



# **BULLETPROOF STRATEGIES**

**TO IMPROVE YOUR CONVERSIONS**



*“Derived from millions of page views & split tests...”*

**KING KONG®**

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# Understanding Conversion Rate Optimisation

**What is a conversion rate?** A conversion rate is a simple formula that represents the number of “Actions” taken as a percentage of the Traffic received.

$$\text{Conversion rate} = (\text{Actions} \div \text{Traffic}) \times 100$$

Here’s a quick example... Let’s say you’re advertising your website on Google and 1000 people have clicked on your ad (i.e. your traffic is 1000 people). And let’s say five people have taken an Action on your website. They might have submitted a form for more information, or they may have purchased something. Here’s how we’d calculate the conversion rate...

$$\text{Conversion rate} = (30 \div 1000) \times 100 = 3\%$$

## CONVERSION RATE EXPLAINED

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**When you are looking to boost your sales by as much as 50%, what’s the trick?** You could put money toward increased advertising, marketing and content, and it might work. However, it might not. A much more efficient and effective approach is to simply bolster your conversion rate. Say your present rate hovers at 2%. How much higher does it need to be for your sales to see a 50% uplift?

Only 1% higher. That’s right—you simply need to increase your conversion rate a little bit to see much better sales. The formula is simple; the higher your conversion rate, the more sales your business gets.

Here are 13 strategies, both small and big, you can do to achieve that improved conversion rate. Combine them, and you’re on track for a banner year.

# 1. Develop a Persuasive and Transparent Value Proposition



A value proposition that is persuasive and clear is your best chance at achieving higher conversion rates. What is a value proposition, though?

**Value proposition:** The major reason a customer should buy from your business. It's how you explain why anyone should buy from you and how customers benefit from doing so.

Can you explain in ten words why a customer should buy from you and not your competition? If no, write that message right away. If yes, is the message already on your website? If not, it should be. All too often, businesses try to change page navigation elements and font colours while neglecting their core messages. It's common for a home page or product page to welcome visitors and give bare-bones details—and stop there. Where's the value proposition? Also, it's very important that both your business itself and your product have different value propositions.

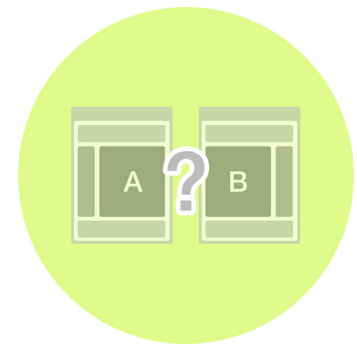
## How do you know a value proposition is good?

It offers something that your competitors do not. It is fine for a value proposition to be similar to what competitors offer—as long as at least one area or aspect is different.

A/B testing (see next section) verifies that a value proposition is good, or at least better, than another.

The value proposition is one sentence long—ten words or less. Developing this takes significant time and analysis, but the investment is well worth it. You will need to continuously fine tune and test, and adjust your value proposition as your business grows.

