

CONVERSION RATE IMPROVEMENT IDEAS

1. Use tangible action verbs
2. Use testimonials
3. Clearly state the benefits of your product or service
4. Pay careful attention to your headline
5. Use video to humanize your brand
6. Create dedicated landing pages for pay-per-click ads
7. Include subscriber or social-media follower counts
8. Incorporate strong calls to action (CTAs) into every piece of content on your site
9. Recommend related products
10. Include stock numbers
11. Lose the hype.
12. Test variations of your CTA button
13. Tell visitors exactly what they're going to get.
14. Include a clear value proposition.
15. Include a privacy statement on opt-in forms.
16. Get your visitors excited.
17. Keep input fields optional.
18. Offer various payment options.
19. Include consumer reviews.
20. Test out various colour combinations on your landing pages.
21. Use high-quality images.
22. Use CTA buttons rather than links.
23. Use a chat tool
24. Include a headshot
25. Offer a price-match guarantee
26. Test out various content lengths
27. Use pictures of happy, smiling people
28. Make sure you include contact info.
29. Offer bonus discounts at checkout.
30. Don't require registration in order to buy.
31. Match your copy's reading level to your audience.
32. Don't offer too many options