

# Conversion Rate Optimization

A Simple Strategy For Doubling

Your Revenue Without Additional Traffic

# CRO Strategy

## Increasing Conversions

Conversion Rate Optimisation, or 'CRO', is arguably the cheapest and fastest ways to grow your sales and increase your revenues. It should be an ongoing part of your growth strategy.

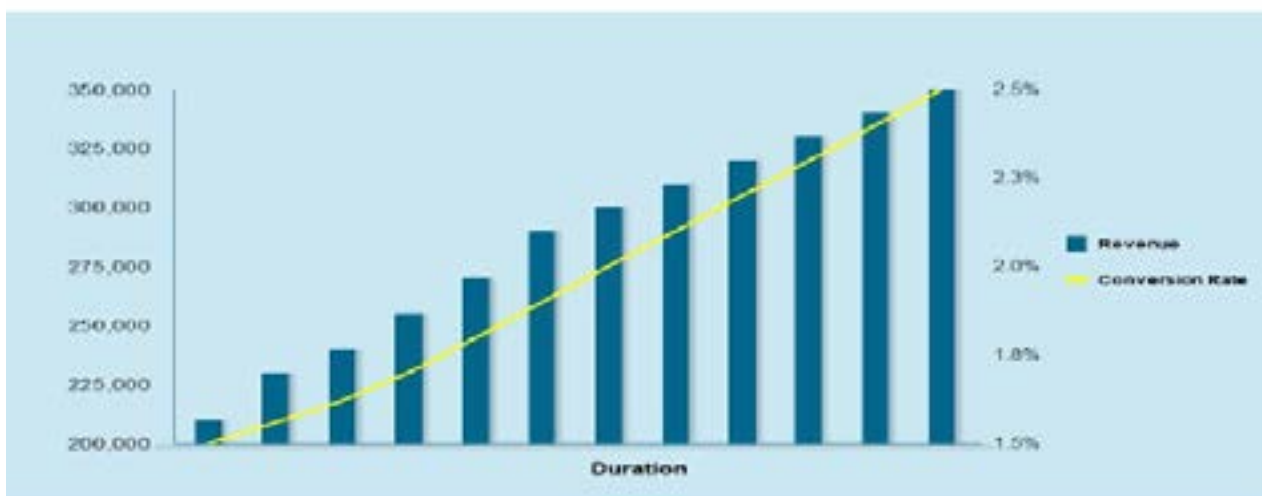
From sales to email sign-ups, downloads, etc.... You want your customer to take 'action'. And, whatever action you want a customer to take is a conversion.

CRO is about getting as many conversions as possible by running tests in your campaigns and funnels.

Here is an example of how focusing on conversion rate, rather than visitors, for example, can dramatically increase your revenues:

### Graph Depicting Revenue Growth and Conversion Rate

This graph/chart is linked to excel, and changes automatically based on data. Just left click on it and select 'Edit Data'.



It's very simple math, but as we shared in the sales funnel section, if you can double, triple or 10x your conversion rates then you can double, triple or 10x your revenues... without having to spend money on traffic.

That means you increase your profits!

In the Financial exercise at the beginning of the strategy, we asked you what would happen to your revenues if you doubled and tripled your conversion rates.

Run the maths again and see where you could be.

How Do I Calculate My Conversion Rate?

Conversion Rate = Total number of conversions / Total number of clicks/visitors/list members

Example:

If you had 400 people sign up for your lead magnet, And you had 6000 people visit your lead magnet landing page, your conversion rate would be 6.6%

$$= 6.6\% = (400 / 6000) * 100$$

So how do you increase your conversion rates?

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The tactics throughout this strategy will help you increase your conversion rates based on:

- » The type of traffic (demographics and quality)
- » Your product and offer
- » Your story
- » Your funnel
- » Your sales copy
- » Your Ads
- » Your landing pages & layout
- » Credibility
- » Headlines

BUT...

While the strategy will position your whole business and product to convert...

You can also make the smallest of changes to your landing pages and checkout pages that can double your conversion rates.



You can (and should) make changes to:

- » Button Colors
- » Call to Actions
- » Headline
- » Reviews
- » An offer
- » Scarcity
- » Pricing
- » Images
- » Text

So when you want to boost conversions, you need to run a test to figure out which elements can improve things.

When Should You Test:

If you are a new business, you need to establish a baseline metric first. You'll need a big enough sample of quality traffic before you can compare it to something else.

However, the beauty of A/B testing means you can test for conversions simultaneously which saves time and money.

