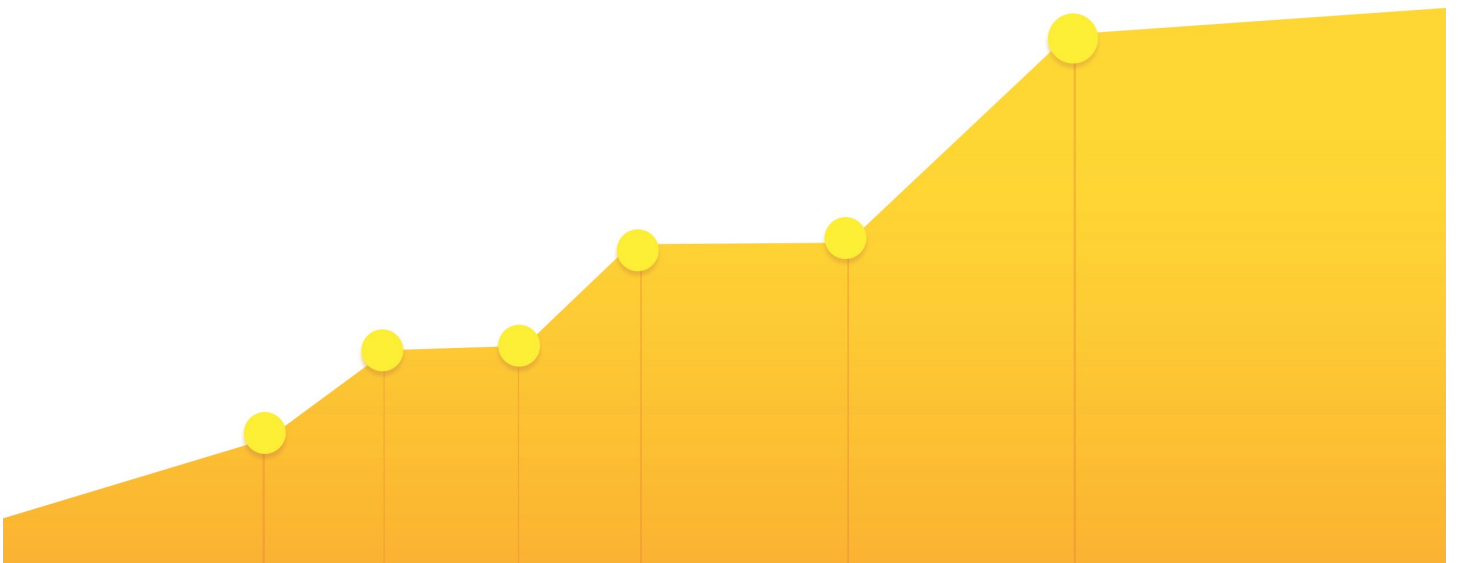




13 Quick Tricks to Increase Your Conversion Rate



1. Edit for Clarity

This is the most important point in this list. Clear, coherent writing is a fundamental step for effective communication. You need to ensure that your content not only concisely explains your key selling benefit, but that your content is formatted in a way that makes finding those points easy. Make use of whitespace, bullet points, and proper headings/sub headings for easier scanning

2. Solve Your Prospect's Problems

Focus on the selling points that are most important to your prospects. Even the most beautifully optimized and scannable content will fail to impress if it doesn't answer your prospect's key problems. Use surveying or mining through reviews as way to identify your audience's primary pain points and concerns.

3. Run Quality Assurance Tests

We operate in a world that has a love affair with the term A/B test. The majority of marketers out there understand the concept behind A/B testing, but few truly understand the best practices required for an effective A/B test. According to Craig Sullivan, 40% of A/B tests suffer from quality issues. Before you implement any A/B tests, make sure that everything is working as it should be.

4. K.I.S.S. (Keep It Simple, Stupid!)

The modern internet user has a painfully short attention span. Everything on your page should be as simple as humanly possible. Ask yourself if there's anything you can do to remove unnecessary links, copy or design elements from your Navigation Bar, Site Design, Copy, or CTAs.

5. Data Is All that Matters

If you're looking to increase your conversion rates, then you need to know the mind of your audience. Don't base your changes on your own opinion of what you think will work. The only guiding light to follow should be the results from the data of what your audience is telling you. The results may conflict with your personal opinions, but that is a bitter pill you will have swallow.

6. Copy the Test, Not the Result

The Internet is full of awesome, free, and useful advice. But you shouldn't take it at face value. A lot of wannabe CROs and online read how company Y changed their button colors to orange and saw a 400% increase in conversions and think "Wow! I need to use orange buttons!" Those orange buttons won't increase the your conversion rate. It's not the orange button that increased conversions, it was testing the color that did it.

7. Small Tweaks Rarely Bring Big Changes

You've got to be realistic about your CRO campaign. Small changes might bring a decent uplift, but typically the best results come from large overhauls and redesigns, not single word changes or switching colors.

8. One Purpose Per Page

There are a lot of landing and product pages out there that try too hard to do too many things. Your golden rule of CRO should be "one page, one purpose." Plenty of studies, most famously the Jam Study, have proven that an increase in choices is actually demotivating to the person trying to make a decision.

9. Offer Guarantees to Remove Risk for the Customer

Trust is a major factor in increasing conversions. No one wants to feel as though they're at risk should they click the purchase button. The simple addition of a trust seal can add much-needed credibility to your site. eConsultancy conducted a study and found that 48% of users were more likely to trust an unfamiliar site if it displayed trusted guarantee seals. This simple addition to your site can have a profound effect on your conversion rate.

10. Create Urgency

Take advantage on the psychological principle known as fear of missing out, or FOMO. Urgency elements such as limited stock counters or sale countdown timers are proven to persuade people to take immediate action. FOMO is a powerful motivator. According to the University of Kentucky, such elements (which they call "negative urgency") are proven to suspend logical thought processes in favor of taking immediate action.

11. Set Up Useful Metric Tracking

At the end of the day, the only metrics that really matter are those that directly affect your bottom line. If you want to see some growth in your business, you've got to stop optimizing your campaigns based on traffic levels and social shares. Meaningful optimization and growth comes from revenue-driving metrics such as, Conversion Rates, Average Order Value, and Revenue.

12. Use Only High-Quality Images

A picture is worth a thousand words. Well, at least high-quality images are. Despite this fairly obvious tip, you still see so many businesses using either poor-quality images or absolutely awful stock photographs. You might not think it's a big deal, but VWO tested the use of stock vs real images and discovered that the real images received over 45% higher conversions.

13. Make it Easy to Buy

Consumers are looking for the path of least resistance. Your job is to provide them with the clearest instructions possible in order to leave no doubt in their minds about the action they need to take. Make your primary CTA stand out above all others. Increase the size of the "purchase now" button and use more contrasting colors. Consider things like one-click purchase rather than drawing out the process.

Conclusion

These points are all quick to implement, but you'll need to give them time to take effect. No matter what conversion rate you're experiencing right now, the above 13 tips will help you see an increase. I'm positive you'll see gains almost immediately, but if you want to see the kind of increases I know you do, you're going to have to keep on testing and find the little nuances that best resonate with your audience.