

FROM WEBSITE VISITORS TO CUSTOMERS

Marketing Strategy Hub



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

www.boats.com/boat-buyers-guide/how-to-buy-a-boat-tips-for-a-first-time-buyer/ ▼

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/boatselector.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 ▼

Boat Buyer Guide: Tips on **How to Buy a Boat**. Choose the right **boat**. Visit a **boat** show and choose the right dealer. Consider warranties. Keep a log. When are you ready? The Test Drive. The cost of ownership. Learning to use your new **boat**.

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.boattrader.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 ...

→ More on

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? ▼

Feedback

[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 ...](#)

<https://blog.mint.com/consumer/ig/how-much-does-it-really-cost-to-own-a-boat-0713/> ▼

First-time buyers' journey to purchase

Develop > Desire > Dream > Decide > Do

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.

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.

They start to imagine their life on the water.

The clearer their picture of life on the water, the closer they are to purchase.

They navigate the realities of buying and owning a boat.

They encounter unpleasant surprises as they try to close the deal.

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.

How we can help them:

- Inspire them to get on the water.
- Educate them on new ways to participate.

Key Barriers:

- Overwhelming amount of information.
- Lack of comprehensive resources.
- They don't have people to turn to.

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

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.

How we can help them:

- 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:

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Key Barriers:

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92% of consumers surveyed said that they will eventually end up buying a product from a company.

So how do you find out
what your customers think?



Content Research

Influencers

Monitoring

Try BuzzSumo Pro

Most Shared

Trending Now

Backlinks

Content Analysis

Facebook Analyzer

Question Analyzer New

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. C

Question Analyzer

☒ Search by Keyword ☐ Search by Domain (Forum) ☐ Search by Subreddit

Find the most popular questions for any topic or keyword

Search

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

- Headphones
- Wedding
- iPhone
- Android
- healthboards.com
- askreddit

Getting onto an Alaskan fishing boat - how does one? (reddit.com)

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)



Infinite Suggest

Never-ending Google keyword suggestions! beta

Follow @jaco_van_wyk

19.8K followers

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Starting keyword:

financing a boat

ENGLISH ▾

GOOGLE.COM ▾

ADD TO RESULTS

🔍 FILTER KEYWORDS

🔍 VIEW SAVED KEYWORDS

📄 EXPORT ▾

🗑️ START OVER

# ▾	Actions	Keywords 91	IC	Mod	Lang	Root term	More data ⓘ
1	SAVE HIDE FETCH SUGGESTIONS!	financing a boat with fair credit	3		en	financing a boat	View keyword →
2	SAVE HIDE FETCH SUGGESTIONS!	financing a boat as a home	3		en	financing a boat	View keyword →
3	SAVE HIDE FETCH SUGGESTIONS!	financing a boat house	2		en	financing a boat	View keyword →
4	SAVE HIDE FETCH SUGGESTIONS!	financing a boat as a second home	4		en	financing a boat	View keyword →
5	SAVE HIDE FETCH SUGGESTIONS!	financing a boat terms	2		en	financing a boat	View keyword →
6	SAVE HIDE FETCH SUGGESTIONS!	financing a boat calculator	2		en	financing a boat	View keyword →
7	SAVE HIDE FETCH SUGGESTIONS!	financing a boat at bass pro	4		en	financing a boat	View keyword →
8	SAVE HIDE FETCH SUGGESTIONS!	financing a boat slip	2		en	financing a boat	View keyword →
9	SAVE HIDE FETCH SUGGESTIONS!	financing a boat from a private seller	5		en	financing a boat	View keyword →



