



Exclusive Conversion Tricks

for Conversion-Rockers.com-Subscribers

We want to provide our subscribers a collection of very hands-on and easy to implement conversion tricks and methods. These tricks have proven to boost conversions significantly in very diverse website audiences and for a wide range of products.

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1. Your website is constantly vomiting visitors. Still acquiring traffic?

Marketers are spending 92 times more budget to acquire traffic and lead it to websites which are not able to convert it than they are spending for on-site optimization.

This inconceivable imbalance is simply insane. In the “real life” common sense would tell us not to behave in such a way. Let us use an allegory and compare your website to a puppy. You want this puppy to grow and become a big, strong dog. Therefore you keep buying vast quantities of dog food (traffic). Only your puppy is not able to convert this food into energy (website visitors into customers). Instead it keeps vomiting more than 95% of the food. Apparently it has some serious gastric trouble (not able to convince and persuade website visitors). In everyday life no one would respond to such a situation with “We need more food!” However this still is the response of most of the internet marketers as they are still spending 92 times more budget for acquisition of traffic (more food) than for Conversion Rate Optimization (healing the stomach).¹ A healthy diet (top-converting website) is the prerequisite for bringing up a big and strong dog (online business), not being force feed before the stomach is fine (time to ramp up – then much more profitable – campaigns).

Therefore the smarter order would be:

1. First, **enable your website to convert traffic into profit** (heal the stomach).
2. And then, **pump up your traffic** (buy food).

Conversion rate optimization includes a number of inexpensive and easy to implement methods that will allow your business to achieve greater quality of traffic and in the end will save you a lot of money.

¹ Adobe 2012 Digital Marketing Optimization Survey

2. Persuade with pictures.

'Pictures speak a thousand words' and can provoke strong emotions (both positive and negative) and thus can unconsciously influence purchases.

What is the purpose of your website: To win a beauty contest or to maximize sales? If its purpose is to maximize sales, continue reading. Always ask yourself how a picture will help you to persuade your visitors. If you do not know the answer, it is not the right picture.

Use high quality pics only

Good pictures attract attention, raise interest and persuade. Therefore it is highly important that pictures are relatively large in size (or enlargeable) and of high quality (good resolution, colors, light and contrast).

Show someone actually using/wearing your product or service or enjoying its benefits

Have pictures of the application of your product in a certain situation, as a demonstration for your customers. This gives them an idea what it would feel like to possess or use it.

Users will follow the testimonial's line of sight. Guide them!

Here is another very powerful method which will help you guide visitors' attention exactly where you want it to be, e.g. to your product, brand, Call-to-Action (CTA) button, selling arguments, testimonials, etc.: The direction of a person's gaze captures other's attention and leads them to follow their line of sight in the same direction.

See how this was proven by Thinkeyetracking.com using an eye-tracking tool.²

Eye tracking allows us to monitor which elements on a website (or print ad) attract the user attention to which extent. The red and orange spots are the ones where eyes mostly fall.



In the first instance, here is a woman looking forward. User's attention is straight away fixed on to her face, **but not on the product** where you would like to have it.

In the other instance, the same woman is now looking at the product. Notice how the intensity of attention differs from the previous picture. **Both the headline and thus the (ideally) convincing message and the actual product attract much more attention.**

Such a simple change brings about such dramatic changes in terms of perception. If a higher percentage of visitors actually starts reading your messages and looking at your products, conversions are very likely to increase as well.

Therefore try and make your picture models/testimonials look to the elements of your web page you want your visitors to look at, too.

² [thinkeyetracking.com](http://Thinkeyetracking.com)

Here is another example by UsableWorld.com, an advertisement for diapers.³



Notice how in the first instance the intensity of the user attention is not on the product or even the text. Not what you would like to happen.

Can you figure out what is wrong and what needs to be done?

By having the baby looking forward, user's attention is immediately fixed onto its face but **not on the brand, not on the product, not on the selling arguments.**

On the next picture the problem is solved. The baby is now looking towards the text and the product. **User's attention is immediately diverted from the baby's face and onto the swaddling bands, their price and information and further information.** Many more people will actually start reading the description and you will have much higher chances to bring across your message and to convince them.

