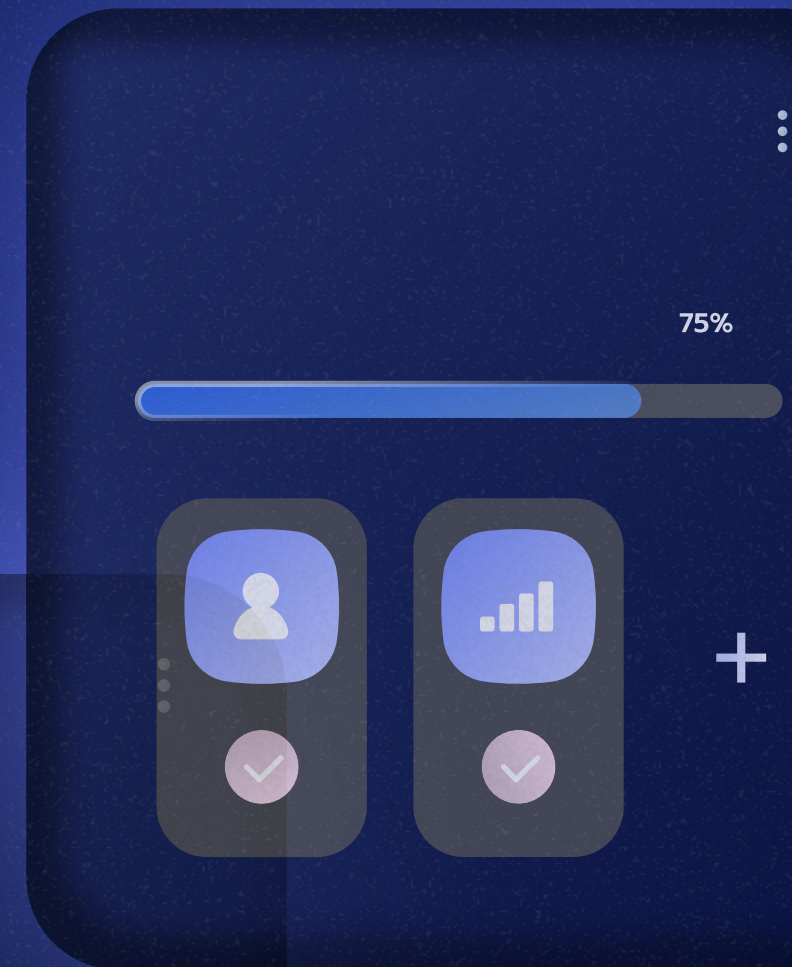
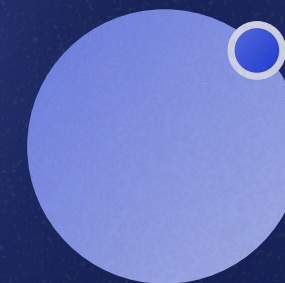
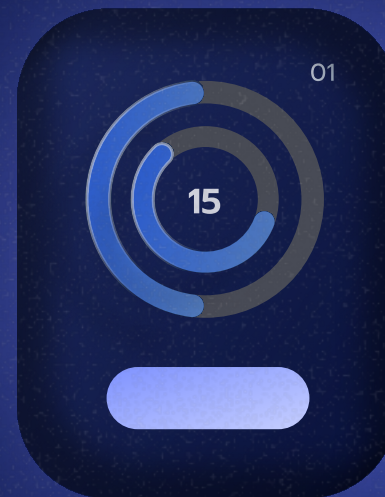


The 2025 Playbook for Website Customer Acquisition



134

Project

25k

SEO

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Website speed optimization

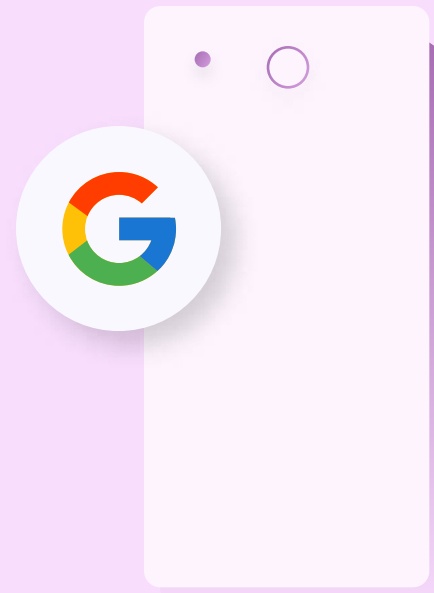
Website speed is one of the primary factors affecting the website's overall performance in customer acquisition.



Why website speed matters?

A slow website negatively impacts this by increasing the blended and paid acquisition costs. Poor performance leads to higher bounce rates, lower conversion rates, and reduced ad quality scores, driving up the costs of acquiring customers through both organic and paid channels.

In 2018, Google conducted a test on 11 million websites, claiming the [average speed of loading for mobile websites is 15.3](#) (Google Research, Webpagetest.org, 2018.) In an ideal scenario, the site should take 1 – 2 seconds to load. It follows that by achieving great website speed, you're already gaining a competitive advantage.



The probability of bounce increases 32% as page load time goes from 1 second to 3 seconds.

Google/SOASTA Research, 2017.

Is your website slow?

To diagnose and address this issue, you can use tools like Google Lighthouse and PageSpeed Insights.



Google Lighthouse

A browser widget that provides an in-depth audit of your website's performance, accessibility, best practices, SEO, and more. It helps you identify areas for improvement to enhance your site's overall speed and user experience.



PageSpeed Insights

Another Google tool that analyzes a web page's content and generates suggestions for making it faster. It provides a score based on your site's performance on mobile and desktop devices, along with actionable recommendations.

Playbook strategy #1: Roads to a fast website

Building a fast website doesn't require employing a whole team of developers to continuously upgrade it. On the contrary, speed often resides in the hands of marketers.

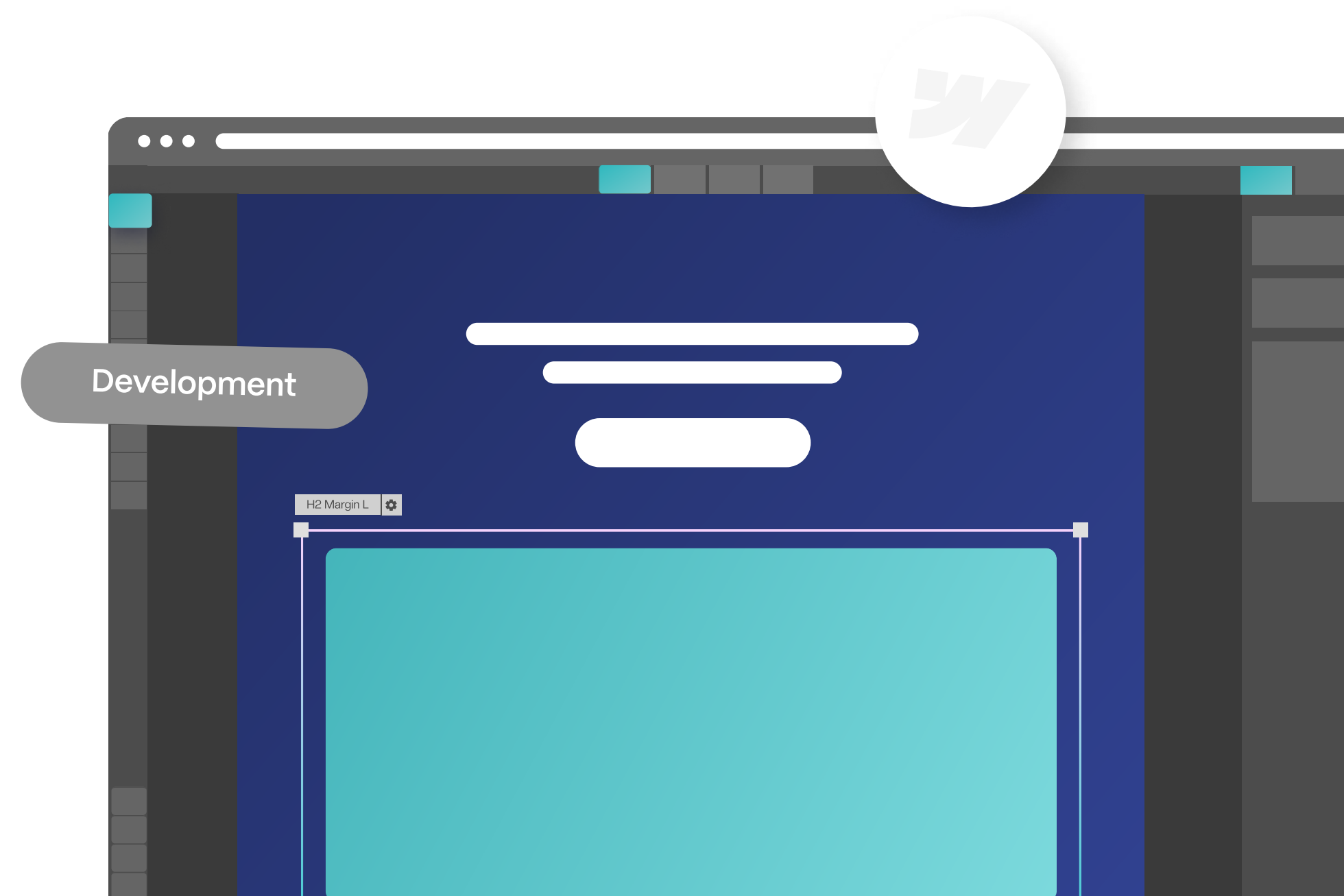
01

Choose the right website builder

Build your site on a robust platform designed for speed and efficiency, ensuring optimal site performance.

