
Guide: How to Increase Website Conversions



10 Ideas to Increase Website Conversion Rates

1. Optimize landing pages
2. Optimize forms
3. Use pop-up forms
4. Add chat
5. Run a promotion
6. Start a newsletter
7. Turn subscribers into customers
8. Increase page load speed
9. Create engaging content
10. Run a remarketing campaign

1. Optimize landing pages

Your landing pages are where the magic happens when it comes to conversion rates. They set the stage for a website visitor to give you their information via a form fill.

If you aren't currently using landing pages on your website, you should be.



A landing page is different from a general website page.



8 tips for optimizing landing pages

1. **Be clear and straightforward** if someone fills out the form on your landing page, what will they get? Be up front. No one likes to be misled.
2. **Demonstrate the value** why should someone provide their information on your landing page? What's in it for them. Demonstrate the value that they will get in return for their information.
3. **Try to keep it all above the fold** keep your landing page short and the point will also help you keep it above the fold. The longer your landing page becomes, the less likely a visitor is to take action.
4. **Write a good page title, heading tag and meta description** your page title, header tag and meta description are useful for ranking better in search.
5. **Make your landing page URL clear** your landing page URL should be descriptive, but not long winded. It should also reflect the context of your landing page.
6. **Color choice is key** you may think what does color choice have to do with conversion rate? A lot! Here is a great article by Instapage about [How to Pick the Perfect Landing Page Colors That Convert](#).
7. **Be wise with image choice** using a visual is a good way to enhance your landing page and communicate an idea, but make sure you pick a good image - high resolution, relevant to your offer and one that fits in with your page well.
8. **Use structured data** using structured data is a great way to organize content on your landing pages and make it easier for search engines to review it.

Example Landing Page

NEW PATIENT SPECIAL: CHIROPRACTIC EXAM + 30 MIN MASSAGE

New Patient Special: Chiropractic Exam + 30 Min Massage



\$35

*Chiropractic Exam
+ 30 Min Massage*

RELAX · REVIVE

Massage Therapy

There are many reasons patients come to us for massage therapy. Whether you were injured during an auto accident, playing a sport, or a work-related incident, we are here to alleviate any discomfort you may have.

Chiropractic Care

A chiropractic adjustment will make your body feel amazing. The adjustment refers to the manipulation of the vertebrae that has abnormal movements and are not functioning properly. A chiropractic adjustment will assist in alleviating these issues.

Schedule An Appointment Today

Name

Phone

Email

Preferred Date

Preferred Time

Morning



Submit

Landing Page Brainstorm Template

URL: *It will be something like www.yourwebsite.com/new-patient-special brainstorm a few options here*

Page Title: *Your page title should be descriptive of what's on your landing page like New Patient Special*

Meta Description: *Your meta description should be one to three sentences about your landing page*

Heading: *Your heading is what your landing page visitors will see ex: New Patient Special Limited Time Only*

Image: *If you choose to use an image it should reflect the offer. Brainstorm a few ideas for images.*

Text: *This will be the text on the page. Tell someone why they should give you their information. What's the benefit to them?*

Call to action on button: *It should be short and sweet prompting someone to take action like Book Now, Reserve Now, or Get Started.*

2. Optimize forms

The longer your form becomes, the less likely people are to fill it out. Especially in the chiropractic industry. You don't need to get a huge amount of information on your web forms.

Remember web forms are different from your new patient intake forms.

26%

The boost in conversion rate on NeilPatel.com when he removed one form field. Read his case study [here](#).

5 recommendations for optimizing forms

1. **Keep it short** the less form fields the better. We recommend trying to keep it down to the following fields or a subset of these fields:
 - First name
 - Last name
 - Email address
 - Phone number
2. **Only require the key fields** if for some reason you want to add more fields or even with the field set above, you really only need to require email address. If someone doesn't want to fill out their phone number or name, but will key in their email address and you make all fields required, then they are going to drop off before they submit the form
3. **Put the form field name over the field** this one might seem odd to include, but an old, and still very relevant, study found out that form label placement matters. Read it [here](#).
4. **Use progressive profiling** if you do want to collect more information from a visitor over time, then we recommend using progressive profiling versus using longer forms. Progressive profiling can identify when someone has filled out a form on your website before and then it won't ask them to fill out the same fields again, but rather present them with new fields. This way you aren't annoying your prospects while you get more information about them.
5. **Send a confirmation email after a form fill** this final step isn't so much about increasing the conversion rate, but rather about ensuring the quality of conversions. Sometimes people submit fake or bad email addresses on forms just to get an offer. If you make it so the offer is emailed to them after they submit the form, then this ensures they are submitting a good email address.

