



DIY CONVERSION OPTIMIZATION



JUMPSTARTWEB
It's time to get more clients.



Background

01

Why Are We Here?

To get much better at a critically overlooked area!

02

My Background

A rare Internet generalist

03

What to Expect

Practical insights you can build on

Today's Agenda



01

**What is Conversion
Optimization**

02

Critical Elements

03

Practical Examples

04

Q&A

An aerial photograph of a city waterfront. In the foreground, a large white crane stands on a pier. To its right, a brick building has a sign with the year '1896'. The city extends to the water's edge, with various buildings and a bridge visible. In the background, there are mountains under a cloudy sky. The image is framed by a white border with yellow and light blue geometric shapes.

Conversion Optimization

What is Conversion Optimization?

Conversion Optimization is the process of getting a visitor from one step to the next.

This might include:

- Adding to cart
- Signing up for a newsletter
- Clicking a button to sign up for a free demo
- Filling out a contact form
- Any action that you want someone to take!

It's not a new concept, just a new name – every time you go to the grocery store you see conversion optimization in action!

Do I Need To Worry About It?

If your business comes mostly from networking & referrals, it may be enough that your site represents you well and has clear contact info.

If you are leveraging advertising, SEO, Social Media or any kind of traffic-generating activity sending "new" visitors to your site you can't afford not to pay attention to it!

Why is Online Conversion Optimization So Important?

Offline, we do a great job responding to direct customer feedback, adapting and improving.

This natural process doesn't happen online so we need to learn best practices and do experimentation.

It's not uncommon to double or triple your conversion rates with conversion optimization.

In short, it affects every other piece of marketing you do but often gets overlooked!

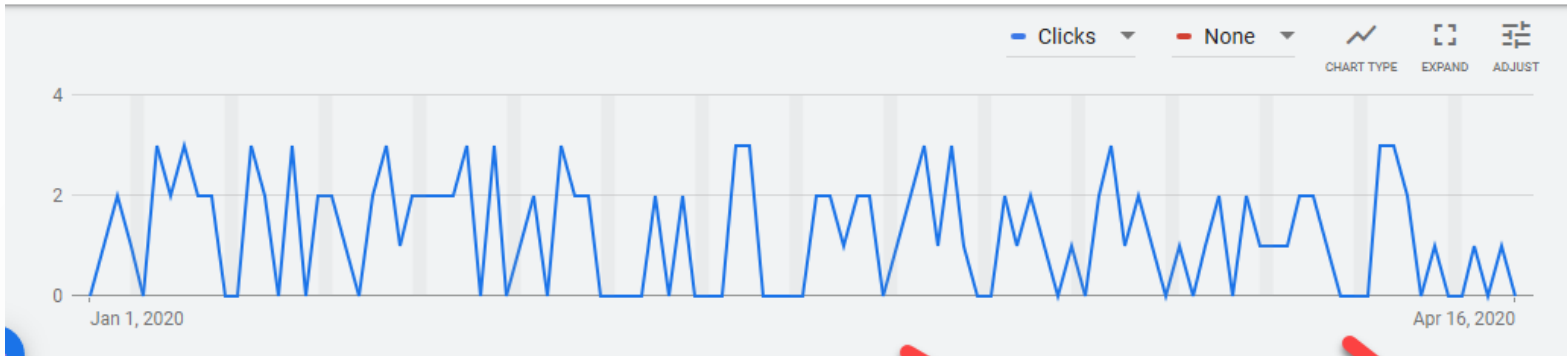
Challenges

Larger companies suffer from multiple conflicting priorities.

Small companies have the advantage of being nimble but often don't have enough traffic for A/B testing.

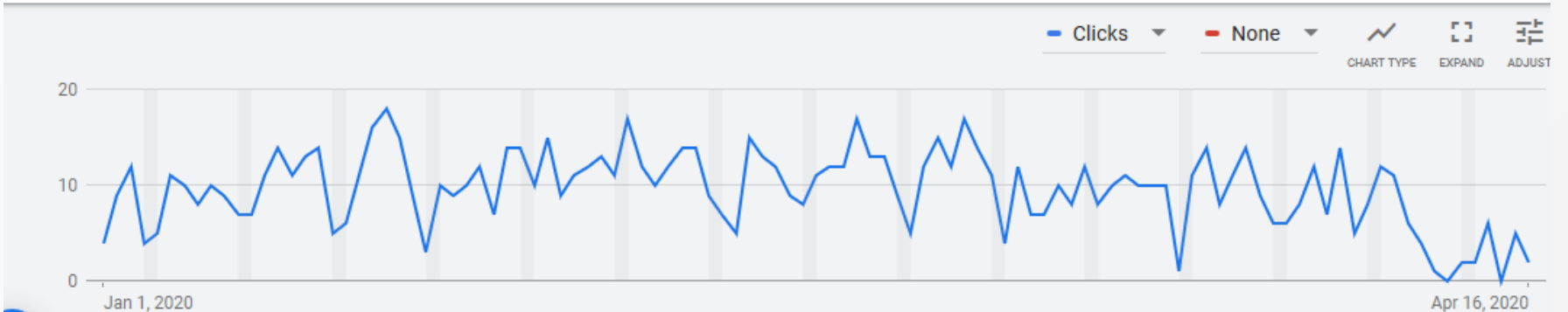
Ad groups

Custom Jan 1 - Apr 16, 2020



Ad group status: All but removed ADD FILTER

Ad group	Status	Ad group type	Impr.	CTR	Cost	Clicks	Conv. rate	Conversi	Avg. CPC	Cost / conv.
█	Eligible	Standard	2,677	4.30%	CA\$874.79	115	1.75%	2.00	CA\$7.61	CA\$431.68



Campaign status: All but removed ADD FILTER

Campaign	Budget	Status	Optimiz	Impr.	CTR	Cost	Clicks	Conv. rate	Conversion	Avg. CPC	Cost / conv.
█	CA\$20.00/d...	Eligible	100%	7,749	3.69%	CA\$1,428.33	286	4.91%	14.00	CA\$4.99	CA\$101.81

Getting Started

- 1) Learn the best practices
- 2) Find great examples in your industry to learn from
- 3) Get to work!