So far, Webflow has proven most successful, as it writes clean code as you're designing using the drag-and-drop interface. It also automatically minifies code at a click of a button, and also automatically scales and optimizes images depending on device.

flow.ninja



02

Fix the core web vitals

Core Web Vitals (CWV) are a set of specific factors Google considers important in a webpage's overall user experience. They include:

- ◆ **First Contentful Paint (FCP):** The time it takes for the first piece of content to appear on the screen.
- ◆ **Largest Contentful Paint (LCP):** The time it takes for the largest content element to become visible of content to appear on the screen.
- ◆ **Cumulative Layout Shift (CLS):** The measure of visual stability, tracking unexpected layout shifts.
- ◆ **Interaction to Next Paint (INP):** The latency experienced when interacting with the page.
- ◆ **Time to First Byte (TTFB):** The duration from the user request to the first byte of the response from the server.

	Good	Needs improvement	Poor
FCP	[0–1800 ms]	[1800–3000 ms]	over 3000ms
LCP	[0–2500 ms]	[2500–4000ms]	over 4000ms
CLS	[0–0.1]	[0.1 – 0.25]	over 0.25
INP	[0–200 ms]	[200–500 ms]	over 500ms
TTFB	[0–800 ms]	[800–1800 ms]	over 1800 ms

03

Track speed performance

Website speed isn’t set in stone. Whenever you launch a page, make sure to measure its speed, especially if it’s a page important for your business that many users will land on.

✦ **Google Lighthouse**

Provides an in-depth audit of your website's performance and offers actionable insights.

✦ **PageSpeed Insights**

Analyzes your web page and offers suggestions to improve speed.

✦ **Google Search Console**

Monitors your site’s performance and provides reports on CWV.

✦ **GTMetrix**

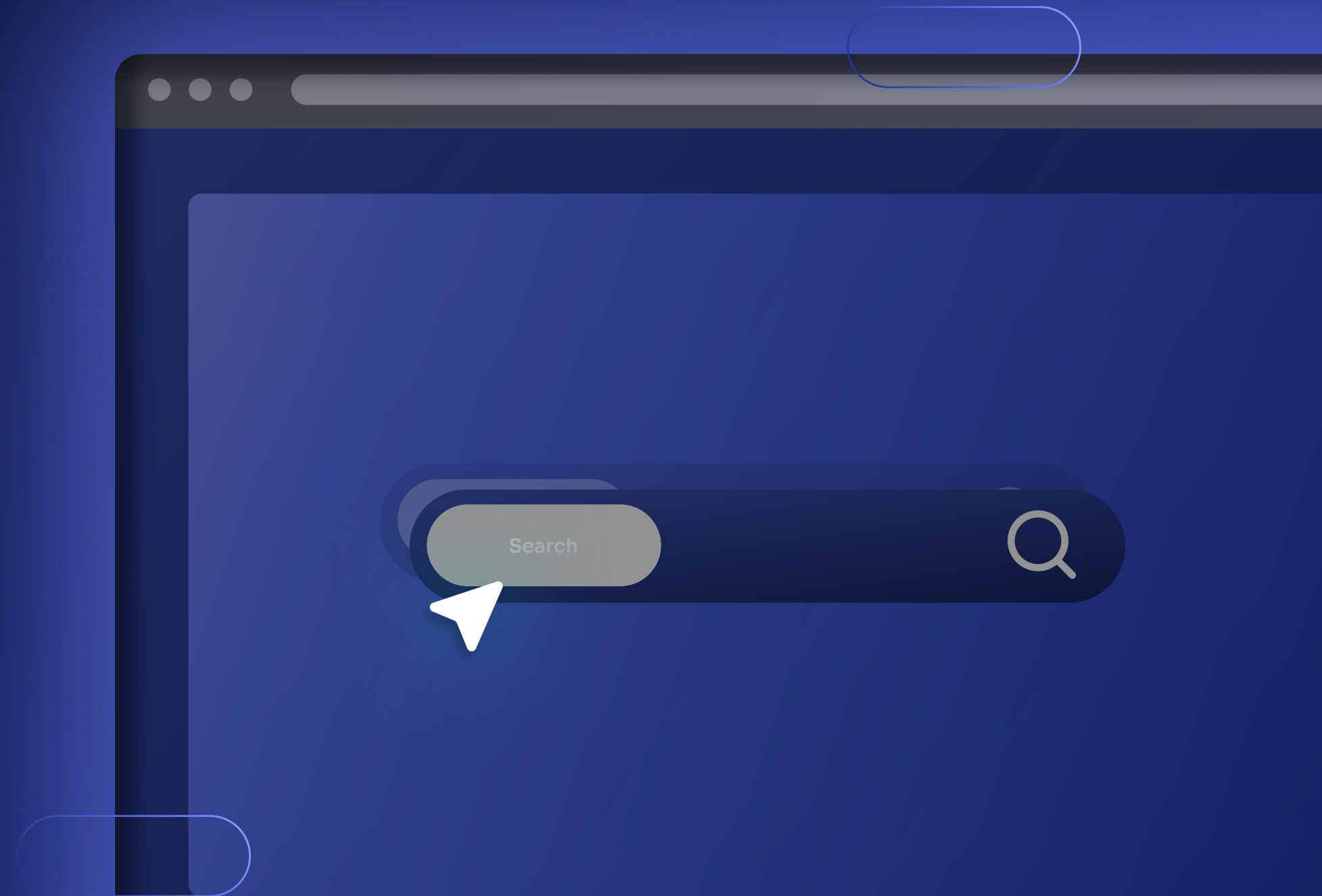
Offers detailed insights into your site’s speed and suggestions for improvement.

✦ **Personal Experience**

Regularly test and navigate your site to ensure it performs well in real-world scenarios.

Search engine optimization

Missing out on optimizing organic traffic impacts your overall marketing ROI negatively.



Why focus on SEO?

According to BrightEdge, 68% of all trackable website traffic comes from search engines (15% from paid and as much as 53% from organic search). (Organic Search Improves Ability to Map to Consumer Intent: Organic Channel Share Expands to 53.3% of Traffic)

This means that approximately ½ of all people coming to your website will come through organic search, If SEO is implemented properly, it could cut the overall cost of your blended CPL by a half, on average.

Moreover, sites that got removed from Google lost, on average, 89% of all their traffic, according to Google. (USCO Technical Measures Inquiry – Google Final Statement of Interest 2022).

Losing SEO traffic could cost you in the long run, as you will have to attract it through paid ads.



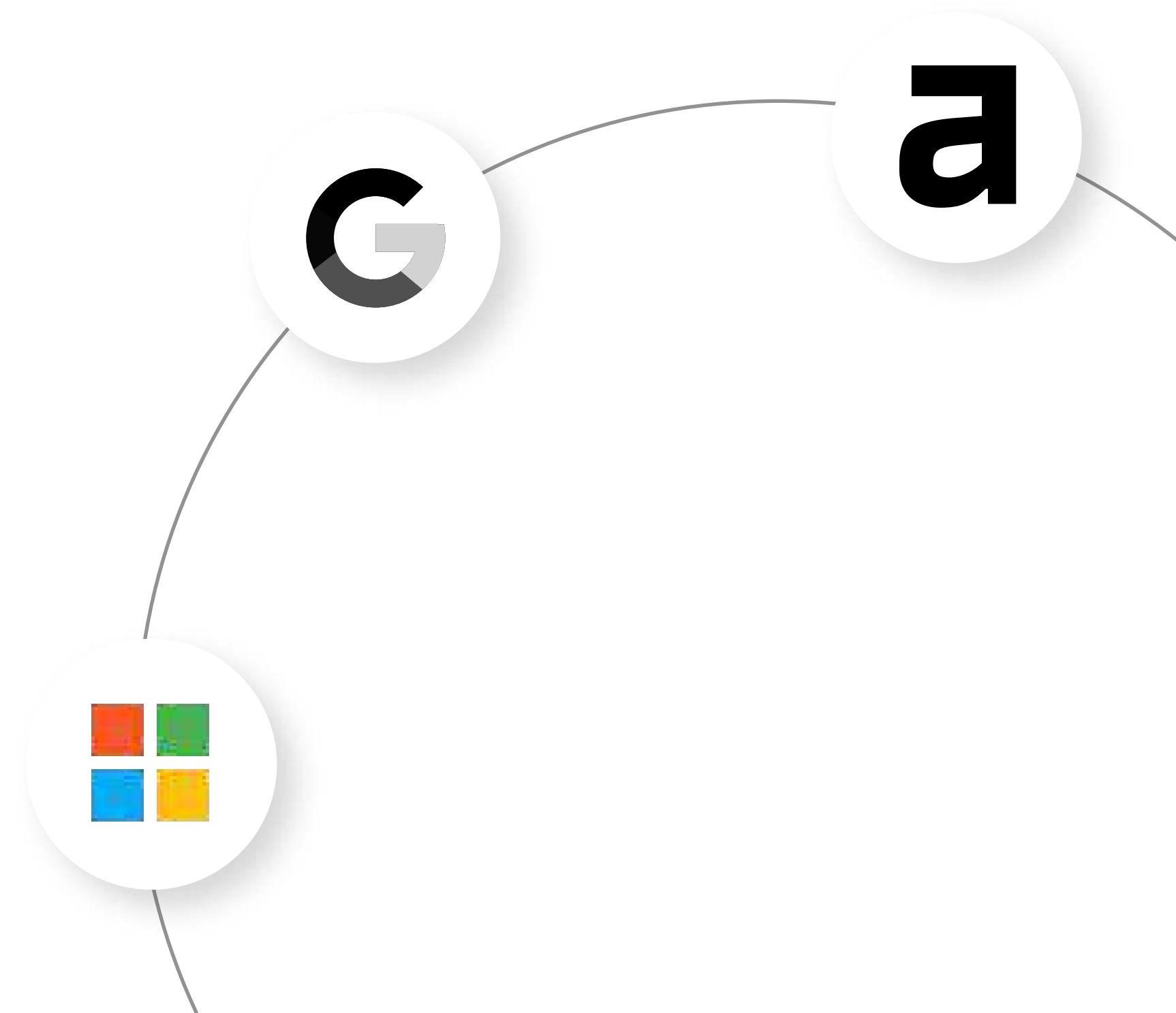
Sites that got removed from Google lost, on average, 89% of all their traffic.

