



HOW TO OPTIMIZE YOUR Website

FOR MAXIMUM CONVERSIONS & SALES
A WORKBOOK FOR
INTERIOR DESIGN & HOME REMODEL
BUSINESSES



kitchen & bath
MARKETING SOLUTIONS

HOW TO OPTIMIZE YOUR WEBSITE FOR CONVERSIONS

WHY WEBSITE CONVERSIONS ARE IMPORTANT

Your website is one of the necessary parts of any design or remodeling business. Initially, a website is a big investment of time and money. In addition, maintaining them can be a pain, especially if they go down or get hacked. So when your website is attracting leads but not helping to convert those leads into clients, that investment does not seem like a good return on investment (ROI). Search Engine Optimization (SEO) can help get traffic to your website but once the traffic is there if the website does not do a good job of converting them, then you have wasted money. This session will show you the fundamentals needed in your website and the critical elements you should have to convert those visitors into clients.

Below is an example of what an optimized website can do for your interior design or home remodel business:

Scenario 1:

- 500 Visitors per Month
- 5% Conversions
- 25 Calls / Lead
- 20% Conversions
- 5 Booked Projects
- \$7,500 Average Transaction Value

\$37,500 Monthly Revenue

Scenario 2:

- 500 Visitors per Month
- 15% Conversions
- 75 Calls / Lead
- 20% Conversions
- 15 Booked Projects
- \$7,500 Average Transaction Value

\$112,500 Monthly Revenue

**This Quick Conservative Scenario Results in
Triple the Leads & Revenue!**

If you have questions or need assistance with your website optimization, schedule a time to talk with our experts at www.Kabms.com/Schedule or call us today at 800-516-5773.

HOW TO OPTIMIZE YOUR WEBSITE FOR CONVERSIONS

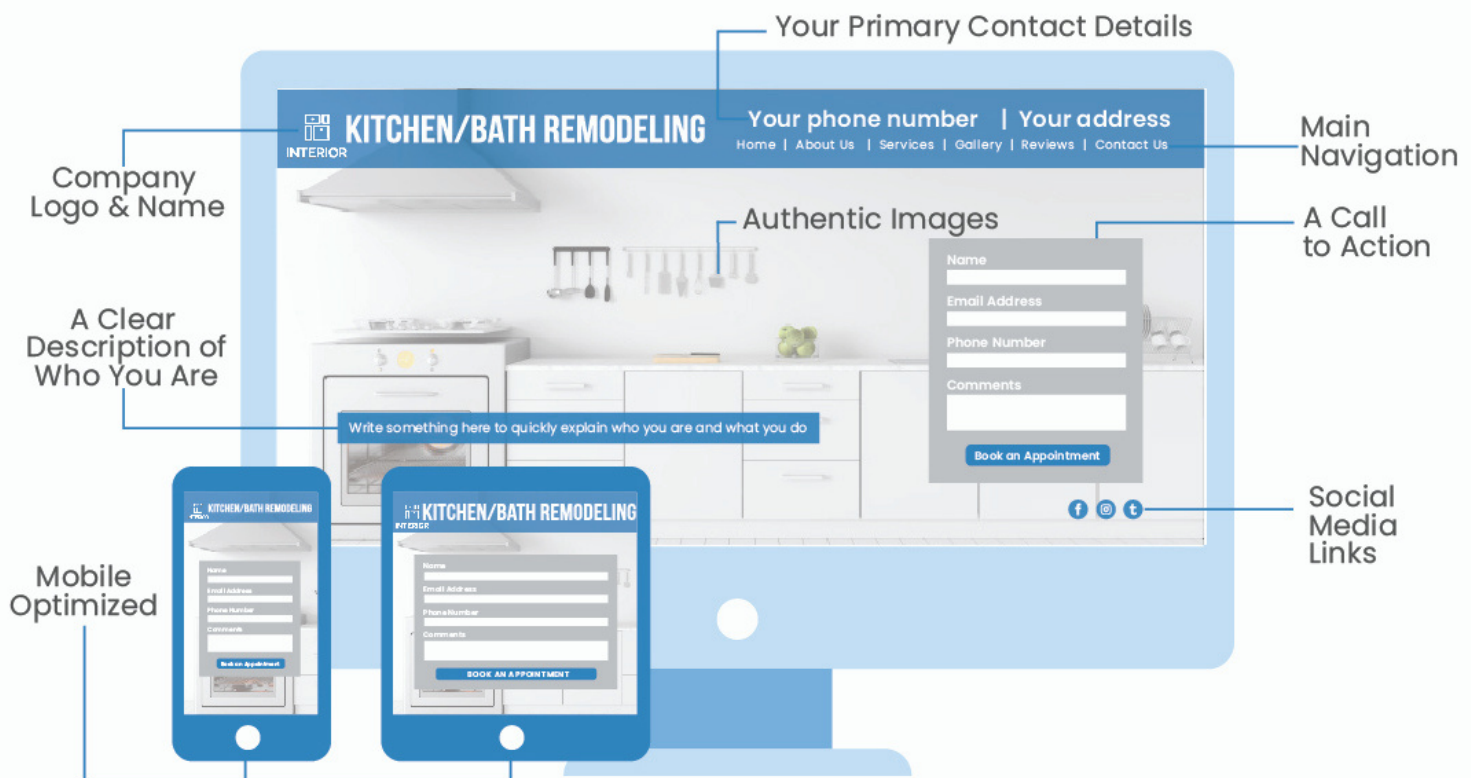
WEBSITE FUNDAMENTALS

YOUR WEBSITE IS THE HUB WHERE EVERYONE ENDS UP... IS YOUR WEBSITE OPTIMIZED TO CONVERT SEARCHERS INTO BUYERS?

