



CONVERSION
FANATICS

Presents

The 24-Point Conversion Checklist



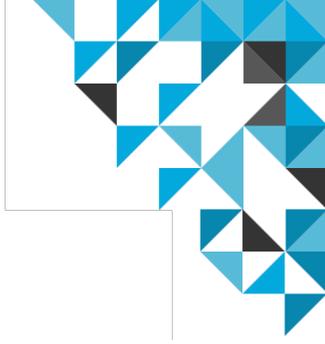
To Stop Your Site From Leaking Profits...



Compel More Visitors To Buy Now...



And Send Your Sales Into The Stratosphere



Thanks for downloading this report.

Having run thousands of split-tests over the past 6 years, I've learned that there are **three elements to improving any website's conversions:**

Persuasion: How do the copy and design elements of your site work together to compel visitors to buy?

Usability: How effectively do the pages of your site guide visitors through a step-by-step process that leads to a sale?

Trust: How safe do visitors feel buying from your site?

Each of the 24 points below is designed to work on one or more of these three elements.

Though there's no replacement for an experienced optimizer, use this report as a guide on what to test to get the conversion boosts you need to multiply your online sales and dominate your competition.

I hope you enjoy it and put it to good use.

Manish Punjabi
Conversion Fanatics



1. Your Headline

Persuasion

Attention is a scarce resource. And if you don't grab your visitor's attention in seconds and compel them to read on, watch your video, or continue on to the next stage of the buying process, everything you put on the rest of your page doesn't matter, because nobody will see it.

The primary job of your headline is not to sell your product, but to grab your reader by the lapels and wake him up to the fact that if he doesn't read the rest of your message, he's going to miss out on something big.

Finding a winning headline is one of the quickest and easiest ways to get a big conversion boost right out of the gate.

A good headline uses emotion to cut to the core of what your customer's fears, frustrations, hopes, and aspirations, even if she's not fully aware of them herself.

Things to Test: Benefit Based, Fear Based, Curiosity Based, Short and Punchy vs. Long and Descriptive, Calling out your Customer.



The headline in this ad calls out Corsodyl's customers in a bold, unique and emotionally compelling way. Imagine how ineffective this ad would be if it read "For People With Sensitive Gums."



2. Your Pricing and Prices Highlights

Persuasion

What if twice as many people bought your product at a 10% lower price?

What if raising your prices actually attracted MORE buyers.

The phrase “*you never know until you test*” has never been more true than when it comes to pricing.

By split-testing prices, you eliminate the guesswork and the fear that you’re leaving money on the table, and let the market decide what they’re willing to pay.

You’ll often be surprised by the results.

Apart from the actual price, how you display the pricing can make a massive difference to your conversions.

For example, adding a higher-priced “premium” option can sometimes increase sales of your lower-priced offers.

Sometimes phrasing a discount as “51% off” vs. “\$20 off” can make a big difference to your conversions.

Even the size that your “regular price” is displayed in relative to your “sale price” can influence how many sales you make.

Things to test: Add a “Premium” option to increase the value of the lower offer, Crossed out pricing with % of \$ of savings, change size, color, and font of price display, bundle pricing (ie. discount for bulk, 50% off second purchase etc.)



3. Your Call To Action Copy

Persuasion Usability Trust

To maximize conversions, every page on your site should be designed to get your visitors to take one specific action - an action which will move them one step further down the buying process.

It could be to join your mailing list, proceed to your online store, add an item to their shopping cart, or fill in their credit card details and complete their order.

Your call to action (CTA) is the final nudge at each step that tells them exactly what you want them to do next. It's often written on a button or it could be directly above a field you want them to fill in.

The difference in how you phrase (and frame) the action you want them to take can make a massive difference to whether or not they take you up on it.

Is it compelling enough? Does it tie directly with your visitor's core desire? Is it consistent with the rest of the page and the sales funnel?

Also, be careful what metrics you're tracking - Sometimes an increase in intermediate conversions can mean a decrease in overall sales. For example, "Add to Cart" might get more people to click, but could result in a higher cart abandonment rate. "Complete My Order" might result in fewer people clicking, but more completed sales.

