Super Conversion Formulas



PassiveCircle

by Ritesh Desale

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Letter from the author -

First of all, I would like to thank you for purchasing Super Conversion Formula. This is the most significant step you've taken to increase your website's conversion and reap more benefits/profits from your existing traffic.

In this eBook, you're going to learn the 35 super conversion formulas that will boost your website's conversion up to 100%. All these formulas are organized in a precise way in the following eight modules.

My advice to you is to go through all these modules in a sequential way. Because the whole super conversion formulas is organized into stages and it's really important that you cover each stage in a sequential manner as it is organized.

After finishing reading this e-book, I am confident that you will know all the secret formulas that will boost your website's conversion by magical numbers. All you need to do is understand each formula properly, it's importance in the conversion process and how to implement it on your website.

Remember don't try to skip or underestimate the small things in this process. Because most of the times small things always make huge differences. Always keep in mind, *"Highly successful people do the simple things that others are unwilling to do".*

Author - Super Conversion Formulas

Ritesh Desale

Module 1

Basics of Conversion

“It's all about optimizing decisions - not web pages.”

What does Conversion really mean?

Conversion means an action, which takes place when a visitor on your website takes an action that you want them to take.

For example – You might want your visitors to give you their email id in exchange for a free report you are providing them. Here, conversion happens when a user visits your website and actually provides his email-id.

What is Conversion Rate Optimization (CRO)?

Conversion Rate Optimization (CRO) is the art and science of persuading your website visitors to take actions that benefit you, by making a purchase, signing up to your newsletter, watching a promotional video, and so on.

Conversion rate optimization is…

- Defining your web site’s clear objective.
- Finding reasons why visitors aren’t converting.
- Using a systematic approach for optimizing your website for conversions.
- Increasing benefits from your existing traffic.

Conversion rate optimization isn’t…

- About guesses, and implementing best practices.
- Testing the color of your web site’s buttons until required.
- About getting more traffic.

How to calculate your web site’s Conversion Rate?

- Your web site’s ***Total conversion*** is the number of people who did the action you wanted them to do (providing email, watching a video, and so on).

- Now, you can get your Conversion Rate, you need divide the above total number of conversions by the ***Total number of visitors*** to your website.

Conversion Rate % = (Total Conversion/Total Number of Visitors) X 100

Why CRO is always beneficial to you?

Reason 1 – It generates more sales, revenue and profits for you from the same amount of traffic.

Reason 2 – It saves you money. Instead of spending more money on ads and other traffic generation methods you can more effectively convert your existing traffic into leads or sales.

Reason 3 – It reduces your customer acquisition cost (CAC), as you will have to pay less for generating new leads or sales.

Reason 4 – It leads to more user engagement, increasing your website's value and search engine rankings.

Reason 5 – It lands more money in your hand to spend on additional acquisition. Because your profits are maximized and CAC is reduced.

A few important terms you must know…

1. Call to Action (CTA)

It is a primary button, video, link or other user interface element that asks the user to take an action that leads to conversion. A "Sign Up" button on Gmail or a "Buy Now" button on Amazon are some of the typical examples of CTA's.

2. A/B Testing

A/B testing is the method of creating two different variations of a web page or landing page and send an equal amount of traffic to each. You then measure the number of conversions for each variation and choose a winner based on which one generates the most conversions.

3. Bounce Rate

It is the percentage of users who arrive and leave the website from the same page, without visiting other pages.

4. Exit Rate

Exit Rate represents the percentage of page visitors who leave a site from a particular page. Exit rate is helpful metric to determine the leaks on your website. A high exit rate can help you to identify which page is not properly doing its job.

5. Conversion Funnel

It is a primary journey your prospect goes through from firstly visiting your website to your call to action (CTA). On Amazon.com, the funnel may be Home page > Search results page > Product page > Checkout.

Module 2

Setting the Stage

“Knowing your goals is the first step to achieving success.”

Introduction to key stages in CRO

Before we focus on the specifics of CRO, let’s get oriented with the key stages involved in CRO.

Stage 1 – Preparing for conversion

Stage 2 – Grabbing visitors attention

Stage 3 – Keeping visitors engaged

Stage 4 – Building social proof

Stage 5 – Addressing anxiety

Stage 6 – Call visitors to action

I am going to elaborate these stages in the upcoming modules. Along with the secret conversion formulas that specifically fits in one of the above-mentioned stages. For now just remember these conversion stages.

Understanding the persuasion psychology:

Nobody likes to be coerced or manipulated. Manipulating your visitors for taking your desired action will have a huge negative effect on your website’s conversion.

Some website owners doesn’t understand the psychology behind persuasion and they bombard their visitors with the multiple calls to actions or even navigate them to pages which their visitors never anticipate.

The persuasive techniques that you’ll learn in this section will generate a favorable response to your requests. Nowadays, many of the conversion best practices found on the

internet are based on psychological principles. For example, testimonials and awards use social proof to invoke the wisdom of the visitors, free eBooks, reports, whitepapers exchanges for contact information use reciprocity.

6 Persuaders that make people buy from you:

Persuasive techniques influence your visitors to take the action you want them to take. Although there are thousands of techniques that you can use to get people to convert, most of them fall into six basic categories. I call them the persuaders.

These six persuaders are –

1. Reciprocation
2. Consistency
3. Social Proof
4. Liking
5. Authority
6. Scarcity

1. Reciprocation

Humans feel obligated to repay a gift from others. Reciprocation is a social norm that obligates the recipient to repay a favor in the future.

On the Internet, you can use reciprocity and rewards to increase the chances that your visitors will provide you their contact information, take a survey or watch a promotional video or take an action you want them to take.

While you use this persuader you need to make sure that the reward you are offering to your visitors in exchange of their contact information must be highly relevant to them. And they must feel as if they are getting a better deal or a great value for just exchanging their contact information.

2. Consistency and commitment

One key to getting people to convert is our human need for consistency. Once we commit to something, we want our future actions to appear consistent with that decision. That small initial commitment makes us more likely to agree to larger requests that are similar. On your website make sure that your prospects commit themselves to “small yeses” to move them towards your conversion goal.

On your website make sure that your prospects commit themselves to “small yeses” to move them towards your conversion goal.

For example, a website selling a weight loss products should ask their prospects whether losing weight, gaining right fitness is a good idea. This will quickly generate an easy yes. Then follow up them to find their real problem, then pitch them the right product. This will more likely get a positive response from the prospects.

3. Social Proof

Humans often decide what is correct by observing what other people think is correct. Telling a person that many other people have made the same choice encourages your prospect to take your desired action.

Social proof persuader…

- Removes uncertainty from the visitors mind
- Improves credibility of your website
- Reduces fear factor about buying online
- Builds trust and reputation of your website

For example Amazon’s “Customers Who Bought This Item Also Bought…” is a classic example of social proof for persuading visitors to buy more from Amazon.

4. Liking

We are more likely to convert when a product or service is recommended to us by a friend or someone we know. We are hesitant to do something when a call is made by a stranger. This happens because of the lack of trust.

In order to improve trust with your visitors, it's really important that the language you use should be extremely friendly. Use the wordings that will make your visitors feel that as if they talking to a friend.

Create a unique persona of your website. In fact, you should understand your prospects' problems, pains and their background as much as possible and try to create a persona that will look friendlier to them.

5. Authority

Research has shown that we tend to obey people who have the authority or those with impressive titles and the trappings of what people in the culture consider signs of success.

To enhance the authority effect of your website, you can use few techniques such as mentioning the name of publications or high authority sites where your website has been mentioned or showcased.

You can also use the name of a high authority product or person which may be indirectly connected to your website. You can also showcase your achievements on your website.

6. Scarcity

When an opportunity appears to be less valuable, people assign it a higher value. We are more likely to desire a scarce opportunity or when we have to compete for it.

You can effectively use the persuader of psychology to sell products or services on the Internet. By providing a limited time discount on your products or services, you can evoke the scarcity principle in your visitors.

6 Important Conversion Factors:

1. Value Proposition – Value proposition is a statement that clearly indicates what benefits your visitors will receive when they complete your call to action (CTA). It is basically the sum of all the costs and benefits of taking action. What is the overall perceived benefit in your customer's mind?

2. Relevance – How closely does the content on your page match what your visitors are expecting to see? How closely does your value proposition match their needs?

3. Clarity – How clear is your value proposition, main message and call to action?

4. Anxiety – Are there elements on your page (or missing from your page) that create uncertainty in your customer's mind?

5. Distraction – What is the first thing you see on the page? Does it help or hurt your main purpose? What does the page offer that is conflicting or off-target?

6. Urgency – Why should your visitors take action now? What incentives, offers, tone, and presentation will move them to action immediately?

Module 3

Preparing for Conversion

“You can’t improve what you don’t measure.”

Congratulations! For reaching this module. In this module, you are going to learn the formulas which will help you to prepare your website for conversion.

Preparing your website for conversion is a crucial stage in the CRO process, because all the further stages are dependent on the success of this stage. The more accurately you implement this stage the more you will increase your conversion rate.

So, why wait? Let’s start optimizing you website.

Formula No 1 – Identifying your goals



To measure your conversion rates you have to know what success means for your website. Your website is essentially a series of messages, which you intend will eventually lead all visitors to complete some goal.