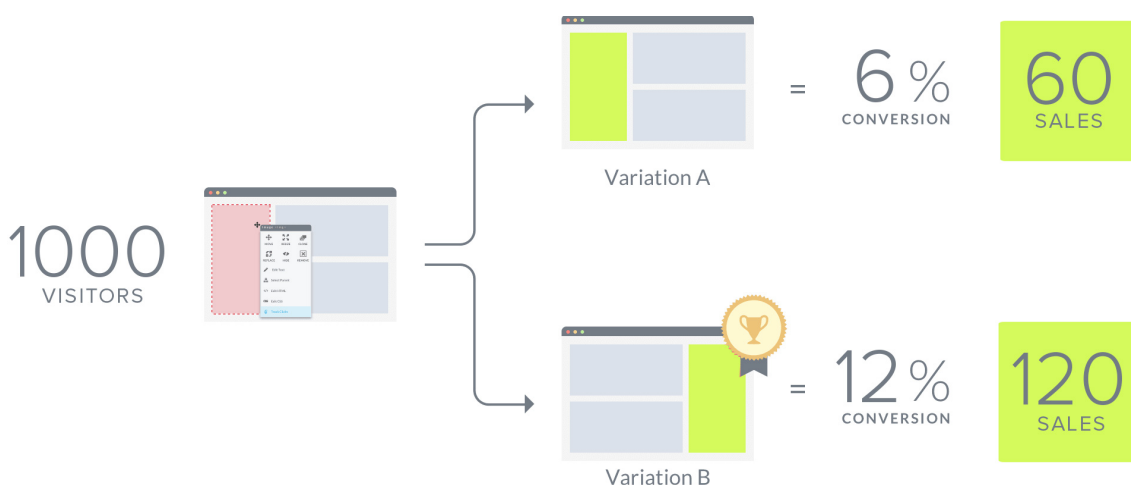
## 2. Conduct A/B Tests



**What better way to boost your conversion rates** than by testing two messages at the same time to see which works better? This principle is called A/B testing—also split testing. Here's an example of how it might work.

Say your website has two possible lead photos to run on the front page. You run an A/B test to see which photo leads to more sales. You put photo A on page A, and photo B on page B. Next, your split-testing program diverts half of your traffic to page A and half to page B. Both A and B have calls to action, and you keep count of how many people heed the call for A compared with B. That's how you know which photo is better for your business. This concept works with headlines, lead text, graphics—anything.

Set a goal right now to have at least one A/B test going on at any time. Ideally, you should have multiple tests occurring because so many factors—headlines, photos, the offer, page navigation and more—come into play.



## So what do you test?

Speaking of all these factors, the following areas are where you should start your testing.

- **Headlines:** Advertising master David Ogilvy summed it up: “On the average, five times as many people read the headline as read the body copy. It follows that if you don’t sell the product in your headline, you have wasted 80% of your money.” Headlines are often the first page element a customer sees. They should be strong, solid, persuasive and credible. Don’t skimp on the credible part; making crazy claims just to get viewers to read further risks them getting angry when they figure out you were only using the headline as click bait.
- **The offer:** The offer is what you give the customer for his money and the way in which it is laid out and explained. You can try two different offers or the same offer with different explanation formats.
- **Order buttons:** Yes, even the appearance and size of your order buttons can make a difference! Try various colours, sizes, shapes and more.
- **Page design and navigation:** Many factors go into page design and navigation. They include photos, colours, fonts, font size, sleekness as compared with clutter and much more.
- **Your call to action:** It’s definitely worth your investment to experiment with different calls to action—and their buttons. You want to see how one that goes like: “Join our mailing list and get 20% off your next purchase,” compares with one more like: “Join our mailing list for a free gift.” If your company sells software, your main call to action should centre around demos and trials as opposed to products.
- **Adding or subtracting media:** See if adding a video or podcast bolsters your conversion rate. If you already have a lot, you can try pruning some; too much content can be overwhelming and drive away customers.

Also, don’t be afraid to test two approaches that are virtual opposites. While that makes it more difficult for you to isolate which factors contributed more to the success of one approach, you may get staggering results.

## Which Testing Programs To Use

You do not need fancy or expensive software to get started. Definitely do not spend a lot if you are a beginner at this process.

Google Analytics (using the built-in Google Content Experiments). The good thing about this is that it is free. The not-so-good thing: results are not in live time, and you need different testing URLs.

Visual Website Optimizer is easy and has a free trial. Optimizely also has excellent software.

Get started as soon as possible. Seriously, you have no reason not to run A/B experiments. They are fun, challenging, educational and help maximize sales! Never stop testing. As soon as you're done with one experiment, move on to the next. That's one way to stay ahead of the curve and to always innovate. Never let your business stagnate.

### 3. Cut the Fluff

Go for short and sweet. Forget long and convoluted. Your viewers are pressed for time, and many are multi-tasking. You want to make their experiences on your site as easy as possible. Don't force them to think so hard that steam comes out of their brains, and they navigate from your site.



