convy

10 Conversion Tips for your App

We help digital companies increase their revenues

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1. Align your landing page with your ads

Conversion rate improvement requires a global approach. Make sure your marketing message displayed in your ads and the values provided by your product are aligned.

Misalignment between users' expectations and product reality would result in poor conversion rates.

2. Know what your priorities are

A common error in web design is to make all the elements on a page competing among themselves. By adding visual weight to certain parts of your design, you increase the chance that a user will see them and follow the path you designed. In this article we will provide tips to organize the elements on your page according to your strategy and improve conversion.

Make A Hierarchy of Actions and Goals

Our job is to guide users to the things that matter. The user and business goals should therefore be reflected in the visual hierarchy of your page. First step will therefore be to identify and prioritize all the goals of the page and their respective call to action.

Call to action are usually buttons but might also be a form, a text link, the navbar... Most of the landing pages do not display any navbar to keep the attention focused on the main page goal. Overall, you want more important things to be "bigger" than less important things. Bigger in size or bigger in contrast.

Once the main call to action is identified, change the visual weight of the secondary action. A greyed and underlined link is the most efficient way to avoid visual competition between secondary actions and primary call to action

Think Contrast First

If the page or app you developed followed the classic design process, wireframes should have been provided in the first steps. Wireframes rely on few colors/contrasts and basic design principles that make the visual hierarchy clear and powerful. Visual design and color addition can sometimes dilute the original visual weight and hierarchy.

Contrast rules our perception, not colors. Various usability studies confirmed that the elements that convert best are

meeting high contrast standards. Keep this in mind when designing the final design. Are contrasts still powerful enough to clearly identify user and business goals?

Again, less focus on trendy colors palette and more focus on contrasts and negative space. Negative space will make your Call To Action stand. When done well, contrasts will make a big conversional and aesthetic difference.

Balance your colors with the 60–30–10 Rule

This decorating rule that can help you create a good color combination and balance for your product. 60% is your dominant hue, 30% is the secondary color and 10% is the accent color. The 10% is the color that stands out, the accent color that you will use for your CTAs in big white space.

Make Good Use of Typography

Create typography hierarchy

Create typography hierarchy by using font size, font weight and colors (shades of the main color). Assign more size and contrast to the elements you prioritized.

Let your texts breathe

Keep enough line and paragraph spacing to make your user feel comfortable when reading text in your page. Try to group

text and keep them vertically aligned with enough spacing to help your user scan.

Keep your lines of text short

Reading long sentences is demanding and cumbersome... The optimal number for words in a line is between 9 to 13 words or 45 to 75 characters in a body paragraph, with a 66-character line (including spaces) widely regarded as the magic number for a line of text.

Leave Room for Blank, Negative Space or Image

White space balance

Miles Davis and Picasso shared a reflection about negative space: they both thought that the most important elements in their creation were silence negative space. A musical melody is built with the spaces between musical notes. If you want your call to action to stand out, keep space around elements, don't give too much to look at.

Maintaining a good amount of white space within the blocks of text can make a site more readable and easier to scan.

