

1. **Clarify your headline:** If your headline is bold and attention-grabbing, your subheadline should elaborate on what that means for the visitor. It's your chance to reinforce your value proposition and connect emotionally.
2. **Explain the "How":** If your headline promises a benefit, your subheadline should explain **how** your product or service delivers that promise. If your headline is "Boost Sales in 30 Days," your subhead could explain the specific methodology, such as "Our simple 3-step process helps you convert leads into customers faster."

CRUSH YOUR GOALS WITHOUT SHAME OR GUILT



What would happen if you had a **1-on-1 online fitness & nutrition coach** to help you get in shape, eat better, and stay consistent?

3. **Appeal to emotion:** Your subheadline is another opportunity to tap into the visitor's emotions. If they are looking for a solution to a specific problem, use this space to connect with their pain points and show them how your solution can improve their situation.

Examples of Effective Subheadlines

- **Before:** "We Help You Drive More Traffic"
After: "Increase Your Website Traffic by 200% with Our Expert SEO Tools"
- **Before:** "We Offer a Marketing Platform"
After: "Our Marketing Platform Saves You Time and Increases Your ROI by 30%"

Calls to Action (CTAs)

A well-crafted call-to-action is the decisive element that prompts your visitor to take the next step. A great CTA should feel like an invitation to take action, but it must also provide enough incentive for the visitor to actually follow through.

Best Practices for Writing Compelling CTA's

1. **Use action-oriented language:** CTA's should be clear and action-driven. Instead of using vague phrases like "Click Here" or "Learn More," opt for more compelling, specific actions such as "Start Your Free Trial," "Book a Demo," or "Download Now."

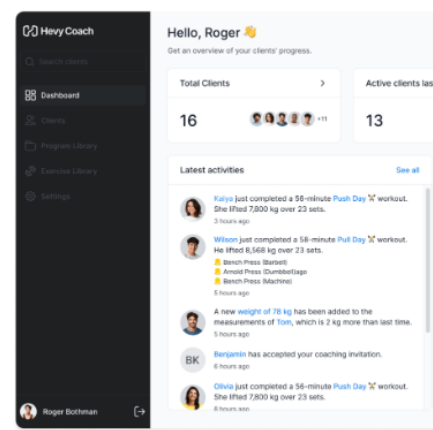
[Home](#)[Product](#) ▾[Pricing](#)[Resources](#) ▾[About Us](#)

Simple Personal Trainer Software for Professional Coaches

Take your coaching business to the next level using intuitive personal trainer software, and deliver a world class experience to your clients. Built by the Hevy team.

[Start 30 Day Free Trial](#)

No credit card required



2. **Create urgency:** Words like "now," "today," or "before it's too late" can help push visitors to act right away. For example: "Get Started Today" or "Claim Your Spot Now" encourages immediate action.
3. **Highlight the benefit:** Tell visitors exactly what they will get from clicking the CTA. If you're offering a free trial, say something like "Start Your Free Trial Today" or "Unlock Your Free 14-Day Trial." By emphasizing the free value they'll receive, you increase the likelihood of conversion.
4. **Keep it short and sweet:** A CTA should be short and easy to understand. Use direct verbs that tell visitors what to do, and make sure there's no ambiguity. It should be actionable and unmissable.
5. **Make it stand out:** Your CTA should visually stand out on the page. Use contrasting colors, larger fonts, or buttons that make the CTA easy to spot. It

should be a focal point of the page.

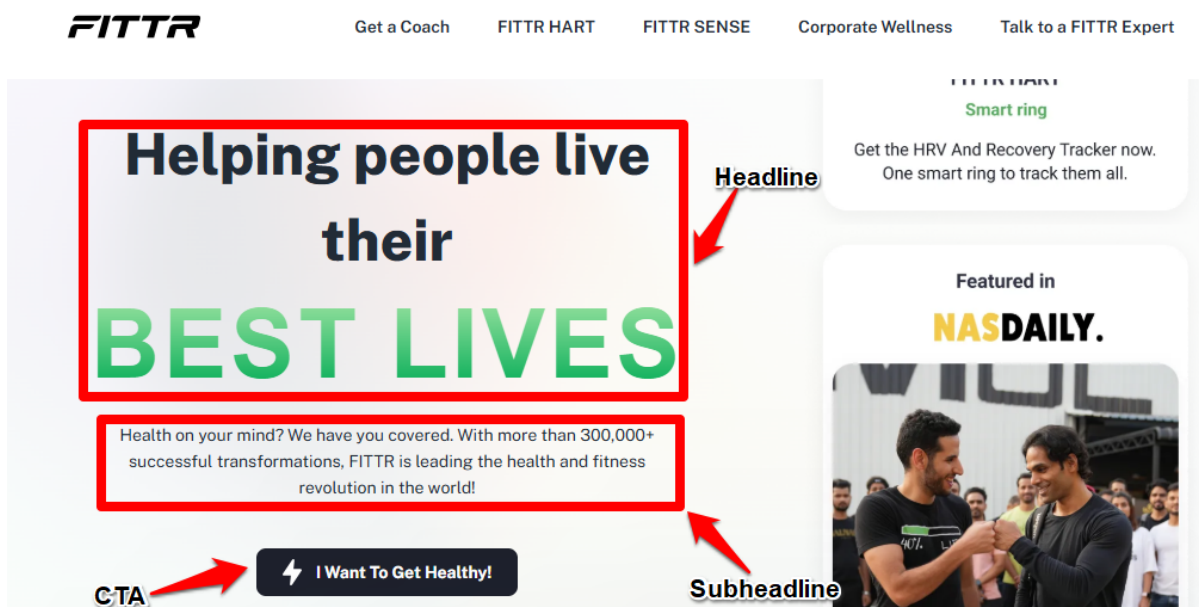
Examples of Effective CTAs

- **Before:** “Contact Us”
After: “Get Your Free Consultation Today”
- **Before:** “Sign Up”
After: “Claim Your Free Trial Now”

Strategic Placement of Core Copy on Your Website

Now that you’ve crafted powerful headlines, subheads, and CTAs, it’s time to strategically place them across your website to maximize conversions. Here’s where each element should go:

1. **Headlines:** Place them above the fold on your homepage, product pages, and landing pages. The headline is the first thing visitors see, so it should clearly communicate your value proposition. Triple check on desktop, tablet, and mobile to ensure it’s always above the fold.
2. **Subheads:** Use subheads directly below the headline or CTA buttons to expand on your message. This is especially effective when you want to address objections or provide more context.
3. **CTA’s:** Include them in the following spots:
 - Above the fold (on key pages like home, product, and pricing pages)
 - Near the bottom of long-form content or sales pages
 - At the end of blog posts or content that provides value



How to Apply This to Your Brand

1. **Brainstorm Key Benefits:** Write down 3-4 primary benefits of your product or service. Use these to shape your headlines and subheads.
2. **Test Your CTA's:** Experiment with different action verbs and urgency phrases in your CTAs. Test "Download Now" vs. "Get Started Today" to see which gets more clicks.
3. **Ensure Clarity:** Review all of your core website copy for clarity. Ask yourself: Does the visitor immediately understand what's in it for them? Does your CTA feel like a natural next step?

