

# Website Conversions Are Too Critical to Overlook

By Welton Hong

I see it all the time.

I start working with a new client who has done great search engine optimization (SEO) work to rank highly in organic (unpaid) searches for funeral homes in his geographic area.

He's learned the ins and outs of mobile marketing and remarketing. He's ensured his website looks and works great on smartphones (a truly imperative aspect in 2018). He's employing pay-per-click (PPC) campaigns to get great ads on the top of search engine results pages.

It all seems to be working wonderfully. He's driving all this traffic to his website. The statistics show tons of visitors.

Just one problem:

Very little of that traffic is turning into actual business. The pre-need calls are not flowing in. The at-need calls are not flowing. His funeral home is getting plenty of "window shoppers," but painfully few actual contacts or contracts.

And that's a big problem indeed. Sure, it's important to generate lots of traffic to your funeral home website, but if those visitors aren't turning into actual clientele, what's the point? Traffic doesn't pay the bills. You're not looking for popularity. You're looking to seal the deal.

That's where I step in and explain that it doesn't matter what you're doing to produce website traffic if your website doesn't convert.

If you're not sure what I mean by "convert," here's the textbook explanation:

A website conversion occurs when an online visitor to your funeral home website does whatever you want that visitor to do. It's why your website needs a clear, well-displayed call to action (CTA) on every page.

For some websites, a successful conversion could be purchasing a product, signing up for a newsletter, registering for a webinar, downloading a whitepaper, or filling out a contact form.

For a funeral home website, you most often want to persuade the visitor to call you to contract for services, or at least to get more information. An email for either purpose also could be considered a conversion. Filling out a contact form could meet the criteria as well.

In every case, conversion is the process of turning website visitors into actual qualified leads and (subsequently) clientele. If your website doesn't convert, it's doing you no good.

We're no longer in the age where there's virtue in simply having a website. Today, it's a fundamental aspect of having a business, just like having a phone number. Every business has a website. You need to have a high-converting website.

To be clear, all the tools and techniques I mentioned near the top—mobile marketing, remarketing, PPC, SEO, etc.—are important and beneficial. They're critical aspects of successful online marketing as well. But if they're paired with a website that isn't designed to convert, they're doing you very little good.

So what are the features of a high-converting website? At **Ring Ring Marketing**, I have a 37-point checklist. Suffice it to say we can't cover all of those points here! But here are several of the most important ones:



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## Display a clear call to action (CTA)

That's where it all starts. Determine what you need your visitors to do, and make sure they can't miss it. In most cases, we're talking about your phone number, paired with some compelling text.

## Show off your credibility

That means lots of pictures and videos of your funeral home and key staff, plus bios of staff members, testimonials, high-quality reviews, etc. Both at-need and pre-need clientele want to know you're legitimate, trustworthy, and caring. Do everything you can to drive that home.

## Make it really easy to contact you

On some funeral home sites I audit, it's virtually impossible to find a phone number and/or email address for the business! Don't let that happen to you. Clearly display that information on every page.

## Have a unique selling proposition

What makes your death care business different from your competitors? Where do you stand out? What advantage do you provide? Figure that out and show it off on your site.

## Include a business profile video

You can get a professional videographer to shoot a one-minute video for a very reasonable price these days. Including your business and staff in a video conveys enormous credibility to potential clientele.

## Make use of Google Analytics

To understand where your site needs to improve in generating conversions, you need actionable data. This free (yes, completely free) service lets you know where visitors are coming from, which pages they're checking out, and how long they stay.

*Welton Hong is the founder of Ring Ring Marketing® and a leading expert in creating case generation from online to the phone line. He is the author of Making Your Phone Ring with Internet Marketing for Funeral Homes. For more information, visit [www.FuneralHomeProfits.com](http://www.FuneralHomeProfits.com).*

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