Example Forms

Good

We look forward to hearing from you

Enter your name (Required)

Enter email (Required)

(XXX)XXX-XXXX (Required)

Notes to the Doctor

Please do not submit any Protected Health Information (PHI).

Submit

Bad

REQUEST AN APPOINTMENT

Please use this form to request an appointment with Dr. McGaughey. We will respond as soon as possible during business hours. Please note that appointments are not confirmed until you are contacted by our office. Should you have any questions, please do not hesitate to *give us a call*.

Name *

First Name

Last Name

Email Address *

Phone *

(###)

###

####

Best Way To Reach You *

- ☐ Email
☐ Phone
☐ Both Work Fine

Appointment Time - 1st Choice

Requested Date *

Closed on Tuesdays

MM

DD

YYYY

Request Time *

Closed for lunch from 1-3 PM

Appointment Time - 2nd Choice

Requested Date

Closed on Tuesdays

MM

DD

YYYY

Requested Time

Closed for lunch from 1-3 PM

Comments or Questions?

Request Appt.

3. Use pop-up forms

If you can implement a successful pop-up form, then you can increase the conversion rate on your website.

A pop-up form is a good way to get someone's attention when they are browsing on a particular page and give them a specific offer that is relevant to the content of the page.

A well thought out pop-up form will convert better than a static form.

9.3%

The conversion rate for the top performing pop-up forms according to research by Sumo.

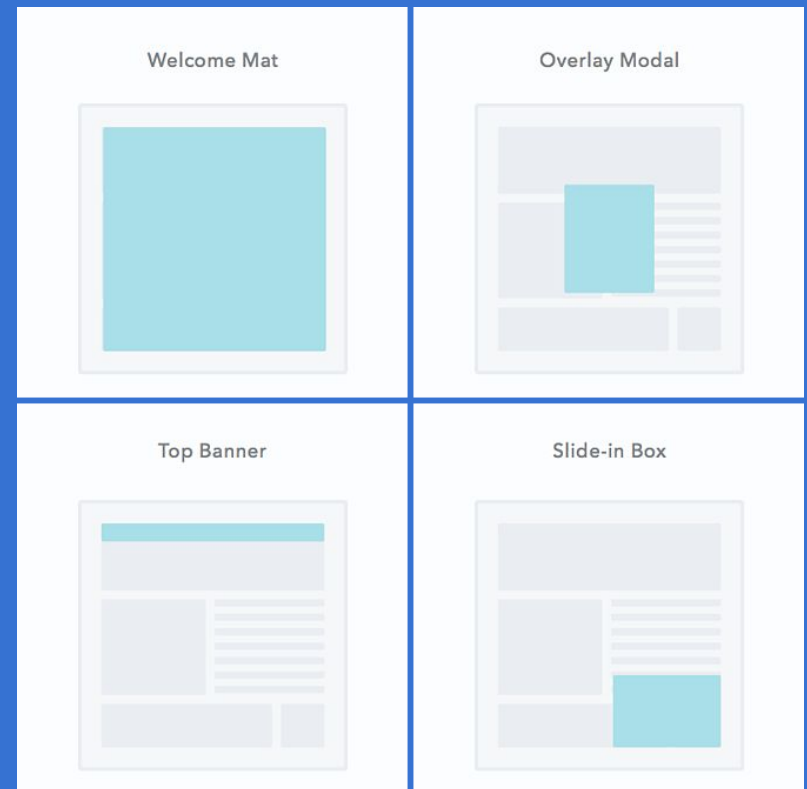


Image Source: HubSpot

3 tips for building a successful pop-up form

1. **Don't be annoying** there are a few different types of pop-up forms, we recommend steering clear of the pop up forms that block the page. These are super annoying to deal with as a website user.
2. **It's all about context** when you use a pop-up form the offer that the pop-up form is showcasing should be in line with the content of the page that it is displayed on. Here are some examples:
3. **Keep it simple** with pop-up forms we recommend keeping it even more minimalistic than with normal forms. In fact, we recommend collecting only email address or email address and first name on your pop-up forms.

