9 Guaranteed Strategies to Improve Conversion Rate in One Day

It's easy to get caught up in the maelstrom of technical jargon and analytics which characterizes most modern day digital marketing. For entrepreneurs that have just begun to take the reins of their online presence, staying on top of complex strategies like SEO and PPC while juggling detailed metrics about click-through-rates and costs-per-acquisition can seem like an overwhelming prospect.

But amongst this glut of data it's important to remember that the main focus for all these digital marketing efforts is fairly simple; improving conversions at the cheapest price possible.

Conversions are the Life Blood of your Business

Businesses don't run on hype alone, so before you commit to any promotional campaign you need to know that it's going to make a real, significant impact on your bottom line. It's not just advertising either, every aspect of your website design and development needs to be engineered with the intention of taking your visitors towards a buy-in proposition.

As [attention spans shorten](#) and online competition becomes ever fiercer, conversion optimization becomes the only way an enterprising start up can ensure long-term survival and profitability in the digital age.

With that objective in mind, we've compiled this list of tried and tested strategies that can take your conversion rates to the next level, in no time at all.

1. Edit Ruthlessly

The last thing you want to do is put unnecessary obstacles between potential customers and your products and services. When visitors land on one of your website pages, what they need is a simple explanation of what you do and the value you offer, followed by clear navigation cues that can direct them towards that value.

Remember, all of your incoming traffic won't necessarily land on the homepage. Google returns a variety of results for every website according to how relevant each page is to a given search query; that means your streamlining efforts need to extend to all areas of your website.

For a great example of how this works in practice, check out the before and after on the product pages for this college textbook reseller.
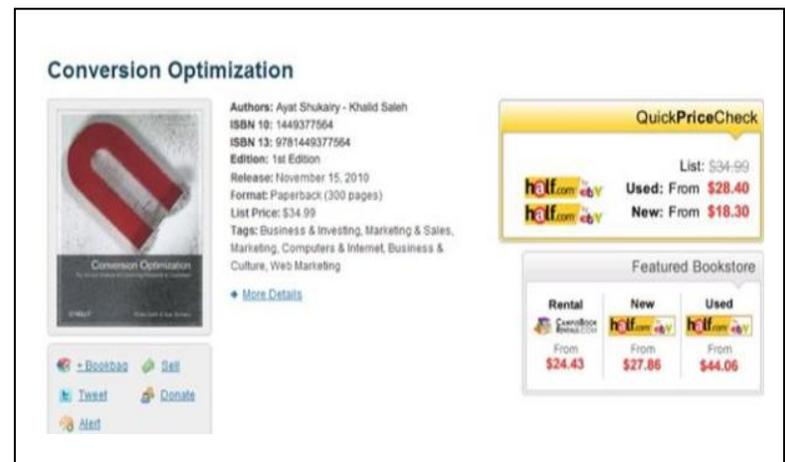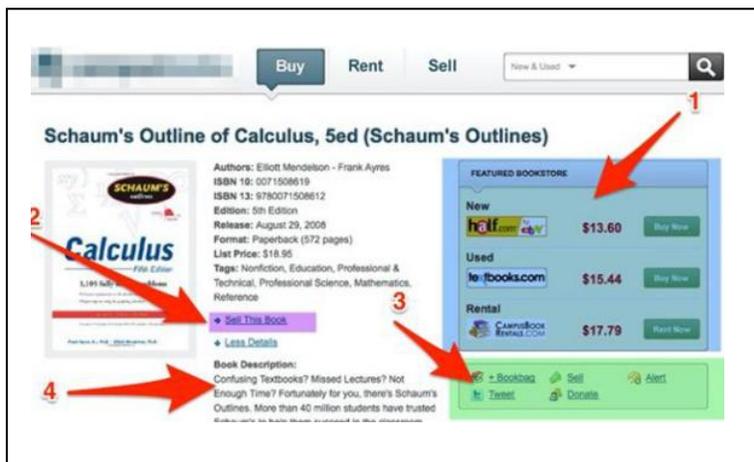
The latter product page managed to garner an impressive 15.4% increase in sales, by removing clutter, and refocusing potential customers on the easiest purchasing options available.

2. Establish Credibility

[92% of customers](#) refer to online reviews and testimonials before making a purchase. A further 72% indicate that positive reviews and testimonials help them trust a business more. According to consumer research group, Bigcommerce, positive customer reviews on your product pages can increase conversions rates by up to 58% which in turn creates 62% more revenue for the business.

