



## Turning Browsers into Buyers

Improving your website to get more sales is what Conversion Rate Optimization (CRO) is all about. Imagine 100 people visit your site every day, but only 2 buy something. With CRO, you can make changes, like those highlighted above, to help turn more of your browsers into buyers. This means you'll boost sales without having to increase your website traffic.

While each of the individual suggestions above may seem minor, their cumulative effect will increase sales. It's impossible to specify how much because no two websites are the same. However, it's not uncommon to see a 10% to 20% increase in sales for a site like yours after a thorough optimization process.