



And Make
**More
Money!**

43

**Proven Ways
To Increase
Your Website
Conversion Rates**

Table of Contents

	Introduction	4
	The AutoOptimize Seal	7
01	Call-To-Action Button Above Video Sales Page	8
02	Order Form Shown Immediately vs Order Button With Hidden Form	10
03	Testimonials Stacked Below Video	12
04	Animated Headline vs Static Headline	14
05	Add “It’s Free” Beside Signup Buttons	16
06	Add “Sign-up Takes Less Than 60 Seconds” to Subheadline	17
07	Change Shape Of CTA Button	19
08	Navigation Bar vs No Navigation Bar	21
09	Specific Numbers in Headline	23
10	Add The Following Badges: Free Shipping, 100% Secure, Money Back Guarantee, etc.	25
11	Big Annoying Yellow Button At the Top	27
12	Red Headline	29
13	Move Opt-In Form Beside Video	31
14	Convert Testimonials to Facebook Style Posts/Testimonials	32
15	Add Countdown Clock to Create Urgency	33
16	Video Spoiler Box Underneath Video	34

17	Increase the Size & Dimensions of Sales Video	35
18	Add/Remove Full Video Controls	36
19	Add Mini Survey To Get Micro-Commitments for Opt-In	38
20	Test Different Headlines	39
21	Test Different Subheadlines	41
22	Test Different Videos	42
23	Add A Widget Like “Proof” To Show Social Proof As Sales Come In	44
24	Add A “Who This Is For” Section On Your Page	45
25	Hiding Order Form/Button Until End Of Video Playback	47
26	Test Different Button Colors	49
27	Change CTA to Benefit Based	50
28	Add Exit Pop-Up	52
29	In-line Visible Opt-In vs. Pop-up	54
30	Change Your Pricing Tactics For Recurring Payments	55
31	Add Comparison Table Against Competitors	56
32	Professional Photo vs. Casual, Laid-Back Photo	58
33	Animated Social Count Under CTA Button	60
34	Reaffirm Your Information Will Never Be Sold Or Given Away Or Won’t Get Spammed Under Opt-In Form	62
35	Add Wavy Underline Under Headline	63
36	Pop-up Opt-In vs. In-line	64
37	Add Subscribe Bookmark Triangle In Top-Right	65
38	Add More Call-to-Action Buttons On Page	66
39	Floating Video As Visitors Scroll Page	67
40	Add “Recommended / Most Users Get” Beside Product If Multiple Options	68
41	Auto Play Video vs No Auto Play	70
42	Offer Free Shipping	71
43	My vs. Your Button Text	72

Introduction

Think about the last time you designed a web page, landing page or a sales page.

Either you used a pre-built template or just did what most people do: use a combination of guesswork and whatever you think “looks good”.

As a marketer that’s focused on getting the most out of every visitor (aka. get the highest conversion rates possible), I see people making this mistake all the time. There’s a science to building all your web pages that will produce the highest conversions.

Our marketing team at AutoOptimize was sent on a mission to document the best practices on building a web page that is optimized for maximum conversions. These best practices are a result of 43 different A/B experiments that were conducted.

While you’re welcome to apply all of these to your website as-is, it’s a much better idea to actually test each of these yourself to confirm the results. There’s no “one size fits all” approach in this space because of the huge number of variables involved including: your product, your industry, your offering, your messaging etc.

There's a joke in the marketing world that A/B testing actually stands for "Always Be Testing." It's a great reminder that you can't get stellar results unless you can compare one strategy to another (or one experiment to another).

If you're new to marketing or not familiar with A/B Testing, here's a quick explanation.

What is A/B Testing?

A/B testing is the process of comparing two versions of a web page, email, or other marketing asset with just one varying element. For instance, if you're A/B testing a headline, you would create two versions of the same page with only the headline changed.

After you prepare your variations, you present each version to half of your visitors. The test will tell you which version proved most popular amongst your audience based on specific metrics, such as conversion rate.

A/B testing is filled with surprises. You can create a hypothesis based on years of experience and hundreds of successful tests, but outcomes are impossible to predict — especially when people (website visitors) are involved.

There is no one-size-fits-all recipe. What works for one business won't work for another — and vice versa.

Don't expect to get the same results by implementing the experiments that have resulted in massive conversion boosts in this book. We recommend you ALWAYS run your own tests just to be sure.

Here's the truth about A/B testing and why so many people don't bother with it. **A/B Testing is painfully time consuming and very hands-on to run and manage.**

What is AutoOptimize

A/B testing so far has been a completely manual process. First, you need to know the experiments to run. Then setup one experiment at a time. Wait several weeks for results. Record them somewhere. Then manually setup the next experiment, and repeat the process over and over again.

We're changing the A/B testing game and taking it to a whole new level with AutoOptimize.

With AutoOptimize you:

- ✓ No longer need to know what to experiment. AutoOptimize has 50+ proven experiments built in.
- ✓ Don't need to manually create test variations. AutoOptimize will do it all on its own.
- ✓ Can totally forget about monitoring your test experiments. AutoOptimize looks at the data on an hourly basis.
- ✓ Don't need to manually start the next experiment. AutoOptimize knows when a test has reliably won and automatically moves on to the next test.
- ✓ Just have to answer a few questions and press Start. AutoOptimize will begin working its magic.
- ✓ Can literally set-it-and-forget-it and work on more important parts of your business.

[Click here to learn more about AutoOptimize.](#)

*Wishing you the best,
AutoOptimize Team*

The AutoOptimize Seal



You'll notice the "AutoOptimize seal" on some of the experiments. This seal indicates the experiments you'll be able to **COMPLETELY AUTOMATE** with AutoOptimize.

01

Call-To-Action Button Above Video Sales Page



The Experiment:

This experiment sounds a bit strange because you've probably never seen it done anywhere on the internet. What this experiment suggests is adding your Call-to-Action button (sign up, add to cart, etc.) above your video. Weird right?

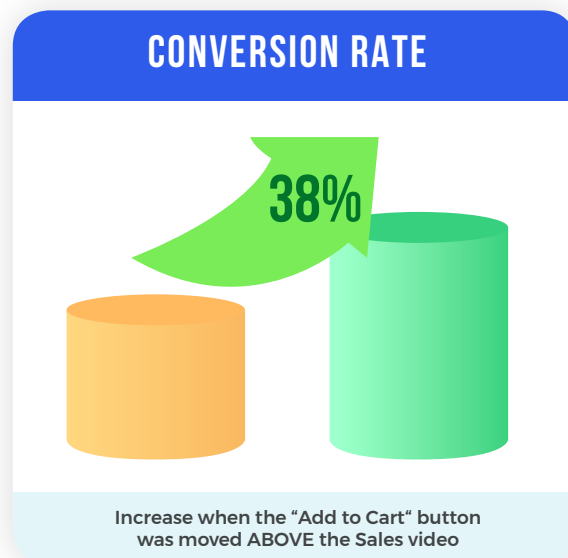
The Psychology:

The idea behind this experiment and why it has the potential of working is because most people that watch your video get so engaged that they never even scroll down and see your call-to-action button. OR they might already be sold on your product through word-of-mouth or previous research and they might not be interested in watching the video and just jumping to the next step.

By putting it above the video, it is something your visitor sees before they start watching your video. This sets a psychological mark at the back of their mind. This psychological mark could be triggered when your video mentions to take some sort of action (buy now, add to cart, sign up, etc.). At that point, your brain can easily recall seeing the button above the video and can take action right away.

The Result:

An increase in conversions by a whopping 38% was observed when the call-to-action button was moved above the sales video.



02

Order Form Shown Immediately vs Order Button With Hidden Form



The Experiment:

An experiment you can perform on your sales page is having an order form or a checkout form directly on your sales page that is visible upon landing. Or, alternatively, you can have the same form hidden but appears when a visitor clicks on the order button.

The Psychology:

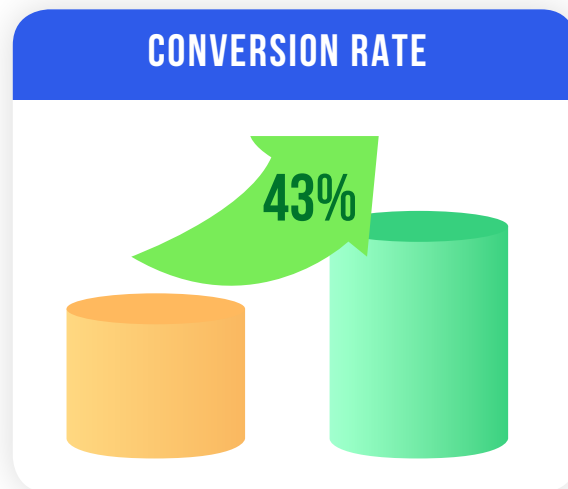
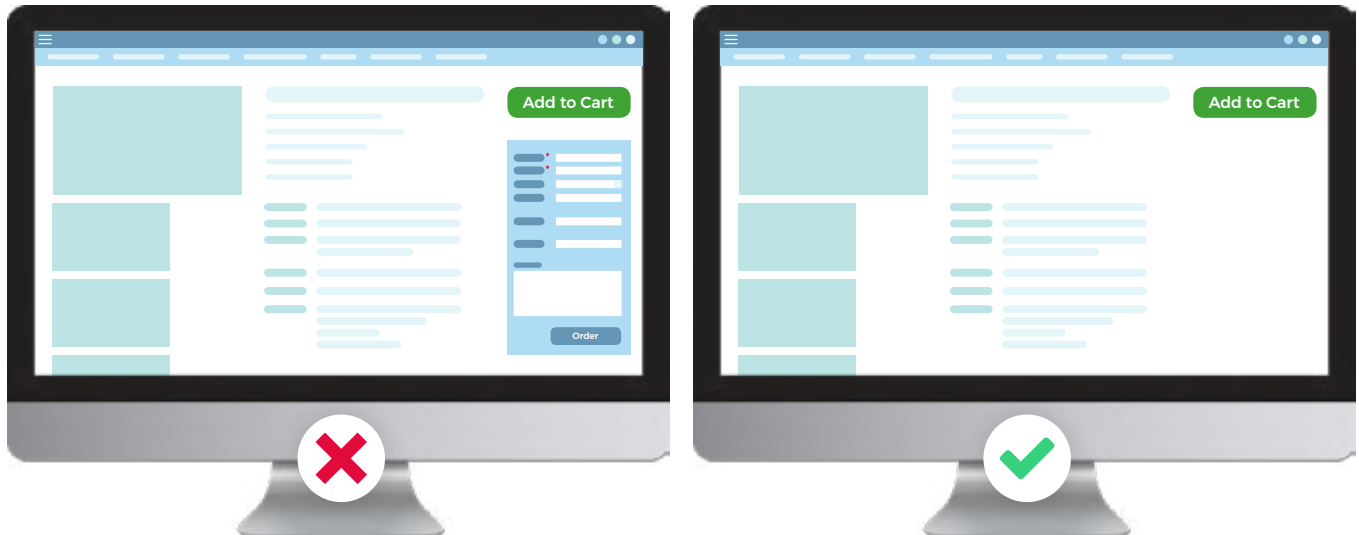
We've tested how the conversions will perform when the order form is present without an extra step (clicking an Add to Cart button) vs. adding the extra step of having users click the Add to Cart button and then the order form appears.

We've always been told things like *"reduce the amount of clicks for a user to take an action, make things more simple so the user doesn't have to think, etc."*. However, in some cases, this can backfire.

The concept of micro commitments states that if you can get a user to perform a small action towards a desired goal, they are much more likely to complete a larger action later. That's because they've already convinced themselves that they want to move in that direction by the first small action.

The Result:

Instead of showing the order form immediately, hiding it behind a button like “Add to Cart” increased conversions by 43%.