If statistics aren't enough to convince you, think back to any industry-leading website you've visited in the past few days. What do you do on each of their landing pages? Chances are you'll find a collection of

endorsements from either: other well-regarded companies or high profile professionals; and chances are you'll find a clear call to action included alongside those testimonials.

Essentially these websites are establishing trust and guiding visitors towards conversions in the same breath.

Career enhancement and placement portal, WikiJobs, put these principles into practice to achieve a startling 34% increase in conversions.
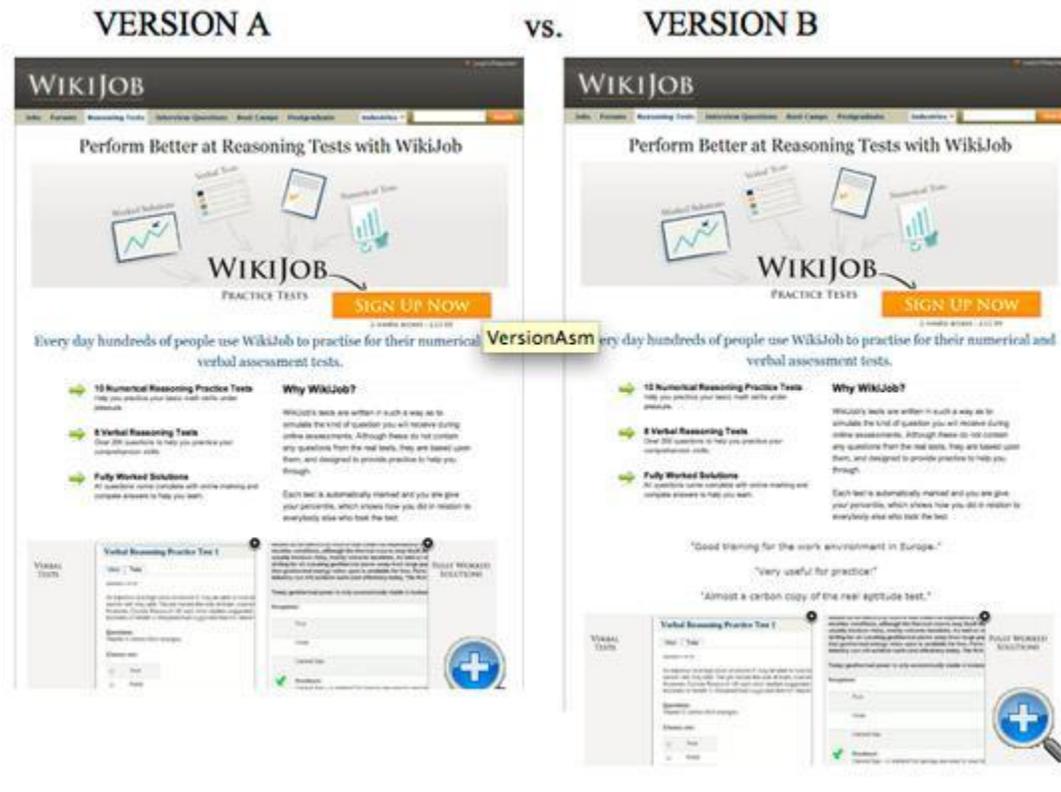
Just goes to show that minimal adjustments can bring big results.

3. Incorporate Live Chat

One of the most difficult aspects of online sales is creating and maintaining a real connection with your visitors. All too often customers have to resort to social media and email to get any sort of personalized feedback on your products and services.

That little chat box at the bottom right corner of your landing page changes that dynamic completely. Now, when customers have questions about your products and services they can simply click a button, type in a query, and receive an instant tailored response.

That's more than you'd expect from even a brick-and-mortar establishment. Accordingly 79% of customers indicate that live chat is their preferred method for online communication with businesses,

while a further [44% say](#) that live chat is one the most important features that they look for when browsing a website.

Indeed, just by adding a proactive chat feature to their website, online accounting app Intuit managed to boost conversions by a [staggering 211%.](#)

4. Add Product Videos

We mentioned above how important it is to have concise descriptions of your businesses' activities right on the landing page. Why leave such an important aspect of your marketing to an impersonal format like text, when you [43% of people want more video content](#) from their marketers?

Videos can condense three paragraphs of information into a single minute. In the process they will provide visitors with a real feeling of how your products and services can work in their hands.

With the use of video you get to maintain the clarity of your landing and product pages while still offering prospective customers a wealth of targeted information.

