Subject: [Day 4] Conversion tips

1. Use badging on your products

Testing and proof have shown that badging your products can help boost your conversions. For instance, Sheplers got a 1.63 percent increase in the “add to cart” rate with badging and curation.

2. Offer multiple tier premium options

Different customers have different financing needs. Some may be looking for a bargain, and others may be looking for the best that money can buy. Hence, offering premium options makes sure that different customers pay for what they want to get, helping in boosting conversions.

3. Complete makeover of your site or product

This has nothing to do with testing. Creating an all together brand new and different version of your product or service may improve your sales and boost your conversions. One good example is SEOMoz, which got 52% improvement in sales and $1 million dollars increase in revenue after a radical change.

4. Iron-clad guarantees

Take all the risk by offering guarantees. Majority of potential buyers are not willing to take a gamble and buy your product, even if your product is what they need. Providing a guarantee allows your customers to know that you will help them if what they bought is not what they expected.

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