5-Minute Jumpstart

1. **Review and Revise Your Headlines:** Look over your homepage headline. Does it clearly communicate the main benefit of your product or service? If not, write and rewrite with a strong focus on value.
2. **Refine Your Subheads:** Make sure your subheads expand on the headline and provide clarity. Each subhead should explain the how behind the value

proposition.

3. **Update Your CTAs:** Review every CTA on your website. Are they action-oriented and urgent? Do they highlight a benefit? Test changes for stronger performance.
4. **Place Core Copy Strategically:** Ensure that each page of your website contains a strong headline, subhead, and CTA in key spots—above the fold, near CTAs, and in the flow of the page.

 Want our award-winning copywriting team to review your website? Influicity can help. [Reach Out To Book Your Marketing ROI Checkup now.](#)

Step #5: A/B Testing & Continuous Optimization

You don't need a perfect website.

You need a **website that keeps getting better.**

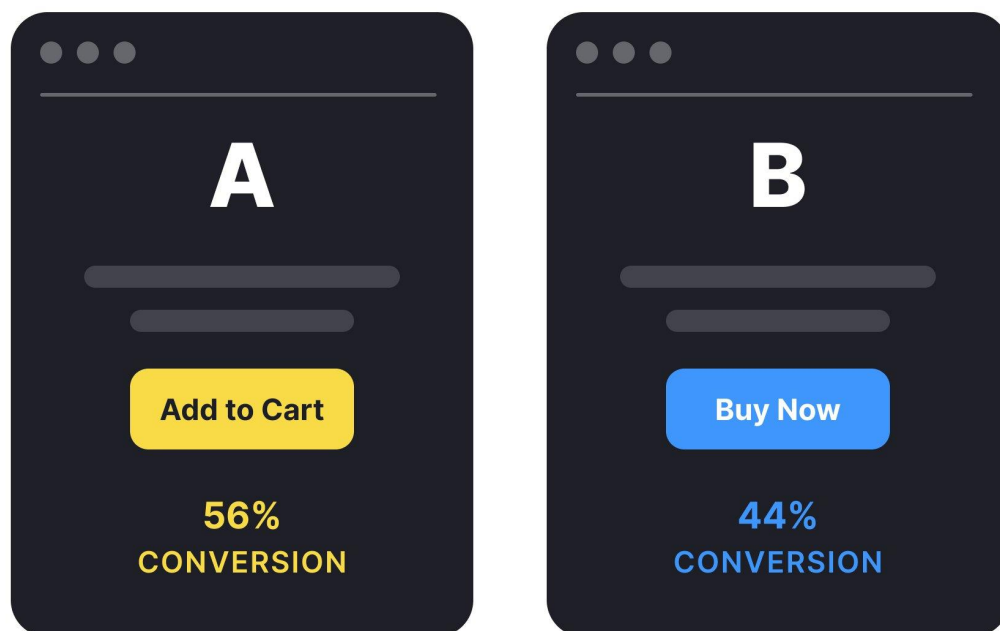
That's the power of A/B testing. It's how you go from "just okay" to "this page prints money."

The truth? Most websites are leaking conversions. Headlines that don't connect. CTA's that go ignored. Layouts that confuse instead of convert. But here's the good news: these aren't permanent flaws. They're fixable. And the fix starts with testing, not guessing.

A/B testing removes the guesswork and replaces it with data. It tells you what works and what doesn't. Based on how *real visitors* behave.

What is A/B Testing?

A/B testing (or split testing) is the process of comparing two versions of a webpage element — like a headline, CTA button, or layout — to see which one performs better.



You show *version A* to one group of users and *version B* to another, then track which version leads to more clicks, signups, purchases, or whatever your goal is.

It's simple. But when done right, it's transformative.

Let's say your SaaS landing page headline says:

A: "Automate Your Workflow with Ease"

And you test it against:

B: "Save 15 Hours a Week with Our Automation Tools"

You run the test for two weeks. Headline B results in 24% more demo bookings. Boom. Now you've got a winning headline backed by data.

Why A/B Testing Matters So Much

The journey from awareness to conversion can involve multiple touchpoints. That means small improvements can have compounding results.

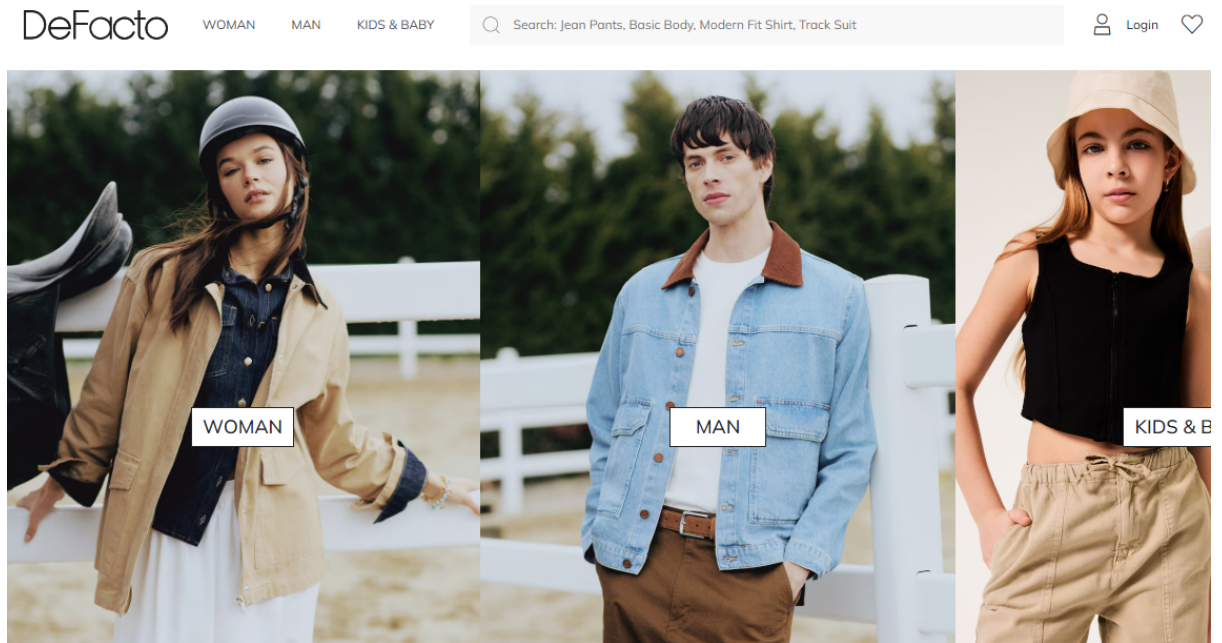
It could be as simple as:

