



CONVERT MORE

Conversion Rate Checklist

This checklist is full of proven tactics to help you **create high converting pages** and stores. and unleash massive profits regardless of industry, platform or experience!

- ✓ Stop wasting marketing dollars
- ✓ Uncover opportunity to explode your business
- ✓ Instantly get more enquiries and sales
- ✓ Discover easy techniques you can implement yourself
- ✓ Real life examples you can copy

Regardless of your industry, the platform you use or your experience, the **proven techniques** in this checklist will help you to **increase your conversion rate** and in turn **increase your revenue**.

👉 Just ask yourself this... what would such an increase in your revenue do for you?

It could be the difference between keeping your business alive or not, scaling your team to new heights, or creating the freedom you set out to find.

Contents

- What is conversion rate optimisation
- The AIDA principle
- Other strategies
- How to measure your success

What is conversion rate optimisation?

Conversion rate optimisation (CRO) is essentially the art of turning the traffic you already have (so all the people you already coming to your website) and **turning more of those people into customers and clients** 🚀

👉 In layman terms...

...If you have 1000 people coming to your site a month and you have 1 person converting (this could be signing up to your email list, downloading something, buying your product) then your conversion rate is 0.1%

By improving your website you then take the same 1000 people coming to your site and hope to convert 5 people instead of one food example. Your conversion rate would then be 0.5%

So, you don't spend more money on driving traffic to your website, you spend time and resources optimising your website so more people can convert 🚀

and no, you don't need to send millions of visitors a month to your website - this works whether you're sending thousands or even hundreds of people to your website.

Follow the AIDA principle

Your landing page should take your customer on a journey... the journey of AIDA.

Apply this principle to the structure of all your pages 🖱️

First thing you need to do is capture your users attention above the fold. As we go through the page you want to start peaking their interest, create a sense of desire and then repeat that nice big call to action.

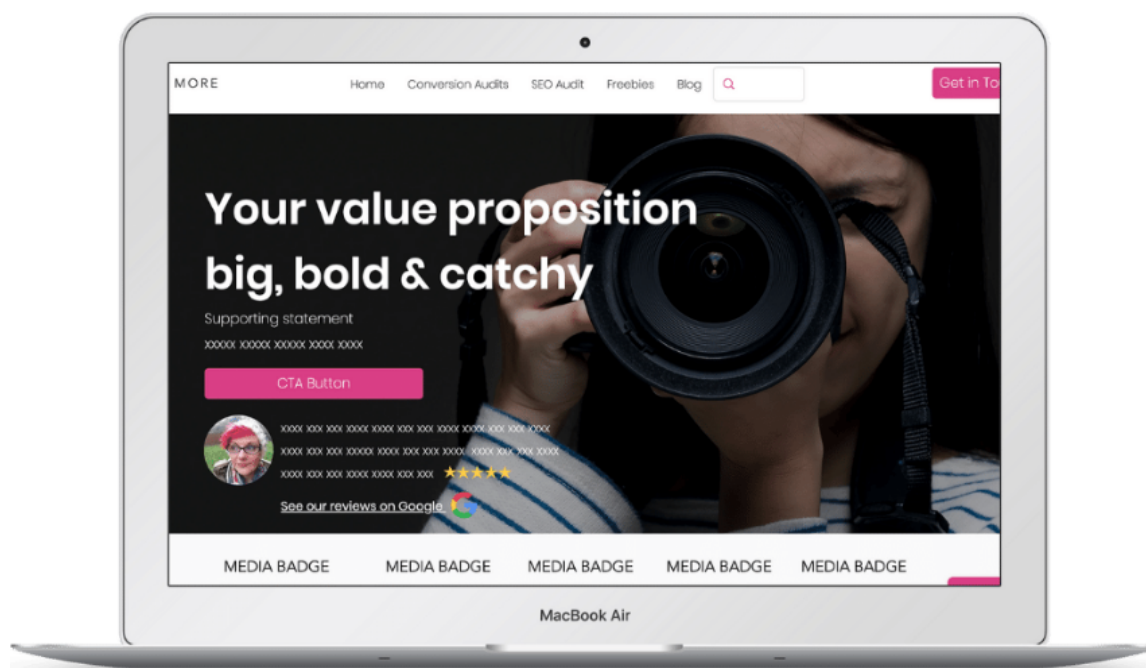
- ✓ Grab **ATTENTION** above the fold
- ✓ Peak the users **INTEREST**
- ✓ Create a sense of **DESIRE** around your service or product
- ✓ End with a clear call to **ACTION**, don't make users scroll but up!

