

Webinar Series: Knowing your website traffic conversion

Build your Business in 10 weeks with Pabau



-
-
-
-

Meet Our Hosts

— **Natalie Dryden**, Business Consultant

— **Thea**, Senior Customer Success Specialist



Session 5 Outline

Duration: 30 - 40 minutes

••

Part 1

Guest content

- Why do you need a website or online presence
- The importance of Google Analytics
- 5 Things to think about when creating or updating your website
- Do I need a chatbot?

Part 2

Pabau features

- Lead Manager / Lead Views / Lead Status
- Custom Fields
- Online Bookings & Services Setup
- Lead Conversion & Online Booking Reports

Knowing Your Website Traffic Conversion

— With Adam Smith,
Enquirybot





Do I need a Website?

- Modern day customer - what do they expect
- Comparisons - conditioned
- What do you actually do
- Authority and recognition
- Contact

The Importance of Google Analytics



- Automatically collects your website data
- Measures site searches and behaviour of your visitors
- Understand why people leave (bounce rate)
- Gives you details on who is searching for you
- What Social platforms work
- What content works, what doesn't and what you should write
- Achieve your goals

5 things to think about when developing your website

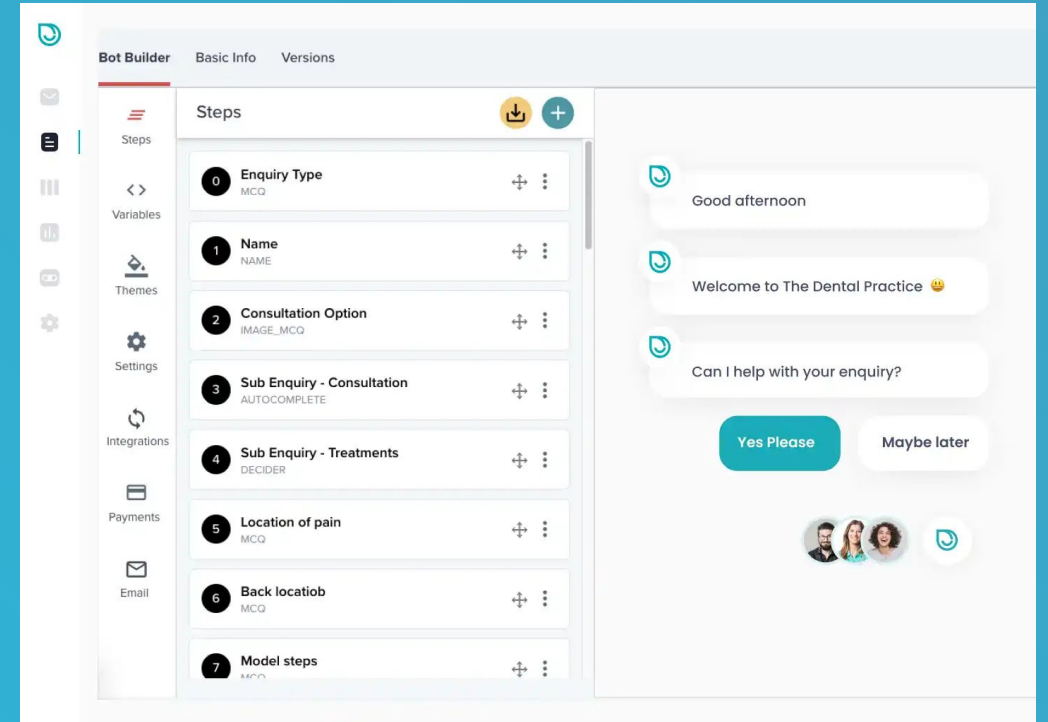


1. Make sure it works perfectly on mobile devices
2. Make it clear what you do and how you can help
3. Clear Call to Action
4. Make it easy to get in contact
5. Help and save time



Do I Need a Chatbot?

