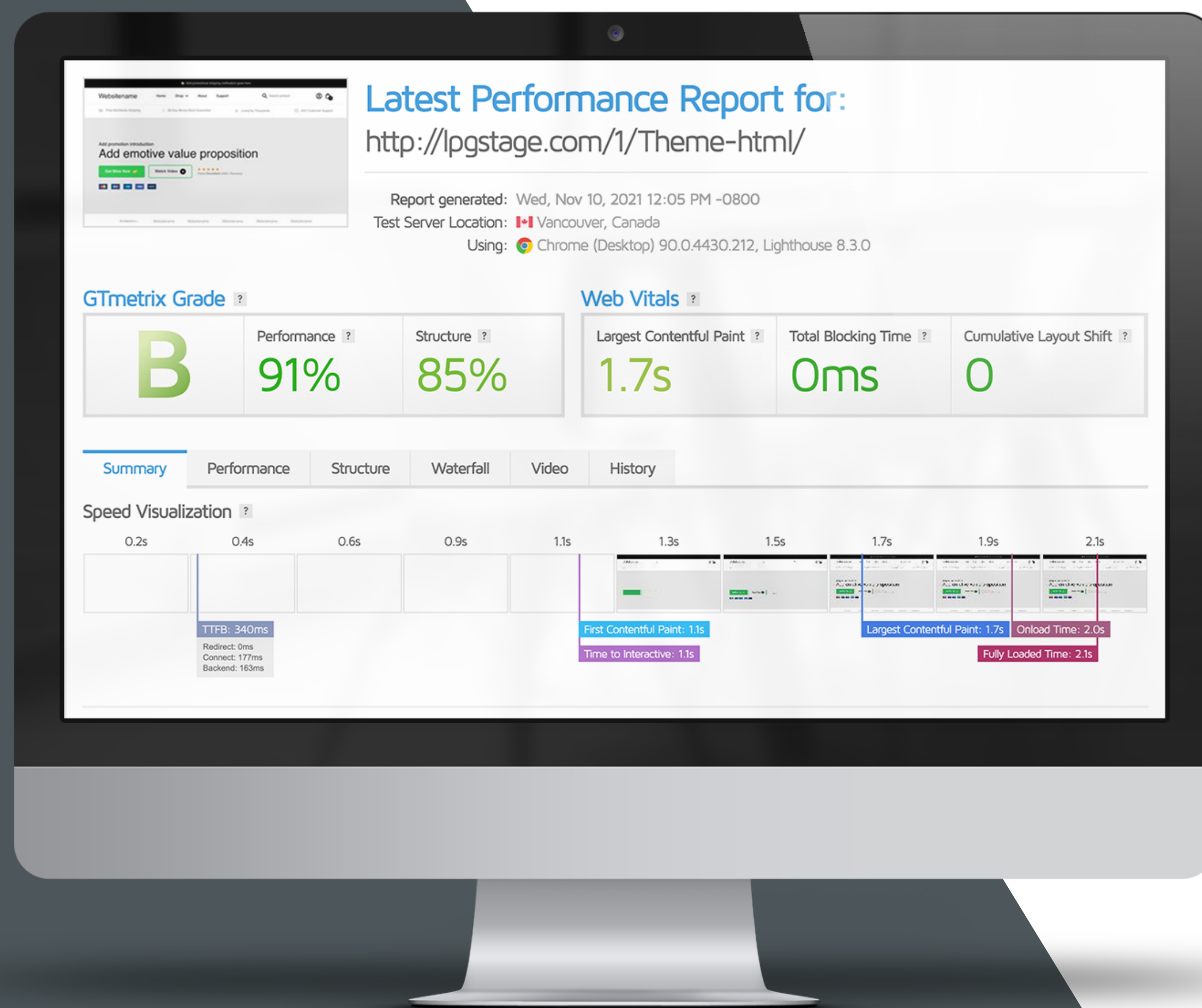**Chatter Buzz**

TOP 10
CONVERSION PRINCIPLES

With 12 years of experience in over 1000's of projects here at Chatter Buzz, we have learned that the following 10 principles are an absolute necessity for web conversion!

