

How To Win More Conversions

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 elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



"Our best clients are the ones who challenge us."

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.

- Implement a conversion rate optimization strategy to my website, especially when I am selling or offering something of value to my target viewers.
- Be patient with the conversion optimization process. It can be slow and take time to deliver.
- Find the right balance between providing my clients with service and recommendations on what's going to work for them.
- Take a closer look at how visitors navigate through my website. Reflect on whether I am giving them the utmost convenience to achieve a desired outcome.
- Create a fantastic customer experience. Figure out what my customers want to purchase and then construct it in a way that delivers them amazing value.
- Focus on the emotional dimension of conversion. I should be able to understand and utilize the emotional aspects of buying a product to increase my conversion rates.
- Learn more about the two types of A/B tests, which are the strategic A/B test and the tactical A/B test, and find out which one is more implementable for my conversion goals.
- Invest in Conversion Rate Optimization tools like Hotjar, VWO or Optimizely. Keep in mind that each tool basically provides the same services and numbers, but using different methods.
- Grab a copy of Khalid's book, [Conversion Optimization](#), to gain a deeper understanding of conversion and to convince my website visitors to make a buying decision that finalizes into a sale.
- Take advantage of Invesp's customized report that will show me how my website performs against twenty different conversion rate metrics by going to MarketingSpeak.com/crobenchmark.