USCO Technical Measures Inquiry – Google Final Statement of Interest 2022.

How's your organic traffic?

Tracking your organic performance can be done in several ways. If you're looking for a number on how search engines see your website, use Ahrefs' website authority checker.

A more nuanced approach requires setting Google Search Console (for Google), Bing Webmaster Tools (for Bing), and other SEO tools for every search engine you want to focus on.



Playbook strategy #2: The holistic approach to SEO

The holistic approach to SEO means covering all aspects of it: on-page, off-page, and technical SEO to ensure maximum impact.

01

Topical authority building through E-E-A-T and content silos

E-E-A-T stands for Experience, Expertise, Authoritativeness, and Trustworthiness. It's a set of guidelines Google uses to assess the quality of content. Here's how you can build E-E-A-T:

☆ Experience

Show first-hand knowledge and real-life experiences related to your content. This could include case studies, testimonials, and personal anecdotes.

📖 Expertise

Demonstrate your depth of knowledge in your field. Publish high-quality, well-researched content written by experts.

👑 Authoritativeness

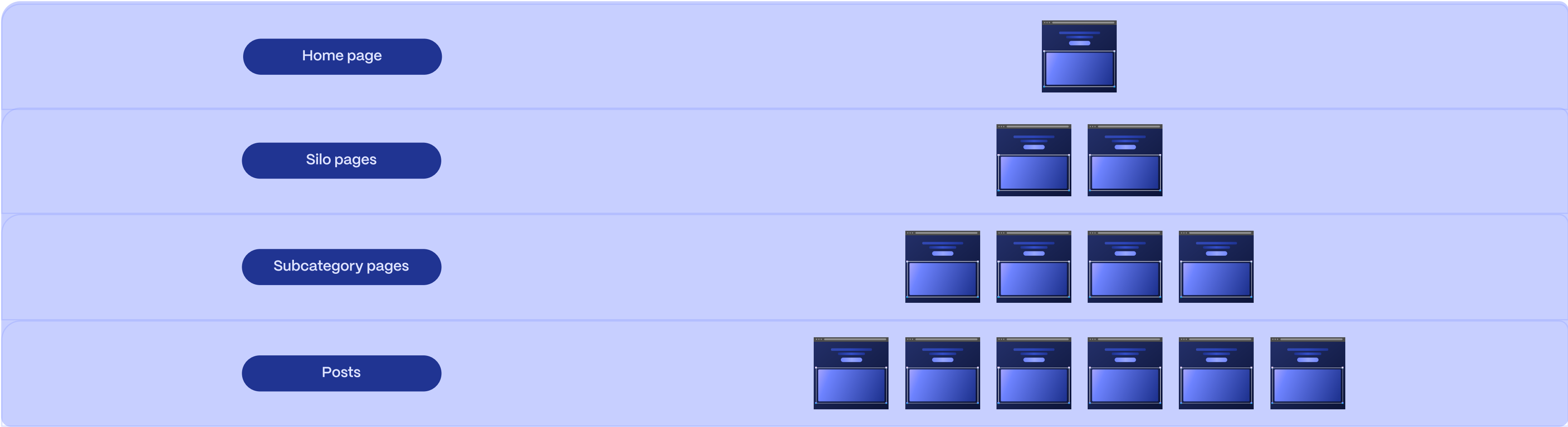
Gain recognition from other authoritative sources. Publish content that others will recognize as helpful and recognize you as an expert in your field.

📝 Trustworthiness

Ensure your content is written by actual people by providing their author bios, contact information, and all other info that increases trust from readers.

Content silos organize your website’s content into distinct sections, making it easier for search engines to understand your site’s structure and for users to find relevant information. This is how you can create content silos:

- ◆ **Identify key topics:** Determine the main topics that are relevant to your industry and business.
- ◆ **Create pillar pages:** Develop comprehensive, authoritative pages for each key topic. These pages should cover the topic broadly and link to sub-topic pages.
- ◆ **Sub-topic pages:** Write detailed articles that delve into specific aspects of the main topics. These should link back to the pillar pages and to each other where relevant.
- ◆ **Interlinking:** Ensure there is strategic internal linking between pillar and sub-topic pages to create a cohesive structure.



02

Technical SEO fixes to streamline crawlability and indexability

Technical SEO involves optimizing your website so search engines can crawl and index it efficiently. While this can include a range of fixes, important ones include:

Hosting also plays a critical role in your website’s performance and SEO. A little hack here is to pick a builder that already has its own hosting pre-configured in accordance with best SEO practices.

- ◆ **Performance:** SEO-friendly hosting ensures fast loading times, which is crucial for both user experience and search rankings.
- ◆ **Security:** Good hosting provides robust security features, including SSL certificates, which are essential for building trust and improving SEO.
- ◆ **Uptime:** Reliable hosting minimizes downtime, which can negatively affect user experience and SEO. Webflow’s hosting offers high uptime guarantees.
- ◆ **Scalability:** As your site grows, your hosting should be able to handle increased traffic without performance degradation.

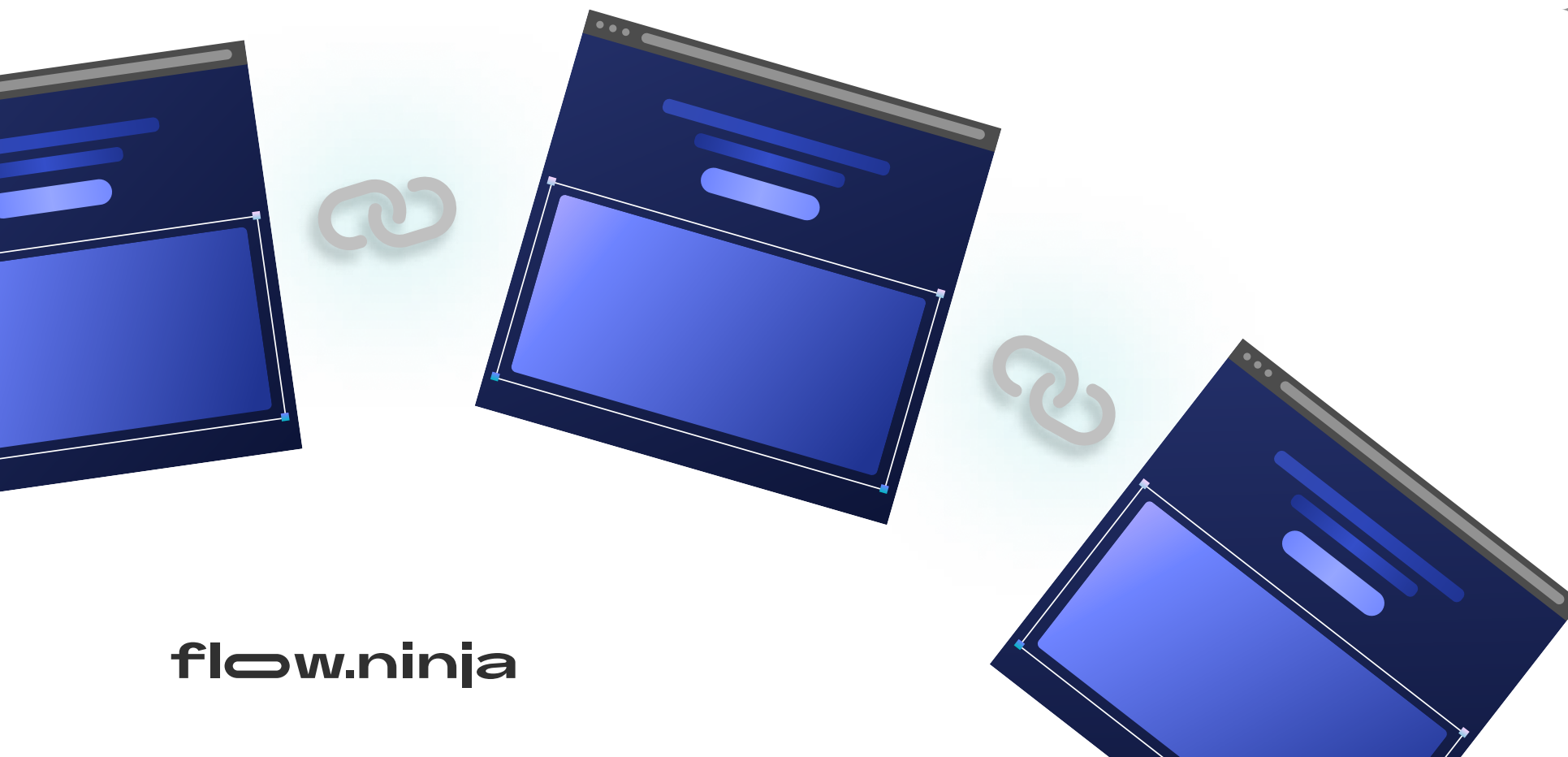


03

Link building

Link building is the process of acquiring hyperlinks from other websites to your own. Links are a major ranking factor for search engines as they signify trust and authority. Effective link-building strategies include:

- ✦ **Content creation:** Produce high-quality, valuable content that others naturally want to link to. This could include in-depth guides, original research, infographics, and engaging blog posts.
- ✦ **Outreach:** Reach out to relevant websites, bloggers, and influencers in your industry to share your content and request backlinks.
- ✦ **Guest blogging:** Write guest posts for reputable websites in your niche. Include a link back to your site in the author bio or within the content, if appropriate.
- ✦ **Broken link building:** Find broken links on other websites and suggest your content as a replacement. This helps the website owner fix their broken links and earns you a backlink.
- ✦ **Competitor analysis:** Analyze your competitors' backlinks to identify potential link-building opportunities. Tools like Ahrefs and SEMrush can help with this.
- ✦ **Local listings:** Ensure your business is listed in relevant local directories and review sites. These backlinks can improve local SEO.



