

# 11 INSANELY EASY WAYS TO IMPROVE YOUR CONVERSION RATE

A checklist of conversion-lifting tactics you can implement today.

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## It's never a good feeling when a customer abandons a purchase because of an easy-to-fix problem.

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Communication breakdowns, failing to overcome objections, or even small technical issues can chase potential customers into the arms of your competition.

When a potential customer is evaluating your service, they're not just looking at your features; they're evaluating the overall possible relationship you'll have moving forward.

Will you wine and dine them to get their cash and then leave them at the altar? Or will you follow through and develop a years-long relationship that grows together? This is what your potential customers want to know.

Now is the time to put your best foot forward and SHOW your potential customer that you a) know what you're doing b) offer a quality service that makes their lives easier and c) are ready, willing, and able to support their purchase and relationship long-term.

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## ABOUT HUNT INTERACTION



**SUNNY HUNT – CEO/FOUNDER**  
[sunny@huntinteraction.com](mailto:sunny@huntinteraction.com)

Hi, I'm Sunny. I'm a 20+ year marketing veteran who's spent the majority of her career solving the customer puzzle. I'm captivated by customers – learning why they give their attention to some products and services and not others, why they buy, why they don't buy, what are the triggers that prompt them to refer friends and family to companies they love.

I help companies find, convert, and keep profitable customers.

There's a need in the marketing industry for ethical marketers. People who prioritize relationships over profits and who will stand up and say, "No," to unethical and shady practices. I don't "hack" systems and I won't wear a black hat for short-term gains. [You can about read my Ethical Guidelines here.](#)

I'm always looking for a way to "do better" and be a better marketer for my clients. Do Better. Be Better. Exceed Expectations. It's not rocket science; it just takes dedication and focus.

# 11 EASY WAYS TO IMPROVE YOUR CONVERSION RATE

22% OF BUSINESSES AREN'T HAPPY WITH THEIR CONVERSION RATE

## CONVERSION RATES MEAN DIFFERENT THINGS

If you're an ecommerce company a conversion rate is usually measured as the percentage of website visitors who purchased a product or products from your company.

If you're a service-based business your conversion rate could be one of several different measurements.

- Lead conversion = number of website visitors who converted into a lead or inserted themselves in a lead nurturing funnel
- Sales conversion = number of website visitors who converted into a sale for a subscription product.
- Lead to sales conversion = number of existing leads who converted into an active customer.

To make things even more complicated you can break down customer actions into smaller conversions:

- Email subscription conversion
- Subscription renewal conversion
- Content download conversion
- Social share conversion
- Any customer success metric your company finds valuable

For the sake of simplicity, I'll be talking about Lead and Sales conversions for service-based businesses.



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Conversion-lifting tactics you can implement today

