

CONVERTING PEOPLE INTO CUSTOMERS VIDEO SERIES 1:  
UNDERSTANDING CONVERSION RATES

## HOW TO CALCULATE HOW MANY WEBSITE VISITORS/ PROSPECTS YOU NEED

**Conversions**  $\div$  Industry conversion rate  $\times$  100

**Monthly target = 20 clients**  
**Industry conversion rate: 1.96%** (Clothing & Fashion products)

**20 clients**  $\div$  1.96%  $\times$  100 = **1020 visitors per month**