

Summary: A conversion takes place when a visitor takes an action on your site that you care about. This could be just filling out a form such as a newsletter subscription, downloading a PDF, adding a product into a shopping cart or simply completing a purchase.

3 KEY THINGS TO GRASP ABOUT CONVERSIONS

MAKE IT EASY

When asking for information in an email opt-in form, ask for as little information as necessary. Reducing the amount of hoops to jump (ie text fields) through will increase conversions.

TELL THEM WHAT TO DO

Include a strong Call-To-Action (CTA) that encourages action: 'Grab your copy', 'Reserve a place today', 'Discover more here'... You can also try different versions with A/B testing.

ANALYSE THE RESULTS

Check out your Google Analytics often, to see which parts of your business get the strongest conversions, and predict which audiences are likely to become your best customers. Likewise, weaker conversion rates indicate where your business strategy needs work.

DOs & DON'Ts

DO optimise your landing pages. Deliver on promises made in your ad copy, and use concise, catchy headlines that immediately engage visitors.

DO keep conversion elements 'above the fold', rather than burying it way down on the page.

DO consider adding a pop-up to your site to capture email addresses. A free pdf, discount, other offer. Make it easy to close and only serve once per user.

DON'T offer too many options. People can become paralysed when overwhelmed with too many choices and then completely avoid making a decision

DON'T become so fixated on conversion rates that you forget all the other ways your website is valuable. Some peeps may just be visiting your site to research or read your blog posts. You are building an audience.

DON'T stop testing. Try out new headlines, CTAs, colours & images to constantly refine the path to conversion.