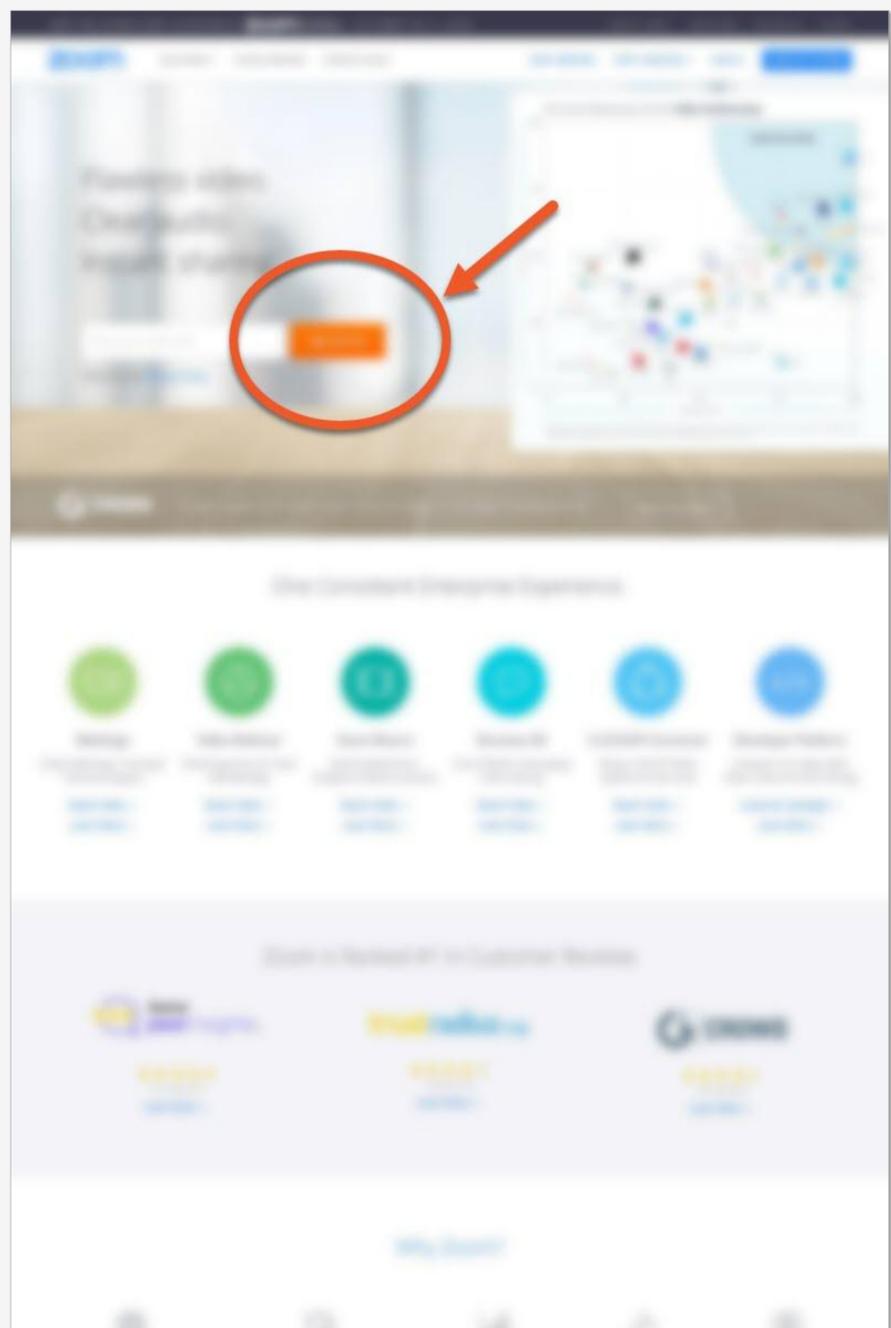
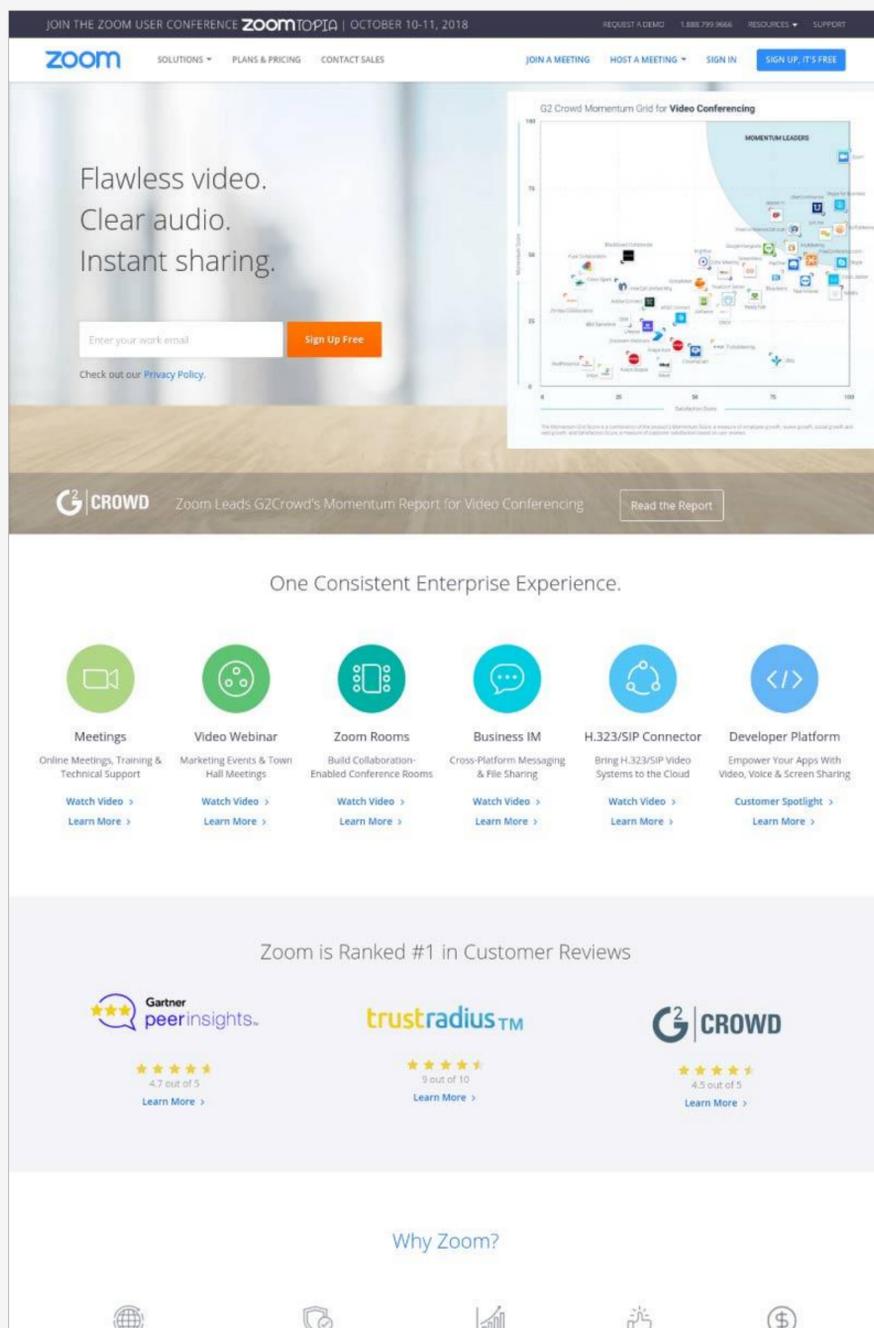
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## SHOW YOUR CUSTOMER WHAT TO DO NEXT

A combination of quick instructions, progress indicators, and buttons with guiding instructions will help show your customers what to do next in the checkout process.

Visual cues are especially important if you have a longer than normal checkout process that requires additional information to complete the purchase.

**ProTip: Look at your webpage and blur your eyes.  
Do you know where to click if you can't read the text?**



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## DON'T GIVE CUSTOMERS TOO MANY CHOICES