4. Add chat

Adding a chat feature to your website is a great way to provide a channel for people to communicate with your practice and provide their contact information and interests.

You can think of chat like a receptionist that can collect information for you 24/7.

7.28%

The conversion rate for chat according to the [Chat Greetings Efficiency Report](#).

6.3x

How much more likely chat participants are to convert into customers according to the same study.

3 tips for building a successful web chat

1. **Ask for the email address early** asking for email address early is key. If you wait too long someone might abandon the online chat and then you will have no way to reach out to them again.
2. **Make the chat available 24/7** many chat companies these day offer some sort of chat bot or automated chat that can be available at all times of the day because people can be searching the web at all hours of the day even when your practice is closed.
3. **Staff it with a human if available** if you've got a human available to staff the chat, then we recommend using them versus a bot.

Here are some chat companies you can look into:

- **ChatPatient**
- **Zendesk**
- **Pure Chat**
- **LiveChat**
- **Ngage Live Chat**

5. Run a promotion

Running a promotion is a great way to up your conversion rates. But you'll have to make sure you select the right promotion, a promotion that is valuable to people. If you want people to convert on an offer, then you've got to make sure that the offer is worthwhile.

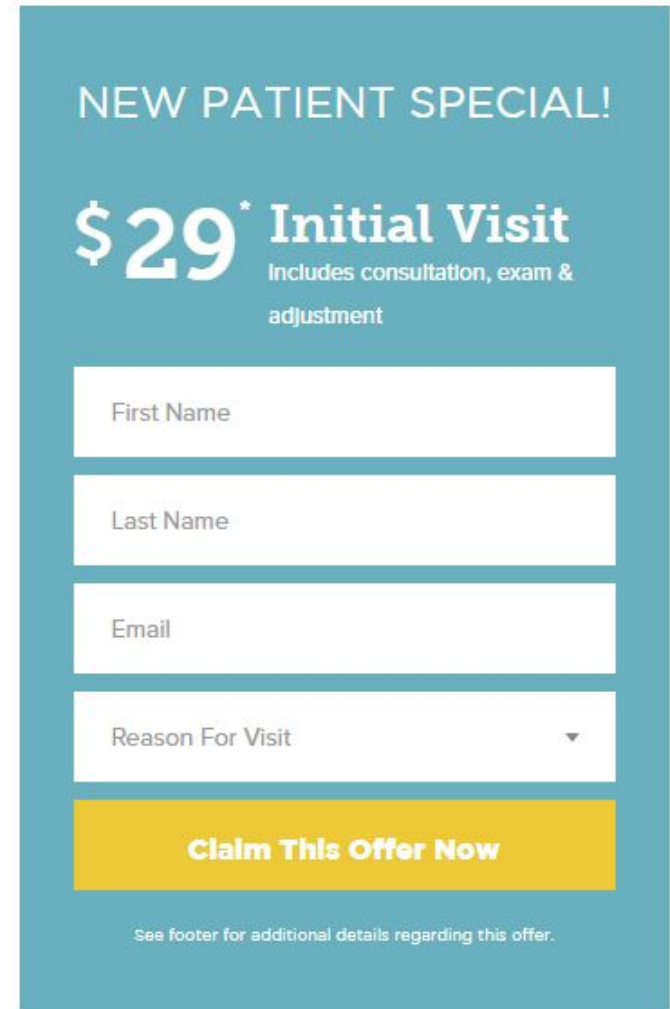
"We recently ran a campaign for one of our chiropractic clinics giving away a free chiropractic adjustment - our highly valuable offer. As a result, we generated 21 new leads in only 7 days. When you give value out to your audience, you'll get value back in return. "

*-Andrew Schutt, CEO of
Elevated Web Marketing*

4 ideas for promotional campaigns

1. Free or discounted initial appointment
2. Free adjustment
3. Discounted rate for the first 3 appointments
4. Discounted rate for ongoing chiropractic care

The form to the right is a great example of a promotion that the Joint Chiropractic runs on their corporate website.