PAGE SPEED

A 1 second decrease in loadspeed can increase your conversion rate by 3-10%! Try to avoid using YouTube Videos, where possible use vimeo or wistia, these are much smaller files (plus no ads!).

Compress all images. It's crazy the savings you can make for this step alone. Always test your pagespeed with tools like GT Metrix, Google PageSpeed Insights or tools. pingdom.

FOLLOW THE AIDA PRINCIPLE

Apply this principle to the structure of all your pages.

A

Attention, above the fold grab your consumers attention (imagery, headline etc).

I

Interest, pique your consumer's interest. How easy is it going to be for your consumer to use your service or purchase your product? Break it down into a 1,2,3. 1 - what the consumer needs to do e.g. purchase the product, 2- what you will do e.g. deliver in 3-5 days and 3- how the consumer will benefit, e.g. strong vibrant hair!

D

Desire, have a distinct social proof section on your page!

A

Action, always end your page with a clear CTA, don't make people go back up the page to find it!

USE A STRONG VALUE PROPOSITION

Don't use straplines for headings e.g. maybe it's maybelline! Give your consumer a benefits driven statement. What's in it for your consumer?

Are you saving them money, time, and giving them healthy skin? Consider your product or service and pull on the key benefit in your headline. Benefits sell feature tell! Always highlight the benefits in your copywriting.
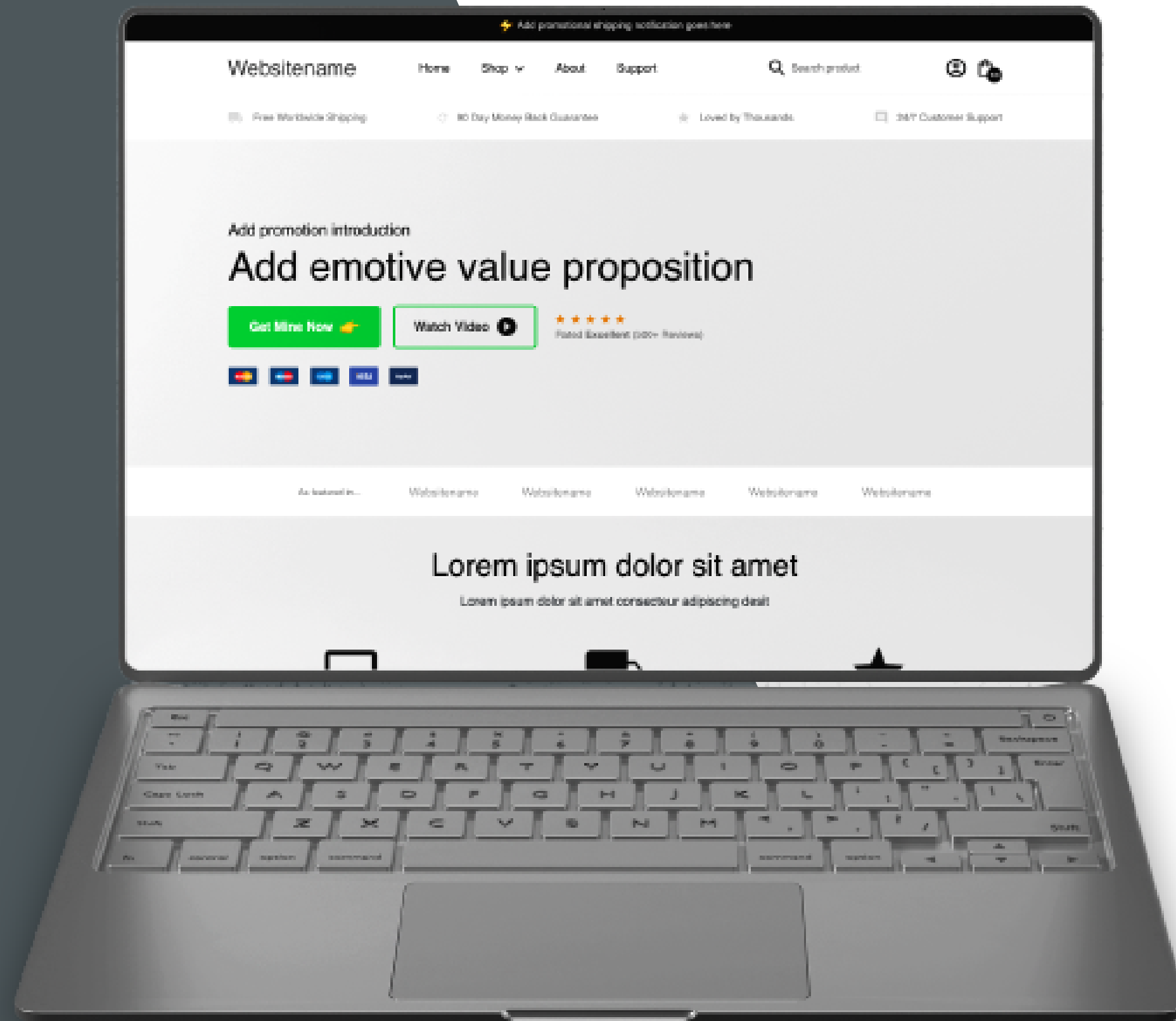
SHOW TRUST THROUGHOUT

