Simple and effective strategies you can use to grow your website conversions

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Spend less time crunching data and more time connecting with people.

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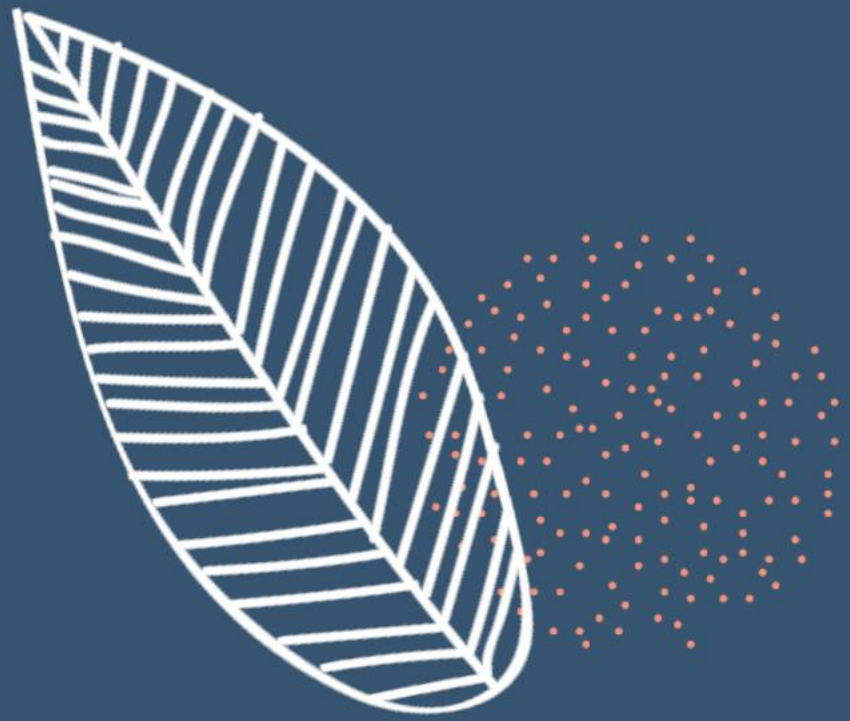
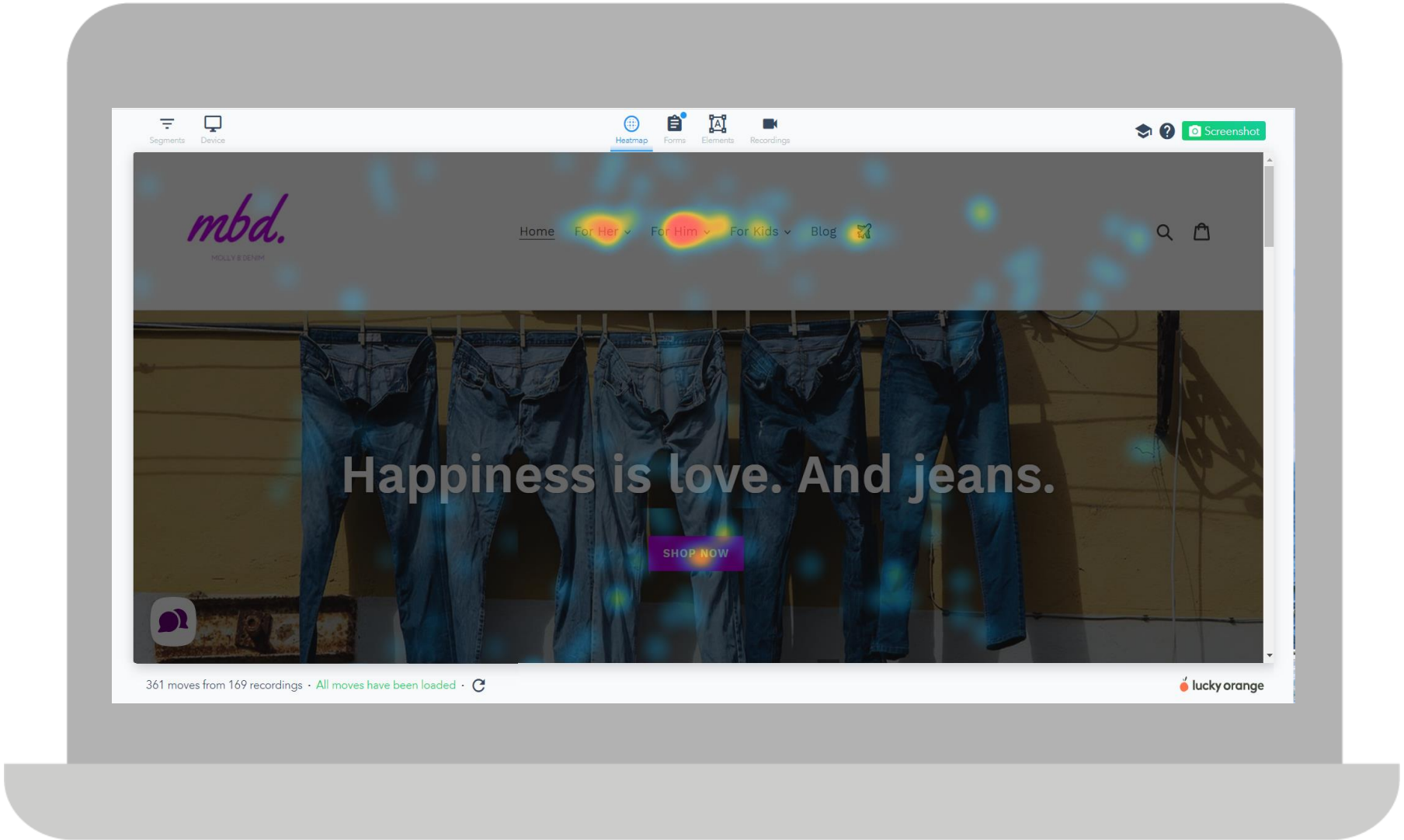
Website conversion checklist