**Take this sentence:** “The company utilizes collaboration in the pursuit of revenue-based customer-focused service.” Can you interpret what it means? Maybe, but you’d have to think about it. And why should you? A business should not use this type of language. Avoid passive voice and words such as “utilize.” Go for “use” instead; your bottom line will thank you.

Here is a clearer way to say the example sentence: “Our business values customer service at all levels; you can even email our CEO with an issue.”

Again, forget the big words, even if your audience is primarily composed of highly educated people. The best content is friendly, clear and easily accessible. Write as if you’re in a coffee shop and chatting with a good friend.

## 4. Do Not Rush Into Capturing Sales



You know the value of your product or service, but it's going to take time to persuade your website readers of the same. This is particularly true the pricier or complicated your product or service. A rule of thumb is that potential customers need at least seven points of contact with a product before buying it. For example, someone needs to hear about a movie seven times (through a friend, in a print ad, from the star's appearance on late-night TV and more) before deciding to head over to the theatre. Your first focus should not be a hard sell but rather persuading viewers to join your email list so you can engage in meaningful contact that eventually results in sales.

**Basically, what you do is set up a wide funnel, and do not rush the sale.** Focus on developing multiple channels of content that provide value: for example, blogs, tutorial videos, podcasts, quizzes and the like. You're giving your business time to connect with readers and to build trust and credibility. Give your customers time to develop a connection with your business, particularly if what you sell is pricey or complex.

Offering demos and free trials are great ideas to get customers. But even if this is possible (it is not for all businesses), you're often better backing off and slowing stuff down a bit. You must think about the big picture. You want your business to be respected and seen as an authority. That is less likely to happen if the top of every page on your website blares BUY! BUY!

Here's an example of how someone who sells print books, ebooks and audiobooks on weight loss could achieve higher conversion rates.



**What your customers want**

- To lose weight

**What your goal is**

- To get customers to buy a print book, ebook or audiobook—ideally, at least two of the three.

**How to build your sales funnel**

- Post helpful weight-loss advice on your blog and through podcasts, videos, articles and guest blog posts. You could solicit reader questions on weight loss and answer them on your blog, or even privately. The importance of reader engagement cannot be overstated.
- Provide incentives to readers for joining your email list. Some possibilities: a 20-percent off coupon for one of your products, a free water bottle, and a free or reduced-price motivational seminar.
- Have copy-sending viewers to your sales page for your tapes, print books, ebooks and audiobooks.
- So, take your time, provide genuine and valuable content, and the customers will come.



## 5. Build Trust



Trust is so important that it deserves its own section. For example, suppose you're sitting in a coffee shop and enjoying your treat. A person you don't know enters and sits next to you. He says: "Want an Apple laptop? Brand new, top of the line, only \$100." Would you nod eagerly and reach for your wallet—or say no?

Chances are you would say no. Why? You know Apple laptops are good; even if Apple is not your thing, you could always resell it for a profit. Still, you would not make a deal with this guy because you do not know and trust him.

Sales maven Zig Ziglar posits that people will not buy from you for four reasons, and four reasons only:

1. **They don't have money**
2. **They don't have a need**
3. **They are not in a hurry**
4. **They do not trust you.**

There is little, if anything, you can do about the first three items. But trust—oh yeah. Plenty you can do there.

The Stanford Persuasive Technology Lab has studied the issue for some time, and here is its insight into how your site can build trust:

