



# CONVERSION PROCESS

ATTRACT  
ENGAGE  
CONVERT



## ATTRACT

ARE YOU  
RELEVANT TO  
ME?

Provide key messages and phrases that touch on benefits or problem statements.

Use consistent colors, font, graphics and icons

Readability is critical: the site needs to be simple but not barren

Your visitor needs to be able to relate to the site

Your visitor has to feel that the site is speaking to them, personally, in their job role.



## ENGAGE

TELL ME MORE.  
HELP ME  
UNDERSTAND.

Use simple natural language, even when discussing technical concepts.

Ensure that your content seeks to help and educate, not promote.

Visual data is processed by the brain faster and is more memorable.

Provide both "left-brain" and "right-brain" type of content - visual, text, videos, graphics, tables etc. - all as needed.



## CONVERT

I BELIEVE YOU.  
HOW DO I  
CONTINUE?

Provide third-party validation. Tell your site visitor 'how' you help solve their problems.

Talk about your process, your products, your customers, and your successes.

Create the trust to allow them to continue with attractive calls to action.