03

Testimonials Stacked Below Video



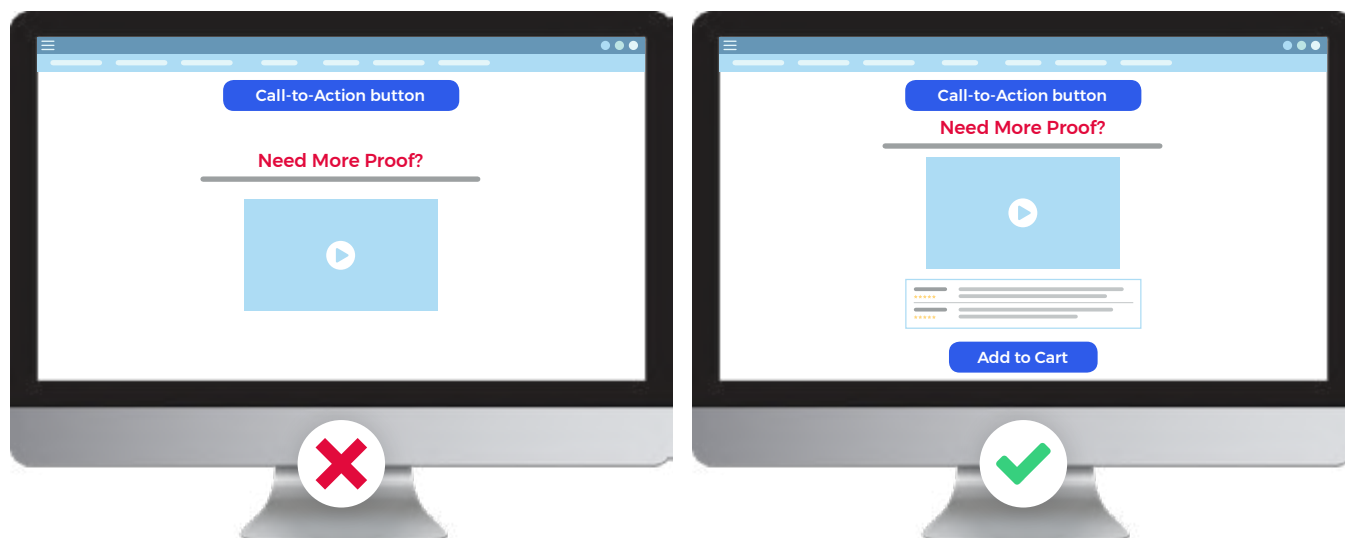
The Experiment:

Add testimonials underneath your sales video on your sales page.

The Psychology:

After watching your sales video, your visitors might be cynical and therefore might be looking for more proof. By adding testimonials underneath your video, your visitors will potentially overcome objections like “is this a scam?, will this work for me?, who else is buying this?”.

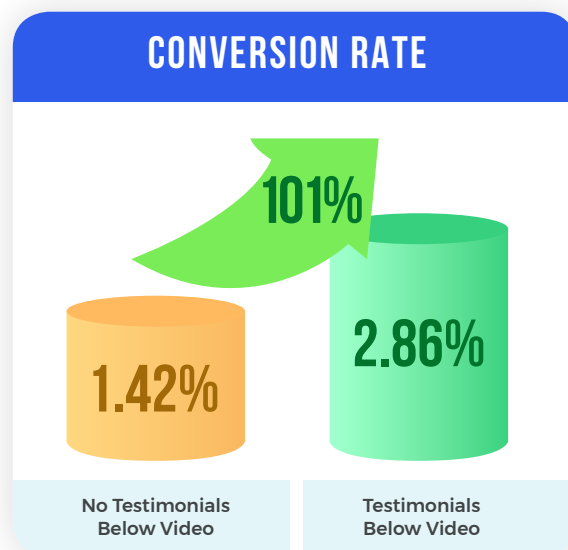
If your testimonials are a vast mix of customers, your visitors will find at least one person they can relate to which will ease their buying decision.



Having more testimonials is also an element of social proof as well — *“If all these people bought this product, I should too!”*

The Result:

Adding testimonials underneath the sales video, and ending the section off with an Add to Cart button, took conversions from 1.42% (no testimonials below video) to 2.86% (adding testimonials below video) — an increase of 101%!



Animated Headline vs Static Headline



The Experiment:

This experiment is very simple. You're testing a static headline vs. an animated headline. An animated headline could be as simple as the letters being typed out one by one.

The Psychology:

The headline is by far one of the most important elements on your page. It sets the stage for the visitor by answering the question "what is this and why should I be interested in it?". It also sets the stage for the visitor to make a decision to continue reading or leave.

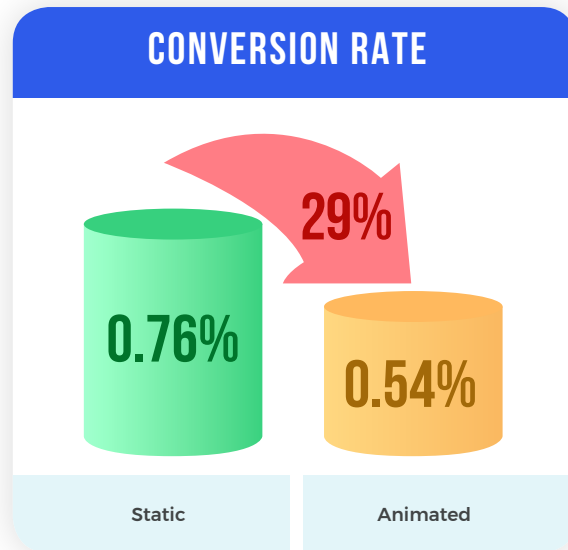
The idea behind this experiment is you want to give attention to your headline. Moving objects typically do a great job of bringing attention to something. So if you have a pretty good headline, you can bring more attention to it by animating it.

The Result:

The results of this experiment are a little confusing. In some experiments, the animated version won a few times and in other experiments the static headline won. With one of the experiments, the

animated headline decreased conversion rates from 0.76% to 0.54% — a decrease of 29%.

Like we mentioned, in some cases the conversion rate increased as well. So the moral of the story is to make sure to test each version yourself.



05

Add “It’s Free” Beside Signup Buttons



The Experiment:

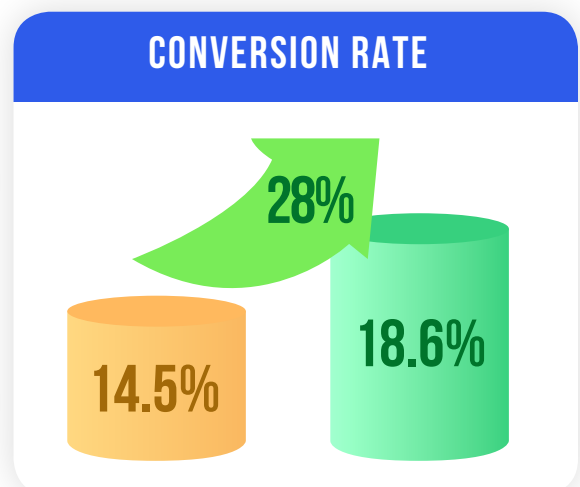
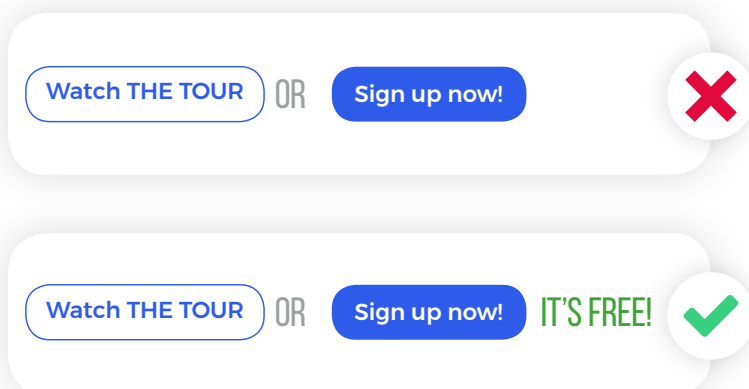
If you have any buttons on your page where you can add the magical two words “it’s free” text next to it, this will be a great experiment for you to run.

The Psychology:

Who doesn’t like free stuff? Whether it’s free t-shirts you get when you signup for credit cards in colleges, or a staff offering you a free doughnut as you’re standing in a busy Krispy Kreme line. It’s a fact in life — people like free things!

The Result:

Without changing anything else on your page, and just adding the magical words “it’s free” beside your button increased conversions from 14.5% to 18.6% — an increase of 28%!



Add “Sign-up Takes Less Than 60 Seconds” to Subheadline



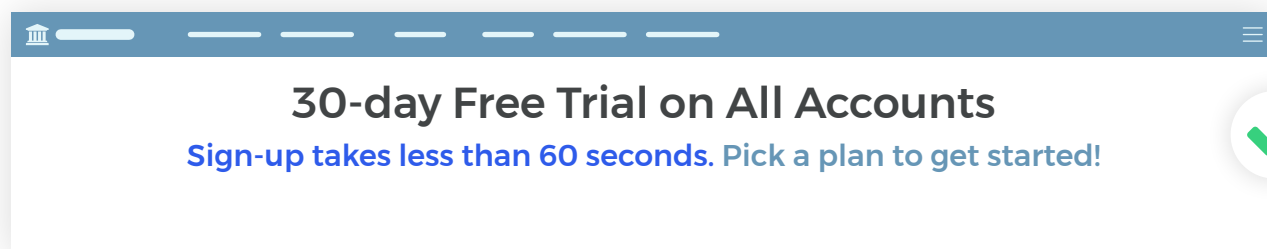
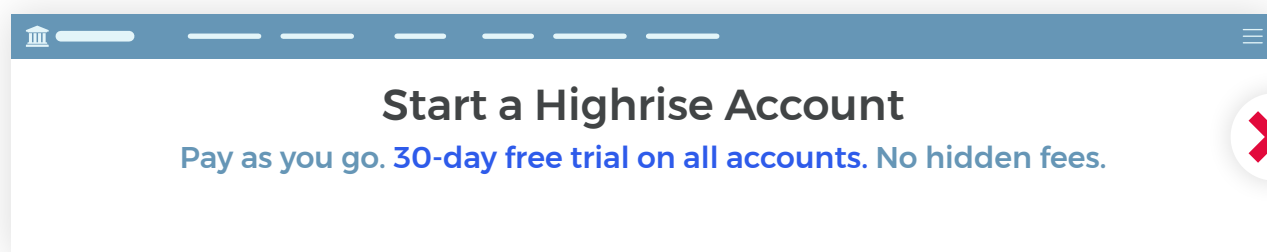
The Experiment:

Add a subheadline on your sales page that says “Sign-up takes less than 60 seconds.”

The Psychology:

Many people don’t take action because it either takes a lot of time and effort or just the unknown — *how much time or effort something will take*.

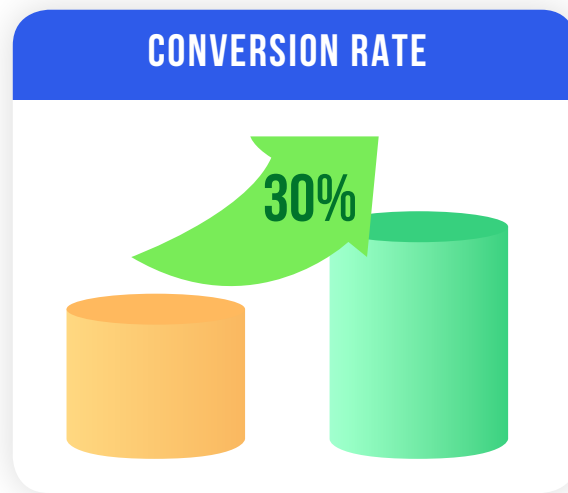
In this scenario, it is easier to comprehend that signing up will take less than 60 seconds. To add on to this point, if you think about doing



something in under 60 seconds, you automatically assume that such a quick task will require very little effort.

The Result:

Adding this one subheadline on the sales page improved conversions by 30%.



Change Shape Of CTA Button



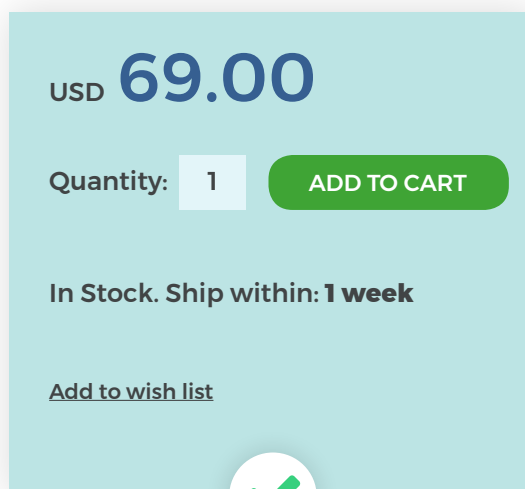
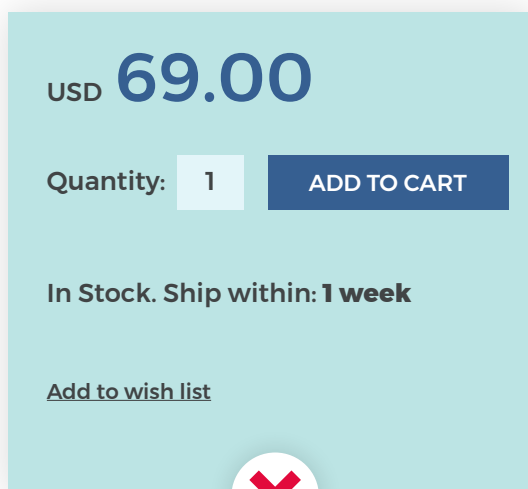
The Experiment:

Change the shape of your call-to-action button. Test out different variations such as rectangle, slightly rounded edges, completely rounded edges, etc.