Any questions so far?



5 Critical Elements

5 Critical Elements

- 1) Know your audience(s) & their needs/motivations
- 2) Build trust & familiarity
- 3) Prioritize your content & remove distractions
- 4) Write benefit-driven, "skimmable," visitor-focused copy
- 5) Have a clear, relevant and compelling call to action

We'll use a landing page example but these principles apply to any page on your site...

Know Your Audience

Demographics are important, but more importantly, what are they seeking or struggling with?

What will they respond to (it's not necessarily what you want them to)?

What would stop them from taking action?

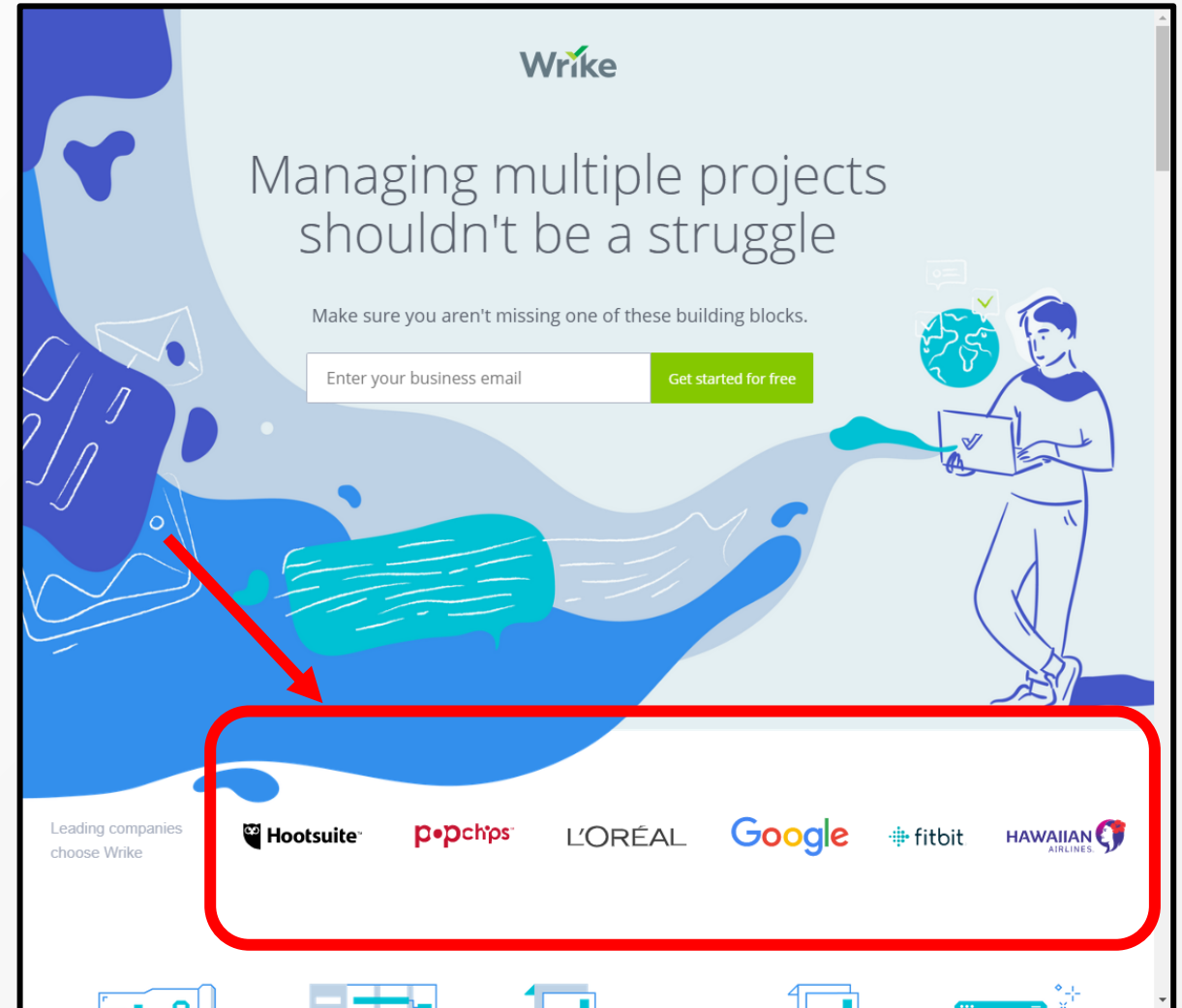
The image shows a digital advertisement for Wrike. At the top right is the Wrike logo. The main headline, enclosed in a red rounded rectangle, reads "Managing multiple projects shouldn't be a struggle". Below this is a sub-headline: "Make sure you aren't missing one of these building blocks." Underneath is a form with a white input field labeled "Enter your business email" and a green button labeled "Get started for free". A red arrow points from the headline area down to the email input field. The background features a stylized illustration of a person's head in profile, with a blue and teal wave-like shape below it, and a person on the right holding a laptop. At the bottom, there is a row of logos for "Leading companies choose Wrike" including Hootsuite, popchips, L'ORÉAL, Google, fitbit, and HAWAIIAN AIRLINES.

Build Trust & Familiarity

Branding, social proof, credibility indicators, imagery & photos...

NOTE: level of trust required is directly related to the commitment you're asking for.

Familiarity is a bit more challenging...

