Subject: [Day 3] More conversion ideas

1. Reduce content on landing page

Sometimes information clutter kills conversions. Some companies have found that by cutting the amount of content on their landing page, sales increased drastically. However, websites need to keep in mind that insufficient information is also a conversion killer. Moderation is key.

2. Add audio to your website

including an audio on your website have been found to increase conversions. Content examples of good audio clips include introducing your product briefly, play a recorded teleconference call, or interview and etc.

3. Use popup sign-up forms

Over the years, Popups are known to boost email subscriptions. Many companies have also cited that a popup signup form helped to boost conversion rates for their product.

4. Evaluate the metrics of your website

Notice how your conversion rate corresponds to your other metrics, and which ones are affected by which changes you make.

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