The Psychology:

Buttons come in all sizes, shapes, and colors, and there really is no one-size-fits-all solution that works every time.

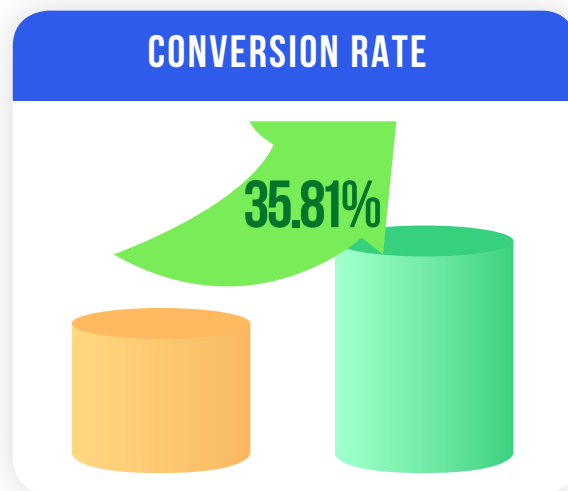
People like to say things like “You should never use red because it’s a stop color.” or “Green buttons are best!” While such generalizations are



convenient, they rarely mirror reality. What actually works will vary wildly depending on the context and the layout of the landing page.

The Result:

In an experiment conducted which changed the color and size of button from blue/rectangle to green/rounded resulted in a 35% increase in conversions.



08

Navigation Bar vs No Navigation Bar



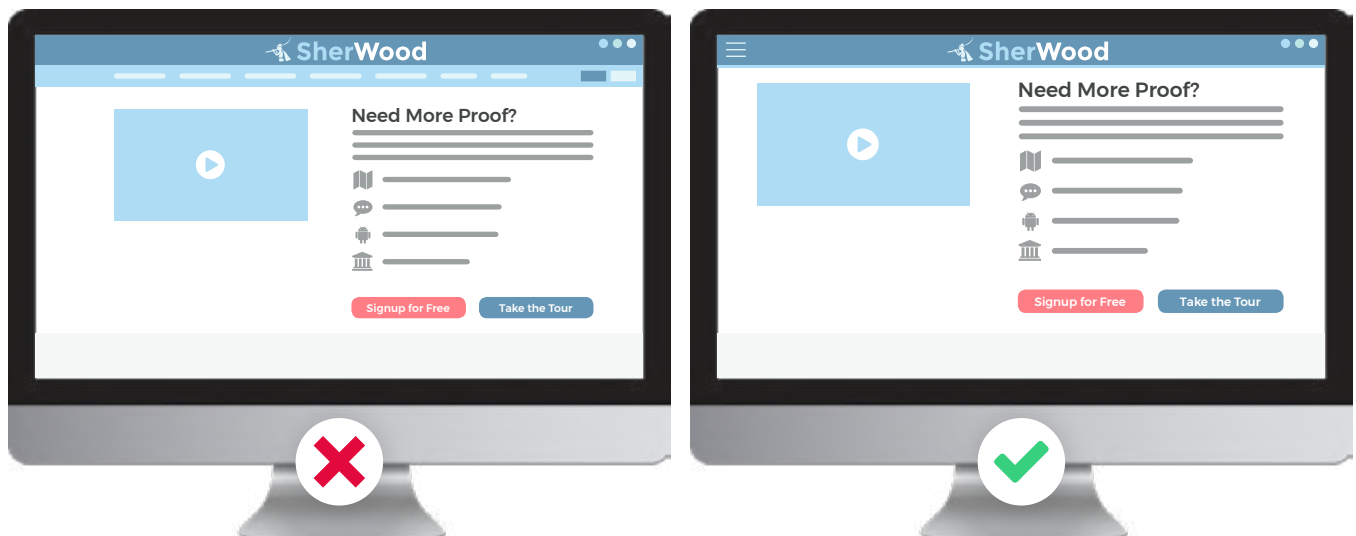
The Experiment:

The idea behind this experiment is to test which page converts better — page with navigation or without the navigation bar.

The Psychology:

The reason why a simplified landing page without any distractions has been so successful is because they cut out the noise. When a visitor lands on your landing page, their options are to either remain and consume the content or leave because it does not interest them.

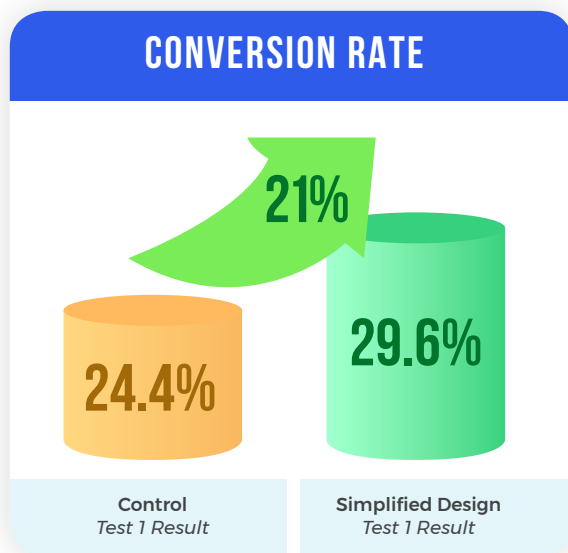
A simplified landing page prevents users from mindlessly browsing around and clicking links on your page. The more the user clicks around,



the higher the chances they will become confused and unable to make a decision.

The Result:

A simplified landing page without a navigation bar produced a 21% increase in conversions. Conversions increased from 24.4% to 29.6%.



Specific Numbers in Headline

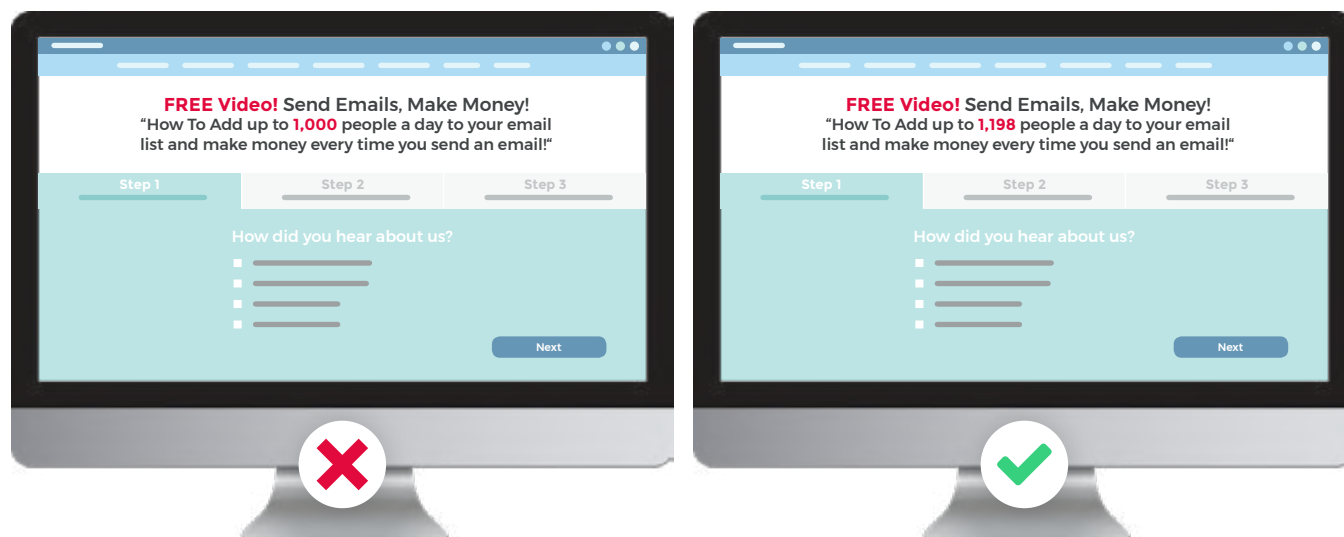


The Experiment:

Run an experiment which changes the number in the headline from “Discover How This Very Blog Grew to 10,000+ Subscribers in Just 12 Months” to “Discover How This Very Blog Grew to 10,471 Subscribers in Just 12 Months”.

The Psychology:

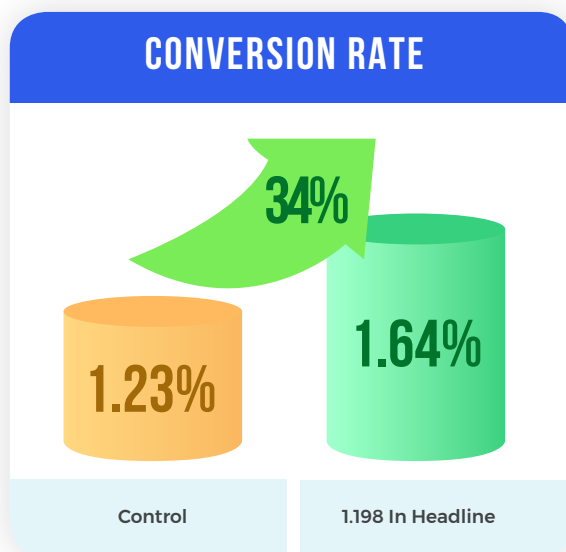
A specific number in the headline sounds more believable because it is not a generic/artificial number. It shows you have gone back to check your data and confirm that number. It also gives the impression that you



did not pull those specific numbers out of thin air but are reporting the reality of it.

The Result:

Using a specific number in your headline increased conversions by 34%.



10

Add The Following Badges: Free Shipping, 100% Secure, Money Back Guarantee, etc.



The Experiment:

Add some kind of reassurance badges on your page to make the visitors feel more satisfied & secured.

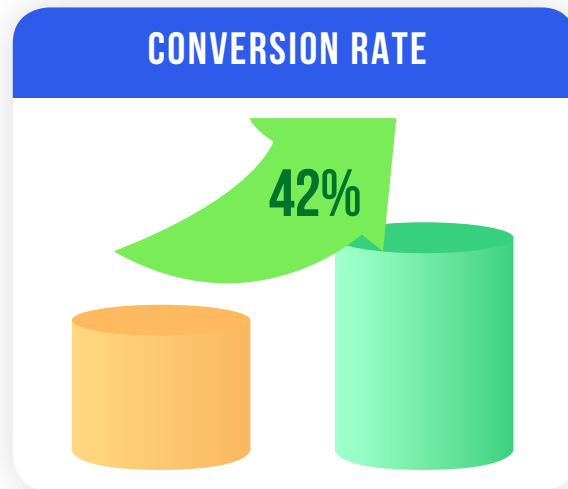
The Psychology:

The idea behind this experiment is to provide users with a peace of mind. Knowing that they will not be charged shipping or their order is 100% secure or you have a money back guarantee will make them feel less inclined to abandon their purchase.



The Result:

An experiment conducted with the Verisign trust seal to relay a sense of trust to their visitors resulted in a 42% increase in conversions.



Big Annoying Yellow Button At the Top

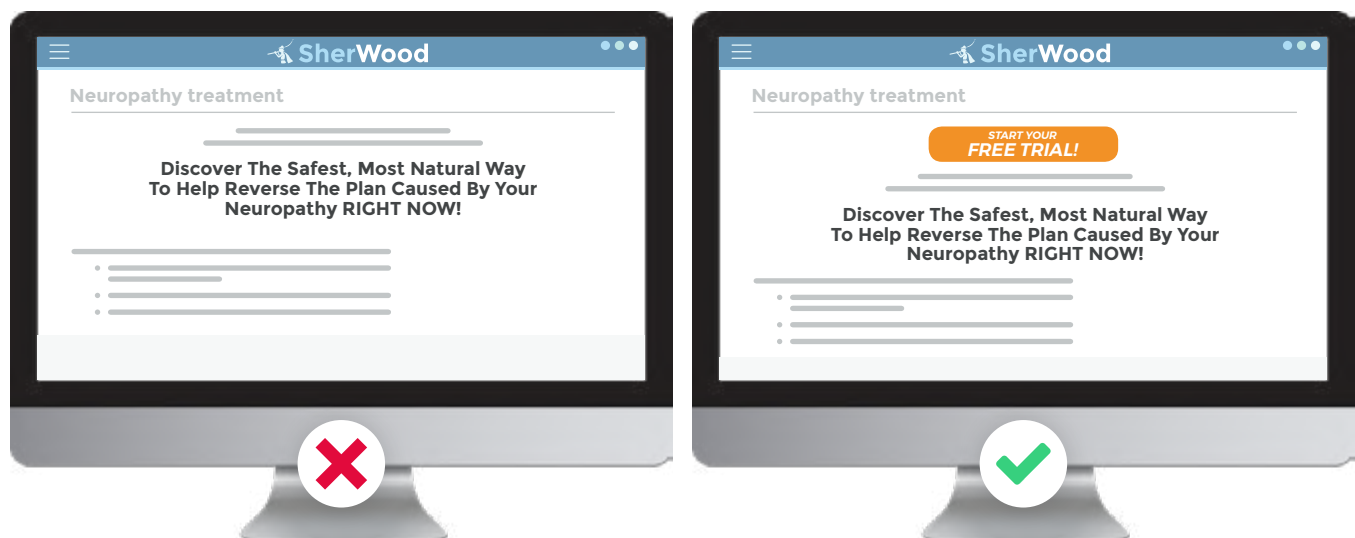


The Experiment:

This experiment adds a big annoying yellow button at the top of your sales page that could say something like “Start Your Free Trial!”