- Testing different product images
- Testing urgency-driven CTAs (e.g. "Buy Now" vs "Claim Your Offer")
- Testing checkout flows or discount placement
- Testing headline messaging on a demo or pricing page
- Testing form lengths for lead capture
- Testing free trial vs demo call CTA's

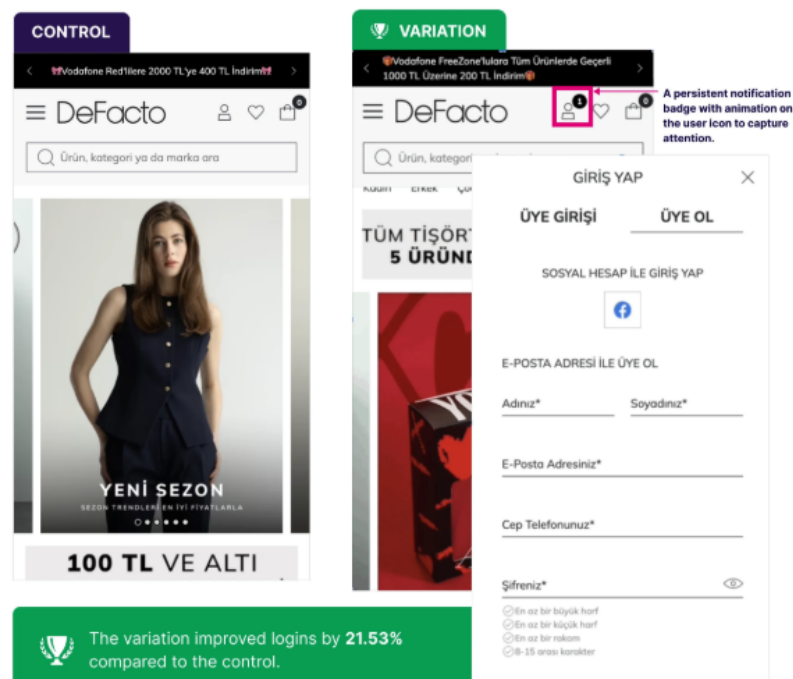
These aren't just design tweaks. They're revenue levers.

DeFacto's challenge for Black Friday was to increase user registrations and logins, as past sales boosts didn't translate to higher user acquisition.

The team identified that many users neglected to register or log in, hindering conversions.



To address this, they conducted an A/B test using VWO's Visual Editor. The control version had static user icons, while the variation added a persistent, animated notification badge on the user icon to capture attention.



This change aimed to make registration and login more visible, ultimately improving user acquisition and driving higher conversion rates during the busy sales period.

What Should You Test First?

Here's a rule of thumb: test the elements that are closest to the conversion. These will usually give you the biggest returns early on.

Start with:

- Headlines (Do they clearly promise an outcome?)
- CTA buttons (Do they create urgency or benefit?)
- Hero sections (Does it hook people right away?)
- Pricing page layout (For SaaS)
- Product pages and checkout flows (For e-commerce)

Once you've nailed the fundamentals, then test supporting elements like testimonials, images, or trust badges.

Also: test one element at a time. If you change your headline, button, and offer in the same test. You won't know what caused the lift or drop.

Optimization is a continuous game

Testing is not a one-time task. It's a culture. Because your audience, traffic sources, and offers evolve over time. What worked last quarter might underperform next month.

That's why the best brands never stop optimizing.

Top-performing websites have a dedicated testing calendar. They review analytics weekly. They know their bounce rates, scroll depths, and click-through rates. And they use those insights to make smart changes, not random redesigns.

And the brands that win long-term? They don't chase vanity metrics. They optimize for real conversion goals. Booked calls, completed purchases, demo signups, subscriptions.

The Right Tools for the Job

You don't need an in-house dev team or enterprise-level budget to run powerful A/B tests.

Here are some tools you can use:

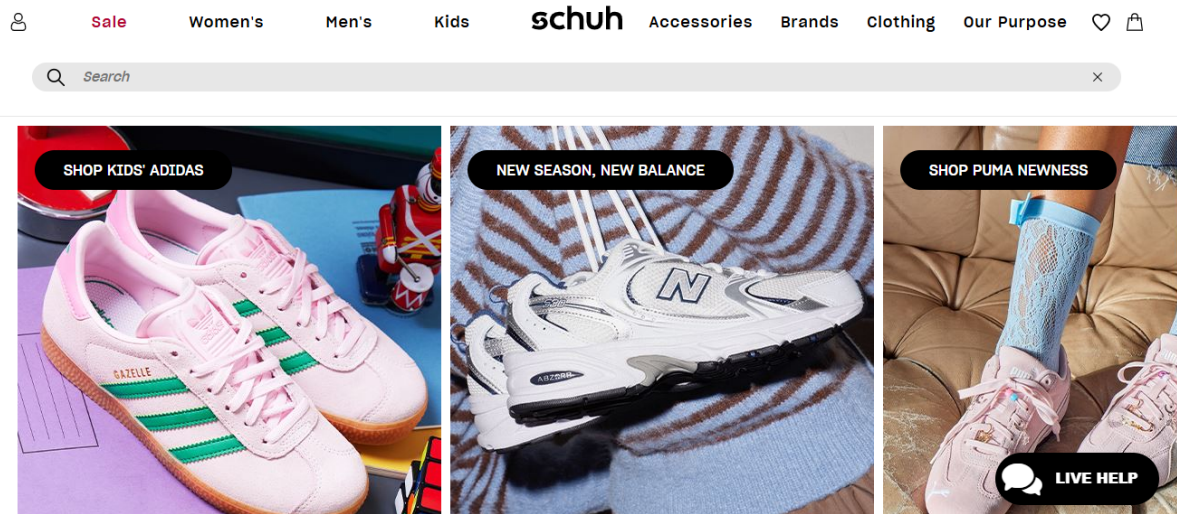
- VWO – Great for SaaS and startups
- Convert.com – High accuracy testing
- Hotjar / Microsoft Clarity – For heatmaps and session recordings

Start small. Run simple tests. Let the data guide you.

