



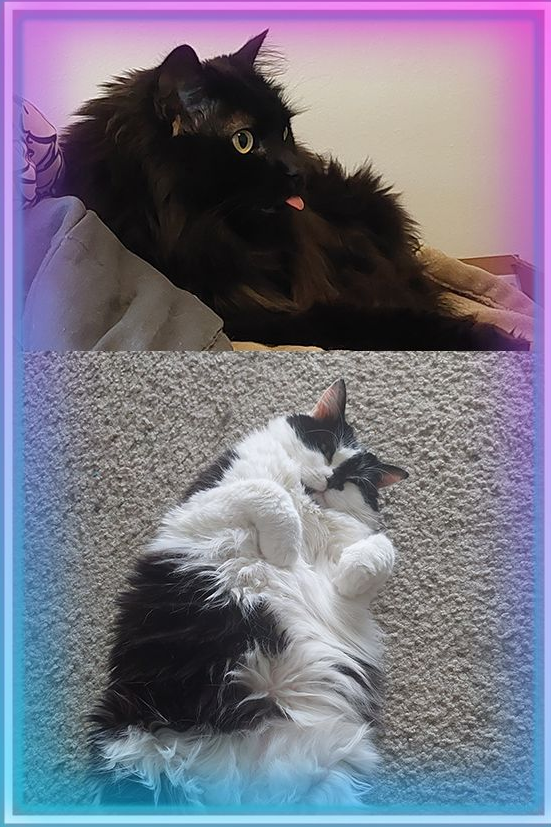
OOZLE MEDIA

CONVERSION  
BEST PRACTICES

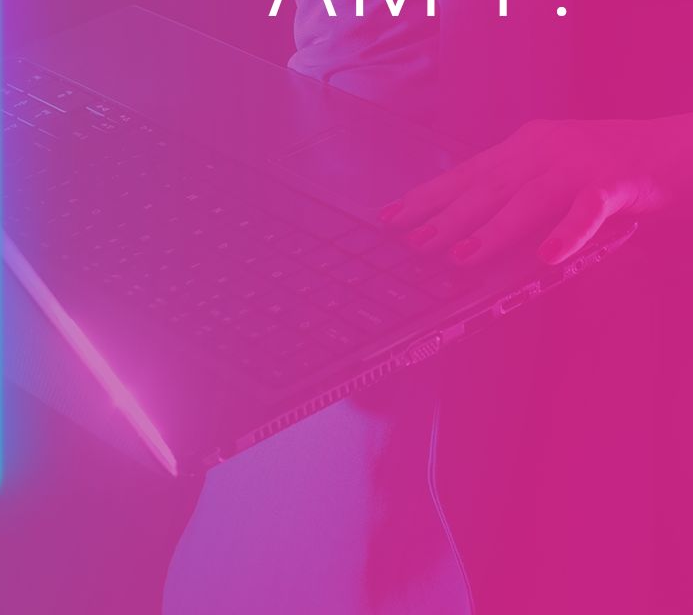
*Your*  
Website

COULD *BE* MISSING





# *who* AM I?



*What Is a Website's Conversion Rate?*

# Conversion Rate = Number of Leads/Number of Site Visitors

**Remember:** *Conversion Rate Is a Ratio*

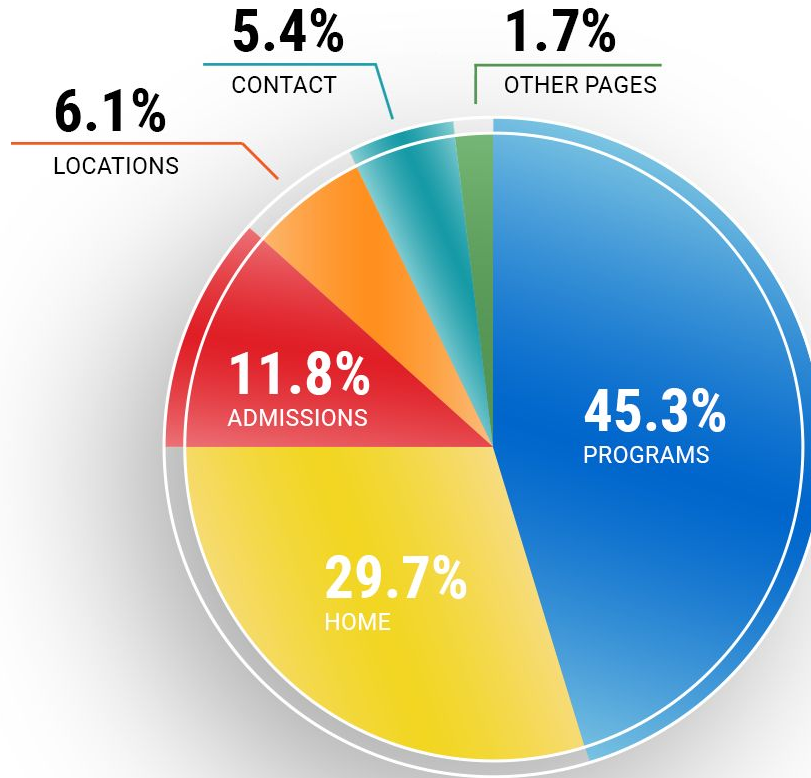
100 leads/1,000 visitors = **10%**  
CONVERSION RATE

200 leads/2,000 visitors = **10%**  
CONVERSION RATE

# What Pages Get **The Most Conversions?**



Onsite Conversions

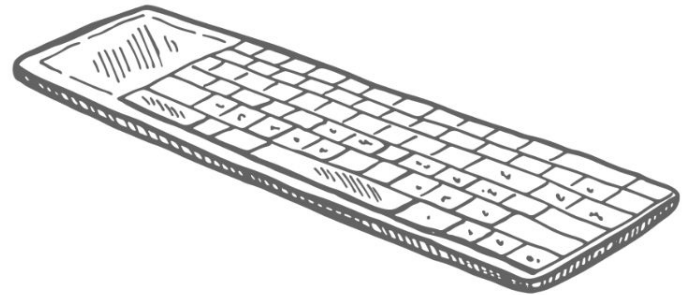


# Two **Key Elements** To Improve Your **Website's Conversion Rate** and Increase the **Number of Website Visitors**

## *Website Design*



## *Website Content*





LET'S TALK

# *Website* Design



# POLL TIME!

If you are an iPhone user, **how comfortable are you using an Android device or vice versa?**

- 
**Very Comfortable**
- 
**Sort of Comfortable**
- 
**Neutral**
- 
**Not Very Comfortable**
- 
**Super Uncomfortable**