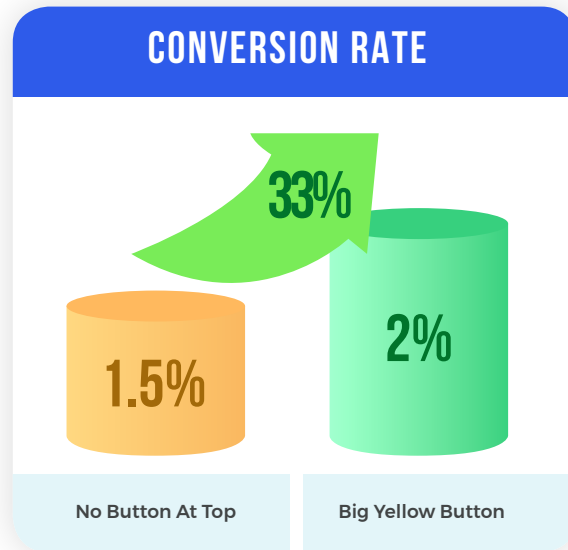
The Psychology:

Some visitors that land on your page just want to go ahead and move forward with taking an action like a purchase, free trial, opt-in, etc. And the easier it is made for them to do so, the higher chances there are for them to convert.



The Result:

By adding a big yellow button that said “Start Your Free Trial!” at the top of the page increased conversions from 1.5% to 2% — a 33% increase!



Red Headline



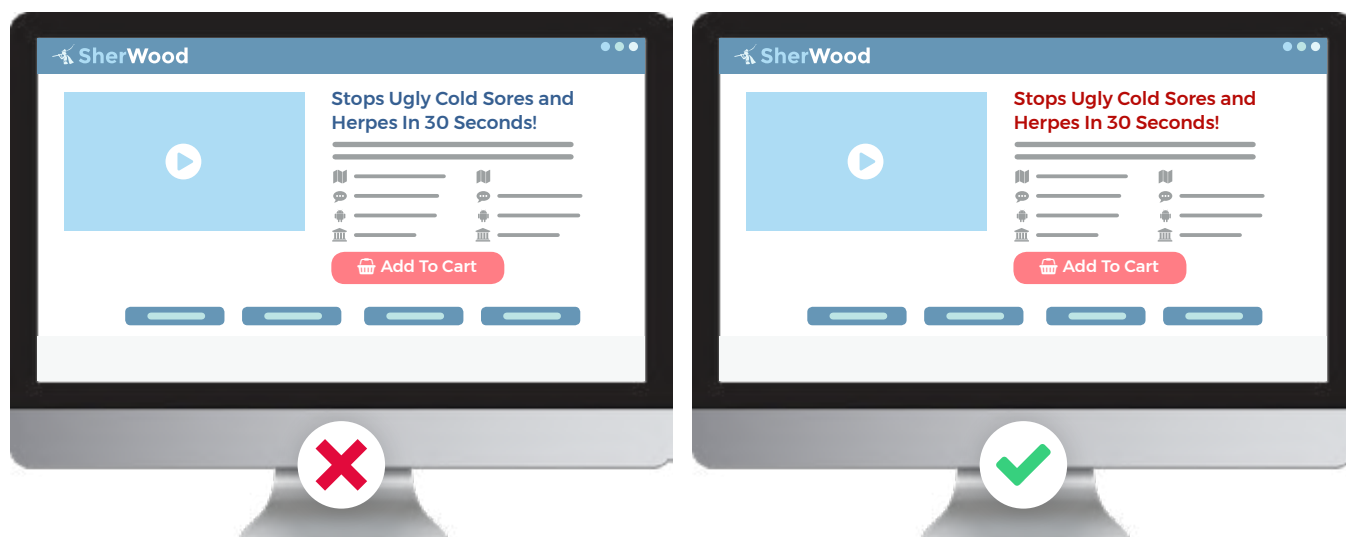
The Experiment:

Simple experiment — change the color of your headline to red.

The Psychology:

If you ask a designer to change the color of your headline to red when it does not match your website design, they'll think you are crazy.

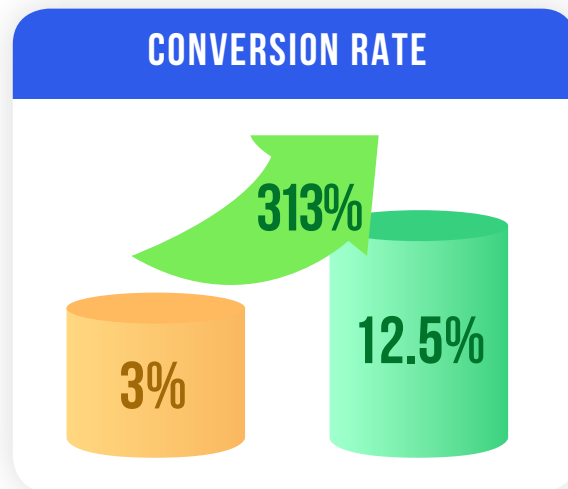
However, red is an attention grabbing color. That's precisely why you see stop signs and traffic lights use red to indicate stop.



The Result:

Marketers know that red almost always wins even though it may not match the site design. In this case, changing the headline color from blue to red increased conversions from 3% to 12.5% — an increase of 313%!

That is remarkable and something we suggest you definitely should run as an experiment on your page as well. Even if it makes your page ugly!



13

Move Opt-In Form Beside Video



The Experiment:

Change the location of your opt-in form so its beside a sales video.

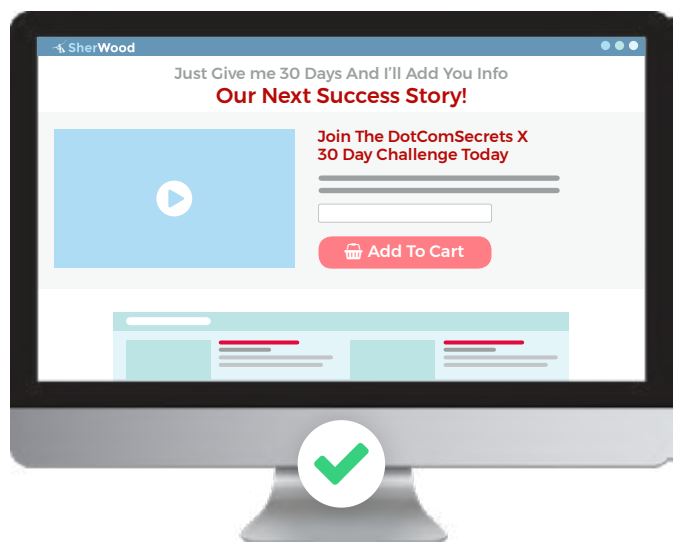
The Psychology:

The idea behind this experiment is that most of the world reads from left to right, therefore, our eyes are most used to moving side to side as we're consuming content.

The Result:

An experiment was run where the call-to-action was placed beside the video. This experiment performed poorly.

However, we've seen many sites that are using this which tells us that it is working for some people and not working for others depending on the niche and target market. We suggest running this experiment to see if it will perform better or worse for your pages.



14

Convert Testimonials to Facebook Style Posts/Testimonials



The Experiment:

Take your existing testimonials and convert it to Facebook style posts/testimonials.

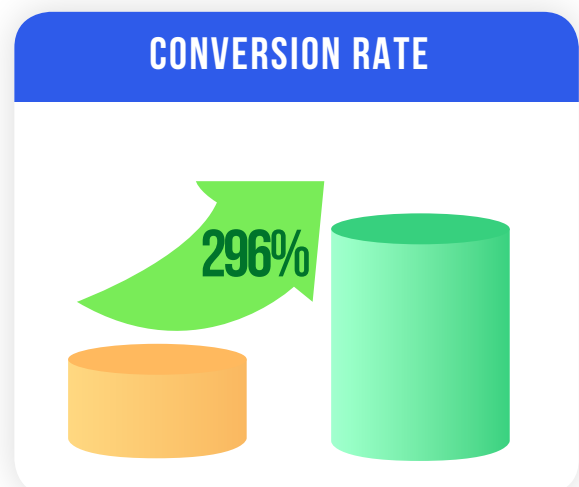
The Psychology:

Facebook has a huge trust factor amongst visitors because they are so familiar with Facebook's colors and style of posts/testimonials. Also people relate Facebook users to be "real" human beings.

The Result:

An experiment that was observed which converted all testimonials to look as if customers had left the feedback on Facebook saw a huge lift in conversions of 296%!

In another experiment which switched the order to show Facebook style testimonials first and then show what the visitor was buying underneath on the checkout page increased conversions by 80%.



15

Add Countdown Clock to Create Urgency



The Experiment:

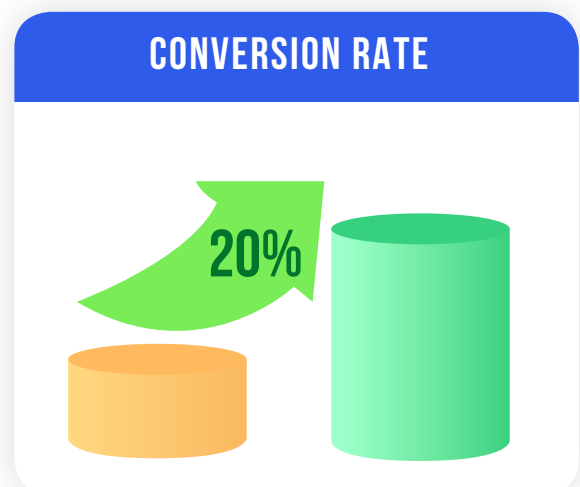
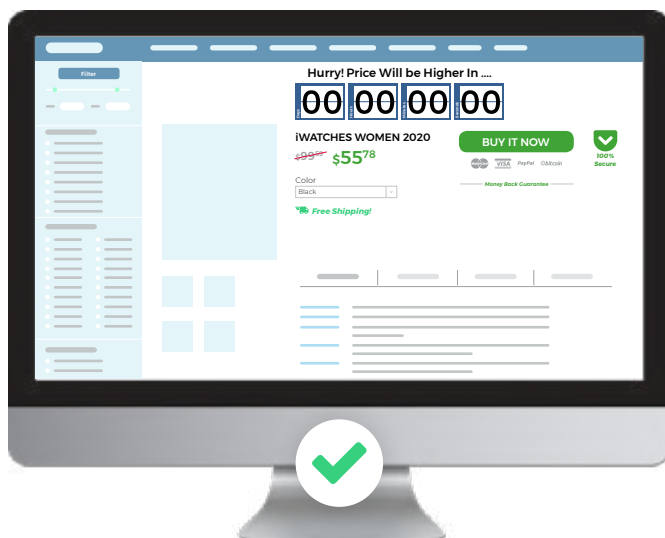
Add a countdown clock to your sales page to create urgency.

The Psychology:

Last minute decisions are made for several reasons. One of those reasons is when there is an urgency of something and that you'll miss out on it if you don't jump on board right away. So people go crazy for "limited-time" offers like Starbucks' holiday cups which are around for a very short period of time.

The Result:

Adding a countdown timer to the offer page increased conversions by 20%.



16

Video Spoiler Box Underneath Video



The Experiment:

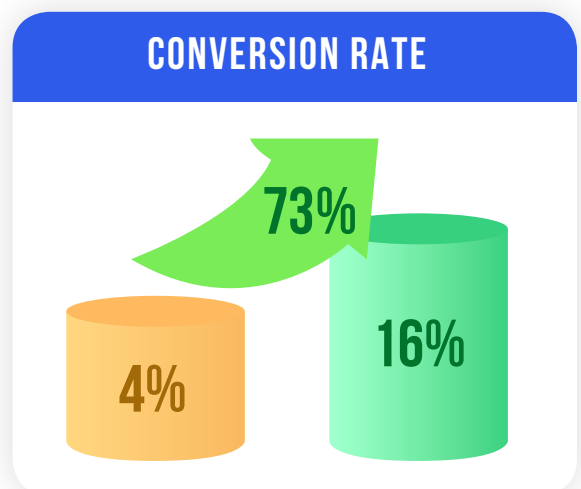
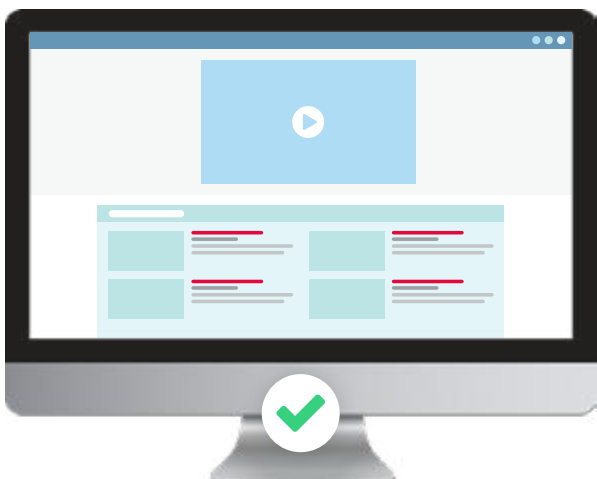
Add a spoiler box underneath your sales video which has a quick description of what would be taught in the video the visitor is watching.