Consider white space as an element as such. People's attention is constantly requested, they will be grateful if you give them enough room to breathe in. Remember contrast? Well, good news: white space is its best ally. Enough white space makes the colors more vivid, brighter and makes elements easier to be catch by the eye of the user.
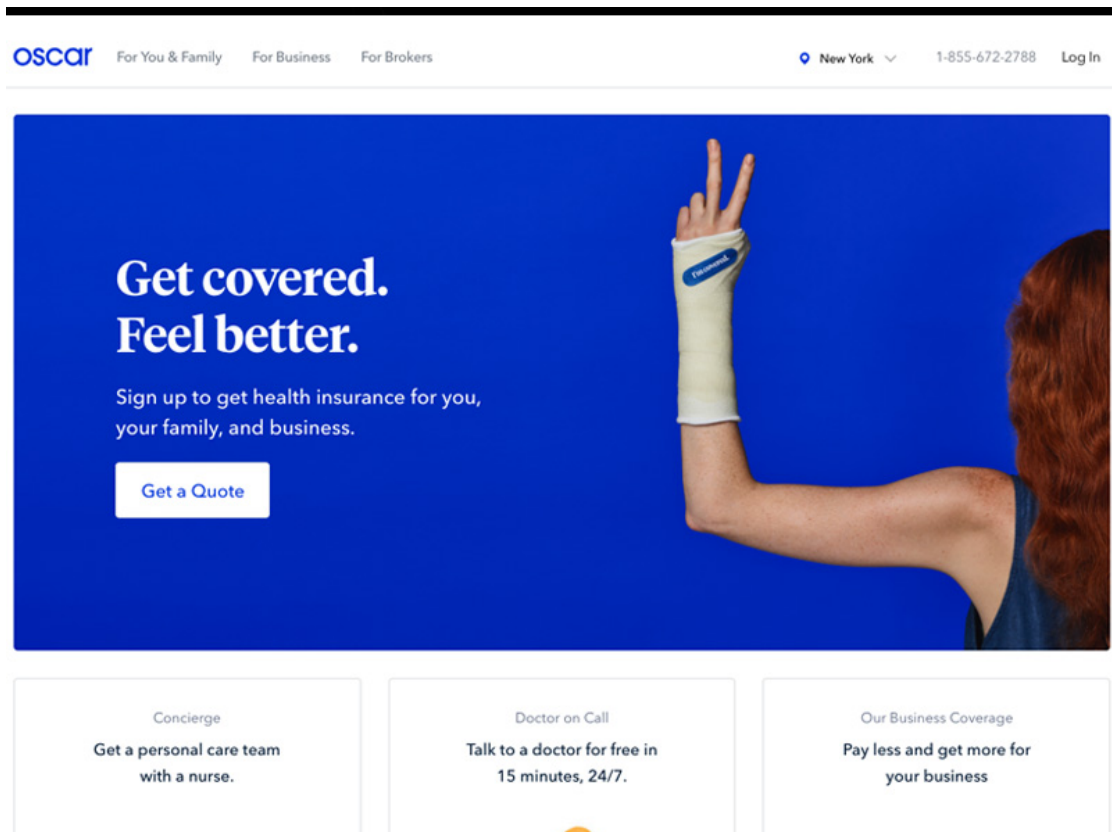
source

When done right it is a powerful (and invisible!) element of trust and persuasion but make good use of it. This is not always easy to find the correct combination between elements and white spaces: too little white space makes it confusing and having too much space also impact connection between elements and design dynamic negatively. As always, it's all about finding the correct balance.

Image and videos

You can use images with the purpose to create space between elements but be cautious when using them: they create strong visual emphasis, capture attention, and might unbalance your visual hierarchy.
Sometimes a video will provide better results. According to a report by Invodo, shoppers who watch a video are 1.7 times more likely to purchase something than those who don't.

Prioritize The Areas in Your Design Process

A good way to ensure that you respect the established user/business goals and inherent visual hierarchy is to prioritize the development of the elements in the same order as the visual hierarchy.

Think about what you want the user to look at first in your page, make a hierarchy of the elements and then design around that hierarchy. When working on secondary elements some new ideas and improvement might pop up and it will be easier to iterate.