USER EXPERIENCE  
INFLUENCES

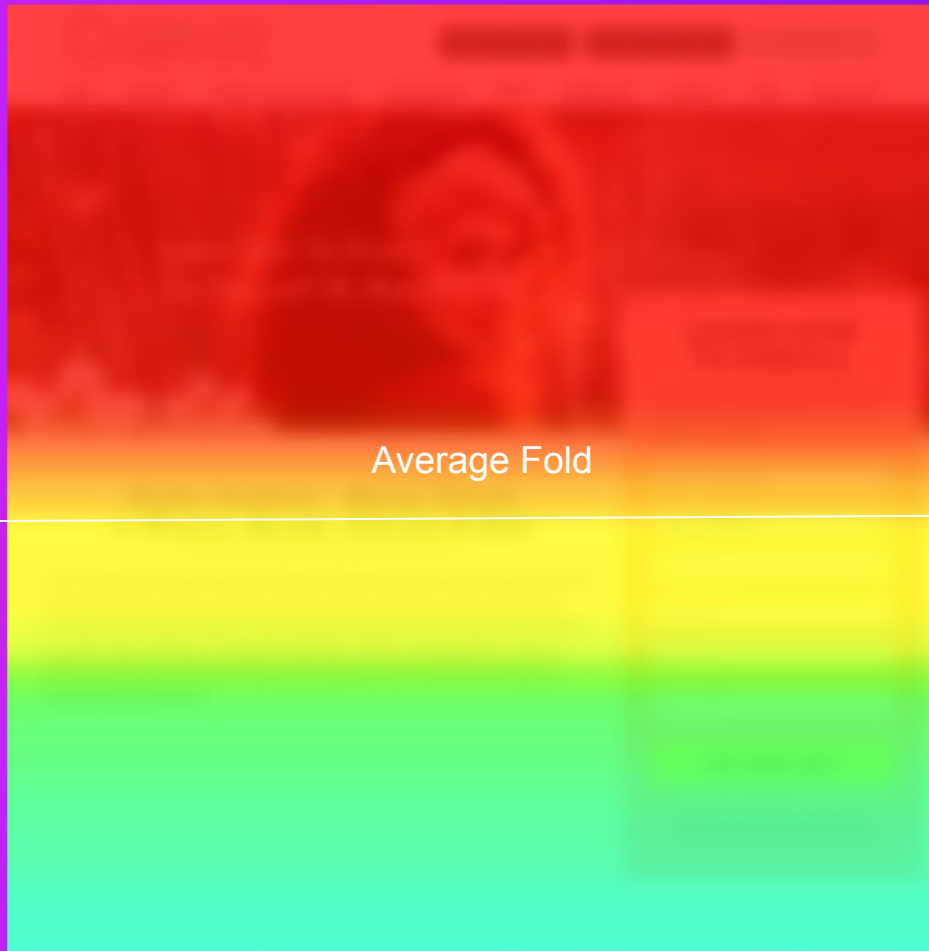
# *Conversion* Rate





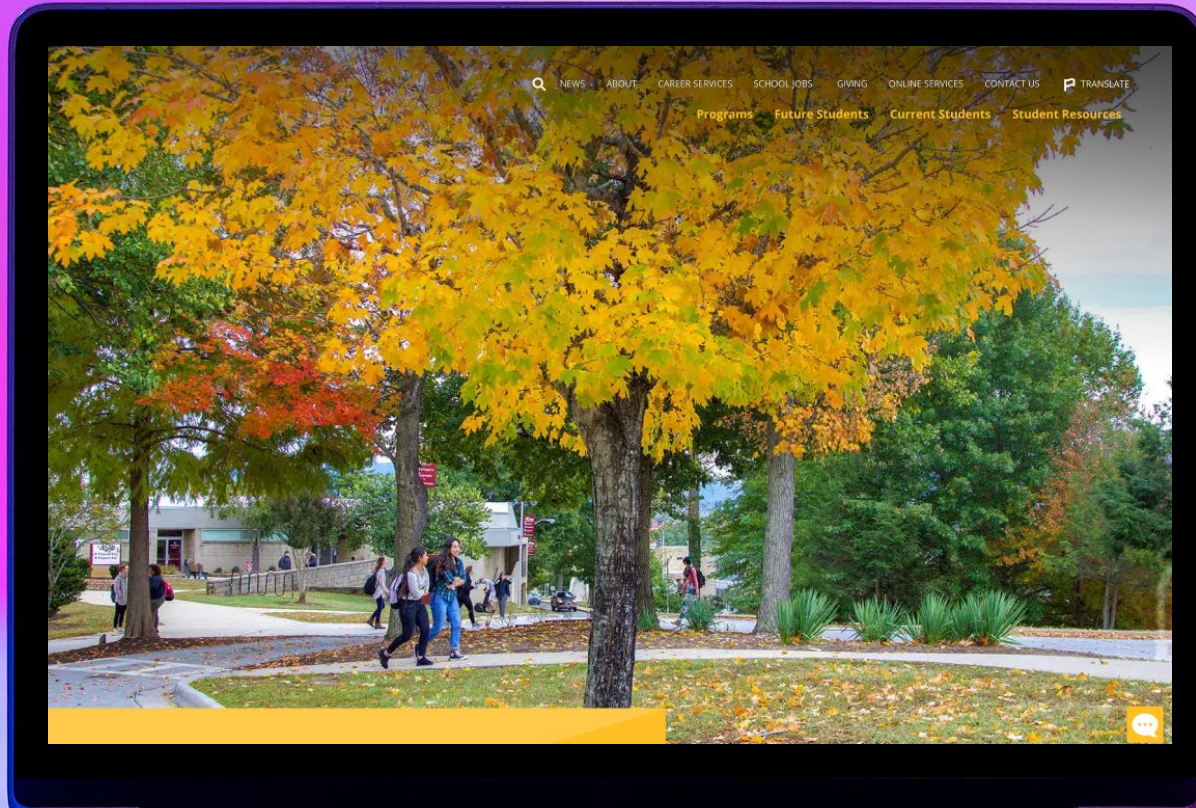


**25%**  
*of users*  
