RESPONSAB

Web Conversion Optimization

Turning Visitors into Customers

Presented with Small Business, Mayor’s Office of Economic Opportunity and Inclusion

Small Business Workshop Series · Session 3 of 3

About these slides

Session 3 of 3: Web Conversion Optimization

These slides are from the free Small Business Workshop Series, presented by the City of Boston's Small Business team (Mayor's Office of Economic Opportunity and Inclusion) and Responsab.

Maple Lane Bake Shop and its customer Maria are fictional examples we follow through all three sessions.

Polls, live tests and exercises happened during the live session. Try them on your own website.

Free take-home handouts for every session are on the same page as these slides.

Websites, tools and statistics were checked in October 2026 and may change.

Need help with your own website?

Book free one-on-one office hours with the Responsab team:

crm.responsab.com/schedule/l/city-of-boston-workshop-series

hello@responsab.com · (617) 890-6010

A partnership for Boston's small businesses

City of Boston
Small Business, Mayor's Office of Economic Opportunity and Inclusion

+

Responsab
Boston-area web agency

WHY THE CITY IS OFFERING THIS SERIES

"To provide all small business owners and entrepreneurs with the tools and guidance to successfully start, grow, and build a business in Boston."
The City's Small Business team

- Your website and online presence are now core business tools
- Free, practical training that fits a small team's time and budget
- Follow-up help so you can act on what you learn

WHAT EACH PARTNER BRINGS

The City
Makes the series free, promotes it in its small business newsletter and supports follow-up office hours

Responsab
Workshop content, live teaching, take-home guides and one-on-one office hours

Office hours: one-on-one help for your business

Questions about your own business after the workshop? Book a time with us.

HOW IT WORKS

- Scan the code and pick a time
- One-on-one, about your business
- Supported by the City of Boston
- Bring your website, listing or questions

No cost to workshop attendees

hello@responsab.com · (617) 890-6010

BOOK WITH OUR TEAM

Scan to book office hours for your business

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About Responsab

RESPONSAB

Helping Local Business Grow Online

“Responsible” in Haitian Creole

Responsab is a Quincy-based, Black-owned web development agency specializing in high-performing websites for small businesses and digital strategy in Boston and Quincy. With more than twenty years of experience, we build sites that are fast, secure, and easy for business owners to manage.

Meet your presenters



Ralph Francois

CEO & Tech Lead

Ralph is a tech leader, web architect, & entrepreneur with over 23 years of experience in web development & digital strategy. He started his business in 2003 & has since worked with businesses, universities, and organizations of all sizes to build & improve their digital platforms. His entrepreneurial ventures also include founding Quincy Yoga & Massage.



Alaina Tucker

Marketing Director

Alaina is a marketing and demand generation professional with over a decade of experience helping companies define their brand and build their engines for growth. She has an MBA from Boston College's Carroll School of Management.

One series, three steps to a stronger online presence

Each session stands on its own. Together, they form one connected digital strategy.

DONE

SESSION 1

Websites 101

Build the foundation

Plan, build and launch a website that works for your business.

DONE

SESSION 2

SEO & Localization

Get found

Show up when nearby customers search for what you do.

TODAY

SESSION 3

Web Conversion Optimization

Turn visitors into customers

Make your site clear, easy to use and effective.

Meet our sample business



Maple Lane Bake Shop

A family-owned bake shop in Dorchester

A fictional business we follow through all three sessions.

Who they are

Two owners and four staff. Great reputation with strong walk-in business.

Online today

An Instagram account and a Google listing with old hours. Catering orders come in by DM and phone.

The goal

Grow weekday catering orders from nearby offices and schools.

The challenge

Little time, a small budget and no technical background.

Where we have been: Sessions 1 and 2

SESSION 1

Build the foundation

- One main action for your website
- One clear best customer
- A simple set of pages
- A platform that fits

SESSION 2

Get found

- Five SEO fundamentals
- A complete Google Business Profile
- From keywords to real questions
- AEO: being chosen by AI tools

SESSION 3: TODAY

Turn visitors into customers

Audience, homepage, user experience (UX), calls to action, forms and analytics

Maple Lane now: a clear five-page site that shows up for “office catering Dorchester.” **Today: turn those visits into catering requests.**

Last session vs. today: what's different

Session 2 got people to your website. Session 3 is about what they do once they arrive.

	SESSION 2: GET FOUND	TODAY: TURN VISITORS INTO CUSTOMERS
The goal	Show up when nearby customers search	Get visitors to take action
The question	Can customers find you?	Do they act when they arrive?
Where it happens	Google, Maps and AI answers, before the visit	On your website, during the visit
Maria's moment	She searches and finds Maple Lane	She lands, trusts them and asks for a quote
What you work on	Business Profile, page titles, sitemap, real questions	Headline, trust, calls to action, forms, mobile, follow-up
How you measure	Search Console: searches, impressions, clicks	Analytics: key events and conversion rate



You need both: SEO brings the right people to your site. Conversion turns them into customers.