Things to test: "I" vs. "You" phrasing (ie. Complete Your Order vs. Complete My Order), Emotional Benefit vs. Mechanical result (ie. "Show Me The Trick!" vs. "Proceed to Checkout")



This email opt-in box from Crazy Egg uses the specific benefit CTA, "SHOW ME MY HEATMAP" rather than the more generic "submit" or "subscribe"



4. CTA Button Design

Persuasion Trust

When you're visiting a website, it's hard to imagine that your decision to buy or not could be influenced so strongly by something as seemingly arbitrary as the shape, color, or size of a button.

But test after test has shown that button design can make a big difference to your conversions.

We're conditioned to associate certain colors with certain actions (green = go, Red = stop), and the shape and size of a button can affect its trustworthiness and the visitors perception of how big a commitment they're making by clicking.

Test different button designs to see what works with your visitors for your offers

Things to test: Size, Color, Shape, Font, Contrast, Texture, Rollover Effects, Shadows and Highlights



Regular Price \$799 Today \$297

Add To Cart

Add to Cart

VISA MasterCard American Express DISCOVER PayPal

The now famous "Belcher Button" created by legendary marketer Perry Belcher is often said to be "the most tested buy button in history. Nevertheless, what boost conversions for one offer may kill them for another, so make sure you test for yourself



5. Benefits Copy

Persuasion

Compelling copy is your most effective weapon for boosting conversions and dominating your competition.

Words have power.

And a skilled copywriter can use those words to dig deep into the core desires and emotions of your visitors to get them to buy what you're selling.

While your headline remains the most important piece of your copy, your benefit copy lets you hit your visitors on multiple levels, exciting, scaring, and enticing them to the point where they have no choice but to take you up on your offer...

Don't treat copy like a commodity. A good copywriter can make or break your offer. Don't try to save money by going with the most affordable option - it will cost you much more in lost sales in the long-run.

Things to test: appeal to different core emotions, specific vs. general claims, fear of loss vs. promise of gain



6. Page Styles

Persuasion - Trust

The look and feel of your site goes a long way towards establishing trust and conveying the personality of your brand.

But what converts when it comes to page styles is often counter-intuitive.

For example, in many industries, "ugly" pages that look like they were put together in an afternoon out-convert beautifully designed, professional looking pages.

The psychology behind this is up for debate, but when customers vote with their wallets, it doesn't really matter WHY, the results speak for themselves.

Don't assume that what "looks good" to you is the best for your sales. Be willing to test different design elements to see what works.

Things to test: Ugly vs. Pretty, Minimal vs. Elaborate, Branded vs. Unbranded, Corporate vs. Personal, different colors, fonts, layouts.



7. Navigation

Usability

Most people think usability is about making their site easy to get around for visitors.

But when it comes to increasing conversions, a more usable site is usually one which gives visitors FEWER options, with a clear path of action.

If your goal is to convert visitors into buyers, you need to lead them step-by-step through the buying process.

And giving them too many options will encourage them to meander around your site before losing interest and clicking away.

I'm not saying you shouldn't have options for visitors to contact you or check out another part of your site, but if you try to make your site all things to all people, you'll end up losing out on a lot of sales.

Things to test: One-page sites, silo sites, no navigation, limited navigation, bottom-only navigation, remove pages which are distracting or don't lead towards a sale



8. Your Guarantee

Persuasion Trust

We love to keep our options open for as long as possible...

And the commitment to buying your product means that your customer will lose the freedom to spend that money on other things.