- [ ] Evaluate website navigation
- [ ] Uncover purchasing funnel drop off
- [ ] Review CTA placement
- [ ] Find the effective fold
- [ ] Study how your audience interacts with content
- [ ] Compare traffic sources
- [ ] Evaluate drop off by campaign
- [ ] Spot patterns with repeat visitors
- [ ] Improve weak points on your forms
- [ ] Help visitors before they leave your site
- [ ] Ask visitors for their feedback

RICE
SPICES
CONDIMENTS
SAUCE

Use a website heatmap to evaluate navigation



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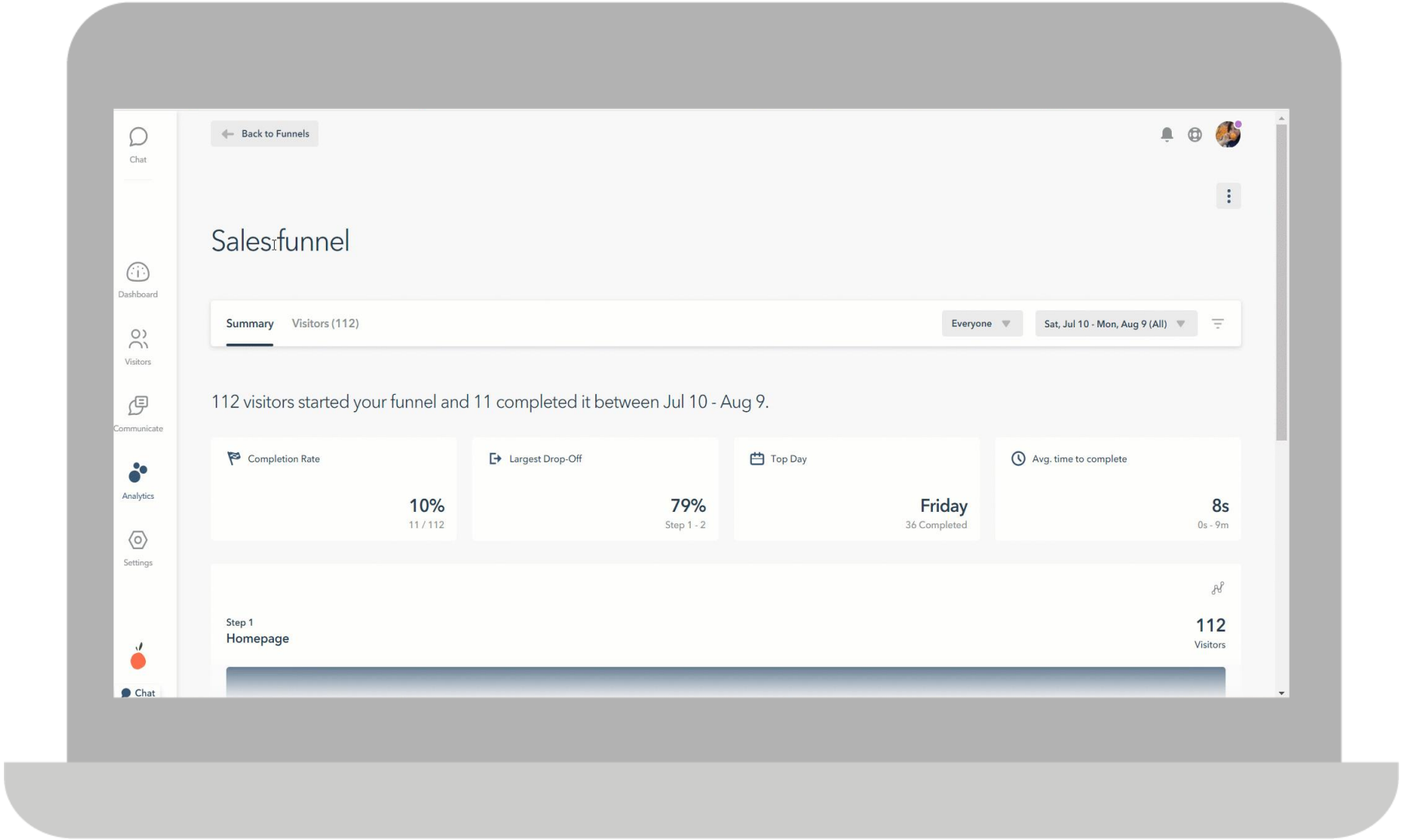
Watch recordings to understand funnel drop off