Trust is a key conversion principle especially with so many scammers now online. Trust can be as simple as using payment icons or money back guarantees. Have you been featured anywhere?

Highlighting companies you've worked with will also show you are a credible business. Trust badges like Norton and McAfee are also easy to apply yet have a significant impact.

Rated 5/5 based on
111 Google reviews

Rated 5/5 based on
101 Facebook reviews

Rated 5/5 based on
152 Trustpilot reviews

Rated 5/5 based on
39 Youtube reviews

SOCIAL PROOF IS KEY

Always ensure you have your star rating and/or a testimonial above the fold. Your testimonial should have an image (genuine not stock), a star rating, and a short review.

Be honest with your star rating 4.8 stars is way more believable than 5 out of 5 every time especially in service based niches. Have a distinct section on your page dedicated to social proof this could be video, written testimonials, case studies or before and afters. Aim for a minimum of 3!
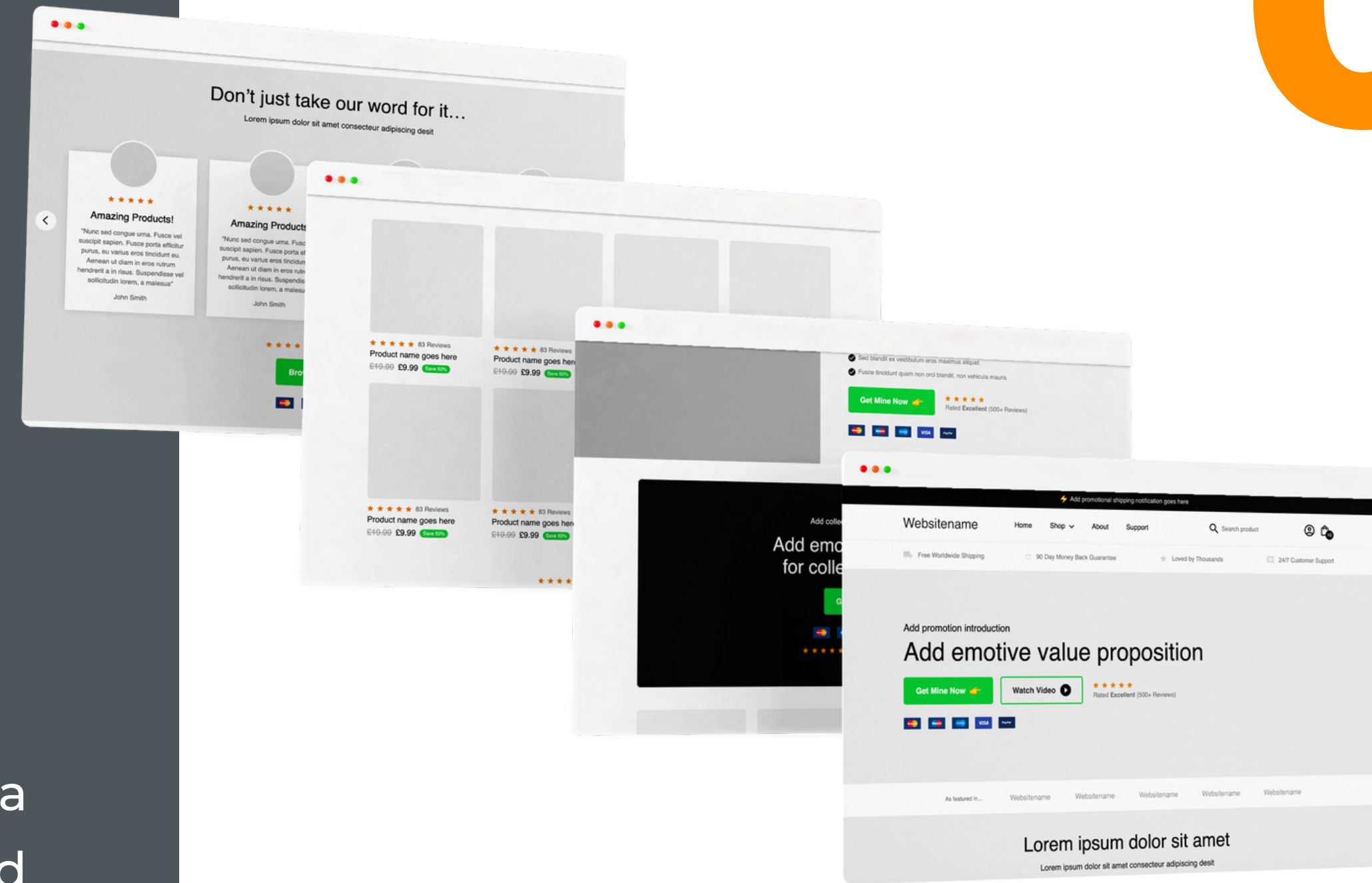
KISS

Keep it simple stupid! Less is definitely more. Always market the problem - hit on people's pain points THEN sell the solution. We see this the wrong way around very often this will only serve to confuse your consumer.