A/B testing

Lacking proper A/B testing methodology is just shooting in the dark without driving actual results.



Why A/B testing matters?

Marketers who don't do A/B testing on their websites are missing out on valuable insights that could significantly improve their conversion rates and overall website performance. This seems to be a worldwide issue.

- ♦ As per [Speero's report](#), 10% of respondents prioritizing data-driven decisions, nearly half (49%) still lack a supportive culture for experimentation. (Experimentation maturity benchmark report 2024)
- ♦ Out of 10,000 top sites, around 40% of them use CRO tools, [as per BuiltWith](#). (A/B Testing Usage Distribution in the Top 10k Sites)
- ♦ Only 0.11% of all [monitored sites by BuiltWith](#) reported using any CRO tools. (A/B Testing Usage Distribution on the Entire Internet)

The conclusion is that properly implementing A/B testing already gives you an edge.

builtwith

Only 0.11% of all monitored sites by BuiltWith reported using any CRO tools.

A/B Testing Usage Distribution on the Entire Internet

Will A/B testing give results in your case?

While there's no unique metric on whether A/B testing is bringing the desired results, you can:



Learn how to hypothesize properly



Understand statistical significance and apply it to your A/B tests to see if it's significant



Compare the performance of the control and variant once your test reaches significance.

Playbook strategy #3: The marketer-led A/B testing

The only way to benefit from A/B testing is to make proper assumptions.

01

Using the right technology stack

Leveraging the right tools and technologies is crucial for effective A/B testing. As a Webflow agency, Flow Ninja has been heavily relying on this tool in combination with Optibase and Google Analytics 4 (GA4). This streamline the testing process and provide actionable insights.

The reason this has worked for us is because development help is minimal. Being low-code/no-code tools, our stack allowed us to help



Webflow

Its intuitive interface and robust features make it an excellent choice for creating and testing website variants.



Optibase

Optibase is a Webflow app designed specifically for A/B testing. It integrates seamlessly with Webflow, making it easy to set up and manage tests without the need for developers.



Google analytics (GA4)

Demonstrate your depth of knowledge in your field. Publish high-quality, well-researched content written by experts.

02

Setting the proper hypothesis

Before starting an A/B test, it's essential to set a clear, testable hypothesis. Here's how to do it effectively:

✦ Identify the problem:

Observation: Start by identifying a specific issue or area of improvement on your website. For example, you might notice that a particular landing page has a high bounce rate.

Analysis: Use analytics tools like GA4 to gather data and understand the underlying causes of the problem.

✦ Formulate the hypothesis:

Prediction: Create a hypothesis that predicts how a change will impact the identified problem. For instance, "Changing the call-to-action (CTA) button color from blue to red will increase the conversion rate by 10%."

Variables: Clearly define the control (current version) and the variant (new version) you'll be testing.

✦ Set objectives:

Goals: Determine what you aim to achieve with the test, such as increased conversions, reduced bounce rates, or higher engagement.

Metrics: Identify the key performance indicators (KPIs) that will measure the success of your hypothesis, like conversion rate, click-through rate, or bounce rate.

✦ Design the test:

Implementation: Use Webflow and Optibase to create the control and variant versions of the web page.

Setup: Configure the A/B test in Optibase, ensuring it's properly integrated with GA4 for accurate tracking and analysis.

03

Understanding statistical significance

Statistical significance is critical for making informed decisions based on your A/B test results. Here's how to calculate and interpret it:

✦ Set a confidence level:

Common standard: Typically, a 95% confidence level is used, meaning there is only a 5% chance that the results are due to random variation.

Threshold: This confidence level sets the threshold for determining if your test results are statistically significant.

✦ Calculate sample size:

Estimation: Use online calculators or statistical formulas to estimate the number of visitors needed for each variant to achieve significant results. Factors to consider include the expected effect size and the current conversion rate.

✦ Run the test:

Duration: Ensure the test runs long enough to gather sufficient data. Avoid ending the test prematurely, even if early results seem promising.

Monitoring: Continuously monitor the test's progress to ensure data accuracy and track performance metrics.

✦ Analyze the results:

Comparison: Once the test concludes, compare the performance of the control and variant. Use statistical analysis tools to determine if the differences are significant.

P-Value: Calculate the p-value to assess the statistical significance. A p-value less than 0.05 typically indicates that the results are significant at the 95% confidence level.

Programmatic integrations (pSEO)

Not capitalizing on pSEO loses you plenty of potential traffic and, consequently, leads.



What is pSEO and why does it matter?

Programmatic SEO (pSEO) is an approach that leverages automation and data-driven techniques to create and optimize large volumes of web pages targeting specific keywords. This method allows businesses to efficiently generate content that ranks well on search engines by systematically identifying opportunities and scaling the creation of relevant, keyword-rich pages.

[Upwork](#) ranks for more than 93.5K keywords that are connected to their programmatically created /hire/ pages, and getting 100K+ monthly visitors from this alone (it would take around \$965K to pay to bring this much traffic through paid ads).

The point is that missing out on the programmatic approach to page creation could cost you a lot of traffic, which you otherwise might have to pay a lot of money for.

100K+



The SEMRush-reported number of daily visitors Upwork gets for their programmatic /hire/ pages, as of 2024.

Does it pay off to do pSEO?

Whether your business has potential for pSEO is something that might require an SEO expert. Essentially, you need to ask the following question:

- ♦ Is there something in your line of work that will attract potential leads to your site and that they are actively searching on Google and other search engines?
- ♦ Is this something scalable? Can you create a lot of pages from it?
- ♦ Are there any concrete keywords that you can pin to your programmatic SEO pages?
- ♦ Can you create content for it on an on-going basis?
- ♦ Will this content satisfy the user search intent?

Use [SEMRush's Keyword Overview](#) to explore potential search volume for possible pSEO campaigns.



Playbook strategy #4: The scalable, programmatic, and automatic SEO page creation process

Depending on the scale and complexity of your programmatic SEO initiative, this can be implemented in different ways. It all comes down to having a template page and a database from which content is pulled to generate tailored landing pages.

At Flow Ninja, we specialize in working with two-sided marketplaces (businesses that connect individuals with other businesses, such as Upwork or Nursa) that have integrated their marketing sites with their apps. Based on this, we created a logical structure on how to harvest the fruits of pSEO.

01

Keyword research and opportunity recognition

- ✦ **Conduct comprehensive keyword research:** Utilize tools like SEMRush's Keyword Overview to identify keywords with high search volume and relevance to your industry.
- ✦ **Identify programmatic page opportunities:** Look for patterns in the keywords that can be scaled across numerous pages. These opportunities typically involve search terms related to services or products offered by users on your platform.

02

Create an outline for programmatic pages

- ✦ **Design the page structure:** Develop a template for programmatic pages that clearly outlines the information potential users are looking for. This includes key details about the service or product, user reviews, and related content.
- ✦ **Content strategy:** Plan the content strategy to ensure each page is unique and valuable, focusing on user intent and SEO best practices.

03

Connect the app with the marketing site

- ✦ **Utilize automation tools:** Implement automation tools to connect the app with the marketing site, allowing for the seamless creation and updating of programmatic pages. In most cases, we rely on either Zapier or Make.

04

Implement schema markup

- ◆ **Schema implementation:** Ensure that proper schema markup is applied to all programmatic pages to enhance their visibility in search results. Focus on implementing schemas that enable rich results, such as blog posting schema, product schema, and review schema, to increase the chances of appearing in featured snippets and other rich result formats.

