

# 3 Easy Ways to Increase Your Conversion Rate Today!



# #1 Have an Awesome About Us page!

What you have to know is whenever a shopper is visiting your about us page is because they're still trying to build confidence with your website. So in plain English "they don't trust you yet". Your about us page serves as the best opportunity to get to know who you are.



## I. Telling isn't Selling

### a. Fact's tell **Stories** sale

- i. Create a compelling story that will be relatable to your audience
- ii. Your story doesn't have to be long but it has to be like your very first "date night" – remember it has to be your best impression or it could be your last...

## II. Include a Image or Video of a Person

### a. A picture is worth a thousand words!



- iii. Make sure to add a call to action at the end to view your shopping catalog again



## #2 Header and Footer Optimization

All of these Items must be included to have an awesome buying experience for your potential shoppers to want to spend money with you. They must be placed in the Header and Footer of your website.

- 1) Credit Card Logos
- 2) Phone Number
- 3) Email
- 4) Hours of Operation



## #3 Expiring Coupon Codes

Give your shopper a reason to buy today and not tomorrow. Expiring coupon codes help create urgency for people to make a purchase now.

Good Examples Could Be Free Shipping with an expiring date or a Discount code that expires like 10% off

**Fantastic Discounts | Amazing Savings | Order Now!**  
**10/31 at 12am Free Shipping Will Expire!**