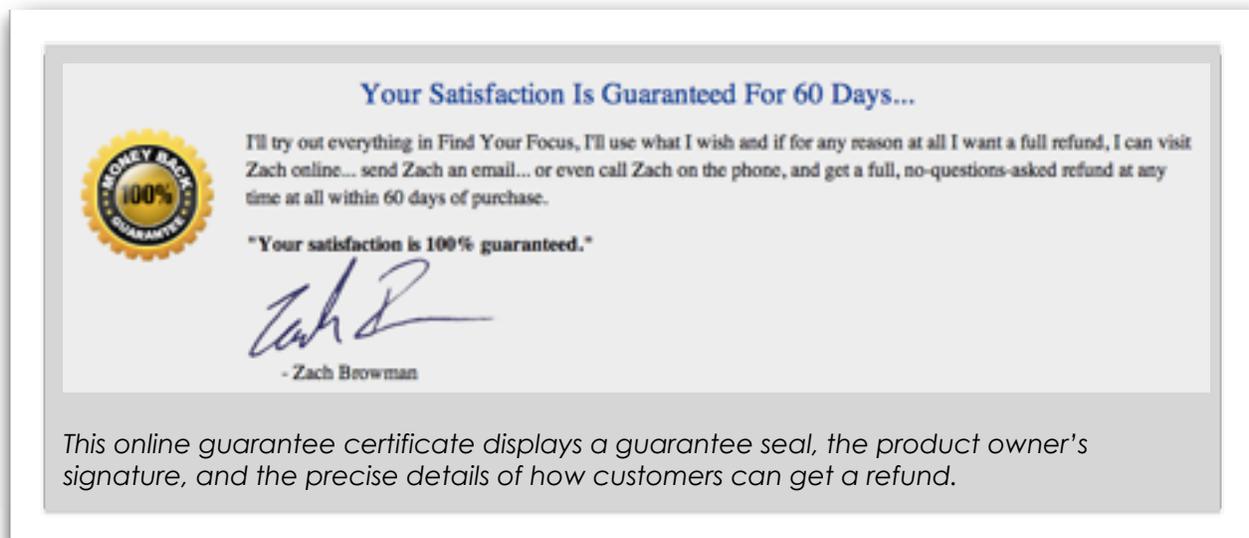
A strong guarantee reduces that fear of loss by letting the customer know she can always change her mind later. It also reassures her that if anything goes wrong with the order, she's protected.

Smart online retailers know that the increase in sales from a strong guarantee usually far outweighs the small increase in returns that might come from it.

How you word your guarantee, where on your site you place it, and how you display it can go along way towards increasing conversions.

For example, displaying your guarantee on a virtual certificate with an official looking seal can give it an air of authority that eases your visitors' fears, and lets them know they'll be taken care of.

Things to test: Wording of the guarantee, graphics style, add a certificate graphic, add a seal graphic, add a signature, add a picture of product creator/owner





9. Your Security Seals

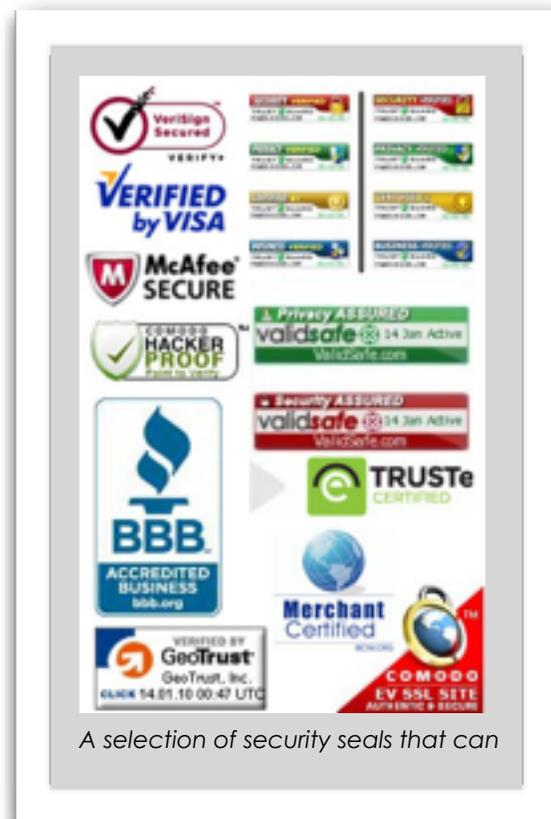
Trust

Entering your credit card information online is a scary thing.

