Chicago Website Design SEO Company Offers 30-Minute Consultation to Improve Website Conversion

January 13, 2023

Chicago, Illinois - January 13, 2023 -
Chicago Website Design SEO Company (CWDSC), a digital marketing agency based in Chicago, IL, is pleased to announce that they are offering a free 30-minute website conversion consultation. A website is supposed to be designed to attract visitors that hopefully will later become customers of the business. Thus, a key task is maximizing the number of visitors who are converted into actual customers. That is why CWDSC is offering a 30-minute consultation for those who are interested in boosting their website conversion.

Jack Lombardi, founder and CEO of CWDSC, says, ?The ultimate goal is delivering a high ROI, which means converting visitors into sales. Conversion ratio in optimization is part of the process of adjusting a website to decrease the bounce rate and become more effective with leading a visitor to take actions you want them to take. CWDSC will assist you with making more money by increasing your conversion ratio. This will require: a usability analysis; metric analysis; multivariate testing and A/B testing; landing page optimization; sales funnel optimization; website optimization/maintenance; and reporting on key performance indicators.?

A usability analysis is employed to find out if there are any concerns with regards to the website design, copy,

layout, technical construction, or content. This is intended to eliminate any possible hindrance to usability. Metric analysis has to do with understanding what is really happening on the website in order to be able to refine the performance of marketing campaigns. CWDSC will be conducting an in-depth analysis of user behavior, which examines how visitors reach the site, the pages they viewed, and why they completed or did not complete a transaction.

Multivariate testing or A/B testing can be done to reveal which strategies are causing the top results. Small modifications can actually produce a significant difference, and this can also ensure that everything is targeted accurately. CWDSC can set up the testing to find out what is currently working and what can be made to work better.

Landing page optimization means optimizing the landing pages, or the initial pages that a potential client will see, and this will make sure that the landing page conversion ratio will be increased substantially. Furthermore, they can create landing pages designed to engage potential clients and provide them with a motivation for completing a transaction of exploring the website further.

In sales funnel optimization, they will develop a website that will gain or lose leads based on certain criteria. The goal is to have a sales funnel that will attract customers from general interest in the product or service in order to finalize a deal or transaction, while at the same time eliminating visitors who are not likely to become customers.

Website optimization and maintenance will also be necessary to get rid of certain problems, such as malfunctioning links, obsolete content, and other issues that can discourage potential clients. They will make the necessary changes for the various issues and provide efficient forms or other parts that users interact with or put in new optimized content.

And finally, they will provide the necessary reporting, particularly on the key performance indicators as a vital part of the CWDSC process. They will submit a detailed report on the critical performance indicators for the website to enable the client to see the progress of the conversion rate optimization.

Founded in 2008 by Jack Lombardi, CWDSC has evolved into one of the top search engine optimization companies for Chicago and other major US cities. While it is based in Chicago, it has branches in seven other major cities and provides digital marketing services to 76 towns. The company is backed by four full-time SEO experts, each one a specialist in their particular type of work and their combined work experience is over 25 years.

Those who would like to learn more about the free 30-minute web marketing consulting and other services available can visit the Chicago Website Design SEO Company website or contact them on the phone or through email.

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For more information about Chicago Website Design SEO Company, contact the company here:Chicago Website Design SEO CompanyJack Lombardi(630) 839-9099info@Chicagowebsitedesignseocompany.com1001 E Ogden AveSte 201ANaperville, IL 60563

Chicago Website Design SEO Company

We are a one-stop-shop digital marketing agency. Our focus is lead generation for local, national and global businesses.

Web design

Google maps optimization

SEO (Search Engine Optimization)

SEM (Search Engine Marketing)

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