What we will cover today

1. Conversion fundamentals
2. Understanding your audience
3. Building a homepage that converts
4. User experience and removing friction
5. Analytics and conversion optimization
6. Your action plan

You will leave with

- A homepage that answers the three questions that matter
- Your value proposition in one sentence
- A 30-day plan to improve and measure

The question that matters

When someone lands on your website, what do they need to…



Understand?



Trust?



Do next?

If this is not clear, nothing else matters.

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01

Conversion fundamentals

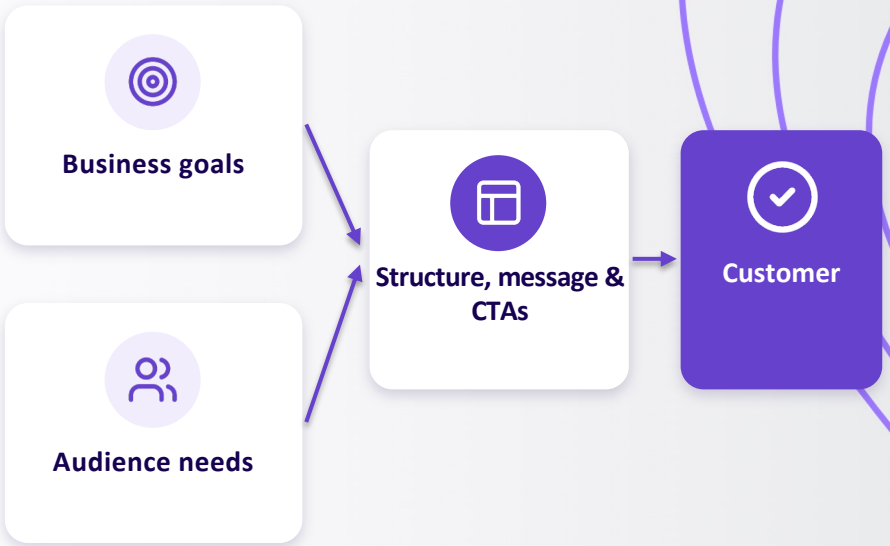
How your website guides people from why they came to what they do next

Conversion Audience Homepage Experience Analytics Next steps

Conversion architecture, defined

Conversion architecture is how your website guides someone from why they're here to what they do next.

It is about how pages connect, how your message builds as interest grows and how each visitor is guided without being overwhelmed.



Architecture means systems, not one-off pages.

What counts as a conversion for you?

A conversion is any action that moves a visitor closer to becoming a customer.

A phone call
Tap-to-call from a phone

A quote request
Catering, services, projects

A booking
Appointments and classes

A purchase
Online orders and gift cards

An email signup
Offers and updates

A visit
Directions to your door

Maple Lane's main conversion: a catering quote request. Remember the "one main action" from Session 1.

The website journey: intent, confidence, action

Every visitor lands for a reason. Structure your site to move them from interest to action.

INTENT

- Why did this person land here?
- What are they looking for?
- What decision are they making?

GOAL: SPARK THEIR INTEREST

CONFIDENCE

- What would make them confident enough to move forward?
- What do they need to understand?

GOAL: EDUCATE AND INFORM

ACTION

- What do you want them to do?
- How do you capture their interest as a lead?

GOAL: CAPTURE THE LEAD

Quick poll

Conversion architecture works on every platform.

Which website platform are you using, or most familiar with?

- **A** Website builder (Wix, Squarespace)
- **B** WordPress
- **C** Drupal
- **D** Custom, or not sure

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02

Understanding your audience

The conversion foundation

Do your research

Understanding your audience is the foundation of every conversion decision.

Market research

Study competitors, local trends and how businesses explain their services.

Customer feedback

Ask customers what they needed to know before choosing you.

Website analytics

See which pages people visit and where important actions happen.

Look for unanswered questions and confusion. These are opportunities to improve the experience.

Who is your homepage for?

Different visitors have different knowledge, intent and needs.

PRIORITY

Office planners

Want reliable catering for meetings, on time and on budget.

Neighbors

Want today's menu, hours and directions.

Event hosts

Want custom cakes and trays for special occasions.

A homepage can support all three, but it should prioritize one.

Understand the intent

Learn to answer these questions to optimize your site.



1. What problem are they trying to solve?
2. What outcome do they want?
3. What objections or roadblocks do they have?
4. What is their next action?

Maria: her problem is breakfast for 40 by 8 a.m.; her roadblock is “will it arrive on time?”

Define your value proposition

EXERCISE 1 · 5 TO 7 MINUTES

We help [who] solve [problem] by [how], so they can [outcome].

WHO
Be specific
office managers in Boston

PROBLEM
What they need solved
feeding a team for meetings

HOW
In plain language
fresh trays, delivered set up and on time

OUTCOME
The benefit they care about
meetings that run smoothly



“We help Boston office managers feed their teams with fresh breakfast and lunch trays, delivered set up and on time, so their meetings run smoothly.”

Your value proposition is the promise you make to your customer.

Quick poll

Be honest. This one is just for you.