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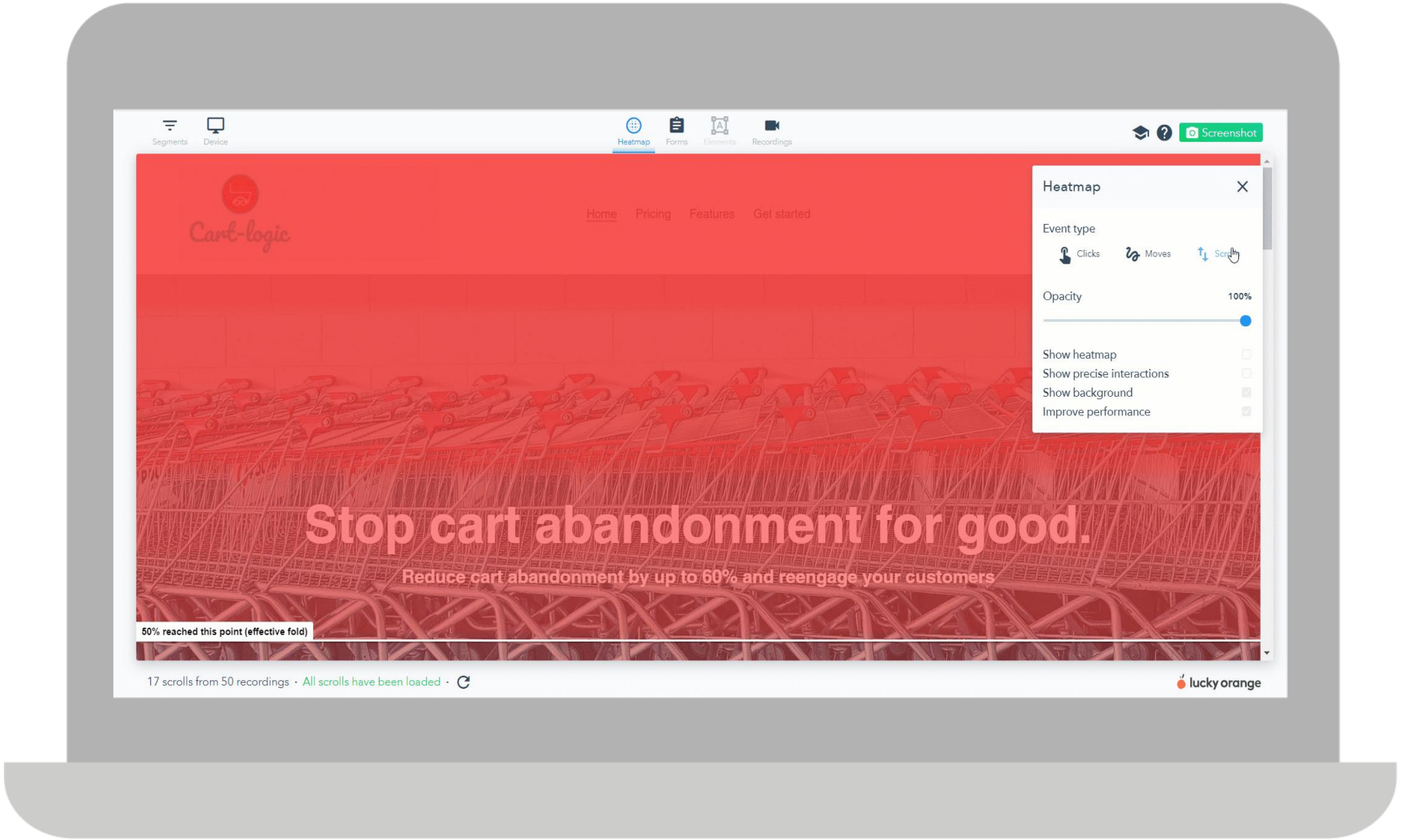
Review CTA placement