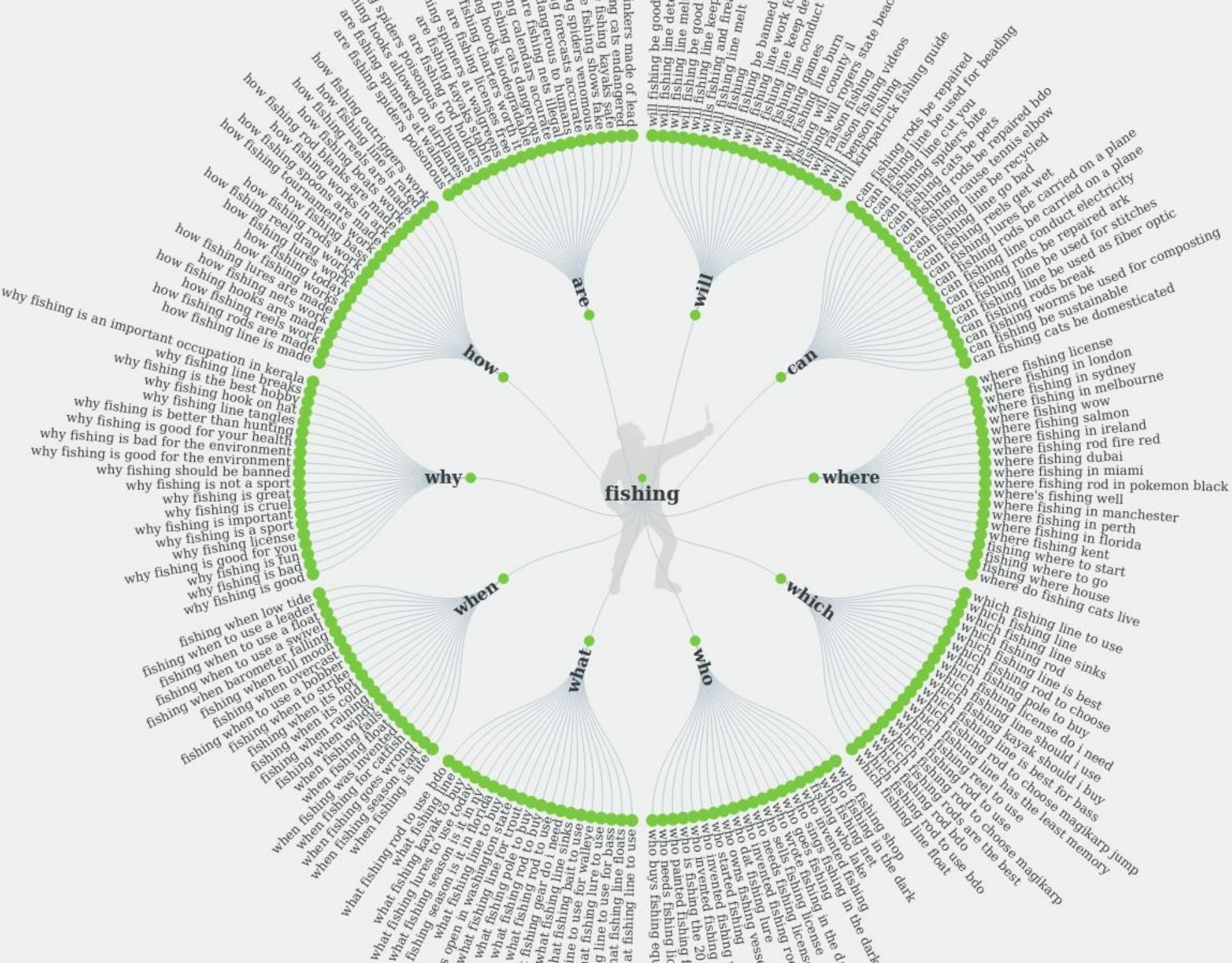
Language

EN

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.**

Boating Products



How-To's. FAQs

Warranties



Safety

Boat Loan Calculator



Financing Tips

Introducing new features



How to catch fish, tips & tricks





Click to open expanded view

InnoFun

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

★★★★★ 66 customer reviews | 20 answered questions

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**



\$24.99



\$7.99

- 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 Baits, Fishing Attractants

Now (1) from \$24.99 & FREE shipping on orders over \$25.00. [Details](#)

Customers who bought this item also bought

Page



Eagle Claw Snap-On Floats Assortment, 12 Piece
★★★★☆ 198
\$8.07 ✓prime



Water Gremlin Removable Split Shot Pro Pack, 48ea/BB, 36ea/3/0, 16ea/7, 12ea/5, 12ea/4
★★★★☆ 446
#1 Best Seller in Fishing Sinkers & Weights
\$5.99 ✓prime



Booms Fishing H1 Fishing Pliers Stainless Steel Tools with Sheath Lanyard 6.7in 3 Color Available
★★★★☆ 789
\$6.99 ✓prime