**DON'T SCROLL**  
**PAST THE**  
*fold*  
*on the*  
*HOME PAGE*



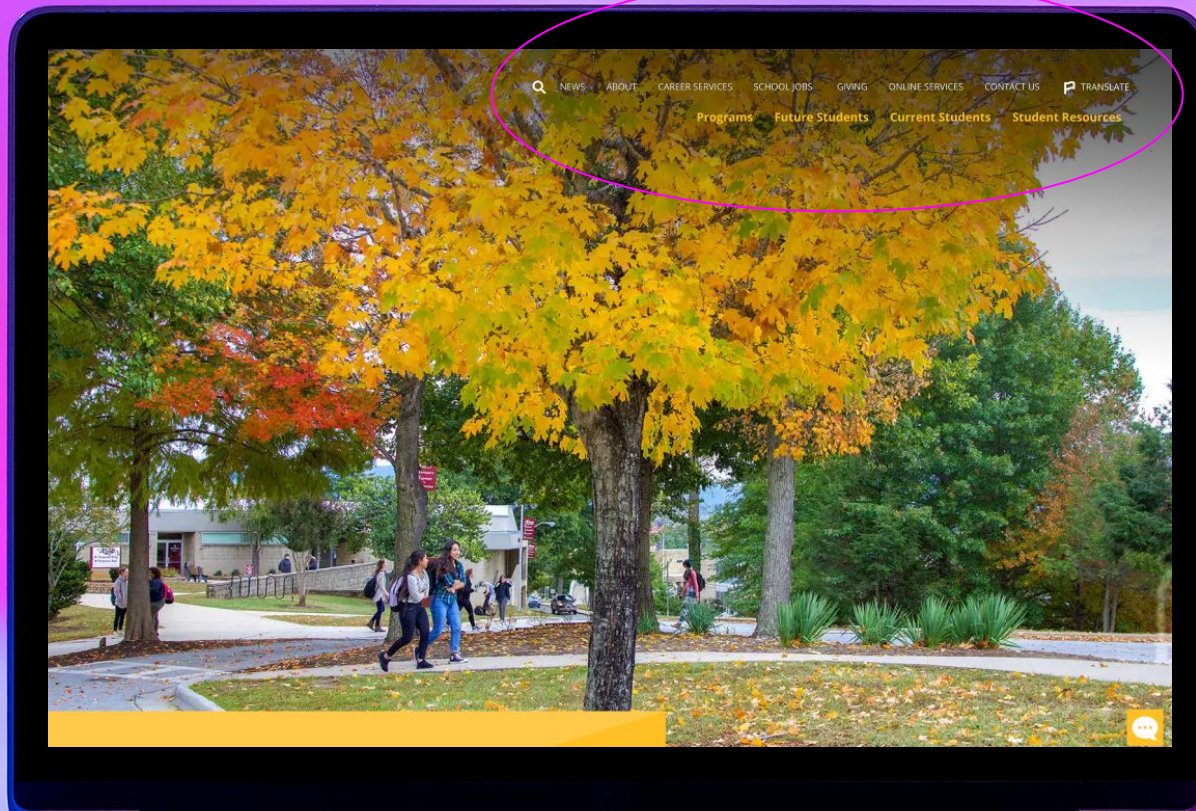


# Where Are the **Calls to Action**?