Even with a well established company, people are afraid of leaked information, identity theft, and fraud.

The inclusion of trusted and recognized security seals near the checkout button reassures would-be buyers that your site is trusted by third-party companies and that their information is safe.

Things to test: Different seals



10. Your Social Proof Elements

Persuasion Trust

Third-party opinions about your product are more credible than your own claims.

Social Proof elements are the testimonials, media quotes, celebrity endorsements, and “as seen on” media logos that boost your credibility and authority to your visitors.

Since a lot of these things are easier to fake, the more “real” you can make them the better.

For example, a video testimonial is more powerful than a written quote. And a written quote that's backed up by a picture of who said it, their full name and location, and

website URL is more convincing than a quote with no picture by someone named “John S”

Pro-tip: social proof elements persuade on an unconscious level. Even though visitors consciously “know” that you control what’s on your page and will only share the most flattering opinions, they can’t help but to be swayed by them.

Warning: Don’t put your social proof elements on a separate page called “testimonials” or “case studies” or “results”. Your visitors aren’t going to go out of their way to read a curated list of glowing reviews. Instead, try integrating them on your sales pages so visitors can’t help but see them.

Things to test: Logos, Media Quotes, Screenshots, Videos, Handwritten Notes, different placements, Quotes about effectiveness, trustworthiness, or emotional benefits of your product.



11. Video Styles:

Persuasion Usability

Video is an incredibly powerful conversion tool - it allows you to convey complex concepts in an easy-to-understand way, and can be used to give the viewer an experience of your product that words and static images can’t come close to.

Also, video gives you control over the sequence and the pace of your message... so your visitor sees and hears only what you want him to, when you want. Allowing you to build a much more persuasive case for making a purchase.

If your page includes an explainer or sales video, changing the style of the video or of the video player can make a massive difference to your conversions.

In the video itself, adding animation to text-only videos, or replacing a voiceover with a live video of an actor

And when it comes to the video player, you can change the look, feel, and functionality of the player to increase conversions.

For example, many tests have found that taking away the viewers ability to scroll through the video - or, in some cases, even to pause it - have dramatically increased conversions.

Things to test: text vs. live, text vs. animated, colors and fonts, video size, controls vs. no-controls,



12. Unique Landing Pages

Persuasion Usability Trust

Every source of traffic is different, and if they all lead to the same page, you're losing out on sales.

By adding custom landing pages for each source of traffic, your conversions can increase dramatically.

Think about it for a second: if you clicked on an ad that said: "Get Whiter Teeth in 10 seconds a week", you'd want to land on a page that gives you exactly that - you wouldn't want to go to the generic homepage of a dental products company where you'd have to scroll around to find tooth-whitener.

Custom landing pages for each traffic source not only makes your pages more RELEVANT and therefore more persuasive to your visitors... they also increase your visitors' trust in you.

You've made good on the promise of your ad and in their minds, that means you're more likely to deliver on other promises.

Things to test: Set up custom landing pages to match each ad, each keyword, and each source of traffic.



13. Exit-Pop Offers

Persuasion Usability

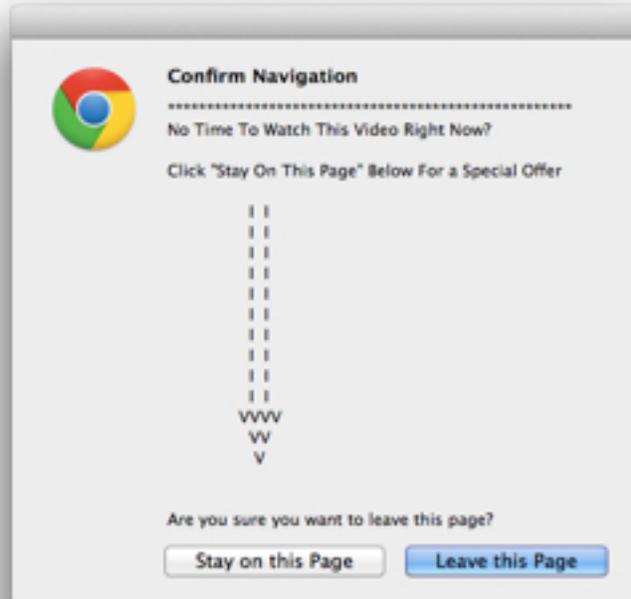
You know how some sites have that annoying box that pops up when you try to exit? Why do they do that?

