



## Cheat Sheet to Improve Conversions

Many factors, such as the trigger words you use in a page, the fonts, colors, page design, text alignment, section emphasis, and so on deserve consideration when you make changes to your pages, but here are the first things I recommend you look at:

### 1. What's Your MWR?

Determine the primary and secondary (if applicable) Most Wanted Response (MWR) for each page of your site, and then focus your efforts accordingly. Use these best practices as starting points.

Type of page	Primary MWR
Sales Pages	To get the sale
Newsletter / E-course	To get the signup
Product Pages	To get the sale
Service Pages	Form fill-in or get the sale
Review Pages	To get the click to the product
PREselling Pages	To get the click to sales/product page
Home Page (Tier 1)	To get the click to a Tier 2 page
Category (Tier 2) Pages	To get the click to a Tier 3 page
Product / Review / Landing Pages (Tier 3)	Your “money” pages - To get the click to the product/sales page or get the sale

## 2. Best Practices: Sales Pages

- **Remove** all distractions
- Make the connection *from* what problems your visitor has *to* how the product will solve those problems (detail *benefits*)
- List features
- Show product images, screenshots, etc.
- Build purchasing confidence
- Give a clear "*Call to Action*" (buy now, do it now, etc.)
- Have multiple instances of the Call to Action for longer sales pages
- Consider a second MWR to get the visitor's email if they don't buy. Or ask why they didn't.

## 3. Best Practices: Product Pages

- **Reduce** distractions
- Provide a good description of the product, benefits, and features (if applicable)
- Show product images, screenshots, etc.
- Build purchasing confidence (SSL, Testimonials, Refund Policy, etc.)
- Give a Call to Action (buy now, do it now, etc.)
- Consider a secondary MWR (squeeze or special landing pages to get the visitor's email).

## 4. Best Practices: PREselling Pages

- **Reduce** distractions on PREselling pages
- Go from "presell" to "soft sell" on PREselling pages
- Make the connection if the merchant doesn't
- Make the recommendation in your soft sell
- Use a longer, slightly stronger soft sell when the product landing page doesn't provide enough detail and flow to get the sale
- Ask for "the click" (Call to Action) or provide appropriate visual cues to lead your visitors to take action.

## 5. Track and Analyze

Analyze the results. Rinse and repeat what worked, fix or improve what didn't, to maximize conversions and income.

1. Determine what your MWR will be on a page by page basis.
2. Use "Best Practices" to start (see what other top pages are doing and use them for inspiration).
3. Make one change at a time.
4. Test (1000 unique visitors need to see the change).
5. Track.
6. Analyze.
7. Rinse and Repeat.

**What Would You Add to This Cheat Sheet?**