FROM WEBSITE VISITORS TO CUSTOMERS
1. How to Prepare Your Website for All Types of Customers
2. How to Optimize Your Product Pages
3. Tools & Resources
HOW TO PREPARE YOUR WEBSITE FOR ALL TYPES OF CUSTOMERS
THINK LIKE FISH
1) Be PRESENT for them throughout their entire journey.
70% of customers' journey takes place before they talk to a sales rep.

Source: Corporate Executive Board
How much does it cost to own a boat per year?
How to buy a boat?
How to finance a boat?
Can you finance a boat with a bad credit?
Where do I store a boat?
16,000 searches
3
How to Buy a Boat: Tips for a First Time Buyer - boats.com
Nov 29, 2016 - Start with the basics: Choose your boat type. Determine whether you'd like to buy new or used. Browse listings, work with a broker, or attend a boat show. Narrow down your options. Before you buy, conduct a walkaround, a sea trial and a survey. Close the deal.
What Type of Boat is Right for ...  • Boat Buyers Beware: 10...

Boat Selector Tool: Choose Your Boat Type | Discover Boating
www.discoverboating.com/buying/boatsselector.aspx  
Use our interactive boat buying resource, Boat Selector Tool, to help you find the boat type that's right for you. Choose from fishing boats, sailing yachts, etc.
Pontoon Boats  • Bowriders  • Sailboat  • Cuddy Cabins

How to Buy a Boat | Discover Boating
www.discoverboating.com/resources/article.aspx?id=134  

How To Buy A Boat: Boat Insurance, Financing and More | Boating ...
www.boatingmag.com/how-to-buy-boat  
Looking into buying a boat? Let the experts at Boating Magazine help you along the way, with boat financing tips, boat insurance help and more.

How to Buy Your First Boat|BoatTEST.com
https://www.boattest.com/how-to-buy-your-first-boat  
Boat tests and reviews on new boats, yachts, and engines with over 3000 videos including factory tours, Boat parts, comparisons, and demonstrations, including ...

Boats for Sale - Buy Boats, Sell Boats, Boating Resources, Boat ...
www.boatrader.com/  
BoatTrader.com is your online source for all your boating needs with thousands of new and used boats for sale. Sell your boat in front of millions of prospective ...

How to Buy a Boat (with Pictures) - wikiHow
Buying a Boat Can Be Affordable - Discover Boating
www.discoverboating.com/affordable-boating.aspx
Buying a Boat Can Be Affordable. In some instances, you can buy a new boat financed for around $250.00 a month, like a car. Boats provide tax deductible and cost effective second homes.

The Price of Ownership | Discover Boating
www.discoverboating.com/resources/article.aspx?id=60
But what does it actually cost to buy and maintain a mid-sized yacht in the 28 to 40 ... One time costs involve the actual purchase and outfitting of the boat itself, .... Most sail makers estimate a minimum of five years of normal sailing (or one to ...

People also ask
How much is a new boat?
How expensive are boats?
How much does it cost to have a yacht?
How much does it cost to insure a boat?

How Much Does A Boat Cost? - Carefree Boater
www.carefreeboater.com/how-much-does-a-boat-cost/
May 21, 2013 - The average price of new boats is growing rapidly every single year. ... Many started thinking about buying a boat years ago, and the longer ...

What does a boat cost to own? - Young & Salty
youngandsalty.com/what-does-a-boat-cost-to-own/
Feb 15, 2017 - We've paid as little as $300 a year for run of the mill cruising insurance and up to $3K a year for offshore insurance. You may even find that your boat is insurable under your home insurance. Your best bet is to contact a broker for an estimate. The cost of owning a sailboat is going to vary on what you decide to do.

How Much Does It Cost to Own a Boat? Insurance & Maintenance ...
First-time buyers’ journey to purchase

**Develop**
- Life experiences form an affinity for boating.
- People who boated as children, boat with friends, participate in outdoor activities or who have gone boating on vacations tend to be drawn to boating.

**Desire**
- A spark ignites the desire for boat ownership.
- Participation is the number one trigger for boat ownership: it’s while on a boat they decide to own.

**Dream**
- They start to imagine their life on the water.
- The clearer their picture of life on the water, the closer they are to purchase.

**Decide**
- They navigate the realities of buying and owning a boat.
- They encounter unpleasant surprises as they try to close the deal.

**Do**
- They set out, open to all the possibilities of life on the water.
- They revel in the joys of boat ownership.

**Key Barriers:**
- Lack of access to boating.
- Overwhelming amount of information.
- Lack of comprehensive resources.
- They feel intimidated and unprepared to go into dealers.
- They discover hidden costs along the way.
- They find out there’s a lot more to boat ownership than they thought.

