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Tips

TO CREATE A HIGH CONVERTING WEBSITE

<https://NGNGenterprises.com>

FIRST IMPRESSION

1

Your website is the hub and heart of everything that you do. People will always check out your website first, before calling you, so it must offer the best possible first impression.

CUSTOMER JOURNEY

2

Be absolutely clear on your customer journey. By mapping it out, you're creating a clear vision that you can bring to life on your website.

WELCOME VIDEO

3

Immediately introduce yourself on the home page via video to develop a personal connection. End the video by telling your audience where to go on your website next. If you don't guide them, they'll end up confused.

CLEAR MESSAGING

4

Speak to one person and be conversational. The more personal you can make your communication, the more you will attract qualified buyers who are primed to buy from you.

EVEN MORE VIDEO

5

80% of internet users prefer video over text. Integrate video wherever you can on your website- for your services menu, testimonials, etc. Not only does it create a personal connection, it's faster, easier, and much less of your tone will get lost in translation.