How clear is your value proposition today?

- **A** I can say it in one sentence
- **B** I have one, but it needs work
- **C** I have not written one yet
- **D** What is a value proposition?

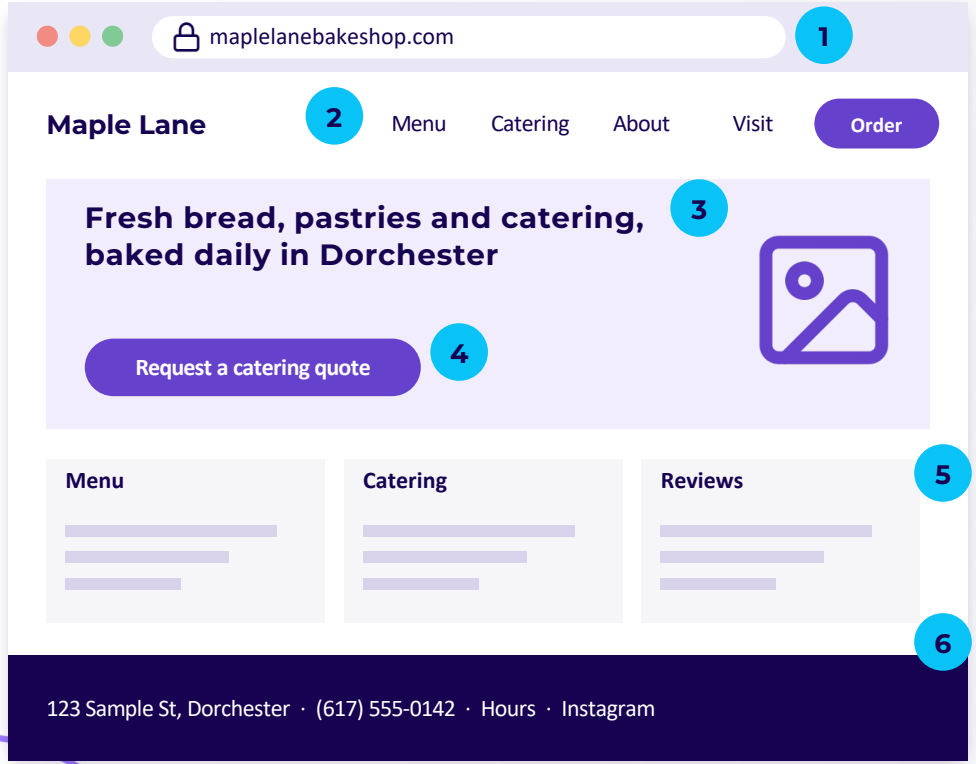
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03

Building a homepage that converts

It has seconds to answer three questions

The anatomy of a web page



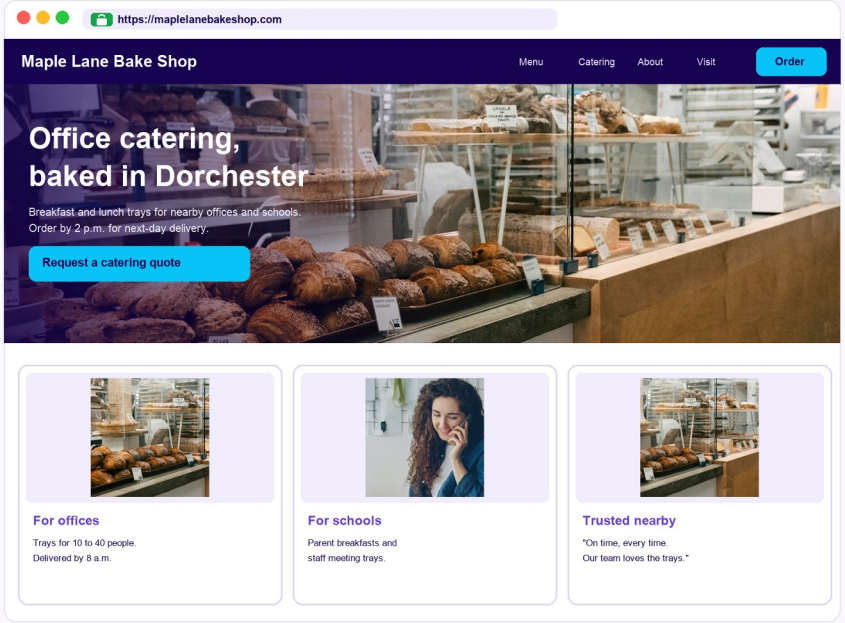
1. **Domain & padlock**
   Your address. The padlock means the connection is secure.
2. **Header & navigation**
   Your logo and menu. Keep it to five items or fewer.
3. **Headline**
   Says what you do and who you do it for.
4. **Call to action (CTA)**
   The button for your one main action.
5. **Content sections**
   The details: services, photos, reviews.
6. **Footer**
   Address, phone, hours and links. People scroll here on purpose.

Remember the five-second test



- Why am I here?
- Can I trust this?
- What should I do next?