The Psychology:

The idea behind this experiment is to give a sneak peak into what the visitor is about to watch and what they will learn from it. The key for this to be successful though is to make sure that the things you show in this spoiler box are engaging so the visitor will want to watch the rest of the video.

The Result:

This simple addition to any video has shot up conversions across the board. One experiment observed an increased conversion rate from 4% to 16% — a 73% increase in conversions!



17 Increase the Size & Dimensions of Sales Video



The Experiment:

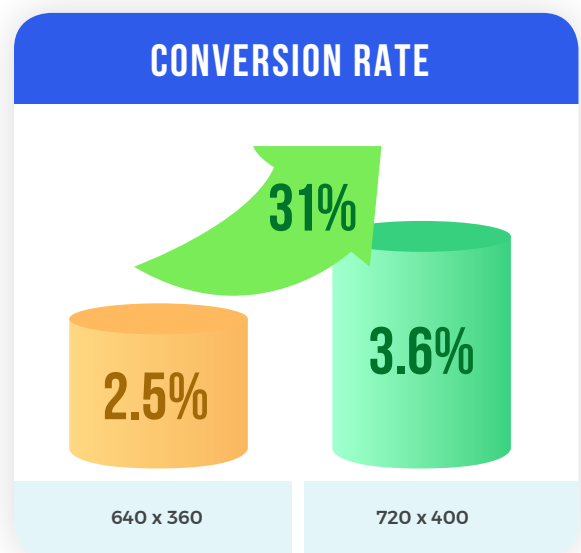
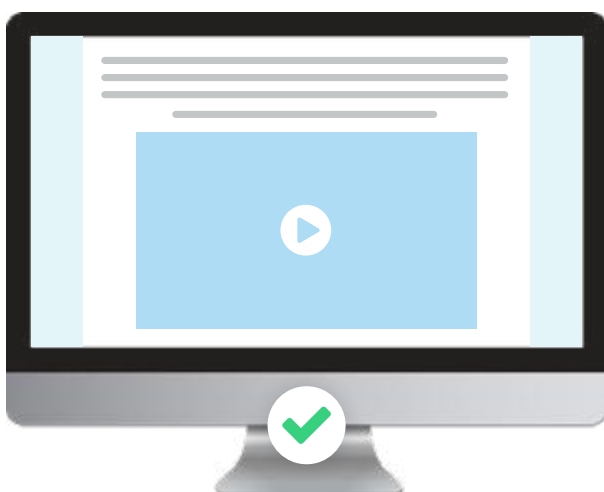
Increase the dimensions and size of sales video.

The Psychology:

Increasing the size of the video takes up more real estate space on a users screen making it more visible and “in your face”. This could lead to a higher likelihood of a visitor watching the video and not get distracted with other elements on the sales page.

The Result:

A video size that was 720 x 400 converted 31% better than a video that was 640 x 360.



Add/Remove Full Video Controls

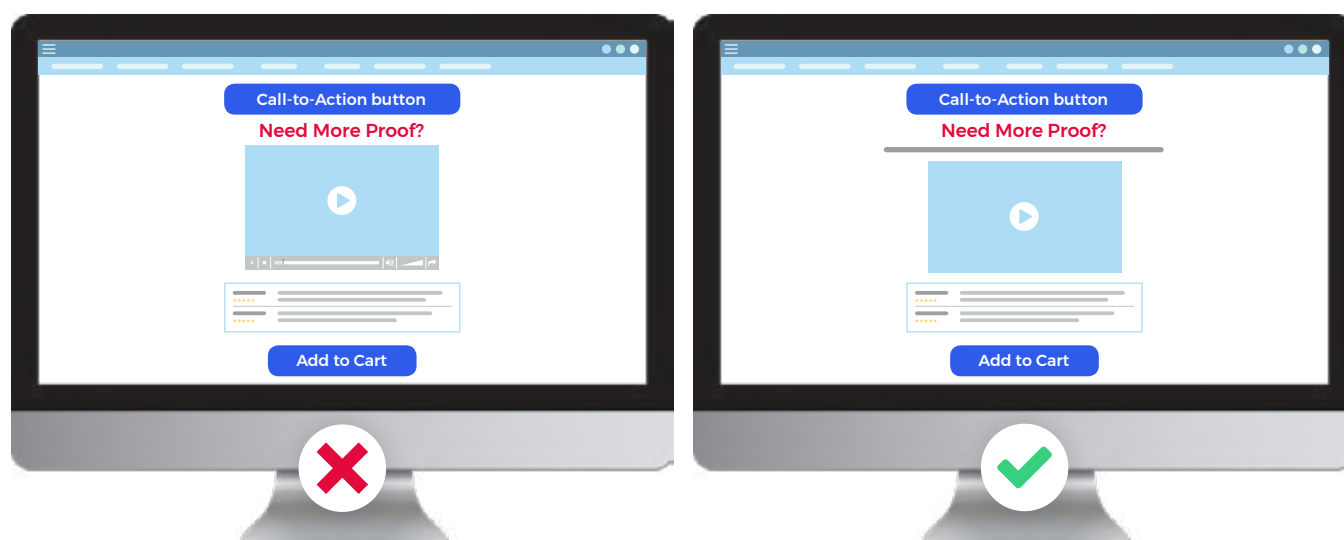


The Experiment:

Add or remove certain video control options on your sales video.

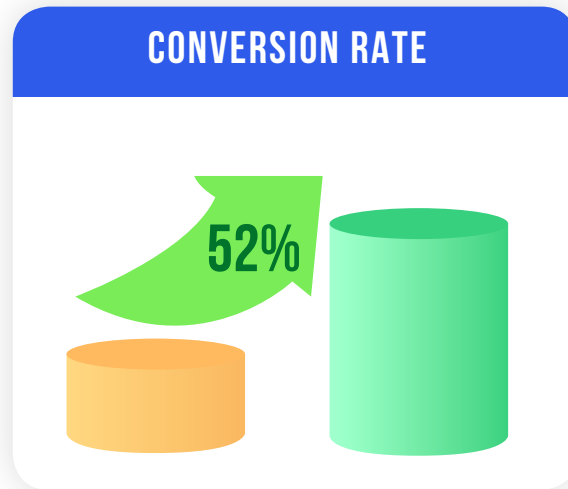
The Psychology:

Adding or removing full video controls from your sales video can have different impacts for different reasons. For example, if you remove the option to skip around in the video, then the visitor will be “forced” to watch through the whole video and not skip any details of the sales presentation.



The Result:

A test which observed leaving only the pause button and removing the rest of the full video controls increased conversions by 52%.



19

Add Mini Survey To Get Micro-Commitments for Opt-In



The Experiment:

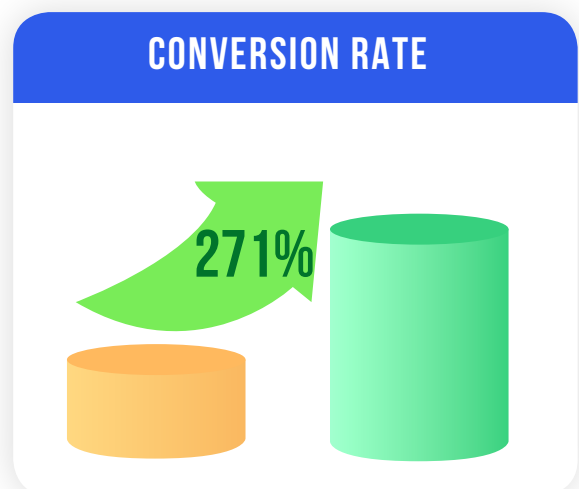
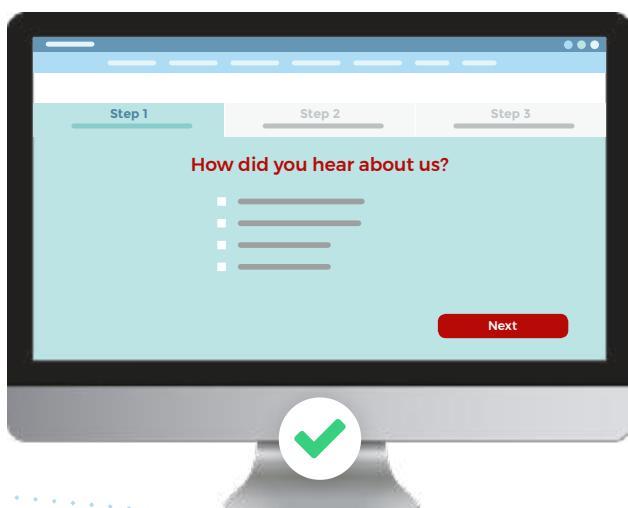
Add a 3-4 questionnaire/mini survey to get micro-commitments from visitors for opt-ins.

The Psychology:

Having a mini survey gets people engaged and allows them to perform micro-commitments. Once your visitor has made these micro-commitments, they are more likely to finish filling out progressively bigger forms because mentally they've already started the process.

The Result:

An experiment conducted which shifted from the traditional opt-in form to this micro-commitment survey method saw an increase of 271% opt-in rate, leading to a drop in cost per lead of 76%.



Test Different Headlines



The Experiment:

Test different headlines on your sales page.

The Psychology:

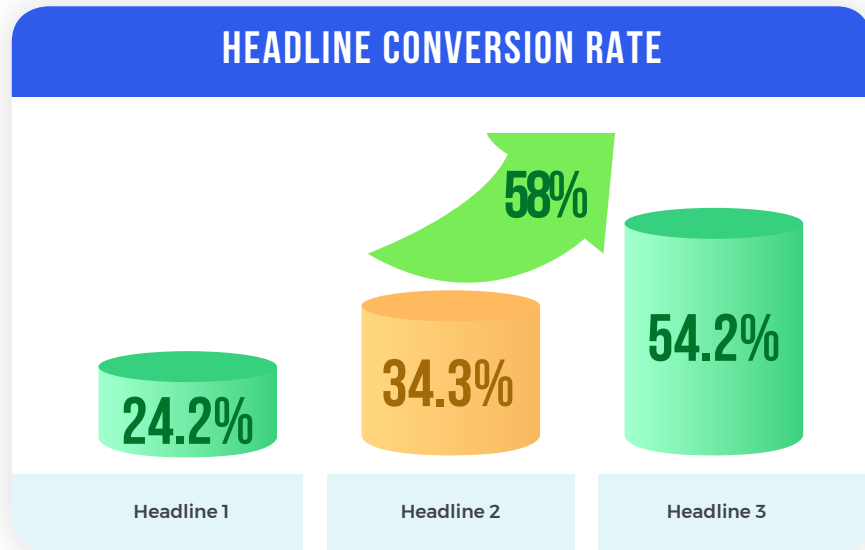
If there's one thing you need to test and optimize on your page, it's your headline. It will have the single biggest impact on your conversion rate because it's the first thing people see and decide whether they want to stay on the page or leave.

When you start running your traffic to your sales page, most of the time you will not know the mind of your visitor. What we mean is that you will not know how they think, how they will react when they land on your page, what their pain points are or the problem you're solving is even worth solving for them.

However, we all know that everyone thinks differently. Some people will act because Headline A was more relatable than Headline B. And other times, the opposite might be the case.

The Result:

Depending on your niche, target market and product, your results will vary a lot. In an experiment observed where a sales page tested three different headlines, the 3rd headline increased conversion rates from 24% to 54% — an increase of 125%.



Test Different Subheadlines



The Experiment:


Test different subheadlines on your sales page.

The Psychology:

The second thing people will usually look at after your headline is your subheadline, hence this is the second most important thing to get right.


The Result:

The results of this test will vary depending on your target market, niche and product. However, in an experiment where the subheadline was changed to “Sign-up takes less than 60 seconds.” performed 30% better than “Pay as you go. 30-day free trial on all accounts.”