Eagle Claw 05010H-001 75Pc Tool Asst Hook/Swivel/Sinker Asst
★★★★☆ 237
\$3.55 ✓prime



Crazy Sale 500 Pcs Pieces 10 Sizes Black Silver Fishing Fish hook Hooks Comes with Retail...
★★★★☆ 80
\$8.25 ✓prime



Plano 3-Tray Tackle Box with Dual Top Access, Dark Green Metallic/Off White
★★★★☆ 77
\$14.99 ✓prime



Shakespeare Ugly Stik GX2 Spinning Fishing Combo
★★★★☆ 427
\$36.40 ✓prime



Booms Fishing L1 Fishing Pliers 13-in-1 Multi-tools 6.7-Inches with Belt Holder Sheath, Blue,...
★★★★☆ 127
\$14.99 ✓prime

Sponsored products related to this item (What's this?)

Page



Aluminum Fishing Pliers with Lanyard and Molded Sheath by Wild Jacks



Waterproof Backpack by Big Horn Products - Laroe 30L Rolltop Drv



Hinpia Fishing Scale, Hanging Scale, Hinpia Backlit LCD Screen.



Fishing Swivels & Snaps Stainless Steel High Strength 65LBS for Bass



Freehawk Multi Function Stainless Steel Fishing Pliers Curved Nose



Bluenet 279pcs Fishing Lure Set Including Plastic Soft Lures Froa Lures



Boga Grip 260 60lb Scale by Eastaboga Tackle
★★★★☆ 14



Boga Grip 130 30lb Scale
★★★★☆ 15
\$124.95 ✓prime

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

2



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.

Hemingway
Editor

Readability

Grade 6

Good

Words: 133

Show More ▼

2 adverbs, meeting the goal of 2 or fewer.

1 use of passive voice, meeting the goal of 2 or fewer.

1 phrase has a simpler alternative.

1 of 11 sentences is hard to read.

1 of 11 sentences is very hard to read.

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

	Dealer Search	Brochure Request	Contact Dealer	Request Quote
Total traffic	4.8%	0.27%	0.11%	0.008%
Referral traffic	5.8%	0.36%	0.05%	0.001%


Customers who bought this item also bought

Page







Eagle Claw Snap-On Floats Assortment, 12 Piece
★★★★☆ 198
\$8.07 ✓prime




Water Gremlin Removable Split Shot Pro Pack, 48ea/BB, 36ea/3/0, 16ea/7, 12ea/5, 12ea/4
★★★★☆ 446
#1 Best Seller in Fishing Sinkers & Weights
\$5.99 ✓prime




Booms Fishing H1 Fishing Pliers Stainless Steel Tools with Sheath Lanyard 6.7in 3 Color Available
★★★★☆ 789
\$6.99 ✓prime




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\$3.55 ✓prime




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\$36.40 ✓prime




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Boga Grip 260 60lb Scale by Eastaboga Tackle
★★★★☆ 14



Boga Grip 130 30lb Scale
★★★★☆ 15
\$124.95 ✓prime

Whitepapers

[The Truth About Taguchi](#)

[Red Envelope Case Study](#)

[Conversion Tuning
Overview](#)

[Price Testing & Tuning](#)

[Attracting Super Affiliates](#)

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Where would you like to go next?

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- [Conversion Tuning Overview](#)
- [Price Testing & Tuning](#)
- [Attracting Super Affiliates](#)

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- [Engine Ready](#)
- [RealAge](#)
- [Stratfor](#)
- [SF Video](#)
- [Uniblue](#)

Check out Other Free Resources

- [Conversion Ninja Toolbox](#)
- [Testing Tutorial](#)
- [Glossary of Conversion Optimization Tools](#)
- [Events Calendar](#)

Bestselling book
by our CEO Tim Ash



Creators Of

 **Attention Wizard**



3) Why Should They Believe You?



Join 8,026 B2B sales professionals

Get the latest actionable sales posts delivered to your inbox:

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 CLAUSE 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)



[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

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Optimize for micro conversions

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Illustrate social proof

-

THINK LIKE FISH

Thank you

Armida Markarova

Founder & Chief Strategist

Marketing Strategy Hub

armida@marketingstrategyhub.com

773-992-8107



[@amarkarova](https://twitter.com/amarkarova)