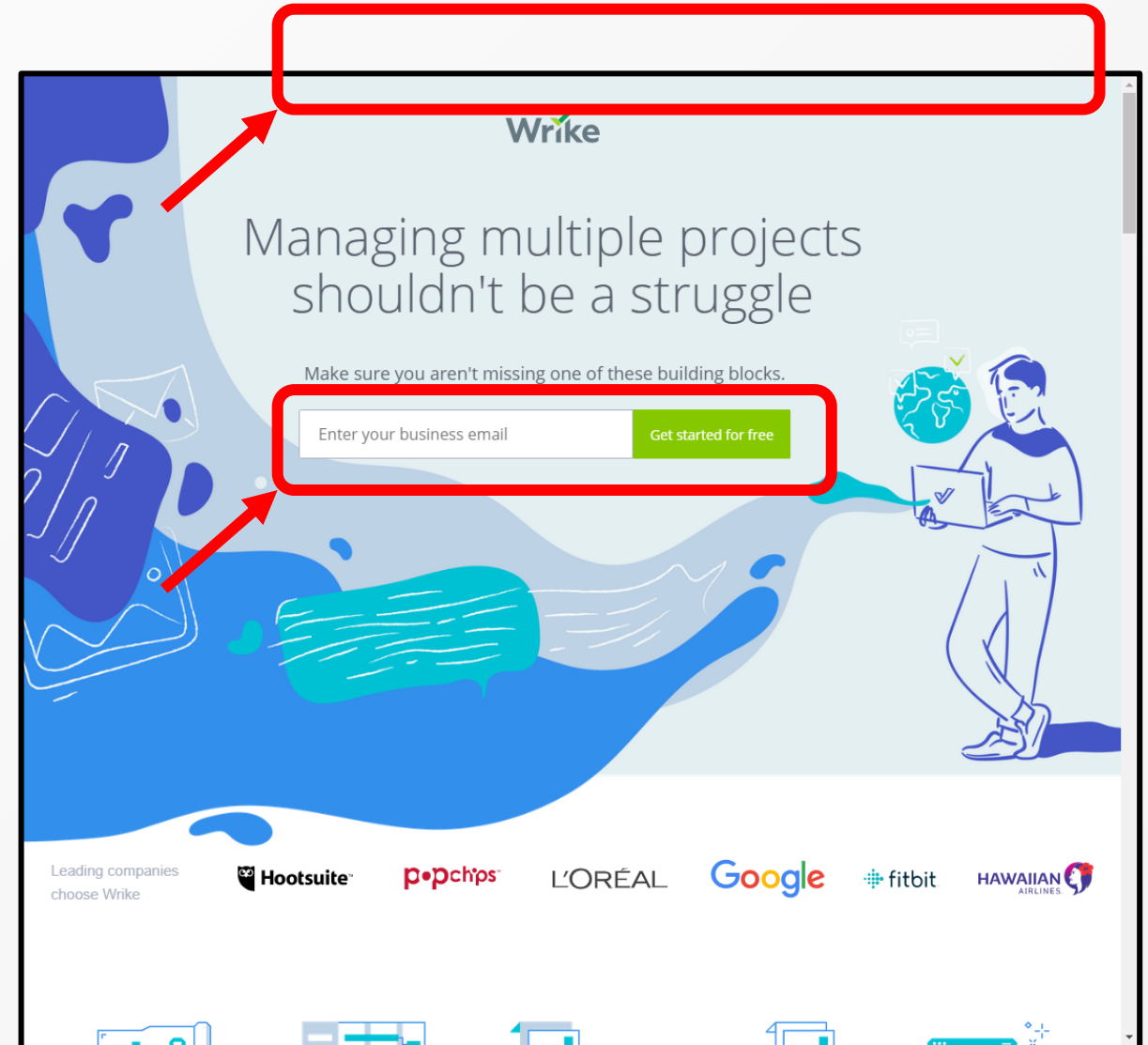


The image shows a screenshot of the Wrike website landing page. The page features the Wrike logo at the top right, followed by the headline "Managing multiple projects shouldn't be a struggle". Below the headline is a sub-headline "Make sure you aren't missing one of these building blocks." and a form with the input field "Enter your business email" and a green "Get started for free" button. The background includes a large blue abstract graphic of a person's profile and a smaller illustration of a person with a laptop. At the bottom, a red box highlights a section titled "Leading companies choose Wrike" which lists logos for Hootsuite, popchips, L'ORÉAL, Google, fitbit, and HAWAIIAN AIRLINES. A red arrow points from the text "Familiarity is a bit more challenging..." to the highlighted social proof section.

Prioritization and Removal of Distractions

Limited navigation/options

Ideally, one single call to action (the one "best" thing they can do)



Benefit-Driven, Skimmable, Compelling Copy

Focus on the visitor

If you know their biggest pain point, ask it as a question

Long copy is okay for those who want to scroll, but include all the critical benefits and call to action "above the fold"

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Clear and Relevant Call to Action with Compelling Offer

Don't make too big an "ask"

Keep forms short or break them into stages

Provide context and make it compelling






Remove all the reasons to say "no"

The image shows a digital advertisement for Wrike. At the top right is the Wrike logo. The main headline reads "Managing multiple projects shouldn't be a struggle". Below this is a sub-headline: "Make sure you aren't missing one of these building blocks." A form is centered on the page, consisting of a white input field with the placeholder text "Enter your business email" and a green button labeled "Get started for free". This form is enclosed in a red rectangular border, and a red arrow points from the bottom left towards the input field. To the right of the form is an illustration of a person holding a laptop, with a globe icon above them. At the bottom of the ad, there is a row of logos for "Leading companies choose Wrike", including Hootsuite, popchips, L'ORÉAL, Google, fitbit, and HAWAIIAN AIRLINES.






Optimized Page

The screenshot displays the True North Mortgage website with a prominent orange and red background. At the top, there is a navigation bar with the company name 'TRUE NORTH MORTGAGE' and links for 'RATES', 'MORTGAGES', 'TOOLS', 'CONTACT', and 'APPLY ONLINE'. A phone number '1-877-541-6677' is also visible. The main headline reads '5 Year Fixed Term Mortgage 2.44% - For Real.' with the subtext 'No fees. Unbeatable rates. Renowned for service.' Below this, there are two buttons: 'Apply Now' and 'View All Rates'. On the right side, there is a vertical share menu with icons for Facebook, Twitter, LinkedIn, Email, and a plus sign. At the bottom, there is a section with a star icon and the text 'Trusted in Canada with The Most 5 Star Reviews in the'.