Start a Highrise Account

Pay as you go. 30-day free trial on all accounts. No hidden fees.





30-day Free Trial on All Accounts

Sign-up takes less than 60 seconds. Pick a plan to get started!



Test Different Videos



The Experiment:

Test different videos on your sales page.

The Psychology:

Similar to the experiment of testing different headlines & subheadlines, testing different videos is also an important experiment that you should perform on your sales page. You can test different videos like an animated video vs. hand-drawn video. Some others could be a man speaking vs. a woman speaking.

Results With Male's Voice

Section	Impact	Variation	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv./Visitors
Section 1	20%	Control	1.26% ± 1%	—	—	3 / 238
		Drawn	0.06% ± 3%	—	—	0 / 210
		PPT	1.45% ± 1%	+17.97%	99%	4 / 269
		PPT Music	2.14% ± 1%	+69.52%	77%	5 / 291
Headline	75%	Control (animated)	0.04% ± 1%	—	—	4 / 408
		Static Headline	1.66% ± 1%	+108.31%	87%	3 / 562

Results With Female's Voice

Section	Impact	Variation	Conversion Rate Range	Percentage Improvement	Chance to Beat Original	Conv./Visitors
Section 1	22%	Control	1.57% ± 1%	—	—	5 / 364
		PPT	1.68% ± 1%	+22.35%	53%	6 / 357
		PPT Music	1.13% ± 1%	-17.76%	19%	4 / 354
		Drawn	1.19% ± 1%	-13.67%	42%	4 / 335
Headline	24%	Control (animated)	1.25% ± 1%	—	—	9 / 718
		Static Headline	1.45% ± 1%	+19.20%	62%	10 / 642

The Result:

The results of this will vary depending on your niche. An experiment which was tested in the weight loss niche, video with the male's voice converted higher than the female voice. But this could easily be a different case for your product or service. We recommend testing different types of videos against one another to find the most optimal creative for your audience.

Add A Widget Like “Proof” To Show Social Proof As Sales Come In



The Experiment:

Add social proof to boost your conversions and credibility by showing a little popup in the corner of your page. This little popup could show the name and place of the person who took up your offer.

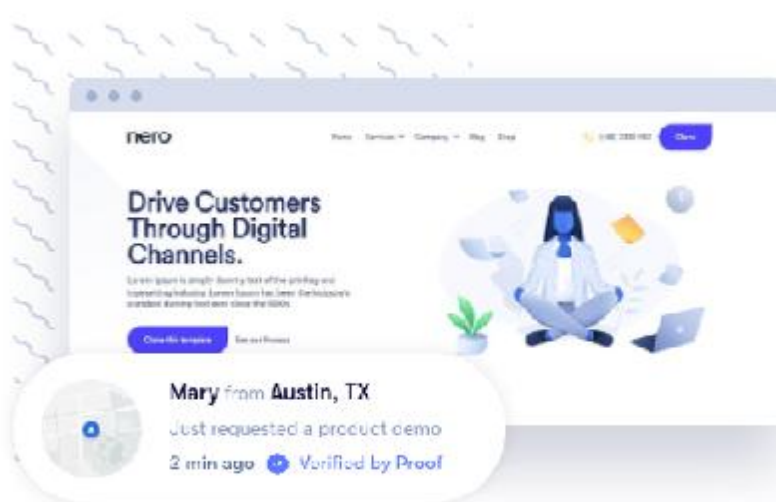
The Psychology:

You remember when Apple first released their iPhones and how people stood in lines for days just to purchase one? Now you obviously weren't standing in that line, but the amount of people you heard standing in the line made you a lot more interested in the product than you might have been otherwise. This is because many of us want what others have. If you see someone living in a nice home, you also wish you were as well.

When we see other people buying something, it acts as “social proof” — if all these people are buying this, then it must be good.

The Result:

According to experiments that have been conducted, adding a social proof like popup on your page can increase your conversions by 5-15%.



Add A “Who This Is For” Section On Your Page

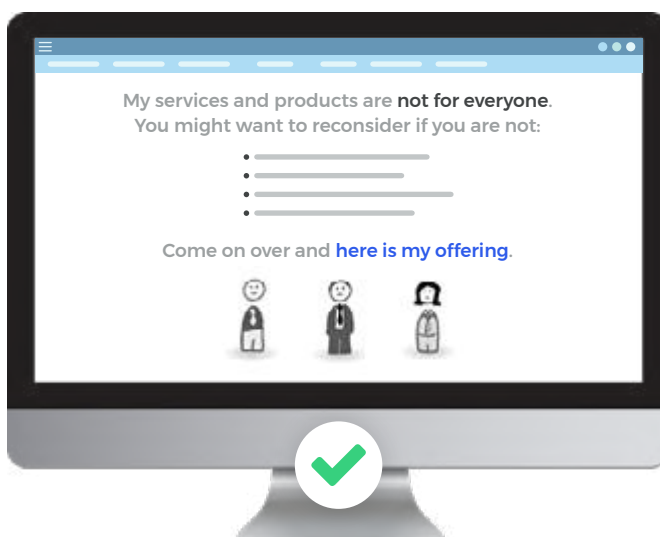
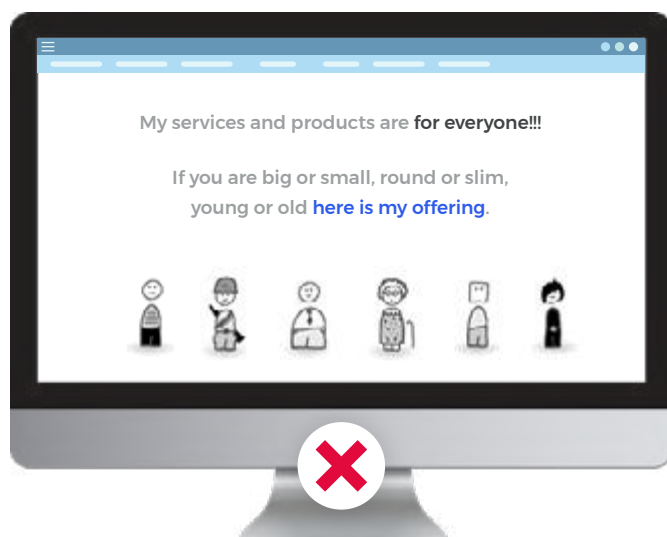


The Experiment:

Add a section on your sales page which talks about who the product/service is for.

The Psychology:

By adding this section on your sales page, you are no longer talking to everyone but rather a precise audience. In this section, you can write specifically who your product/service is intended for because you will be able to connect more with them while at the same time hinting exclusivity. After all, these are the people most likely to take action and convert.



The Result:

The results of this test will vary depending on your target market, niche and product/service.

On the one hand, by providing this information you are likely to connect more with your target audience and create a feeling of “exclusivity.” On the other hand, you may restrict yourself from other potential clients.

Hiding Order Form/Button Until End Of Video Playback



The Experiment:

One of the tests you can perform on your Video Sales Letters (VSLs) is delay showing your Order Form or a Order Button until the end of video playback (or delayed to a certain point in the video such as when Price is mentioned).

The Psychology:

The idea behind this experiment and why it's worth testing is because when a visitor lands on your page, you want to present them with minimal distractions. Especially since the idea behind the VSLs is to prepare your audience for the offer.



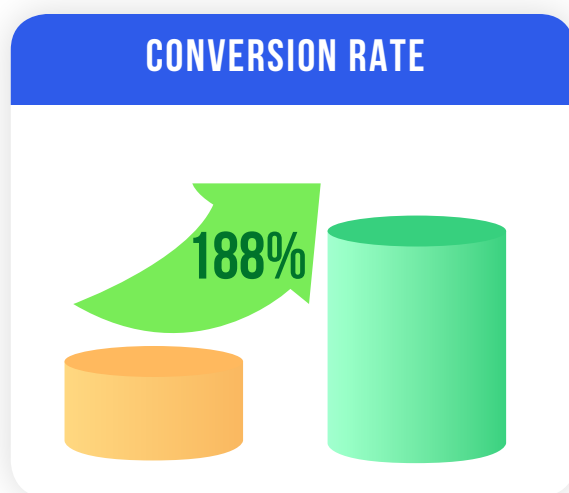
Ideally, you want your visitor to watch the whole video so they understand the problem, the solution, the benefits of the solution, the price, etc. Without this presentation, your visitor may not be in the right mindset and/or be aware of the problems & solutions.

The Result:

The results on this experiment are inconclusive. In some cases, a 188% increase in conversions has been observed when there is no delay in showing the order button.

However, on the other hand, we have seen a lot of people, utilizing this method which tells us that it's working for them.

We would recommend this experiment be tested on your VSLs so you know for certain if it increases your conversion rates or not.



Test Different Button Colors



The Experiment:

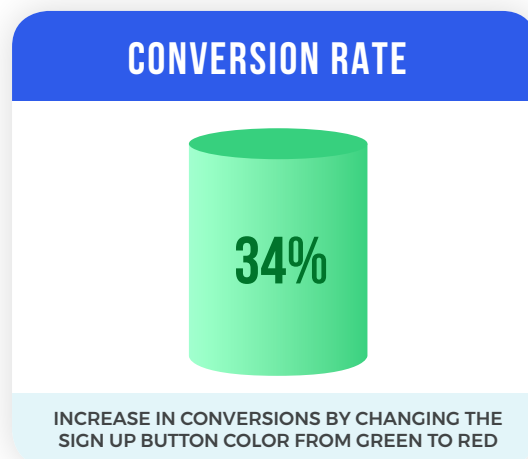
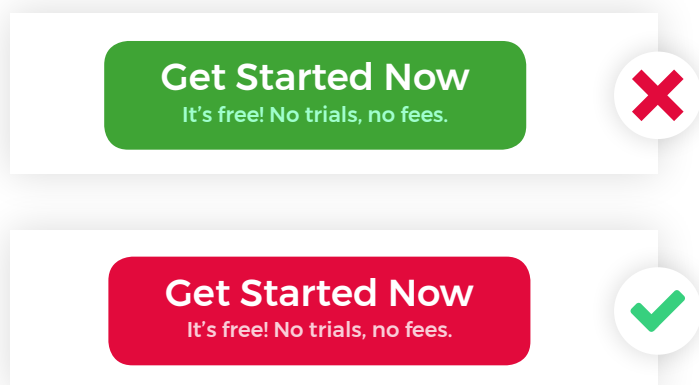
Test different color buttons for your call-to-action buttons.

The Psychology:

When you design your sales page, there is a good chance that you will most likely go with colors that will match the designs. However, knowing that certain colors convert higher than others, it is important to run this experiment to see how your audience will react.

The Result:

In an experiment testing a green button vs. red button, the red button outperformed the green button. The red button increased conversions by 34%.



Change CTA to Benefit Based

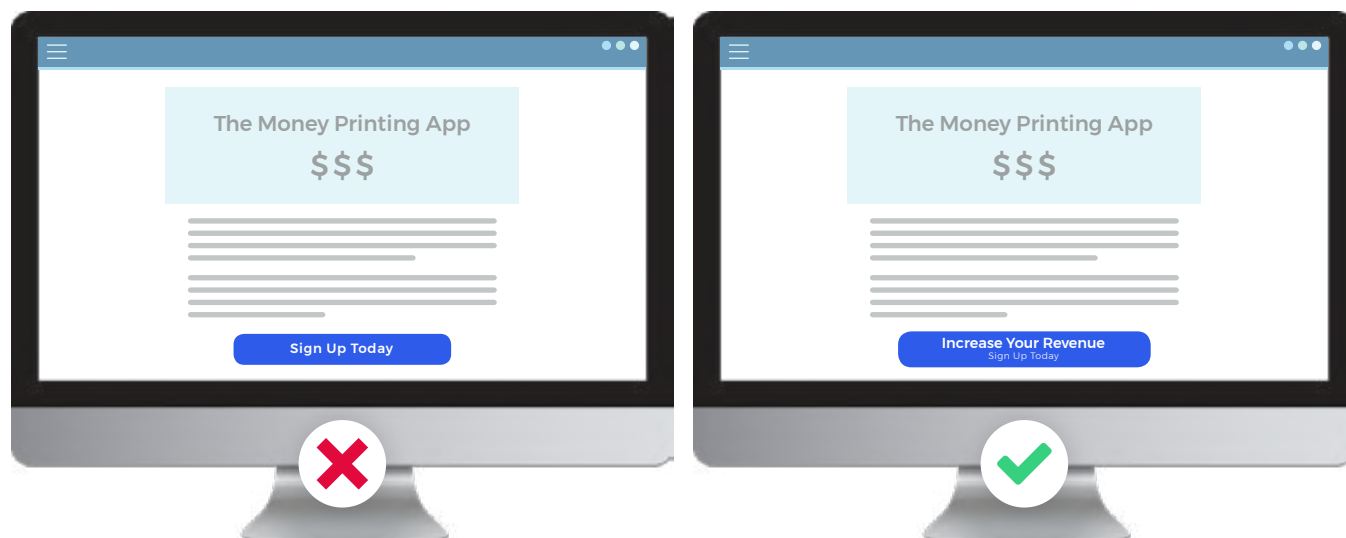


The Experiment:

Change the CTA action on your buttons from “task based” to “benefit based”. Example: Sign Up vs. Increase Your Revenue.

