

31 Conversion Optimization Tips

1. Have you tested your Call-to-Action on right vs. left side of the page?
2. What are the top 3 components of your Value Proposition? Are they immediately obvious on your landing page?
3. Have you tested adding credibility indicators to your website; testimonials, reviews, awards, stats
4. Can your landing page be any more specific? Can you drive to a product page instead of category page?
5. How can you reduce Distraction on your pages? How many links can you eliminate?
6. Improve Clarity with larger product images on your category pages
7. How many options does your product have? Can it be reduced to one or two?
8. Increase Clarity with high contrast text on white background
9. Is your privacy policy increasing Anxiety? Can it be shortened?
10. Your customer buys emotionally and defends the purchase rationally. Get her excited.
11. Your privacy policy link should not open a new page. Try a popup.
12. You don't sell features. You sell solutions to problems. Value Proposition is relative.
13. Have you tested embedding lead generation forms on the page vs. new page vs. popup form?
14. Have you tested swapping right column with left?
15. Do you have large blocks of white copy on dark background? Try black text on white
16. Can you move optional form fields to the Thank You page with additional benefit for filling them?
17. Try replacing rotating offer banners with static images and value proposition copy
18. Do your images have "action captions"? Include your CTA link
19. Do your category pages include relevant & easy filters?
20. Have you tested a two-column vs. three-column layout?
21. Have you tested removing the navigation bar from landing pages?
22. How strong is your CTA scent trail? Your key terms through the funnel should match.
23. Do your landing page headlines match the words in your PPC ads?
24. Select testimonials to support each product page's main value proposition points.
25. Does your home page offer visitors self-segmentation to increase funnel Relevance?
26. Category pages offer huge opportunities. Try list vs grid view.
27. Test category images vs. subcategory images on store pages
28. Have you tested animation vs. static content.
29. Have you tested a Big Orange Button? We call him BOB. He works hard.
30. Test a "factual" approach vs. an "emotive".
31. Test Calls to Action; Order Now vs. Get a Quote vs. Instant Quote, etc

From Backups to Testing & Everything In Between

Digital Director at Wingard Creative Adam Berry shares his top seven CRO tips for designers:

1. Write content first

Before designing or building a site, figure out the content. Create a content outline and determine the hierarchy of pages and content. This will save time in design and development.

2. Think long term

When making updates or creating new sites, try to future-proof it as best you can. Prioritize what you want (see the "Must, Could, Should, Would" method at wsm.co/mscwidea). Doing some basic work now, may make adding features later easier.

3. Backup everything

Even the simplest of changes can go wrong, and without backups, a 15-minute routine task can turn into a day-long headache.

4. Set up a staging site

Create a copy of the site to make updates and test features without impacting the live site. Some hosting providers offer a way to make staging sites, or developers can do it through a third party or plugin.

5. Perform A/B testing

Try multiple landing pages and track performance. Make changes and compare results. Use a landing page builder like Unbounce to simplify the process. Small changes, even the color of a button, can impact conversion rates.

6. Analyze visitors' movement

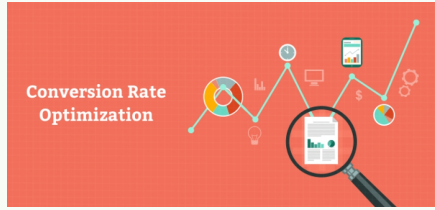
Use a tool like Hotjar to look at heatmaps, watch recordings of user sessions and track conversion funnels. Watching visitors navigate can be a tremendous help in finding what's hurting conversions or traffic.

7. Perform browser testing

Just because the site or page works on your browser, doesn't mean it works well on all browsers. Test pages on as many browsers and devices as possible. Tools like Browserstack or Saucelabs can help.

Credit: <https://www.websitemagazine.com/blog/experts-speak-conversion-rate-optimization-for-designers>

Conversion Rate Optimization



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Page 1 of 2.

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