Subject: [Day 5] Improve your sales overnight

1. Reduce steps and required information in checkout process

Your checkout process might seem secure. However, if the checkout process requires too many steps or too much information, chances are greater that your customer could change their mind.

2. Put a video on your home page

Placing a video on your homepage can actually boost your conversions. This is what Dropbox did and it boosted their conversions over 10% by doing that.

3. Bullets hit the bulls’ eye in sales

The usage of bullets to describe your offer and benefits help in boosting conversion rates. Studies have shown that people often skim through bullets, sub-heads, graphics, etc. to save time.

4. Phone number on your site

Adding a phone number to your site increases your credibility rating as seen by the visitor, thereby increasing conversions. For instance, LessAccounting saw a 1.8% increase in conversions after placing a phone number on their site.

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Regards,

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