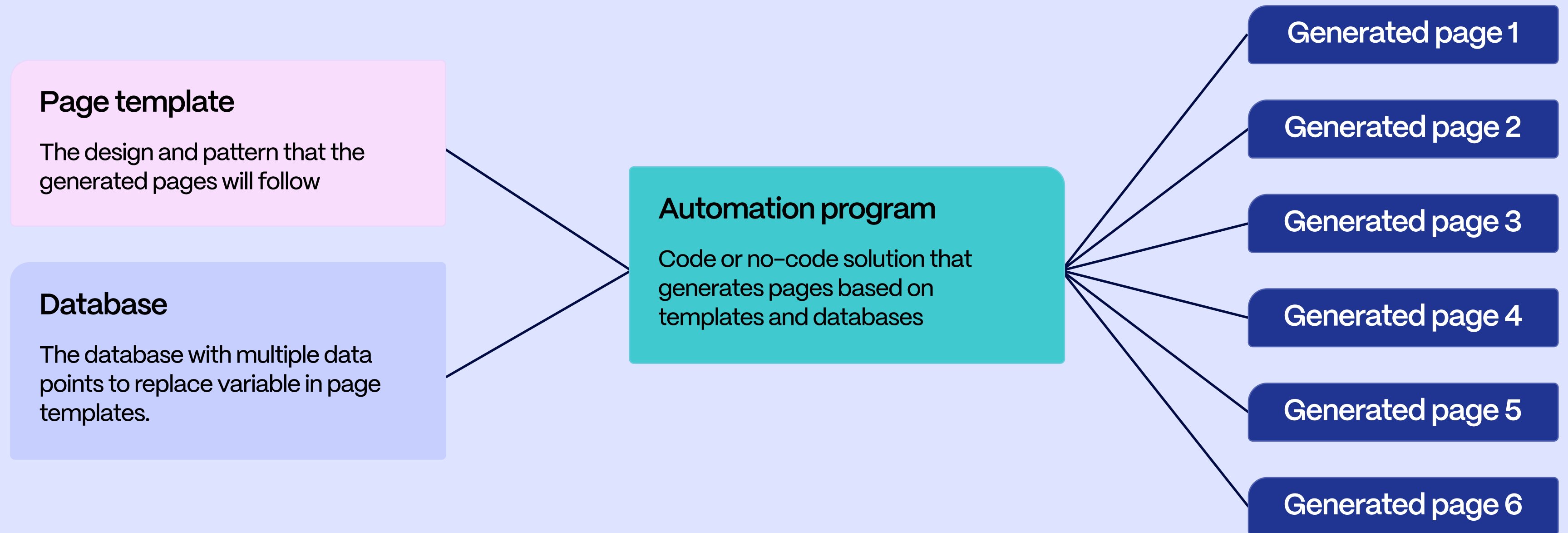
05

Monitor and optimize performance

- ◆ **Performance monitor:** Regularly track the performance of programmatic pages using analytics tools. Monitor key metrics such as organic traffic, bounce rate, conversion rate, and keyword rankings.
- ◆ **Continuous optimization:** Continuously optimize the pages based on performance data. This may involve updating content, refining keywords, improving page load times, and enhancing user experience.



The pSEO Blueprint



Strategic social proof and testimonials

Lack of or misplaced social proof or testimonials on your marketing site decreases your chances of generating leads or converting.

checkout.com

ENJIN

I-HIRO

SmartSuite

re:coded

How can social proof actually help?

These stats clearly display that neglecting to showcase positive customer experiences can lead to missed opportunities for attracting new customers, encouraging repeat business, and driving long-term revenue growth.

There's a possibility of increasing revenue by **62% per customer.**

According to BigCommerce

72% of consumers claimed they would take action **ONLY** after reading an online recommendation

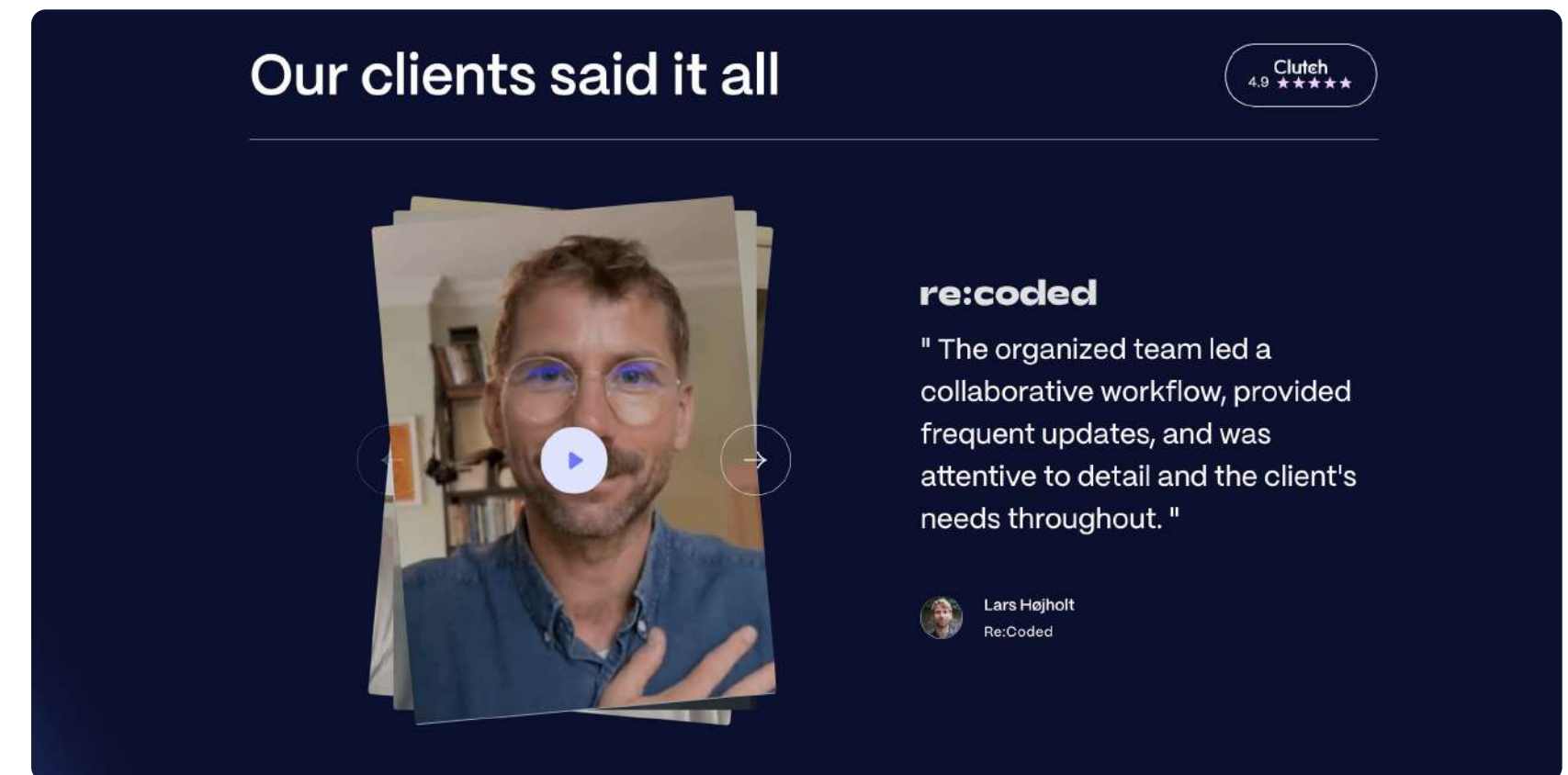
As per Search Engine Watch

Should you add social proof and will it have an impact?

Businesses with no testimonials or social proof are missing out on a critical component that can significantly influence customer trust and purchasing decisions. Additionally, businesses with poor-performing social proof struggle to convert visitors into customers, as ineffective or unconvincing testimonials fail to build the necessary credibility.

To address this, it's essential to use free tools like [Microsoft Clarity](#), which provides heatmaps to understand if users are reaching and engaging with testimonials on your site, and Google Analytics 4 (GA4) to track overall website analytics.

These insights can help optimize the placement and effectiveness of your social proof, ensuring it drives conversions and revenue growth.



How important social proof proves the fact that around 20% of all clicks on our homepage are clicks on the elements inside the testimonial section, which is the second most popular after the main menu. The interesting thing is that our testimonial section is near the bottom of the page.

Playbook strategy #5: How to let others toot your horn

Here are the four crucial plays for getting the most out of your social proof.

Identify happy customers and request testimonials

- ♦ **Step 1:** Identify satisfied customers by reviewing positive feedback, high satisfaction survey scores, or loyal repeat customers.
- ♦ **Step 2:** Reach out to these customers via email or phone, explaining the importance of their testimonial and how it will help other customers.
- ♦ **Step 3:** Provide a simple and convenient way for customers to submit their testimonials, such as a form on your website or a direct email reply.

Develop detailed case studies

- ♦ **Step 1:** Select customers who have experienced significant benefits from your product or service.
- ♦ **Step 2:** Schedule interviews with these customers to gather detailed information about their challenges, how your product or service helped, and the results they achieved.
- ♦ **Step 3:** Write comprehensive case studies that outline the specific problem, the solution provided, and the positive outcomes.
- ♦ **Step 4:** Include quotes, metrics, and before-and-after scenarios to make the case studies compelling and relatable.