**How we can help them:**
- Inspire them to get on the water.
- Lack of comprehensive resources.
- They don’t have people to turn to.
- They feel intimidated and unprepared to go into dealers.
- They discover hidden costs along the way.
- They find out there’s a lot more to boat ownership than they thought.

**How we can help them:**
- Make it simple for them to connect their dream to reality.
- Introduce them to helpful resources.
- Take a page from a similar playbook (automotive and…
- Start by understanding their original dream of ownership.
- Balance the need to sell with the need to serve.
- Be transparent and upfront about the total cost of ownership.

70% of people take less than a year to move from Desire to Do.
Key Barriers:
- Overwhelming amount of information.
- Lack of comprehensive resources.
- They don’t have people to turn to.

Key Barriers:
- They feel intimidated and unprepared to go into dealers.
- They discover hidden costs along the way.
- They find out there’s a lot more to boat ownership than they thought.
92% of consumers surveyed said that they will eventually end up buying a product from a company.

Source: DemandGen Report
So how do you find out what your customers think?
We’ve just launched our Question Analyzer! It’s available on our new Plus plan but we’ve made it free to try for a week. 

**Question Analyzer**

- Search by Keyword
- Search by Domain (Forum)
- Search by Subreddit

Find the most popular questions for any topic or keyword

Out of ideas or just getting started? Try one of these!

- Headphones
- Wedding
- iPhone
- Android
- healthboards.com
- askreddit
best fishing boat
12 questions mention best fishing boat.

What is the best fishing boat for New England in the 300K range? (thehulltruth.com)
What's the best fishing boat I can get for 15-20k? (thehulltruth.com)
what are the best fishing boats under 30K ?? (forums.iboats.com)
What is the best fishing boat for big water like lake erie.? (answers.yahoo.com)
What is the best fishing boat a college student can buy? (answers.yahoo.com)
What brand is the best fishing boat for around 10,000.00? (answers.yahoo.com)

first fishing boat
12 questions mention first fishing boat.

My first fishing boat - need help! How bout the price - good, bad, ugly? (michigan-sportsman.com)
Just bought my first fishing boat.. Any advice? (hudsonvalleysportsman.com)
Looking at buying first fishing boat what to look for? (forums.iboats.com)
Help in buying a first fishing boat - Can anyone help me in what to look for? (thehulltruth.com)
First Fishing Boat, Is This a Good Buy? (thehulltruth.com)
Advice for First Fishing Boat - Any brands/pitfalls I need to look out for? (reddit.com)
## Never-ending Google keyword suggestions!

Starting keyword: financing a boat

<table>
<thead>
<tr>
<th>#</th>
<th>Actions</th>
<th>Keywords</th>
<th>IC</th>
<th>Mod</th>
<th>Lang</th>
<th>Root term</th>
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<td>en</td>
<td>financing a boat</td>
<td>View keyword</td>
</tr>
</tbody>
</table>
Ask the Seeker. Enter your keyword & he'll suggest content ideas in seconds...

e.g. dresses, xbox, flights, etc.

Get Questions
2) Bundle Your Content
58% of buyers want related content packaged together, yet only 24% of marketers do that.

Source: 2017 Content Preferences Survey
Weave Answers To Your Customers' Questions in Your Product Offerings.
InnoFun

Fishing Tackle Lots, PortableFun Fishing Baits Kit Set With Free Tackle Box, For Freshwater Trout Bass Salmon

Price: $29.99
Sale: $24.99 & FREE Shipping on orders over $25. Details
You Save: $5.00 (17%)

Get $50 off instantly; Pay $0.00 upon approval for the Amazon Rewards Visa Card.

prime | Try Fast, Free Shipping

2% off item with purchase of 1 items   2 Applicable Promotion(s)

In Stock.
Want it tomorrow, Sept. 15 to 60640? Order within 20 hrs 41 mins and choose One-Day Shipping at checkout. Sold by PortableFun Direct and Fulfilled by Amazon. Gift-wrap available.

Color: Fishing Tackle Set A

- Our InnoFun fishing tackle set features vivid fishing lures, sharp hooks and various fishing tackle, which makes it the powerful fishing catching seduction.
- The detailed patterns and life-like colors simulate bait fish and steel ball bearing rattles offer an aggressive presentation that will give you the advantage.
- Our InnoFun Fishing Lure Set is one of the most awesome fishing lure Kit to ever hit the market. For anyone who loves catching Trout Bass Salmon, the InnoFun Fishing Lures Set is hard to miss.
- Package Contents: 1 x Fishing Lures Set With A Free Tackle Box - 180pcs, 1 x Stainless Steel Multi-tool Survival and 1 x Mini Flashlight.
- Related Searches: Fishing Lures Set, Fishing Lures, Fishing Lure Kit, fishing lure kit freshwater, fishing lure lots, Tackle Box, Fishing Tackle, Hard and Soft Plastic Lures Baits, Spoon Lures, Topwater Fishing Lures Frog for Bass, Topwater Lures, Fishing Lures, Hard Lures, Fishing Hard Lures, Fishing Attractants

More from $24.99 & FREE Shipping on orders over $25. Details
Action:

Use tools to understand what questions your new and current customers are asking.