USE STRONG IMAGERY

07

Keep your imagery relevant to your product or service and your audience - don't use obscure confusing images and always ensure they are high-quality/resolution.
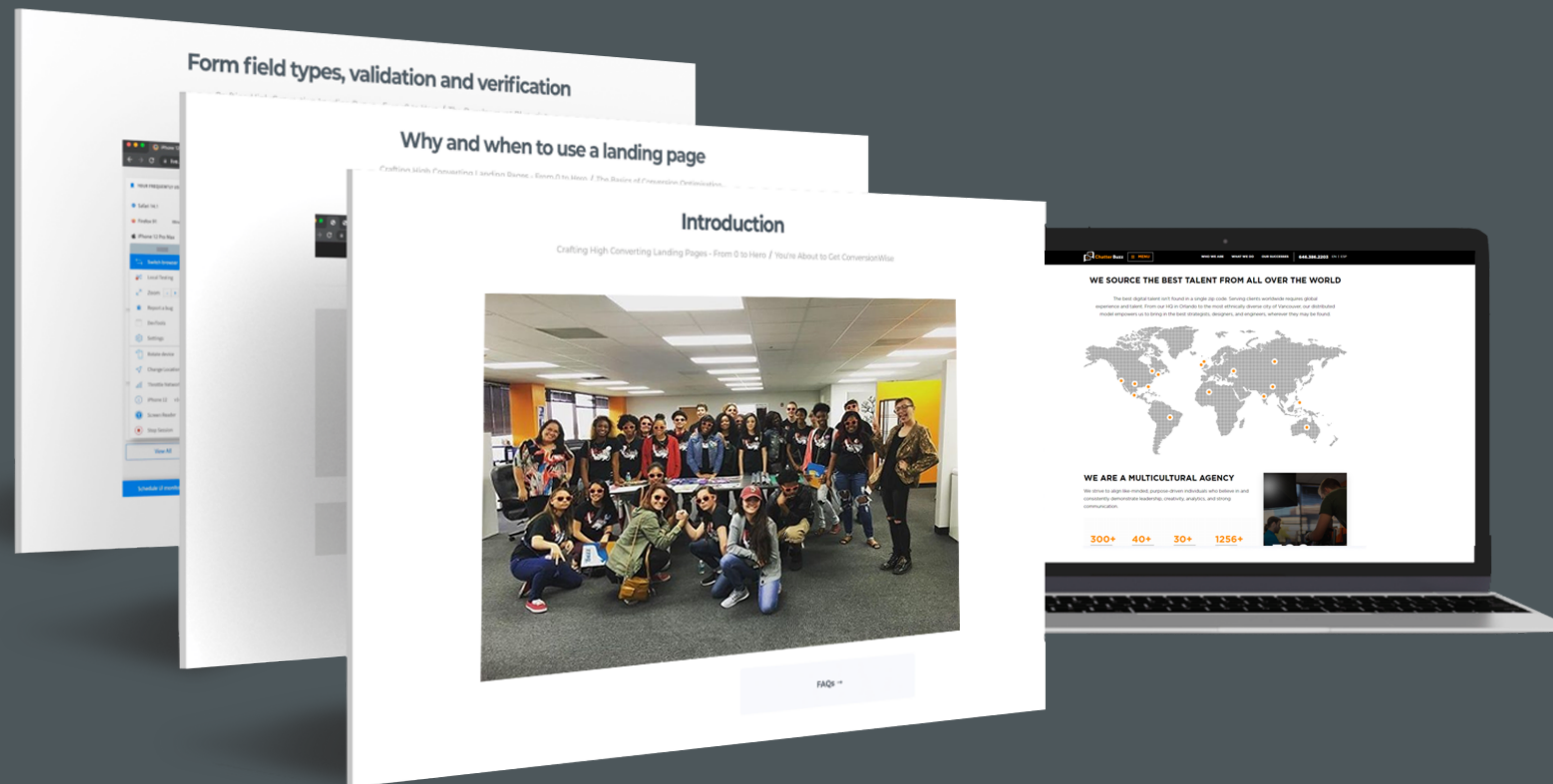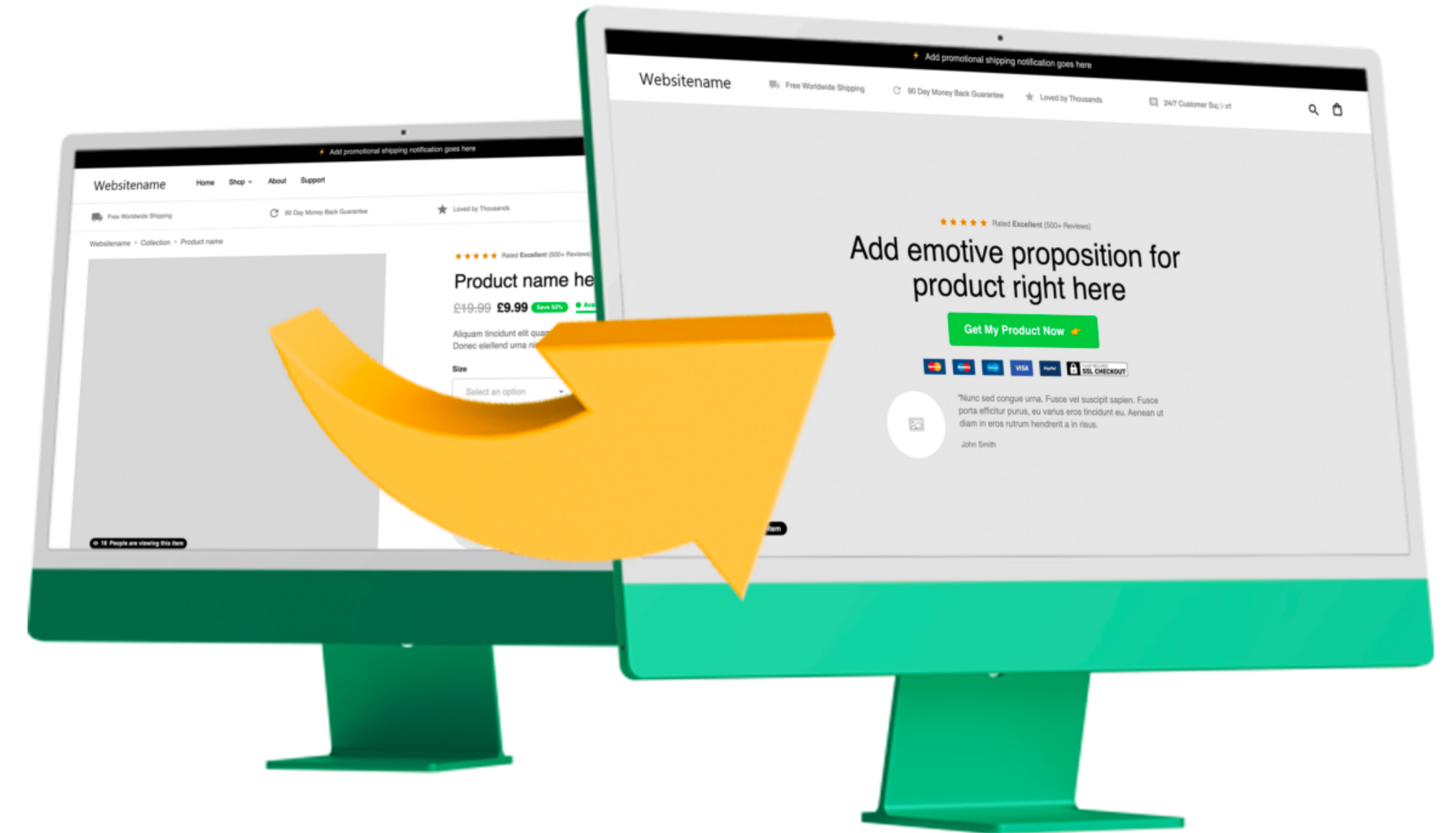
KEEP YOUR CTA CONSISTENT