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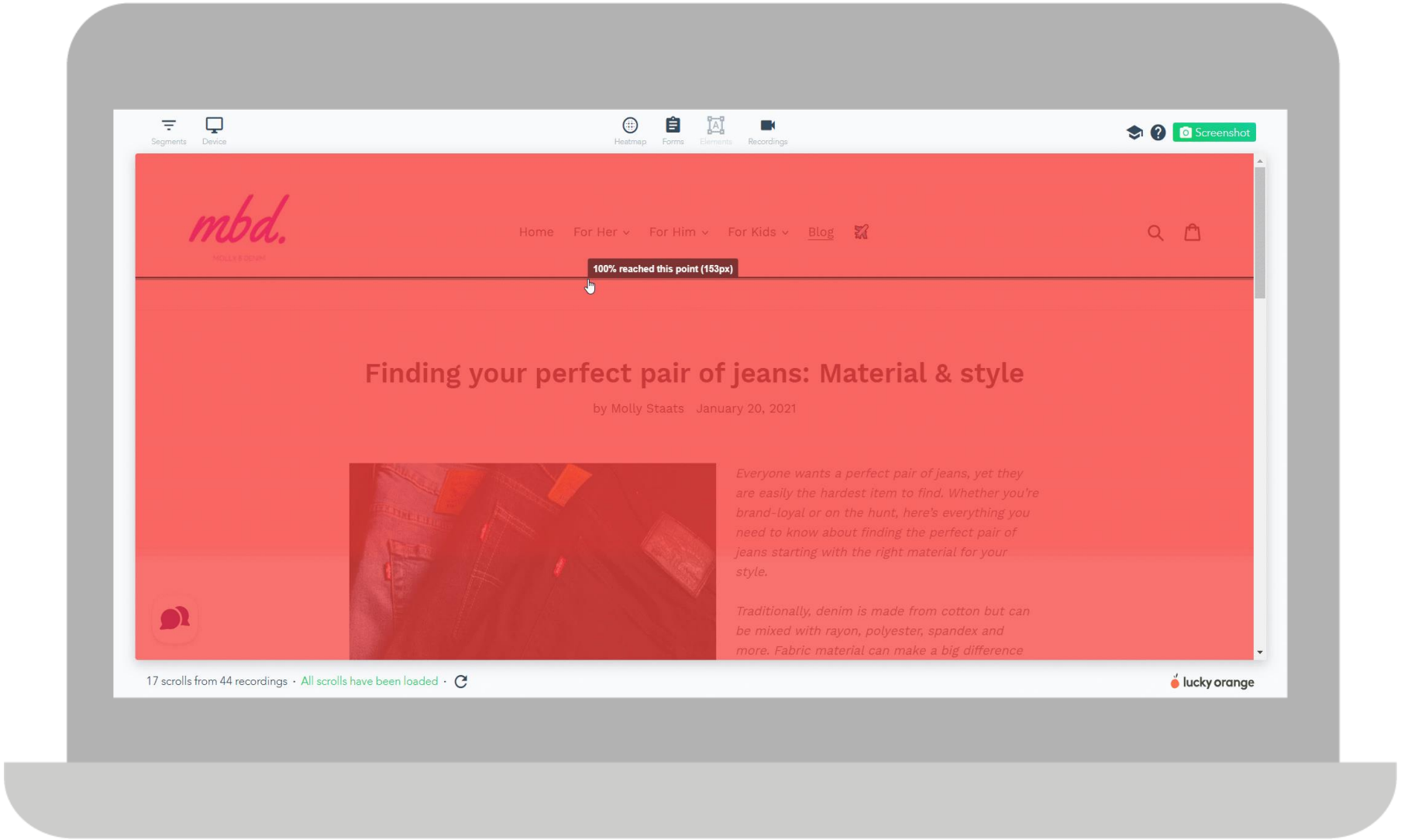
Study how your audience interacts with content



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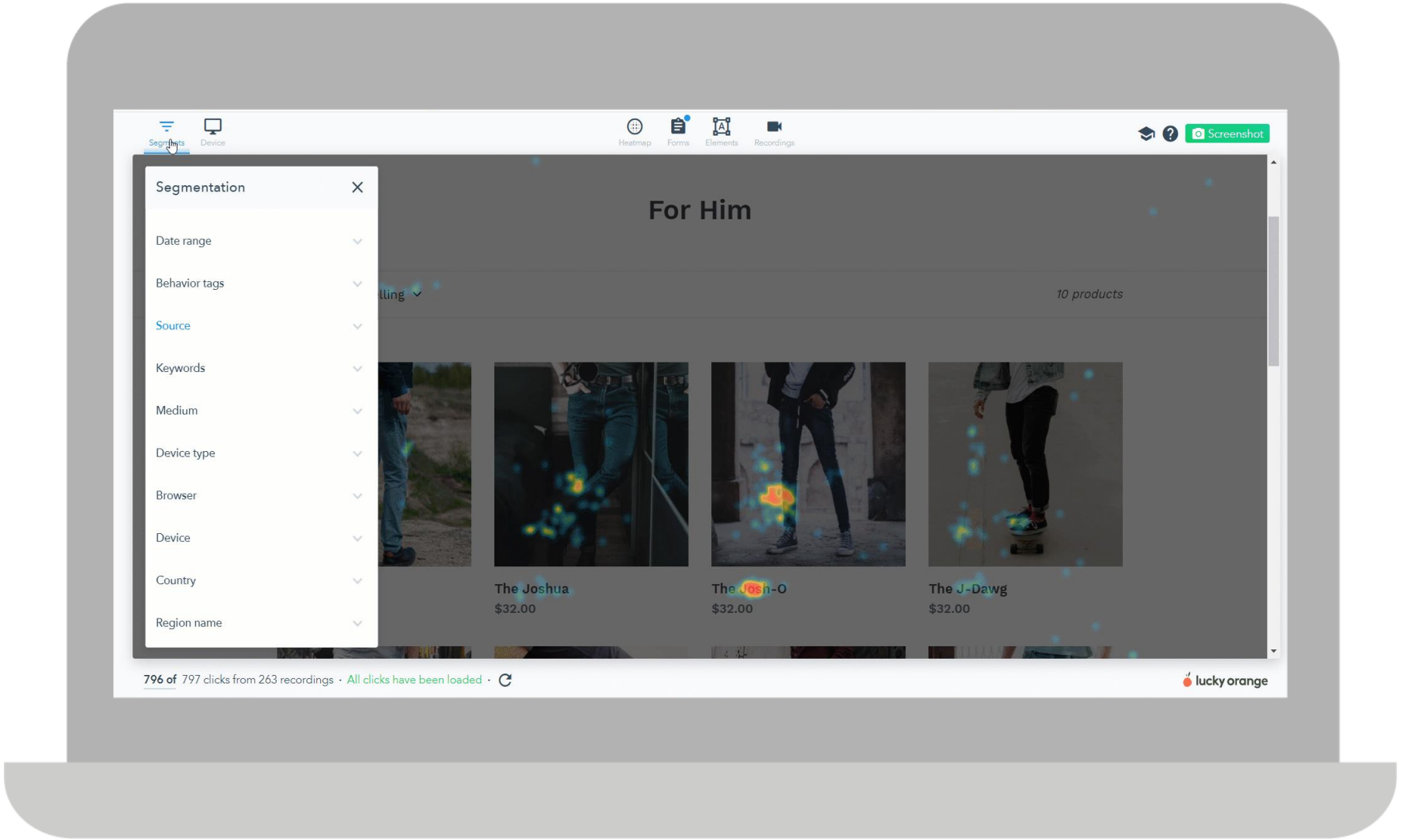
Compare traffic sources