- Bundle content to encourage binge reading.
HOW TO OPTIMIZE YOUR PRODUCT PAGES
1) Pay attention to the language and tone on your product pages.
Hemingway App makes your writing bold and clear.

The app highlights lengthy, complex sentences and common errors; if you see a yellow sentence, shorten or split it. If you see a red highlight, your sentence is so dense and complicated that your readers will get lost trying to follow its meandering, splitting logic — try editing this sentence to remove the red.

You can utilize a shorter word in place of a purple one. Mouse over them for hints.

Adverbs and weakening phrases are helpfully shown in blue. Get rid of them and pick words with force, perhaps.

Phrases in green have been marked to show passive voice.

You can format your text with the toolbar.

Paste in something you’re working on and edit away. Or, click the Write button and compose something new.
2) Support Micro Conversions
A micro conversion is a small step on the path of a visitor towards your primary conversion goal.
Request a Brochure
Sign up for the Newsletter
Request a Quote
Talk to a Dealer
<table>
<thead>
<tr>
<th></th>
<th>Dealer Search</th>
<th>Brochure Request</th>
<th>Contact Dealer</th>
<th>Request Quote</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total traffic</strong></td>
<td>4.8%</td>
<td>0.27%</td>
<td>0.11%</td>
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</tr>
<tr>
<td><strong>Referral traffic</strong></td>
<td>5.8%</td>
<td>0.36%</td>
<td>0.05%</td>
<td>0.001%</td>
</tr>
</tbody>
</table>
Download Request Successful

We'll send your requested whitepaper to the email address you provided.

Where would you like to go next?

Request more whitepapers
- The Truth About Taguchi
- Red Envelope Case Study
- All About Google Website Optimizer
- Conversion Tuning Overview
- Price Testing & Tuning
- Attracting Super Affiliates

Read Case Studies
- Assessment.com
- Engine Ready
- RealAge
- Stratfor
- SF Video
- Uniblue

Explore Services
- Services for Small Businesses/Websites
- Services for Large Businesses/Websites

Check out Other Free Resources
- Conversion Ninja Toolbox
- Testing Tutorial
- Glossary of Conversion Optimization Tools
- Events Calendar
3) Why Should They Believe You?
Join 8,026 B2B sales professionals

Get the latest actionable sales posts delivered to your inbox:

Enter Your Email Address

COUNT ME IN
50,000,000 ELVIS FANS CAN’T BE WRONG

ELVIS’ GOLD RECORDS - Volume 2

A BIG HUNK O’ LOVE
MY WISH CAME TRUE
(NOW AND THEN THERE’S)
A FOOL SUCH AS I
I NEED YOUR LOVE TONIGHT
DON’T
I BEG OF YOU
SANTA BRING MY BABY BACK (TO ME)
SANTA CLAUS IS BACK IN TOWN
PARTY
PARALYZED
ONE NIGHT
I GOT STUNG
KING CREOLE
WEAR MY RING AROUND YOUR NECK
DONCHA’ THINK IT’S TIME
MEAN WOMAN BLUES
PLAYING FOR KEEPS
HARD HEADED WOMAN
GOT A LOT O’ LIVIN’ TO DO!
(THERE’LL BE)
PEACE IN THE VALLEY
(FOR ME)
Our cars aren't perfect & neither are we.
But we do promise to tell you the whole truth.

Used cars sometimes have slight blemishes. But you can rest easy, knowing we’ll point out anything you need to be aware of.

Actual Carvana Vehicle!

Tip: Carvana never sells vehicles that have been in an accident.

Don't take our word for it.
Read what actual customers have to say.

Overall Rating (Over 350 reviews)
 ★★★★★ 4.8 stars

READ OUR WORST REVIEWS

Try asking your local dealership for this!

About Our Reviews: Reviews are managed by a third-party service and cannot be edited by Carvana.
Show how many customers you have served.

How many boats you have sold.

Put your customer testimonies into videos.

If you are an accessory manufacturer, talk about how many boats your products appear on.

How many of your products are out there on boats.

If you are in a boat rental/boat club business, talk about how many people you got out on the water.
Action:

Watch the Tone
- Optimize for Micro Conversions
- Illustrate Social Proof
Action:

Find out what your customers want.

- Bundle content for binge reading.

- Watch the tone

- Optimize for micro conversions

- Illustrate social proof
THINK LIKE FISH
Thank you

Armida Markarova
Founder & Chief Strategist
Marketing Strategy Hub
armida@marketingstrategyhub.com
773-992-8107

@amarkarova