- What's good and what's bad about chatbots
- What should they be used for
- What to think about when choosing a chatbot
- What kind of results should I expect

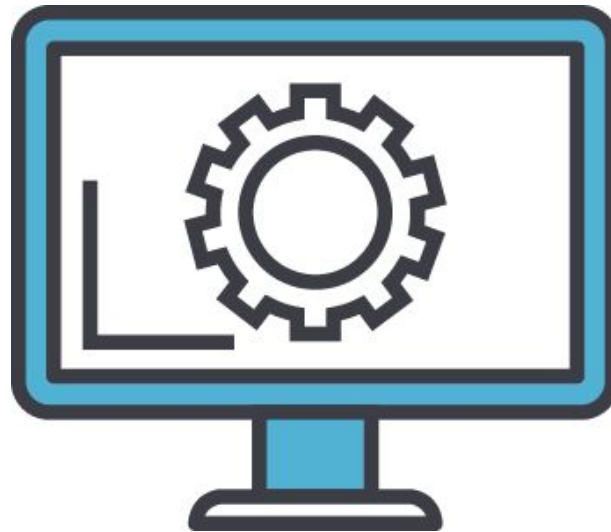


Don't let 99% leave
without making
an enquiry

 enquirybot



Pabau Tools For **Your Website** & To Help **Convert Enquiries**



Lead

Manager

(Lead Views & Status)

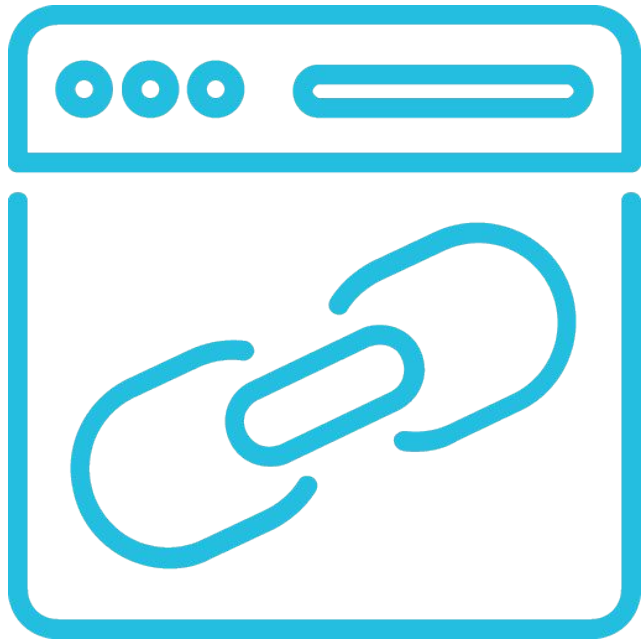


-
-
-
-

How to Create Custom Fields



-
-
-
-

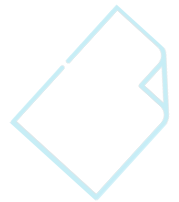
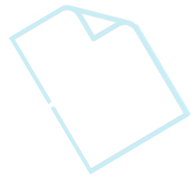
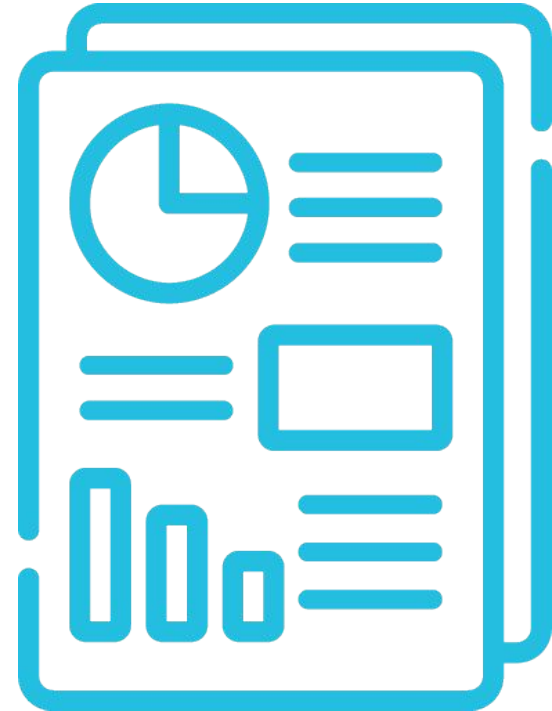


Online Booking & Services Setup



Reports

- Online Bookings
- Leads
- Lead Conversion



—

Thank You