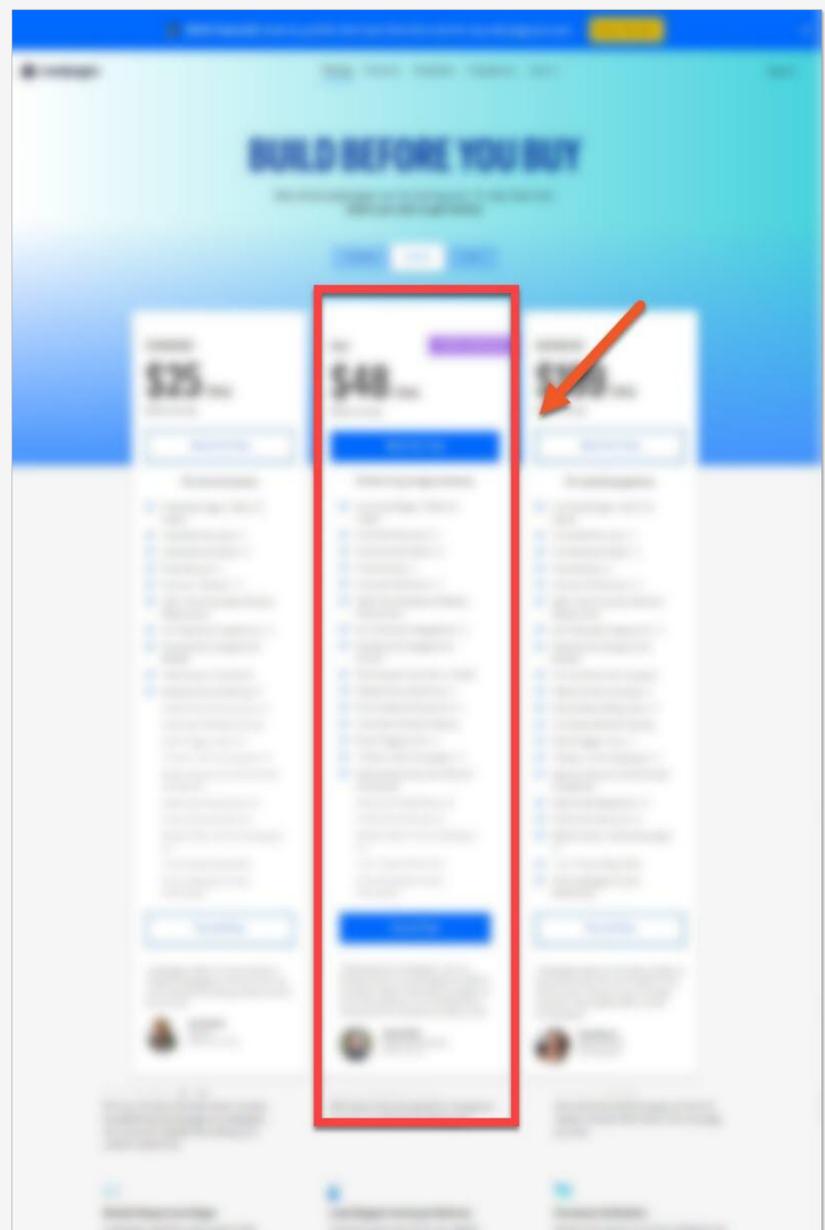
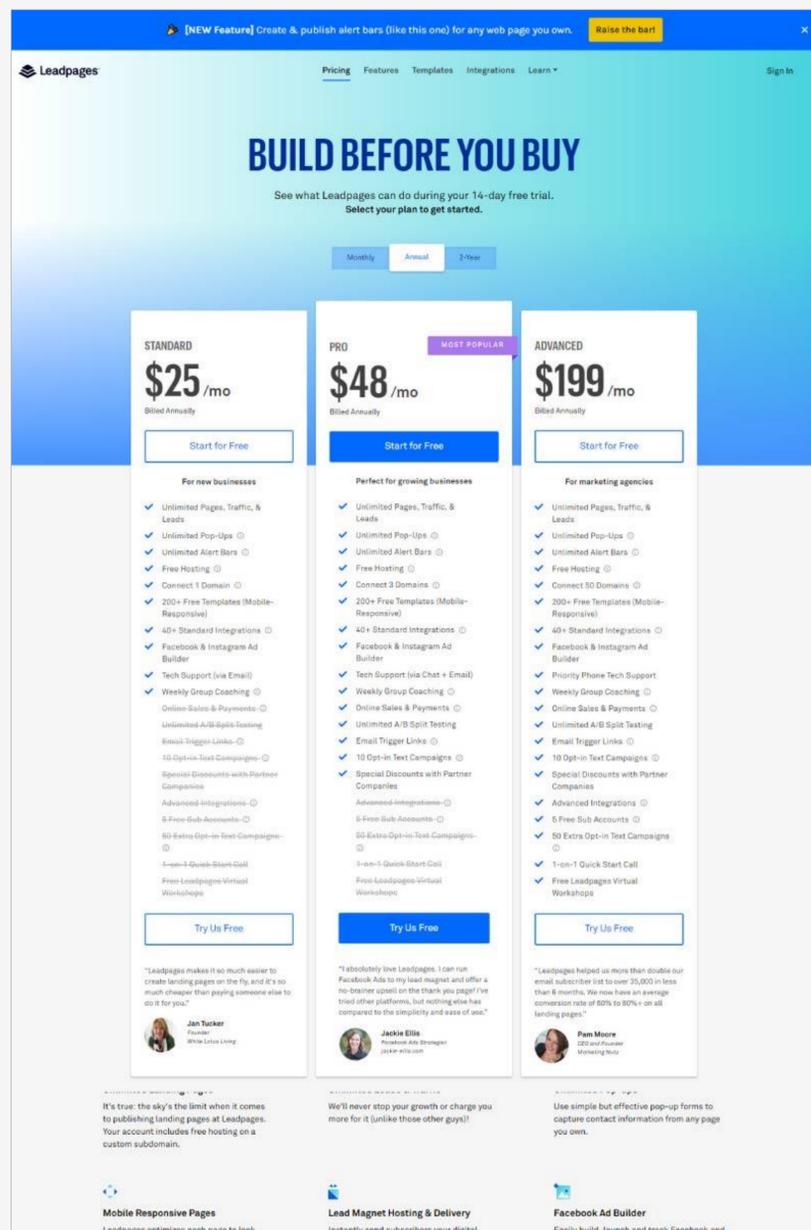
Tempting as it is to provide your customers with the opportunity to customize their experience with your product a) it would be a nightmare to manage on the back-end, and b) Decision fatigue is a real thing.

Keep your options simple and easy to understand; keep the choices laser focused. More isn't always more; sometimes it's less.

Not sure if the choices you're offering are easy to understand? Consider doing a usability study or marketing audit to determine if you're hitting the mark with your ideal customers.

You know your numbers, and you know your customer segments, right? Give visual preference to your most profitable plan that your ideal customer segment loves and keeps, then show them the next step in the purchase process and how to get there.

**Are you guiding your ideal customer to the best-fit plan?  
Blur your eyes and see which plan stands out on the page.**



# 11 EASY WAYS TO IMPROVE YOUR CONVERSION RATE

CONVERSION-LIFTING TACTICS YOU CAN START IMPLEMENTING TODAY

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## SIMPLIFY AND TEST YOUR FORMS

Some marketers say fewer form fields are better; some will say that more required information helps weed out undesirable customers. Every business is unique, and this is one of those usability questions that doesn't have a universal answer.

I recommend A/B testing your forms. Develop a hypothesis and run an A/B test to determine what's best for your company and customers.

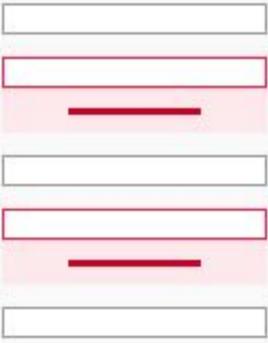
Items to consider testing:

- Remove fields
- Length of forms
- Number of fields
- Placement of fields
- Required information

One thing's for sure; it won't matter what you test on your forms if they aren't working correctly. Quality test all of your forms. This is an activity you can start today.