EN / FR

About Us Blog      1-877-541-6677






TRUE NORTH MORTGAGE RATES MORTGAGES TOOLS CONTACT [APPLY ONLINE](#)

Share     

2.44%

5 Year Fixed Term Mortgage 2.44% - For Real.
No fees. Unbeatable rates. Renowned for service.

[Apply Now](#) [View All Rates](#)

Trusted in Canada with The Most 5 Star Reviews in the

Not So Optimized Page

The screenshot shows the TD website's mortgage section. At the top is a green navigation bar with links for Personal, Small Business, Commercial, Investing, and About TD. On the right of the bar are flags for Canada and English. Below the navigation bar is a white header with the TD logo, My Accounts, How To, Products, and Solutions. To the right of the header are icons for location, help, search, and a Login button. A yellow banner with a warning icon contains a COVID-19 update. Below the banner is a section titled 'Mortgages' with a sub-headline about mortgage affordability. At the bottom, there are four content cards, each with an image and a title: 'Mortgage rates', 'Buying your first home?', 'Time to renew or refinance?', and 'Buying your next property?'. A 'Connecting...' status indicator is visible in the bottom left corner.

Personal Small Business Commercial Investing About TD 🇨🇦 English


TD My Accounts How To Products Solutions 📍 ? 🔍 Login

COVID-19 update

We're ready to help you. If you are financially impacted by COVID-19 and have questions about your mortgage during this time, learn more about our **relief measures** and **access our FAQs**.


Mortgages

Build your confidence and learn more about **mortgage affordability**.




Mortgage rates >

Check out our mortgage rate options and choose the rate that's right for you. TD offers both fixed and variable




Buying your first home? >

Congratulations! Let us help you feel confident about purchasing your first home by finding the TD the best fit for



Time to renew or refinance? >

Learn about why you might renew or refinance, what you'll need to consider, and what your options are.



Buying your next property? >

Whether you're buying a second home, vacation home, or rental property, we can help you understand your financing

Connecting...

And Many More Choices (without any benefits)

The screenshot shows the TD website's navigation bar with categories: Personal, Small Business, Commercial, Investing, and About TD. The main menu includes My Accounts, How To, Products, and Solutions. A search icon and a Login button are also visible. The main content area features a video player with a play button and the text 'Buying Your First Home'. Below this, a section titled 'Getting ready for home ownership.' contains five icons representing: Our Rates and Mortgages, Our Mortgage Offers, Calculators and Tools, Online Mortgage Pre-Approval, and Online mortgage application. A horizontal line separates this from a section titled 'Your guide to home ownership.' which includes the text 'Get advice and tips to prepare you for your first-time home buying journey.' At the bottom, there are three cards: 'The Home Buying Process', 'How Much Home Can You Afford?', and 'Mortgage Basics', each with a corresponding icon.

Personal Small Business Commercial Investing About TD English

TD My Accounts How To Products Solutions Login

Buying Your First Home

Getting ready for home ownership.

- Our Rates and Mortgages
- Our Mortgage Offers
- Calculators and Tools
- Online Mortgage Pre-Approval
- Online mortgage application

Your guide to home ownership.

Get advice and tips to prepare you for your first-time home buying journey.

The Home Buying Process > How Much Home Can You Afford? > Mortgage Basics >



Questions on Critical Elements?



Landing Pages

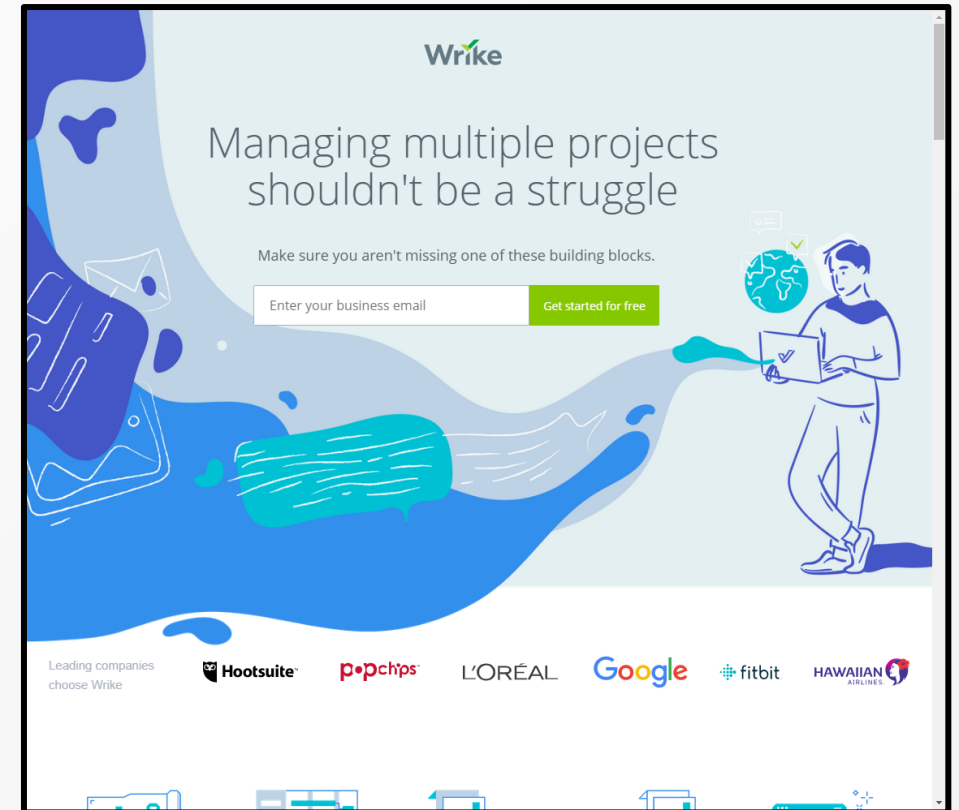
So What is a Landing Page?