The Psychology:

A task based headline like “sign up” is plain and boring and does not provide any sort of inherent value. Instead, “sign up” makes you think of going through a long effort induced process of filling out lengthy forms. So a button which mentions the benefit will likely convert higher since most people are making a purchase to gain something or reduce their pain.



The Result:

Although we don't have concrete results from this, but if one button tells you that it will "Save You Money", while the other one asks you to "Sign Up". We'd place our bets that the first one might have a higher chance of being acted on, as a sign up on it's own has no inherent value.

We recommend testing this on your own page and see what type of results you get!

Add Exit Pop-Up

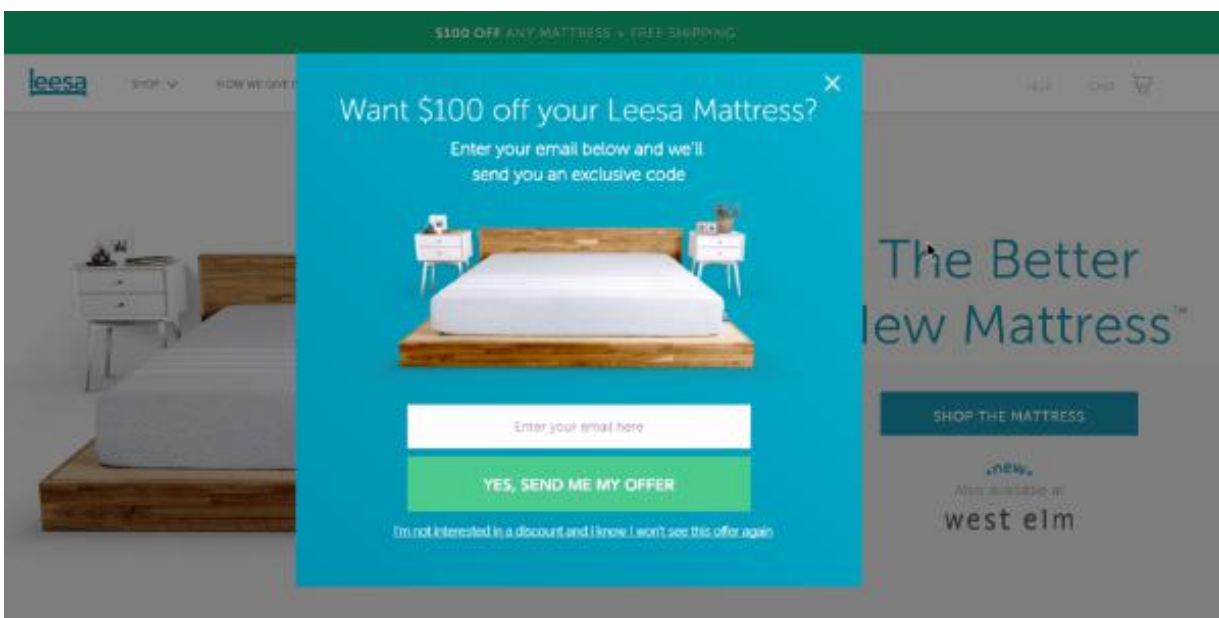


The Experiment:

Add an exit pop-up for users to opt-in or provide a different lower-priced offer.

The Psychology:

This one is simple and straightforward. An exit popup is your last chance to try and convert your visitor before they bounce from your page. In order for this exit popup to be effective, giving your visitor a special offer or try to point out something very unique about your product that will make them stop and take action.



The Result:

An experiment conducted on a sales page targeting an older demographic, an exit popup with the option to call in to place an order resulted in a 65% lift in conversions.

However, depending on the offer and messaging, an average of 5-10% can be expected.

In-line Visible Opt-In vs. Pop-up



The Experiment:

If your landing page has the opt-in form fields on a pop-up, replace it by adding the fields directly on to the landing page.

The Psychology:

The idea behind this is to reduce extra steps for visitors which reduces friction. Also, if the visitor sees the opt-in form as soon as they land on the page, they will have a sense of how long the sign up actually is. A good idea would be to have a shorter form.

The Result:

The results are inconclusive on this experiment. We recommend running the experiment and observing the results because it can vary based on product/service and target market.

Change Your Pricing Tactics For Recurring Payments

The Experiment:

Test out several tactics to your pricing strategy. For example, if you have a monthly or yearly subscription such as a gym membership, instead of writing “\$29.99/month”, write “less than \$1/day” or “less than a cup of coffee/chocolate bar/etc.”

The Psychology:

As humans, we love to compare things. In this same scenario, adding a statement like “less than a cup of coffee a day” puts things into perspective. A visitor will realize that a cup of coffee is only \$2.00 which isn't much at all. Of course, this only makes sense if you're comparing it to something simple or comparable to an everyday item in their life.

The Result:

The results are inconclusive on this experiment. We recommend running the experiment and observing the results because it can vary based on product/service and target market.

Add Comparison Table Against Competitors



The Experiment:

Add a comparison table on your sales page which compares your product against your competitors.

						
 Lifetime Warranty			SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS
 Made in the USA				SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS
 Free Shipping			SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS	SOME PRODUCTS
 Green Manufacturing				SOME		
 Customer Service	EXCELLENT 	BAD 	GOOD 	OKAY 	GOOD 	GOOD 
 Ease of Return	EXCELLENT 	DIFFICULT 	OKAY 	BAD 	OKAY 	OKAY 
 Product Recalls	 NONE	YES	 NONE	YES	YES	 NONE

The Psychology:

This is great because it showcases that your product or service is better than your competitors. Adding something visual such as a comparison table makes it a great way to show how you are different and/or better than your competitor.

The Result:

The results are inconclusive on this experiment. We recommend running the experiment and observing the results because it can vary based on product/service and target market.

Professional Photo vs. Casual, Laid-Back Photo



The Experiment:

Experiment with different photo's of yourself — a professional one with a suit & tie vs. something more casual and laid back.

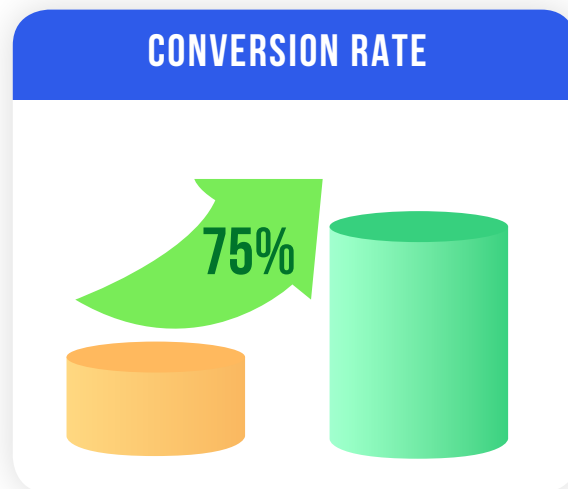


The Psychology:

If you are promoting a financial product you might think a professional photo of yourself wearing a suit and tie might work better. And it just might. However, there is a chance that a casual, laid-back photo of yourself might result in higher conversions.

The Result:

An experiment was conducted which tested a professional photo vs. casual photo promoting a webinar about revenue and increasing cash flow. You'd think that a professional photo would be the winner. But, looks can be deceiving. When replaced by a casual and more laid-back photo, response rate to the webinar increased by over 75%!



Animated Social Count Under CTA Button

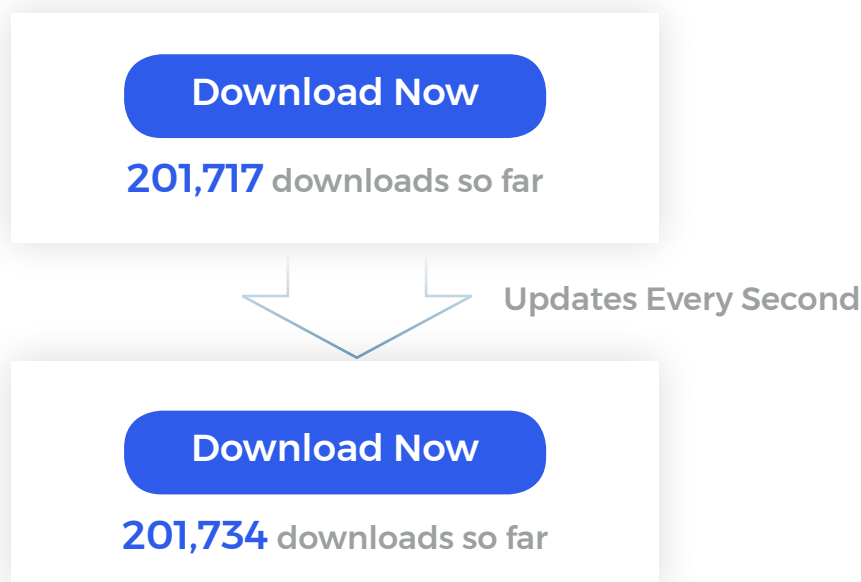


The Experiment:

Add a social count which updates every second as people take a certain action on your landing page. For example: The “41,284” from this counter updates every second “41,284 have signed up to our mailing list”.

The Psychology:

Let’s take this scenario: Seller A is selling almost identical kitchen gadget as Seller B. However, Seller A has 841 reviews, but Seller B only has



127 reviews. Most people will automatically assume that the product with more reviews is more popular and most likely purchase from Seller A.

The idea behind this scenario is that most people trust when they see others making the same choice. So when a visitor sees that many people have signed up to their mailing list, they will want to as well.

The Result:

The results are inconclusive on this experiment. We recommend running the experiment and observing the results because it can vary based on product/service and target market.



Reaffirm Your Information Will Never Be Sold Or Given Away Or Won't Get Spammed Under Opt-In Form

The Experiment:

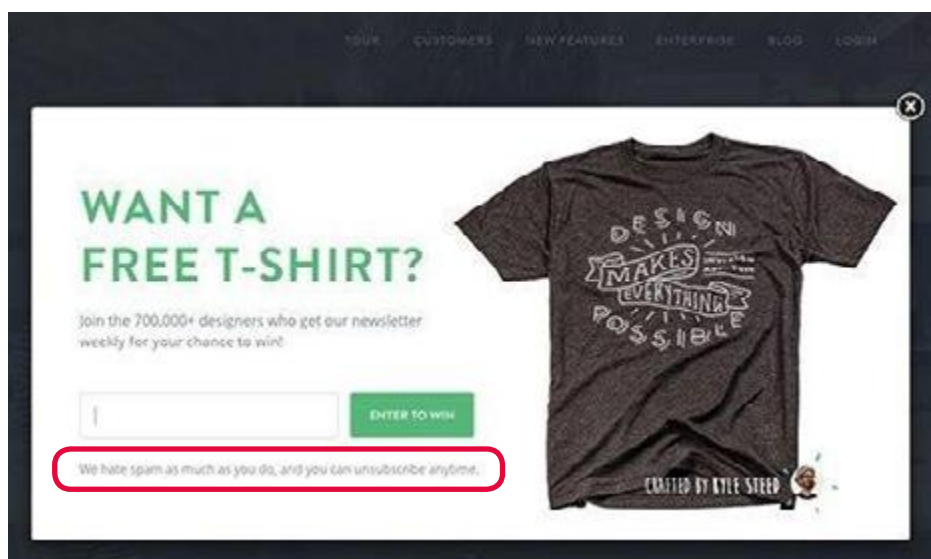
Add a statement such as *"We have a very strict anti-spam policy. You can be certain that your info will never be sold or given away."* underneath your opt-in form.

The Psychology:

People want to feel secure that they are putting information in safe and responsible hands. By adding this little statement underneath your opt-in form, you will be able to overcome one of their hesitations.

The Result:

The results are inconclusive on this experiment. We recommend running the experiment and observing the results because it can vary based on product/service and target market.



Add Wavy Underline Under Headline



The Experiment:

Add a animated wavy underline under your headline.

The Psychology:

This is one of those things that you don't see very often and gives an impression of something "different" which is eye-catching and demands attention.

The Result:

The results are inconclusive on this experiment. We recommend running the experiment and observing the results because it can vary based on product/service and target market.

This Headline Has A
Wavy Underline

Pop-up Opt-In vs. In-line



The Experiment:

If your landing page has the opt-in form fields, replace it with a pop-up that appears once you click the call-to-action button and place the opt-in fields on the pop-up.

