


HOW TO CONVERT WEBSITE VISITORS INTO SUBSCRIBERS





One of the most important goals for any website is to convert its visitors into email subscribers. Email marketing is an incredibly effective way to keep in touch with your audience, promote your products or services, and build relationships with customers and potential customers.

With so many businesses out there vying for customers' attention, it can be tough to stand out from the crowd and convince website visitors to hand over their email addresses. This article will give you some tips and advice to help you turn your website traffic into subscribers.

Use Lead Magnets

One of the best ways to convert website visitors into email subscribers is to use lead magnets. [Lead magnets](#) are incentives you offer to your audience in exchange for their email addresses. They can be anything from free e-books or white papers to exclusive discounts or webinars.

The key to using lead magnets effectively is to ensure that they are relevant and interesting to your audience. If you offer a white paper on marketing trends, for example, but your audience is interested in gardening, they're not going to be very interested in it. Tailor your lead magnets to match the interests of your target audience, and you'll be more likely to convert website visitors into subscribers.



Focus on Your Website Design

The design of your website influences how well you convert your web visitors into subscribers. A cluttered website is hard to navigate, meaning that your bounce rates will be high, and your web visitors won't get a chance to opt-in to your newsletter.

Use a straightforward design that makes it easy for your web visitors to see and interact with your opt-in forms. Be sure to place your subscription prompts prominently on your website so that they're impossible to miss. Use a single call to action, with an easy registration process that your web visitors will find easy to subscribe to.

Great web design considers the psychology of website visitors, so make sure to use plenty of white space, clean lines, and easy-to-read fonts.

Include a Call to Action

One of the most effective ways to get website visitors to convert into email subscribers is to include a solid call to action. A call to action is a sentence or phrase that tells your audience what you want them to do. It can be as simple as "Subscribe Now" or "Sign Up for Our Newsletter."

A call to action helps eliminate [decision fatigue](#), making it easier for your web visitors to know what they can do next. Make sure that your call to action is clear and easy to see. You may want to consider using a brightly colored button or graphic to draw attention to it. And, most importantly, be sure to test it to make sure that it works.



Set Up Lightboxes

If you want to increase your conversion rate, consider using [lightbox](#)s on your website. Lightboxes are pop-up boxes that appear when a web visitor hovers their cursor over an image or link. They are a great way to grab your audience's attention and get them to subscribe to your newsletter.

Lightboxes typically contain a brief message, an image, and a call to action. They are an effective way to get your web visitors' attention and convince them to subscribe to your newsletter.

Set Up Optins Strategically

Another way to increase your conversion rate is to set up your optins strategically. Place your optin forms in areas of your website that will be most effective in getting web visitors to sign up.

For example, you can place them in the sidebar of your website or at the bottom of each page. You can also use them as part of a lead magnet or as part of your website's main navigation.

The key is to place them where your audience will see and use them. You want to make it as easy as possible for web visitors to subscribe to your newsletter, so make sure your optin forms are easy to find and use.



Use Exit Intent Popups

While pop-ups are known to cause a negative user experience, using them appropriately can be valuable in boosting your conversions. Exit-intent pop-ups are a proven method of converting your web visitors into subscribers. These pop-ups appear when a web visitor is about to leave your website.


They are a great way to grab your audience's attention and convince them to subscribe to your newsletter. You can make your exit-intent pop-ups even more valuable by customizing the lead magnets for different segments.

Include a valuable lead magnet in your exit-intent pop-ups to make visitors rethink their exit intent. If you're using an exit-intent pop-up to capture sales leads, for example, offer a coupon code. If you're using it to build your email list, offer discounts or free ebooks.

Creating More Landing Pages

Landing pages are another great way to convert website visitors into subscribers. A landing page is a standalone web page designed to get a web visitor to take a specific action, such as subscribing to your newsletter or buying your product.

Landing pages are typically more focused than other pages on your website, and they often contain fewer distractions and compelling calls to action.



Use landing pages to their full advantage to increase your conversion rate and encourage more web visitors to subscribe. For example, you can use a call-to-action button on your other website pages that redirect traffic to a landing page where users are prompted for an email address.

Also, you can use multiple landing pages to offer customized incentives for subscribing to your list. For example, you can create a landing page for existing customers to provide a discount on their next purchase. You can also create a landing page for first-time website visitors to offer a free ebook.

A/B Test Your Web Assets to Optimize Your Conversions

One of the best ways to increase your conversion rate is to A/B test your web assets. This means that you test two different versions of a web asset against each other to determine which one performs better.

While there are many [split test strategies](#) available, you can use A/B testing to test different elements of your website, such as your content types, headlines, call-to-actions, lead magnets, and opt-in forms.

By A/B testing your web assets and tracking the results, you can determine which mix of elements are most effective in converting website visitors into subscribers.