



Checklist 9: Optimizing Tripwire Conversions With Website Optimization Tools

Project Name: _____

Date: _____

Yes No

Optimizing your website entails the application of several tools, approaches, and strategies that aim at improving /enhancing the performance of the website in terms of redirecting traffic to your website, converting more leads into paying customers, boosting the website's page speed, as well as boosting sales and revenue. Application of such tools and strategies to your tripwire offer is bound to significantly improve the tripwire's conversion rate and ultimately increase the number of purchases of the expensive version of the product. Website optimization tools and more specifically SEO optimization will be instrumental in ensuring your tripwire offer ranks highly in the SERPS and further enhance user experience on your website. Applying SEO and CRO tools to your website will help improve the aspects and features of your site that boost traffic. This checklist addresses the website optimization tools and strategies that are likely to boost conversion rates for your tripwire.

Part 1 - Optimizing your Tripwire for Conversions and Sales

- | | | | |
|---|-------------------------------------|--------------------------|--------------------------|
| 1 | Initiate cart abandonment campaigns | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Implement ad retargeting strategies | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Use social proof to boost trust | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



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- 4 Leverage push notifications to reach and engage active and passive users
- 5 Develop an effective landing page for your tripwire offer through the application of A/B multivariate testing
- 6 Highlight important features and aspects of the tripwire through whitespace and positioning
- 7 Create interruption funnels

Part 2 - Optimizing your Tripwire for SEO

- 8 Consider using tools such as Ahrefs, Google Search Console, Screaming Frog SEO Spider
- 9 Determine the keywords popularly researched by your target audience
- 10 Create quality backlinks to your tripwire offer

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11 Optimize your tripwire for on-page SEO

12 Improve user experience by boosting your tripwire page for speed and experience

13 Create links to important internal pages

Part 3 - Optimizing your Tripwire CTA

14 Ensure the title of your CTA is both refreshing and appealing

15 Check that your CTA relates to the intent of the user

16 Ensure your CTA denotes urgency

17 Make sure the CTA offer is strong and irresistible

18 Check that the style and design of the CTA is attractive

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Part 4 - Optimizing for Mobile

- 19 Browser test pages on smaller devices
- 20 Ensure the pages are easy to navigate on smaller devices
- 21 Check that are the design and structure of images and graphics feature well on smaller devices
- 22 Ensure texts are easy to read

Note

There are myriad website optimization tools both paid and free in the market for SEO, conversion, page speed and UX. They include Google Keyword Planner, Ubersuggest, Ahrefs, Google Search Console, SEMRush, WebPageTest, Pingdom Website Speed Test, Google Pagespeed Insights, Dareboost.

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