Form Items to Test

- **Leading and Trailing Spaces.** Add these to field entries - your forms should ignore them.
- **Password Instructions** - are they easy to understand and accurate?
- **Required Fields** - are they needed and are they obviously marked as required?
- **Minimum and Maximum Characters** - What happens when you have a customer with the last name "Li"? Will your form accept the name?
- **Punctuation** - What about a customer with a hyphenated last name? If you add a first or last name with a hyphen, how does your form react?
- **Helpful Error Messages** Are your error messages helpful? Are they placed correctly, call attention to themselves, and tell the customer exactly how to fix their error? If not, change them.
- **In-line Validation** - does your form require submission of the entire form to post error messages at the top of the form or does the form provide the validation immediately and allow your customer to correct their errors the first time? A [research study](#) showed a lower cognitive load for forms with in-line validation. The less your technology gets in the way, the happier you'll make your potential customers.

Top of Form Validation	Inline Validation
	
 High cognitive load on memory	 Low cognitive load on memory
 Longer time to correct errors	 Shorter time to correct errors

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## OFFER A FREE TRIAL WITH A UNIQUE ONBOARDING PROCESS

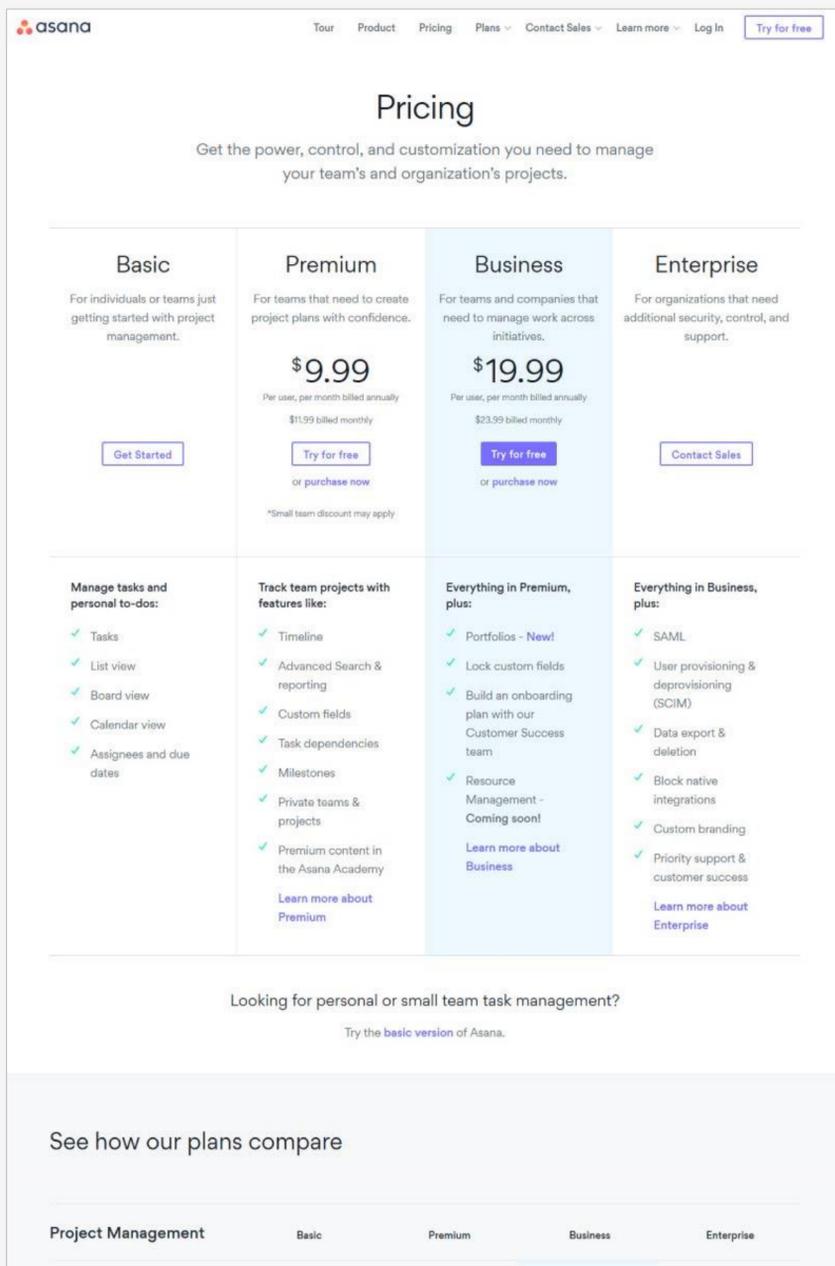
There are some enterprise-level services and software packages that don't mesh well with a free trial - they're too big, require specific integrations or in-person training. This piece of advice is not for those types of services.

Offering either a freemium version of your product (super stripped down version) or a time-based trial is pretty standard practice among SaaS and other service companies. Both options give your customers an opportunity to try before they buy.

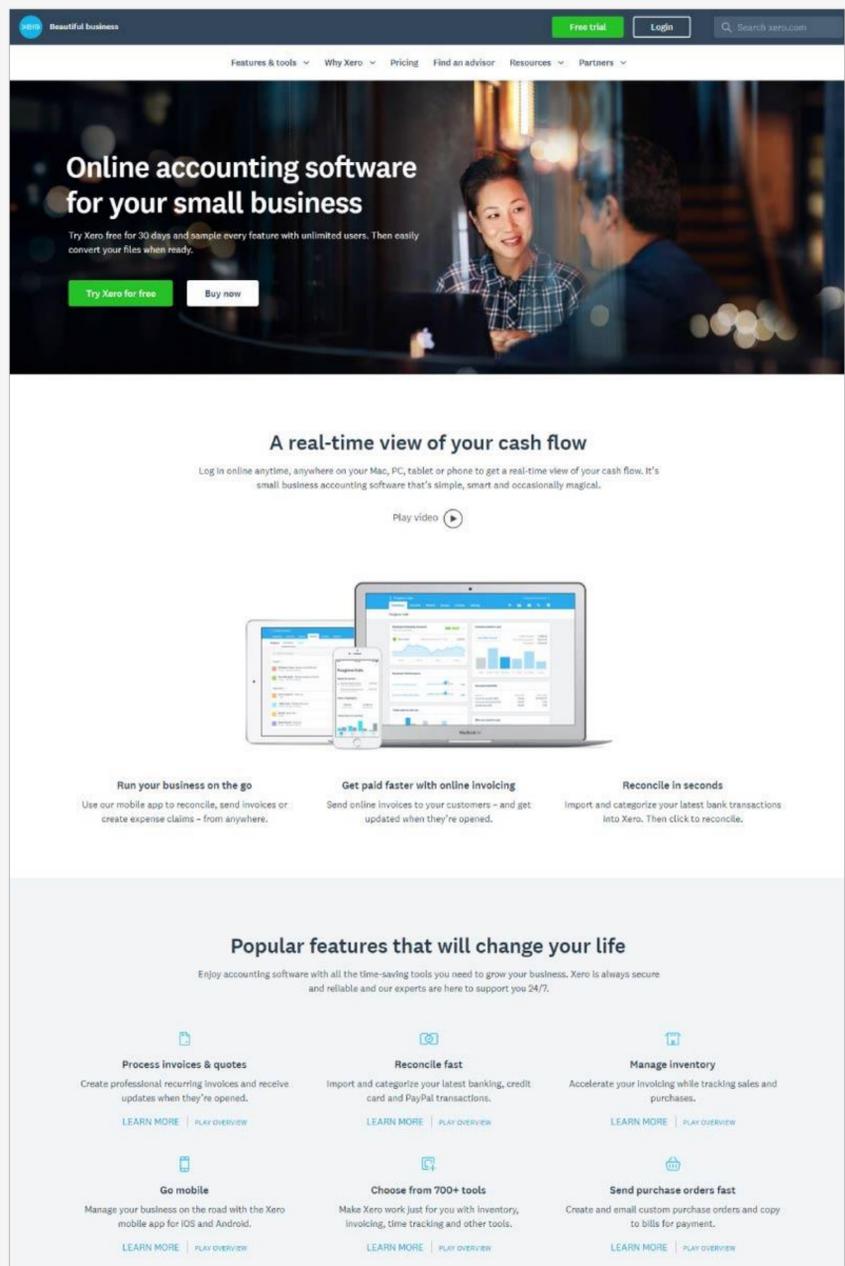
Create unique onboarding processes for these customers that address specific objections to purchase and walk free trial users through the most popular and beloved product features. The goal of this onboarding process should be to get free trial users engaged with your product and get them up and rolling as fast as possible.