A standalone page used for advertising or promotion

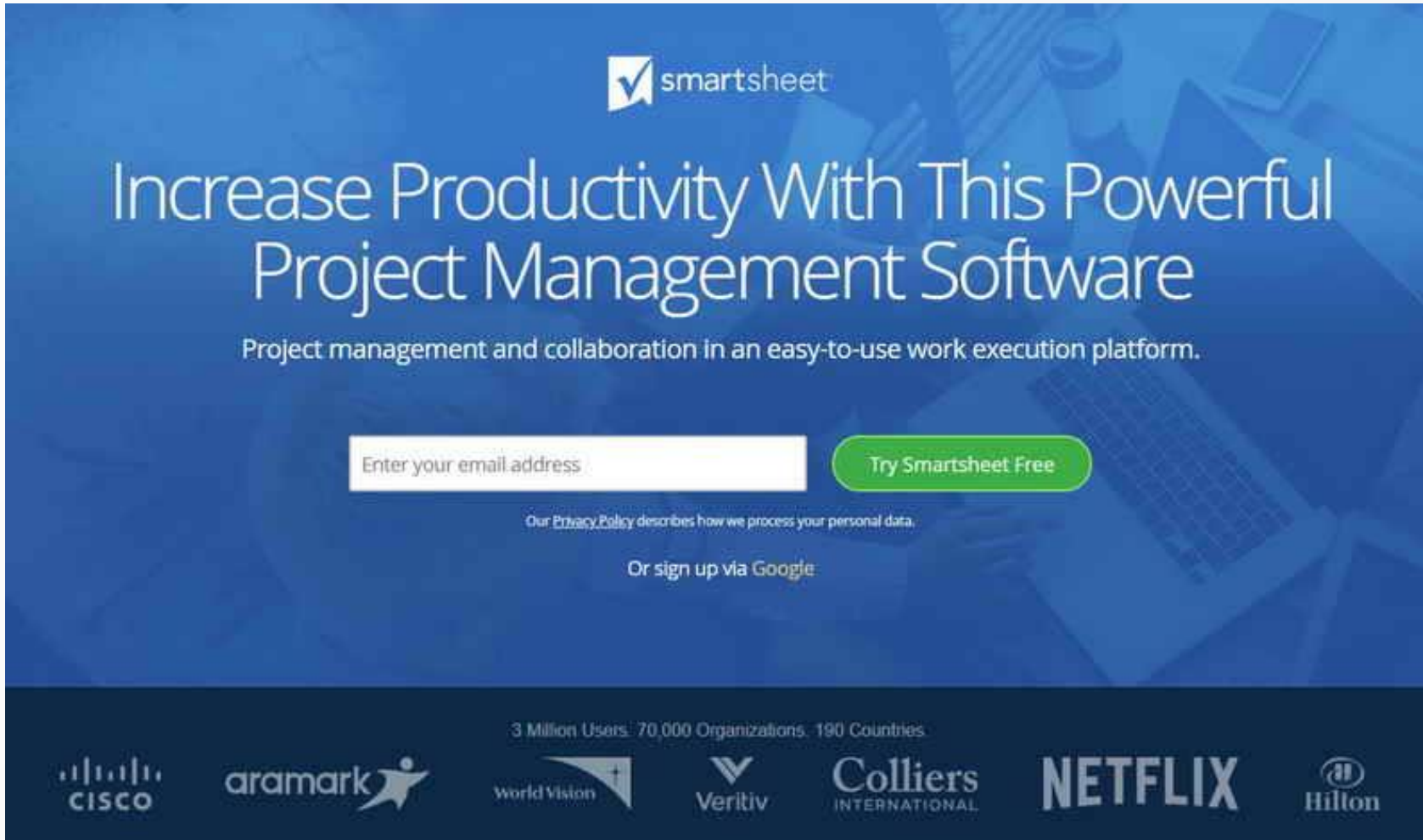
You can test multiple versions of your page without confusing your visitors (or Google)

With ads you know exactly who you are targeting so you can build a page to match (and multiple versions for similar audiences)

Generally a super-streamlined funnel.



Example – Can We Spot the 5 Elements?

The image shows a landing page for SmartSheet. At the top center is the SmartSheet logo, which consists of a white checkmark inside a square followed by the word "smartsheet" in lowercase. Below the logo is the main headline: "Increase Productivity With This Powerful Project Management Software". Underneath the headline is a sub-headline: "Project management and collaboration in an easy-to-use work execution platform." In the center of the page, there is a white rectangular input field with the placeholder text "Enter your email address". To the right of this field is a green rounded rectangular button with the text "Try Smartsheet Free". Below the input field and button, there is a link: "Our Privacy Policy describes how we process your personal data." and another link: "Or sign up via Google". At the bottom of the page, there is a dark blue footer containing the text "3 Million Users, 70,000 Organizations, 190 Countries." and a row of logos for partner companies: Cisco, Aramark, World Vision, Veritiv, Colliers International, Netflix, and Hilton.

smartsheet

Increase Productivity With This Powerful Project Management Software

Project management and collaboration in an easy-to-use work execution platform.

Enter your email address

Try Smartsheet Free

[Our Privacy Policy describes how we process your personal data.](#)

[Or sign up via Google](#)

3 Million Users, 70,000 Organizations, 190 Countries.

CISCO aramark World Vision Veritiv Colliers INTERNATIONAL NETFLIX Hilton



Multi-Step Process

Conversion Review: Multi-Step Process

Go the very start of the process (Google Search?) and walk through every step to reach the successful completion.

Capture screen shots at every step and take notes about any challenges, opportunities or potential improvements...

Example: Ecommerce (discretionary purchase)

- Google Search or ad
- (maybe) land on home page
- Navigate to product page
- Ideally, review page & decide to purchase
- Add to Cart
- Shipping info
- Purchase click
- Confirmation page
- Confirmation email
- Shipped email.

Example: Trial Software Download

- Search Result
- Landing Page
- Call(s) to Action
- Registration Form
- Unlock Email
- Download Process
- Install Process
- Activation
- User Instructions
- Conversion Emails
- End of Trial Email

Ideally, you'll measure, test and optimize conversion rates for each step in the process.

A 10% improvement to each of these steps would result in a 200%+ improvement to results!



Website Conversion Optimization

Quick Steps to Website Conversion Optimization

- 1) Prioritize your pages (Google Analytics can help here)
- 2) Starting with your most important pages, identify:
 - who will be coming to each page?
 - what is their most logical next step from each page?
- 3) Implement the 5 critical elements as appropriate!