Above the fold: what visitors see before they scroll



A CLARITY

A clear value proposition

Who it is for and what problem you solve.

B PREDICTABILITY

Proof, specifics, relevance

Why this works and why it is safe to choose you.

C ACTION

One clear call to action (CTA)

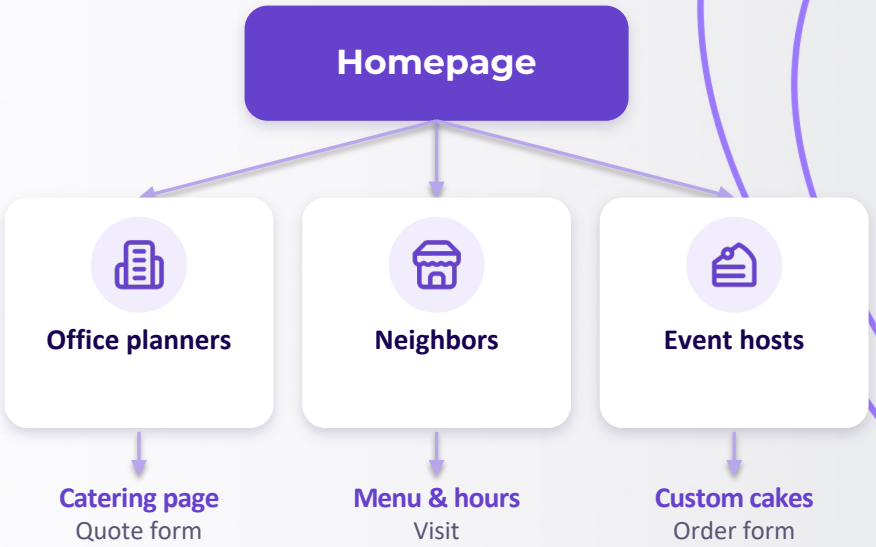
What to do next, impossible to miss.

Your homepage is not the whole website

It does not need to answer everything.

It needs to route the right people to the right place.

There should always be a story and a flow. Structure, navigation and content work together.



LIVE TEST: Can you understand this website in five seconds?

Exercise 2 · 5 to 7 minutes. We show a homepage for five seconds, then hide it. Answer in the chat.

1. What does this business offer?
2. Who is it for?
3. What would you click next?
4. What made you trust or question it?

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04

User Experience

Creating pathways and removing friction

Defining user experience (UX)

How easy and pleasant your site is to use for your target audience.



Clarity

Do visitors immediately understand what your business is about?



Predictability

Can visitors quickly tell what to do and where to go?



Ease of decision

Is it quick and easy to find information and take action?

The elements of successful UX

Intuitive navigation

Make it easy to find things. Poor navigation makes people leave.

Clear content structure

Organize content so the most important things come first.

Calls to action

Make it obvious how visitors should take the next step.

Reduce friction

Remove every unnecessary step between interest and action.

Design for better UX



Visual hierarchy

- Headlines state who the page is for
- Important actions stand out
- If everything looks the same, nothing feels important



Contrast and readability

- Text must be easy to scan, not just read
- Use contrast to guide attention
- Backgrounds support content, not compete with it

