9 Tips to Improve Your Website for Lead Conversion

This is an extra resource to go along with the original article:
[6 Essential Ways to Improve Your SaaS Conversion Rates](#)

---

1. **Share trust signals on every page of your website.** Include testimonials, reviews, and logos from trusted industry leaders in your website's header, footer, and sidebar.
2. **Include many ways to opt-in to your trial.** Invite website visitors to sign up for your product's trial (if applicable) in different spots all over your website. If you don't offer a free trial, ensure that you invite visitors to contact you for a consultation.
3. **A/B test your calls to action.** You never know which call to action will be the most effective for your prospective customers unless you test.
4. **Add screenshots of your product in action.** Prospective customers want to see the actual product before they invest.
5. **Add videos for the same reason.** Many prospective customers prefer watching a video over reading content when deciding whether to buy. Be sure to include a short, two-minute video of your product.
6. **Focus on pricing.** Highlight the price tier that you'd like to promote. Don't present all of your pricing as equal. Also, consider showing a comparison of each benefit. Finally, don't offer too many pricing choices.
7. **Use every area of your website to push conversions.** This includes the header, footer, sidebar, main content, and navigation bar.
8. **Add a live chat option.** Live chat is relatively new but it can be one of the highest converting tools on your website. It's especially useful when placed on a pricing page.
9. **Focus on search bar.** The search bar can assist in conversion. You can configure site search to return the top converting content first.