

13 Popular Tools to

Improve Your Website Conversion Rate



Improve Your Sales Funnel

As a small business, you understand the importance of optimizing your website and improving the overall user experience. Identifying how to make those improvements however, can be challenging for some.

That's why we've put together a list of our favorite and most popular tools to help you attract potential customers and convert them into lifelong promoters.

Hotjar

With Hotjar you can understand how users behave on your website, what they need, and how they feel.

Hotjar is an intuitive visual way to discover, consolidate, and analyze your website user data.

Alternative: Crazy Egg



Visualize User Behavior

Heatmaps visually represent where users click, move, and scroll on your site.

Feedback Based on Actions

Understand how users really engage and improve your user experience.

Semrush

Semrush is an all-in-one online visibility management platform for your business. It provides insights on every aspect of your website and digital footprint.

Get measurable results to gain a competitive edge against the competition.

Alternative: Ahrefs



Keyword Research

Find the best keywords to supercharge your marketing by learning the value of any keyword based on dozens of metrics and indicators.

Optimize Your SEO

Analyze your website and get actionable solutions to fix it.

Zapier

Work more efficiently, minimize tedious tasks, and unlock new possibilities with automation for your whole business.

With Zapier you can automate your work across 5,000+ of the most popular applications, so you can move forward, faster.

Alternative: Automate.io



Improve Workflows

Connect the applications that you use everyday to save time and automate mundane tasks.

Application Integration

Send data from one application to another, instantly. Did you just receive an order? Connect Stipe to Survey Monkey and send out a survey immediately to improve your experience.

Google Tools

Google helps you find just about everything you could possibly need. Hungry? Find the closest restaurant to you. In the mood to shop? Browse the latest sales. Wondering what your boss just meant by the acronym she used? Look up possible meanings.

No matter what you're searching for, Google has your back – even in the business world. If you own a small business, you can utilize all of the tools that Google has to offer to attract customers and get ahead of the competition.

Google Workspace

Build customer trust with Google Workspace by giving everyone in your company a custom email address at your domain.

Google Business Profile

Turn people who find you on Google into new customers for your storefront or service area. Personalize your profile with photos, offers, posts, and more.

Google Analytics

Get a complete understanding of your customers across devices and platforms. Google Analytics gives you the tools to understand your customer journey and improve ROI.

Google Search Console

Google Search Console helps you measure your website's search traffic and performance, fix issues, and improve your Google Search results.

Google Trends

See what's trending and explore what the world is searching.



Canva

Canva is an online design and publishing tool with a mission to empower everyone in the world to design anything and publish anywhere.

Alternative: Adobe Express

The Canva logo is written in a blue-to-purple gradient script font.

Content Creation

Canva is a free-to-use online graphic design tool. Use it to create social media posts, presentations, posters, videos, logos and much more.

No Design Skill Required

Build reusable templates with your colors, fonts, and logos.

Copy AI

Copy.ai is an online copywriter that generates high-quality copy for all of your marketing needs.

Engage your audience with compelling social, blog, email, and website copy all generated by AI.

Alternative: Jasper AI

The copy.ai logo features the word 'copy' in a dark blue sans-serif font, followed by '.ai' in a lighter blue sans-serif font, with a teal dot above the 'i'.

Increase Your Productivity

Write 10 times faster, engage your audience, and never struggle with a blank page again.

Get Rid of Writers Block

Struggling to come up with content? You're not alone. Let Copy AI handle the process by leveraging its AI-based copy writing generator.

Jotform

Jotform is a full-featured online form builder that makes it easy to create robust forms and collect data.

It features powerful forms that use conditional logic, generates reports, and automates workflows.

Alternative: Typeform



Build the Forms You Need

Create professional-looking forms with no coding using Jotform's online form builder. Then style your forms with your own logo, fonts, and colors.

Collect Payments

Jotform allows you to get paid directly through your own form.

Survey Monkey

SurveyMonkey is online survey software that helps you to create and run professional online surveys.

It empowers organizations to gain insights from their customers, employees, and their market.

Alternative: Google Forms



Get Customer Feedback

Create on-brand feedback surveys in minutes. Send surveys via multiple channels, analyze your data, and share actionable insights with your team.

Improve User Experience

Improve customer satisfaction by monitoring, analyzing, and taking action on your feedback.

Intercom

Intercom is the modern customer communications platform that unifies every aspect of the customer journey, from conversion to engagement to support.

Alternative: Zendesk



Convert More Leads

Increase your site conversions and grow revenue to epic proportions with automated bots and real-time chat.

Five-Star Customer Service

Get convenient messaging that works online, and on mobile for quick and easy support.

Bonus: Elementor

Elementor Page Builder is a plugin of the most popular website platform WordPress. It powers more than 7% of the internet with 10 million installs.

Elementor provides all the tools for millions of web creators to build their website, business, and future.

Alternative: Divi



Live Drag & Drop Editor

Build and customize every part of your website intuitively with Elementor's visual builder. Zero coding required.

A Widget for Every Occasion

Choose from an ever-growing selection of design, layout, marketing, and eCommerce widgets, designed to meet your every need.



There's a Better Way to Grow Your Business

SWFL Inc. is the region's only Five-Star Accredited Chamber of Commerce, serving businesses in Lee, Collier and Charlotte Counties.

To find more business resources like this or register for an upcoming digital marketing course visit:

swflinc.com