On the background of these insights: When conducting a photo or a video shooting: plan beforehand and know where the major elements such as selling arguments or Call-to-Action elements will be positioned on the respective web page. This allows you both to save money for repeated shootings and benefit from an increased conversion rate right from the start.

³ usableworld.com.au

3. How to boost conversions with videos on your web.

Videos attract people's attention. They are easily memorable, allow fast and descriptive, demonstrative presentation of your services and products, and stay captured in the mind of your visitors.

Videos can be a powerful format. They provide visual and thus easily understandable explanations, which especially helps in case of rather complex products or services (or when the website audience is not expected to consist of avid readers). It also allows the user to connect with the people behind the company or brand on a more personal level, which often has significant influence on the purchasing decision.

Tips for successful website-videos

Autostarting videos?

As a general recommendation: Don't be too aggressive. Take into account that many people surf the internet at their workplaces. Those who are not using headsets and are surrounded by other people, might end up in an unpleasant situation. Often the affective reaction is to simply close the browser tab – and you lost them. Therefore our general recommendation is: Give your visitors the choice whether and when to watch your video.

However we do have clients who ran A/B tests on that matter and some got higher conversion rates through autostart-videos. Thus, always keep in mind that different website audiences might respond differently to the same change. And always keep testing!

Consider lines of sight, show products being used, strive for high quality imagery

The same principles of the previous points regarding pictures apply to videos. **Showing an application of your product** in a certain situation, drawing customers' attention to key details about your product and brand, and leading them to the Call-to-Action.

Viewing directions are again a key element in guiding user attention toward the desired focal points. At the very beginning, let the initial view of the video contain a model looking to the play button. This way many more visitors will click on it to start the video.

It is important to note again the importance of **large and high quality videos** with good resolutions, bright colors, and a balance of light and dark contrasts. Additionally, pay attention to **sound quality**.

Let your customers praise your product.

Let happy customers to talk about your products in your videos. You will not need to advertise yourself how good you are, your clients are much more effective at that – generally a powerful, credible and convincing conversion technique.

End with a clear Call-to-Action

Always end videos with a clear, verbal and visual Call-to-Action. Tell your visitors clearly what they have to do next. At the same time the testimonial should look to the Call-to-Action button and even point at it. If you are making a video without persons in it, use visual elements such as arrows or the like instead. Not surprisingly, videos that end with such a clear Call-to-Action convert much better than the typical boring company logo accompanied by elevator music.

4. How to Call-to-Action (CTA).

CTA elements can be seen as doors – ideally doors which always lead visitors one step closer to the conversion, e.g. to the purchase or the registration.

The CTA element is one of the most important, if not **the most important, and compulsory element on every page. Never build a web page without a CTA!** Every single web page should have a goal – and thus a CTA element. Even pages like the "Privacy policy" or "Terms and Conditions" can be used to drive your visitors (back) into your sales funnel. In general you want to avoid dead-end streets on your website.

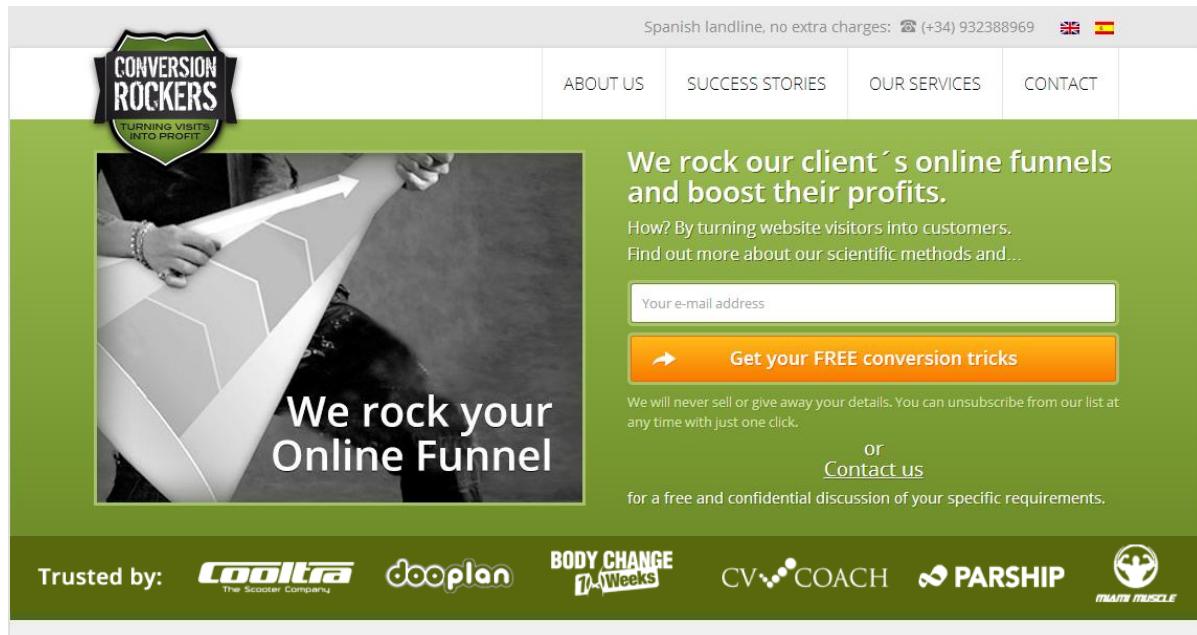
CTA buttons are buttons that lead customers on and encourage them to continue exploring the website in a directed manner while explaining the next steps involved and what they are likely to expect.