**Freemium users onboarding should highlight features they're missing by staying at the lower level. Also consider adding social proof and testimonials from power users/advocates.**

**Free trial users onboarding should include a countdown timer with a call to action to upgrade (or notice that their credit cards will be charged - if you require a payment form for a free trial).**



The screenshot shows the Asana Pricing page. At the top, there's a navigation bar with links for Tour, Product, Pricing, Plans, Contact Sales, Learn more, Log In, and a 'Try for free' button. The main heading is 'Pricing' with a sub-headline: 'Get the power, control, and customization you need to manage your team's and organization's projects.' Below this, there are four pricing plans: Basic, Premium, Business, and Enterprise. Each plan includes a description, a price (Basic is free, Premium is \$9.99, Business is \$19.99, and Enterprise is contact sales), and a 'Try for free' or 'Get Started' button. A table below the plans lists features for each plan, such as 'Manage tasks and personal to-dos' for Basic, 'Track team projects' for Premium, and 'Everything in Premium, plus' for Business. At the bottom, there's a section for 'Looking for personal or small team task management?' with a link to 'Try the basic version of Asana.' and a 'See how our plans compare' section with a table of plan features.



The screenshot shows the Xero website for online accounting software. The top navigation bar includes 'Features & tools', 'Why Xero', 'Pricing', 'Find an advisor', 'Resources', and 'Partners'. The main heading is 'Online accounting software for your small business' with a sub-headline: 'Try Xero free for 30 days and sample every feature with unlimited users. Then easily convert your files when ready.' Below this, there's a 'Try Xero for free' button and a 'Buy now' button. The page features a large image of a woman and a man looking at a laptop. Below the image, there's a section titled 'A real-time view of your cash flow' with a 'Play video' button. Further down, there are three columns of benefits: 'Run your business on the go', 'Get paid faster with online invoicing', and 'Reconcile in seconds'. At the bottom, there's a section titled 'Popular features that will change your life' with six icons and descriptions: 'Process invoices & quotes', 'Reconcile fast', 'Manage inventory', 'Go mobile', 'Choose from 700+ tools', and 'Send purchase orders fast'.

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## MAKE YOUR MOST VALUABLE CONTENT, FREE TO ACCESS

Many B2B sites contain form-based barriers to entry whose sole purpose is to generate leads for the sales team. Over time, these barriers could add up to big abandonment issues, and your customers usually think they're a pain in the butt.

Some B2C companies observe what B2B companies are doing and try to replicate their perceived success by throwing up long, involved forms in order to access high-value content but B2B buyers and B2C buyers can be very different depending on your service.

People are worried that if they hand over their information they've just signed up for a lifetime of phone calls and unwanted email harassment.

Don't believe me? Look at the quality of leads generated from long forms that gate premium content. I know I've entered more than my fair share of bogus contact information over the years.

In the ongoing (and completely unnecessary) battle between sales and marketing, you may have advocated for taking down the gates and freeing all of your content.

If you've lost this particular battle and forms are a must-have for your organization, make sure it's for the right content and drives the right kinds of quality sales leads. Also, test the lead forms like crazy (QA and A/B for content)

The screenshot shows a HubSpot landing page for a whitepaper. The page has a clean, professional layout with a white background and blue accents. The main heading is "Free Whitepaper: How to Avoid Marketing Technology Paralysis". Below the heading, there is a list of bullet points describing the whitepaper's content. To the right of the text is a "Download the Whitepaper" form with fields for First Name, Last Name, Email, Phone Number, and Company Name. There is also a dropdown menu for "How many employees work there?" and a checkbox for "Subscribe to HubSpot's marketing blog". At the bottom of the form is a "Download Now" button.

The screenshot shows a Salesforce landing page for a whitepaper. The page has a blue and white color scheme. The main heading is "The New Age of Analytics". Below the heading, there is a "Download the white paper" form with fields for First Name, Last name, Job title, Email, Phone, and Company. There is also a dropdown menu for "Employees" and a dropdown menu for "United States". At the bottom of the form is a "Register now" button. The page also features a "TRUSTe" logo and a "Norton" logo.

