

The Ultimate Guide To Conversions



**The Go-To Guidebook To Boosting
Your Conversions**

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101 Tips, Secrets, Ideas, Suggestions, Methods,
Hacks, Templates, Shortcuts, Resources And Lists

Are you leaving money on the table?

If you're not optimizing your conversions, then you can bet the answer is a resounding "yes." But fortunately it's easy to start getting better conversions, more sales and more money. And this Go To Guide will show you how!

Here are the four main areas we'll be looking at to boost your conversions:

- Usability and Design
- Target Market
- Sales Copy
- Tracking/Testing

Let's get started...

USABILITY and DESIGN

If your site, email or advertisement doesn't look good and/or it's not user friendly, you'll struggle with low conversions. Check out these tips...

1. Get a Professional Design

Whether it's an HTML template for an email, a blog theme or a sales page layout, don't skimp on design. You can use a polished template, or you can hire someone to create a professional design for you.

2. Check Links

Nothing spells "amateur" like a web page, email or other communication with broken links. And, obviously, a broken link is going to sink conversions. That's why you'll want to double check all links before you post them, and then periodically check links on your website to be sure everything is in good working order.

TIP: If you're selling affiliate products, be sure to use a redirect link (preferably one that goes through your own domain first) rather than a direct affiliate link. That way, if the vendor retires the product or

changes the affiliate links, you won't have "dead" links floating around in lead magnets, blog posts and elsewhere. Instead, you can quickly and easily change the link to a similar product.

Next...

3. Be Sure Forms and Scripts Work

Same reason as above – it will look like amateur hour if your scripts don't work, and it's downright disastrous if your call to action involves that script. As such, check your forms and scripts regularly, and be sure to check them across different devices and browsers to ensure they work for everyone.

4. Do Usability Testing

The idea here is to get three or four people to complete common tasks on your website, and then get their feedback regarding how to improve the process. For example, you can have users purchase a product and report on the process.

Check out these two best practices for usability testing:

- Get actual users. In other words, be sure your users are people who are from your target market (your ideal audience).
- Do it in person. You can also do usability testing via video, such as Skype. The point is that you want to be able to see the user's face so that you can pick up on facial cues that the person is confused (e.g., a furrowed brow).

Here's the next conversion tip...

5. Don't Create Hoops

If you're trying to get someone to take a specific action – such as order a product – then don't create unnecessary hoops between the user and the action you want them to take.

Check out these two tips:

- Don't make buyers register for an account before they can complete the order. If creating an account is a necessity (such as for a membership site), then have your buyers do this AFTER the ordering process. (And be sure the registration process fills in the form as much as possible based on details the buyer provided during the ordering process.)
- Do test an order form embedded directly into the sales page. In other words, see if you can boost your conversions by eliminating the need for people to click on an order button that takes them to an order form.

Next...

6. Check Your Font

Sometimes marketers try to use "cool" and unusual fonts to make their content stand out.

Don't do this. Your focus needs to be on easily readable font. If it's too small or otherwise too hard to read on the user's device, you can bet your conversion rate is going to struggle. As such, stick with the old standby fonts such as Arial and Verdana.

7. Design With Mobility In Mind

Plenty of your prospects are going to be reading your emails, sales letters and other communications on their phones or other devices. That's why you want to make sure you use a responsive template or theme that adjusts to different devices. In other words, web pages such as your sales letter should look good on both a 24" desktop screen and a mobile device.

Keep these tips in mind:

- Be sure the design is truly responsive. This means columns, graphics and other design elements automatically adapt to look best on whatever device the prospect is using.
- Make links easy to tap. This means putting plenty of space between links and creating big buttons so that mobile users who are tapping these links can do so easily.

Next...

8. Add Live Chat

If you have a customer service staff that's at least available and on during normal business hours, then you may consider offering a live chat option on your website. This lets prospects get their pre-sale questions answered immediately, which in turn boosts conversions.

9. Watch for Abandoned Carts

If your traffic logs are showing that too many people are abandoning their shopping carts or order forms, then it's time to figure out what the problem is. Ask yourself these questions:

- Is the price clearly stated on the sales page? Sometimes people click through to the order form just to get a price if it's not clearly marked on the sales page.
- Is the ordering process easy? If not, people will abandon their orders.
- Does the order form look trustworthy? Again, people will click away if they don't trust their credit card on your order form.

And here's something related...

10. Check Your Logs