Brands that Increase Conversion Rates with A/B Split Testing

Case Study #1: schuh

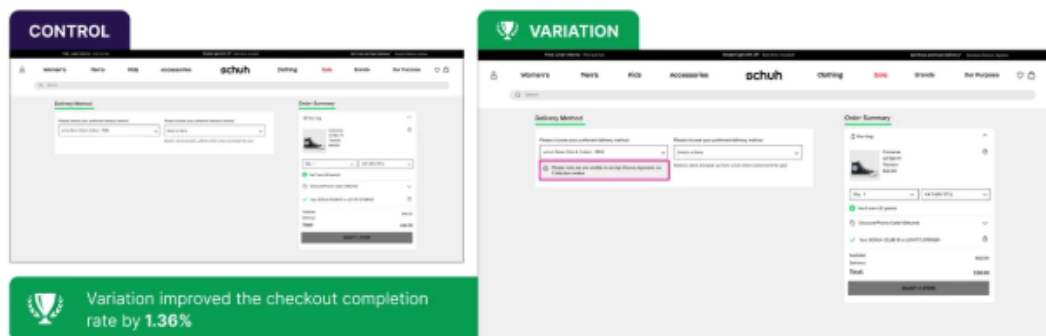
Challenge/Problem: Schuh, a leading fashion footwear retailer, aims to improve checkout completion rates and increase in-store product reservations.



They identify two key issues:

- Klarna payment options are not being clearly displayed for certain delivery methods
- "Collect or Reserve" CTA is too far down the product page.

Strategy: The CRO team conducts the A/B tests. For Klarna, they test displaying a message about payment availability at the delivery selection stage. For the CTA, they move the "Collect or Reserve" button higher on the page to improve visibility.

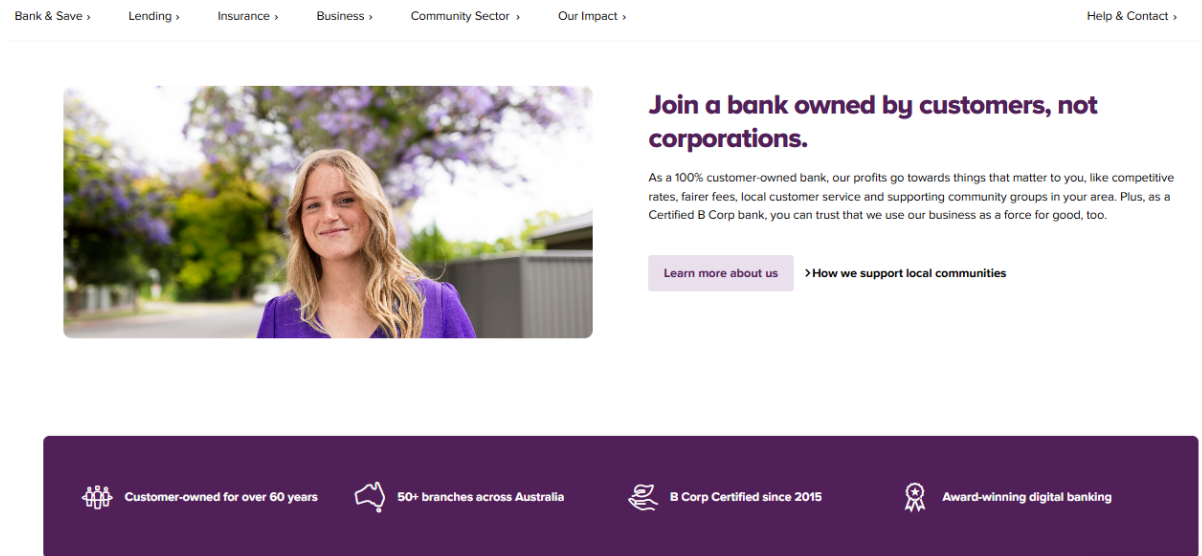


Results: The Klarna test (Variation B) increases checkout completion rates by 1.36%. Moving the "Collect or Reserve" CTA higher boosts its conversion rate by 19.7%, without affecting the primary "Add-to-Bag" CTA.

Case Study #2: Beyond Bank

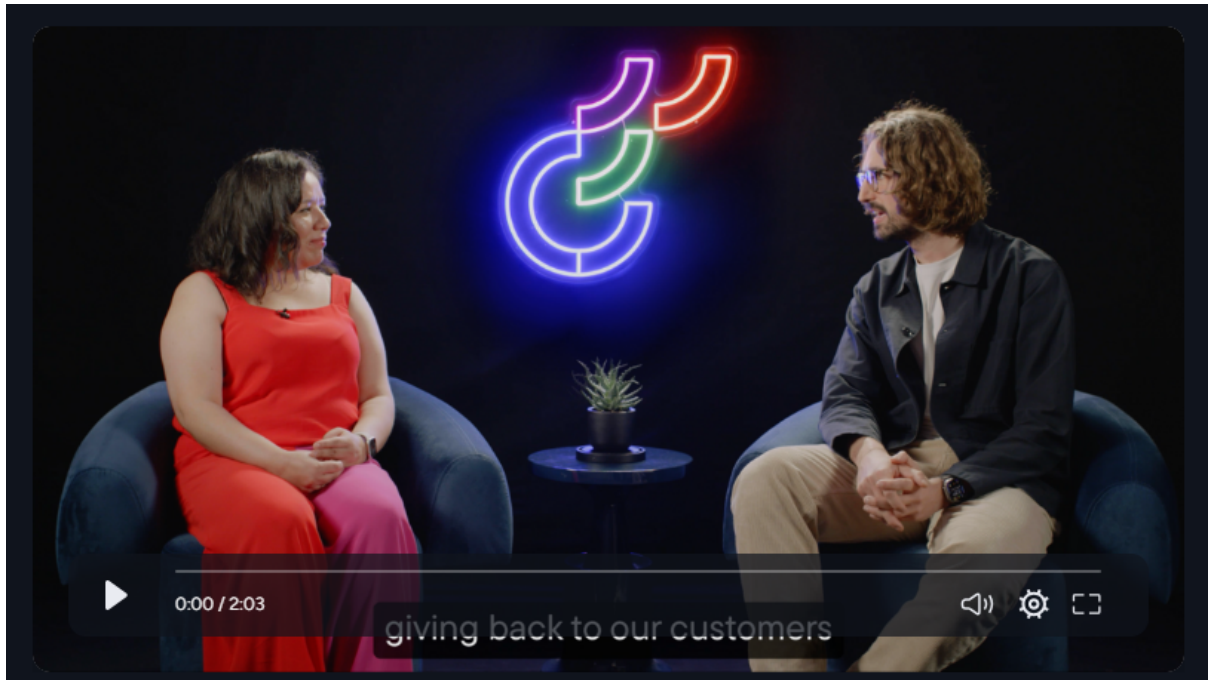
Beyond Bank wants to translate their relationship banking model into the digital space, ensuring customers receive a personalized experience online, similar to what they experience in branches.

