Crank Up Your Website's Conversion

10 Point Checklist

Chris Goward

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 elevate your marketing to the next level.

MARKETING SPEAK 🎙

HOSTED BY STEPHAN SPENCER

"Identify all of the potential barriers and remove them to create action and conversion."

CHRIS GOWARD

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.

- [ ] Build my sales process with a structured approach. Be strategic and proactive rather than tactical and reactive.

- [ ] Use the LIFT model to identify issues and opportunities for testing hypotheses and design.

- [ ] Stay in context throughout my website by choosing the right font type, colors and design aesthetic for my company.

- [ ] Find the most effective strategy for my customers by A/B testing my sales pages.

- [ ] Add various security measures to my site. This will protect site visitors and help my customers feel safe while browsing.

- [ ] Be mindful of what I ask my site visitors on webform fields. Asking for personal information like phone numbers can make people uncomfortable.

- [ ] Don't make too many promises or guarantees. Customers usually find this shady and dishonest.

- [ ] Let visitors know that my website is secure by implementing browser security. This will make a padlock appear next to my URL in the upper left corner of the browser.

- [ ] Simplify my call to action or sales offer and refrain from giving my customers too many options.

- [ ] Be consistent in my message and spark some curiosity. This will encourage viewers to click on my CTA button.