Requirements for good CTAs are:

- ✓ Clarity
- ✓ Guidance
- ✓ Information
- ✓ Trust

First and foremost, pay attention to your **color and contrast**. Understandably website color schemes need to be respected but how likely is a user to be attracted by a white CTA button on a white background?

Have you noticed how on our website we've placed a bright orange button on a green background?



CTA buttons should ideally be of a color contrasting to the rest of the page layout elements. From now on you may start to notice this even more on other websites.

Size matters

You want a CTA button that is not too large and not too aggressive but also not too small. Sometimes a minimum of 125x30px and height maximum of 60-80px is recommended. However this also depends on the website audience. While for instance on a website targeting teenagers bigger CTAs might lead to higher conversion rates, a B2B website should probably not exaggerate the button sizes.

One of the possible functions of a CTA button is to have users notice it in the first few seconds upon arriving at a page, providing them with orientation and an intuitively understandable web design ("Where should I go next?").

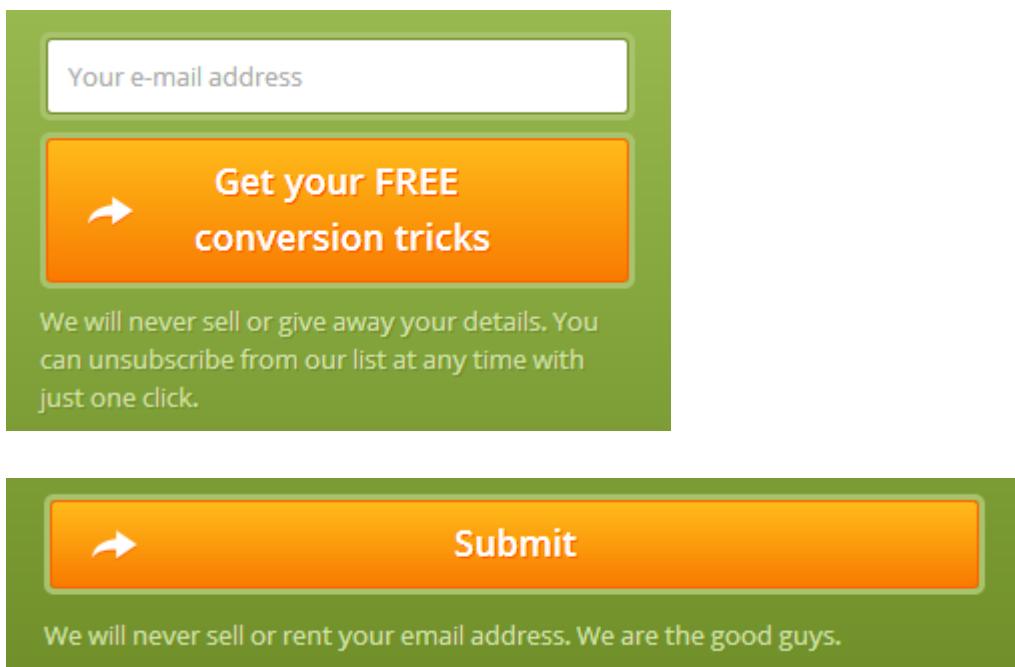
Lead-ins & Lead-outs

So called Lead-ins and Lead-outs are a very effective method. These are short text messages above (Lead-in) and below (Lead-out) the CTA button. Their main purpose is to help resolve the most important user doubts which deter users from clicking this button.