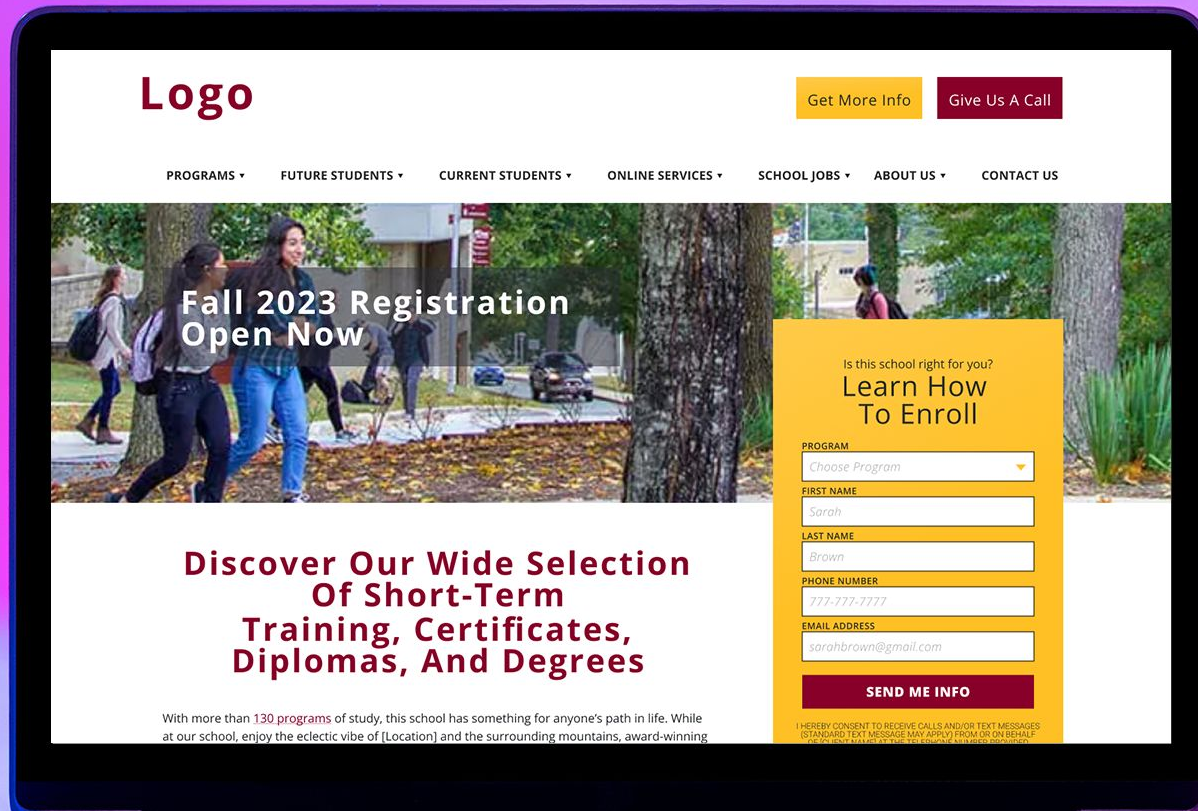


# Where Are the **Calls to Action**?



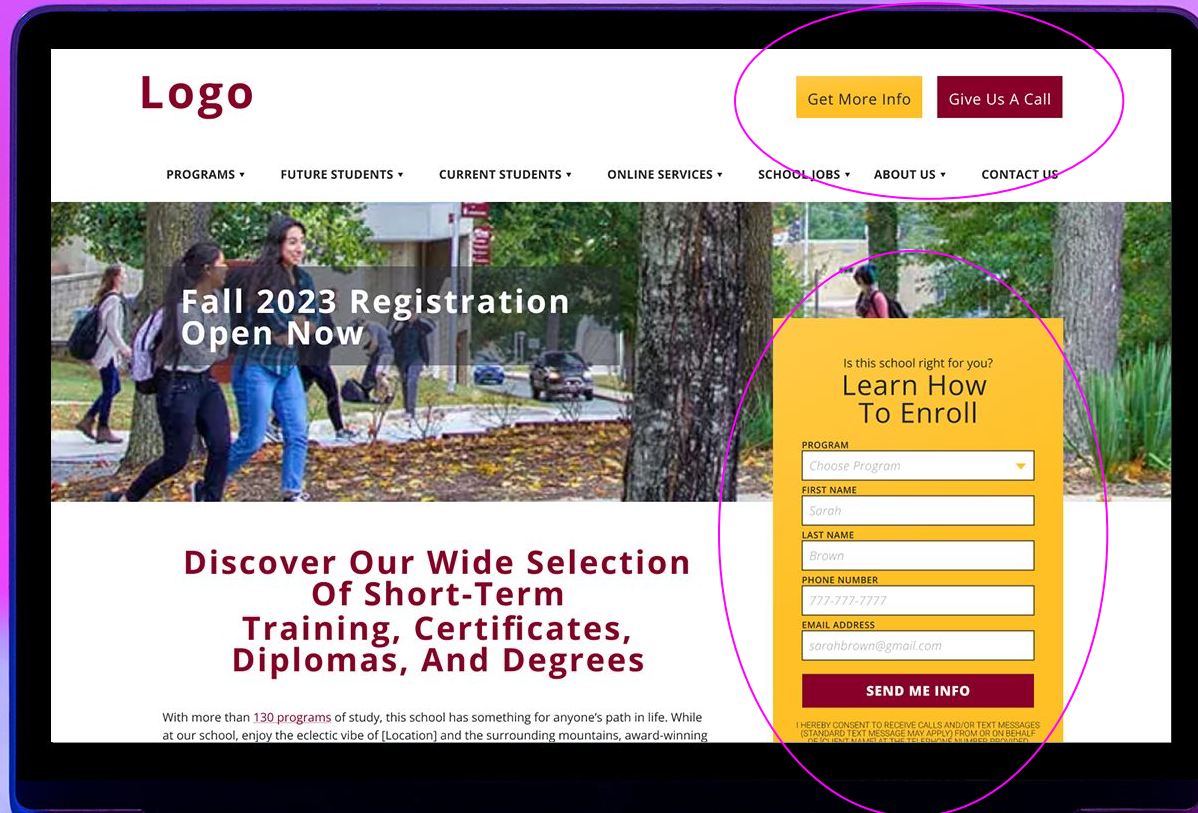


