

Step by Step Guide to Create Your Conversion Funnel

NEILPATEL

neilpatel.com

What Exactly Is a Conversion Funnel?

A conversion funnel is the path a prospect takes through your site which ultimately results in a conversion. Because the amount of traffic (visitors) your website gets will likely be larger, with prospects dropping off at various points in your site, those that do convert will be a smaller percentage of the original group – thus the funnel shape.

Step 1: Attracting Customers

Objective:

At this stage, we're looking at how your solution benefits people from multiple angles. When you know what their problems/pain points are then you'd be able to create offers, content and solutions that truly resonate with people at each stage of the buying process.

To understand your audience, write down the answers of the following questions:

| | |
|---|--|
| What are your competitors doing? | |
| What needs are being unmet? | |
| Where can you outperform them? | |
| Is there area you can capitalize on and dominate? | |

Step 2: Encouraging Action

The key to encouraging action is to help your prospects help themselves. Good behavioral targeting and a keen understanding of what your “tribe” wants are crucial in this process.

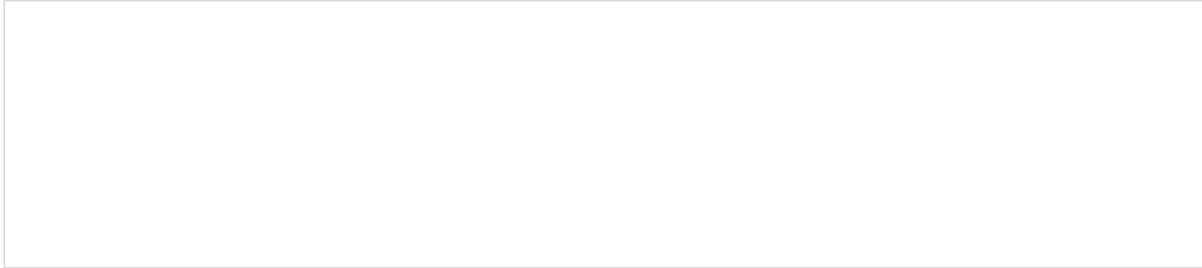
Go to industry forums and QA sites to make a list of potential customer questions. List as many as possible in the following table:

| |
|--|
| |
|--|

Step 3: List your objectives

Take a look at the answers you have written in step 1 and 2. Ask yourself,

What is needed for these objectives to be met? What are the Key Performance Indicators (KPIs) that prove your business objective is being met. Make a list of 2-3 such objectives:



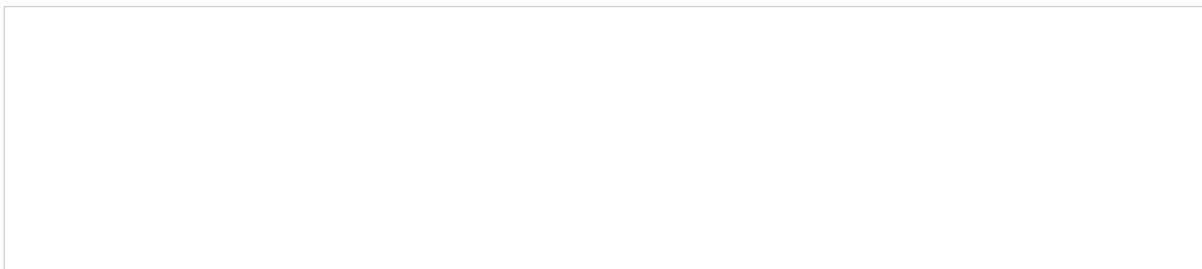
Step 4. Building the funnel

Based on the objectives, you now have to figure out the steps one should take to reach to that goal/objective.

For example, In case of Airbnb, the funnels look like this:

- **Path 1:** Visited landing page > searched for a city > refined search by price > clicked on a place to rent > chose dates > clicked “book” > clicked on “make payment”
- **Path 2:** Visited landing page > chose dates > clicked on a place to rent > clicked on a “similar place to rent” > clicked “book” > clicked on “make payment”

So, make a similar flow chart that matches with your business objectives:



Once you are done , go ahead and build all these pages on your site.

Step 5: Testing Your Funnel

You can track your funnel inside Google webmaster. [Check out this step by step video](#) to learn how to set up goals with Google analytics.

You can also use [Optimizely](#) for tracking your goals.

Step 6: The Conversation After the Conversion

The after-conversion checklist involves paying close attention to your customer. Take a look at things from the customer's point of view, for example :

- How easy is it for them to get started using your product?
- Are instructions clear and appropriate for their level of experience?
- Who do they contact if they have questions?
- How do they go about returning or getting a refund?