Use tools to optimize social proof placement

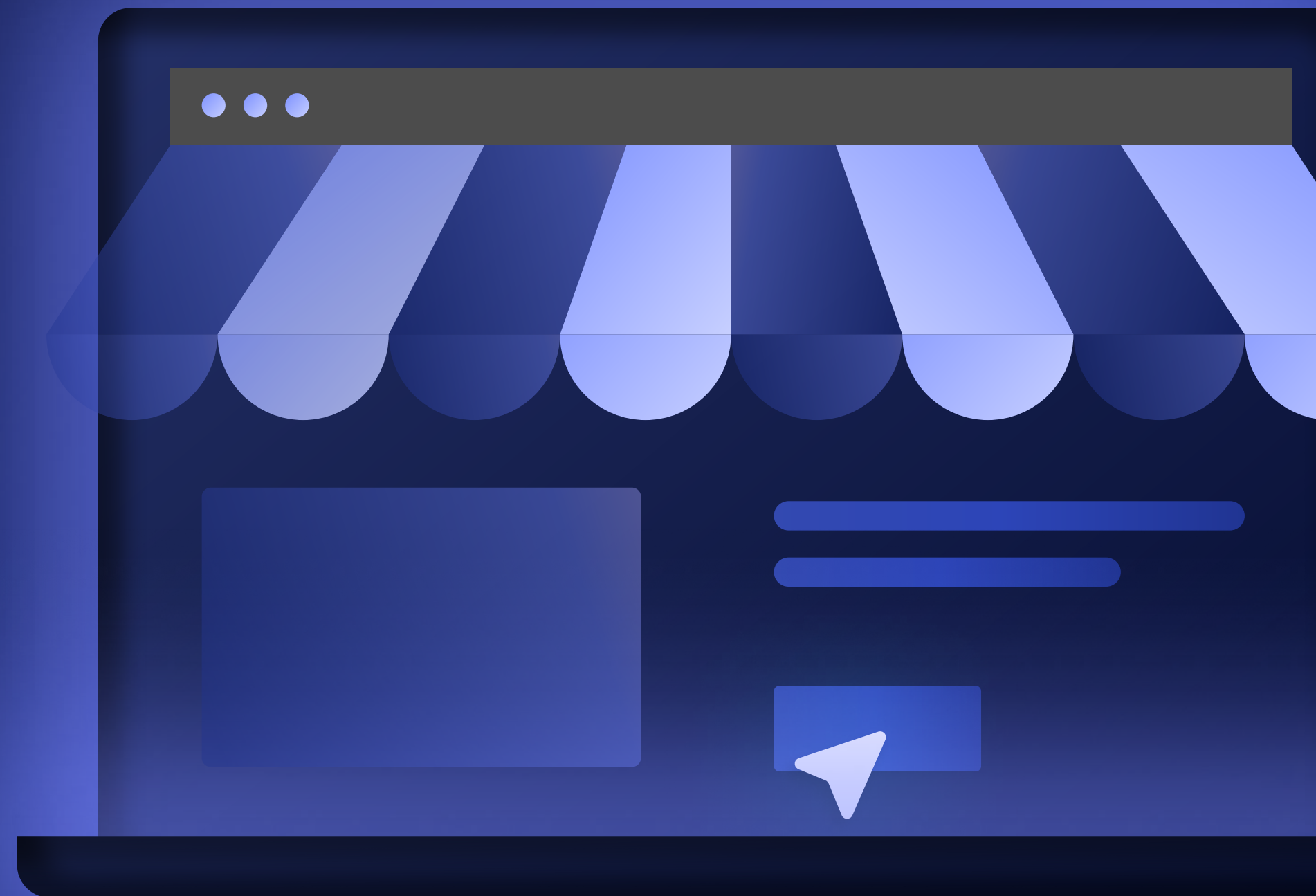
- ♦ **Step 1:** Use Microsoft Clarity and Hotjar to create heatmaps and analyze how users interact with your website. Pay particular attention to whether they are reaching and engaging with testimonial sections.
- ♦ **Step 2:** Conduct A/B testing to determine the most effective placement for testimonials and case studies on your site. Test different positions such as the homepage, product pages, and landing pages.
- ♦ **Step 3:** Analyze the results of A/B tests to identify which placements generate the most engagement and conversions.

Implement and continuously improve

- ♦ **Step 1:** Implement the most successful testimonial and case study placements based on your A/B testing results.
- ♦ **Step 2:** Regularly update your testimonials and case studies to keep the content fresh and relevant.
- ♦ **Step 3:** Continuously monitor user interactions using Clarity and Hotjar, and make adjustments as necessary to maximize effectiveness.
- ♦ **Step 4:** Track the impact of testimonials on your conversion rates using GA4, ensuring that you measure and understand their contribution to your overall website performance.

Use of cookies and remarketing

Not retargeting website visitors means missing out on potentially hot leads.



Is marketing really necessary?

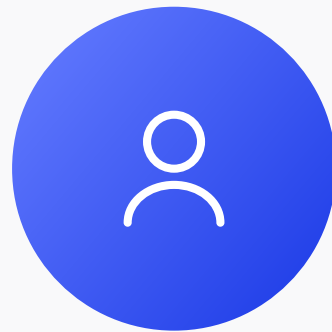
The general rule of thumb is that out of 100% of the potential market, you shouldn't sweat for 90% of the buyers, as they are either lazy enough to act, don't have a need for your product or service, or simply aren't interested in your company.

Only 3% are active buyers — these come to your website and purchase what they need. This leaves us with 7%, which belongs to the group who are actively searching for options. In this case, they are most likely to return to your website after you reach out to them via a carefully crafted ad.

New visitors convert only at around 2.4%, as per Business Insider. Moreover, 97% of visitors never return to a website. Combine these two stats and you get the idea — omitting remarketing from your strategy means losing leads.

According to Monetate

HOW REMARKETING WORKS



USER



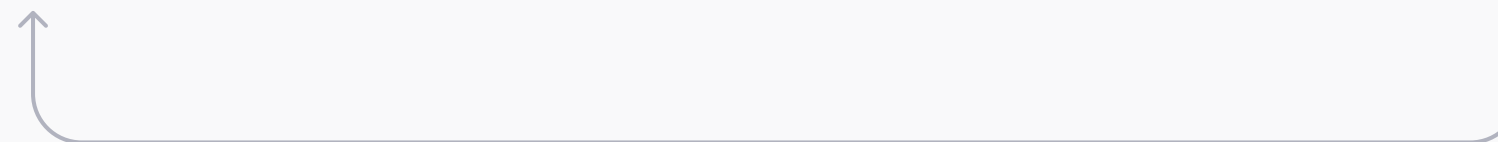
**USER VISITS
YOUR WEBSITE**



**USER LEAVES
AND IS TRACKED**



**USER SEES AD ON
OTHER WEBSITES
OR SOCIAL MEDIA**



**USER CLICKS AD TO RETURN
TO YOUR WEBSITE**

Should you remarket your website visitors?

If you're unsure whether you need remarketing, consider these points:

✦ Track your conversion rates

Use Google Analytics 4 (GA4) or similar tools to track your conversion rates.

✦ Identify traffic gaps

Understand that most visitors may not return without remarketing.

✦ Compare with competitors:

Use Google Analytics 4 (GA4) or similar tools to track your conversion rates.

✦ Assess lost opportunities

Recognize the potential leads you're missing by not converting returning visitors.

By implementing remarketing, you can re-engage those 97% of visitors who don't convert on their first visit, ultimately increasing your chances of turning them into customers.

Playbook strategy #6: Make hay while the sun shines

Here's a rundown of the steps you can take to successfully retarget website visitors.

01

Set up tracking pixels

1. Choose your platforms: Decide which platforms you'll use for remarketing. Popular choices include Google Ads and Facebook Ads.

2. Generate tracking pixels:

- ♦ **In Google Ads:**
Go to "Tools & Settings" > "Shared Library" > "Audience Manager" > "Audience Sources" > "Set Up" under Google Ads Tag.
- ♦ **In Facebook Ads:**
Go to "Events Manager" > "Pixels" > "Add" to create a Facebook Pixel.

3. Install tracking pixels on your website: Copy the generated pixel code and add it to your website's header or through a tag manager like Google Tag Manager.

02

Segment your audience

1. Define your segments: Identify key actions and behaviors to segment your audience. Examples include page views, time spent on site, product views, and cart abandonments. Alternatively, you can segment audiences by your Ideal Customer Profile and see which pages your ICPs are most likely to visit. This will help you create better-targeted ads later in the process.

2. Create custom audiences:

- ♦ **In Google Ads:**
Go to "Tools & Settings" > "Audience Manager" > "Audience Lists" > "+" to create new audience segments.
- ♦ **In Facebook Ads:**
Go to "Audiences" > "Create Audience" > "Custom Audience" to define your audience segments based on website traffic.

03

Develop tailored ads

1. Craft your messaging: Develop ad copy and creatives that speak directly to each audience segment. Use personalized messages that address the specific interests and behaviors of each group.

2. Design engaging visuals: Create visually appealing ads that capture attention and convey your message effectively. Ensure your visuals are relevant to the segment you're targeting.

3. Set up ad campaigns:

- ♦ **In Google Ads:**
Create a new campaign and select "Display" or "Search" network. Choose your custom audiences in the targeting options.
- ♦ **In Facebook Ads:**
Create a new campaign, choose your objective, and select your custom audiences in the ad set level.

04

Launch and monitor your campaigns

1. Set your budget and bidding strategy: Determine your daily or lifetime budget for each campaign. Choose a bidding strategy that aligns with your goals, such as cost-per-click (CPC) or cost-per-thousand impressions (CPM).

2. Monitor campaign performance: Regularly check the performance of your campaigns. Look at metrics such as click-through rates (CTR), conversion rates, and return on ad spend (ROAS).

3. A/B test ad variations: Test different ad creatives, headlines, and calls-to-action (CTAs) to see what resonates best with each segment. Use A/B testing to make data-driven decisions.

4. Optimize based on data: Analyze the performance data and make adjustments to your campaigns. This could include changing ad creatives, adjusting targeting, or reallocating budget to better-performing ads.

05

Track conversions and measure success

1. Define your segments: Identify key actions and behaviors to segment your audience. Examples include page views, time spent on site, product views, and cart abandonments. Alternatively, you can segment audiences by your Ideal Customer Profile and see which pages your ICPs are most likely to visit. This will help you create better-targeted ads later in the process.