# Where Are the **Calls to Action**?





# Where Are the **Calls to Action**?



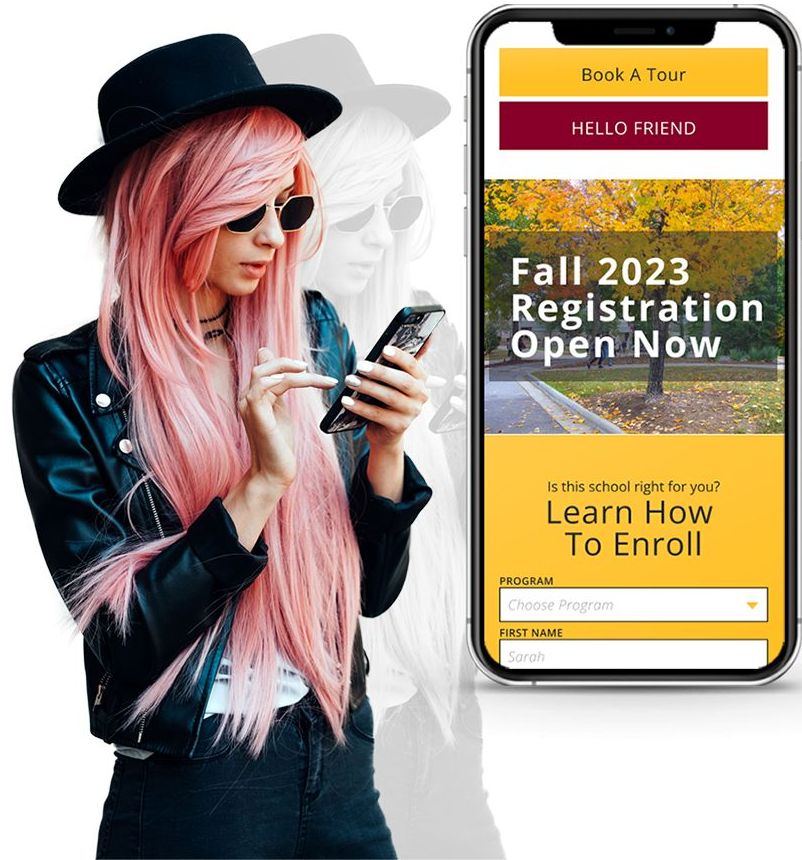
# Ways To Improve Your **Website's Design**