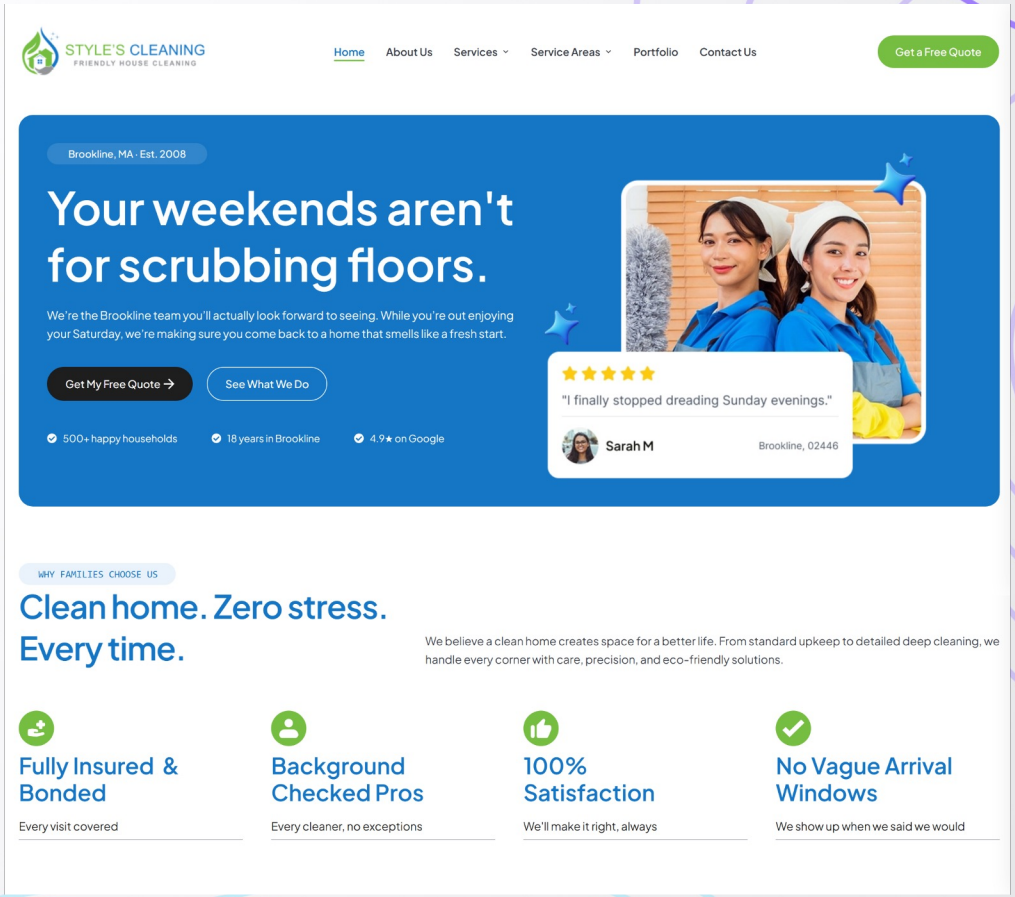


Consistency builds trust

- Inconsistent styles feel careless
- Repetition makes a site easier to use
- Familiar patterns reduce friction

Visual hierarchy

- Headlines value driven headline
- Important actions stand out
- If everything looks the same, nothing feels important
- Use of white space



Contrast and readability

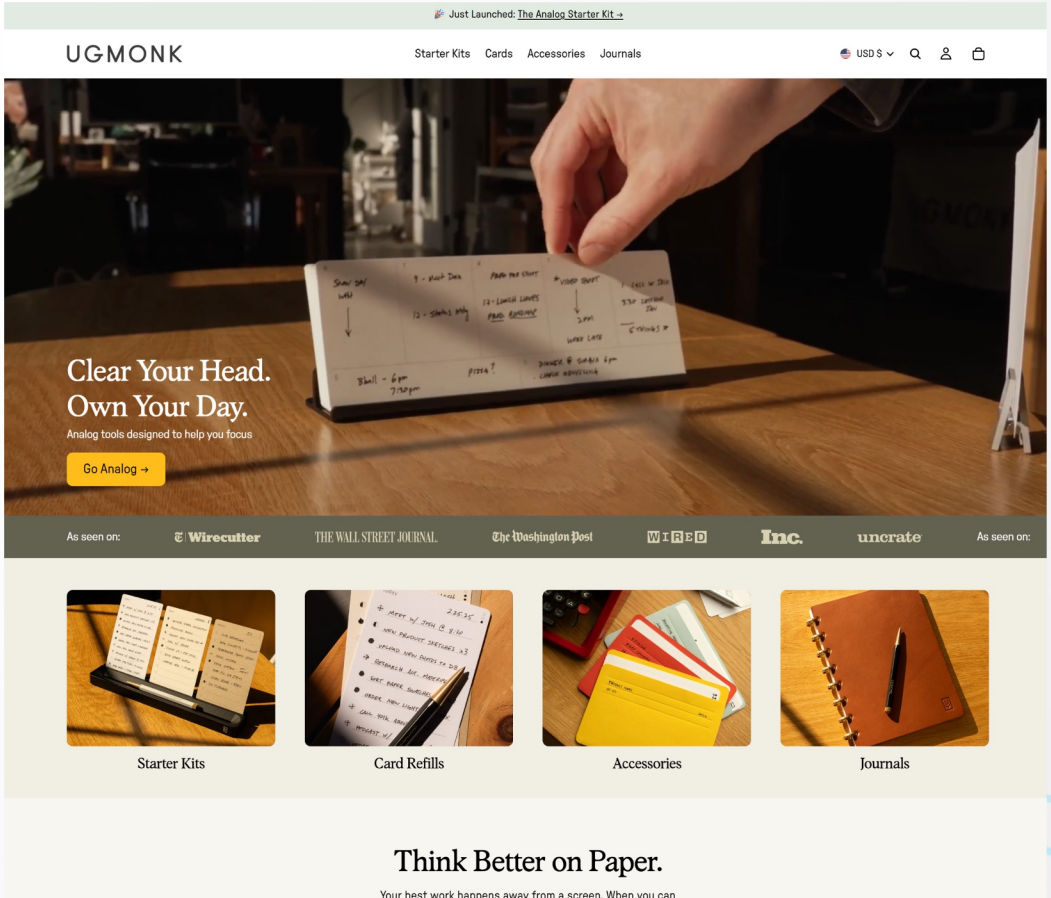
Six rules for readability



Scannability is key!