The goal will vary, depending on the market and its level of awareness. However, it should always involve some call to action on the part of the visitor such as:

- To purchase
- To sign up
- To watch a promotional video
- To share information
- To contribute

While setting your goals ensure that your goals have some business value, such as sales lead generation or building your email list.

Avoid vague goals that have no direct value. Think about your target people, how taking them to your goal is going to help them? What value are you going to provide them?

Only invest your time in tracking goals that are useful to your business objectives, such as actually submitting a form, downloading a free report, or purchasing a product.

Formula No 2 – Defining a clear Value Proposition

As you might know, a Value proposition is a statement that clearly indicates what benefits your visitors will receive when they complete your call to action (CTA).

It's the primary reason why a visitor should buy from you. Customers not only want to know "What's in it for me?" but "Why buy from you?".

Many marketers try to improve their conversion rates by changing page elements like font colors, buttons, images, incentives and so on. Instead they should really focus on strengthening their value propositions.

What makes a good value proposition?

- It must differentiate from your competitors' offers.
- You may match a competitor on every dimension of value except one.
- You need to excel in at least one element of value (key factor that makes you different from other competitors).

How to develop an effective value proposition?

- Discover your unique value proposition by analyzing the needs of the market.
- Answer this question, *"If you had just 10 words to explain why people should buy from you instead of the competition what would you say?".*

- Compare your answer with the claims of your main competitors.
- Refine your value proposition until you can articulate it in a single instantly credible, sentence.

Crafting a value proposition requires a substantial reflection on what is unique about your company, your products, and services.

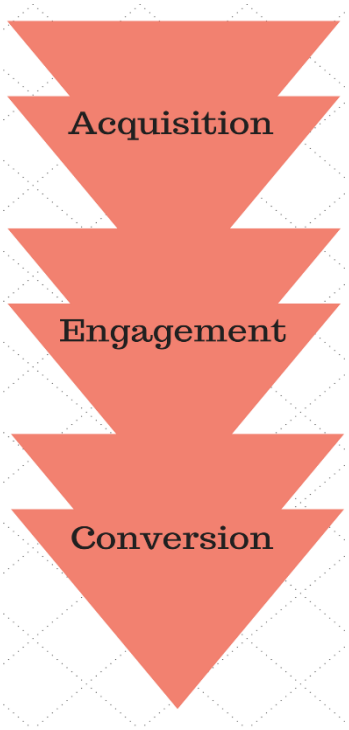
As you develop a value proposition to use as the foundation of your communications plan, some questions to consider are:

- Are you unique? If so, in what way? Can you definitely prove it?
- If you're not unique, are you better at what you do than the competition? What exactly is it that makes you better?
- Can you demonstrate in easily understandable language what it is that makes you better or different?
- Do you provide quality, either at a price or irrespective of price?
- Do you provide value? If you believe you provide value, can you express it in 20 words or less, spelling out what is the unquestionable benefit you provide at a fair price to satisfied customers?
- Do you back up your quality products or services with solid, no-questions-asked guarantees and unmatched customer relationships?
- Are you totally reliable? This goes beyond the two points above and is the reason why some companies have been in business for years, while seemingly not being different from other companies with similar products and services.

But having a powerful value proposition is not enough; it must be communicated effectively to achieve optimal results.

In the ***Grabbing Visitors' Attention*** stage, you will learn how to effectively communicate your value proposition.

Formula No 3 – Set up your Conversion Funnel



A conversion funnel is a primary journey your prospect goes through from firstly visiting your website to your call to action (CTA).

Sometimes what kills your conversions is that you're asking for the CTA too fast. People might be just going through your website and might not be psychologically ready to take an action.

To avoid this mistake to need to design your own conversion funnel which will build trust, develop a relationship, prove your expertise.

3 Steps to design your conversion funnel.

1. Know what your visitor really wants.
2. Know what you want them to do (subscribe, buy).
3. Define steps to take your visitors towards your goal.

For e.g. - Let's say you sell an online e-book on physical fitness. Here's how you should design your funnel.

What your visitor really wants?

- To improve his/her physical fitness.

What you want them to do?

- To buy your physical fitness e-book.

Steps to take your visitors towards your goal

- Offer a valuable free fitness report or tips in exchange of their email.
- Become their trusted advisor.
- Freely send them valuable information via email.
- Share some valuable blog posts.
- Send them to your sales copy and ask them to buy.

While designing your own funnel, make sure that you offer value in advance before asking for the sale.

Module 4

Grabbing Visitors Attention

"Clear Outweighs Creative."

Grabbing your visitors' attention is the most crucial part of your conversion success. No matter how brilliant your ideas are, you can't even offer them to your visitors unless you have made them look at your web page properly.

Research has shown that you have only 5 seconds to grab attention of your visitor and turn them into a reader.

In this module, you are going to learn the formulas that will help you to effectively grab visitors' attention.

So, let's start grabbing visitor's attention.

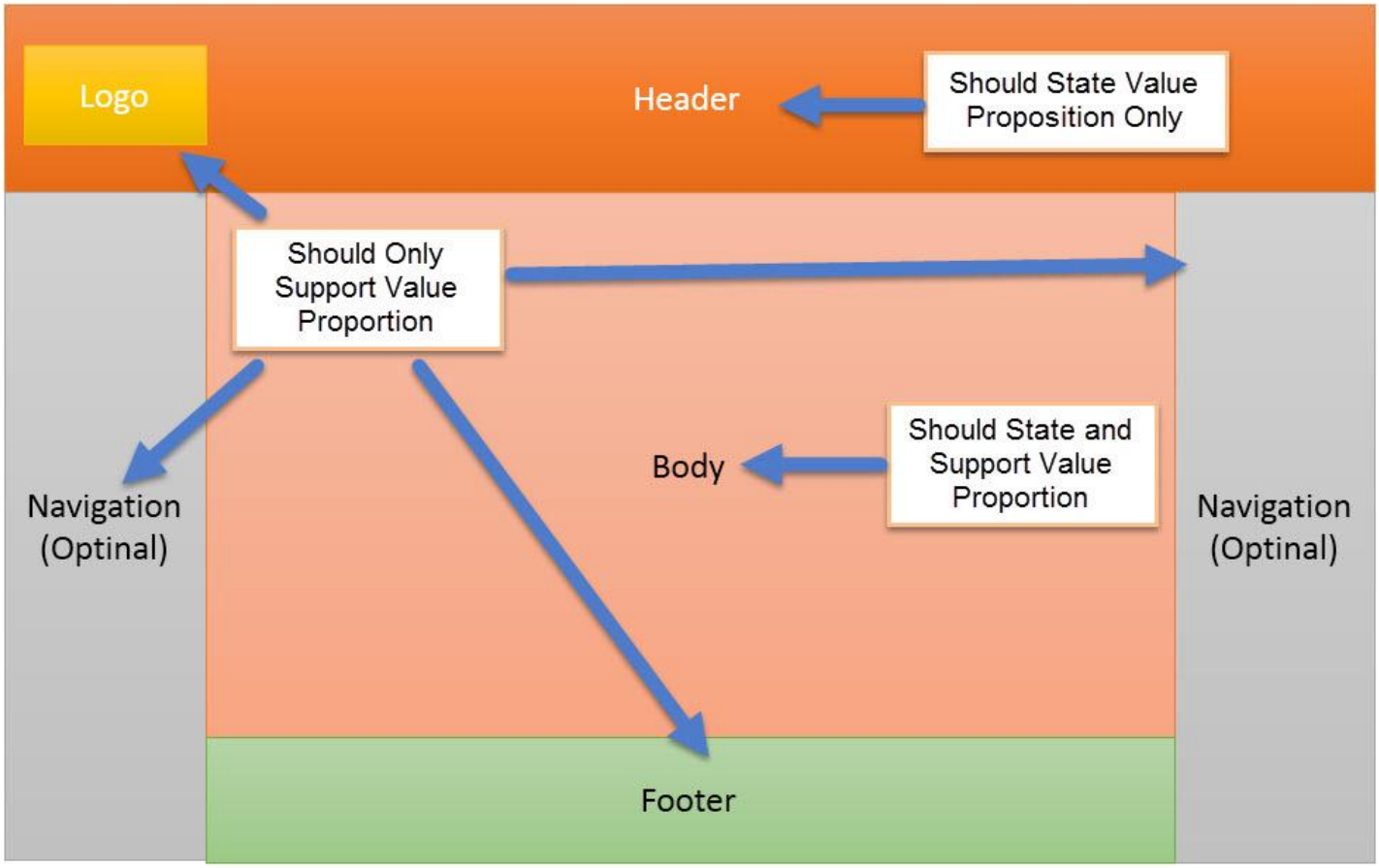
Formula No 4 – Effectively communicate your Value Proposition

I hope until now you must have images, colors and so on). discovered your value proposition. As we saw previously having a powerful value proposition is not enough; it must be communicated effectively to achieve optimal results.

Now, it's time to communicate it effectively on your website in the clearest and most compelling way. There are 3 ways to effectively convey your value proposition.

1. Congruence – Concept of congruence states that every element on your page should mention your value proposition or support value proposition. (You can express it through your logos, design,

Following is the basic layout of how you should design your web page.



2. Continuity – Continuity is ensuring that each step of your goal completion process should either support or state value proposition.

