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Convert More Website Visitors with Better Funneling by [Ben George](#)

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One of the best ways to capture the attention of your website visitors is to quickly show them what they are looking for. When a website visitor visits your website, you have just a few seconds to capture their attention. During that brief first impression period, they have to feel like they are in the right place. The biggest things people notice immediately are page load speed, design elements, and dynamic (or moving) content. It has become a best practice to implement some sort of featured content to quickly display your most important items in a way that grabs attention, and gets them navigating the website.

This segment will focus on the featured content of your website. We recommend almost every website have some sort of featured content, as it gives you a few great benefits.

- 1) You get additional content in a dynamic area, allowing for additional SEO relevance without having a lot of text visible. You can use sliders or rotating html blocks to display a lot of content in a way that makes it unobtrusive and easily navigated.
- 2) You show your website visitors what they are looking for within a few seconds of arriving at your website. If your featured content covers your most sought after services or products, then you are going to engage most of your visitors right away.
- 3) You can immediately funnel visitors to specific pages about your products or services and give them more information quickly. If they don't have to search for what they want, chances are they will convert at a higher rate.

Featured content needs to be visually appealing, concise, and linked to internal pages or a contact form. We see the best conversions from a featured content area that highlights the best selling points of a product or service and highlights the company's competitive advantages. If you are a price leader, then show pricing in the featured content. If you do exceptional quality work, show your images first thing. If you are great at making your customers happy, then lead with testimonials around each product or service. You can leverage your successes to gain the trust of future customer.

One way to know how your featured content should be structured is by looking at visitor data and analytical data. You can look at searched terms, page views per page, and other metrics to identify which pages people are searching for and using often, and feature content for those products and services. Google has (for years) been fixated on getting their customers the right data as fast as possible, and if you help meet that need, then your conversions are sure to increase. And in many cases, doing featured content right can also help you win in the SEO game.

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SEOteric is an a [Atlanta SEO](#) company specializing in helping business increase website traffic and convert more of that traffic into sales.

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