Lead-ins and Lead-outs address suspected issues such as possible hidden costs, additional shipping costs, privacy issues, (data) security, security of payment methods, warranties, time required for the action (e.g. registration, info-tour, video), just to name a few.

Basically, they serve as a ‘point-of-action assurance’, to help not scare customers away and provide them with confidence and confirmation to what the CTA button links to. Lead-ins and Lead-outs tend to be just text, sometimes including small icons (such as a padlock symbol) and are usually not clickable.

Here are two examples of Lead-outs we are using on our site:



Positioning

It is important to **reserve enough space for your CTA** and to **find the right distance from other elements**. The CTA should always be visible and easily distinguishable, calling out for visitors’ attention. CTA buttons should be positioned where users would expect them to be.

Repetition

If you’ve noticed, we often show the same CTA button twice on the same page. **When scrolling further down along the page CTA buttons should be repeated in the end (unless the CTA is implemented as a fixed position element which scrolls down together with the user).**

The reason behind it is that typically a relatively high percentage of those users who scroll down, show an above-average interest in the messages presented. On the other hand they obviously haven’t found something really convincing for them if they reach the bottom of the

page and not all of them will undertake the effort to scroll up again. Therefore repeating a CTA element on the bottom of the page with variated wording and imagery or additional selling arguments often leads to measurable increases in conversion rates.

Therefore on the bottom of our home page you will notice a repeated CTA element:

The screenshot shows a website footer section with three identical CTAs. Each CTA includes a small image of a team, some text, a 'Read article' button, and a 'Your risk-free advantages:' list. The third CTA includes a form for email sign-up and a large orange button.

quite outdated. T.decides to do a relaunch with a modern, state of the art design. The relaunch costs him 19.000 Euros – not considering his inhouse...

terms. We are not going to do that. As you have found our website, you most likely know already what a Conversion is. If not, you are probably not our target group...

revenues. Do you think you charge the right price for your services? Have you ever suffered from the feeling you charge too little for your work? Or maybe...

[Read article](#)

[Read article](#)

[Read article](#)



Your risk-free advantages:

- ✓ A sustainably increased Conversion Rate by
- ✓ Inexpensive changes to your website
- ✓ Get better at convincing your target audience

Get your FREE conversion tricks

We will never sell or give away your details. You can unsubscribe from our list at any time with just one click.

or
[Contact us](#)

for a free and confidential discussion of your specific requirements.

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5. Build trust and confidence with your visitors.

Trust elements are elements which are qualified to build trust with the users – trust in the quality of the products, the provider and the website security.

Trust elements play a crucial role in the conversion optimization toolkit. There is a wide variety of trust elements, from a simple client testimonial to an authenticated third-party seal of approval client logos ("Trusted by...") or media logos ("As featured in...").

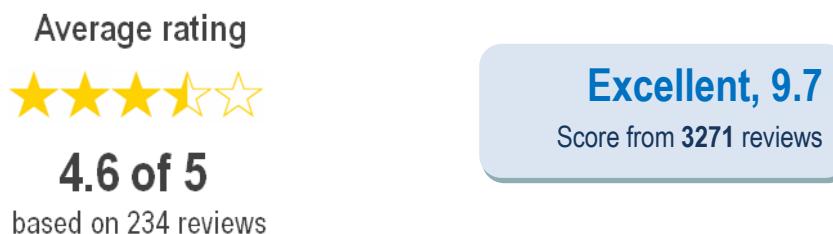
They have proven to **increase visitors' confidence and account for a large portion of conversion increases**. Obviously this is especially important for new and yet largely unknown websites and brands.

Trust elements should be placed on a clearly visible section of the page where visitors can see them without having to scroll along the page. **A good place for this is often on the right side of the page.** This is because users start off at the centre of the screen but look for additional information on the right. Additionally, **place your trust elements close to the CTA** as it helps to reduce user doubts, e.g. data security guarantee.