To prove this fact, when *Six Pack Abs* founder Carl Juneau switched from an optimized text-based sales page to a one-minute video, he achieved an amazing 46.5% increase in sales.

5. Use Urgency

Sometimes you have to push your visitors into taking action by creating a sense urgency around a buying decision. Just think about the rabid frenzy inspired by annual [Black Friday and Cyber Monday deals](#), now think about what even a small percentage of that same interest can do for your own marketing efforts.

Customers want to prolong [positive emotions](#) and avoid the pain of [missing out](#), and you can take advantage of these psychological instincts by using the right messaging and formatting. Make sure to include phrases in your content that speak to a scarcity of time and supply.

Entice visitors by notifying them about one-off deals or bargain prices that aren't likely to come again. When it comes to crafting your CTA, make sure it's urgent and decisive, you want to make your visitors take action, now.

6. Add Lead Magnets

A lead magnet is a marketing technique in which you offer free products or services to the customer in exchange for an email address or other contact information. Basically the idea is that by offering relevant, informative content that can effectively resolve a problem prospective customer is facing, you can compel them into providing you with a small token reward in return.

Ultimately this transaction should serve as the first step in establishing a long-term sales relationship.

Remember, you don't need to offer a lengthy eBook to entice your customer, a package of useful links or an additional article that expands upon the information in a given blog post can be more than enough to get your visitor to buy-in.

Digital strategist Bryan Harris used these very techniques to increase daily email subscribership on his website VideoFruit, from 15 to 75 subscribers per day!

7. Shorten Your Registration Forms

Popup forms are a great way to get your visitors to interact with you. To use them effectively, try to limit the information you ask from clients. Dropbox only asks for the full name, email address, and password for registration. Quora only asks for a username and password to set up an account.

The point is to build up an email subscription list first before you advertise your products for sale.

8. Improve Your Headlines

Headlines are vitally important, both for boosting your website's position in Google rankings and for getting them to convert once they finally do end up on your landing page. Internet users don't read websites from top to bottom. They scan them in search of relevant information that they find useful. So a catchy headline with an alluring value proposition can immediately work to engage visitors and take them further into your website

Some great strategies for improving the quality of your headlines include:

- Using questions
- Using quotes from customer testimonials
- Advertising key benefits of your products and services
- Using stylized, eye-catching font that's consistent with your CTA buttons
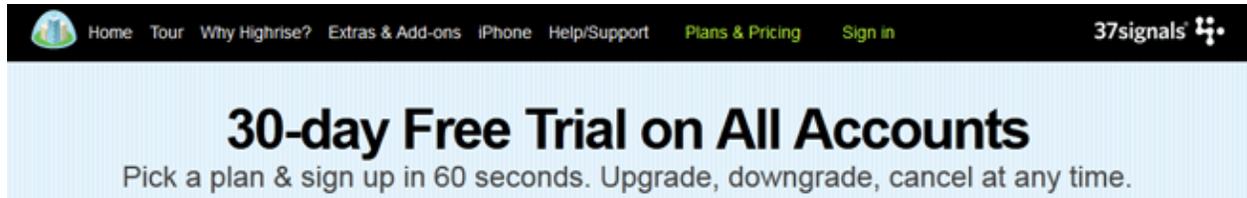
Web application company, 37Signals tested a number of headlines for their products with interesting results. The headline "30-Day Free Trial on All Accounts" had a 30% better conversion rate than the original "*Start a Highrise Account*" even though they allowed visitors to create free trial accounts during both headlines.

9. Take a Look at Your CTA

Clear call-to-action buttons should be positioned prominently throughout your website. If you're not giving your visitor a clear, next step then they won't know what to do once they've arrived on your website, even if they're impressed by the design and content of your landing page.

Just like headlines, CTAs need to optimized to stand out and entice the visitor. They should also include a very similar value proposition, except this time that proposition needs to be followed up with a clear commitment to take action.

A company that makes great use of their call to action is aptly named online flower shop, ProFlowers. Their website is designed to incorporate their best products directly on the page eliminating the need for visitors to browse through their products. With these simple strategies in place, the website has managed to boost its conversion rates to over 25%, that's a big return for a small adjustment.

But We're Just Scratching the Surface Here...

If you're crying out for more detailed direction to guide your digital marketing strategy then don't despair. At Wealth Academy, we offer a range of tailored services that are guaranteed to boost your conversions and bring real, lasting improvements to your ROI. We'll help equip you with all the tools you need, to create a rabid online following that grows with your business, starting from today.