At a minimum your website homepage should have the fundamental elements listed below (preferably above the fold):

- Your primary contact details
- Company name and logo
- Main navigation
- Authentic images
- A clear description of who you are and what your company specializes in
- A call to action
- Social media links
- Mobile optimized

How to Setup Your **WEBSITE**



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HOW TO OPTIMIZE YOUR WEBSITE FOR CONVERSIONS

CRITICAL ELEMENTS NEEDED TO ENHANCE CONVERSIONS

1. Ensure you are speaking to your target avatar - What are their fears and frustrations? Why should they choose you?

On the next page is a copy of the Avatar Worksheet. Print out as many copies as you need. You may have several avatars. For example maybe you service both residential and commercial clients, you would need a different avatar for both. Or perhaps you service two different types of residential clients.

Consider the following factors when defining your ideal client avatar:

Demographics

- Homeowner
- 35+ years old
- Typically female
- Married with 2-3 kids
- Head of household
- \$85K+ Annual Household Income
- Family oriented
- Reliable
- Easily frustrated
- Likes to please people & expects the same in return
- Not handy
- Likes gardening, crafting & arts
- Lives in the suburbs - upper middle class neighborhood
- Takes an interest in her community

Pains and Frustrations

- Their space is not working like they want it to
- Can't decide on the style they would like to have for their remodel the phone or to return her call
- Needs to get their space more functional
- Too busy to deal with it
- Worried if left undone, the space at their house could be unhealthy for family

Fears and Implications

- Finding the wrong designer/remodeler
- Paying too much for something they will not like
- Having home damaged by faulty workmanship
- Having to wait around weeks/months for the remodel to be completed
- Being inconvenienced trying to coordinate with the contractor
- May cause a disaster in the house
- Cost will be too high or more than expected

Dreams and Aspirations

- Be well respected by family & friends
- Buy a nicer home
- Retire at 65 without any worries
- Kids grow up healthy, happy & successful

Goals and Desires

- Get their space remodeled
- Have the issue behind them
- Have a well kept home
- Take care of her family
- More income, money, wealth
- Live in a nicer more luxurious home
- Spend more time with family
- Travel & have fun with family
- Respect and approval of friends, family and relatives
- Peace of mind

From A Design/Remodel Company?

- Friendly, competent, honest, reliable and convenient
- Work with a designer/remodeler who can accommodate their schedule (after hours or during the weekend if needed)
- To find that "great" person/company that does such a good job they (the home owner) can proudly recommend their friends and look like a hero

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CLIENT AVATAR WORKSHEET

Your Ideal Client



Demographics & General Interest

Pains & Frustrations

Fears & Implications

Goals & Desires

Dreams & Aspirations

HOW TO OPTIMIZE YOUR WEBSITE FOR CONVERSIONS

CRITICAL ELEMENTS NEEDED TO ENHANCE CONVERSIONS

- 2. Be Real** - Use authentic images of your team on the homepage & throughout the website.
- 3. Use Video & Multi-Media Elements to Engage Different Modalities**
 - Website welcome video
 - Videos for each of your services
 - Video explaining why someone should contact your company vs. a competitor
- 4. Leverage Social Proof** - Showcase your online reviews prominently on the home page with tools like Birdeye or ReviewBuzz.
- 5. Get the Basics in Order**
 - Phone number in the right hand corner (linked to call for mobile devices)
 - Ensure that there is a web form prospects can fill out
 - Add credibility with authority symbols (ASID, NKBA, Houzz, BBB, etc.)
- 6. Have a Clear Call-To-Action** - Each page that speaks to your prospects and client avatar should have a clear call to action and tell them exactly what you want them to do next.
- 7. Showcase Special Offers** - Use special offers and coupons that match the services (or products) your ideal client is in need of or looking for.
- 8. Your site should be Mobile Optimized** - Make sure your website is mobile optimized with an easy click to call function.
- 9. Use a Live Chat Feature** - Research the different type of live chat features you can install on your website and implement one to help you communication with prospects when your team can't be there.

CRITICAL ELEMENTS NEEDED TO ENHANCE CONVERSIONS

- 10. Have an Online Booking Option** - Start giving your prospects the option to book appointments with you online.
- 11. Remember Site Speed Matters** - How fast your website loads effects ranking factors and user experience. If you have a slow loading website prospects are more likely to leave and look somewhere else. Take a look at some of these tools below to help you increase your website speed:
 - GTmetrix.com - checks your site speed and how well it performs
 - Developers.google.com/speed/pagespeed/insights/ - site speed checker
 - Sitechecker.pro/speed-test/ - website speed tester
- 12. Engage with Your Prospects** - Use SMS and phone via marketing automation software to engage with your prospects. There are a number of paid options available for this. Conduct research and find the one that is right for you or let us know and we can discuss several options we recommend to clients.

What 3 initiatives will you implement to optimize your website?

1. _____

2. _____

3. _____

Who on your team or externally do you need to meet with to take action on these 3 initiatives?

1. _____

2. _____

IT TAKES A *Team* TO TAKE YOUR DESIGN/REMODEL COMPANY TO THE NEXT LEVEL!



IT TAKES *Experts* TO RUN YOUR INTERNET MARKETING

- Internet Marketing Campaigns Designed Specifically For You
- Social Media Strategies to Help Grow Your Brand
- Conversion Tools to Close More Clients
- Online Reputation Monitoring and so much more . . .

IF YOU ARE READY TO TAKE YOUR INTERIOR DESIGN OR HOME REMODEL COMPANY TO THE NEXT LEVEL, THEN ONE CALL IS ALL IT TAKES.

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