Usually because it increases sales.

A lot of companies are resistant to using exit-pops because they personally find them annoying, but if you can get a 20% sales boost by reaching out to people who are leaving your site anyway, would that be worth it?

Exit pops aren't appropriate on all sites, but when used correctly, they can boost your top line revenue considerably.

Things to test: Create an exit pop that offers visitors a discount, captures their email address, or takes them to another offer that might better suit them.



14. Chat Support

Persuasion Usability Trust

Why are so many visitors leaving your page without buying? It could be that they have a question about a tiny detail of your offer that's not answered by your sales page.

Once they leave your page, the chance of them eventually returning to make a purchase drops dramatically. By adding chat support, you can answer their questions and remove their objections right then and there so they can complete their purchase.

It will also give you valuable intel on what the most common objections are so you can overcome them elsewhere on your page.

You can also add chat support post-sale to increase customer retention, improve customer experience, and free up your phone support to deal with more complicated issues.

Note: the technology for 'automated' chat support has gotten extremely sophisticated over the past few years.

Things to test: Add live or automated chat support to your sales page

[Click Here, Live 24/7](#)



15. Phone Support

Persuasion Usability Trust

There's nothing like a real live person to answer your questions and reassure you that you'll be taken care of.

Even if no one calls it, the presence of a phone number on your page can increase a visitor's trust that your company is made up of real people who care about their experience.

Depending on how much traffic you have, you'll need to make sure you have customer support reps on hand, create phone scripts, and put tracking systems in place.

There are lots of companies you can outsource this too, or you can do it in-house.

Things to test: Add phone support to your site. Test different placements. Try toll-free as well as local numbers



16. Completeness

Usability Trust

When it's finally time to make a purchase, your would-be customers start concerning themselves with the little things.

They're basically sold but they still want to know exactly what's going to happen once they give you their credit card number.

And if they have to dig through your terms and conditions to find out, you run the risk of losing a lot of them.

If you're selling a tangible product, you need to make it clear how it'll be shipped, and when they can expect to receive it. Are there any taxes or hidden fees?

If you're selling a digital download, you need to tell them how they'll be able to access it once they complete their order.

These small details reduce buying friction by putting your visitors minds at ease when they go to complete the purchase.

Things to test: Check your shopping cart for completeness: shipping information, access and download instructions, guarantee reminder, tax information, will this be a one-time payment or will they be re-billed? If there's re-billing, will they be notified before the next billing cycle? How do they cancel if they want to?



17. Urgency and Scarcity Elements

Persuasion

Visitors don't just need a reason to buy... They need a reason to buy NOW.

Once a visitor leaves your site, the chances that they'll be back to make a purchase drops dramatically.

Fear of missing out is a powerful motivator, and letting your visitors know that if they don't purchase soon they'll miss out on something will often push them over the edge from "I'll maybe buy it someday" to "I need to buy it NOW!"

You can do this easily with limited stock items by displaying exactly how many items you currently have in stock. Or you can add bonuses or limited-time discounts.

Things to test: Periodic Discounts and Limited Time Offers, Display # of items remaining for limited stock (ie. "3 left"). Remind them of an upcoming event that makes ordering soon important (ie. Order in the next 12 hours to receive by Christmas/Valentine's Day etc.) Offer limited time, or limited quantity bonuses.



18. Back-end offers

Persuasion

It's much harder to acquire a new customer than it is to increase the value of an existing one.

Once someone has spent their first penny with you, they've made that important leap from prospect to customer.