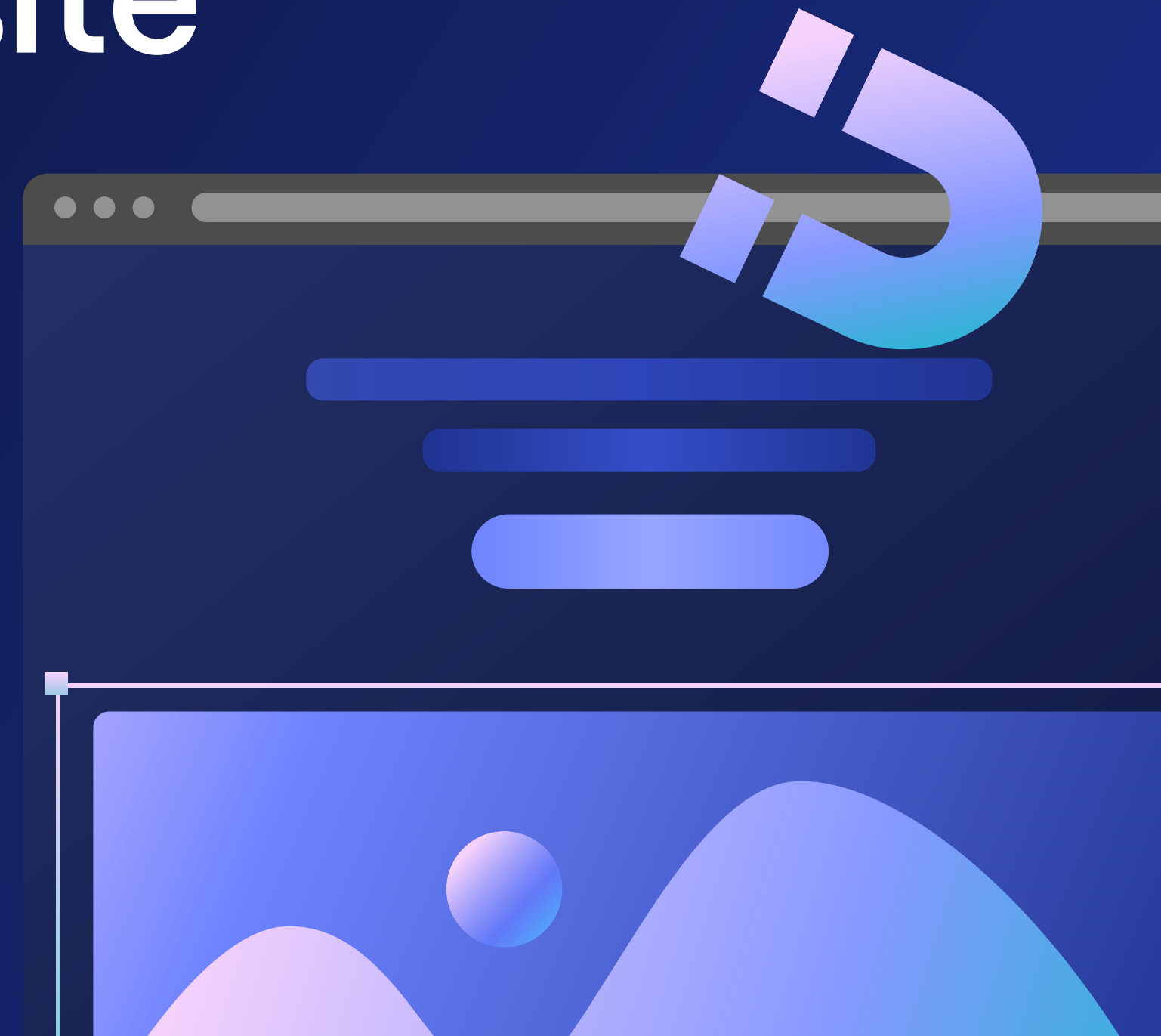
2. Create custom audiences:

- ✦ **In Google Ads:**
Go to "Tools & Settings" > "Audience Manager" > "Audience Lists" > "+" to create new audience segments.
- ✦ **In Facebook Ads:**
Go to "Audiences" > "Create Audience" > "Custom Audience" to define your audience segments based on website traffic.



Utilizing lead magnets throughout the website

If you don't add strategic lead magnets throughout your marketing site, you'll miss out on getting high-quality, inbound marketing-qualified leads.



What's the actual power of lead magnets?

A 10% increase in lead quality can lead to a 40% increase in sales productivity. Therefore, it's safe to assume that fewer high-quality leads in a funnel means more difficult conversion.

According to Adobe

Moreover, according to Getresponse, lead magnet conversion rate varies greatly depending on type, industry, and more – from 5.2% to 24.2%.

But one thing is certain: 0 lead magnets = 0% conversion.

Who has the problem?

Potential businesses can self-assess their lead magnet strategy by asking critical questions:

◆ Do you have lead magnets on your website to attract potential leads?

◆ How effective are these lead magnets in converting visitors into leads?

These questions help gauge whether businesses are effectively utilizing lead magnets to drive inbound marketing-qualified leads and optimize conversion rates.

If you don't have lead magnets, the answer is simple: add them. If you have and you don't get leads or conversions, it means your lead magnets need to be upgraded.

Playbook strategy #7: Understanding the magnetic flux density

Check out the 10 tips to learn how to maximize the effect of your lead magnets.

01 Choose the right website builder

Utilize platforms like Webflow that empower marketing teams to create and implement lead magnets without relying on developers. This speeds up the process and allows for quick testing and iteration.

03 Gated content solutions

Develop gated content such as eBooks, whitepapers, or exclusive reports that directly address the pain points of your ICPs. This not only attracts leads but also positions your brand as a knowledgeable authority in solving their specific problems.

05 Webinars and online courses

Offer webinars or online courses that educate your audience on relevant topics. These can be gated behind a sign-up form, allowing you to capture leads interested in deeper learning.

02 ICP and pain points alignment

Understand your Ideal Customer Profiles (ICPs) thoroughly. Identify their pain points and challenges through research and customer feedback.

04 Interactive tools and calculators

Create interactive tools or calculators that provide personalized insights or solutions related to your industry. These can be highly engaging and encourage lead capture through forms.

06 Free trials or demos

Provide free trials or demos of your product or service. This hands-on experience can significantly increase conversion rates by showcasing value directly.

07 Case studies and success stories

Share case studies or success stories that demonstrate how your product or service has solved problems for existing customers. This builds trust and credibility, making prospects more likely to convert.

09 Quizzes and assessments

Create quizzes or assessments that help prospects evaluate their own challenges or knowledge gaps. Offer personalized results in exchange for contact information.

08 Email courses or challenges

Offer email courses or challenges that deliver value over a series of emails. This drip-feed approach keeps leads engaged while nurturing them towards a purchase decision.

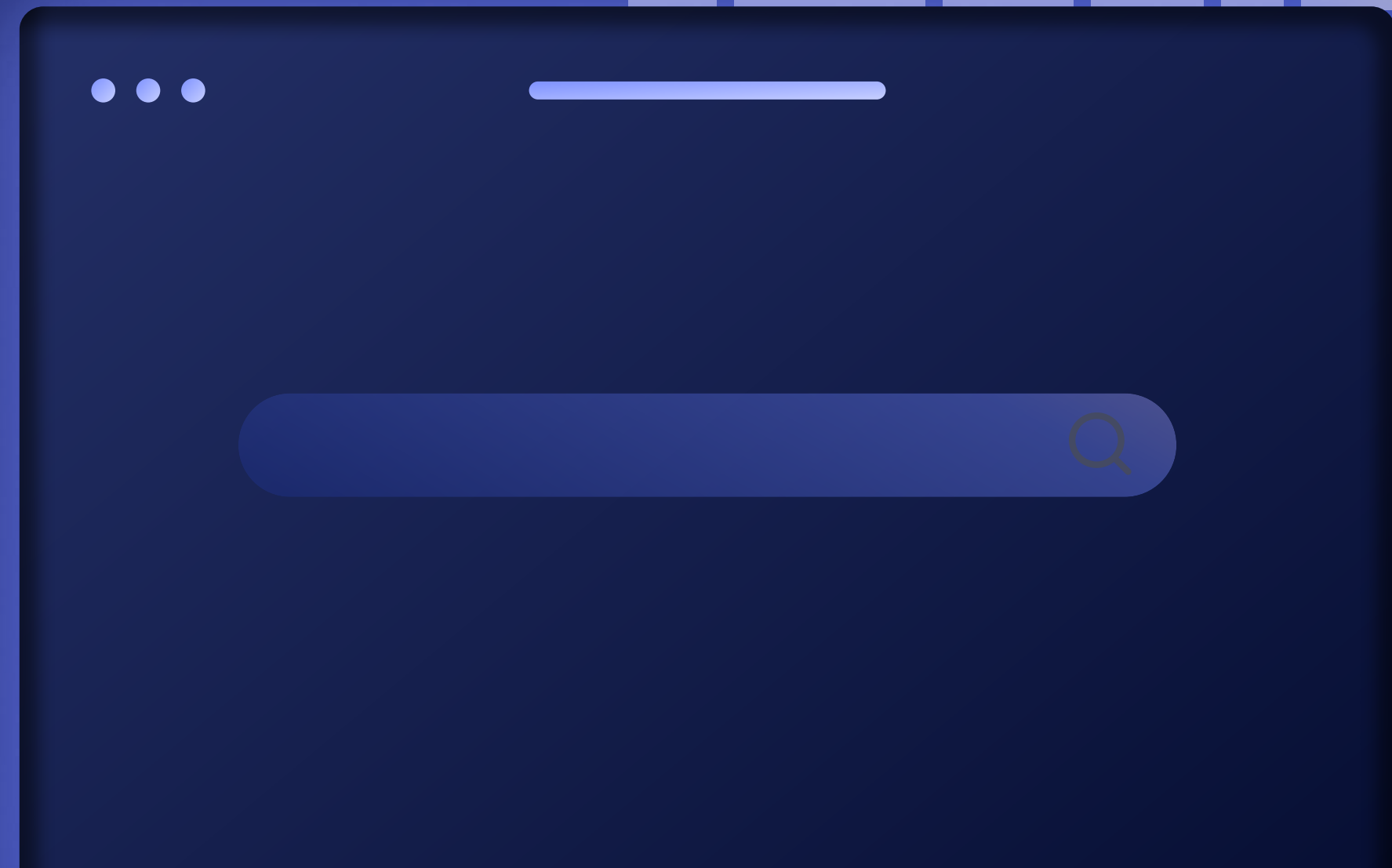
10 Exclusive access or discounts

Provide exclusive access to new features, early bird pricing, or discounts for signing up. This creates a sense of urgency and incentivizes immediate action.



