

# Conversion Optimization Checklist for Any Marketing Focused Website

by [WP SiteKit](#)

So you've got a website, and you've earned some traffic. It's time to get down to business and start turning those visitors into qualified leads and sales.

This conversion optimization checklist is perfect for helping both solo entrepreneurs and small business owners to accomplish just that.

So when you're ready to get started, make your way through this easy-to-use checklist. Focus on including as many of the elements as you deem appropriate for your particular circumstances.

## Page Types and Purposes

- **A Homepage** is the page where the vast majority of your visitors and leads will start their visit to your website. It should present strong brand presence and trust factors, and motivate visitors to continue browsing your website. It should also have a clearly defined "desired" action for visitors to take.
- **A Category or Archive Page** is an in-between page if you will. These will generally summarize the content on associated landing pages and articles. The focus for a site owner here, is to encourage visitors to click and navigate further, into more specific pages.
- **An Article or Post** is a highly-focused piece of content, that aims to help a visitor achieve a specific goal, on a specific topic. The information presented should be valuable, relevant and useful. These articles should also contain links to their posts and landing pages within the same website.
- **A Landing Page** is a page that should have a clear focus on achieving a goal. These should only allow the visitor to fulfill that one specific goal and should have minimal links to other pages.

## Visual Style

- ❑ **Modern & Professional Look** - Your website should have the same level of visual quality and user interaction as you see on modern, popular websites. This

professionalism gives your brand instant credibility and trust. Be sure to test both desktop and mobile versions of your site for formatting errors.

- ❑ **Clean Layout** - Ensure that your site's pages have a clean, and uncluttered layout. Leverage whitespace to enhance the impact of your marketing copy. When you use text on top of imagery, be sure there is strong contrast so the text is easily legible.
- ❑ **Effective Call-to-action Button** - Make sure your primary call-to-action looks like a button, preferably one with a solid color, rounded corners and a small drop shadow. Also make sure that the button color differs from all other elements on the page so it really stands out. Lastly, the button's text should clearly state exactly what the visitor gets, like "Request Free Consultation".
- ❑ **Proper Images** - Double check that your images don't look boring or uninspired. Some stock photography is better than others. Also, be careful that the imagery is clearly related to your product or service. The more your imagery is capable of evoking an emotional response, the better. When possible, use professional-grade photographs of your own business and products.
- ❑ **Directional Cues & Hierarchy** - Use both obvious and subtle cues to direct visitors to take a desired action. Make your points in a specific order and don't rely on visitors to stumble upon success.

## Content

- ❑ **Clarity Over Creativity** - In general, you'll have less than 3 seconds to get a website visitor's attention. So it's critical that you convince and compel the visitor immediately. As a general principle, you should focus on clarity over creativity when it comes to landing pages. You can sprinkle in creativity at later stages, or on ancillary pages.
- ❑ **Use Trigger Words** - Certain words evoke a stronger emotional response from readers than most. Be sure to include these words (when appropriate) in your headlines. Some examples are "You", "Free", "Because", "Instantly", "New", "Proven", "Discover", "Quick", "Easy", "Secret", and "Now".
- ❑ **Use Words of Urgency** - When visitors believe there is a sense of urgency or there's a time-constraint on an offer, they're generally far more likely to act. So try to use phrases like "available now," "fast", "don't miss out", "today", and "immediately".
- ❑ **Data and Statistics** - Specificity also instills credibility and helps to earn a visitor's trust. Be sure to reference your data and any claims to reliable sources.

## Psychological Motivators

- ❑ **Social Proof** - It's helpful to showcase things like the number of customers, Facebook likes, product downloads, etc. The point is to show that others are buying from you.
- ❑ **Reviews/Testimonials** - Testimonials, ratings and reviews from 3rd party sources are worth their weight in gold. Be sure to display them prominently and frequently.
- ❑ **Guarantees and/or Refund Policy** - If you have a guarantee or refund policy, call it out clearly to help reduce any potential fear or hesitation. If you don't have either of these policies, consider implementing one.
- ❑ **Awards & Certifications** - Boost credibility with any awards and certifications your business has earned. Show the issuer's logo and some brief details to help earn a visitor's trust quickly.
- ❑ **3rd Party Logos** - Whenever possible, show logos of partners or publications your business is associated with. For instance a BBB seal, TripAdvisor seal, etc.
- ❑ **Show Phone number** - People are more likely to buy from you if they know they can easily get in touch with you.
- ❑ **Employ Security** - If you don't already have an SSL certificate, it's time to get on the bandwagon. Switch to HTTPS and show a security seal when customers are making a transactions or sending sensitive information.

## Lead Capture Techniques

- ❑ **Lead Magnet Offer** - Try offering a value-heavy download in exchange for a visitor's contact information.
- ❑ **Exit Intent Popup** - 3rd party tools and plugins can track visitor mouse movements, and display a pop-up when they show signs of leaving your website. This can give you a chance to put a last-ditch offer in front of them.
- ❑ **Slide-in Lead Capture Box** - A slide-in lead capture box lets you try to get your visitors' attention without interrupting their browsing experience. The popup will simply slide-in (often into a side-rail) and will not cover any content they might be viewing.
- ❑ **Mobile Sticky Footer** - A small unobtrusive lead capture box that sits at the bottom of the browser, but only on mobile devices. This is useful because Google has made it clear that more intrusive interstitials should not be shown to mobile visitors.
- ❑ **Blog Subscribe Form** - You can try including a small signup form in the side-bar of your blog archive pages, and even individual article pages. Once you've gotten someone to subscribe, it's far easier to remarket specific offers to them.

- ❑ **After Content Lead Capture Box** - Insert an attention grabbing form at the end of the article content.

## Tracking

- ❑ **Google Analytics** - Insert the Google Analytics tracking code on every page to see a clear view of your visitors and how they engage with your site.
- ❑ **Google Search Console** - Install and configure Google Search Console to gain critical SEO-related insights like keyword rankings, clicks, and crawl issues.
- ❑ **Landing Pages and Conversion Tracking** - Create a “Thank You” page for any important lead capture form. Set the thank you page as a Goal in Google Analytics for tracking. Create a second call to action on the thank you page to get customers farther down the sales funnel and/or collect additional information.
- ❑ **Review Visitor Metrics** - On a regular basis, login to Google Analytics and take a peek at the following key performance indicators: visits, average time on site, average page views, bounce rate, total conversions and conversion rate.

### **Need help putting these optimization tactics into action?**

At WP SiteKit, we can help optimize your site to convert visitors into customers with these powerful tactics (and many more). Or, we can even build you an entirely new site, pre-optimized!

**Go to [WPSiteKit.com](https://WPSiteKit.com) to get started.**