

Turn Lookers into Buyers with Improved Conversion Rates


10 Point Checklist

Khalid Saleh

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps you can take to take your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“It’s not a light switch that you turn on and off. You have to have a strategy, think through the strategy, and then implement that strategy.”

KHALID SALEH

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- To find out if there are issues with your website, go through and mimic the exact steps a visitor would take in the purchasing process. Would you purchase from your website again?
- Page load time and speed can impact conversion. Reduce your page load time to around three to five seconds to see anywhere between an 8-15% increase in conversions.
- While there can be many issues on a website that need to be addressed, functionality is at the top of the list. If a landing page, a product page, or a dropdown isn't working, fix it immediately.
- For A/B testing, start by looking at the number of conversions that you have. For each 100 conversions, you can add another variation to test, and see what works the best.
- Really think through your optimization strategy before you begin to implement it. Ask yourself, what is the big picture? What would you like the end result to be?
- When you overemphasize that you have a certain characteristic, such as being trustworthy, you can receive a negative reaction. Don't overdo it.
- There's a methodology to how to fix website-centric factors and errors. First, focus on trust, then address FUD's. Lastly, you want to move onto incentives and engagement-or the buying cycle.
- Add credibility to your website. An easy way to build and address trust is to add social icons and links, and also to show how many people placed and order for an item.
- From a conversion optimization perspective, you should have a completely separate mobile experience. Direct mobile users to a "mobile.yourwebsite" version, and you will have more control over your user experience.
- Be sure to touch base with clients via email at least once per month. An email channel will convert better than a paid or organic channel, because they have given you their information already, and you are bringing them back.