

Advanced Tips For Highly-Converting Websites

... to accompany our [sunshine.co.uk case study](#)

These tips are based on our case study [How we made an extra £14 million a year for a travel company](#), which describes the work we've been doing with sunshine.co.uk. If you haven't already read it, make sure you do!

The tips are particularly relevant for the travel industry, but they'll be useful whatever vertical you're in.

1. Test cross-selling intelligently

It's nothing new for a travel site to cross-sell: adding on parking, transfers, and even holiday insurance. But not all companies are doing this effectively.

When cross-selling, you must balance the additional revenue generated with the possible decrease in conversion rate. Adding on pages of extras can add some incremental revenue, but the extra steps in your sales funnel might be losing you whole orders.

When you've got it working profitably, then look for ways to optimize it further. You need to sell visitors on the additional products or services just as much as on the main purchase.

2. Remove the pain during the sales funnel

Buying a holiday can be pretty complicated. At every stage, the visitor is being forced to make choices between a large number of options. To prevent indecision—which would lose you the sale—you need to guide the visitor at every stage.

That's why sunshine.co.uk's booking engine automatically prompts visitors if a cheaper flight is available on a different day (so they don't have to do this manually). It'll let you know if your return flight leaves late at night (and will offer you an extra night in the hotel). And it'll clearly show the difference between airport parking options, so you know which is right for you.

At each stage, the website is helping the visitor make an informed decision. Remember, your website should be the online version of your best salesperson, and these little extras make a huge difference.

3. Find the biggest opportunities for increasing conversion

When you're analyzing your sales funnel, you'll get a number of clues that'll show you where to start working. These are two of the biggest:

- **Objections and usability issues**—List the objections (why visitors won't buy) and usability issues (why visitors can't buy) for each step in the sales funnel. Highlight the most common or most dramatic and you'll quickly have a map showing where the biggest opportunities are.
- **Traffic**—Alongside these objections and usability issues, check out which pages or groups of pages are getting the most traffic. There's no point starting to optimize your homepage if your product pages are getting all the traffic. Also, there are parts of the funnel that every customer has to go through—and these often have the most potential for improvement. For travel sites, this would be the booking process and checkout.

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4. Make your customers love you

Increasing your conversion rate isn't just about tweaking your website—you need to analyze your company's whole relationship with your visitors and customers.

One of the most overlooked ways to increase your conversion rate is to be the first company your customers think of when they want to order a similar product again.

Amazon's high conversion rate isn't just because of their finely tuned website. It's also because when most people want to order a book (or CD, DVD, etc.), they go straight to Amazon.



- **Be memorable**—If your visitors could only remember one thing about you, what would you want it to be? This needs to be the central theme of your business: in the tagline, on the homepage and product pages, in the checkout and email correspondence.

With sunshine.co.uk, the emphasis is on cheap holidays—and they're now remembered (and recommended) for their incredibly low prices.

- **Deliver amazing service**—Keep all your customers happy and you'll ensure that they come back and tell their friends. In sunshine.co.uk's survey, we found that a huge number of customers had been referred by friends—with zero advertising or PPC costs.

And don't forget: you'll be remembered more when things go wrong. That's why when holiday companies go bust, sunshine.co.uk are quick to tell their customers what's going on and what they're doing to help.

- **Keep in touch**—When you've got these first two points nailed, the rest is easy. Sort of. You should keep in touch with your customers regularly. It'll ensure that you're the first company they think of when they need a similar product again—and it'll also help to emphasize the reasons they should choose you.

That's why sunshine.co.uk use email marketing and Facebook to interact with their customers, delivering tips and advice that their customers genuinely want to read.

5. Drive down costs by automating customer service

"I used to find buying books from Amazon slow and inconvenient, until one day the receptionist suggested I use their website"
—comedian Peter Serafinowicz

"Automating customer service" might sound like a bad thing. However, not only has it helped sunshine.co.uk to drive down costs, it has kept their customers happy.

sunshine.co.uk's goal is to let customers book their holiday online, without ever needing to speak to customer service. To do this, they've set up a series of automated emails that pre-empt their customers' questions. So when you book a holiday, you don't just receive an email once you've placed the order; you get an email when your tickets are dispatched—and another when the airline allows you to update your passport details—and another after you've returned from your holiday, making sure everything was OK.

This means potential issues are "nipped in the bud," so fewer customers have the need to contact customer service. And, let's face it, contacting customer service usually means that something—however small—has gone wrong.

sunshine.co.uk's "automate-and-streamline-everything" philosophy means their customers never have to sit on the end of the phone—and fewer customers have to wait for a reply to an email. And that means sunshine.co.uk keep their customers happy—and their overheads down. Furthermore, lower overheads means cheaper holidays—so the customers benefit twice over.

Thanks to sunshine.co.uk for helping us to create this document.



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