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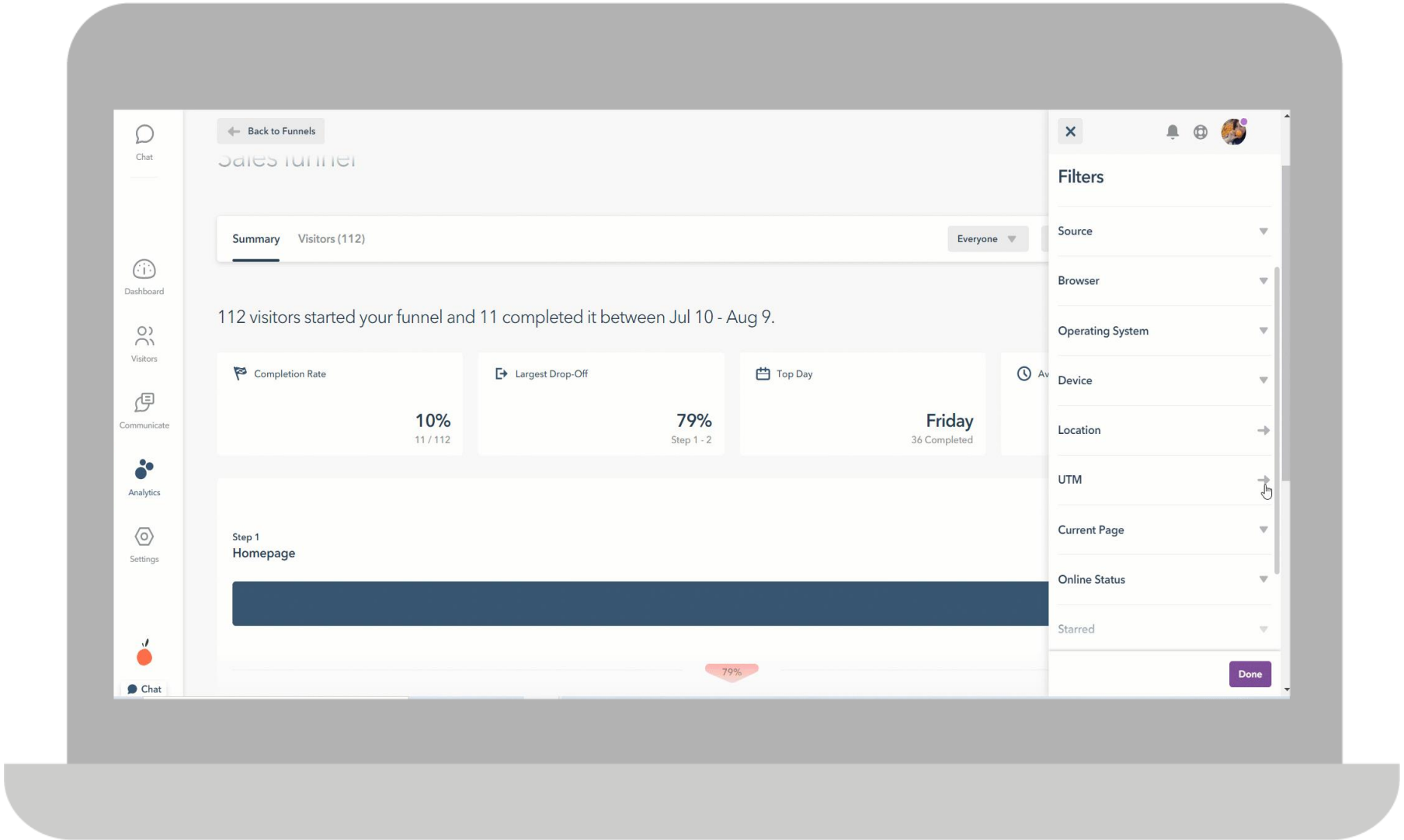
Monitoring conversion drop off by campaign