- High contrast colors: 4.5:1 for normal text
- Dark text on a light background is the safest choice for long copy
- Body text at 16px or larger
- Keep lines short - 50 to 75 characters per line
- Line spacing about 1.5 times the text size
- One idea per page, supported by each copy section

Contrast and readability: an example



Consistency builds trust

- Inconsistent styles feel careless
- Repetition makes a site easier to use
- Familiar patterns reduce friction

- **One main CTA per page.**
- **Specific button wording.**
- **Repeat it at 3 decision points.**
- **Plain, short navigation.**
- **Give every page a next step.**

Consistency in action: an example

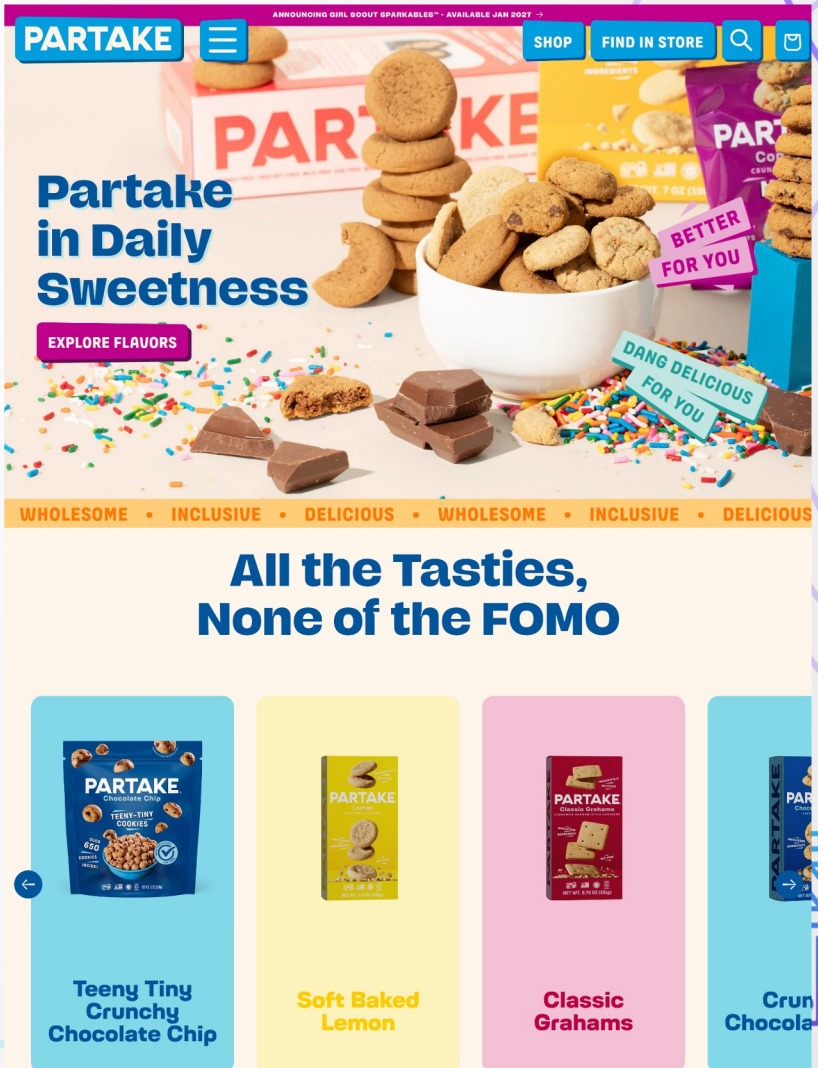
- Inconsistent styles feel careless
- Repetition makes a site easier to use
- Familiar patterns reduce friction



https://www.calibrecleaning.com.au/end-of-lease-cleaning/

What could be clearer?

https://partakefoods.com



Navigation is key



Navigation shows people what is possible on your site.

GOOD NAVIGATION

- Helps visitors orient themselves quickly
- Reduces confusion and extra clicks
- Signals what matters most to you

KEY DECISIONS

- Fewer options make decisions easier
- Use the most obvious labels
- Order links by importance
- Group related pages together

Navigation labels: poor vs. better

POOR

Solutions · What We Do · Explore · Resources · More

BETTER: MAPLE LANE

Catering · Menu · Custom Cakes · About · Contact

VAGUE LABELS

Visitors have to guess what is behind each link, so many leave.

CUSTOMER WORDS

Labels match what people came for, grouped logically. Put contact details and hours in the footer too.

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04

Creating copy for conversion

Words that build confidence and answer concerns

Copy that builds confidence

Each page should clearly state what it’s about, explain the important details, give proof and speak like the customer.

Headlines
Make clear who this is for

Body copy
Explains why it works

Proof and validation
Shows it works for people like me

Tone of voice
Sounds like your customer, not your company

Addressing customer roadblocks

What stops customers from taking action? Answer their concerns before asking them to commit.

