



Moving Your Website Visitors from Suspects to Prospects

By Pam McDonald

Yay! You've gotten your website traffic numbers up higher than they've ever been. But you know you can't stop there, right?

Not if you want your website to be a primary driver of sales. You've got to get your visitors to take actions that will convert them from visitors, to prospects, to customers.

Small Changes Can Make A Big Difference

Fortunately, according to content marketing expert website designer Andy Crestodina, small changes can make a big difference. Understanding why website visitors take action can enable you to significantly improve your site's conversion rate.

You can learn these essentials on **Thursday, July 27th at 11AM Pacific (2PM Eastern)** when Andy is the featured guest for a webcast by Caring.com, a leading online resource for senior living and in-home care and a Senior Housing Forum partner.

Content Is Still King, But . . .

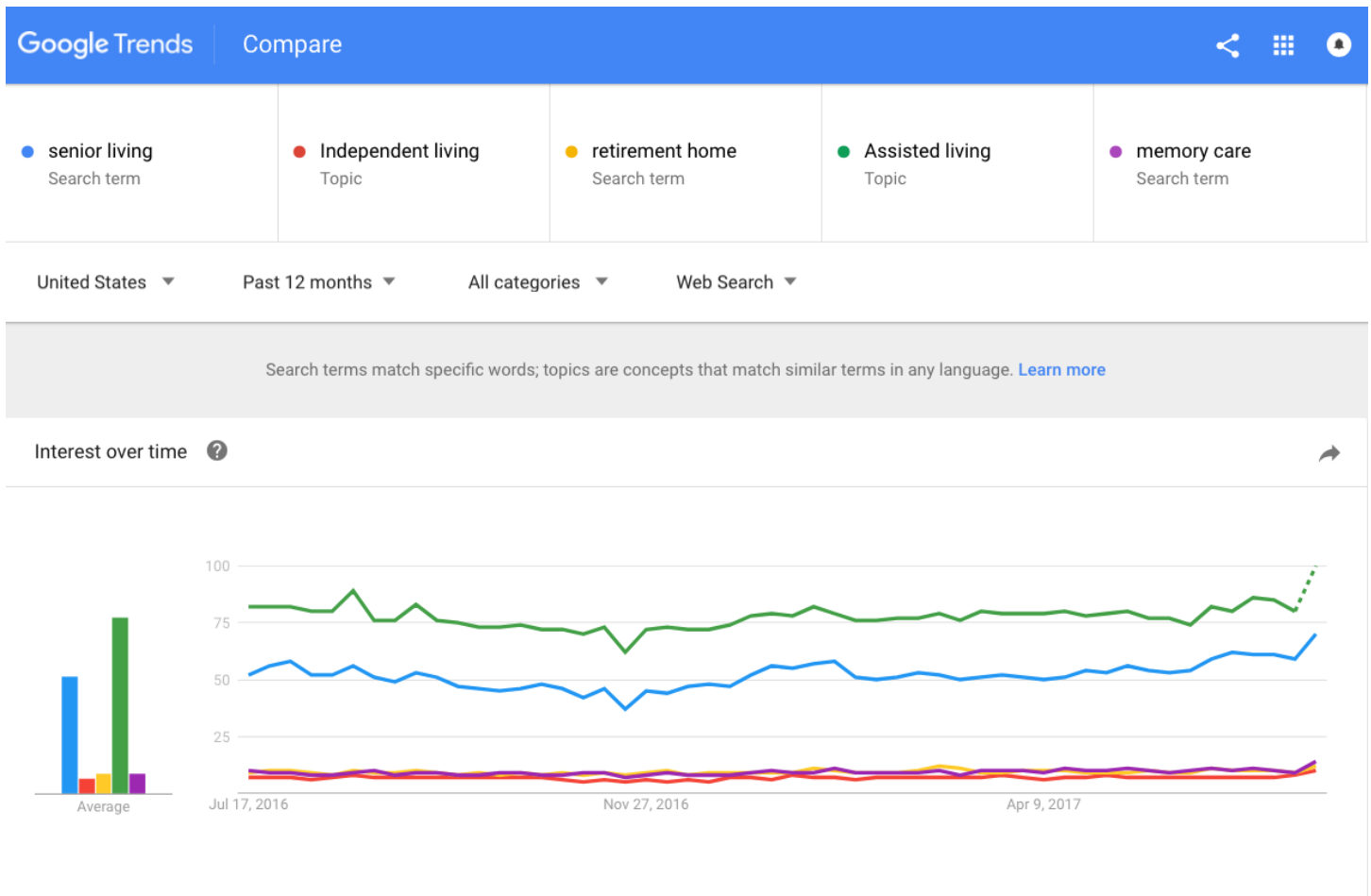
Co-founder and Strategic Director of Orbit Media, an award-winning web design firm in Chicago, Andy has provided web strategy and advice to thousands of businesses. A top-rated national speaker, Andy is also the author of ***Content Chemistry: The Illustrated Handbook for Content Marketing***.

He says, "To move your visitors from suspects to prospects, you need to know what they're looking for, what information they need, and what questions they most likely have. Your site will be successful to the extent you answer their questions."

It's A Test of Empathy

"That is," he continues, "to the extent that your content aligns with why your visitors came to your site, you'll demonstrate empathy, which helps build trust. Each visitor has questions and desires, hopes and fears. Your ability to convert them starts with your ability to understand them and to speak to their specific needs."

He also emphasizes the necessity for you to speak their language, starting with search terms. He notes, "It's not our job to require them to use the terms we prefer, but to be 'customer-centric'." As an example, he compared five search terms and found that among them "assisted living" was clearly the term most commonly used.



Content-First vs. Design-First Approach

Andy notes that many senior living companies developed their website from a design-first approach, essentially saying, ‘Here’s our easy to navigate template that goes from page to page to page.’ He recommends a content-first approach that starts with messaging.

He says, “Start by answering the questions and addressing the concerns your visitors are most likely to have. Your sales and marketing team should be able to identify the top three to 10. Then support any claims you make about your community, programs or services with evidence – testimonials, awards, etc. And, finally, provide calls-to-action wherever appropriate.”

The July 27th webcast, titled *“Building Better Mousetraps: How Content Inspires Your Website Visitors to Act”*, will also describe conversion mapping, the process Andy and Orbit Media use to connect with your visitors and guide them toward desired actions. Download a step-by-step description of the process [here](#).

Caring.com has the largest online collection of senior care reviews and is visited by about 3 million people each month who are considering in-home care or a move to senior living. Its Digital Marketing Academy webinars are designed to help senior living leaders better market their organizations online.



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