That first sale is called a “front-end offer”, and products available after that are called “back end offers”.

Since you’ve done most of the heavy-lifting of acquiring them as a customer, you’re leaving a lot of money on the table if you stop making offers to them after their initial purchase.

Add back-end offers to increase your revenue with very little extra effort.

Things to test: special offer emails, webinars, affiliate offers, phone campaigns, premium offers



19. Upsell Offers

Persuasion

People tend to spend money in spurts: Once they’ve opened their wallets and made that first purchase, they’re in “buying mode”.

By offering them the chance to spend more with you right after they place their order, you can easily double, or triple the value of your customers.

An upsell is a special kind of backend offer that’s made right after the point of purchase. Many shopping carts can be configured to allow buyers to add an upsell to their order with a single click (ie. without having to re-enter their credit card info).

Adding and integrating upsells is one of the highest leverage strategies you can implement.

Things to test: OTOs (One Time Offers) Escalating Prices, Loss Leaders, Downsells, Accelerators, Done-For-You and Premium offers.



20. Decline Recovery Program

Persuasion

If you're selling a subscription, offering a payment plan, or doing any kind of recurring billing, you're bound to have some credit cards declined every month due to expiry or lack of funds.

By implementing a decline recovery program consisting of email reminders and/or a phone follow-up campaign, you can recover a significant percentage of those declined transactions.

Keep in mind, you're not just rescuing that one failed transaction, you could be locking in a customer for life.

Things to test: Email recovery program, phone recovery program, Pre-emptive email campaign for cards about to expire.



21. Segmenting

Persuasion Trust

Most people don't actually mind advertising. What they do mind, is advertising that's IRRELEVANT to them.

When you send someone a RELEVANT message, they often don't see it as advertising at all.

If you're doing any kind of email marketing and you're not segmenting your email list, you're losing customers and losing sales.

The more irrelevant emails your subscribers get, the more you're training them to ignore your messages and making them want to unsubscribe.

By segmenting your list into different categories, you can target your email campaigns to make sure that your messages are only being seen by those who will find them relevant, and won't annoy everyone else.

Things to test: Use an email autoresponder service to segment by buyer/non-buyer, male/female, geography, interest, or whatever might be relevant to your business.



22. Re-targeting Campaigns

Persuasion

Have you ever visited a website and found that all of a sudden you're seeing ads for it everywhere?

This isn't the same as the psychological effect where you buy a new car and suddenly you're suddenly aware of that same model everywhere you go.

In this case, the ads are literally following you around. You've been RETARGETED.

A retargeting campaign ads bits of code to your visitors' computers when they come to your site, which signals to online ad networks to display YOUR ads when they visit other sites.

It's an amazingly effective way to increase your visibility, bring people BACK to your site when they don't buy.

Plus it gives people you already know have some interest in what you offer the impression that you're EVERYWHERE, which boosts your authority and credibility, and increases their trust in you.

Things to test: Different Retargeting companies use different ad networks. Test them



23. Your Offer

Persuasion Usability Trust

Sometimes the best thing you can do for your conversions is to mix up your offer itself.

This may not sound that profound but if you've already tried optimizing

Change your product up. Repurpose your product for a different market. If you're selling a premium product, create a low-end version. If you're selling a low-end product, create a premium version.

Things to test: promote a different product, add bonuses, turn a back-end product into a front-end product and vice-versa, use an affiliate's product as your front-end.



24. Traffic Sources

Persuasion

Some offers will convert incredibly well with one source of traffic and totally tank with another.

While blaming the traffic for not converting is kind of like a golfer blaming his clubs for a bad game, you do sometimes need to try different traffic sources to see what happens.

Really think about where your prospects are and how you can reach them. If you're targeting busy executives, then facebook advertising probably won't do that well for you. If you're going after a younger crowd, then buying traffic from Forbes is probably a waste of money.

Things to test: rent lists, buy solo ads, JVs and affiliates, PPC, Adwords, Facebook, LinkedIn, YouTube