(please see screenshot on next page)



The focus is on improving efficiency, usability, and personalization, making interactions more seamless and customer-friendly.

Strategy: The team uses customer research to identify pain points, ensuring an evidence-based approach to digital transformation. They leverage Optimizely's Content Management System and ODP to create tailored digital experiences based on customer insights.



Through early testing and validation with customers, the team refines the user experience before launch. The website redesign prioritizes streamlining content, ensuring compliance and security while enhancing the overall customer journey.

Results: This approach leads to a 35% increase in customer satisfaction, demonstrating the impact of continuous optimization.

The focus on personalization and removing friction from the customer journey helps create a modern, efficient experience, ensuring that every digital interaction is meaningful and effective.

Beyond Bank was able to successfully bring their personalized banking experience to the digital platform while meeting the highest standards for quality and security.

How to Apply This to Your Brand

- **Pick 1 high-traffic page** (like your homepage, product page, or demo signup) and decide what conversion you want to improve.
- **Set up a basic A/B test** with one clear variable (e.g., headline or CTA button). Use VWO to set up the test.

- **Track results for at least 7–14 days** or until you get 500+ visitors per version.
- **Document your results** and build a testing log. This becomes your brand's optimization playbook.
- **Make optimization a weekly or monthly ritual.** Review analytics, brainstorm new test ideas, and implement consistently.

5-Minute Jumpstart

- Choose one CTA on your homepage and write 2 alternate versions: one focused on urgency, one on outcome.
- Install a free tool like Microsoft Clarity to see how users interact with your page.
- Audit your top 3 pages for weak or unclear copy—highlight one element to test on each.
- Add a recurring reminder every Monday to review site analytics and conversion metrics.
- Create a simple spreadsheet to log what you've tested, what worked, and what didn't.

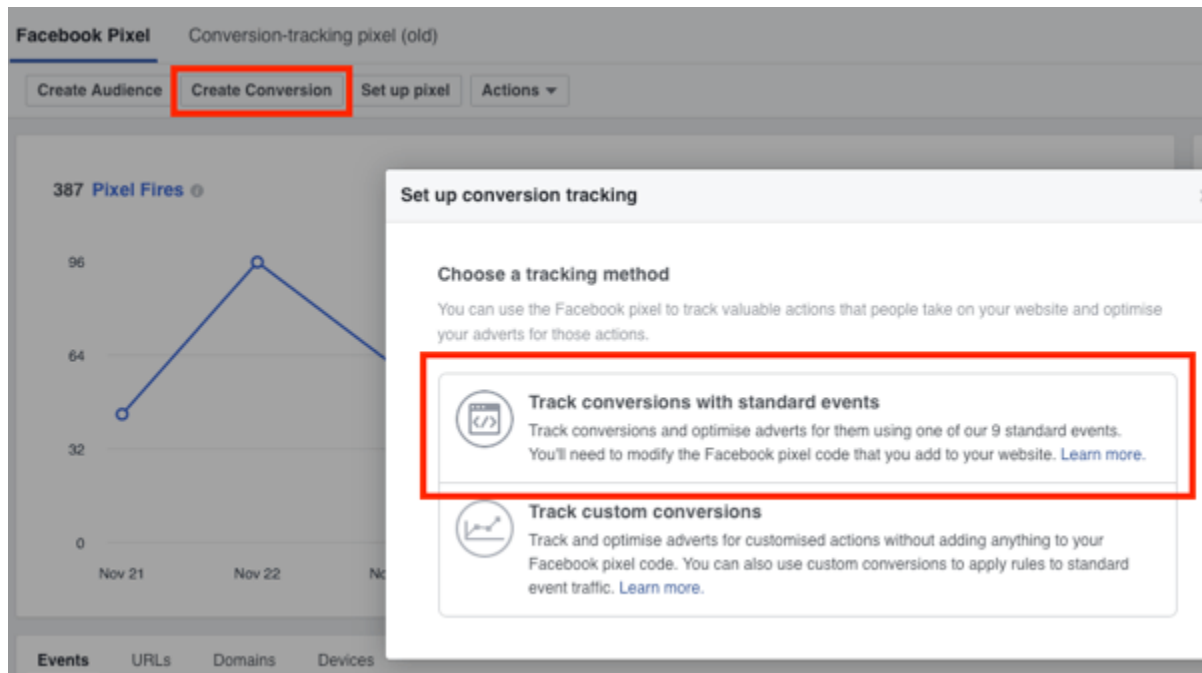


Need help with your web design and content strategy? My team at Influcity can evaluate and make recommendations for your brands across social media, search, and more. [Book a Marketing ROI Checkup now.](#)

Step #6: Conversion Tracking

You can't improve what you don't track.

Suppose you've invested in Meta ads. You've nailed your offer. Your landing pages are sharp. But you're not tracking conversions properly. So you're basically flying blind. And burning your budget.



Conversion tracking is the backbone of profitable marketing. It tells you *what's working, what's wasting money, and where to double down*. Without it, your reports are just vanity metrics: likes, clicks, maybe even traffic. But no real clarity on whether any of it drives results.

Here's the good news: with the right setup, you'll know exactly where leads are coming from, which campaigns generate sales, and how your website contributes to business growth.

Let's break it all down.

And just a quick note — this section gets a bit technical. So I'll go through it slowly and clearly. It's too important to overlook. If you're more comfortable, get in touch with my team for a free [Marketing ROI Checkup](#) and we can walk you through this process.

What Is Conversion Tracking and Why Does It Matter?

Conversion tracking is the process of monitoring specific user actions. Like **purchases, signups, form fills, or demo bookings**. Things that matter a lot to your business.

When you run ads on Meta, you can copy the tracking pixel (a piece of code), then install/insert it onto your landing page header to track clicks, sign ups, and other user actions.