One form of trust elements that is very popular are **certificates and guarantees** from independent providers. Other third-party verification logos are a great way to improve user conversion rates. Subsequently here are some examples:



Alongside certificates and guarantees, **customer reviews and ratings** provide a great source of trust. By reading the reviews and evaluations from previous users and satisfied customers, users are able to make a judgment call on how trustworthy they perceive the product and the website to be. In addition to providing trust and confidence, this may help users to have an idea of what to expect when making a decision with various options. Trust elements of this type can look like this:



Testimonials are also great tools for developing user trust. Having authentic client quotes inspires trust and is often the best evidence to show that the company can deliver good results. This is how we implemented this:



Social Proof

Social proof could look like this:

A callout box containing a social media summary. It features a large number of 627, followed by social media icons for Twitter, Facebook, and LinkedIn, each with its respective count (1.2k for Facebook and 112 for LinkedIn). To the right, a large green box contains text about social media's impact and its use as social proof.

6. Persuasive page structures.

There are two distinguishable sections of webpages – above and below the page fold.

Above the page fold is the right place for conversion rate optimization.

Position above the page fold all things you consider to be important in order to be immediately visible without user having to scroll down – this includes sales arguments, trust elements, contact to customer support, and the CTA button.

Put all other elements and longer texts to be found by search engine spiders and not for the user to actually read them (containing important material for SEO keywords etc.) below the page fold. Moreover, this content is vital for search engine spiders who track it and thus typically is a critical part of the search engine optimization. As mentioned above, you have to **repeat the CTA in this section, below the fold.**

Eye flow

In language areas where people read from the left to the right in general visitors scan quickly the page with the purpose to understand if they are directed towards the right place. Once they decide to read in detail, they usually start at the top left of the page, then move on to the center of the screen and finally or peripherally look for additional information on the right side. Typically attention is drawn to pictures first and to text elements afterwards – if at all. Therefore positioning pictures on the left side of text elements is more eyeflow compatible.

Another clue for elements positioning is the good old AIDA formula:

A ttention
I nterest
D esire
A ction

Check out on the screenshot how we implemented these principles on our homepage:

Above the fold

Raise Interest & Desire/convince

Call to Action

Call to Action

Below the fold

Page fold

Attract Attention

Price Testing

Raise Interest & Desire/convince

Call to Action

Attract Attention

Raise Interest & Desire/convince

Call to Action

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7. Create a sense of scarcity and urgency.

Inspiring scarcity and urgency – and fear of loss - is a great method to motivate visitors to take immediate action.

Urgency

Messages such as “Purchase while this offer still lasts”, “Offer available only in the next 24 hours”, “Peak season – book in time” are prime examples for creating a sense of urgency.

Scarcity

Creating scarcity (limit of supply) can work with messages such as “Only x items left” and “limited stock”. But also by displaying sold-out products on category pages with a prominent badge stating “SOLD OUT”.

These statements inspire users to take their purchase decision in order not to miss out on opportunity.

8. Price composition.

*Mid-priced wines are the best sellers in almost every restaurant.
Lessons from gastronomers for online marketers.*

Price composition is a very popular and relevant, and reasonably well researched aspect of sales psychology. In almost every restaurant neither the cheapest nor the most expensive wines are the best sellers, the mid-priced wines are. Think about your own ordering habits. In terms of the price range we tend to avoid the extremes. Neither do we want the cheapest and probably crappiest wine nor do we want to appear posh and order the most expensive wine.

This is in fact a pattern which applies to many (not all) products and target audiences.

If you are offering somewhat like packages or services, e.g. memberships, this is of special importance to your business. Should one crucial step in your sales funnel consist of a page where the user has to choose amongst two or more packages and you only have two, e.g. “Standard” and “Premium”, you want to test an additional, more expensive package, e.g. “Deluxe”. The psychological explanation behind it is: If you are just presenting the two options “Standard” and “Deluxe”, you are basically asking your visitors “Do you prefer cheap or expensive?”. The human psyche’s answer to that question typically is “Neither, thanks.” We do

not want cheap and crappy nor expensive and posh, we like to avoid these extremes. We are looking for something normal instead, something in the middle, following the herd.