Continuity plays a vital role when you drive traffic to your website from PPC ads. The hook that you using in your ads to get clicks should be exactly in similar or in sync with the headline of your landing page.

Let's say if a web hosting company is using the sentence *"The best web hosting starting at $3.95".* Then they must place this sentence on their landing page such that it should be the first sentence a visitor should see.

This invokes a sense of continuity into the mind of a visitor. As he is able to see what he was expecting.

3. Credibility – Credibility is making certain that every value statement is communicated must be communicated in instantly credible manner.

You can improve the credibility of your communication by…

- Publishing testimonials
- Conveying clear benefits
- Only telling the truth that is verifiable
- Using specific qualitative and quantitative facts

Following is the classic example of a Web Hosting company's website. It describes how the company has effectively communicated their value proposition using above 3 mechanisms.

Their PPC ad and the landing page have a perfect continuity. Value proposition (VP) is mentioned using big fonts. Clear benefits are displayed exactly below VP strengthening it.

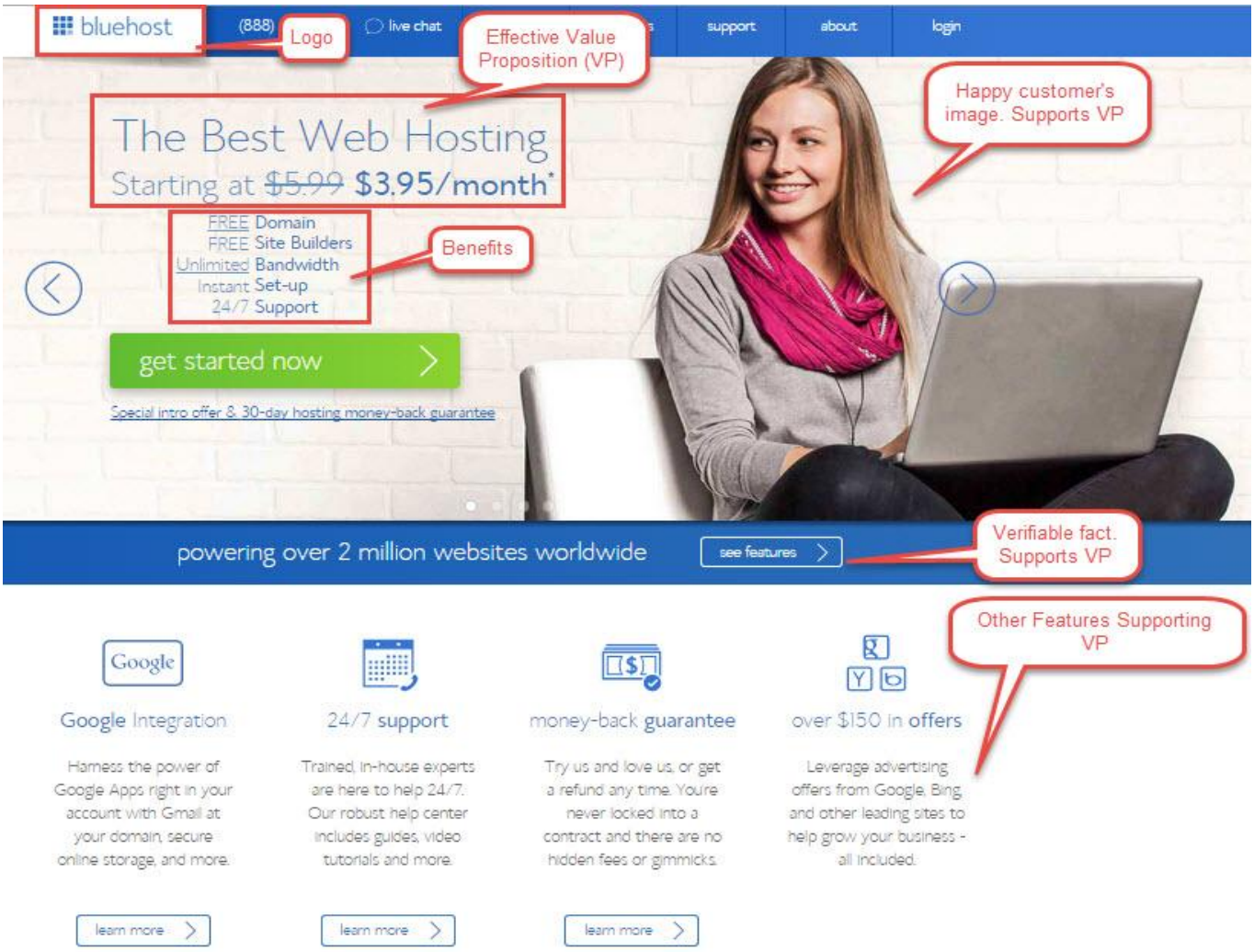
They have also effectively used a smiling girl's image to trigger the image of a happy customer into their visitors mind. Plus they have also mentioned verifiable facts and other features that strengthen their VP.

Continued on next page…

PPC Ad

The Best Web Hosting
Starting at just $3.95/month*
Order Now & Get a Free Domain Name!
Unlimited Bandwidth · Unlimited Disk Space
Bluehost.com

Landing Page



Formula No 5 – Carving out attention-grabbing headlines

Tests have proved that first thing people look for on web pages is the text that confirms where they are. So every web page should have one piece of text that stands out above all other text, making sure it gets read first.

From the conversion point of view, a headline should do two things:

1. It should confirm the visitors that they are at the right place.
2. It should grab visitor interest and give them a reason to look further.

Headlines Best Practices

1. Hint at an upcoming value

If a headline provides too much information, it may both create interest and fulfill that interest, without encouraging the visitor to engage with the rest of the content.

A headline should be such that a visitor should feel that he can skim through the content and gain some value.

E.g. - “The secret of successful podcasting”
- “Little known ways to hack Gmail”
- “Here’s a quick way to get over cold”

2. Use the Intrigue factor

Intrigue is an effective factor for grabbing visitor’s attention. But remember while using this factor don’t try to over promise. Instead keep it direct and ensure that it is appealing to the visitor’s self-interest.

E.g. - “How I doubled my salary with one email”
- “Earn up to $500 extra per week from home”

3. Appeal to the how to instinct

The how-to headline appeals to the need most of us have to improve ourselves or our lives in some way. The secret here is to focus on a need or want and promise to fulfill that need or want. Be careful, though. To how-to must highlight the benefit or final result, not the process itself.

E.g. - “How to make money online within next 7 days”

- “How to create a mobile app in 7 easy steps”

4. Pose a provocative question

Asking a question directly involves your reader. However, your question cannot be random or clever. It must relate directly and clearly to the major benefit of the product. It must also encourage the user to answer “yes”.

E.g. - “Do you make this six common mistakes before buying a house?”

- “How do I know which mutual funds may be right for me?”

5. Give a command

Sales copy often falls flat because it fails to tell the reader what to do. This type of headline allows you to be direct, provide a benefit, and take a commanding posture simultaneously. It’s not conversational, it’s dictatorial, but in an acceptable way that readers have come to expect in clear writing.

E.g. - “Become a famous email marketer in 90 days”

- “Call anyone, anywhere, without a phone line for FREE!”

6. Offer Useful Information

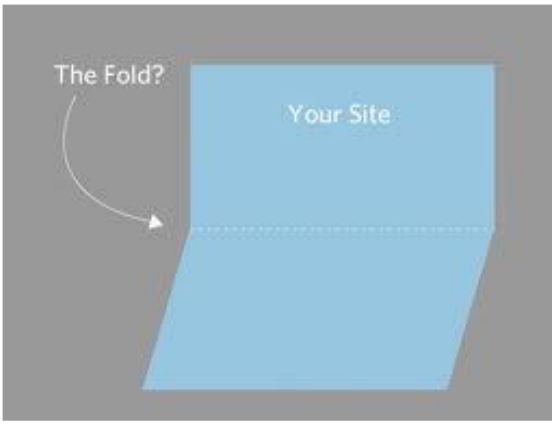
Let me give you a secret today. Most people don’t want information. I know this might be shocking for you, but it’s true. People are drowning in facts. What people really want is a sense of order and predictability in their lives.

We want to feel a sense of power over our world. Therefore, we seek out the secrets, tips, hints, laws, rules, and systems that promise to help us gain control and make sense of things.

E.g. - “FREE. The best kept secrets of making money.”

- “The 10 most important steps you can take to be happier.”

Formula No 6 – Place most important info above the fold



Make sure all the important information is visible when a visitor first arrives at the home page. A good number of people will not scroll down to find the important information.

As well as column based layouts, there's another idea the web has borrowed from the newspaper industry: the fold.

When Newspapers are laid out for sale, they're folded down the middle and only the top half can be seen. The bit that's on the show is said to be "above the fold". Newspapers are designed to have their major headlines, branding and photos in this top half of the page so that people are drawn to them and pick up the paper.

In web design, the term "above the fold" is used to refer to the first screenful of content. It's what people can see without having to scroll the page, so it is their first impression of your website.

It's essential that your website's identity or branding and its navigation, appear above the fold. By having multiple columns of text, you can also start several different stories above the fold and invite people to click to read more or scroll down the page to finish reading.

