Introduction

The LIFT Model provides a conversion optimization framework showing the Six Conversion Factors that allow you to evaluate landing pages from the perspective of the page visitor.

Credit: https://www.widerfunnel.com/the-six-landing-page-conversi-on-rate-factors/

1. Value Proposition

The model shows that the vehicle that provides the potential for the Conversion Rate is the Value Proposition, making it the most important of the six conversion factors. The other five factors are either conversion drivers or inhibitors.

2. Relevance

Does the landing page relate to what the visitor thought they were going to see?
The Relevance of the value proposition and context of the source media is critical. Your page must use terms your visitor relates to and be consistent with the incoming link or your visitor will be disoriented and leave the page

3. Clarity

Does the landing page clearly articulate the value proposition and call-to-action?
Clarity is the most common of the six that we find marketers struggling with. The two aspects of Clarity that must be analyzed are Design and Content. Designing for Clarity creates an unimpeded “eyeflow”. Content clarity ensures the images and text combine to minimize comprehension time.

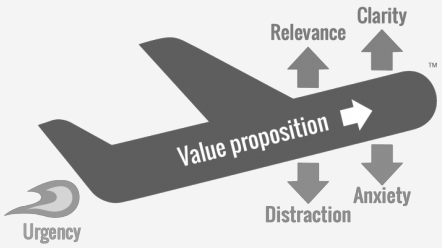
4. Urgency (Conversion Driver)

Is there an indication that the action needs to be taken now?
Urgency has two components: Internal (or how the visitor is feeling upon arrival) and External (or influences the marketer can introduce to the visitor). While Internal Urgency is generally pre-existing when the visitor arrives on the page; the tone of the presentation, offers and deadlines can all influence External Urgency.

5. Anxiety

What are potential misgivings the visitor could have about undert-aking the conversion action?
Anxiety is a function of the Credibility you have built with the visitor and the Trust you are asking them to have.

LIFT Model



6. Distraction

Are there items on the page that could divert the visitor away the from the goal?
The more visual inputs and action options your visitors has to process, the less likely they are to make a conversion decision. Minimizing distractions like unnecessary product options, links and extraneous information will increase the conversion rate.

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