E.g. A good product pricing could look like this:

	Standard	Premium Most Popular	Deluxe
	Only 199€	Only 449€	Only 1399€
Ideal for	small agencies	medium businesses	big enterprises
Duration	30 days	3 months	1 year
Unlimited storage	✓	✓	✓
High resolution	X	✓	✓
Images / day	20	25	unlimited
Total # images	600	2.250	10.000
	Buy now ➔	Buy now ➔	Buy now ➔

9. Ensure fast page loading times.

It is extremely important that your website loads fast. Each second page loading time leads to 7% fewer conversions.

This sounds to be a boring technical detail, but it is absolutely a must. Data shows that a one-second delay on average results in 7 percent fewer conversions, 11 percent fewer page views, and a 16 percent decrease in customer satisfaction.⁴ According to our SEO partners, getting load time under the two-second mark also improves search rankings significantly.

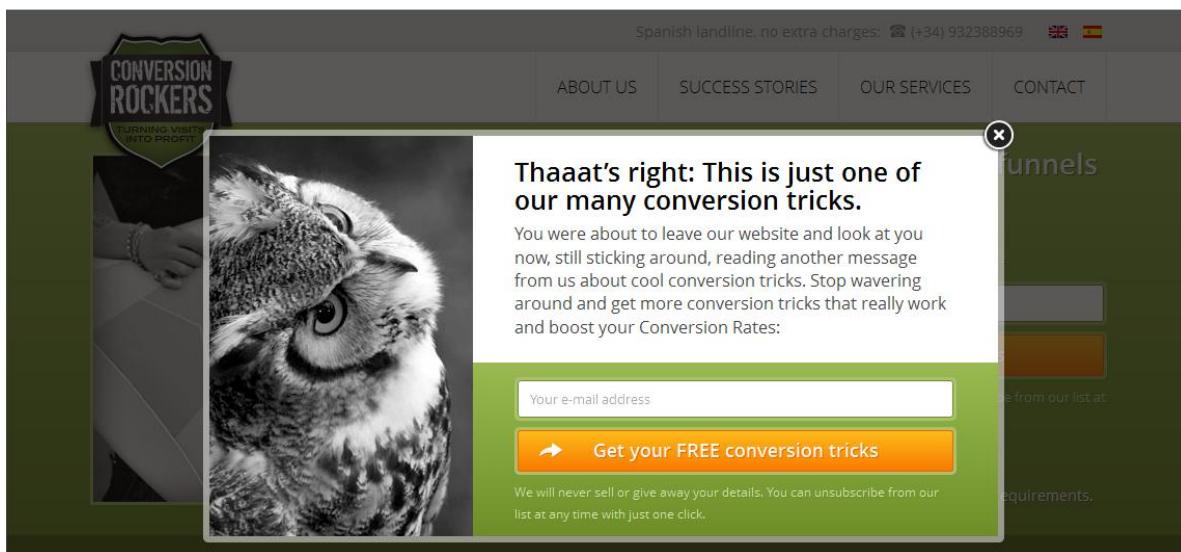
⁴ The Performance of Web Applications: Customers are Won or Lost in One Second, Aberdeen Group, 2008

10. Bring visitors back with an Exit-light-box.

"Wait a second, we've got something else for you!"

Unfortunately website visitors sometimes have the brazenness to exit your site. Let's do something about it: The Exit-light-box is a great means, which provides you with an extra second of user attention in the very instant when that user is actually about to leave your site. Basically it is a layer which is activated by typical mouse movements which indicate that the respective user is about to leave the website. This gives you an additional opportunity to prevent visitors from exiting your website before having converted and to lead them back into the conversion funnel.

The content of your Exit-light-boxes should first of all really catch the attention of your user and at the same time try and avoid annoyance. You definitely want to offer something here which is of real value to the user. In all likelihood you have already seen it – this is our Exit-light-box:



Every journey begins with the first step.

Get started today.

Feel free to apply any of these conversion methods featured in this article to your website. Choose the ones which suit your business model and target groups. And don't forget to let us know how they have worked for you.

If you:

- ✓ have any questions,
- ✓ would like to find out more about conversion optimization or to
- ✓ discuss your specific requirements for free and in confidentiality,

don't hesitate to Contact us.

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