Tracking and optimizing further

Not tracking properly your marketing efforts means losing potential customers and just throwing away the marketing budget.



Why is it problem?

Properly setting up tracking and utilizing data is crucial because, without it, businesses can't identify which marketing channels are performing well, leading to wasted budgets on ineffective strategies.

Additionally, accurate tracking is essential for measuring the return on investment (ROI) of marketing efforts; without it, determining campaign effectiveness is impossible. Data also allows businesses to understand customer behavior, preferences, and demographics, which is invaluable for creating targeted marketing campaigns that resonate with the audience and drive conversions.



54% of companies say that they have challenges to data-driven marketing success due to a lack of data quality and completeness.

According to Invesp

Who has the problem?

Here's a short questionnaire. If you can answer all these questions, you're tracking everything the right way:

✦ Have you defined clear marketing goals and KPIs?

✦ Do you have confidence in the accuracy and completeness of your data?

✦ Can you identify which marketing channels are driving the most conversions?

✦ Are you able to accurately measure the ROI of your marketing efforts?



Playbook strategy #8: Always Be Tracking

We're sure tracking and analytics play an important role in every marketing campaign, and there are no super-secret tips and tricks here.

Finding the right website platform

The first step is to ensure your website platform can seamlessly connect with various third-party tracking tools.

In our experience Webflow proved to be the best for this. You can easily integrate tools like Google Analytics 4 (GA4), Microsoft Clarity, and Hotjar, among others, to gain a deep understanding of your website's performance and user behavior.

Additional analytics software for Webflow

◆ Google Tag Manager

Allows you to manage and deploy marketing tags (snippets of code or tracking pixels) on your website without having to modify the code directly. This makes it easier to update and manage tags for various analytics and marketing tools.

◆ Mixpanel

A powerful analytics platform that focuses on user interactions with your product. Mixpanel helps track events and analyze user behavior to optimize your site's performance and improve user retention.

◆ Segment

A customer data platform that allows you to collect, clean, and control your customer data and send it to various tools for analysis. Segment simplifies data integration, making it easier to track and analyze user data across different platforms.

◆ Amplitude

Provides product intelligence to help you understand user behavior and optimize the user experience. Amplitude's advanced analytics capabilities can help you uncover insights that drive growth and engagement.

◆ Crazy Egg

Offers heatmaps, scroll maps, and A/B testing tools to visualize how users interact with your site and identify opportunities for optimization.

◆ FullStory

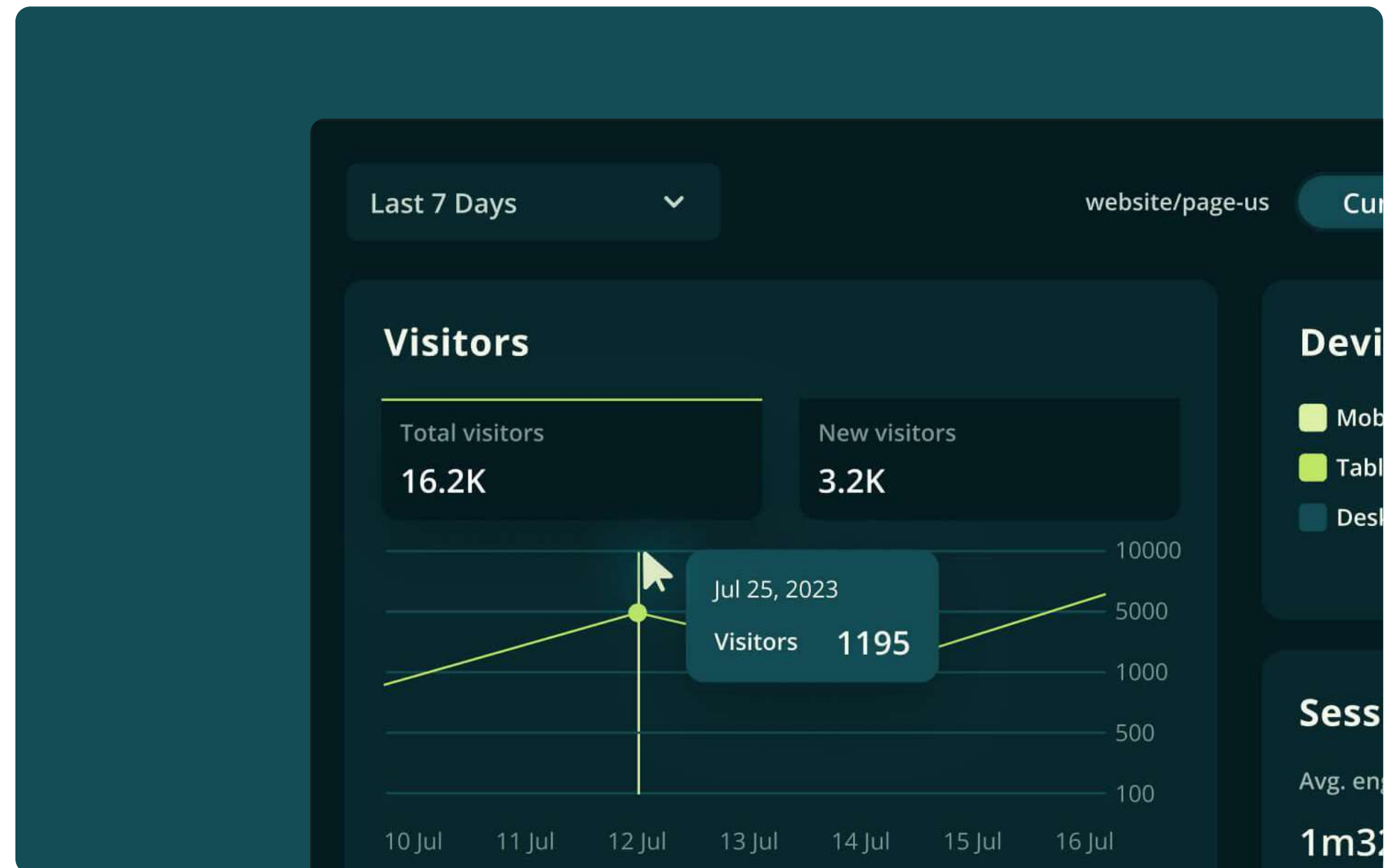
A digital experience analytics platform that captures and analyzes every user interaction on your site. FullStory's session replay and robust analytics features help you identify and fix usability issues.

◆ Google Search Console

Google's official tool for tracking organic performance on Google and learning more about potential technical SEO issues.

Webflow ecosystem apps

Webflow also offers apps that are part of its ecosystem, such as Data Goat. [Data Goat](#) is a free app that integrates directly into Webflow Designer and allows you to connect Google Analytics 4 effortlessly. By using Data Goat, you can streamline the setup process and ensure you are capturing all the essential data needed to analyze and optimize your marketing efforts.



Conclusion: Make your website marketing matter

In the 2024 Playbook to Website Optimization for Customer Acquisition, we've covered essential strategies to enhance your website's performance and drive customer acquisition.

- ◆ **Website speed optimization**
Fast-loading websites improve user experience and boost search engine rankings. Implementing strategies to optimize speed is crucial for retaining visitors and improving performance.
- ◆ **Search engine optimization**
Effective SEO improves visibility and drives organic traffic. Our holistic approach includes content optimization, quality backlinks, and strategic keyword usage to enhance search engine rankings.
- ◆ **A/B Testing:**
A/B testing helps make data-driven decisions to improve website performance. Testing different elements allows you to identify what resonates best with your audience, leading to higher conversion rates.
- ◆ **Programmatic integrations (pSEO)**
Programmatic SEO (pSEO) leverages technology for scalable, automated content creation, ensuring your site remains relevant with minimal manual effort.
- ◆ **Strategic social proof and testimonials**
Social proof, including testimonials and reviews, enhances credibility and trust. Leveraging satisfied customers to promote your brand can significantly influence potential customers' decisions.
- ◆ **Use of cookies and remarketing**
Remarketing to website visitors keeps your brand top-of-mind and encourages repeat visits. Utilizing cookies and personalized ads increases the likelihood of conversions.
- ◆ **Utilizing lead magnets**
Lead magnets capture potential customers' contact information. Offering valuable content in exchange for details helps build a strong lead database for nurturing and conversion.
- ◆ **Tracking and optimizing further**
Continuous tracking and optimization ensure sustained success. Regular monitoring and data-driven adjustments lead to ongoing improvement and effectiveness.

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