*Do **Not** hide the action you want users to take*

- 01 Have a form accessible high on the page (above the fold when possible)
- 02 Choose a color for your CTAs that stands out from the rest of your website
- 03 Use images of smiling faces/people who are facing the form when possible
- 04 Keep your site's navigation simple and obvious
- 05 Use multiple CTAs throughout, one at the top, middle, and bottom of the page

*Don't forget the mobile experience!*

- 01 Use clear buttons or forms that are easy to read/use on a smaller device
- 02 Make phone numbers click-to-call





LET'S TALK

# *Website* Content

YOUR CONTENT  
SHOULD BUILD TRUST  
WITH YOUR AUDIENCE



# Build Trust With Your Website Visitors

01

Be specific about what will happen when someone fills out the form

02

Give something of value to someone filling out the form (like a free guide)

03

Use social proof and testimonials on your website

04

Use the same language your audience is using



## REQUEST MORE INFORMATION

See Why You'll Love College:

**Area of Interest \***

Cosmetology       Barbering  
 Esthetics       Nail Technology  
 Instructor Training

Preferred Campus\* ▼

Preferred Schedule\* ▼

First Name\*

Last Name\*

Phone\*

Email\*

**Information you'll get:**

- ✓ Class Schedules
- ✓ Free Campus Tour
- ✓ Beauty School Guide

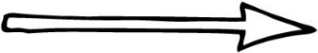
I agree to the [privacy policy](#).

SEND ME INFORMATION ▶



# Transform Your **Calls To Action**

Submit



**Send Me Info**

Schedule Appointment



**Schedule My Tour Today!**

Download



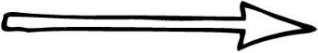
**Send Me My Guide**

Learn More



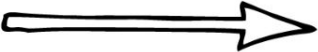
**Give Me the Deets**

Sign Up



**Sign Me Up!**

Become a Member



**Join Our Family**

***Get people EXCITED to give you their information!***

# Use AI for Ideas



**ChatGPT**

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

Write 10 short CTAs to encourage someone to enroll in a trade school, such as an hvac program

Free Research Preview. ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT May 24 Version](#)

# Why Does **It Work?**



**"Take control of your future!** Enroll in our HVAC program today and embark on a rewarding career in a high-demand industry."

**"Don't wait another day** to start your journey towards becoming an HVAC professional. Join our trade school now and unlock exciting job opportunities."

**"Discover the power of hands-on learning.** Join our HVAC program and gain practical knowledge to kickstart your career as a skilled technician."

**"Invest in your skills, invest in your future.** Choose our trade school's HVAC program and open doors to lucrative job prospects."

**"Become an expert** in HVAC systems and secure your place in a booming industry. Enroll in our program and set yourself up for success."

They use emotional language and strong verbs to inspire someone to take action

They provide supportive language to make trade school less daunting

They address pain points that may stop someone from enrolling in trade school

***\*Unfortunately, many of these are also not compliant.***



# Do These Tactics Work? **Yes!**

## Non-Oozle Website

	Average Number of Leads	Average Conversion Rate	Number of Months
School A	107	2.6%	11
School B	43	2.3%	8
School C	741	2.93%	14

## Oozle Website

	Average Number of Leads	Average Conversion Rate	Number of Months
School A	296	7.6%	25
School B	34	8.55%	19
School C	586	9.32%	26



# Old Proven Layout **VS.** New Proven Layout

**Old Oozle Media Website**

Average Leads	Average Conversion Rate	Number of Months
139	3.32%	12

**New Oozle Media Website**

Average Leads	Average Conversion Rate	Number of Months
212	5.18%	12

***We increased the conversion rate by!*** **56.02%**

# Want To Increase Your Conversion Rate? **Get a Quiz!**

## Why do they work?

- 01 Builds trust with potential leads
- 02 Low to no commitment
- 03 Worth the user's time
- 04 FUN!

## Benefits for the school:

- 01 Warmer leads (more likely to enroll)
- 02 Gives your admissions team more information about the potential student

STEP 1 OF 3

33%

### What Work Environment Fits You Best?

Imagine yourself in your dream work environment. Do you picture yourself always on your feet or imagine a place a little more laid back? Knowing what type of work environment you can thrive in makes a huge difference in your future.

