

13 Ways To Increase Conversions

Right Now

Increasing your conversion rates is absolutely crucial. Having a good conversion rate is the foundation of high sales volume.

Sometimes just a small tweak can lead to significant improvement in conversion rates. Many small and a few big tweaks combined can bring dramatic increase in your results. 13 things to try right now:

1

Do A/B testing

In real estate it's about location, location, location. In conversion optimization it's testing, testing, testing.

Decide what to test. Ideas:

- **Headline**
- **Page layout and navigation**
- **The offer**
- **Size of buttons and wording of CTA**
- **Different media**

Tools to use for a/b testing:

Optimizely, Visual Website Optimizer, Google Analytics (For analyzing user behavior)

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Create a compelling and clear value proposition

- **First**, if you don't have a value prop, create one.
- **What is a value proposition?** The primary reason a prospect should buy from you. The #1 reason someone will continue to read or hit the back button.
- **Use qualitative research** to discover customer insight to create your value prop.

Fix it with these characteristics:

1. **Headline.** This is the attention grabber. What's your offer? Short, sweet, concise, and relevant.
2. **Sub-headline or a 2-3 sentence paragraph.** This gets more into the nitty gritty of what you're offering, for whom, and why it's beneficial.
3. **3 bullet points.** Here you can list the key benefits or features.
4. **Visual.** Images communicate much faster than words. Show the product, the hero shot or an image reinforcing your main message.

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Set up a sales funnel

Sometimes what kills your conversions is that you're asking for the sale (signup, whatever) too fast.

So slow down. Offer value and results in advance, way before asking for the sale. Just capture their email address, so you could continue talking to them. How to do it:

- Offer valuable free advice via your blog, videos, free reports, whitepapers, etc.
- Become their trusted advisor
- Give them compelling reasons to sign up to your email list (in exchange for some good info)
- Free drip content video course via email
- Send them to your sales copy and ask for the sale

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Cut the jargon

Clarity trumps persuasion, always.

The best way to re-phrase all of the marketing speak on your site is to imagine you're explaining your product to your close friend. If there's a sentence worded in a way that you wouldn't use in a conversation with a friend, re-word it.

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Address objections

Whenever people read your offer, there will be friction. Here's how to solve that:

- Create a list of all the possible hesitations and objections your potential customers might have.
- Add info to your sales copy to eliminate or alleviate those concerns.

The list can contains things like:

- You don't understand my problem (explain the problems your product solves)
- Why should I believe you? (show off your credentials, experience, awards etc)
- What if it doesn't work on me? (have testimonials of all kinds of users that have benefited from your product)
- It's not worth the money, there are cheaper alternatives out there (explain your price, compare with the competition, prove the value your product offers)

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Increase Trust

To solve the 'no trust' issue, we can do a few things:

- Make it easy to verify the accuracy of the information on your site.
- Show that there's a real organization behind your site. (The easiest way to do this is by listing a physical address.)
- Highlight the expertise in your organization and in the content and services you provide.
- Show that honest and trustworthy people stand behind your site.
- Make it easy to contact you. (clear contact information)
- Design your site so it looks professional (or is appropriate for your purpose).
- Make your site easy to use — and useful.
- Update your site's content often.
- Use restraint with any promotional content (e.g., ads, offers).
- Avoid errors of all types, no matter how small they seem.

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Make it easy to buy from you

Could your grandma be able to buy from your site within a minute or two? Some ways to make buying easier:

- Tell your users what they should do next.
- Do not give users too many options. (See: The Paradox of Choice)
- Ask to fill as few fields as possible.
- Do not force users to sign up in order to buy. (Guest registration)
- Offer free shipping.

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Communicate value

A common mistake entrepreneurs make is that they do not provide enough information about the products and services they sell.

You need to provide enough information so that the prospect could convince themselves:

- Add pictures, videos, reviews to all of your products.
- Intelligent, neutral and benefit-oriented sales copy works the best.
- list the price AFTER you communicate the value.

Take a look at Amazon – they manage to create a lot of content for most products they sell, and they sell millions of products.

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Offer proof

So what kind of proof can you provide?

- Customer testimonials.
- Case studies.
- The results of scientific tests and studies.
- Third-party reviews.
- Social proof.
- Show it! Nothing like a good demo to prove what your product does.

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Remove distraction

On your landing pages and product pages, remove or minimize everything that is not relevant to users taking action.

- Remove or shrink the menu.
- Get rid of sidebars and big headers.
- Take off irrelevant (stock) images.

Ask yourself is there anything else that you could take off page, something that is NOT contributing to the conversion?


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Compare with the competition before they do

Every product and service has its competitors – direct and indirect. Research shows clearly that people do their homework before purchasing a product and compare among providers. It seldom happens that someone will buy your product without checking out your competition first.

How to do it?

Tables like this are most common:

		HostGator	BlueHost	Siteground	GoDaddy
Solid-State Drives	✓	✗	●	✗	✗
SSH & suPHP	✓	✓	✗	●	✗
PHP, Ruby, Perl, MySQL, PostgreSQL, Python	✓	✗	✓	✗	✗
Max Speed Zones™	✓	✗	✗	●	✗
Easy Google Apps Integration	✓	✗	✗	✗	✗
Free Automated Data Backups	✓	●	●	✓	●
Free 1-Click Application Auto-Installer	✓	●	●	✓	✓
Better Business Bureau	A+	A+	A+	B+	A+
Customer Ratings (Positive/Negative)	+96/0	+63/-3	+18/-23	+14/-31	+42/-59
Money Back Guarantee	90 Days	45 Days	30 Days	30 Days	45 Days
	ORDER NOW	Details	Details	Details	Details

[COMPARE MORE BRANDS](#)

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Reduce or remove risk

Offer guarantees to eliminate or reduce the perceived risks your prospects might have. Here are some examples of great guarantees:

- Hyundai and America's Best Warranty.
- Pizza delivered in 30 minutes or it's free.
- Not only will we give your money back, but also compensate your pain.

You can a/b test different guarantee variations and find the most effective one.

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Remove distraction

It might seem obvious to some and some might think it can't possibly work, but it does and very, very well. Nothing creates urgency like scarcity.

There are 2 kinds of of scarcity you can create:

- quantity-related scarcity (2 seats left at this price)
- time-related scarcity (last day to buy)

Word of advice: the reason for scarcity has to be authentic. Do not lie to your customers, ever. If it's fake scarcity, people will know, and your trustworthiness plummets. It's not worth it.

Bonus

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Use Live Chat

- Install one of the major live chat services - Live Chat Inc, Olark, etc.
- Test different setups, services, and designs.
- Provide fanatical customer service.

Show (real) humans.

Usability tests by Jakob Nielsen show that people always pay a lot of attention to images. When it comes to people, real people get a lot of attention while stock photo people are largely ignored. Don't use cheesy stock photos.

Most phones have decent cameras today, most any random picture will be better.

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Add product videos

- Whether you're e-commerce, SaaS, or otherwise, experiment with engaging video content.
- Put a product video on every product page.
- Test auto-play vs. click-to-play

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