Of course, the fold doesn't appear at the same place for everyone. It varies depending on the screen resolution, browser used, and the number of browser toolbars in use.

Formula No 7 – Build your Personal Brand



Why Build a Personal Brand?

You might already know the answer to this question. There are lots of answers, actually, depending on you, your needs, and the way the world has shaped you. Let's look at just one answer.

The easiest answer is that you might want to be memorable, and you might want to transfer your real world reputation into the online world. A strong personal brand is a mix of reputation, trust, attention, and execution.

You might want to build a brand around being helpful (what I hope my brand means to you), or being a creative thinker (Kathy Sierra, for instance) or being a dealmaker (Donald Trump), or being a showman (David Lee Roth), or whatever matters most to you, and also what you are capable of sustaining.

A personal brand gives you the ability to stand out in a sea of similar products. In essence, you're marketing yourself as something different than the rest of the pack. Do you need this? I don't know. Do you like to be mixed in with the pack?

Offer Value

Brands stand for something. I don't buy Apple because the cool kids buy it. I've had Apple products since 1983. I buy them because they're easy to use, they work, and they're designed for my style.

Your brand needs to offer a value.

For you, consider WHAT you offer, and consider it hard. If you're not providing a great "product," and that can be a service that you do for the world, why should I care about your brand in the first place?

Innovate

In the world full of people doing somewhat similar stuff, the person who innovates is definitely ahead of the game. Come up with new things all the time.

It's not good enough for a new, strong brand to be out there showing people the path from where everyone is to where everyone might go next. What gets really important is when you are DEFINING the path.

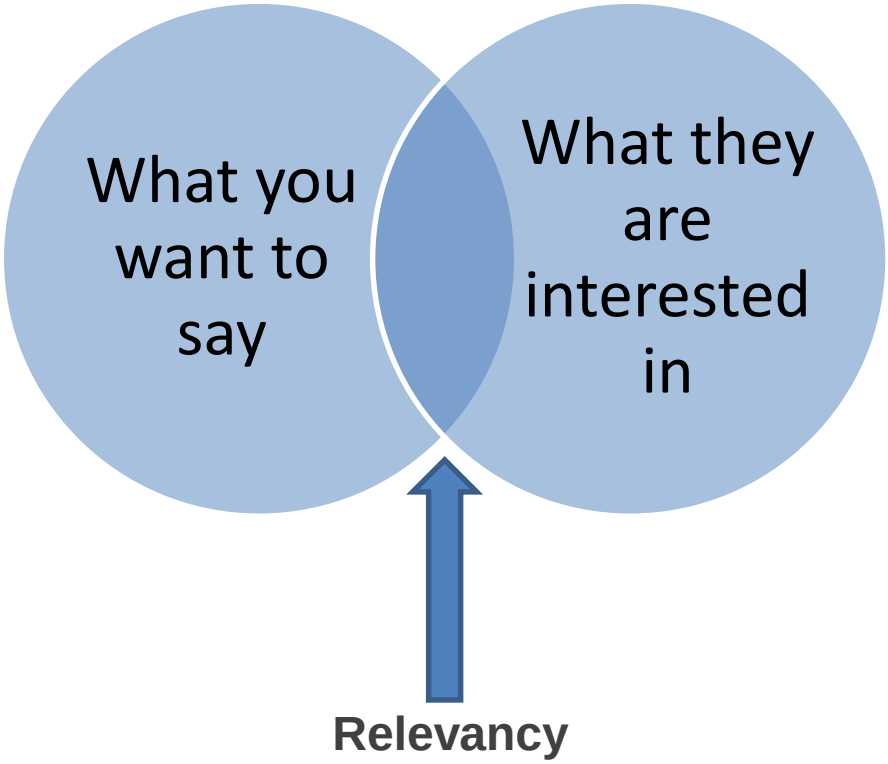
Doing something new is a great way to get people to be interested in what you do.

Passion Drives Personal Brand

Thinking and planning passion is what fuels the best of what we do. It's that tireless drive to do something that we feel matters that will bring us forward in so many ways. A key to your success in life is to find and enhance this same passion.

All in all, brand-building is all about developing your strongest attributes and redefining them to a point where people can finally perceive you as an authority in some special area. They see you as someone providing relevant, credible and reliable value consistently over time.

Formula No 8 – Increase relevancy



Search engines love websites that show relevancy. The term relevance, according to Wikipedia, is “a term used to describe how pertinent, connected, or applicable some information is to a given matter."

In essence, this should also be your measuring stick as you build content for your website.

Also, keep in mind that when a visitor lands on your website, the very first question they’ll have in mind is: “Is this content relevant to me?”

Every click that a visitor makes is made because they have a specific intention, they have a question they want answers for, or a need they want to meet.

If they click a banner ad (for example) but your landing page does not satisfy their question, they will click away. This results to a high bounce rate.

To minimize bounce rate, create and maintain relevancy. Keep the consistency between the traffic source and landing pages.

While you concentrate on one keyword per page, don't overstuff to the point that your content will not make sense anymore.

Your readers are intelligent enough to know if you are writing for them or just for the search engines. There has to be a balance of both.

If you think about it, search engines are actually doing their best to bring customers to your site.

Just the same, these search engine spiders are also doing their best to give the most relevant results to potential customers who are searching for something online.

Here are some questions you should answer to measure if your website indeed is relevant enough for the search engines:

- Does my website's header provide information about my keyword?
- Is this lengthy paragraph filled with information about what my site is all about, or is it wandering off topic?
- Are my images' filenames relevant?

Formula No 9 – Improve focus on your goal



One of the biggest conversion killers is having too much content or choices on your key pages for your visitors. Too much content or options to choose creates "paradox of choice "effect.

This means visitors won't know what to click on and may be confused which causes them to bounce. Your pages should contain just enough information visitors need to make decision whether to take the next step on your website.

Having too many competing promotional banners or visual imagery is highly distracting. Don't presume everything on your pages is needed. Think from users perspective and ask yourself a question is this piece of content really needed?

Focus on your key entry pages – this is the first point of contact visitors often have on your site, and they will judge your site from what they see in the beginning.

Formula No 10 – Improve your Page Load Time

Visitors are pickier than ever before – and if your page content loads slower than other sites, your risk prematurely losing many visitors.

Page load speed is very important when the users are surfing from their mobile phones and connection is much slower. Latest Google updates now provide higher ranking to websites that load faster.

You can improve your page load speed by…

- Compressing images, graphics and videos on your web pages
- Minimizing HTTP requests
- Reducing server response time
- Enabling browser caching
- Reducing redirects
- Using content delivery network to boost load times (MAXCDN, Akamai)
- Using Google's Page Speed tool to check the performance of your key pages
- Use Pingdom the free website speed testing tool

Check browser/resolution issues

Slight differences between how browsers render code can wreak havoc with how your website looks. Something small like page layout issues is not good for conversions.

It's, therefore, vital to check for issues with how your website looks like on major browser types, particularly your entry pages and checkout pages.

You should also check how your website copes with very large monitor resolutions (can stretch out your content too much and affect eye flow). It's also important to check smaller browser resolutions (like tablets and mobile devices), as things can often look very condensed.

Use tool like crossbrowsertesting.com to easily check and then fix any issues that you encounter.

Formula No 11 – Optimize your website text and layout

As you might know people don’t read online content the same way they do book and newspapers – they scan. So its important that you make your text scan-able. Improvement in your text organization can have a significant impact on your CRO.

Understand the principle of the F-shaped reading pattern and put your most important content in the top left of your pages. Understand the influence of images and graphical elements on eye flow and optimize them. Use tools like EyeQuant.com to check and get test ideas.

Use a responsive website design. As more than 50% of the searches on Google are coming from mobile devices. You need to make sure that your website is ready for mobile devices.

Website text organization best practices:

- Use bullet points to emphasize key details and to improve scan-ability.
- Use small paragraphs. Each paragraph should be only 3 – 4 sentences.
- Use sub header to introduce short blocks of text.
- Use bold, italics and even yellow background to draw attention to your keywords.
- Cut out unnecessary words and remove jargon/uncommon acronyms.
- Use visitor-centric language. Try to write in a way as if you are addressing to your friend. Make use of word “You” instead of words “Our” “We” “Us”.
- Tell them how your product or service is going to help them. Convey them the benefits.

Formula No 12 – Optimize your videos and images

An image can be worth a thousand words. Unfortunately many images used on websites don’t engage or excite visitors or don’t add much value or benefit. This increases bounce rates.

It's key to use imagery on key pages to help support your text or show off your offerings, and it's essential to test them to increase conversions. Videos are particularly important to help explain new unique services.

Optimizing your images

Images should always be relevant to your website and help provide clarity and meaning. Include imagery of people on key pages – adds human touch which boosts engagement.

For product images always ensure that you have zoom able, multiple high-quality images. For service, websites include plenty of screenshots that show bigger version when clicked or animated imagery of your service in action.

Optimizing your videos

- Create explainer/demo videos that highlight the benefits of your offerings.
- Create videos showing demos or reviews for your products being used.
- Create video testimonials to build social proof.

Videos best practices

- Keep videos under 2 minutes ideally.
- Use high-quality voice overs or background music to increase professionalism.

Formula No 13 - Offer a lead magnet

A lead magnet is something that you're offering to your website's visitors in exchange of their contact information such as email address, phone number, name, etc.

