

084 - Soft Conversions

Gert Mellak

You see every project is different. And what a conversion is heavily depends on what the user behavior might be. But if you're not tracking soft conversions, those behavior conversions happening before the actual thing you want them to do, you might be losing a big chunk of data.

SEO Leverage Podcast Intro Music

Welcome to the SEO leverage podcast, where we talk about search, marketing, and conversion.

Gert Mellak

Welcome back to Seoleverage.com. My name is Gert Mellak. And this is episode 84 of our podcast. If you have been following me for a while, you know that apart from SEO, I'm all about conversions. To be honest, I couldn't care less about traffic if it doesn't convert on a website. However, how you define what a conversion actually is, differs a lot between different projects, take an E commerce site as an example. What an E commerce site really wants is to make a sale. But before this actually happens, some other things are going to happen. Specifically, a client is going to add a product to the cart. Now if you're like me, you browse through Amazon, browse through items that match your hobby. My case woodworking. And I keep adding tools and stuff all the time to my basket. It's in the cart, it's sitting there waiting for the right moment, the right time, when there's something to celebrate, I might get another woodworking tool. Now imagine someone is tracking my user behavior. There hasn't been a sales conversion in quite a while. However, I have been adding items all the time to my cart. So what does this say about the original source of this traffic, the original source of this traffic is actually quite suitable, because at some point, I'm going to make those purchase. And at some point, I'm going to pick the items from the cart I haven't purchased yet and probably purchase them. So once we try to match a traffic source with its conversions, we want to also factor in, leading conversions or soft conversions, as we call them very often. A soft conversion for an E commerce site is definitely adding something to the cart. However, it might also be checking out the contact page to find out more about the business I'm looking at. Imagine 100 people coming to a small ecommerce site, and only 20 checking out the about page and the contact page, I would expect those 20 are much more engaged than the other 80 that were not interested who is behind this brand. I could be tracking those 20 people as conversions. And then in Google Analytics, checkout, how many of the people coming into the site actually convert, actually check out the about page. And this is going to lead to vastly different results, you're going to see that people coming in through a certain product category or collection, or people coming into the blog through different articles are just much more engaged than people who might have come in through a different topic. And what this is going to allow us then is to figure out what actually makes sense and what we can do more of. So next time, when you define the conversions on your website, something at SEO Leverage in our consulting program, we always do at the beginning. Then take into account what kind of soft conversions you might be looking at. On the lead generation site. Very often, it's opt ins, email opt ins, that are being counted as conversions. But not everybody is ready to

opt in. No, we do our research. We check this out. We might even consider giving them the email address but maybe drift off, we might be going back to Google clicking on something else. The customer journey, the user journey is really weird at times. But there might be some signals before the actual email lead comes in. That could qualify as a conversion. For example, somebody clicking on a PDF your offer, even though they don't give you the email address, somebody's scrolling all the way down and reading the article or clicking the call to action at the bottom. Not at the beginning. It could be somebody checking out your results pages or case studies like we have on our site. These people are much more engaged in those that don't. If you're selling an online course not everybody is going to opt in for your lead magnet right away. They are going to check out who is behind this course. They are going to check out testimonials, they are going to check out who else have you worked with. Who else was using your product? And what results did they get, they might even click on YouTube and check out what you're doing over there. And the click on YouTube might qualify as the conversion you're looking for. We have a client who is doing really well on YouTube. And all we want is for people to join his YouTube channel and subscribe there. So if I get people to hit the YouTube icon on his website, it's amazing. It's the perfect result we want from SEO there. You see every project is different. And what a conversion is heavily depends on what the user behavior might be. But if you're not tracking soft conversions, those behavioral conversions happening before the actual thing you want them to do, you might be losing a big chunk of data. Now if you need help with tracking those soft conversions, or identifying which ones you might want to consider, I'd like to invite you to head over to Seoleverage.com and schedule a free action steps call with me. We are going to go through your website together and define what could be a potential user path. But not only that, I'm also going to make sure that you know what to focus on next. So again, if you want to have some additional guidance here, head over to Seoleverage.com. I'm doing this every day with a lot of sites and they're getting great results. My name is Gert Mellak. You're listening to SEO leverage.