Notes on Home Page Optimization

- 1) Less is usually more on a single screen
- 2) Prioritize visitors' next steps before designing the page
- 3) Make size and placement match priorities
- 4) Rethink use of sliders
(can be great for brand but bad for conversion)
- 5) Top priorities should NOT need use of top nav.

Example: Salesforce

The screenshot displays the Salesforce website's hero section. At the top left is the Salesforce logo. The navigation menu includes 'Products', 'Solutions', 'Support & Services', 'Events', 'Resources', and 'About Us'. On the top right, there is a search icon, the phone number '1-800-667-6389', 'Contact Us', 'Login', and a 'TRY FOR FREE' button. The main hero area features a blue background with a stylized forest and a large white circle containing the 'SALESFORCE CARE' logo. To the left of this circle, the text reads: 'Salesforce Care: Free rapid response solutions to help governments and companies navigate COVID-19. Stay connected to your customers, patients, citizens, employees, and partners.' Below this text is a 'SEE ALL SOLUTIONS' button. A blue circular badge next to the logo says 'FREE FOR 90 DAYS'. Below the hero section is a 'Customer Success Stories' section with logos for Wealhsimple, ALDO, VISIONCRITICAL, and DuhaGroup. The bottom of the page features the text 'Tools to help you find, win and keep customers' and a row of four circular images. On the right side of this row are 'LET'S CHAT' and 'FEEDBACK' buttons.

salesforce

1-800-667-6389 Contact Us Login

Products Solutions Support & Services Events Resources About Us TRY FOR FREE

Salesforce Care: Free rapid response solutions to help governments and companies navigate COVID-19.

Stay connected to your customers, patients, citizens, employees, and partners.

SEE ALL SOLUTIONS

SALESFORCE CARE

FREE FOR 90 DAYS

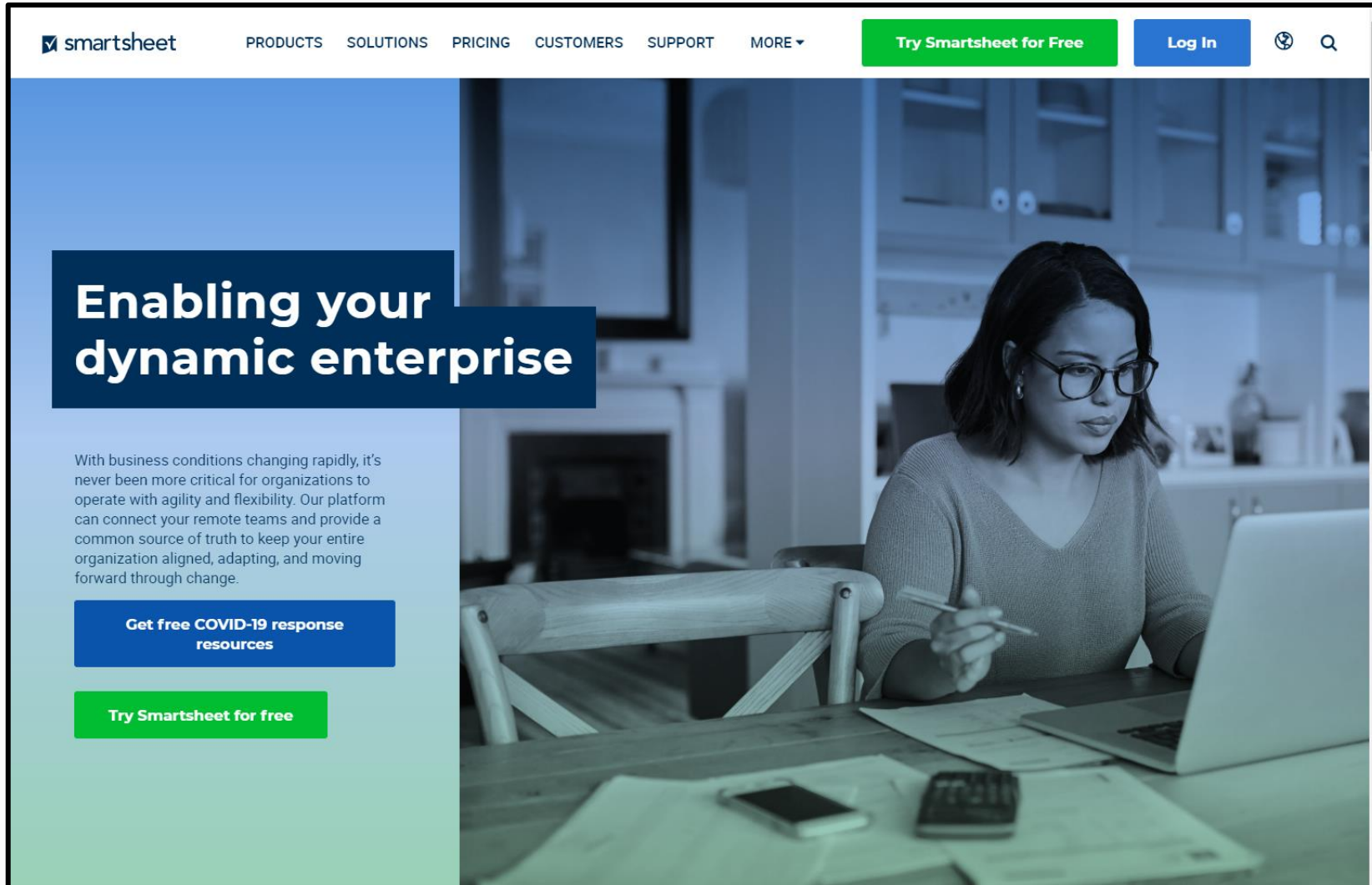
Customer Success Stories
VIEW ALL STORIES >