A lead magnet can be anything like a simple 1 page PDF report, an eBook, an email course, video, free webinar, or a cheat sheet. While offering a lead magnet make sure that your lead magnet is relevant to your content or to the products you're promoting.

For e.g. If your blog is about web traffic generation then you might offer an eBook mentioning all the paid and unpaid traffic generation sources as a lead magnet. One most important to remember while offering a lead magnet is that you should display your lead magnets on very prominent locations of your web pages, where they'll call most the viewers' attention.

Continued on the next page…

Lead magnet example

BOOSTBLOG TRAFFIC

Lead magnet displayed on top of every page

WRITE FOR US TOOLS WE RECOMMEND CONTACT

YOURS FREE

A Cheat Sheet for Writing Blog Posts That Go Viral

Ever wish you could get the *Cliff Notes* for writing popular posts? You know, just go straight to what works, and forget everything else?

Well, here's your chance. Get **Headline Hacks**, absolutely free, along with weekly blog traffic tips delivered directly to your inbox. Just type in your email address below.

Get this report for FREE | Enter Your Email | SUBMIT



MOTIVATION / POPULAR / STANDING OUT / WRITING

How to Be Smart in a World of Dumb Bloggers

Jon Morrow | 354 Comments | Mar 26, 2015



Note from Glen: As a kid, I remember my mom rubbing antiseptic ointment onto my bloodied knee after a fall. "It hurts!" I sobbed. "That means it's working," she said wisely.

Sometimes what's good for you hurts a little too. And that's how I feel about this post by Jon.

We've gained a ton of new readers since it was first published, which means thousands of new patients for Doctor Morrow. So tell me, are you ready for your medicine?

Can I be painfully honest with you for a moment?

Not thank-God-he-told-me honesty, where somebody points out you have spinach on your teeth. No, I'm talking about the sucker-punch-straight-to-the-face brand of honesty.

It's brutal. It's ugly. It's unexpected.

And I can almost guarantee you will NOT enjoy it.

In fact, I've been holding off telling you for years now, hoping somebody would do the dirty work for me. But no one has. So, out of respect to you, I want to tell you the truth.

So here it is.

You know how you've been struggling to get traffic? Tried everything, and it's just not

POPULAR POSTS

- How to Be Smart in a World of Dumb Bloggers
- How to Be Unforgettable
- 20 Rules for Writing So Crystal Clear Even Your Dumbest Relative Will Understand
- Make Money Blogging: 20 Lessons Going from 0 to $100,000 per Month
- Blogger Outreach: How to Get Influencers to Promote Your Content for Free
- 49 Creative Geniuses Who Use Blogging to Promote Their Art
- 7 Simple Edits That Make Your Writing 100% More Powerful
- 20 Ways to Be Just Another Mediocre Blogger Nobody Gives a Crap About
- 63 Blogging Tools That Will Make You Insanely Productive
- The Ultimate Guide to Writing Irresistible Subheads
- 317 Power Words That'll Instantly Make You a Better Writer

Formula No 14 - Adding more sign up forms

More sign up forms gives your website's viewers an extra push to subscribe to your updates or newsletters. This helps to grow your website's mailing list.

But there are certain best practices for placing sign up forms on your website. Placing sign up forms everywhere on your website will hurt your conversions. **The best locations to place sign up forms are in the top of right sidebar and at the end of each blog post.**

Tips for Creating an Effective Sign Up forms

- Clearly enumerate benefits (what's in it for me?)
- Keep required information to a minimum
- Only ask for information you have a plan to use
- Avoid asking for sensitive information
- Reiterate your value proposition
- Explain in what format these benefits will come (e.g., newsletters, alerts, promotions, etc.)



Formula No 15 – Using exit pop-ups for collecting emails

Exit Pop-ups are the great way for catching users attention and calling them take action. Pop-ups help to gain the attention of the visitors who are just scanning your website. They provide the best opportunity to collect the contact information of such visitors and grow your mailing list.

Exit pop ups appear only when someone is clicking *away* from your landing page or website. Exit popups may try to entice you with a last-minute promotion, ask you to sign up for an e-mail newsletter in exchange for your contact information, or gather survey information about your reason for leaving.

For e.g.



Module 5

Keeping Visitors Engaged

“Value and relevance are kings.”

Once you’ve grabbed the attention of your visitors, it’s the time to keep them engaged in your website. In this stage, you are going to learn the superb formulas that will keep your visitors glued to your website.

Visitor engagement is a key stage in CRO. Greater the visitor engagement greater the number of conversions.

So, don’t miss this stage. Understand all the formulas and implement them.

Formula No 16 – Identifying leaks and closing them

One of the biggest factors in measuring the performance of your website is the Exit Rate. As you might know Exit Rate. Exit Rate represents the percentage of page visitors who leave a site from a particular page.

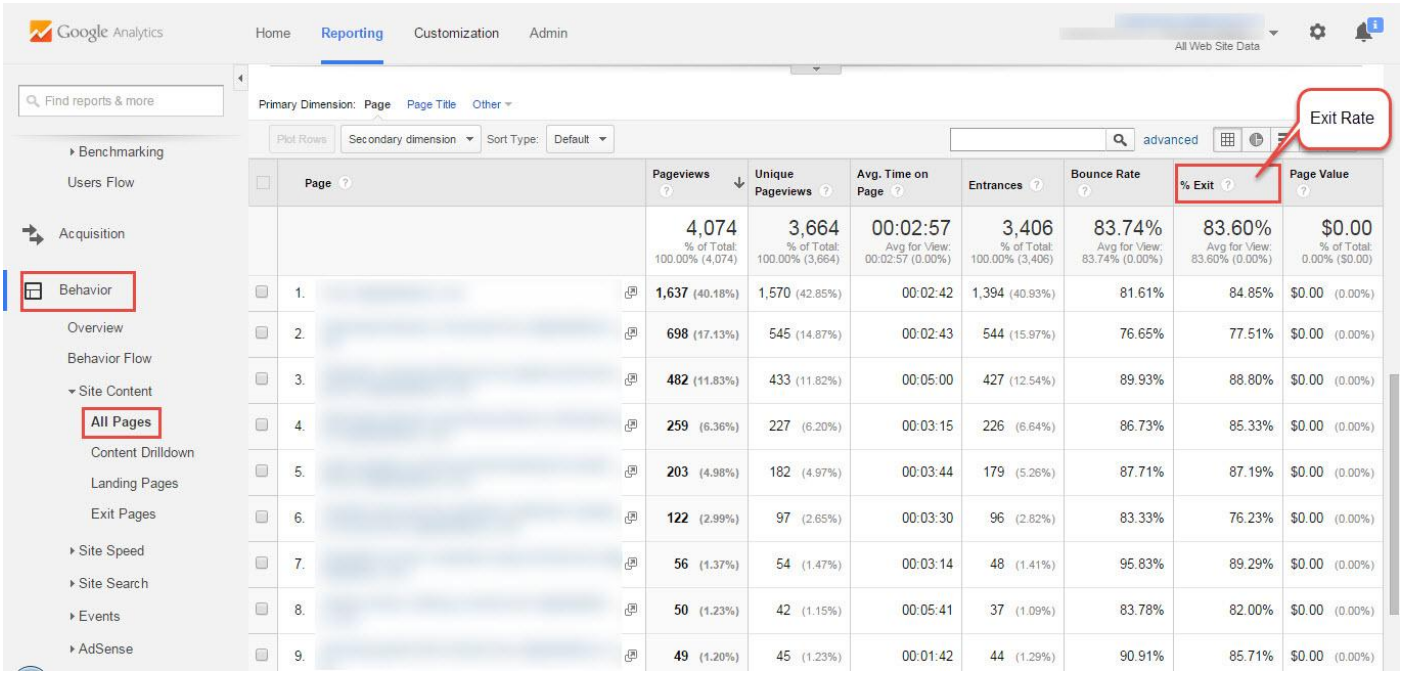
Exit rate is helpful metric to determine the leaks on your website. A high exit rate can help you to identify which page is not properly doing its job.

You can check the exit rate of your website on Google Analytics.

Once you have identified which pages are causing visitors to exit your website. Your job is to find the problems and fix them.

Major Reasons of high exit rate:

- Your website is visually unappealing.
- Your website is difficult to use.
- Your website doesn't meet user expectations.
- The people coming to your website aren't the right people.
- There is not CTA or too many CTA's.



Formula No 17 - Remove the Jargon



Read the following statement –

"Revenue-focused marketing automation and sales effectiveness solutions unleash collaboration throughout the revenue cycle"

Did you understand it? What does it mean? Can you now explain what they do and how is it useful to you? Not really, right?

Do not try to woo people with fancy, complicated business language – it just doesn't work. Write for people, it's people who read your website. A CEO, CFO or manager they are people too.

Be clear with what you have to say. Make sure that it is conveyed in the easiest possible way to visitors. Being clear is the most important skill a successful marketer has. Explain the main benefits to visitors, not push them into confusion with jargons.

The best way to re-phrase all of the marketing speak on your website is to imagine you're explaining your product to your close friend. If there's a sentence worded in a way that you wouldn't use in a conversation with a friend, re-word it.

