# Five ways to attract more buying customers to your business websites

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Businesses are competing with each other online in order to attract more customers to their official websites. However, it is not just enough for companies to attract targeted traffic to their websites, by different online marketing methods like search engine optimisation and social media marketing.
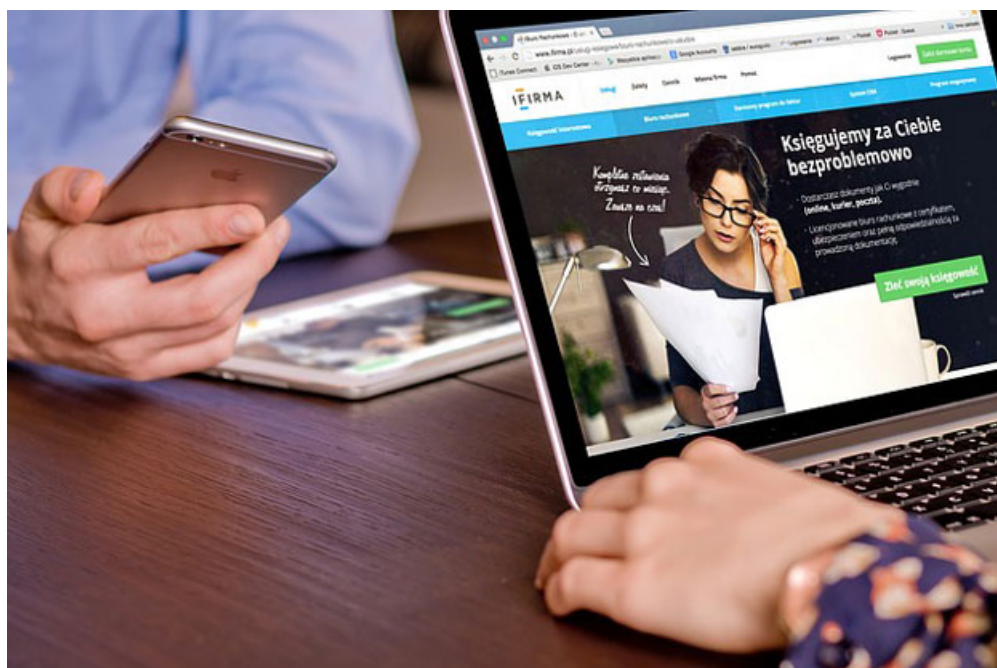
It is equally important to convert a big percentage of website visitors into customers. In this post, we shall check out some of the ways how you can improve the sales conversion rates on your websites.

1. Highlight your best-selling products

If your business sells a variety of products, then you must try and highlight the products that are more popular with other customers. It is holiday season of the year, and if you are offering discounts on your products, it is crucial for your customers to know about it. It could be the right time for you to add new categories on your websites such as "'Discounted Gifts" or "Gifts".

2. Using web technology for creating engagements and transactions

When you are competing with many other businesses, it is very important for you to ensure best user experiences for your website visitors. You had to make it easy for your customers to choose the products they like and make the purchases smoothly.

You can visit websites like 123ContactForm and create innovative online forms that can be used on your websites, blogs, and even on Facebook pages. By using such online tools, you can easily create all different types of online forms. More importantly, you don't need to have any kind of programming skills to create effective online forms.

For example, you can create the 'Order Form', with the help of which your customers can easily and conveniently complete their purchases. Similarly, you could also create web forms for lead generation pages or for inviting your visitors to opt for

your business newsletters.
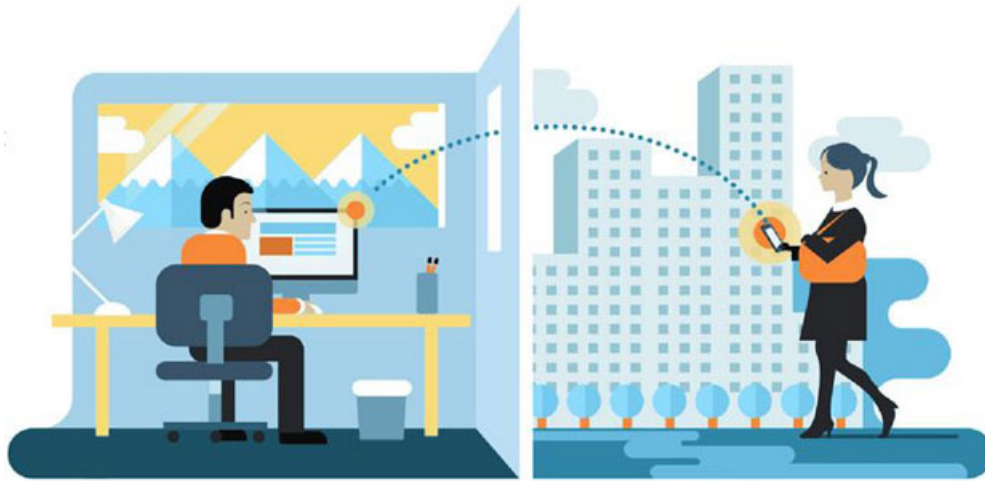
3. Referrals and customer engagement programmes

Another great way of attracting new customers is by offering incentives and referral programmes to your existing customers. It will give them a very good reason to share information about your products or services with the people they know.

For example, you could give reward points to your customers, whenever the people they refer make purchases. Those points can be cashed in later, for buying products on your website itself. Such customer engagement programmes are very important for retaining loyal customers in the long run.

4. Transparent and clear-cut policies

It is very important for your customers to know that their products will be safely delivered to them within the agreed time frames. Therefore, you will need to make clear policies for shipping and cancellations and mention them clearly on your website. When companies have clear-cut policies, customers feel more confident to do business with them.

5. Upselling

If you are selling multiple products, then you can try different types of upselling strategies to make your customers buy more products. For example, you could offer an attractive discount on the second product in order to make it compelling for them to buy more than one product at a time.