

# Website Conversion Cheat Sheet



## **Qualifying Questions** – *Life is too short to work on lousy projects*

- “Sell ability” - Does the offering have compelling competitive benefits?
- Morality – Will the world be a better place if I help this person succeed?

## **Logical Flow** - *Lead people through a logical sequence*

- Is there a logical flow from traffic source, through landing page and into conversion?
- Will any page in the sequence confuse the user?
- Is the navigation and structure of the site easy to follow?
- Is the checkout process simple and logical

## **Basic Website Structure** – *Don't renovate a site that is fundamentally flawed*

- Can I exchange elements of the page to increase conversion or should I test against a complete new layout?

## **Expected Metaphors** - *Offer the best version of the site a user expects to find*

- Do people have to stop and think before they can use this site (yes = bad!!)?

## **Market Segmentation** - *Match offers to customer segments*

- What different customer segments exist? What is their relative value? Do they have different motivations?
- Can we split landing pages and sell with greater relevance?
- Can we increase or duplicate our best performing channels?

## **Clear Value Presentation** - *Simple, clear presentation of value is critical*

- Is the key value proposition clear? Am I engaged even if I don't play the video?
- Is headline punchy and believable?
- Are key benefits obvious (use great bullet points)
- Do graphics reinforce value claims or distract?

## **Specificity / Believability** - *Be specific*

- Am I vague or specific? (specific numbers can be good)
- Are my claims 'fluff & hot air' or are they believable. (check headline & bullets)

## **Personality** - *People buy from people, not faceless websites*

- Can we humanise the site? (intro video, about us, bio box, smiling face photo)
- Can we adopt the persona of someone they'd trust to buy from?
- Have we respectfully guided customers (without assuming industry knowledge, acronyms etc.)

## **Best Competitive Models** - *Learn from successful competitive models*

- Can any great ideas be learned from competitors?

## **Skilled Sales People** – *Gain insight from those who sell this product most successfully*

- Is there an awesome sales person who sells this stuff that I can talk to? I want to know what the customer is like, specifically 'who makes the decision to buy and what are they really looking for?'

## **Scarcity / Urgency** - *People buy scarce resources for fear of loss*

- Is there a legitimate (& believable!) scarcity tactic I can use like limited stock or time?

## **Social Proof** – *People feel comfortable following the crowd*

- Can I add or make better use of social proof (testimonials, social media feeds)

## **Authority** - *Use Authority to legitimise your offering*

- Are there authority figures that use this product? Can I use their logo? Can I get a testimonial?

## **Distractions / Friction** - *Don't distract users as they're doing what you want, don't ask people to think*

- Am I clear about the main purpose of the page (vs. the secondary and tertiary purposes)
- Will I confuse users of my site?
- Is the checkout process cluttered?
- Am I tempting my users with dancing cats on YouTube

## **Risk Reduction** - *Reducing Risk increases sales*

- How can I take the risk of purchase away from my customer? (guarantee policy, guarantee seal)