Formula 18 – Improve Content Organization

1. Use Shorter Paragraphs

Make sure the content on your site is laid out in small paragraphs. Your paragraphs should consist no more than 1-3 sentences. Spacing out your paragraphs into smaller chunks makes it easier on readers' eyes. Long chunks of text often overwhelm readers – and that's an excellent way to make them leave your site in 5 seconds.

Furthermore, spacing out your paragraphs is an excellent way to build up to something and make an impact. Use 2-3 sentences of "build-up", then say the message you want to convey in a single line, spaced out, all by itself.

2. Use Relevant Internal Linking Structure

The good internal linking structure is a great way to decrease your exit rate and generate more page views per visitor. Link to related blog posts using anchor text relevant to the blog post at hand.

For e.g. - 6 facts that will help you to **generate more traffic** using search engine optimization.

You can also add ***"Related Posts"*** links in the middle and at the end of each post. However, make sure that you do not overuse this tactic. Although it can serve to engage readers, it will annoy them if you do it any more than twice per post.

You may also like to read:
- Marketing Lessons From 5 Rappers
- 7 Lessons From 50 Blog Posts That Send Me The Most Traffic

3. Use Clear Navigation

Its essential that visitors can easily and quickly find what they are looking for, otherwise they might bounce. Header navigation menus are highly important navigation option and need to be very engaging and help solve your visitors main need.

Realize, many visitors prefer navigation menus rather than internal search. Your other page links should be compelling to click and useful and help visitors find related content or get your key goal related pages.

Make sure that you use appropriate hierarchy if you use subpages and categories in your menu. Don't stuff your menus with too many different items – 7 topmost items is right around the max you should go. Use short, descriptive title attributes.

Navigation Menu Best Practices:

- Use drop down menus to organize menus better and improve usability.
- Add in menu links to emphasize value proposition.
- If selling services, always add a 'testimonials' link to build a social proof.
- Make the menu look more prominent and more stylish – not just plain links.
- Prioritize and emphasize showing links relating to your key goals.
- Optimize it for mobile devices.

4. Optimize internal search

A good internal search is essential to help visitors quickly find content on your site. Having plenty of relevant search results is key for reducing bounce rates. Prominent, highly useful internal search box is needed on every page of your site.

Best practices to improve internal search box:

- Keep it in an obvious place – ideally in the top right.
- Offer predictive search results in the box while typing.
- Try increasing prominence of the search box if highly used on your site.
- Don’t put other text boxes near it like newsletter sign up – this can confuse.
- Depending on what you are selling, offer advanced search with detailed criteria.

Best practices for improving internal search results:

- Automatically fix or offer suggestions for incorrectly spelled search terms.
- Add a featured search result at the top and highlight key products / content.
- Make sure you have enough relevant search results for your top internal searches.

Formula No 19 – Ensure all the links are working

Don’t frustrate visitors or the search engines with broken links. Broken or dead links in your website will waste your efforts in reaching your conversion goal. The more your links reaching your visitors to the 404 error the more chances that you’re permanently losing your visitor. To avoid this…

Test your links.

Make sure your site works! Load your site in a browser from the Internet (not from your hard disk), make sure all the images appear correctly and click on all the links. This may seem obvious, but if it's so obvious, then why do I constantly find sites whose images and internal links don't work right?

If you're using a link checker that's built into your web editor and your site is framed, then you can't depend on the link checker, because it can't check for framing problems (e.g., pages load into wrong frames, clicking a link results in frames within a frame, etc.).

Check it yourself. While manually checking your site for broken links are effective, there are broken link checker tools online that serve the same purpose. Let's face it. Broken links, missing anchors as well as referenced objects lead to many issues.

Here are a few online link checker tools that you can use to check your site for broken links:

- WC3 Link Checker
- Link Checker
- Link Tiger
- AddMe.com
- Site Link Analyzer

The steps on how to check for broken links on all of the above mentioned sites are all pretty much the same:

1. Go to the link check site.
2. Enter your site's URL.
3. Click on the Check now or Go button to check for broken links.

Also, remove dead external links periodically. If you link to any external sites, some of those links will almost certainly stop working at some point as the sites move or become extinct.

Don't waste your readers' time by forcing them to follow broken links. Check your links at least once every few months. You can use software to automatically check your links to external sites to see if any of them have gone dead.

Formula No 20 - Convey your message using a story

You must have heard telling a story related to your content or marketing strategy is one of the best ways for attracting the audience. Stories help you to captivate your target audience by directly speaking to their emotions.

Stories help to create a certain perception about you in the minds of your prospects. Their perception of you determine whether they'll read your content, share your post, or buy from you.

When you tell a true story, your message is perceived as authentic and people will grasp it quickly because the human brain is wired to remember a memorable story.
In short create a story which will help you to emotionally connect with your prospects and convey your message to them indirectly.

For e.g. Rich Scherefren of Strategic Profits does a wonderful job by using a relevant story on his product's sales page which conveys them the importance of JV partnerships.

This story connects instantly with the prospects and gives them a clear message what difference a JV partnership can make to their profits and business.

Continued on the next page…

Example of the above mentioned story

"You Don't Have To Be Smarter Than A 5th Grader To Understand The Power Of Joint Venture Partnerships. . ."

Ironically enough I discovered this when I was in the 5th grade.

You see... this kid I knew, Jimmy Kuharski... his dad was a candy distributor...

So... I make a deal to get candy bars for a quarter a piece and sell them for a dollar.

No cub scout jamborees... No little league fund raisers... Just me...

My own little summer business.

I made almost $750 selling candy that summer. Not too shabby for a 10 year old...

But this other kid, Mikey took my idea and made almost $2400. And get this...

He sold zero candy bars.

Instead, he formed partnerships and got his 6 partners to do the selling for him.

The candy bars were still just a dollar. But Mikey gave away nearly 40 cents profit on each bar.

Sounds like a lot to lose, I know. But in the end... he socked away almost 4 times more profit than I did...

And did almost no work to get it!

That summer I grew up a little. That's the summer I learned the value of JV partnerships.

Module 6

Building Social Proof

“More social proof = more trust.”

One of the most powerful weapons of visitor influence is ‘social proof’. It’s a psychology theory commonly used with great success in marketing and it works well on the internet too.

It means the more popular and well-liked your website looks, the greater the chance that others will use it, have a positive experience and convert. Many marketers don’t realize the influence social proof has in conversion and do a poor job with it.

There are many ways to increase social proof on your website to increase conversion rates. Following are the most influential formulas to increase social proof on your website.

Formula No 21 – Testimonials

Testimonials can be an extremely useful sales tool for your website (and your other marketing materials too!). However, they can be just as harmful if you’re not careful.

Your testimonials need to be legitimate and sincere, and there are a number of ways to ensure this. Firstly, who are they? For your testimonials to look legitimate you should at least include their full name (not just their initials), as well as their location. A suburb and state are usually best.

If they are representing a business, then include their business name, and you should also provide a way for them to be contacted so that their testimonial can be backed up. So for example, ask them if they mind if you include their website address.

If you're struggling to find enough people to provide testimonials, this can also be a good way to turn your request into an opportunity for them – you are advertising their business and creating a good inbound link for their website (which is good for their Google rankings!).

But always remember to ask for permission before publishing their testimonial.
Including a photo is also a great way to improve the credibility of the testimonial (and definitely don't fake this with a generic stock photo!).

Another tip is to choose testimonials that have a specific message in them. For example, a testimonial like "I chose your restaurant for my mom's birthday, and we couldn't be happier with the service, the food and the ambiance.

Your lamb shanks and risotto were to die for!" is far more effective than "You have great service and awesome food".

Now where on your website is the best place to put all these great testimonials? The homepage is a good place to start.