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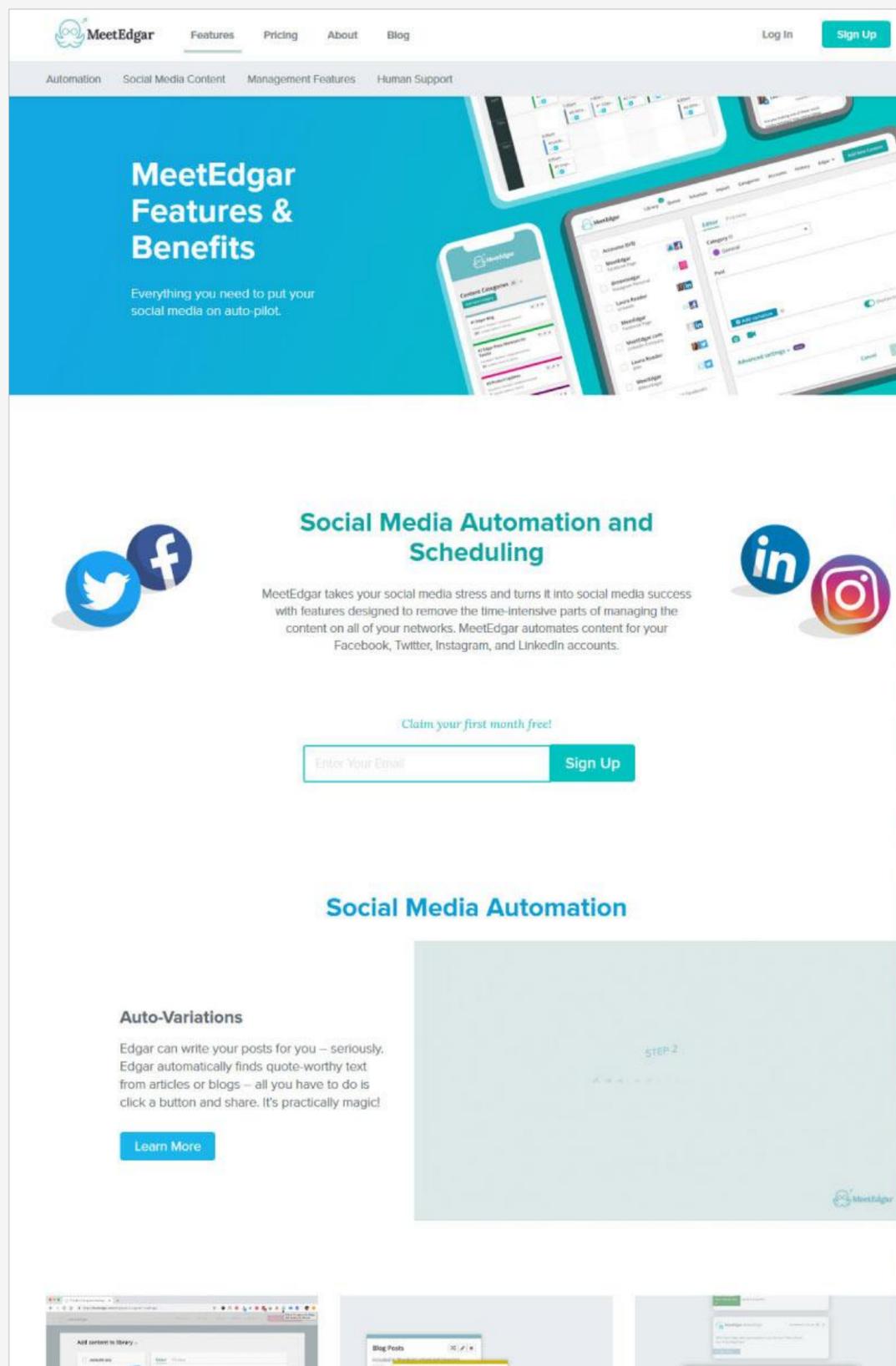
## FOCUS ON CLARITY OF MESSAGE AND DESIGN

Respect your potential customers' time and keep your copy focused, to the point and value-focused.

One page, one goal, one primary audience.

Don't jam-pack multiple calls to action on one page.

Keep your copy simple and on brand, keep the design clean, keep focused on helping customers move towards a conversion.



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## MATCH YOUR MESSAGE

Pay-per-click (PPC) advertising channels like Google Ads and Facebook are getting more competitive and more expensive every day. You have to find and use every tactic to make these channels efficient and profitable.

The easiest way to increase your conversion rates in your PPC channels is by ensuring the messages and calls-to-action(CTA) in your ads match what your potential customer sees on your website when they click through.

It seems silly and a no-brainer to add to this list, but it's easy to forget.

Use the same headline, description or value proposition from your ad on your landing page not only provides continuity of experience for your potential customers, Google likes it a lot and may reward you with better Quality scores and lower costs.

**Even replicating the exact same headline on your landing page can help create a consistent experience from Paid Search Ad to Landing Page.**

Rover.com - The Dog People | Happy Dog. Happy Wallet.

[www.rover.com/](#)

Your dog needs a sitter. We love sleepovers. The Dog People are ready. Hundreds of thousands of dog lovers trust Rover. Join our pack and find your sitter today. 24/7 Support. Get the Rover Guarantee. Trusted sitters near you. Services: Dog Boarding, Dog Walking, House Sitting, Drop-In...

<b>Jobs At Rover</b> We're Hiring Dog Lovers. See The Openings and Apply Here.	<b>House Sitters Near You</b> Local pet sitters stay in your home 95% of reviews are 5 stars
<b>Search Sitters</b> See Your Local Sitters On Our Map. Browse Profiles and Book Today.	<b>In Home Pet Care</b> Book for your or the sitter's home Trusted in-home dog or cat care

The screenshot shows the Rover.com landing page. At the top, there is a navigation bar with the Rover logo, search and account options, and utility links. The main headline reads "We're The Dog People" followed by "The nation's largest network of 5-star pet sitters and dog walkers." Below this is a search form with the following sections:

- I'm looking for service for my:** Dog (checked), Cat
- For When You're Away:** Dog Boarding (selected), House Sitting, Drop-In Visits
- For When You're At Work:** Doggy Day Care, Dog Walking
- Dog Boarding near:** Zip Code or Address field
- For these days:** Drop off and Pick up date pickers
- My Dog Size:** Small (0-15lbs), Medium (16-40lbs), Large (41-100lbs), Giant (101+lbs)
- Search** button

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## REMOVE DISTRACTIONS ON KEY CONVERSION PAGES

Odds are good you have competitors. Depending on your industry you may have a LOT of competitors.

Make the decision to buy from you as simple as possible.

Reduce points of confusion and shiny objects on pages where your customers are making important decisions about their purchase. More often than not, the first significant “yes” decision happens on your pricing page.

Keep it clean, keep it focused, show your customers what they need to do next. Don't add your email sign up, “follow us” calls to action for social media channels. Just the facts, ma'am, or you'll be chasing your customers into the arms of your competitors.

89 percent of consumers began doing business with a competitor after a poor customer experience and distracting elements on conversion pages is one of the primary factors for confusion and inconsistent customer experiences.