3.   Think multi-devices
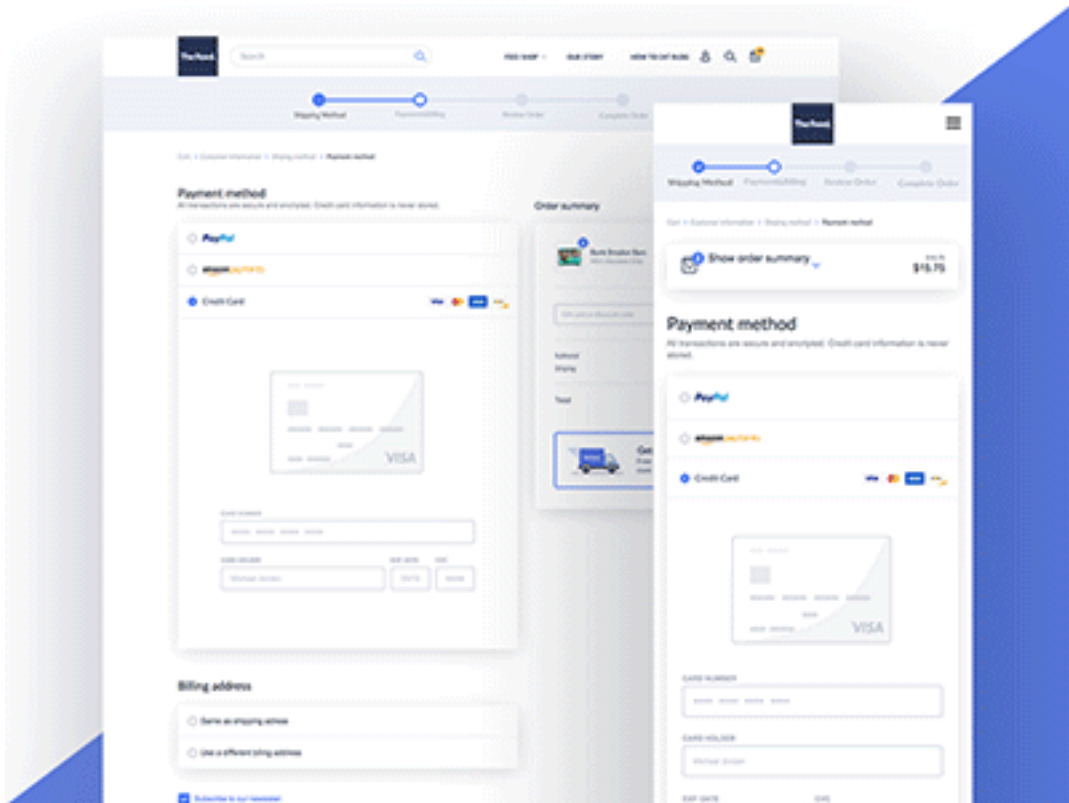
source

Make sure your layout is correctly prepared and tested for a large range of devices. For some reason a CTA can turn transparent in iOS and unclickable in Firefox for Android...

I will also advocate for CTAs placed on the upper part of the page, especially for mobile devices. Mobile use is quite different that desktop browsing. Attention and reading are superior to when using desktop but when performing a task, mobile user want immediate actions and feedback.

Make a clear hierarchy of the action you want your user to achieve and try to adapt accordingly to the devices. Keep in mind that mobile actions must go fast.

4. Spend more time thinking about words

Like visual design hierarchy (see above), text also needs hierarchy.

In most of the context online, people have a short attention span. If the text is describing features, try to keep it as short as possible and build a text layout that helps the user scan information.

Overall, pay special attention to Call To Action (see below), User Onboarding, Navigation buttons, Navbar, Menu, Confirmation messages, Error messages, Privacy announcement, Loading screen, 404 pages, Hero text (if any).

Call To Action (CTA)
Call To Action affect conversion rates significantly. Your text should focus on the goal first, not the action as such. This format makes it easier for the user to understand what will happen. It is sometimes really tricky to find what copy would work better and if it helps your conversion rate increase throughout all the conversion funnels. A good approach is to setup a dedicated plan and run some tests. We can help you with that, reach out to hello@convy.io.

# 5.	Do you offer value?

We are all proud of the product we sell online.

The time we spend working on details may prevent us to see the big picture of the product and the way we are selling it. Is your product REALLY providing value to users?

The marketing approach should problem-resolution-focused instead of features-focused. Frame the problem and bring features afterwards. Offer people to make a transformation.

# 6.	The new landing page is to have no landing page AT ALL

The earlier you provide value to users, the quicker they will be willing to pay. Do you really need a sophisticated landing page when you can provide early and limited access to your product for leads to test it?