The Psychology:

The idea behind this is to get micro-commitments from your visitor. If the visitor clicks your call-to-action button, it shows a sign of commitment that they are interested or want to learn more. When the pop-up appears, they may be more likely to provide contact information.

The Result:

The results are inconclusive on this experiment. We recommend running the experiment and observing the results because it can vary based on product/service and target market.

Add Subscribe Bookmark Triangle In Top-Right



The Experiment:

Add a sticky “Subscribe” bookmark-like triangle in the top-right of your page.

The Psychology:

The idea behind this is to give your visitors the option to subscribe to your mailing list in a clean & simple manner.

The Result:

The results are inconclusive on this experiment. We recommend running the experiment and observing the results because it can vary based on product/service and target market.



Add More Call-to-Action Buttons On Page



The Experiment:

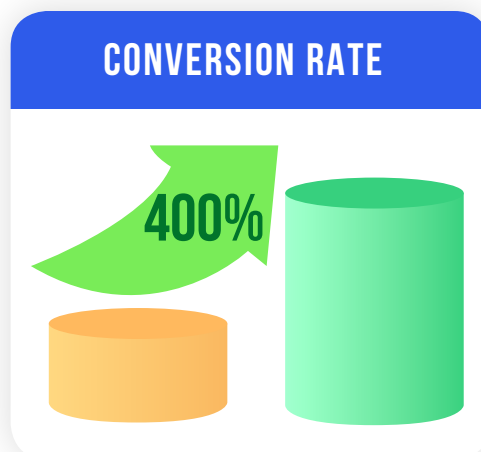
If you have a somewhat long sales page, add multiple CTA buttons, perhaps in every section if it makes sense.

The Psychology:

If you have a fairly long sales page, adding more call-to-action buttons may be useful in improving your conversion rates. This is because the user will not have to scroll all the way up or down or wherever your CTA button is. Instead, as they are scrolling through your page, your CTA button is serving as a constant reminder for them to take action. And whenever the user is ready to convert, don't make them wait because you may lose them instead.

The Result:

The results of this experiment are not surprising at all. A call-to-action button which lived all the way at the bottom of the landing page only was modified slightly to include the same call-to-action button to be right above the fold, just below the intro paragraph. This experiment yielded more than a 400% increase in conversions!



Floating Video As Visitors Scroll Page



The Experiment:

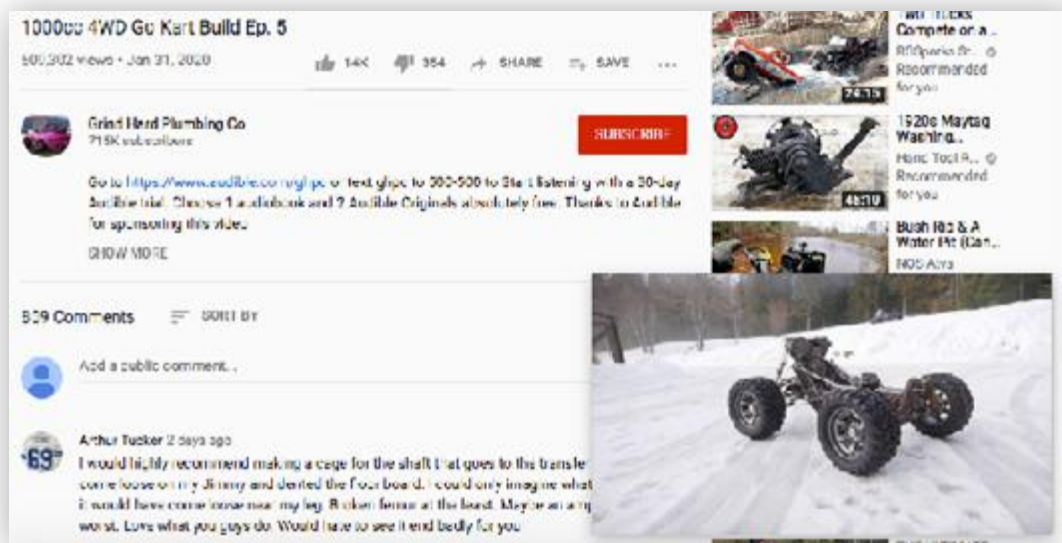
Add the ability to make your video float as a visitor scrolls your page.

The Psychology:

Give your visitors the option to watch your video as they scroll through your page. The scrolling video makes it accessible for visitors to easily watch your video while also reading the rest of the information on your page.

The Result:

The results are inconclusive on this experiment. We recommend running the experiment and observing the results because it can vary based on product/service and target market.



Add “Recommended / Most Users Get” Beside Product If Multiple Options

The Experiment:

If you are selling multiple products or a product with different options, add “Most Recommended” or “Best Value” or “Most Users Choose” beside the product.

Shared Web Hosting
Web hosting made easy & affordable!

Hatchling Plan	We Recommend Baby Plan	Business Plan
Now 80% OFF!	Now 80% OFF!	Now 80% OFF!
<ul style="list-style-type: none">Single DomainOne Click WordPress InstallFree WordPress/cPanel Website TransferUnmetered BandwidthFree SSL Certificate ⓘFree Domain Included ⓘ	<ul style="list-style-type: none">Unlimited DomainsOne Click WordPress InstallFree WordPress/cPanel Website TransferUnmetered BandwidthFree SSL Certificate ⓘFree Domain Included ⓘ	<ul style="list-style-type: none">Unlimited DomainsOne Click WordPress InstallFree WordPress/cPanel Website TransferUnmetered BandwidthFree SSL Certificate ⓘFree Upgrade to Positive SSL ⓘFree Dedicated IPFree SEO Tools ⓘFree Domain Included ⓘ
Starting At \$2.75/mo*	Starting At \$3.95/mo*	Starting At \$5.95/mo*
Buy Now!	Buy Now!	Buy Now!

The Psychology:

When your visitors are getting ready to make a purchase, recommend which product or product option they should buy if you have a different pricing tiers. Otherwise, someone who is about to go with the cheapest option will stop and consider the higher priced option.

The Result:

The results are inconclusive on this experiment. We recommend running the experiment and observing the results because it can vary based on product/service and target market.

Auto Play Video vs No Auto Play



The Experiment:

Experiment between auto-playing your sales video vs. clicking for the user to press play.

The Psychology:

On the one hand having your video autoplay is convenient for the visitor because it reduces an extra step/action user has to take on your page. On the other hand, some might find autoplay annoying or unexpected.

The Result:

The results on this test are inconclusive. There have been cases where autoplay increased conversions, and others where it decreased conversions. This is an experiment that we recommend running to observe your results because it could be positive or negative.

Offer Free Shipping

The Experiment:

Offer free shipping if selling a physical product.

The Psychology:

Stats from freeshipping.org say 43% of shoppers abandon their shopping carts because of unexpectedly high shipping charges and 72% said they would use another site which offered free shipping. 61% said they will likely cancel their entire purchase if free shipping wasn't offered. And lastly, 90% of respondents said free shipping offers would entice them to spend more online.

Most people are still put-off by seeing extra shipping fees or any other type of fees that were not made clear beforehand.

The Result:

An experiment that offered free shipping to customers experienced conversions increase from 1.42% to 2.20% — a 55% increase. This experiment was so effective that it also boosted sales of upsell offers as well.

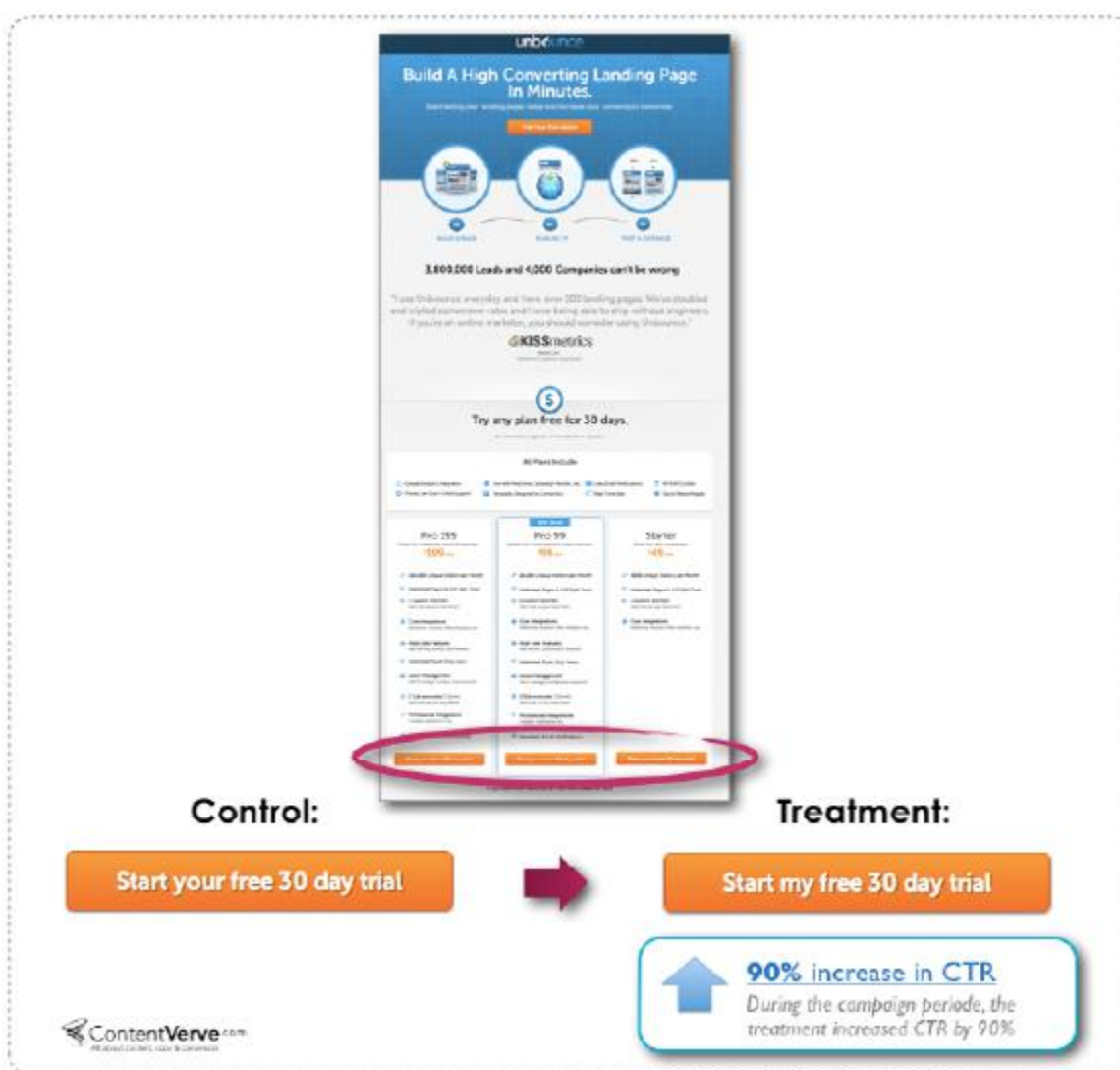


My vs. Your Button Text



The Experiment:

Test “my vs. your” pronouns on your buttons.



The Psychology:

This is an experiment that doesn't have much psychology behind it. It's an experiment idea that we saw produced results and wanted to share with you so you can test out as well. If you have call-to-action buttons on your site that say "Start free trial", add a pronoun in there and say "Start your free trial" or "Start my free trial".

The Result:

An experiment which tested the pronoun "your" vs. "my", changing the call-to-action button to say "my" resulted in a 90% increase in click-through rate.

However, in another experiment where "Create My Account" was tested against "Create Your Account", "Create My Account" saw a 25% decrease in conversions.

Sources

- 📘 Book: 108 Proven Split Test Winners by DotComSecrets Labs
- 📘 <https://unbounce.com/conversion-rate-optimization/design-call-to-action-buttons/>
- 📘 <https://sleeknote.com/blog/trust-badges>
- 📘 <https://www.crazyegg.com/blog/science-of-micro-commitments/>
- 📘 <https://useproof.com/pulse>
- 📘 <https://goodui.org/#9>
- 📘 <https://goodui.org/#18>
- 📘 <https://www.ventureharbour.com/do-exit-intent-popups-actually-increase-conversions-in-2017/>
- 📘 <http://www.goodui.org/#20>
- 📘 <http://www.goodui.org/#57>
- 📘 <https://neilpatel.com/blog/50-split-testing-ideas-you-can-run-today/>
- 📘 https://www.instagram.com/p/BK_E_gygGvq/?taken-by=gooduserinterface
- 📘 <http://www.goodui.org/#20>
- 📘 <https://www.wordstream.com/blog/ws/2012/09/25/a-b-testing>
- 📘 <https://neilpatel.com/blog/50-split-testing-ideas-you-can-run-today/>