- No errors, regardless of how minor. You may think a “their” instead of a “there” is no big deal, but it can be. It projects a certain lack of credibility and a certain lack of care. Errors to watch out for are spelling, grammar, broken links and even how quickly your site launches and runs.
- Provide verification for your claims, and give readers a way to double-check the information. Always attribute quotations, testimonials, stats and more. Link to studies. Show that your claims can be backed up.
- Make clear that real people and a real business run the website. Scam websites may not list a physical address, especially one that is not a post office box. They may also display stock photos. Don’t do that. List a true physical address. Have pictures of your building and offices if possible. Have photos and bios of your staff. Show them grinning with their pets, and have them get a bit personal in business blogs. Display business affiliations such as professional memberships and chamber of commerce memberships. Last but not least, list your contact information prominently: email address, phone number, physical address, even a fax number if possible. And answer correspondence as soon as possible.
- Explain what gives your business the grounds to do what it does. Why is your organization qualified to sell this product or service? Who is an expert on your staff and in what? Discuss any professional memberships, but take care to ensure they truly are professional. You hurt your business if you link to shady organizations.
- Practice subtle selling. This was discussed earlier but bears repetition. Stay away from overkill selling. No blinking ads, no popups. Even better, no ads at all. If you need to have ads, make sure your site’s design easily differentiates paid ads from your own content.
- Your site must be appropriate and professional. The design must be consistent and fit the mood and tone of the business. Forget about bells and whistles, and go for simplicity. Your website must be simple to use as well as useful.
- Update often! For instance, write a new blog post every three days, and aim to post two or three news stories (or links to noteworthy news) a day. A neglected website projects an aura of neglect around the business as well.

## 6. Take Care of Objections

It is rare that a customer jumps for an offer without even the slightest bit of hesitation. There will nearly always be a whisper in the back of a customer's mind or some sort of unconscious block. Since you're not in person with a customer and cannot use dialogue to draw out these stumbling points, you must design your website and sales material to proactively address objections.



**First, brainstorm and list all potential problems and reasons for hesitation.** Also get input from current, former and potential customers. Second, insert that information into your sales material in order to decrease or prevent the concerns.

### Common hesitations:

- **It's too expensive;** I can get something as good for cheaper. Explain the reasoning behind your price. Be straightforward about what the competition sells and acknowledge some of their products may be preferable to people in certain instances. However, point out in which circumstances your product trumps all. Provide proof of your product's value (testimonials, money-back guarantees, etc.).
- **You do not get my problem.** Discuss the problems the product solves. Use scenarios, narratives, images and data as necessary.
- **You say all these things, but why should I trust you?** Explain your credentials, your experience, your associations, your awards and so on.
- **What if the product is defective or fails?** Provide testimonials and show your confidence by giving a money-back guarantee or exchange promise.

## 7. Convey Value

**You must supply ample information about the usefulness of your products or services.** Otherwise, you risk readers wondering what's in it for them—especially if the price is relatively high—and leaving to look elsewhere.

**Say you are selling a table.** You list its dimensions, weight and the material it is made of.



### Standard sizing:

- Lengths: 1500mm
- Widths: 800mm
- Height: 740mm
- Price: \$2950



You tack on at the end that it costs \$2950. Is that enough? Not by a long shot. In fact, research company IDC says that insufficient information is responsible for as much as half of lost sales.

A skimpy list of product attributes does not provide an emotional or immersive experience for a potential customer. You want to lay out scenarios in which a customer imagines herself eating at that table. **Use videos, narrative, photos and reviews.**

Don't be afraid to devote several pages or more to this sole purpose. Many customers will stop reading at some point when they are persuaded enough to buy. Some customers do need to read to the very end. They need every little factor. Give it to them; let them talk themselves into the purchase.

However, it's important not to come across as overly sales-ey. Be honest. You know your product may not be the best fit in all situations. Customers appreciate when you are up front. Also, while you should not hide the price, list it after you have discussed the value your product offers. This gives customers time to make a bit of an emotional investment.

## 8. Show The Proof

**Proof, like trust, is so critical that it deserves its own section.** People want to believe. They really do. But they need proof. Go over your website, and list each and every claim you make. It must have some sort of proof.



**Here are various types of proof you can use:**

- **Testimonials:** Get people who have benefited from your product to discuss their experiences. For example, if you sell weight-loss books, you can collect testimonials from people who shed pounds thanks to your books.
- **Studies and scientific research:** You can cite a lot of existing, reputable studies. However, if you need to, you can always join with a university or respected organization to commission your own study. This is particularly helpful in situations where a lot of unfounded claims or rumours float about but very little rigorous study has been done.
- **Case studies showing “before” and “after”:** You draw from existing research or commission your own studies. A subject is analysed closely as he or she goes from “before” to “after.”
- **Demos:** Let customers see for themselves that your product works. Have a video or videos showing it in action.
- **Reviews:** Third-party reviews, particularly those in magazines, reputable websites and blogs, help persuade potential customers because they come from a place of neutrality.