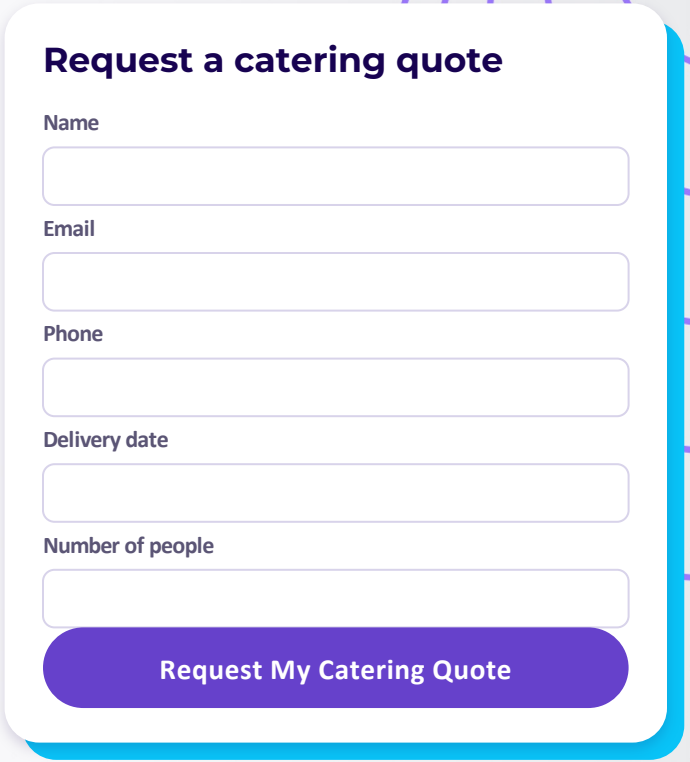
CUSTOMER CONCERN	WHAT THE WEBSITE SHOULD SHOW
How much will this cost?	Prices, starting prices or what to expect in a quote
Can they deliver what they promise?	Real reviews, photos, examples and credentials
Will it arrive on time?	Delivery windows, order deadlines and policies
What happens after I call/book/email?	A clear statement of process
Can I contact someone?	Easy-to-find contact options

Maple Lane: Maria needs confidence that breakfast for 40 will arrive before her meeting, so delivery windows sit next to the quote button.

Forms: the ultimate conversion

A form filled out by a real person is the clearest sign of real intent.

- Ask only for what you need
- Clear, readable labels
- Helpful error messages
- Mark required and optional fields
- Easy to fill in on a phone
- A clear confirmation after submitting



Match the form to the moment

Every extra field adds friction. Ask for more only when the visitor is ready to commit more.

EARLY INTEREST

Just curious

EXAMPLES

Newsletter or special offers

ASK FOR

Enough to stay in touch

CONSIDERING YOU

Getting interested

EXAMPLES

Catering menu, tasting event

ASK FOR

What the next step needs

READY TO BUY

Making a decision

EXAMPLES

Catering quote, booking, contact us

ASK FOR

What you need to complete it

The conversion doesn’t end at submit

A quote request is a lead, not a sale yet. What happens next decides the order.

1

Confirm receipt

Show a thank-you message and send a confirmation.

2

Explain what happens next

Say when and how you will reply.

3

Notify the business

Make sure a person sees it right away.

4

Follow up promptly

Reply when you said you would.

Maple Lane: “Thanks for requesting a catering quote. We’ve received your details and will email you within one business day.” (Illustrative policy)

Where AI can help

How AI can help turn visitors into customers and reduce repetitive work.

AI chatbots

Answer common questions and guide customers.

Lead assistance

Organize and route inquiries to the right person.

Follow-up automation

Send confirmations and reminders.

Personalization

Show relevant information based on visitor choices.

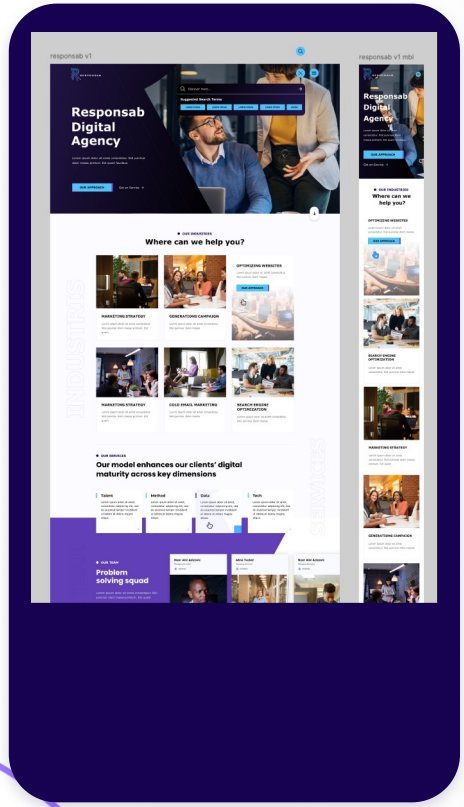
Human review

A person checks important AI content before customers see it.

The takeaway

Use AI to save time and improve the customer experience, not replace responsible customer service.

Mobile is king



59%

of web traffic worldwide now happens on phones.

Source: StatCounter Global Stats, September 2026. In the US: 49% phones, 2% tablets.

- Clear, easy-to-find buttons
- Tap-to-call phone numbers
- Readable text, no zooming needed
- Comfortable tap targets
- Mobile-friendly forms
- Test the full journey on your phone

LIVE TEST: Homepage conversion audit

Exercise 3 · 8 to 10 minutes. Share your website in the chat to volunteer.