And here's how to do it...

› Grab attention above the fold

Above the fold for a website refers to the content a viewer sees before they scroll down. It's **prime real estate** that receives the **most attention from your visitors** because it's the first thing they see, which is why it should immediately pull the reader in.

Your above-the-fold content is your website's hook and it should **grab attention in 2-3 secs.**



You must include these 5 things above the fold:

- ① **Strong catchy headline** - your emotive value proposition
- ② **Strong CTA button** - (contrasting colour) with action words
- ③ **Strong imagery** - of the desired outcome
- ④ **Trust icons** - star ratings, payment icons, trusted companies, 🗝️
- ⑤ **Social proof** - to instil trust and credibility

① Strong catchy headline

It must be strong and engaging so that a casual visitor stops what they are doing and wants to investigate the rest of the page to find out more.

Put yourself in the mindset of the visitor and think about what value they will be getting from visiting your page, buying your product, downloading your lead magnet – turn this into a strong catchy headline.

- A clear benefit (or problem solving) driven statement
- Stands out
- Your value proposition i.e. what is the benefit/outcome to the visitor
- Short and snappy
- Focus on selling the solution, not the products
- Use power words to entice your customers! Words such as skyrocket or life-changing

② Call To Action Button

The goal of every landing page is to get your visitors to click your call to action (CTA). A CTA tends to be a button that encourages a website visitor to take a specific action.

- Use a contrasting colour that stands out from your brand colour
- Invoke action by using action words on CTAs such as 'Get', 'Shop', 'Add', 'Proceed', 'Buy', 'Unlock'.
- Above the fold, throughout the page and end of page
- Different hover state that emphasises that it's clickable
- Text on CTA is relevant to value proposition
- Use emojis on CTAs to depict action 🙌
- Instil trust by providing secure seals, payment icons and/or social proof below your CTA
- Add supporting buffer text below CTAs i.e. secure payment, 100% money back guarantee

③ Strong Imagery

We respond to, and process visual data better than any other type of data. In fact, the human brain processes images 60,000 times faster than text, which means the first thing your prospects see on a landing page are the images and colours.

Using bold imagery of the desired outcome to the visitor above the fold will instantly help them to connect instantly with the product or service.

- High contrast between image and copy
- Relatable hero image
- Use images of people
- Picture the product you're selling in action, or from a point of view angle to help the consumer visualise themselves using the product
- Make sure the image isn't distracting from the CTA
- Use imagery to match the demographic e.g. images of a similar age group
- Compress images and videos so it doesn't slow your page down

④ Trust Icons

Instil trust by providing secure seals, payment icons and/or social proof. Whether security seals, well known publications or payment icons, trust seals provide an opportunity to capture attention and resonate with your visitor.

If your service is based then logo's from publications you've been featured in, people you partner with work well or logo's from clients you've worked with work well.

- Add clear returns or guarantee messaging
- Provide secure seals and payment protection messaging/icons
- Include legals in your footer to build trust
- Reassure your visitors that their payment is processed securely
- Add your review ratings i.e. rate 4.9/5 by other xxx
- Logos from clients you've worked with
- Publications you have been featured in

⑤ Social Proof

Studies show that up to 93% of people will read online reviews before making a purchase, so including social proof in multiple formats is key.

By showcasing trust in your product or service as quickly as possible is key to pulling the prospect into your journey and will help to increase conversion.

Add social proof close to your CTA's as well as a dedicated section on your page.

- Make it visual & relevant
- Add a photo and name to make it real
- Address a customer concerns i.e. "it was easy to understand" (concern = is it too hard for me)
- Add a visual star rating

Above the fold examples 📍

LOANS4MOBILE

★★★★★ We help over 2000 people a day!

Get A Phone Loan!

Quickly & Easily - Apply now!