7.   Layer cake pattern
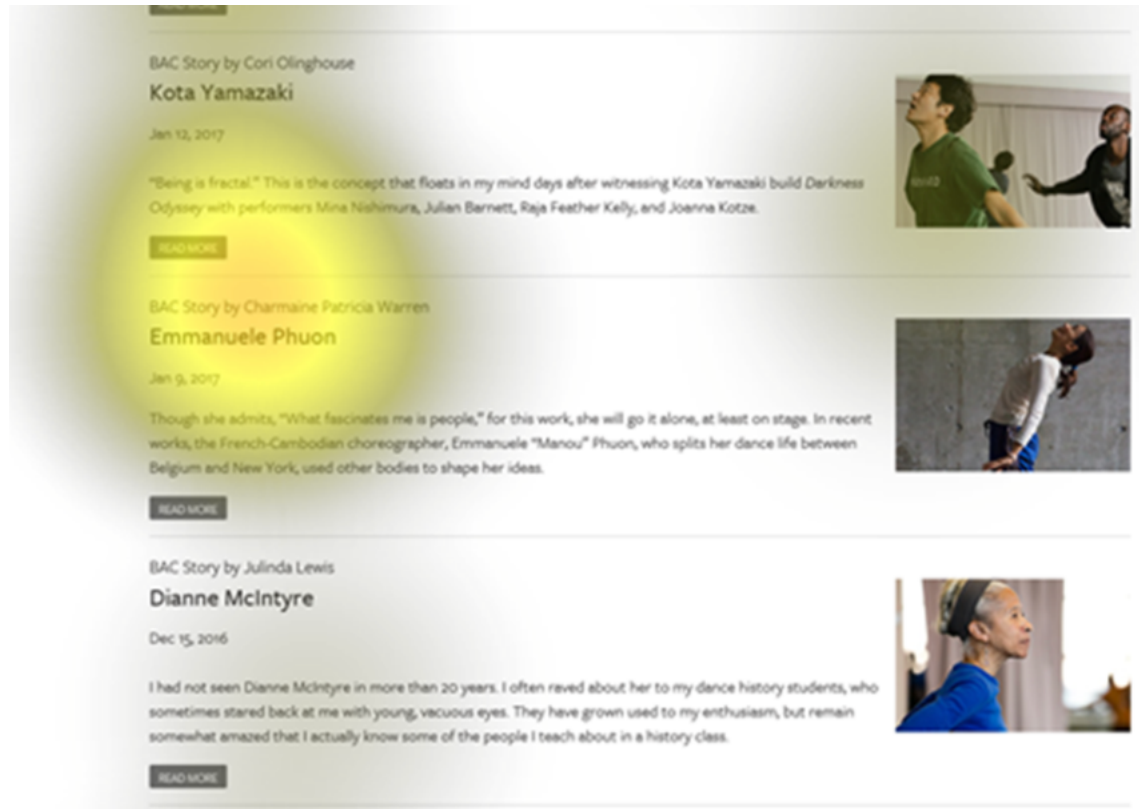
Help your users save time and find the information they are looking for by highlighting headings and sub-headings. They may read the body text if they find the heading relevant to their goal.

8.   Is your landing page aligned?

There are three types of landing pages: your homepage, your product pages, and your persona landing page.
There is no gold pattern here. It really depends on your audience and target users and the complexity of your product. As described above, alignment between your ads and landing pages is key.

Your **homepage** will provide high-level information about what you do and why your brand deserves credibility. It can be enough for simple product. Access to homepage counts with a large organic reach.

Product pages supplement your homepage by going in-depth on each product you sell. It focuses on detailed features.

Persona landing pages are the pages we send ad traffic to. They focus on your target users so make sure to reassure them that you perfectly understand their needs (value prop). User usually don't access your page organically so it is be a one shot as they may never come back: why not providing discount or free trial?
Sometimes a homepage will be enough for good conversion.
Use landing pages if your product is complex and you want to draw user's attention to specific points.

9. Lead people

Making choices uses up physical energy. As human being and users we like to follow a default option designed by a leader we trust in.

Don't force user into process but find a way to nudge them by offering a good value default option. users assume you have their best interests in mind and will select the default options whenever possible. This a light foot-in-the-door technique that provides good results in terms of conversion.

10. Check length of your sign-up form

80% of the project convy has been been involved in included form optimization and improvement. Remember that you are asking user to provide some personal information and submit a form. Keep it as painless as possible by reducing the fields.

Try to provide a good context and conditions for your user to provide information: are you offering them some immediate value? Make user feel you are giving them something, not

wanted something from them. They will therefore be willing to fill the form since you create a reciprocity relationship. Also, think about offering default options to ease the process, finding a way to list a lot of "Yes" to many questions. Overall try not to oversell, make the flow conversation-like and build trust with your users.

Running a business online?

We can help you with more detailed tips based on your business range and product.

If you send us an email about your product and the challenges you face we will (always) reply with some suggestions or spread the work to our network if needed.

Get in touch : hello@convy.io

We offer full, comprehensive audit for your business, including competitive audit to understand where you stand in the market.

Thank you for your interest.