Wealhsimple ALDO VISIONCRITICAL DuhaGroup

Tools to help you find, win and keep customers

LET'S CHAT FEEDBACK

Example: smartsheet



The screenshot shows the Smartsheet website homepage. The navigation bar at the top includes the Smartsheet logo, menu items for PRODUCTS, SOLUTIONS, PRICING, CUSTOMERS, SUPPORT, and MORE, and two prominent buttons: "Try Smartsheet for Free" in green and "Log In" in blue. The main content area features a large blue-tinted image of a woman with glasses working at a laptop. Overlaid on the left side of this image is a dark blue box containing the headline "Enabling your dynamic enterprise". Below the headline is a paragraph of text explaining the platform's value in a rapidly changing business environment. At the bottom of this text block are two buttons: "Get free COVID-19 response resources" in blue and "Try Smartsheet for free" in green.

smartsheet

PRODUCTS SOLUTIONS PRICING CUSTOMERS SUPPORT MORE

Try Smartsheet for Free

Log In

Enabling your dynamic enterprise

With business conditions changing rapidly, it's never been more critical for organizations to operate with agility and flexibility. Our platform can connect your remote teams and provide a common source of truth to keep your entire organization aligned, adapting, and moving forward through change.

Get free COVID-19 response resources

Try Smartsheet for free

Blog

plusROI.com/diy-seo-improve-your-google-rankings/

plusROI ONLINE MARKETING

HOME GROWTH HACKING MARKETING ABOUT US CONTACT

DIY SEO AUDIT

Improve Your Google Rankings!

blog, featured, marketing resources, SEO

joined us on our April 03 Webinar covering Do It Yourself SEO.

feedback and learned a lot from your questions!

Here is the video from the Webinar:

DIY SEO - Improve Your Google Rankings

Watch later Share

Sign Up For Our Newsletter

Helpful online marketing tips and current best practices. Unsubscribe anytime with one click.

Your Name
Your name

Your Email (required)
Your email address

Sign up

Search

Tags

analytics, blogging, clients, CMS, content marketing, content strategy, conversion optimization, ecommerce marketing, facebook, facebook ads, Facebook contests, fresh content, google, google ads, google local, Google Maps, google mobile, google places

Recent growth

New contacts added to this audience in the last 30 days.

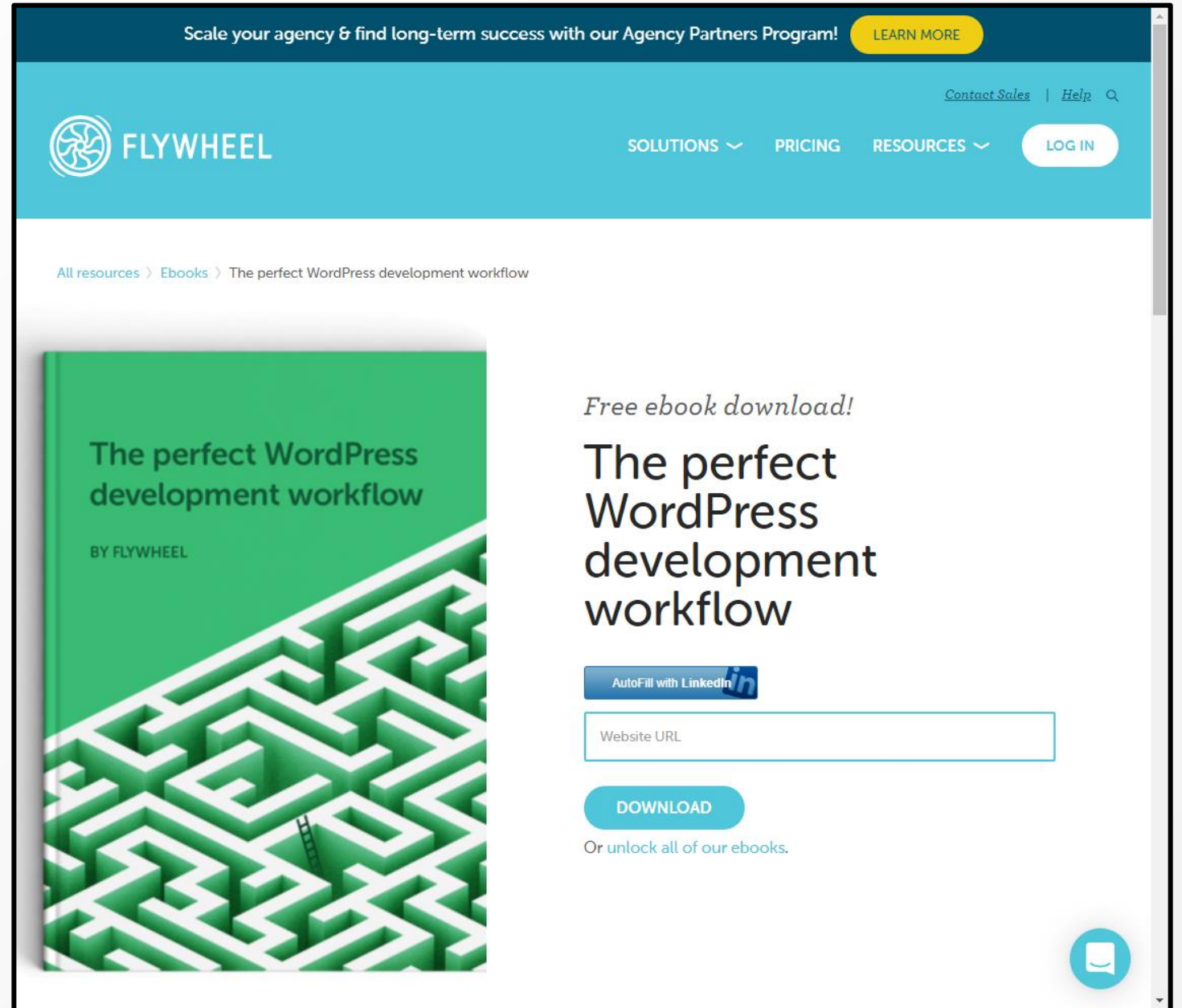
22

New Contacts


From Mar 17, 2020 to Apr 16, 2020	22 Subscribed	0 Non-Subscribed
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Inbound Marketing Pages



Ensure your landing pages, forms AND follow-up is optimized!