View Pixel Code



Add Pixel Code (Required)

Copy the code below and paste it between the <head> and </head> in your website code. The pixel will track visits to every page of your website. [Get help installing your pixel.](#)

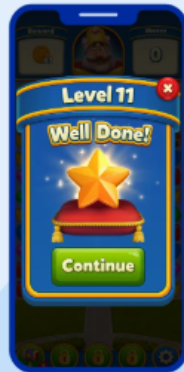
```
<!-- Facebook Pixel Code -->
<script>
!function(f,b,e,v,n,t,s){if(f.fbq)return;n=f.fbq=function(){n.callMethod?
n.callMethod.apply(n,arguments):n.queue.push(arguments)};if(!f._fbq)f._fbq=n;
n.push=n;n.loaded=!0;n.version='2.0';n.queue=[];t=b.createElement(e);t.async=!0;
t.src=v;s=b.getElementsByTagName(e)[0];s.parentNode.insertBefore(t,s)}(window,
document,'script','//connect.facebook.net/en_US/fbevents.js');
```

These are your *conversion events*, and they tell the real story behind your marketing performance.

For mobile advertising, the conversion events that matter are: *Level completion, Add to Wishlist, and Premium Subscription Trial*.

Quick Tip: If you're using a website builder like Wordpress or Shopify, you can use a Meta Pixel plugin to make things easier. Just search the marketplace and see what's available.

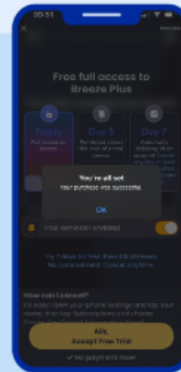
In-app event examples



Level completion



Add to wishlist



Premium subscription trial

For example:

- An e-commerce brand might track completed purchases, add-to-cart events, and email opt-ins.
- A SaaS company might track booked demos, free trial signups, or pricing page visits.

With proper tracking in place, you can:

- Attribute results to the right channels (Meta Ads, TikTok, Google, LinkedIn, etc.)
- Optimize campaigns based on high-performing actions
- Improve ROI by identifying what pages convert best
- Feed better data into ad platforms for smarter targeting

Without it? You're just guessing. And guessing is expensive.

The Foundation: Google Analytics (GA4)

GA4 is no longer optional. It's the new standard for website analytics. And it gives you visibility across your entire funnel. From first click to final conversion.

Here's what to focus on in GA4:

- **Event tracking:** Set up custom events for key actions (e.g., purchase, form submit, video view).

The screenshot displays the Google Analytics (GA4) interface. On the left, the 'Summary' sidebar lists various events, with 'Link Click' highlighted at position 20. A red box surrounds 'Link Click', and a red arrow points from it to the right-hand table. Above the table, a red text overlay reads 'Click variables recorded successfully'. The table on the right lists variables for the 'Link Click' event:

Variable Name	Variable Type	Variable Value
_event	Custom Event	string "gtm.linkClick"
_event_category	Data Layer Variable	string "4,5"
Click Classes	Data Layer Variable	string "site-nav__link site-na
Click Element	Data Layer Variable	string "https://gtmcourse.r html.js.svg.flexbox.cs > body.template-bloc section#shopify-sect "div > header.site-hea > div.grid.grid-n" + "o-gutters.grid-table. nav.grid_item.medu "m-up-one-half.small ul.site-nav.list-inline# "SiteNav > li > a.site-r main"
Click ID	Data Layer Variable	string ""
Click Target	Data Layer Variable	string ""

- **Conversions setup:** Mark your top events as conversions so GA4 tracks them properly.
- **Source/Medium reports:** Find out which channels actually drive conversions, not just traffic.
- **Path analysis:** See the steps users take before converting—what pages help or hurt the journey.

Most brands install GA4 but don't configure it. Big mistake. Without custom event tracking, GA4 becomes a glorified visitor counter.

So work with a developer or tag manager expert to fire the right events and conversions.

Pixel Tracking: Why You Still Need It

Platforms like Meta Ads (formerly Facebook ads), TikTok Ads, and Google Ads rely heavily on pixel or tag-based tracking.

A **pixel** is a tiny piece of code you install on your website that sends data back to the ad platform when someone takes action (like clicking a CTA, adding to cart, or buying).

Why is this critical?

Because pixels help platforms:

- Retarget visitors who didn't convert (remarketing)
- Optimize delivery for specific actions (e.g., purchases vs. page views)
- Create lookalike audiences based on high-intent users
- Report conversions back to the ad account for better ROAS tracking

Without a pixel? You'll pay more, convert less, and have zero insight into performance.

Pro tip: Don't just rely on browser-based pixel tracking. Combine it with Conversions API (CAPI) for Meta or Server-Side Tagging for Google. This ensures you don't lose conversion data due to cookie blocks or browser restrictions.

How Tracking Impacts Your Paid Ads

The better your tracking, the smarter your ad spends.

Let's say you're running Meta ads for a SaaS tool. You track leads with the Meta Pixel and CAPI, and feed those events back into your ad account. Meta uses that data to:

- Identify what type of people are converting
- Optimize delivery to reach more people like them
- Exclude people who already signed up, saving ad budget

- Measure which ad creatives, headlines, or targeting worked best

That's data compounding your ROI.

Now imagine the opposite: no tracking, or tracking set up incorrectly. You don't know what campaigns are working and Meta can't learn or optimize. You'll spend more and get less.

Tracking = performance leverage.

Common Tracking Mistakes and How to Avoid Them

Here are the most common errors we see (and how to fix them):

1. Tracking too many random events

- Instead of tracking everything, focus on 3–5 meaningful conversions.
- Prioritize quality over quantity.

2. Not testing pixel and GA events after setup

- Use tools like Facebook Pixel Helper or Google Tag Assistant to confirm data is firing correctly.

3. Overlapping or double-counting conversions

- Be careful when tracking with both GA4 and ad pixels—ensure event names and triggers don't fire twice for the same action.

4. Not tracking micro-conversions

- Some users won't buy or sign up on the first visit. Track scrolls, button clicks, form attempts, and video views—these help you understand interest.

5. Not reviewing tracking data weekly

- Set aside 30 minutes every week to review reports and spot gaps or insights.

How to Apply This to Your Brand

- Identify your **top 2–3 conversion actions** (purchase, signup, form submit) and make sure each one is tracked in both GA4 and your ad platforms.
- Install pixels for **Meta, Google, TikTok**, and set up custom conversion events inside each.
- If running Meta Ads, enable **Conversions API (CAPI)** to avoid data loss from browser blocks.
- Use **Google Tag Manager** to streamline all your tracking tags in one place—this keeps things organized and scalable.
- Test your tracking setup regularly using Chrome extensions (e.g., Meta Pixel Helper, Tag Assistant).

5-Minute Jumpstart

- Open GA4 and confirm that your top conversions are properly set as “Conversion Events.”
- Check if your Meta or TikTok pixel is firing on key pages (e.g., checkout, thank you, or sign up).
- Use Google Tag Manager to fire one custom event, like a “form submit” on your lead capture.
- If you're running ads, verify that the platform is receiving conversion data with timestamps.
- Create a spreadsheet to log all tracked events across GA4, Meta, TikTok, and Google Ads for reference.