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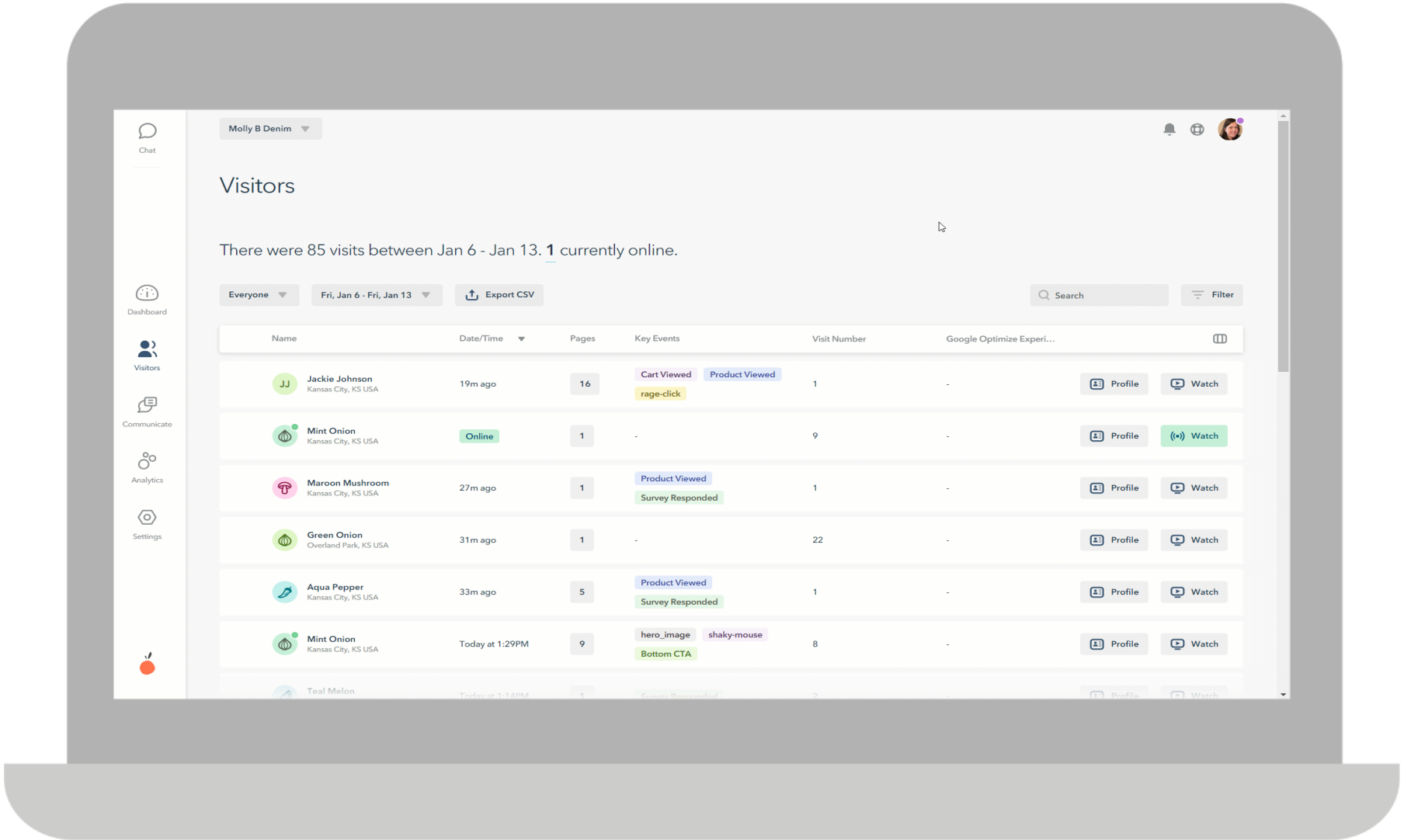
Spot patterns with repeat visitors



