

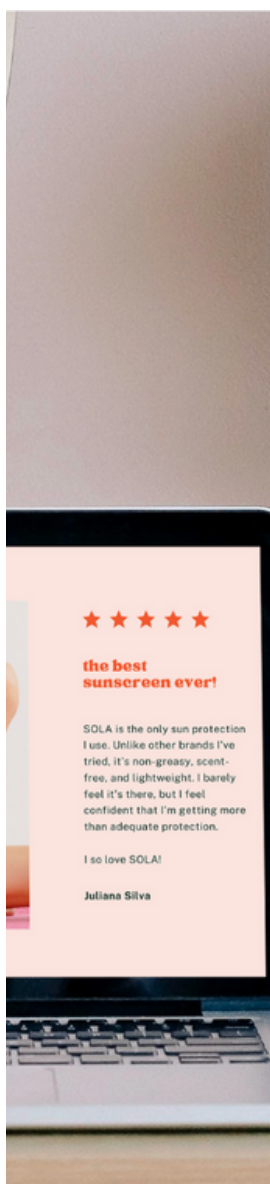


# HOW TO IMPROVE YOUR WEBSITE'S CONVERSION RATE

A FREE GUIDE ALL ABOUT WHAT YOU CAN  
DO TO LEVEL UP YOUR WEBSITE AND  
IMPROVE CONVERSION RATE TO GROW  
YOUR BUSINESS

# WHAT IS Conversion Rate Optimization

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Conversion rate is the percentage of users who have completed a desired action whether that be on your website, app or in your store.

If we take this definition of conversion rate further, conversion rate optimization is all about making changes to improve the likelihood of someone completing a desired action.

The great news is there are lots of small steps you can take to get started!

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## PRINCIPLES TO FOLLOW

# The Testing Framework

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Like anything, when building a brand and growing a business, it won't be a one size fits all scenario and this is definitely the case when it comes to conversion rate optimization.

In order to find what works and what doesn't, you will need to consistently test. That's where the testing framework comes into play!

This simple framework keeps you on your toes and stops you from making the dreaded assumption that nothing is working after your first attempt at making changes.

Following this framework/checklist helps breakout your conversion rate optimization into digestible chunks and keeps you focused.



# THE TESTING FRAMEWORK

## Framework Checklist

- 1. Audit:** Review what's working/what isn't working on your website. Look for the weak spots and areas of improvement whether that's big or small.
- 2. Ideate:** You've completed your audit and have a list of areas that you want to improve. Now it's time to draw some ideas together on what you can do.
- 3. Test/Monitor:** You've made your changes, great! Now it's time to get testing (just make sure you're consistently monitoring performance).
- 4. Hypothesize:** The results are in and it's time to come to a conclusion on what to do next. And you know what that means... It's time to ideate and test again!



*"Testing leads to failure, and failure leads to understanding"*

**- BURT RUTAN**

# What To Look For... The Three E's

## Ease

- ✓ **Relevance:** Are you taking users to the most relevant page possible.
- ✓ **Guidance & Simplicity:** Is it easy for the user to complete the desired action and are you guiding the user through all steps.
- ✓ **Clutter & Clarity:** Is your content laid out in a clear, easy to digest structure and is it clear what the user needs to do.
- ✓ **Technical:** Are all technical elements working on your site.

## Emotion

- ✓ **Motivation:** Is there anything on your page that will motivate the user to convert. Are you clearly highlighting all USPs your business has to offer.
- ✓ **Value:** Do you offer anything of value to the user that your competitors don't offer.
- ✓ **Incentivize:** Is there anything you can offer the user to incentivize them to convert i.e. a two for one offer, free delivery over x amount.
- ✓ **Trust:** Are you incorporating elements on your site to gain the user's trust and ease their anxieties. Such as incorporating reviews and testimonials, linking to social pages, strong return offerings, ensure contact information can be found easily etc.

## Encouragement

- ✓ **Call To Action:** Do you have call to action buttons and text throughout your site and keep at least one above the fold (in the top half of the page).
- ✓ **Urgency:** Could you incorporate a message to build a sense of urgency.



## EXERCISE #1

# Your Three E's Checklist

To keep you on track, here is your "Three E's" Checklist! When auditing your site simply use these to guide you on what you can do to improve your conversion rate. You can also download our [FREE audit template!](#)

### EASE

- Relevance
- Guidance
- Simplicity
- Clutter
- Clarity
- Technical

### ENCOURAGEMENT

- Call To Action
- Urgency

### EMOTION

- Motivation
- Value
- Incentive
- Trust



## EXERCISE #2

# Outline Your Goals

It's important to set yourself goals and take everything one step at a time-here's the place where you can get started!

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1. What is the current conversion rate on your website?

2. What conversion rate would you like to achieve?

3. What 'E' will you focus on first?

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*Notes:*