## What is a Conversion?

A conversion is an action that you want someone to take online. A conversion could be defined as making a purchase, but it could also be signing up for an email, downloading online content or watching a video. Many businesses have multiple conversions that they track based on their business objectives.

Macro-conversions:
- Purchasing a product from the site
- Requesting a quote
- Subscribing to a service

Micro-conversions:
- Signing up for email lists
- Creating an account
- Adding a product to the cart
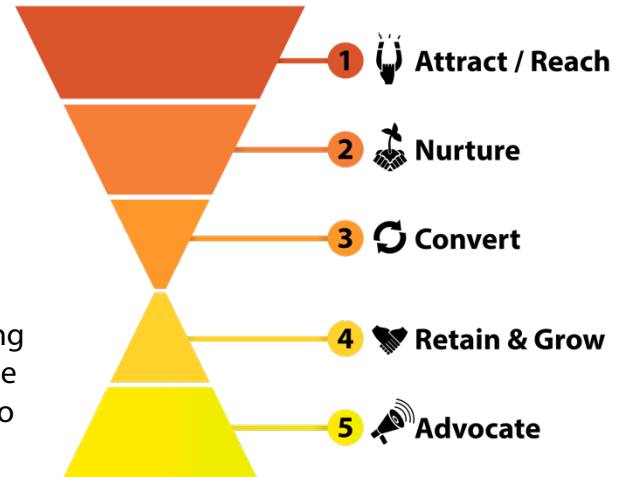
Be sure to consider the entire marketing funnel when choosing conversions. While it may seem easy to focus on bottom of the funnel conversions (sales, contact forms) it is also important to look for conversion opportunities for the top of the funnel.

1 👐 **Attract / Reach**

2 🧗 **Nurture**

3 🔄 **Convert**

4 💖 **Retain & Grow**

5 📢 **Advocate**

NOTE: You can set anything as a conversion. It is helpful to set conversions that are linked to your business objectives.

What is Conversion Rate Optimization?

Conversion rate optimization is focused on increasing the percentage of people who convert or take action on your website.

The conversion rate is the percent of people who took the action or the "conversion". For example, if 100 people visited my website and 5 of them purchased, my conversion rate would be 5% (5/100).

Conversion rate optimization focuses on taking steps to increase the number of people who convert. This is usually achieved by improving a number of elements on the site to increase the conversion rate. For example, changing the site design, adjusting the offer, etc.

3 Elements of Conversion Optimization: SAC

1. **Source**
   The first thing to consider is the source of the traffic. How did the person arrive at the site? What are their goals and expectations? At this stage it is helpful to consider the different stages of the funnel that your audience may be in based on how they arrived at the website.

NOTE: Get as specific as possible in defining your audience. Consider their behaviors and interests and create personas to understand them as complete people. If you aren't sure, use data to inform your ideas from your website, social networks or other research.

2. **Action**

What is the action that you want them to take? What is the next step for them to move forward in the process to do business with you? It is important to consider different actions or conversions for different traffic sources or people in different stages of the buying funnel.

NOTE: Make sure that your Call to Action (CTA) is strong and uses best practices to encourage conversion. A strong call to action should stand out and it should be evident to a user what the next step is.

3. **Convince**

How do you convince or persuade them to take the action? What do they need to understand, believe or feel in order to confidently take the next step? It is important to make sure that you offer the user value to convince them to take the next step. Be sure that your call-to-action has a clear and compelling value proposition for the user.

NOTE: To convince someone to take action you should be sure that your offer is relevant and has a clear value proposition. Relevancy means that the copy is specifically relevant to the audience based on how they came to your site.

Aligning SAC

To maximize conversions it is important that the source of traffic, the desired action and the technique used to convince a user are all aligned. This is referred to as *scent* – the same way an animal tracks scent to find its prey, humans look for consistency across channels.

This means that the approach used to source the traffic should be consistent with all of the elements of the website. For example, if your ad says "Click to get a free trial" the landing page should have a clear "Free Trial" action button and the copy and design should convince someone to take the trial. Sending them to a homepage without a clear offer would show misalignment between the Source, the Action and the Convincing.

The stronger the link between the elements of SAC the more likely a site is to drive conversions. This means that improving conversions isn't only about landing page optimization or usability improvement. It involves looking strategically at the elements of scent.

NOTE: This involves linking social media, digital advertising, email marketing and any other method used to attract people to the site. To optimize conversions all elements of the marketing must align – the email offer must match the action on the website and convince someone to act.

Principles of Influence in Driving Conversions

As you build your execution and test different ways to convince people to take action, consider harnessing the 7 principles of Influence from Robert Cialdini. These principles represent the most common strategies that can be used to drive someone to take action based on psychology.

In creating your call to action and convincing people to take action, consider how you can incorporate one or more of the principles of influence in to your approach. These proven principles are a cornerstone of driving action online.

Reciprocity   Social Proof   Authority

Principles of Influence
by Robert Cialdini

Liking   Scarcity   Commitment

BOOT★CAMP
DIGITAL

Test to Success

In digital marketing we often want short-cuts, best practices and rules that we can easily apply to get results. The reality is that best practices don't always work, and the most effective way to improve your results is to test. Most conversion rate optimization experts recommend testing in addition to using best practices. There are 2 types of tests that can improve your conversion rates.

Usability Testing
Usability testing is focused on making sure that a website works as a user would expect. That it is intuitive for them to know what to do and that they are able to easily find what they need and take action. Usability testing may be formal or informal. Informally businesses can get feedback by observing a small group of people on their site. Formally businesses can conduct usability tests using tools to track user behavior and gain detailed insights about how people use their site.

A/B Testing
A/B testing allows you to change one specific element of your site (the headline, a button, the image, etc.) and test two versions against each other. A/B tests are used to isolate the impact of specific changes of the website and optimize it over time.

Usability testing is a broader test to determine if the site works as expected and if people can easily find what they need. A/B tests focus on isolating specific elements of the site to improve their performance over time.

Conversion Rate Optimization is about Integration

Remember that conversion rate optimization isn't just about landing page improvements or changing the color of a button. A strong conversion optimization strategy involves looking at the marketing strategy and execution together to create a strong value proposition for the user.