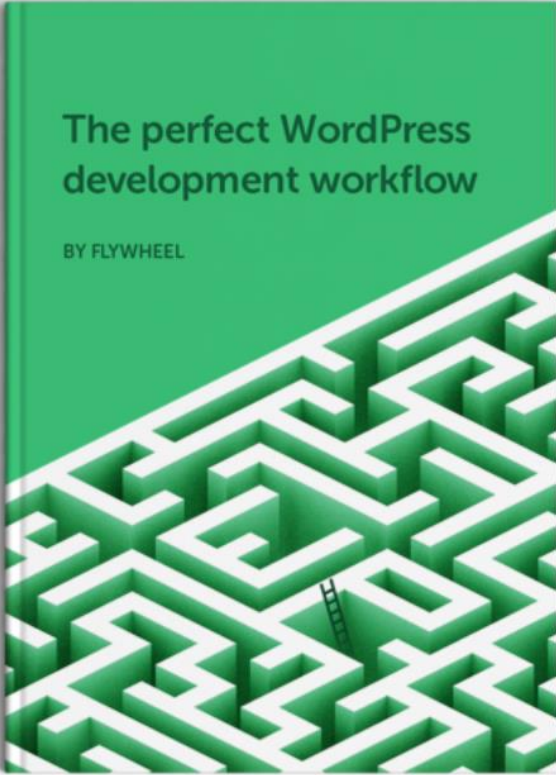
Scale your agency & find long-term success with our Agency Partners Program! [LEARN MORE](#)

[Contact Sales](#) | [Help](#) 

 FLYWHEEL


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The perfect WordPress development workflow

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Ecommerce Product Pages

Currency, options, shipping & return policies.

Have them all readily available so folks don't need to leave the page!

FREE Shipping over \$114.00 USD (USA & Canada) AND Buy One Get One at 35% OFF

mia melon

SHOP - TRAVEL CLUB ABOUT US LOOKBOOK TECHNOLOGY BLOG CONTACT US REVIEWS

Buy One Get One at 35% OFF

WOMEN'S WEATHERPROOF LIGHT WEIGHT COATS AND JACKETS - STELLA MODERN LIGHT WEIGHT RAIN SHELL

5.0 Ratings

PREVIOUS PRODUCT | NEXT PRODUCT

Stella Modern Light Weight Rain Shell

\$111.75 USD

COLOR: BLACK SIZE: XSMALL

ADD TO CART

The Mia Melon Stella Light Jacket is a very popular and flattering A-line style jacket. The Stella is designed with a soft cotton herringbone and innovative fabric technology that is both waterproof and windproof. This is an easy to wear jacket that looks amazing dressed up or down. A high funnel neck is accompanied by a zipper front closure and secure lower zip welt fleece lined pockets. The Stella has a quick dry brushed mesh lining interior. The hood is detachable and comes with peripheral hood adjustment in the back and sides and a cinch in the back! Wear the Stella jacket from Spring to Fall. Designed in Portland, Oregon, this classic style will keep you warm, dry and looking great in all the elements.

The Stella's A-line shape allows for a roomier fit in the hips, buttocks and waist and has an overall roomier fit. The Stella light offers a bit more room than the Stella modern with the mesh lining.

- 100% light-weight cotton herringbone outer fabric allowing breathability.
- 5K/3K WATERPROOF & WINDPROOF and THERMAL membrane
- Quick Dry Brushed Mesh Lining
- Additional DWR treatment to bead off rain and snow.
- Temp range: 50F/10C - 68F/20C
- Model is 5'10" (Chest 34 B, Waist 25", Hips 35.5") and wears a size Small.
- Small is 33" long in front and 35" long in back.

The measurements below are for the garment itself. For suggested body measurements please see our size chart link below

		*Jacket is measured flat, 1/2 of circumference									
		XXS	XS	S	M	L	XL	1X	2X	3X	
STELLA	SIZE	0-2	2-4	4-6	6-8	10-12	14-16	16-18	20-22	22-24	
	*CHEST	N/A	17 1/4	18 1/4	19 1/4	20 1/4	21 1/4	23	25	27	
	*WAIST	N/A	18 1/2	19 1/2	20 1/2	21 1/2	22 1/2	24	25	27	
	*SHOULDER	N/A	22	23	24	25	26	27	28	29	
	SLEEVE LENGTH	N/A	32 1/4	33 1/4	34	35	35 1/2	35	35	35	
	FRONT LENGTH	N/A	32 1/2	33	33 1/2	34	34 1/2	35	35	35	
	BACK LENGTH	N/A	34 1/2	35	35 1/2	36	36 1/2	37	37	37	

Size Chart

Customer Reviews

★★★★★ Based on 5 reviews [Write a review](#)

★★★★★

great coat!
aww on Dec 05, 2019

Fits perfectly, and truly is waterproof. The fleece-lined pockets

Examples

<https://viridianenergy.ca/>

<https://flathaus.com/>

<https://edwardstechnicalwriting.com/>

<https://2iiinc.com/>

On to Q&A, but...

A scenic view of a dam with a rainbow in the sky over a residential area. The dam is a long, low structure with a chain-link fence in the foreground. The water is calm and reflects the sky. In the background, there are several multi-story apartment buildings and trees. The sky is blue with some clouds, and a vibrant rainbow is visible in the upper right portion of the frame. The overall scene is peaceful and picturesque.

About PlusROI



Performance-focused, multi-channel digital marketing agency

Custom Engagements including:

- Strategy
- Online Advertising
- Search Engine Optimization
- Web Development
- Email Marketing
- Blogging & Content Strategies



Streamlined industry- leading advertising services

Serving professionals in legal,
healthcare, automotive & retail.

Offering cost-effective packages for:

- Google, Facebook & Instagram ads
- Simple but effective websites

Rob@PlusROI.com or connect on LinkedIn!

(I don't bite)



Q&A+

Discussion/Debate



**Get in Touch on
LinkedIn or**

Rob@PlusROI.com