

# 5 STEPS TO OPTIMIZE YOUR WEBSITE FOR HIGHER REGISTRATION RATES<sup>1</sup>



- STEP 1:** **Promote at every opportunity!** Include your website address in your voicemail recording, email signature, membership cards, receipts, ads, business cards, bags, flyers, catalogues, displays, stationary, other websites customers visit, and more!
- STEP 2:** **Play Participant.** Take a few minutes to navigate through your website from a visitor's perspective. Ask friends and family to do the same while you watch and give feedback.
- STEP 3:** **Use the One-Click Rule.** The fewer clicks to get to online services the better. Try getting visitors to your online services center with just one click on every page.
- STEP 4:** **Link Graphics to Online Services.** Make your one click option a web button. Also, keep its location on any page consistent so visitors know where to go anytime. You can create your own web button with our new Button Generator.
- STEP 5:** **Set up Help pages.** A Frequently Asked Questions page can save you a lot of time in terms of staff having to answer questions. Also having a step by step guide available online will make the online process a lot smoother.

To learn more about ACTIVE and our solutions contact us at:  
[communities@ACTIVENetwork.com](mailto:communities@ACTIVENetwork.com)

<sup>1</sup>"Improve the Customer Experience on Your Web Site." All Business . Allbusiness.com. Web. 26th October 2011.