CUKER

Proven Ways to Increase Your Conversion Rate

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Learn how to boost your brand success and increase sales by optimizing your site.

Boosting conversion is vital for online businesses. For eCommerce to thrive, attracting visitors to a site is half the equation – brands also need to get people to act and 'convert'. When conversion rates improve, sales normally see a hike as well.

A **conversion rate** is the percentage of users who complete a desired action such as making a purchase, creating an account, or signing up for additional information. Basically, conversion rates can help measure the performance of your eCommerce site and effectiveness of your sales funnel.

Wondering how your website can boost its conversion rate? Let's look at proven ways to optimize your website and help improve online sales.

How to Increase Your Conversion Rate

1. Define your website's goals
2. Utilize live chat
3. Perform a competitor analysis
4. Clearly communicate a compelling value proposition
5. Localize your content
6. Be mobile-friendly

7. Assess your current conversion funnel

8. Write clear, strong CTAs

9. Build trust with reviews and testimonials

10. Make site navigation UX friendly

11. Improve page speed

12. Simplify the purchasing process

13. A/B testing

1. Define your website's goals

To increase your conversion rate, you must first define what you're hoping to achieve by driving traffic to your site. What is the actual purpose and objective for your website? A website could have one of these **goals in mind**:

• Drive sales

• Lead generation

• Form submits

• Getting people to call your business

• Page visits

• Click through

2. Utilize live chat

From a customer support and conversion rate perspective, live chat is quite effective. In fact, **73% of customers** find live chat the most satisfactory form of communication with a company. By connecting with people in real-time, you can answer questions and point them in the right direction as they browse your site…leading to conversion. Live chat can reinforce the idea that your brand is authentic, personable, and goes the extra mile to help customers.

3. Perform a competitor analysis

In business, it's important to know the competition's strengths and weaknesses. Start by performing a competitor analysis to gain insight into their products, sales, and marketing tactics. A competitive analysis can help you learn how your competition works and identify potential opportunities where you can outperform them. To make your brand stand out from other businesses (and improve conversions), you can use that information to highlight your unique selling points on your site.

4. Clearly communicate a compelling value proposition

Your company's **value proposition** is the core of your competitive advantage. It clearly explains the reason why a person would want to buy from your company instead of a competitor. More than just a product or service description, a value proposition is a specific solution that your brand provides.

To help improve your conversion rate, reinforce your value proposition throughout your website. Highlight your value proposition and unique selling points with images, headlines, and copy.

5. Localize your content

By localizing content, brands optimize information for a specific region, area, or country. This boosts conversion rates by making your website appear in searches relevant to your location. When you localize your content, you enable prospective customers to find, contact, and convert on your business's website.

6. Be mobile-friendly

With over **7 billion users worldwide, mobile devices generate 54.4%** of global website traffic. To increase conversion rate, your site needs to be optimized for mobile. Here are a few tips to make your site mobile-friendly:
• **Test your site's core web vitals**
• **Redesign your pop-ups**
• **Select responsive plugins and themes**
• **Use Google's Mobile-Friendly Test**

7. Assess your current conversion funnel

It's important to understand the **conversion funnel** of your website. As a business, you need to guide people along their journey to becoming customers. The conversion funnel is the process that leads potential customers on a path towards buying a product or service. This helps brands gauge the reasons why people are leaving their website.

Assess what your website does to move customers through the buying journey. If you're losing visitors, where are they dropping off in the process? Once you have a clear direction, you'll know where to make changes to increase conversion rate.

8. Write clear, strong CTAs

Having a strong call to action is an effective way to increase your website's conversion rate. CTAs tell users what they need to do next. CTAs should be clear, concise, and easily accessible. Effective CTAs…
• **Use action verbs – such as 'join', 'activate', or 'buy'.**
• **Add urgency ('now', 'today')**
• **Utilize affirmative phrases ('let's connect')**

Without clear CTAs, your visitors may leave without buying a product, signing up for a service, or even filling out a form.

9. Build trust with reviews and testimonials

Trust is a must! Customers are more likely to engage and interact with brands they believe in. Highlighting reviews and testimonials on your site can help boost your brand's credibility. To viewers, these forums are informative, **genuine, and more trusted** than what a brand says about itself. In fact, **72% of consumers** say positive reviews and testimonials make them trust a business more. Also, **58%** of people are more likely to convert after interacting with a review or testimonial.

10. Make site navigation UX friendly

When a person visits your website, they'll form an opinion (good or bad) in **approximately 3-5 seconds**. Poor UX design can easily confuse, frustrate, and cause visitors to leave your website. On the other hand, a smooth user experience can elevate engagement and increase conversion rates.

Make sure your site navigation is intuitive and user-friendly. Utilize white space, stay consistent with style and font, avoid distractions, and make it seamless for visitors to make a purchase.

Eliminate unnecessary steps in your checkout process and make your payment buttons easy to locate.

11. Improve page speed

Slow sites do not convert. Website conversion rates drop by **4.42%** with every extra second of time a page takes to load. So, time is of the essence. To help improve your site's load times, you should:
• **Compress your images**
• **Enable browser cache**
• **Reduce the number of redirects**

12. Simplify the purchasing process

Bottom line, buying on your website should be a simple process. If not, potential customers will leave your site and go somewhere else. Eliminate unnecessary steps in your checkout process and make your payment buttons easy to locate. Also, give customers convenient payment options such as PayPal, Google Pay, or Apple Pay.

13. A/B testing

Every website has room for improvement. A/B testing allows you to test the effectiveness of your site by running two variations at the same time. From font size to CTAs, this approach can help you decide which design is better and how your website is performing. Before you begin testing, it's important to understand exactly what to test or the challenges a user might face. After determining those variables, you can then begin testing to improve user experience and increase your website's conversion rate.

Discover Your Winning Strategy

Looking to boost your conversion rate? Cuker can help! Combining data, strategy, best practices, and expertise, **we optimize** your website user experience across devices to increase engagement and drive revenue growth.

We know what it takes to win in the digital age. **Let's talk**.

Redefining Possible.

We are a progressive full-service digital agency, growing brands in today's connected world.

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