



Conversions Checklist

Like all of the material we put out at the [MMOCrew](#) this is going to be a no fluff and no BS breakdown of on-page conversion factors that you can put into action to boost your traffic conversions.

This is targeted to opt-in / squeeze pages, but the majority of these tips are applicable to product sales pages as well.

1. Use buttons rather than links
2. Instead of a form to fill out, have a button with a positive message like “Yes I want the free report” that has to be clicked before the form appears. This works for 2 reasons:
 - a. Many users immediately hit the back button of their browser when faced with an opt-in form right away
 - b. It forces the user to make a negative choice that “no, they don’t want the free thing” if they don’t click the button
3. Keep the above the fold area clean. Just a headline, image/video, and your C.T.A.
4. Trigger response with your headline, it should make the reader ask themselves
 - a. What is this?
 - b. Is it for me?
 - c. What’s in it for me?
5. Your image or video should clearly convey what’s in the offer and what the visitor should expect from it
6. No links on the page! The only exception would be for Privacy Policy, TOS, and/or any Disclaimers you need to display, and these should be at the very bottom/end of your page.
7. Only ask for what you really need. Email only is best. Email and First Name is okay. Anything more, unless you’re shipping them a physical product, is too much.

8. Never ask them to “Submit”, it’s aggressive. C.T.A. should connect positively with the action you want them to take. Also try to tie the C.T.A. in to what your visitor is trying to achieve or overcome, for example: “Yes I want more website traffic” or “Yes I want to grow my YouTube channel”.
9. Keep the page simple AND FAST. Google says that up to 30% of visitors hit the back button if a page takes more than 3 seconds to load. That goes up to 90% if it takes 5 seconds. Don’t judge by your own loading times, assume your visitors are all on slow public WiFi networks and trim down to optimize for speed to them.
10. List the benefits, not the features. A feature is what a product does, a benefit is what a product does **for you**. Features enable benefits, but customers don’t really care about features, they care (and convert) based on the benefit, the value of the features to them.
11. Give a guarantee of something, anything. There’s always some guarantee you can offer. A doctor can’t guarantee good medical outcomes, but they can guarantee short waiting room times. Be creative and offer some guarantee.
12. If you use long-form copy (below the fold) try to integrate storytelling into it.
13. Provide proof of claims if possible (below the fold).
14. Provide social proof (below the fold).
15. If it’s a long-form page include the C.T.A. again at the end of the page and make sure that it’s identical to what the visitor saw above the fold. Consistency works.
16. Use a conversational tone in your copy. Avoid business speak, lectures, or technical jargon.
17. Prop your offer up with authority without sounding arrogant. Often a short line or two that starts with “Research has shown...” or “Experts say that...” which goes on to back up your headline claim(s) is perfect.
18. BONUS - Don’t fake scarcity with a countdown timer. In fact, unless you’re truly never going to offer the thing again there should not be any countdown timer on your page. Instead, use open-ended scarcity claims such as “this won’t be available for long” and the like.