Half of your marketing dollars are wasted. The trouble is you probably don't know which half! My team at Influcity can evaluate what's working and what's not. [Book a Marketing ROI Checkup now.](#)

Step #7: SEO Basics

Search Engine Optimization (SEO) is the process of improving your website to rank higher in search engines and attract the right visitors. Mastering the basics of SEO is a must.

Titles, meta descriptions, and alt text are the building blocks that help search engines understand your content and make it visible to users.

These simple yet powerful elements can drive more clicks, boost engagement, and improve your overall site performance. Let's break them down and see how you can use them to boost your organic visibility.

Title tags: The First Thing Search Engines Notice

Your page title is one of the first things that search engines look at to understand the topic of your content. It's not only essential for SEO but also for capturing the attention of users on search engine result pages (SERP's).

Titles should be clear, concise, and keyword-rich.

Your page title can be your title tag, but you can choose what **title to display on your organic search results** by tweaking it. If you're using Wordpress, you can install the Yoast SEO plugin.

Search appearance

Determine what your posts should look like in the search results by default. You can always customize the settings for individual posts in the Yoast SEO sidebar or metabox.

Show posts in search results

Disabling this means that posts will not be indexed by search engines and will be excluded from XML sitemaps. [Read more about the search results settings.](#)



SEO title

Insert variable

Title Page Separator Site title

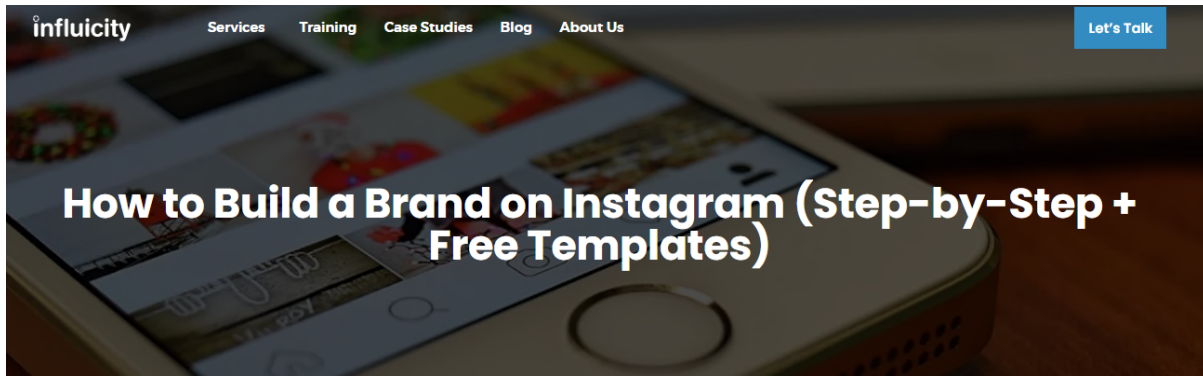
Meta description

Insert variable

At [Influicity](#), we prefer to use complete, clear, and keyword-rich titles to help improve our rankings on Google and all other search engines (hint: Bing).

Good example: *How to Build a Brand on Instagram*

Bad example: *Branding on Instagram*

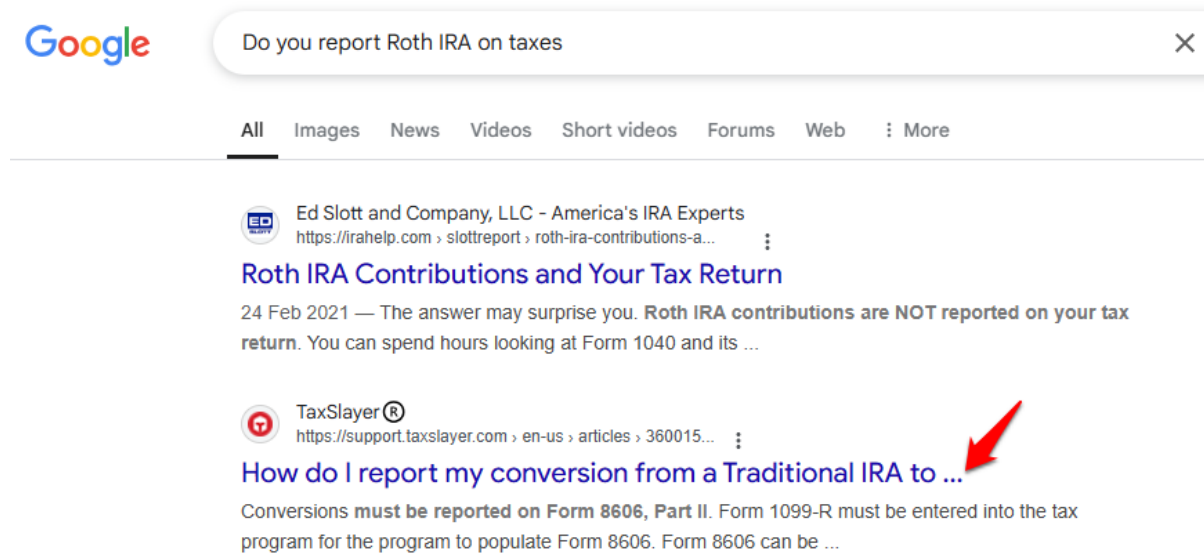


Why Titles Matter:

- **SEO Ranking:** Search engines use titles to determine the relevance of a page to specific search queries.
- **User Engagement:** The title is often the first thing users see in search results, influencing whether they click on your link.
- **Branding:** It's also an opportunity to convey your brand's message, setting the tone for the content that follows.

Best Practices for Titles:

Keep titles under **60 characters** to avoid truncation on search results.



- Include your **primary keyword** naturally in the title to help search engines connect the page to relevant searches.

(please see screenshot on next page)



automated business ideas



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How to Start an Industrial Automation Business – EVS Robot

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<https://hornerautomation.eu> › Blog

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Real-world examples of industrial automation · **Energy monitoring** · Farming · Boiler control · Water treatment · Food industry · Water flow control · Quality control.

- Make your title **compelling** and aligned with what users would search for (e.g., “Best Email Marketing Tips for 2025” is more engaging than “Email Marketing”).
- Avoid keyword stuffing; instead, aim for a **natural flow**.

Meta Descriptions: The Hidden Gem of Click-Through Rates

The meta description is a short paragraph (about 150-160 characters) that describes the content of your page.



home security systems



DwtStore

<https://dwtstore.com.ng> › Electronics

Wireless Smart Home Security Alarm System With APP ...