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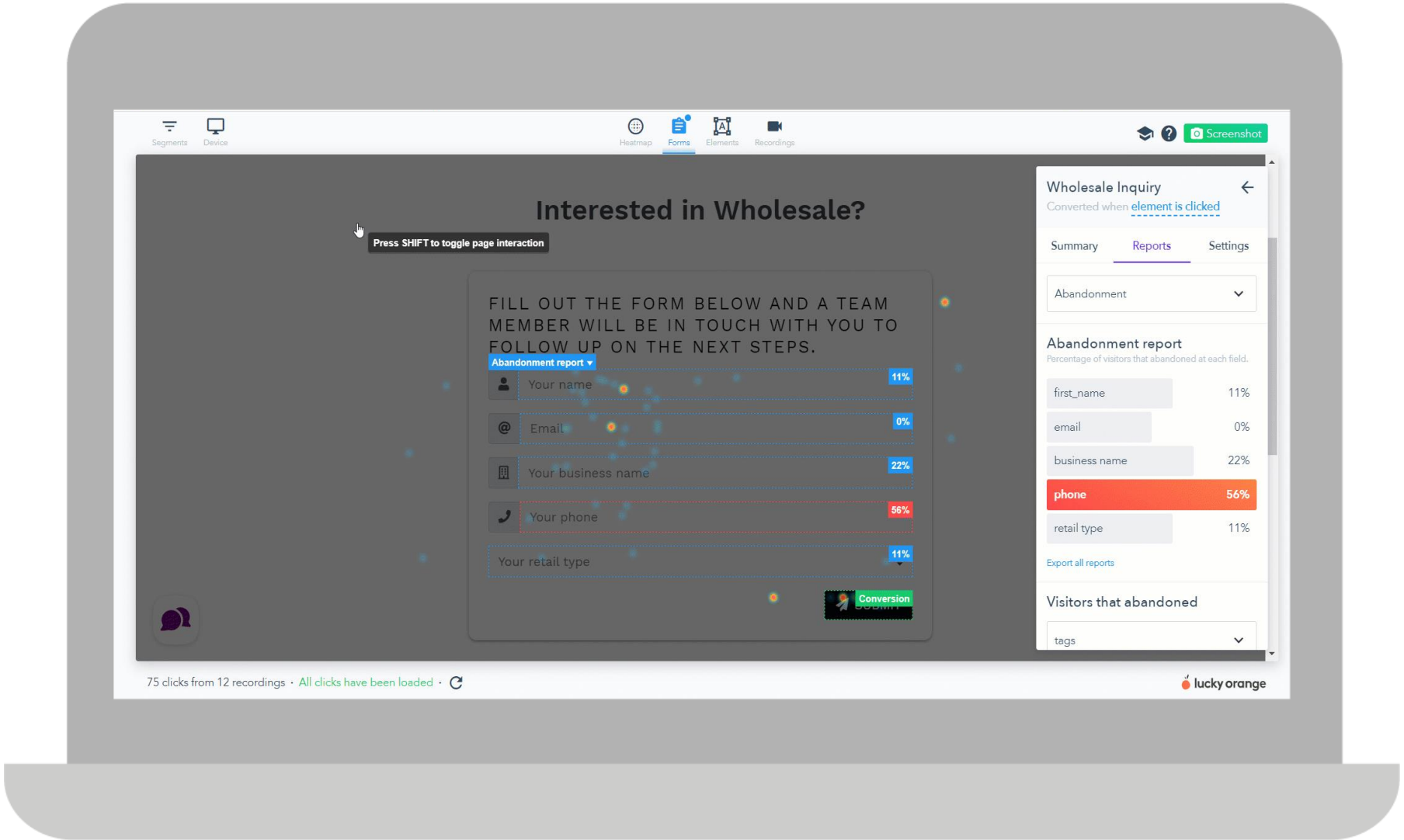
Improve weak points on your forms



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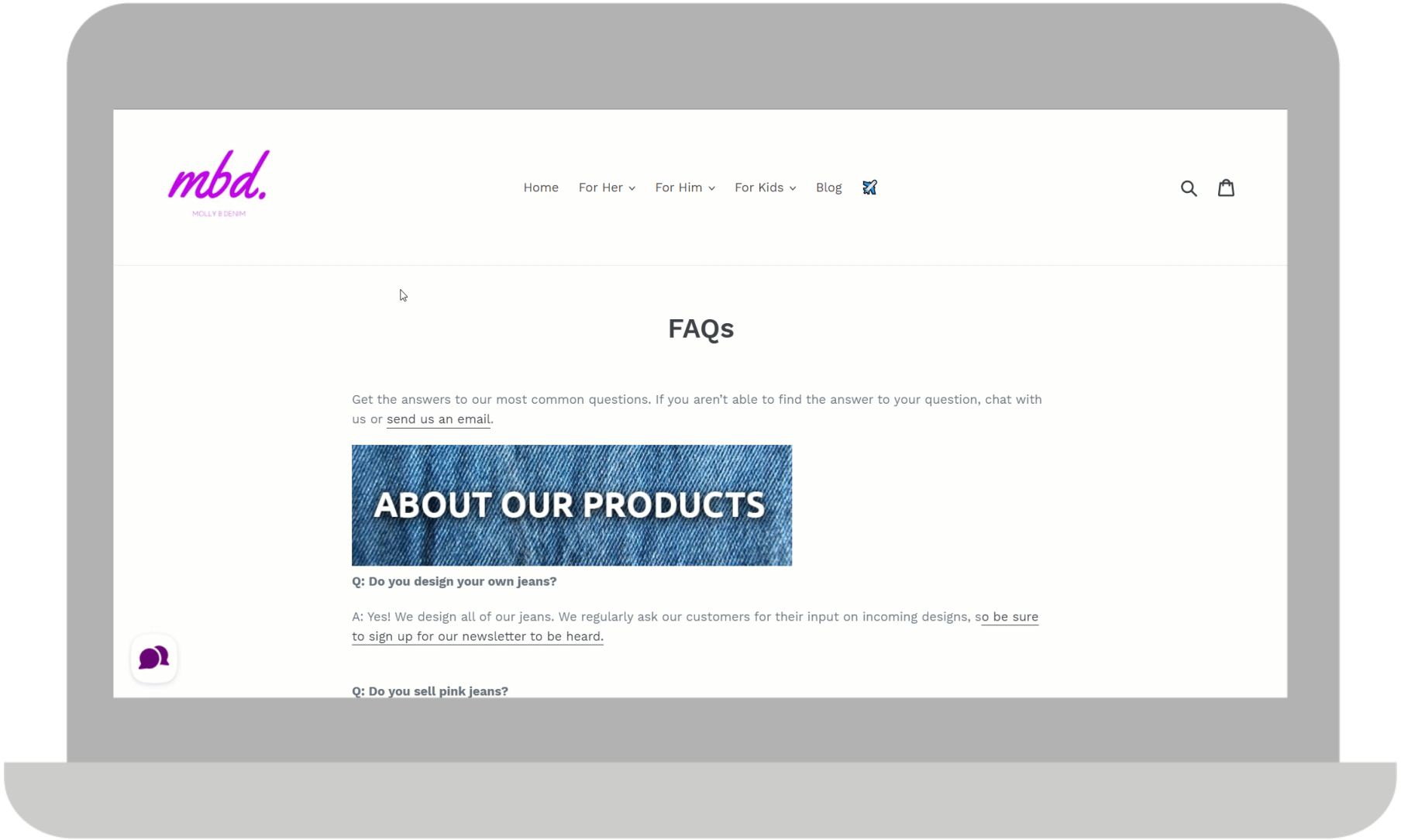
Help visitors before they leave your site