A promotional form for a 'NEW PATIENT SPECIAL!' featuring a '\$29* Initial Visit' that includes consultation, exam, and adjustment. The form contains input fields for First Name, Last Name, and Email, a dropdown menu for Reason For Visit, a prominent yellow 'Claim This Offer Now' button, and a footer note to see additional details in the footer.

NEW PATIENT SPECIAL!

\$29* Initial Visit
Includes consultation, exam & adjustment

First Name

Last Name

Email

Reason For Visit ▼

Claim This Offer Now

See footer for additional details regarding this offer.

Example Promotion

NEW PATIENT SPECIAL OFFER

RECEIVE A COMPLIMENTARY CONSULTATION

If you'd like to revitalize your health naturally and increase your quality of life, we encourage you to take advantage of **this valuable offer!**

Our experienced chiropractors use a "whole person" approach to chiropractic care and wellness. This means that we work with our patients to find out their particular wellness needs, then craft personalized care plans to help them achieve the highest quality of life.

We also offer a unique, comprehensive wellness program. Don't just take our word for it though. **Read our testimonials** to see what our patients have to say.

Fill out this form and start experiencing the difference of our chiropractic and wellness care.

There is **NO OBLIGATION!** We would love to see if we can help you before you make a financial commitment to further treatment. Book now!

Please fill out the form below, including all required fields, and we will contact you as soon as possible.

Example Groupon Promotion

Local > Health & Fitness > Medical > Chiropractor

Dr Kori Chiropractic 4.9 ★★★★★ 68 ratings

735 State St Suite 534, Santa Barbara

Chiropractic Exam with Consultation and One or Three Adjustments at Dr Kori Chiropractic (Up to 50% Off) "



Highlights

Chiropractor offers a variety of chiropractic techniques to suit the individual needs of practice members of every age

Customer Reviews


4.9 ★★★★★ 68 ratings


Sort by: Most Recent




100% Verified Reviews

All reviews are from people who have redeemed deals with this merchant.

 Sale Ends
1 day 10:21:43

 Up to 50% Off

 68 ratings

☒ One Initial Consultation and Chiropractic Adjustment

~~\$50~~ **\$39**
Extra \$9.75 off, ends tomorrow
\$29.25
20+ bought **41% OFF**

☐ One Initial Consultation and Three Chiropractic Adjustments

~~\$150~~ **\$99**
Extra \$24.75 off, ends tomorrow
\$74.25
20+ bought **50% OFF**

Buy Now

 Give as a Gift

Share This Deal

6. Start a newsletter

A newsletter is a great way to get people's information without a big ask to start your service right away or book an appointment.

Maybe someone is interested in chiropractic, but they aren't ready to start yet. They need a bit more information. Adding them to a newsletter is a great way to warm them up and get them ready to be a new patient.

Speaking of newsletters, feel free to subscribe to our social share of the week newsletter for free chiropractic social content delivered to you weekly.

Subscribe

Develop a template

Use the space below to sketch out a template

Whether you already have a newsletter in place or if you're just starting one, you can benefit from developing a standardized template. This will also set your subscribers expectations as to what they will receive with each newsletter.

Every chiropractor's template will be unique, but you'll want to make sure the layout is consistent. You can always have a place for a type of content and if you don't have it for a specific send, then you can just remove that section.

Here are some ideas of what to include in your newsletter:

- Newsletter title
- Letter from the doctor
- Testimonial or patient story
- Any special promotions
- Any events
- Link to an article about chiropractic
- Link to a blog post (if you have one)

Pick your cadence

It's important to pick a cadence that you feel comfortable maintaining. The most common cadences are weekly, monthly or quarterly. There are also some more unique ones like every other week or every other month. You'll just have to pick one that you're confident in. You can always scale up or scale back after you get started as well.

Don't have time for a newsletter, but want to send something out? Check out our [Automated Video Newsletter](#) to see if it might do the trick.

Learn More

7. Turn subscribers into patients

Starting a newsletter is a great way to get people to convert on your website, but it's more than web conversions that you're after. You'll want to convert these newsletter subscribers into patients.

There are future patients on your newsletter mailing list. We're going to help you find them.