**As tempting as it is to add a recapture mechanism to this page (like an email sign up), opt for a simple, clean, focused customer experience**

The screenshot shows the Instapage pricing page. At the top, there is a navigation bar with links for PRODUCTS, SERVICES, SOLUTIONS, CUSTOMERS, PRICING, and RESOURCES, along with LOGIN and SIGN UP buttons. The main heading is "Simple, Straightforward Pricing" with a sub-heading "Discover the power of post-click optimization. Choose the right plan for you." and a "WHY INSTAPAGE" button. Below this, there are two pricing plans: "Core" and "Enterprise". The "Core" plan is priced at \$99 per month (billed annually) and includes features like mobile-responsive builder, integrations, A/B testing, heatmaps, and conversion analytics. The "Enterprise" plan is customized for unique needs and includes all core features plus global blocks, AMP landing pages, real-time collaboration, customer success manager, professional services, and enterprise-grade security. A "Free Trial" section highlights 14 days of access, all features from non-enterprise plans, and no credit card required. At the bottom, there is a section titled "A Powerful Platform That Will Improve Your Conversions" with icons for Mobile-Responsive Design, Real-Time Collaboration, and A/B Testing & Heatmaps.

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## ANSWER QUESTIONS AND ADDRESS OBJECTIONS IN REAL TIME

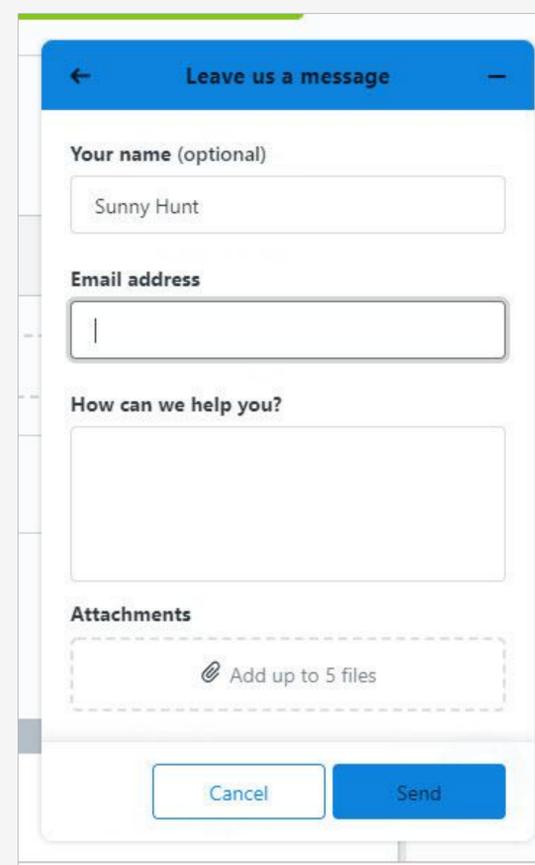
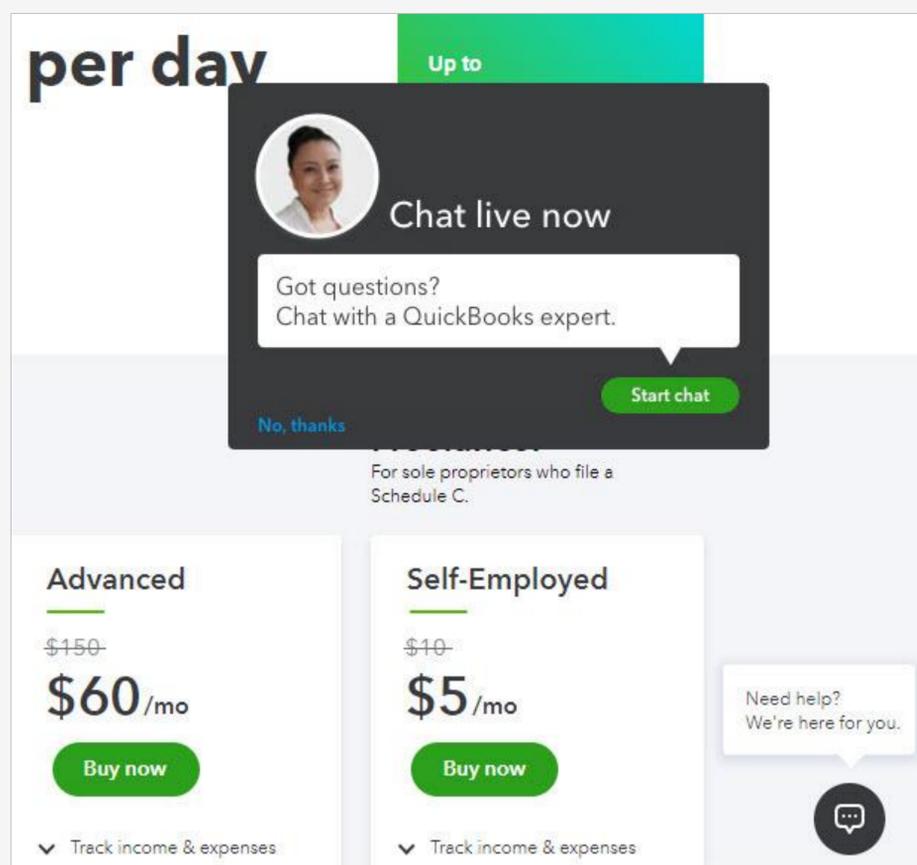
Offer live chat on crucial conversion pages to address common feature and billing questions.

Why Live chat? Live chat typically gets [15x more engagement](#) than email alone.

Live chat logs are also a great source of customer research and [Voice of Customer](#) data.

Make sure that you only offer Live Chat if someone is available to staff it and answer questions; there's nothing more frustrating than providing the promise of immediate help and then switching potential customers to waiting for an email response, especially when they have their credit card in hand.

**If your customers are ready to buy, do you want to make them wait to get a question answered? Address objections in real time with live chat**



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## SIMPLIFY YOUR CHECKOUT/PAYMENT PROCESS

Do you require multiple pages for your checkout? Do customers routinely enter invalid discount codes into your checkout and then bail? Do you have multiple required fields that may not be necessary?

If your customers have made it to the point in your purchase process where they're ready to pull out their credit cards, you've got to pull out all the stops to make this part of the purchase as easy as possible.