## 9. Make Buying Easy

You want the entire sales process to be easy-peasy for your customers. Don't rush them, don't subject them to heavy sales speak, don't force them to jump through hoops, and don't leave them hanging. That means having intuitive design in which your buyers easily figure out what to click and where.



A good rule of thumb: if a grandmother could figure out how to buy from your site in less than a minute, you're in business.

- **Nudge your readers forward.** Ensure every page explains the next step in the process, and make chronologies clear with size and colour. For example, a link to the next page should be in bigger font or somehow differentiated from a link two pages away.
- **Limit choices.** Too many options do become overwhelming, and you do not want paralysis to settle in. If you have lots of products, that's great, but don't just dump them all on one page. Develop filters and categories, and showcase the products according to what makes sense. Make it easy for potential customers to quickly find the items most meaningful to them.
- **Ask to fill as few fields as possible.** Have as few spaces on your order forms as possible for customers to fill out. Again, do not overwhelm people.
- **Respect their time.** Integrate order fulfilment through Facebook accounts or other accounts if possible.
- **Free shipping is a popular incentive.** A study by eConsultancy showed that 80% of American customers and 82% of United Kingdom customers were primarily motivated to buy due to free shipping. It is also part of a value proposition—something you offer that your competitors may not.
- **Do not require registration with your site for purchases.** Registering means time and hassle that many customers would prefer to bypass. And while it may save time for repeat customers, it does not always necessarily do so. Many people forget their usernames and/or passwords. Your best bet is to give users the option to register—or to continue checking out without registering.

## 10. Take control by comparing yourself with competitors before your customers can do it



**Many people look at several stores or websites before making a purchasing decision.** However, they are bound to miss critical elements.

For example, your product may cost \$10 more than most competition products, but it offers something valuable in return. By taking control of comparisons, you pinpoint your value proposition in exacting detail.

Take advantage of the opportunity to explain the tremendous benefits of going with your product and everything a customer gets. In fact, chances are that your competitors are already doing this. On their websites, they're explaining why people should buy their products as opposed to yours. Join the arena; explain the benefits of your product. Offering your own comparisons also keeps people on your website longer.

### **Several ways to do comparisons**

If your product has easily distinguishable features, such as a tablet or laptop has, you can use a table to compare specifications such as battery life and processing power. Many tables use green check marks and red "X" marks. More-complicated products may require narrative, demos and further description.

Some of your competing products may have better specs. That's fine. List them; do not try to hide anything. Instead, emphasize the benefits of your product. For example, you may offer a lower price or a more-extensive warranty or personal support.



## 11. Decrease or Eliminate Risk

**Any purchase comes with risk. A product may break or may not work as promised.** You move the sales process along if you work with the buyer on reducing or eliminating risk. Warranties and promises such as: “If we’re late, it’s free,” are some ways to do this. Some service-oriented businesses even pay customers a certain amount for every minute or every five minutes their technicians are late.



The norm for any industry is a thirty-day money-back guarantee. Try to do better. Remember A/B testing? Use it to find which guarantees resonate best with your customers.

## 12. Use Incentives to Urge Customers to Take Action as Soon as Possible

**Scarcity creates urgency.** Time-related scarcity goes like this: “Only two more days left to buy,” and quantity-related scarcity goes like this: “Three figurines left at this price.”



However, make sure your scarcity is genuine. This can be especially tricky with digital products. Avoid quantity-related scarcity in such situations; go for something more like: “You have one day left to take advantage of this great deal!”

Seriously, do not create fake scarcity. It’s easy for customers to see through, and you won’t be perceived as trustworthy.