For A/B testing, Clickfunnels has it built in which makes it super easy to find out what works as we've already mentioned. For more advanced, bigger businesses, you can use software such as Optimizely

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#### Action Points:

- » Set up your metrics and dashboard so you are equipped to measure CRO results
- » Make a plan of elements you'd like to test based on hypotheses
- » Commit to CRO as an ongoing practice and process... and accept that you'll find out what 'doesn't' work as much as you will find out what does work
- » Don't test more than one element at once
- » Once you have a winning variation, let it run, before then testing a new element!

#### Resources:

[Neil Patel's List of Landing Page Testing Elements](#)

[108 Conversion Rate Testing Ideas by Conversion Rate Experts](#)

[Optimizely 71 Point Conversion Test Checklist](#)

[Backlinko Conversion Test Checklist](#)

[Formstack Conversion Test Checklist](#)

[10 e-Commerce Conversion Testing Ideas by Crazy Egg](#)

[Conversion XL Conversion Checklist](#)

[Quicksprout Conversion Optimization Guide](#)

[Kissmetrics Email Testing Ideas](#)

#### Conversion Tools & Resources

##### Split Testing Software:

[Visual Website Optimizer](#)

[Optimizely](#)

##### Heat Map Software:

[Crazy Egg](#)

[Hotjar](#)

Tracking the behaviors and actions of your site visitors can allow you to massively scale your growth with just a few changes to your pages and funnels. You can tailor messages and sales pages to specific customers based on their behavior, and much more.

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# Landing Page Optimisation

Tips & Tricks to You can Add to Your Landing Pages Right Now to Increase Conversions

Conversion rate optimization and landing page optimization is a wide-ranging and in-depth topic so we aren't giving you a full course on how to set up and manage... but we will give you the quick wins and hacks that can give you a big lift in conversions if you go implement them on your landing pages today...

## **Keep it focused**

Remove navigation links, remove footers, headers, about pages, unnecessary images, and content... anything that is going to distract the customer from taking the action you want them to take. Remove the noise. Allow the visitor to focus.

## **Social Proof**

People trust other people. Make sure you have images, logos, and testimonials of anybody who has bought from you or worked with you. Increase your credibility and trust. Create familiarity and connection with your brand. Don't hold back. More is better.

## **Social Proof Widget**

You can use a social proof widget to further expand on your testimonials and logos by displaying new sales or signups as they happen. You can use [provesrc](#) for free or [fomo](#), or [provely](#). Again, this is to send a social signal to the customer that other people are buying your product which eases their objections.

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## **Countdown/Expiring Offers**

This can be a controversial tactic as it's largely misused or abused with false scarcity, but... if you are doing it right, this can be huge for conversions. Add a countdown timer to alert the customer that if you take an action, they will get x in return. Perhaps a discount or free gift etc.

## **Announcement Bars/Banner**

Add an announcement bar at the top of your landing page or above the fold with a sales offer. It could be a 'buy one get one free', or a discount. If you combine this with a countdown timer on the offer in the announcement bar then it's likely going really help conversions. Try "Buy one get one free If you buy in the next Hour: 59:43"

[Hello bar is great for this.](#)

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## **The Spin Bars/Banner**

Spinners are all the rage right now and working well to capture leads. You'll have seen them. Businesses are using them because they work! Try it out...

## **FAQs**

Use your FAQs to overcome objections that are preventing your customers from taking action. It's additional space to sell your product by giving them more insight and answers to their questions

## **Send Your Paid Traffic to Your Landing Pages**

This re-emphasizes the importance of specific landing pages for your ads as we discussed in the previous sections. Sending paid ads to the homepage causes the user to get overwhelmed or lost in your content and your whole site... sending them to a distraction-free landing page focused on one action converts better!

## **Ugly can beat beautiful**

Test test test...you'll see ugly and basic landing pages on [Clickfunnels](#) and won't believe they work... they do. The simplicity makes it more focused. Not always of course... but don't always think you have to spend a lot of time on design. Use the data to see which works better

You can use your landing pages to validate a product or business concept before you even build the product. It saves money, it saves time. It saves you from working on a product for months and then not being able to sell it. So... use your landing pages as a 'smokescreen' to get a transaction and test your funnel before building. You can even have the visitor put in their card information and then greet them with a "Sorry, we're not ready to ship our product right now... we'll email you as soon as we are so you can make the order again if you wish"...

This is a common practice in business... Save thousands of dollars. And lots of time!

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**Action Points:**

- » Incorporate the above tactics into your current landing page
- » If you don't have a landing page... set one up!

**Resources:**

[Clickfunnels](#)

Leadpages

Instapage

