**CRO (Conversion Rate Optimization)**

**Start with Product page:-**

**Title:-** Title should not be written in full capital letters. It shows aggression. Only the first letter of your word should be capitalized in Title.

**Reviews:-**

It is better to have Reviews.

**Price:-** Price and discount should have been written clearly. Like $~~999.00~~ $549.00(45% OFF). It is better to use interest-free payment like sizzle or afterpay. Customers like to pay by using this software.

**Description:-**

The description should be short and to the point. It should have good space in it. So that it is easy to read. Write a short introduction and make bullet points. The spacing should be wide. Offers should be exciting and easy to read also award cash points.

**Mobile View:-**

In phone ADD To CART and Buy Now should always be shown on the screen. It does not matter how much you scroll. Use the sticky ADD TO CART and BUY Now button. It improves 30% conversion.

**Offer:-**

The offer should be present with the photo.

**Presentation:-**

Present your product with benefits.

**Ingredients:-**

Ingredients should be shown in good graphics photos.

**What to Expect:-**

Make a video for that.

**How to Use:-**

Define the procedure of use in steps and use photos and visuals to use it.

**FAQ:-**

Give the answers to FAQs in the text in visual form.

**Product Photo:-**

It should have features like Zome in and have small and big views.

**Brand Story:-**

Make a short story of your brand.

More you can learn about the CRO from the internet.