



Checklist 18 - Landing Page Tweaks To Increase Conversions

Project Name: _____ Date: _____

Yes No

After creating a website your job should be generating leads from your visitors. Here are some landing page tweaks that can help you in increasing your conversions:

a) **SPLIT TESTING:**

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|---|---|--------------------------|--------------------------|
| 1 | By using this type of testing, you'll be able to compare two different versions of your webpage. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | You'll develop two versions as control and the other one as variable to identify which one performs better. | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Now for split testing, first of all, you should have a reason for doing it. Get this reason by the data provided by Google Analytics. | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | After this, develop a hypothesis for your test to identify what you're trying to improve. | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | In the next step, you have to calculate your sample size. Identify the number of visits to your pages manually. | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | If, you lack a statistical approach for calculating the sample size, use | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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Optimizely's Calculator.

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|----|--|--------------------------|--------------------------|
| 7 | Now you have to make your adjustments before starting split testing. Switch your headlines if you're changing it during this test. | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | It's finally time to drive traffic to your pages. For this, pick up your traffic source. | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Keep running your test until you reaches the targeted sample. | <input type="checkbox"/> | <input type="checkbox"/> |
| 10 | And at the end, it is time to optimize and analyze your results and see the impact of traffic sources on the conversion rate of your site. | <input type="checkbox"/> | <input type="checkbox"/> |

b) **SOCIAL PROOF:**

- | | | | |
|----|---|--------------------------|--------------------------|
| 11 | Social proof helps in improving the trust and conversions of your customers. | <input type="checkbox"/> | <input type="checkbox"/> |
| 12 | Make use of widgets on your landing page that displays numerical and testimonial indicators to the people getting to your landing page. | <input type="checkbox"/> | <input type="checkbox"/> |
| 13 | Give your customers some idea about what they're sharing when they open your website's landing page. | <input type="checkbox"/> | <input type="checkbox"/> |

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- 14 And whenever someone says anything nice about your product on any social media, mark them as your favourite. This will allow them to share your brand with their friends, and your lead conversions will increase.

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c) ASK FOR LESS INFORMATION:

- 15 This is the most crucial step in getting the trust of your customers. You have to ask about as little information about them as possible.

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- 16 Just ask about their name and email and avoid getting into details like their address and profession at the beginning.

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Notes