

Tips for Achieving Higher Conversion Optimization

Keywords: **Conversion Optimization**, **Conversion rate optimization**

Suppose you are a business owner with online presence...

You may be have lots of traffic but not getting leads or less traffic and even fewer leads.

And your main concern is to see your profit curve rising YOY.

And for that you need to increase sales every month. Right?

Now, let's assume...

It's not happening or whatever is happening you aren't happy with it.

Or worse even, you see your sales falling flat every month.

What do you do?

Maybe any or a few of these options?

- Higher some new sales guys (and increase expense)
- Higher a new business/marketing manager (any guarantee of results?)
- Buy more online Ads / go traditional (and spend more)
- Do targeted SEO to increase sales by 20% (expensive if you can't manage on your own and since you can't sales are falling flat)

Hello! Wasn't your idea to earn lakhs, instead of spending??

These are all Extra Options. They take extra time, extra resources, extra money.

With one surety! *All these are completely unpredictable.*

You have *absolutely* NO idea whether they will bring more sales, more profits. Even if they do, *WHEN?*

What then?

Easy! Go for **conversion optimization**.

It will do the trick.

With all your existing resources, existing customers and the existing time you can play the game *that works for sure!*

And the game is **Conversion rate optimization** (CRO)

Conversion rate optimization means optimizing that which is already there. Be it your website or landing page.

To bring more traffic, more sales, and profit from your existing customers. And also, invite and convert new traffic too.

The easiest and scientific way to increase sales /profits for your business!

Sounds cool?

Here are then some simplest but damn effective ways you can implement for your **Conversion Optimization** ...

1. Define Your Targeted Audience

Consider everything.

Their demography, psychography, age, sex, profession, choices, digital/nondigital behavior. Almost everything you can imagine under the audience umbrella.

Then you'll understand who'll need your product/service the most, the more and the least.

Your website, your online marketing everything should be based on your this target audience.

Those who need you more and most.

Just eliminate the less and least.

2. Create A Value Proposition For Your Targeted Audience

This is something that clearly describes why a customer should buy from you. That additional value, that *PUNCH* no one else is giving.

Make it as unique as possible. Something that is difficult for your competitors to duplicate.

3. Address The Pain Points

No one likes to be sold. As simple as that. But we'll have some uncomfortable, pain areas or the objections. Identify the pain points of your customer and address them. Sincerely.

Like customers want to know...

- Is there any free trial?
- Any money back guarantee?

- How will I know if it'll work for me?

Just do a little online research and you'll get to know the issues, questions your customers have on your line of product(s) / services.

These simple inexpensive things go a long way in improving your CRO.

Plus, you can manage them on your own pretty well.

There are of course almost a hundred thing you can do to improve conversion optimisation at an advanced level. There are professionals out there to help you.

You can give a trial with AdVentureSEO.

Go for their FREE Conversion Analysis.

The guys out there are helpful, experts and know the business pretty well. You can give a try and see.