←

Jan 16  
 NYC → LAX  
 9:05am 12:35pm

Feb 01  
 LAX → NYC

1 Adult

Main Cabin Select

\$668.10 ▼

### SELECT RETURNING FLIGHT | LAX - NYC, FEB 1

**7 DAY PRICE COMPARISON**  
All mandatory taxes and fees are included in the prices shown below. View baggage fees, optional services and other fees [here](#). Fares and availability are not guaranteed until purchase.

☒ BEST FARES  
☐ REFUNDABLE

PROMO CODE

Best fares guaranteed online	Fare Details	
FLIGHT 404	NON-STOP	SEAT MAP
7:30am (LAX)	— 5h 15m →	3:45pm (JFK)
FLIGHT 162	NON-STOP	SEAT MAP
8:25am (LAX)	— 5h 5m →	4:30pm (EWR)
FLIGHT 406	NON-STOP	SEAT MAP
10:40am (LAX)	— 5h 25m →	7:05pm (JFK)

\$749

3 seats left

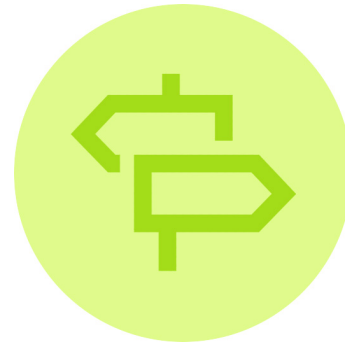
\$399

1 seat left

\$749

## 13. Get Rid of Distractions

Your customers should be concentrating on one action and have no distractions. You may need to adjust your page layout to remove extraneous actions as well as competing visual and auditory inputs. On product and landing pages, jettison big headlines, sidebars and stock photos that are not relevant. Downsize or remove menus.



Well, that's all for the time being. As you can see, there are plenty of things you can do to increase your conversion rate. Get started, and tell me how you're progressing! Bye for now.

*Clickable top navigation removed on checkout*

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Flowers • Plants • Gifts  
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Our Brands Account Cart

Search Keyword / Item #

Birthday Occasion Flowers Plants Gourmet Specials International Same Day Blog

### Shopping Cart

CONTINUE SHOPPING PROCEED TO CHECKOUT

Product	Price (after discount)	Qty	Total
Premium Greatest Love Lilies	\$69.97	1	\$79.96
Standard Vase	\$9.99		

Delivery date: Thu, Jan 22 [Change](#)

[Remove item](#)

Special Codes [?](#) Subtotal: \$79.96

Enter Code [APPLY](#)

Subtotal does not include tax and shipping and handling rates, which will be calculated during checkout. You can review the final total before submitting your order.

Make it extra special!

NEXT

**ProFlowers**  
888.776.5801

GIFT OPTIONS CARD MESSAGE SIGN IN DELIVERY PAYMENT REVIEW SECURE CHECKOUT

Add up to 4 gift options to include with your gift:

Teddy Bear \$9.99	Rocky Mountain Chocolates \$14.99	Lavender Spa Trio \$9.99	Just For You Greeting Card \$1.99
Happy Birthday Pick \$4.99	I Love You Pick \$4.99		

Gift options selected:

[NEXT](#)

## How King Kong can help

If your business is anything like the hundreds we've already helped (chances are it is), there is a lot of low-lying fruit within reach! We'll show you how to double, even triple the number of leads and sales you get without spending more on advertising.

## Get an unfair advantage

In the fiercely competitive world of business, where everyone is vying for a larger piece of the pie, Conversion Rate Optimisation is the single most important tactic for maximising the return from your online marketing.

Doubling your conversion rate alone, will double the amount of leads and sales your business gets. Today, a website is the core of your business. If that core is twice as effective at turning potential customers into paying clients, every piece of marketing you do will yield twice the results.

These results affect every aspect of your business and have a profound effect. If your website converts more browsers into buyers than any of your competitors sites, you can also afford to attract more traffic than anyone else in your market – allowing you to steal market share while others panic.

## Free Website Conversion Audit

The first stage in our process is the Website Conversion Audit. This is where one of our seasoned online marketing gurus will dig deep into your business to understand the best way to maximise sales and leads for your company.

**GET MY FREE AUDIT**

(Usually \$447)