### **Pull error reports on this page:**

- Which fields trigger errors consistently?
- Watch user sessions if you can and pay attention how your customers move from field to field in the form, even something as small as the order in which the fields activate as a customer hits "tab" can make a big difference in reducing confusion and speeding the checkout process.
- If you have multiple pages required for checkout measure the attrition from page to page and see what you can do to fix it

### **Talk to you customer service agents and look at support tickets**

- Are customers confused or complaining about this part of the checkout process?
- Do they want additional payment options?
- Are they confused by final totals charged to their cards?

You can find a goldmine of customer feedback by listening to customer support calls, reading chat logs and combing through support tickets.

Small gains in conversion could equal big revenue numbers. It's worth the time and effort to focus on this part of the checkout process.



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## QA THE SHIZNIT OUT OF YOUR CHECKOUT PROCESS

Quality Assurance testing isn't just your web developer or QA team's job. It's your job, too.

Push and pull your checkout process using different variations, different scenarios, different browsers, different devices, use the back button, and record everything you do.

If you record what you do, you can show your QA and developer teams precisely what triggered the response so they can replicate and fix the issue.

You'll be surprised how you can plug the holes in a conversion funnel with a maximum effort QA session to identify user issues.

Talk with your developers and see if they have a production-mirrored staging environment you can use for testing or if there is a special test credit card you can use on your live site (preferable) that prevents customer data from getting pushed to your customer database.

# WHAT DO I HAVE TO DO TO GIVE YOU MY MONEY?

## DON'T MISS OUT ON "SURE THING" CONVERSIONS

If your customers are asking, "What do I have to do to give you my money?" you're losing sales today and even worse, you could be losing future, repeated sales from customers as well as their friends and family.

83% of Americans say that a recommendation from a friend or family member makes them more likely to purchase that product or service.

**This is me, literally with credit card in hand, trying my damndest to buy a computer.**



## 1

### TALK TO YOUR CUSTOMERS

As intimidating as it sounds even talking with one customer every week will bring you closer to your conversion goals.

It's easier to empathize with customers and advocate for smart business decisions that benefit your most profitable customers when you have their voices in your head. Often they'll clue you in to parts of your product or your sales pitch that are confusing or even broken. You can take this information they give you and use it to help smooth out communication and conversion speedbumps

Ideas for making talking to your customers easy:

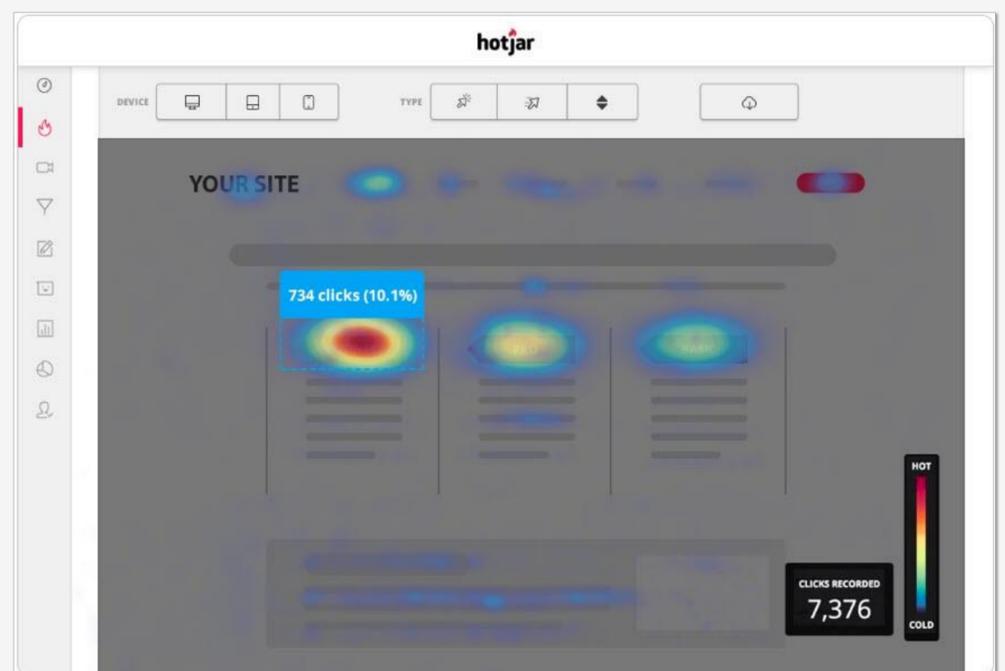
- Send a group of customers an email and ask if they'd be willing to talk to you for 15 minutes (plan on 30 - people with strong feelings typically have a lot to say)
- Listen to customer service calls or take customer service calls.
- Send a Net Promoter Survey with a specific call to action at the end, "Would you be willing to spend 5 minutes talking to us about your experience?"
- Develop a customer advisory board (CAB) and routinely tap into their experiences and feedback.

## 2

### TURN INTO A PEEPING TOM

Watch your customers online (set up heat mapping tools, watch your primary checkout funnels in Google Analytics, or perform 1:1 usability studies), watch how your customers progress through your online purchase process and monitor all points of attrition.

Any one of these items will provide you with a wealth of data and information, if you can accomplish all three you'll have a treasure trove of conversion optimization goodies to wade through.



**HotJar is one of several services offering heatmapping for your website.**

3

### CLOAK AND DAGGER

Set up a secret shopper program to shop your conversion process from end to end or hire a marketing consultant to break down your entire conversion funnel and provide an evaluation and action plan for improvement.

A neutral third party looking at your conversion process is absolutely essential. It's hard to evaluate your own work and your own product objectively when you stare at it all day long.

When you [hire a marketing consultant](#), a secret shop of your conversion funnel should be one of the first things they do to understand your business and sales process.

# “I LITERALLY DON'T HAVE TIME FOR ANY OF THIS”

## ALTERNATIVES TO IMPROVE YOUR CONVERSION RATE

If you don't have time to dig in and perform the research necessary to improve your conversion rate you have three options:

1. Let it ride and let the chips fall where they may.
2. Hire someone to do an [audit and tell you where to start](#).
3. Hire someone to tell you what's wrong and who [will fix it for you](#).

Even though the idea of not doing anything is listed as an option, you probably like your job and you want your company to continue to exist. If your competitors are looking at you like a vulture eyes a herd of deer crossing a highway, this isn't a viable option for you.

Busy is no longer unique. Everyone suffers from the illness we call "busy." If you want to increase your conversion rate but aren't sure how to start (or simply don't have the time figure it out) consider [hiring a marketing contractor](#) to run a [conversion audit](#) on your primary sales funnel and provide you with a prioritized action item list to start improving your conversion rate and increasing revenue today.