5 steps to turn subscribers into patients

1. **Make it personal** wherever you can do so try to add in a personal touch. Whether it's include a subscriber's name in the subject line or in the salutation. Make it feel like you're talking directly to them.
2. **Keep new patient messaging separate** we recommend running your prospective patient newsletter separately from your current patient newsletter if you have the bandwidth to create two newsletters. If not, then keep in mind that your newsletter will need to speak to current patients while also aiming to connect with prospective ones.
3. **Speak to your audience's needs** what do your subscribers need? Keep this at the core of your thought process for developing your newsletter content. If your newsletter content speaks to what your subscribers need, then you're more likely to convert them to patients.
4. **Offer validation** sometimes a newsletter subscriber might be on the cusp of booking their first appointment with your practice, but they need a little assurance to push them over the line. If you can include a case study or patient testimonials in your newsletter, this will provide potential patients with the proof they need to become a patient.
5. **Analyze and tweak accordingly** as with any campaign that you run, it's important to measure the performance of your newsletter campaign. Keeping a pulse on open rates can let you know popular send days, times and subject lines. And keeping an eye on click through rates will help you understand what content resonated best. If you can increase your open and click through rates, you'll also increase your conversions.



8. Increase page load speed

This is certainly the most technical way to increase conversion rate on this list, but it's also a very important one.

If your site takes too long to load, then people aren't going to stick around. The best way to work on increasing your page speed is to talk to your website hosting provider. You can also check out our N8 Chiropractic Website, which has page load speed built into the design.

You could be losing nearly half of your visitors if your website takes longer than three seconds to load. - Akamai



9. Create engaging content

This is something that is often hard for chiropractors to do since they are so busy serving patients, but some do find the time or they enlist the help of others to make engaging content for their website.

“Content is king.”

-Bill Gates

Questions to help you create great content

1. **Who are you creating your content for?** Feel free to use the persona template on the next page to help you answer this question.
2. **What topics would be interesting or relevant?** Once you've got your target audience defined, it's time to start thinking about what topics would be interesting or relevant to them. If your target audience are people recovering from sports injuries, then a topic that might be interesting to them is [how chiropractic can help with ankle sprains](#). If your audience is parents with young children, then a potential topic could be [9 reasons why chiropractic is for kids](#).
3. **What's the right format?** Is the topic you're covering best tackled with a short video, a blog post or maybe a case study Or maybe you create content for the same topic in multiple formats.
4. **Who's going to create it? When are they going to create it? Create an editorial calendar** this will help you keep everything organized. Here is a [free calendar template](#) from HubSpot.
5. **Where are you going to promote it?** Are you going to post it to social media accounts, publish it to your website, send it out in a newsletter, print up hard copies for your office, or run some paid advertising for it? Think about all the ways that you'll distribute the content you make.
6. **How did it perform?** You're putting time, energy and maybe even money into creating and promoting this content. You'll want to know how it performed. Measure key metrics like number of views, time on page, conversion rates, click through rates, likes, comments and shares to get a better understanding of how your audience liked your content.



Persona template

Name

Background/Demographics *What is some identifiable information for this persona?*

Goals *What are their goals in life?*

Challenges *What pain points do they face?*

Common Objections *Why wouldn't they consider your services?*

Channels *Where do they get information?*

10. Run a remarketing campaign

Have you ever seen those ads that follow you around the web after you visit a certain site or abandon your shopping cart?

That's remarketing. As big brother as it appears, those ads tend to be pretty successful in increasing website conversions.

Remarketing (aka retargeting) is when you serve targeted ads to people who already visited your website.

3 tips for a solid remarketing campaign

1. **Focus your energy** on pages where people were asked to submit information but dropped off whether it was a landing page or the contact us page.
2. **Tailor the ads** take the time to create ads that are specific to where the retargeting audience visited. If someone visited a new patient special landing page, but didn't convert, then make the add about the new patient special.
3. **Up the ante** make it hard for someone to say no to your ask. You're retargeting to people who didn't convert, so sweeten the deal.

Here are some links to major remarketing platforms:

- **Google**
- **Facebook**
- **AdRoll**

Want help?

Discover how we can help you
convert more website visitors into
patients.

Talk to us

N8 Chiropractic Website

Optimize your website conversions with our N8 Chiropractic Website. Sign up today and get:

- Responsive designs
- Tailored chiropractic content
- Search optimized infrastructure
- Unlimited support

What are you waiting for? Get started today.



[Get Started](#)