- ✓ We don't charge brokerage fees
- ✓ Your details are secure
- ✓ Instant decision with no paperwork
- ✓ We could help you if you have bad credit

Rates from 49.7% APR to 1333% APR. Minimum Loan Length is 3 months. Maximum Loan Length is 36 months. Representative Example: £1,200 borrowed for 90 days. Total amount repayable is: £1567. Interest charged is 0.34% per day, amounting to £367, annual interest rate of 124% (variable). Representative APR: 49.7% (variable)

It's Super Easy - Apply Now

- How much do you want to borrow?
£300
- Over how many months?
12 Months
- What's your email address?
Enter Your Email

Get My Quote 📍

★★★★★ rated 5/5 by other website owners

Turn more website visitors into revenue

- ✓ Instantly grow your leads & sales
- ✓ Real life examples
- ✓ 100+ proven strategies
- ✓ Can be applied to any page
- ✓ Actionable tips



"I now have a much better understanding of what makes a good, converting website."

Lee Mowlem, Remarkable Pixel ★★★★★

[See our reviews on Google](#) 



I agree to receive emails about increasing conversions. [See privacy policy.](#)

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Judith West

★★★★★

3/4 of my business is generated by The Cobra Club! There's no catch, just genuine business people



› Peak their interest

So you have their attention, now you need to **peak their interest**.

You need to outline in this section **how EASY it is for your customer to get your product/service** and what it will do for them/**how it BENEFITS** them as mentioned above.

One great way to do this is using video. Another way to do this is doing a 'step 1, step 2, step 3' (seen below).

Show your customers how easy it is to order from you or use your service. Tell them about any deals you have for new customers.

Example

Find out if you're eligible in 3 Simple Steps

Save Big with Solar Power! This exclusive offer won't last forever!



Above you see an example of the 'step one, two and three', showing your customers just how easy it is for them to pick you.

Creating and keeping their interest is usually the hardest part. Make sure that the information you have on your page is broken up into sections or bullet points like we've mentioned above and it's easy to read, with interesting subheadings and visuals.

Focus on what is most relevant for your target market in relation to your product or service, and only convey the most important message you want to communicate to consumers. How it benefits them!

Page Content

Don't over complicate stuff, there's no need for it. Keep your page clear and easy to read.

- Easy to read
- Use sub headings and bullet points
- Keep text short and precise
- All copy is directed to the page CTA
- Make copy personal and friendly
- Speak to your customers not at them
- Easy to read font
- Address any hesitations or concerns

> Desire

Now that the visitor is interested in your product or service, they know how it is going to benefit them. You need to get them to really want it! How do we do this? **Social proof and trust proof.**


Long story short people trust other people – would you rather pick a product with 2 good reviews or one with 100 good reviews?


It's extremely important to have Social Proof and Trust Proof. We live in an age where if I'm a customer 9 times out of 10 I will go and do some research on your product. So don't give visitors an excuse to leave your page and have the social proof there and readily available.

- Make it visual & relevant
- Add a photo and name to make it real
- Address a customer concerns i.e. "it was easy to understand" (concern = is it too hard for me)
- Add a visual star rating

Social proof examples

What People Are Saying About **Convert More**

★★★★★ [See our reviews on Google](#) 


 **Hannah Chambers**
1 review
★★★★★

Working with Limarah and having her support for all things SEO has been be at Skye Barbour LTD.


SEO was just a buzz word before we actually understood what goes on behind the scenes to really optimize all the work we do online. Yes we know it is important and needed, but how do you even get going with the strategy?!

I have gone from having literally no idea where to start with our website, to increasing our clicks by 400% all thanks to Limarah. The most wonderful thing about Limarah and her style is that she is an excellent teacher. We knew we wanted to bring SEO implementation and management in house, and Limarah has been ever continuous of this when supporting the team to learn what they need to do and why it is important.

She has really been with us every step of the way, and no question has been left unanswered or been made out to be a silly one.

 **Shadobeni Caribbean Cooking**
2 reviews
★★★★★
Positive: Responsiveness, Value

Limarah was so helpful in giving me feedback and advice on my e-commerce and membership websites. She was quite attentive, detailed and made some valuable suggestions that I am working on immediately! Made me feel as though tech doesn't need to be a chore online 😊

 **Bernadette Chapman**
9 reviews · 8 photos
★★★★★
Positive: Responsiveness

I had an amazing session with Limarah reviewing my customer journey on my website. This is

Get in Touch Now 



"Working with Limarah has been amazing...I now have a much better understanding of what makes a good, converting website."

