

Converting People: Week 3

How to Improve Your Conversion Rate.

What is it:

So far, we have looked at the importance of conversion rates, have created our own funnel but how do we get more potential customers doing what we want them to? Now this is a process and isn't something that will happen overnight but there are some changes we can all make to improve conversions and impact sales.

Common problems/mistakes:

- We do not know what to do to improve conversion;
- We cannot change or improve what we are not measuring;
- We do not know the best channels to use to increase conversion.

Why is it important?

- Helps us to increase performance and competitiveness;
- Enables us to get focused and spend time where it matters most;
- Better conversions can mean more sales.

How does it work?

I am going to show you a range of ways to improve your conversion rate

SCREEN SHARE

Tips for success:

- Do not do everything at once so you can measure the impact of the changes you make;
- If something is not working try a variation of the idea before scrapping it all together;
- Be patient, the improvement will come.

Template/Checklist

Conversion improvement ideas checklist.

Task:

Commit to making 2-5 improvements to your website or landing pages from the list in order to improve your conversion rate.