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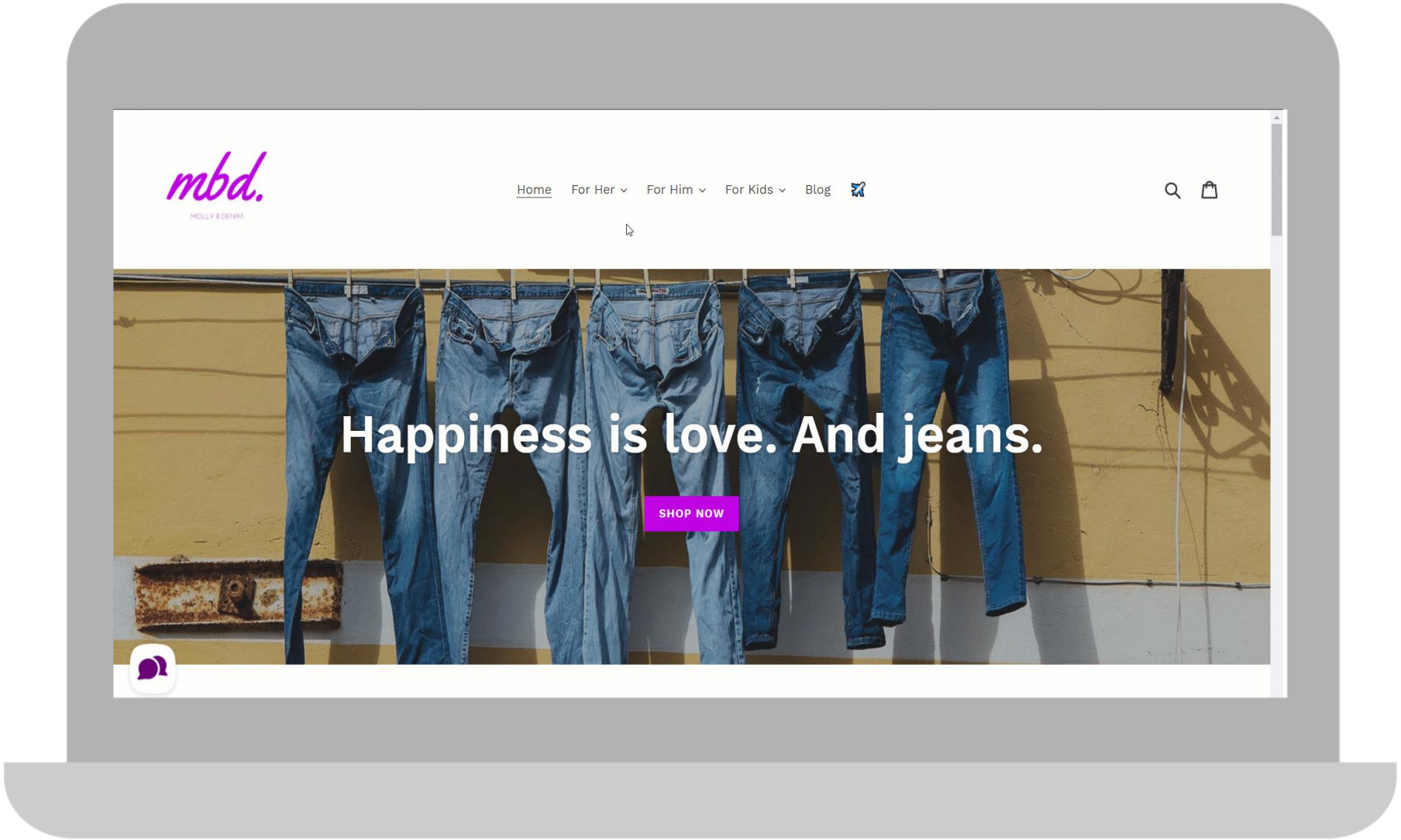
Ask visitors for their feedback



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