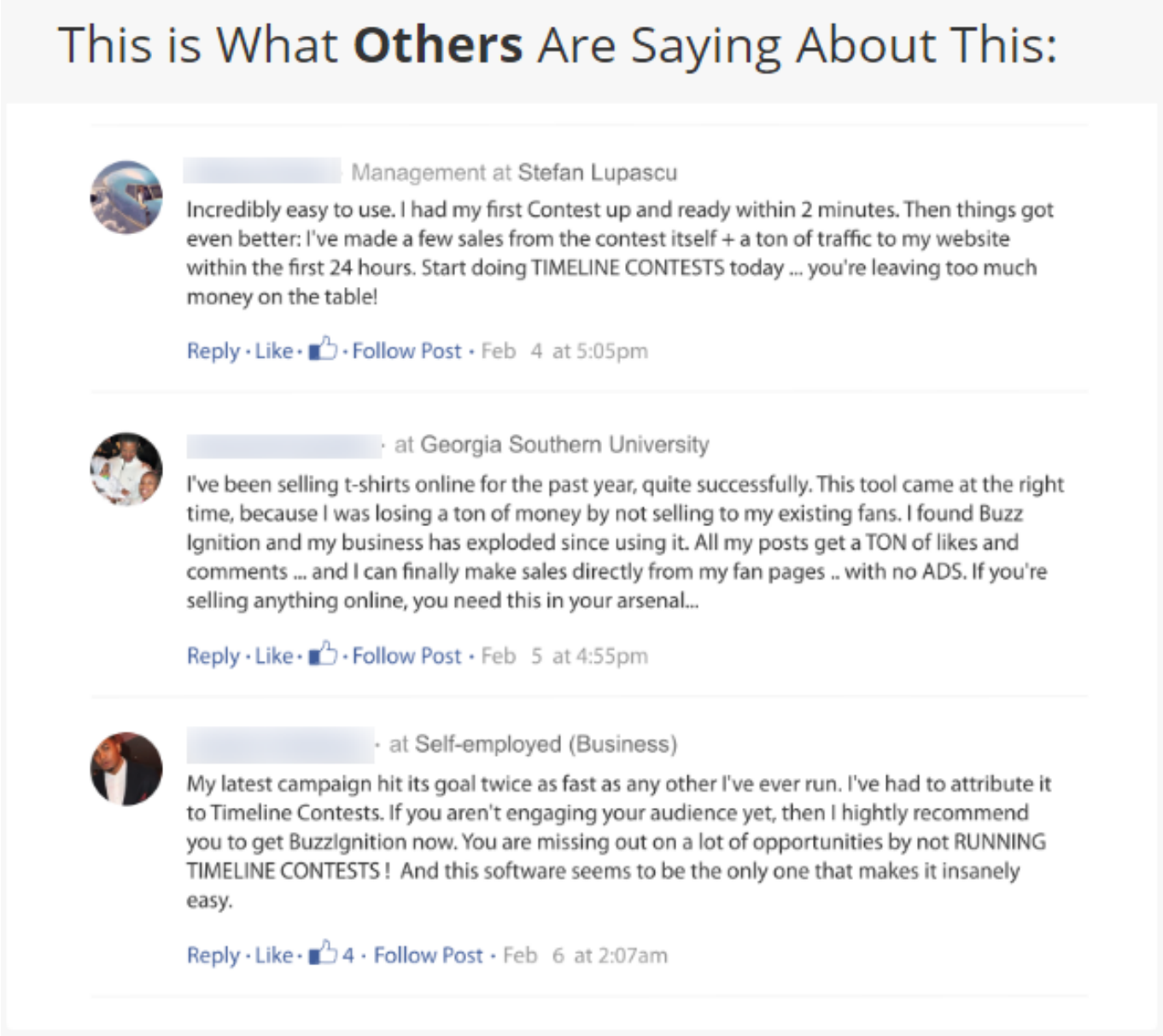
The more details you indicate to the testimonial, the more credible it appears to your website visitors. Let's face it. There are cheap-looking testimonials that only says "Great product!" with just the initials underneath.

The more statements there are in the testimonial, the more visitors will believe that you can deliver results.

Whenever possible, it would also be advisable to add the client's full name, location, client's company, URL if applicable, as well as his photo. This, of course, should be done with the permission of the client.

Best practices to test and optimize your testimonials :

- Keep testimonials short and to point (include benefit).
- Show testimonials on 3-5 key entry pages with a good title.
- Make them more credible/eye catching by showing photo or company logo.
- Consider getting expert reviews from famous people or industry experts.
- Add a ‘testimonials/happy clients’ navigation menu link.
- Consider using a video testimonial for highest credibility and influence.



Formula No 22 – Leveraging Usage Numbers

Showing numbers that imply many people are using and product or service is a great way to build social proof. Usage numbers work well to reinforce and build better unique value proposition.

Best practices for taking advantage of usage numbers:

- Find compelling usage numbers (e.g. no of customers, downloads, total savings and so on).
- Display your number of Twitter followers, Facebook likes or Newsletter subscribers on your key entry pages.
- While doing this ensure that usage numbers are high enough – over 1,000.

Formula No 23 – Leveraging Reviews and Ratings

Showing good reviews and ratings of your offerings are essential for building social proof.

Best practices for taking advantage of reviews and ratings:

- Focus on getting more reviews. Use incentives for persuading your customers for writing a review for you.
- Clearly show star ratings on category and product pages.
- Offer the ability to sort reviews (by stars and recent ones) and allow review comments.
- Show your highest reviewed/rated products on key pages.
- Use third party ratings your product or service received on another authority website.
- If you product or service is showcased on another authority website mention it.



Formula No 24 – Add your personal image

Consider adding a professional picture of yourself on your website. If you write articles, include a photo of yourself as well in the bio section on every article you write.

Studies have shown that there is an increased level of confidence from potential clients when they have seen that there is a real person behind the business.

Other parts of the website where you can add a professional photo of yourself, the business owner:

- **Home Page** – this will increase your chances to gain your visitors trust immediately. Once they see a face behind the business, they will more or less feel that your business is legitimate.

- **About Us Page** – this will add credibility to your site as your visitors read about your personal / professional background, area of expertise in the business

- **Blog** – if you have added a link to your blog on your website, it is also best to add your own picture. This drives more traffic to your blog, as your visitors will have the impression that your blog posts are relevant and worth reading.

Formula No 25 – Using Facebook page as a Platform for your brand

Your website's Facebook page should be the focal point for your brand. This is your chance to show the world what you're all about. Many times, prospects will come to your Facebook page well before they visit your website, so it's important to make a good impression.

Be sure to include content that will further your brand strategy. This includes:

• Regularly posting helpful links and notifications
• Choosing a profile image that accurately reflects your brand and is easily recognizable
• Posting photos that represent your personality (remember, people buy from people)
• Encouraging interaction and sharing
• Responding to feedback in a timely and professional way

These best practices will help attract leads to your Facebook page, where you'll be able to build your brand and the trust of your prospects.

The About field. If you want more traffic to your website from Facebook, don't bury your address on your Info tab where visitors can't find it. The first place to showcase your website address is in the About field of the Info tab. The About field appears in the left sidebar of your Facebook Page, and it is this sidebar that gets the most visibility.

The Facebook "Like" Box. One of the easiest ways to extend the reach of your website is to add a Facebook "Like" Box. The "Like" box widget can be customized and added to your site's sidebar. The "Like" box allows you to acquire new fans for your Facebook page without them having to leave your website. It also helps to build your social proof by showing your fan count.

Respond to fans. Providing quality content is just one aspect of building a good Facebook fan page. Another critical aspect is engagement. By actively responding to your fans' comments, questions, suggestions, ideas, etc., you show that you are someone who cares, listens and takes action to engage your community.

Formula No 26 – Leveraging the power of Twitter

A Tweet is a powerful tool. Every week billions of Tweets flow through Twitter about every imaginable subject. A wide variety of people, organizations, businesses — big and small, local and international — all use Twitter to make their presence known.

Here are some tips on how to maximize the use of Twitter for your website's conversion:

Follow reporters and news outlets that cover your topics, and retweet their relevant comments and insights. Not only will you provide interesting content to your followers; some of those reporters will follow you back.



Create a regular series of Tweets that are informative or surprising. If you're a chef, tweet recipes or kitchen tips. If you have a fashion boutique, tweet ways to match current trends with vintage items.

A descriptive Tweet with a photo will not only get clicks, it will inspire retweets. Think of the words in the Tweet as a setup and the photo as the punch line.

Follow people from outside your industry to get ideas about interesting content. Be sure to give writers credit when repeating their content in a Tweet.

Check out who your followers are following. They are likely interested in similar topics, and are a natural extension to your existing network. This can be a very time consuming process so do it in small chunks or use Twitter's built in "Who to follow" tool.

Use Twitter search. Find keywords or phrases that relate to the audience you are trying to reach using Twitter search. Save your search query so that you can browse through the Twitter stream and follow people who are “tweeting” about your topic.

Manage, schedule and track your tweets. There are numerous free and paid tools that can help you manage your Twitter account, including CoTweet, Hootsuite and Tweetdeck (to name just a few). Remember that Twitter is a “social” tool and is best used to build and nurture relationships. Don’t treat it as a broadcast channel. In other words, don’t automate your account and try and be present daily -- even if it’s only for a short time.

Module 7

Addressing Anxiety

“Less anxiety = more conversions.”

Most of your prospects will feel anxiety when they are going to make a purchase. Feeling anxious is common phenomenon your prospects will face as most of them might not know you personally.

There are usually 4 main sources of anxiety :

1. Quality
2. Reliability
3. Security
4. Price

You can address each of the above-mentioned anxiety sources specifically using following formulas.

Formula No 27 – Address Hesitations and Objections

Whenever people read your offer, they’ll have some conscious and sub-conscious objections to what you’re saying and hesitations about taking the offer. The solution to preventing these objections is by addressing all the possible issues in your sales copy.

Step one – Create a list of all the possible hesitations and objections your potential customers might have.

Step two – Add information to your sales copy to eliminate or alleviate those concerns.

The list can contain things like:

- You don't understand my problem (explain the problems your solves).
- Why should I believe in you? (show off your credentials, experience, awards etc.).
- It's not worth the money, there are cheaper alternatives out there (explain your price, compare with the competition, prove the value your product offers).
- What if it doesn't work for me? (have testimonials of all kinds of users that have benefitted from your product).
- What if my credit card information is stolen (put third party seals).

Formula No 28 – Establishing Trust

Trust. It's a simple word, representing a fragile bond you build with your customers.

It is very important to **secure trust logos** for your website to help gain confidence from your potential customers. They may have liked you on your Facebook page, but do they really know you?

As the success or failure of your online business depends largely on trust, it's critical to determine how shoppers perceive the trustworthiness of your website, your brand, the quality of information you provide and the products and services you offer.