Wherever possible use one clear and consistent call to action. Make this stand out from the crowd, use an emoji on the button (honestly this increases your click through rate!).

Use a contrasting colour and don't display multiple CTA's too much choice makes people indecisive!
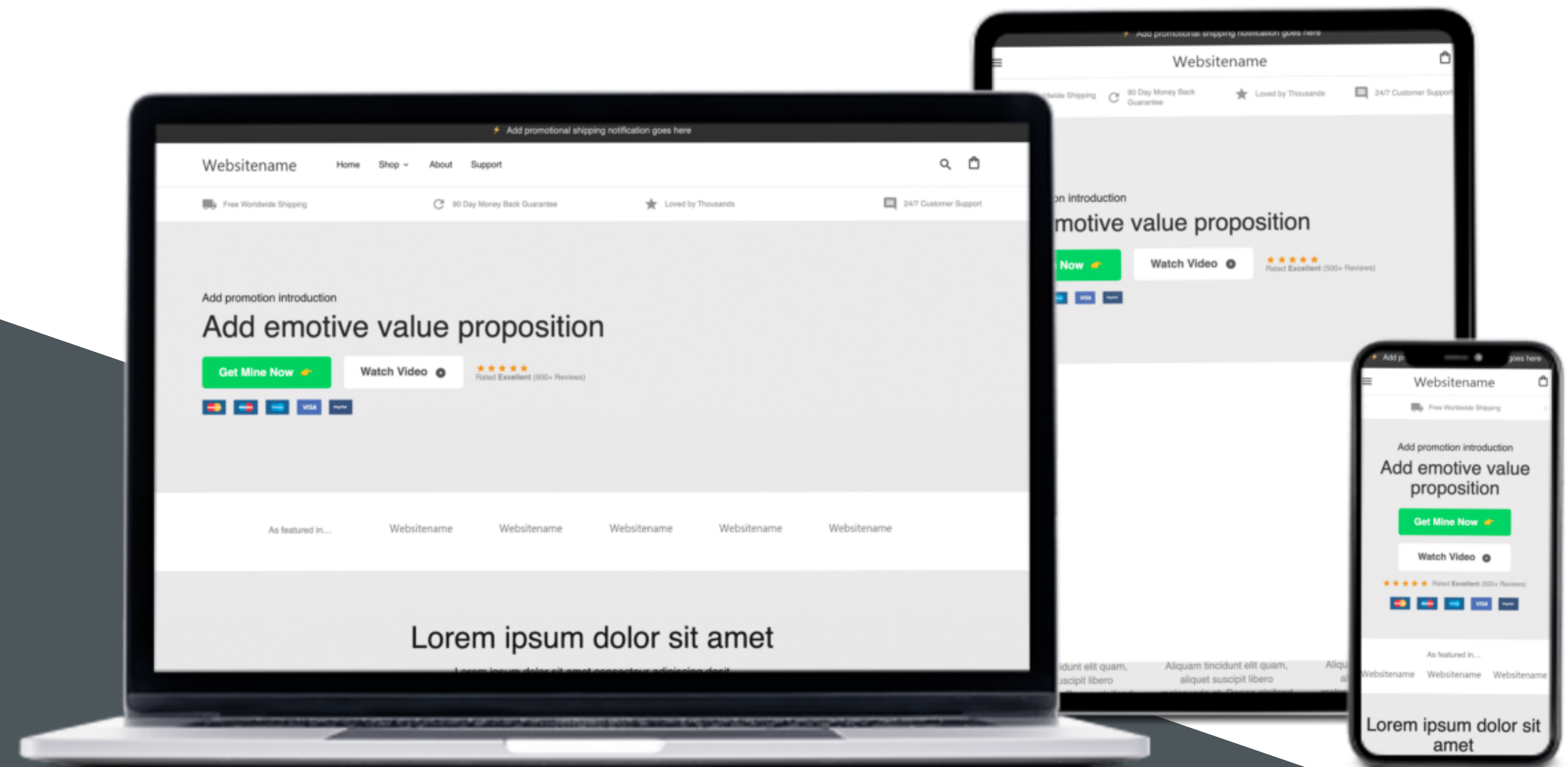
SUPPORT YOUR CTA

Always back up your CTA with supporting buffers - these are payment icons and or your star rating. Psychologically this adds another layer of trust.

FAQ'S

Always display these ON the page! If someone needs to contact you or worse still leave the site to look up the answer you've lost that sale/lead. What are your main barriers to entry?

Get your top 5 questions on the page and not buried in a footer. FAQs are best located towards the bottom of your page BEFORE your last CTA.