1. Is the offer immediately clear?
2. Is the intended customer clear?
3. Is there real evidence that builds trust?
4. Is the main call to action obvious?
5. Is it easy to use on a phone?

Name one strength and one opportunity. The volunteer gets two or three kind suggestions.

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05

Analytics and conversion optimization

Monitor, learn, improve, repeat

Measure, improve, repeat

Conversion Rate Optimization (CRO) simply means measuring how well your site turns visits into action.

1

Pick key metrics

The two or three that match your main action.

2

Record a baseline

Where are you today? Write it down.

3

Make an improvement

One change at a time, so you can compare.

4

Review results over time

Compare month to month and keep going.

Better numbers after a change are a clue, not proof. Seasons and chance move numbers too.

What is your conversion rate?

Conversion rate = (conversions ÷ visits) × 100

VISITS
In one month

- 500 website visits

CONVERSIONS
Same month

- 15 quote requests

CONVERSION RATE
15 ÷ 500 × 100

- 3%

Fictional Maple Lane numbers: at 4%, the same 500 visits would bring 20 quote requests. Neither rate is a benchmark.

The numbers that matter

A funnel is the path from finding you, to getting interested, to taking action.

DISCOVERY

Are people finding you?

- Sessions
- Traffic sources

INTEREST

Are they interested?

- Important page views
- Engagement

ACTION

Are they acting?

- Quote requests, bookings, sales
- Conversion rate

Maple Lane tracks: catering page visits, quote requests and conversion rate each month. Free in Google Analytics, once tracking is set up and tested.

Track the actions that matter

Count the actions that matter to your business, not just visits.

Form submissions

Successful sends, for example the thank-you page loading.

Bookings

Completed appointments or reservations.

Purchases

Confirmed orders.

Tap-to-call clicks

A tap, not proof that a call happened.

Email signups

Completed signups.

GA4 key events

Mark these actions as key events. Set them up and test them: Google Analytics does not record them all on its own.

What would you improve first?

“Where might customers be getting stuck?” Fictional Maple Lane numbers for one month.

1

500

Website visits

2

200

Catering page visits

3

5

Quote requests

4

2

Completed orders

Analytics shows where to investigate. Customer feedback and testing help explain why.

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06

Action plan and closing

Small changes, real results, no redesign required

Conversion | Audience | Homepage | Experience | Analytics | **Next steps**

What to change tomorrow

Six changes that make the biggest difference.

- Identify your primary customer
- Rewrite your headline around their needs
- Make your primary CTA obvious
- Answer questions that stop decisions
- Remove extra steps, especially on mobile
- Track whether visitors complete the action

Your first 30 days of conversion improvement

One focus each week. The full checklist is in your 30-Day Conversion Improvement Plan.

1

Week 1

Clarify your message and main CTA.

2

Week 2

Improve navigation, forms and mobile.

3

Week 3

Add real proof, answer objections, clarify follow-up.

4

Week 4

Verify tracking, record results, pick the next fix.

Small, steady changes beat a big redesign.

Putting it all together: Maple Lane

What our sample bake shop did across the three sessions, and how Maria became a customer.

SESSION 1

Built it right

- Main action: request a catering quote
- Best customer: office planners
- Five clear pages on a website builder

SESSION 2

Got found

- Complete Google Business Profile
- Catering pages built around real questions
- Reviews from local offices

SESSION 3

Turned visits into customers

- A headline for office planners
- One clear CTA and a short form
- Quote requests tracked monthly

Build it right › Get found › Turn visitors into customers

Maria’s journey: from search to quote



Session 2 brought Maria to the site. Session 3 gets her to ask, and Maple Lane wins the order.

1. **She searches**
   “Office catering Dorchester” finds Maple Lane on Google and the map
2. **She lands on the homepage**
   The headline says catering for Boston offices, on time
3. **She trusts**
   Real reviews, photos and local office clients
4. **She checks the catering details**
   Trays, prices and delivery by 8 a.m.
5. **She requests a quote**
   A lead for Maple Lane, not a sale yet
6. **Maple Lane follows up**
   They confirm and send the quote; the sale happens when she says yes

Your take-home kit

Free guides from all three sessions. Ask for any of them at hello@responsab.com or in office hours.

SESSION 1

Websites 101

- Website Getting Started Checklist
- ICP Builder: your ideal customer
- Term Glossary

SESSION 2

SEO & Localization

- Local SEO Action Plan (four weeks)
- SEO and Local Search Checklist

SESSION 3

Conversion + expert tips

- Homepage Audit Checklist
- Value Proposition Worksheet
- 30-Day Improvement Plan
- Conversion Tracking Sheet
- Must-Do Website Review
- Expert tips: 3 guides

Start with the Must-Do Website Review: three checks, every three months.

You have completed the series

Each session stands on its own. Revisit any of them as your business grows.

DONE

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Build the foundation

Plan, build and launch a website that works for your business.

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Questions?

Unmute, raise your hand or drop your question in the chat.

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