Lee Mowlem, Remarkable Pixel 

[See our reviews on Google](#) 

Action

Last but not least, the all important action. Our overall aim is to get our customer to the point where they complete the action we want them to, whether it's filling out a form, making a phone call or paying for our product/service.

Here's where our VERY IMPORTANT call-to-action comes in.

Call To Action Button

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James Richmond



"I joined The Cobra Club four months ago and **my network has exploded** as a result"

Start your 14 Day FREE Trial now 🖱️

🔒 No contract, no commitment & backed by our money back guarantee.



Your final CTA

You should end your page as you started. A strong headline offering the value to the visitor, the benefits and a strong CTA supported by trust seals.

- A clear benefit (or problem solving) driven statement
- Bullet point 3 or 5 benefits
- Strong CTA
- Social proof
- Trust icons

Not sure which solution is best?

> **Book a FREE strategy call** 📞

Can you afford to rely on guesswork?

Stop leaving money on the table and **book a FREE 30 min strategy call** today 📞

Get in Touch Now ➡



"Working with Limarah has been amazing..I now have a much better understanding of what makes a good, converting website."

Lee Mowlem, Remarkable Pixel ★★★★★

[See our reviews on Google](#) 

Additional conversion optimisation tips

Here are some other tactics to help increase your conversion rate.

Sign Up Forms

A contact form is one of the most important items used to convert leads. It's also very trackable meaning you can get valuable insights into the success of the page.

- Social proof around the call to action or registration form
- Form is easy to fill in on mobile
- The right keyboard appears for each field (e.g. numeric keyboard for phone number field)
- Autofill is enabled on forms
- For long forms - consider using horizontal layout
- Form headline is actionable
- Form headline includes incentive or unique selling proposition
- Long forms are broken into multi-steps
- Consider adding a progress bar for multi-step forms
- Only ask for information you must have - leave off nice to haves
- Use white space
- Use directional visual cues

User Experience

Landing pages need good user experience to be effective. You need to ensure the user doesn't get frustrated with your page and bounce off.

- Loading speed
- Mobile friendly
- Live chat
- Supporting Visuals

Trustworthiness

If your landing page doesn't look credible, visitors will simply exit the page.

- Customer testimonials
- Trust icons
- Logos
- Secure SSL certificate
- Privacy link
- Ensure messages match from Ads to page

Optimise for SEO

Optimised landing pages according to SEO landing page best practices will drive more organic traffic to your page.

- Use of keywords
- Optimised meta title and description
- SEO friendly URL
- Keyword rich images and alt text

Page Optimisation

After you've launched your landing page, run tests to ensure it's optimised to create the best results possible.

- A/B split testing
- Heat maps
- Analyse key metrics

Monitoring your success

Google Analytics

Monitoring your landing page conversion metrics helps you create a more attractive, engaging, and effective landing page. By tracking the right metrics, you can double down on what's working (and get rid of what isn't!).

The first step in evaluating your landing page is analysing the numbers and existing data. Your goal is to understand how the page is performing, find any leaks in the funnel, opportunities, and identify any technical issues that need solving.

To get started and to benefit fully from Google Analytics, simply follow the steps in the checklist below.

- Google Analytics tracking code on landing page
- Goals are set up in Google Analytics
- Adwords account is connected to Google Analytics
- Non paid search campaign URLs contain UTM tags i.e. email
- Google Analytics events have been set
- eCommerce tracking is enabled (if relevant)
- Search console linked to Google Analytics
- Page load time is at a minimum level - use Google's speed test tool
- Demographics and interest reports are enabled in Google Analytics
- All links work and are tracking (and sent to the right page)
- Heatmaps enabled and working
- Bot filtering enabled
- Test the entire funnel on desktop, mobile and tablet
- Internal/office IP addresses excluded
- Tested in real time
- Checkout funnel set up

More Information

For more information on landing page optimisation visit www.convert-more.com where one of our conversion experts is on hand to offer advice and guidance on how you can increase your conversions for more sales, leads, and an increased marketing ROI.