1. Home security system complete with fully programmable main unit and sensors 2. The host can be set and controlled by APP, supporting IOS/Android

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Home Security Systems

Home Security Systems · 4 Channels NVR WITH Complete CCTV Cameras Kits Wireless · 16 CHANNELS CCTV Camera Complete SECURITY SURVEILLANCE Kit + 2 TERABYTE Hard ...

Although it doesn't directly affect SEO ranking, it plays a massive role in your **click-through rate (CTR)**, which indirectly influences SEO performance.

Why Meta Descriptions Matter:

- **Grabs attention:** A well-crafted meta description encourages users to click on your link instead of others on the same results page.
- **Search intent alignment:** It gives users a preview of what to expect and if it aligns with what they are searching for.
- **Enhanced branding:** Like your titles, meta descriptions are a great opportunity to communicate your brand message succinctly.

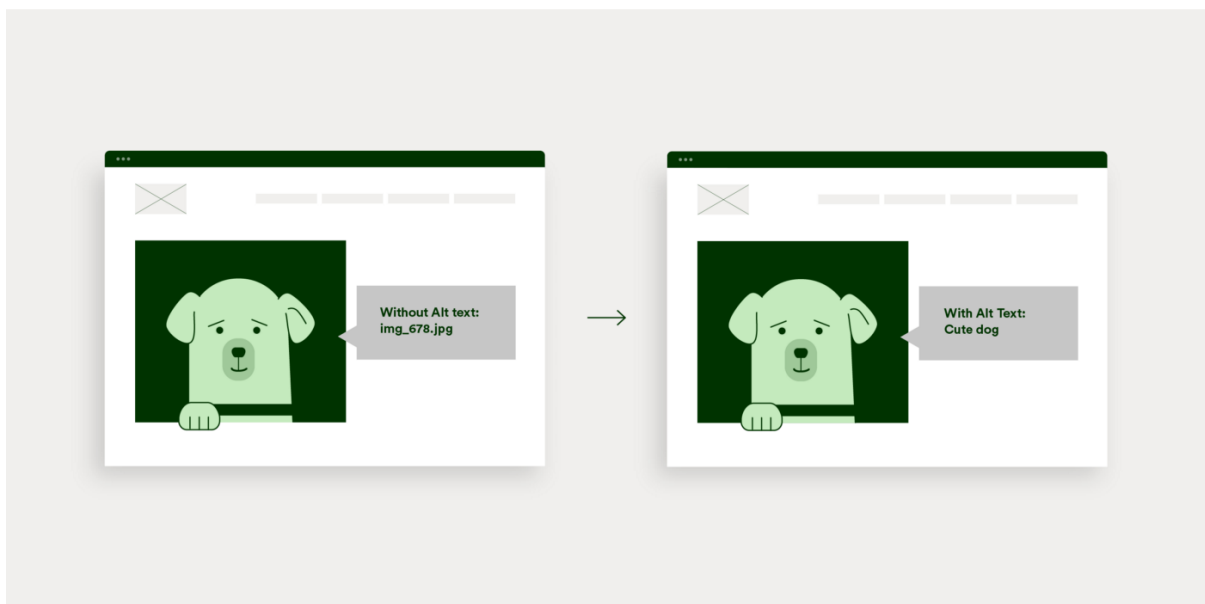
Best Practices for Meta Descriptions:

- Keep it **under 160 characters** so the full description shows in search results.

- Use a **CTA** (i.e. “Learn more” or “Get started today”) to encourage clicks.
- Incorporate your **primary keyword** and try to summarize the content’s value proposition clearly.
- Make sure it **reflects the content accurately** so visitors know exactly what they will find when they click.

Alt Text: Optimize for Accessibility and SEO

Alt text, or alternative text, is used to describe images on your website. While it’s primarily intended for accessibility, helping visually impaired users understand your content, it’s also essential for SEO.



Google can’t “see” images like humans can, so it relies on alt text to understand the content of an image and how it relates to the page.

Why Alt Text Matters:

- **SEO Benefit:** Including relevant keywords in your alt text helps search engines understand the image’s context and improves your overall page ranking.

- **Improved Accessibility:** Alt text makes your website accessible to people with disabilities, ensuring a broader audience.
- **Better Image Search Results:** Google Image Search uses alt text to index images, potentially driving more traffic from image searches.

Best Practices for Alt Text:

- Be **descriptive** and include relevant **keywords**, but avoid stuffing.
- Keep it **concise**—aim for 100 characters or fewer.
- Use alt text to describe **what's in the image**, not just “image of” or “picture of.”
- **Avoid keyword stuffing.** Make sure it's natural and useful.

3 things to remember about title tags and meta descriptions:

- **Google Can Rewrite Titles:** While you control your title tag, Google may rewrite it based on what it deems most relevant to searchers' intent. This means it could alter your carefully crafted title to improve click-through rates.
- **Meta Descriptions Aren't Always Used:** Google might ignore your meta description and instead pull text from other parts of your page. However, having a custom meta description can still improve the chances of it being displayed.
- **Wordpress Plugins Make It Easy:** Setting up title tags and meta descriptions can be simplified with plugins like Yoast SEO or RankMath. These tools ensure your pages are optimized and formatted correctly.

How to Implement This in Your Brand

- **Titles:** Review your page titles across your website. Are they clear, concise, and aligned with what users are searching for? Update them to ensure they include relevant keywords, stay within 60 characters, and encourage engagement.

- **Meta Descriptions:** Create a compelling meta description for each page. Use keywords naturally and focus on creating a description that sparks curiosity or addresses the search intent. Keep it under 160 characters.
- **Alt Text:** For all images on your website, ensure you're using alt text that is both descriptive and keyword-rich. Don't leave any images untagged, as this is an opportunity to improve both accessibility and SEO.

5-Minute Jumpstart

- **Titles:** Scan your homepage and product pages to make sure the titles are concise, keyword-rich, and under 60 characters.
- **Meta Descriptions:** Update or create meta descriptions for top-performing pages. Keep them under 160 characters and use action-oriented language.
- **Alt Text:** Check that every image on your website has alt text that describes it clearly. Use keywords where it makes sense, but prioritize accessibility and relevance.

Get Started Now

I've given you the fundamentals. I hope you can put them to work to build a true website selling machine.

Dedicated to your success,

- JD

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Marketing ROI Checkup

The logo for 'influicity' features a blue lowercase 'i' with a small white star above its dot, followed by the word 'nfluicity' in a blue sans-serif font.

If you're not 100% sure your marketing is working, it's time for a checkup. We examine thousands of businesses each year. And we can typically uncover 10-20% of efficiency within 30 minutes. That means real money. It's free but spots are limited. [Learn more.](#)