

# — THE ULTIMATE — Conversion Rate Optimization CHECKLIST

▶ THERE ARE TWO WAYS TO APPROACH CONVERSION RATE OPTIMIZATION.

## Utilize Persuasive Design

### 1. Optimize your forms for mobile viewers

- Use **smart forms** to shorten the forms on landing pages when viewed from mobile.
- Or shorten the forms on landing pages that have the most mobile views.

### 2. Tell users who you are

- Dedicate space on your landing pages to **explain your company's specialty**.

### 3. Add a download counter

- Retrieve the number of **form submissions** on a specific landing page.
- Add a subtitle** to your page showcasing the number of downloads it has achieved.

## Bypass Your Landing Page

### 1. Call extensions

- In your Google Adwords account, add a **click-to-call extension** that shows up for mobile search.
- Use a **call tracking number** by enabling Call Metrics on Google.

### 2. Get data right from the source

- On your Facebook, Twitter, and Google Adwords accounts, enable **lead capture ad formats**.

### 3. Use similar audiences

- On Facebook, Twitter, and Google Adwords, upload your customer list or best prospects list to target ads to **people like them**.

#### 4. Use images instead of words

- Grab **screenshots of your offer** and place these images on your landing page.
- Reduce the number of words on your landing page.

#### 5. Use a shorter form

- Test out using **shorter forms** on your landing pages.
- Use **progressive profiling** to show visitors shorter forms upon their first visit, but ask for more information later.

#### 6. Cue words of urgency

- When applicable, add phrases like “available now,” “fast,” “don’t miss out,” “today,” and “immediately” to your landing pages.

#### 4. Re-marketing

- Tag visitors to your site with cookies, and then use **secondary ad networks** to show your ads on these outside sites.
- When showing re-marketing ads, have the advertisement go straight to the **download page**, not landing page.
- On this download page, provide an option for the contact to progress and **convert further down the funnel**, using the language of the offer that they just downloaded.