CHOOSE WHAT BEST DESCRIBES YOU: \*

- I am an outgoing and bubbly person
- I like to talk to people, but I prefer to listen
- I love making a connection with each person
- I'm shy and like to work behind the scenes

DO YOU CONSIDER YOURSELF A CREATIVE PERSON? \*

- I love creating art and consider myself a creative person
- I do love the creative industry, but I'm not the most creative
- I am more in the details than the creative side
- I am well-rounded in problem solving and creativity!

DO YOU LOVE WORKING WITH OTHERS ON A TEAM? \*

- Yes! I am a team player
- I am okay with working on a team, but it's not my favorite
- I would rather be my own boss
- It depends on the situation

WHAT ARE YOU MOST PASSIONATE ABOUT? \*

- Hairstyling & Hair Color
- Skincare
- Nail Art
- A combination of the above

HOW DID YOU DECIDE BEAUTY SCHOOL MIGHT BE THE RIGHT NEXT STEP FOR YOU (SELECT ALL THAT APPLY)? \*

- I am unhappy with my current career and want to make a change
- I always find myself changing my look and style
- I really wanted to find a career where I can help people
- I wanted a career where I can get started sooner
- A friend or family member suggested it to me

HOW DO YOU LEARN BEST? \*

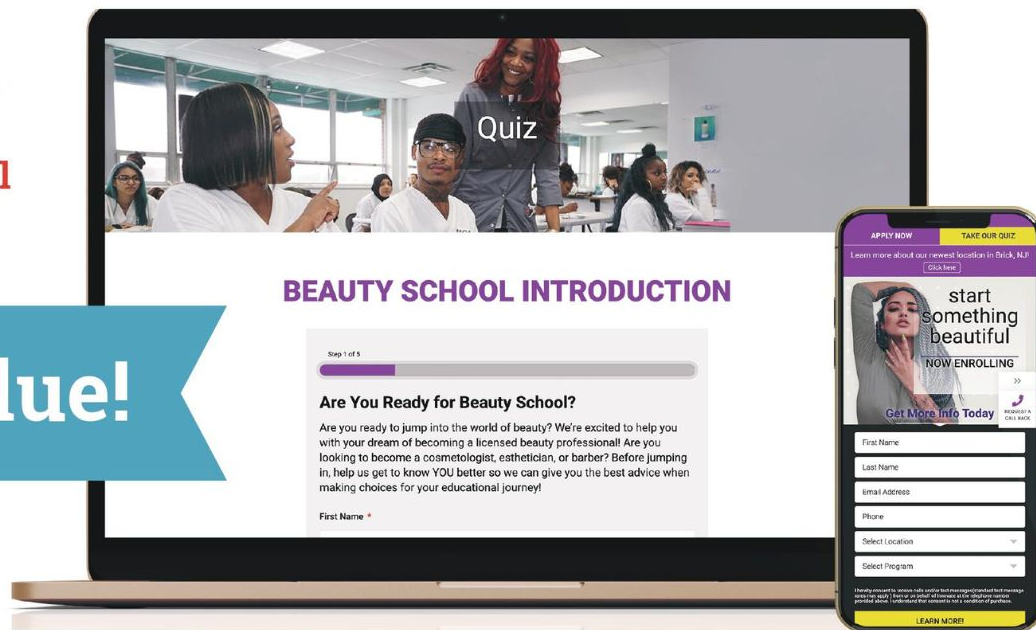
- A hands-on education
- A combination of reading and hands-on
- I learn best through demonstrations
- I prefer more diagrams and imagery

NEXT

# website QUIZ GIVEAWAY!

This is a quiz for your website that has proven to drive more leads and better social media ads results.

**\$3,000 Value!**



# Is It Time for a **New Website?**

- 01 Is your website attracting enough potential students?
- 02 Can you easily make necessary updates to keep your website compliant?
- 03 Do you own your website?
- 04 Is your website easy for users to use?
- 05 Is your website ranking on Google?
- 06 Do you have a blog functionality on your website?
- 07 Is your website more than 5 years old?
- 08 Is your website easy to use on mobile devices?
- 09 Do you have a form on your website?







# THANK YOU!

Questions? ***CONTACT ME!***

**EMAIL ME!**

[bbanks@oozlemedia.com](mailto:bbanks@oozlemedia.com)