Failure to address any gaps in trust will surely lead to unsatisfied customers, lower site conversions, and lost sales. Displaying logos that are "familiar" to your site visitors' help instill credibility and confidence. Are you a member of a better business bureau, or your local chamber of commerce?

While overall consumer trust in conducting business online has been gradually eroding over the past several years, trust can be regained. But it will take the proper investment of time and resources to improve specific areas of customer trust that will directly impact your online business – in the form of higher site conversions as well as lasting customer satisfaction.

Here are some of the issues customers often want answers for before they decide to trust and transact with any online business?

- Is this site legitimate?
- Will my personal information be safe when I give it to them?
- Will they share my information with other sites?
- If I purchase from them, will my credit card information be safe?
- What's my guarantee that I will receive my item after I make an online purchase from their site?

While it is helpful to address the above-mentioned in text form, people would expect to see visual proof from a 3rd party entity or institution that will give them the guarantee that your site can be trusted.

Here are few tips to improve the trustworthiness of your website.

- Make it easy to verify the accuracy of the information on your site.
- Show that there are real people or a real organization behind your site.
- Show that honest and trustworthy people stand behind your site.
- Make it easy to contact you.
- Design your site in a professional way.
- Make your site easy to use and more useful for the visitors.
- Avoid publishing annoying and disruptive ads.



Formula No 29 – Reducing Risks

Whenever there's a transaction, there's a risk involved. Usually, the vendor has the buyer carry most of the risk. If the risk seems too big to the visitor, he is not going to buy.
There are two foolproof ways to mitigate the risk and improve confidence in the mind of your visitors. These ways are as follows…

Offer Guarantees

Guarantee is a great way to eliminate the perceived risks your prospects might have. It also a great way to convey your prospects that you are confident about the quality of your product and benefits it will provide them.

Guarantee convinces people that they are not about to make any mistake by giving their details and money

People need to know that you are going to deliver in your promise so they don't waste their time for trusting you.

But, while providing guarantee make sure that your guarantee is simple and it's something that you can satisfy.

Here are some examples of guarantees :

- Lifetime guarantee
- Lowest price guarantee
- 100% satisfaction guarantee
- 30 days money back guarantee

In order to make your guarantees stand out use the seals or images with your guarantee on it.



Use external security seals

While making an online purchase the two most common questions that raise into your prospects mind are…

1. Whether my credit card, information will be safe?
2. Which secure payment methods are accepted? (Credit card, PayPal)

To address the first question display third party security seals on your website. Security seals help to increase credibility, authenticity and reduce skepticism.

To address the second question use trusted card logos such as Visa and MasterCard enhance shopper confidence at the point of purchase.

By adding credit card logos into the body of your website, you can tell your shoppers exactly which cards you accept whilst they are browsing your store. This will boost shopper confidence and encourage them to make a purchase.

The placement of these security seals is also important. Place these security seals near the CTA buttons.



Formula No 30 – Compare with the competition before your visitors

Nowadays with so many products and services available, you can expect a decent number of competitors. Research has shown that people do their homework before purchasing a product and compare among providers. It will rarely happen that someone will buy your product without comparing it with your competition first.

But, most of the times people are too lazy to do the detailed comparison. They just compare the things without giving it a lot of thoughts – they just look at the price and main features.

You can use this to your advantage by doing your own comparison. You can point out the things you feel are your biggest advantages over the alternatives. If your product is more costly or is lacking few features, then this is your chance to explain why.

This depends on your product. If it's a pure spec-based product like say, a smartphone, you can compare the specs (battery life, disk space, RAM etc.) in a traditional table.

If your product is more complex, use a more descriptive comparison.

If some of the specs are lower than the competition's, point out that maybe your support is way better or you provide personal consulting or it's more greener or whatever. Also, admitting your shortcomings is a good thing - it makes the rest of your case more believable.

The traditional way is using tables, but probably you can come up with better, more creative ways.

FEATURES	bluehost	Comcast	Go Daddy.com	GreenGeeks	lunarpages	1&1
Pricing	$4 to $20/month	Included/free to $80/ month, depending on plan	$5 to $13/month	$5/month	$4 to $700/month	$5 to $10/month
Catch-all email	no	no	yes	yes (on request)	yes	yes
Email autoresponders	yes	yes, via Microsoft Exchange	yes	yes	yes	yes
Static IP addresses	SSL Secure Server, OS Commerce, Agora, Cube Cart, Zen Cart	E-Commerce Merchant Manager (at $20 and up level)	osCommerce, Zen Cart, Pinnacle Cart	osCommerce, Agora, Zen Cart, CubeCart, Magento	osCommerce, CubeCart, Zen Cart	1&1 eZShop, Magento, osCommerce, Zen Card
24/7 phone support	yes	yes	yes	no	no	yes

Module 8

Calling Visitors To Action

“Ask for the right action at the right time.”

The previous stages we’ve taken all the major steps to make your visitors ready to buy from you or take your desired action. Now it’s the time to ask them to take the action you want them.

Formula No 31 – Remove Distraction

This is big. You want people to focus on a single action and not be distracted from it. Are there items on the page that could divert the visitor away 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.

On your landing pages and product pages, remove or minimize everything that is not relevant to users taking action.

1. Remove or shrink the menu.
2. Get rid of sidebars and big headers.
3. Eliminate elements that are not helping people take that one most important action.
4. No blinking elements, no automatic sliders
5. Take off irrelevant (stock) images.

Ask yourself is there anything else that you could take the off page, something that is NOT contributing to the conversion?

Formula No 32 – Using Power of Scarcity and Urgency

One of the best-underused tactics to boost your conversions is to add scarcity and urgency into what you're offering on your website. If you use this tactic, your visitors won't want to miss out on what you are offering, and makes it seem more valuable to them.

There are 2 kinds of scarcity you can create:

- Quantity-related scarcity (2 seats left at this price)
- Time-related scarcity (last day to buy)

If the supply of your product is endless, you can give out time-sensitive bonuses, a free gift to first X amount of buyers or a discount if they complete the purchase within a certain time frame.

Good practices for creating Quantity related scarcity:

- Mention clearly how many are left – and use cross through to show original quantity.
- Use pop-ups in corner to show how many items are left and how many visitors are currently looking (like on Booking.com)
- Call out low stock numbers on product pages (like Amazon.com)

Good practices for creating Time related scarcity:

- Clearly state how much time is left by using a countdown timer.
- Under 7 days works well to increase urgency.



Formula No 33 – Using loss average to your advantage

Research has shown that people are more worried about the loss than gaining profits. People work hard to avoid losing something than they do to gain something. Make it clear to your customers that they do not want to miss the excellent opportunity you're offering.

Use following like sentences on your website to use loss average for your benefit.

- "Do you really want to miss out this opportunity?"
- "This offer will only last until… Get it while you can!"
- "Before you go, this is a one-time offer…"
- "Flash deal, it will be gone before you know it…"

Sites like Groupon and LivingSocial have said that 20% to 30% of the coupons purchased are never used. It means people are snatching daily deals and offers because they're so afraid to miss out the opportunity. In the end, the coupons expire before they can be used most likely. Because customers purchased goods and services otherwise they would have avoided.

Continued on the next page…

Formula No 34 – Make buying extremely simple

Your goal has to be to make doing business with you as easy as possible. Your users should not try to figure out how to buy from you or where to click. It has to be intuitive and self-evident. As few clicks as possible.

Could your grandma be able to buy from your site within a minute or two?

• Tell your users what they should do next. In every page, always guide the user towards the action you want them to take. Make the primary next step look more important than other links.

• Do not give users too many options. The Paradox of Choice (a great book, btw) states that the more choice you will give your users, the easier it is to choose nothing. Choice paralyzes. If you have a lot of products, build better filters, so your prospects could identify the right one for them without spending too much time.

• Ask to fill as few fields as possible. The more fields you have in your order or sign up form, the fewer people will fill it. Add the option to sign up via their Facebook or Google account. Don't ask for anything that you don't absolutely need to know in order to fulfill the order.

• Do not force users to sign up in order to buy. Do you know the story of the 300 million dollar button? I suggest you read it. The main point: do NOT force people to sign up as a user in order to buy from you. Let them check out as a guest. It will make a world of difference.

• Offer free shipping. Free shipping was the most popular motivation for 82% of UK and 80% of US consumers in a study conducted by eConsultancy and gives retailers that offer this option a clear advantage over competitors.

Formula No 35 – Final Step – Optimizing your Call to Action CTA

A CTA is a set of words that visitors click on take action on a website, and usually in the form of a button or link. CTA buttons often have the biggest influence on conversions. Ultimately your CTAs should be actionable, highly compelling to click and relate to key goals and use cases on your website.

The first step is to ensure that you use CTAs on key pages that relate to solving your main use cases and your key website goals. Also the test choice of pages you send your CTA too.

Limit your main CTA buttons to two per page – one really important one, and one alternative one. Next test the page location of your CTAs – ideally above the fold on key pages and repeated towards the end.

Great ideas for improving your CTA's

- Improving wording to better influence – use action words, never use 'submit' or 'subscribe'
- Test using supporting wording below CTA to refine/explain your offer.
- Test the style and color of them – make them stand out in an effective way.
- Text size – make sure they are large enough to be seen and stand out.
- Try to place the trust and security symbols near your CTA.

