



## 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:**

1

By using this type of testing, you'll be able to compare two different versions of your webpage.

 

2

You'll develop two versions as control and the other one as variable to identify which one performs better.

 

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.

 

4

After this, develop a hypothesis for your test to identify what you're trying to improve.

 

5

In the next step, you have to calculate your sample size. Identify the number of visits to your pages manually.

 

6

If, you lack a statistical approach for calculating the sample size, use Optimizely's Calculator.

 

*Notes*



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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.
- 8  
It's finally time to drive traffic to your pages. For this, pick up your traffic source.
- 9  
Keep running your test until you reaches the targeted sample.
- 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.
- b) **SOCIAL PROOF:**
- 11  
Social proof helps in improving the trust and conversions of your customers.
- 12  
Make use of widgets on your landing page that displays numerical and testimonial indicators to the people getting to your landing page.
- 13  
Give your customers some idea about what they're sharing when they open your website's landing page.

*Notes*



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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.

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.

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

*Notes*