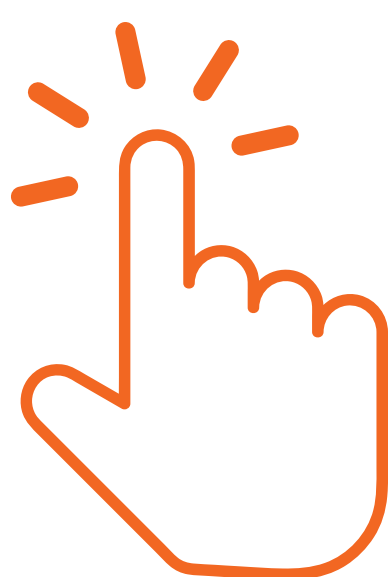


HOW CONVERSION RATE OPTIMIZATION CAN HELP YOUR BUSINESS GROW AND THRIVE

Credit for concepts to Marty Greif

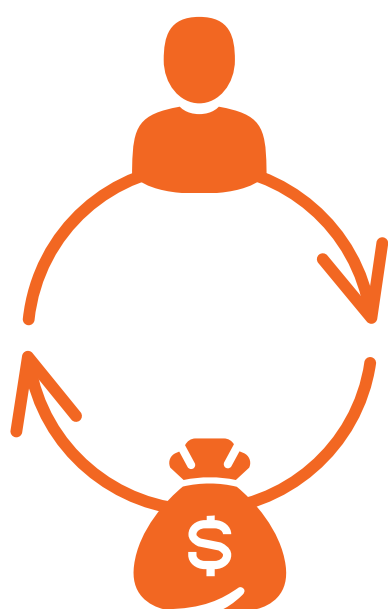


WHAT IS CONVERSION RATE OPTIMIZATION?

Conversion rate optimization sounds a lot like search engine optimization (SEO), but they're very different concepts.

SEO is all about driving traffic to your website by making sure it shows up in search results. "CRO, on the other hand, is making sure that the traffic that comes to your website actually does what you want them to do," Marty says.

CRO requires having different user journeys for the different types of visitors that come to your website.

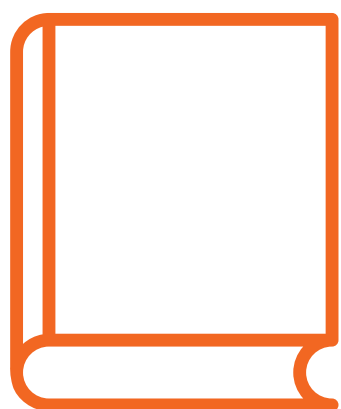


GETTING STARTED WITH CRO

CRO can make a significant difference to your website. Marty says that SiteTuners helped Nyraju, a skincare brand, increase conversions by 277% by overhauling its website to focus on visitors. Even if you already have a modern website, you can expect a 25-50% increase in conversions and revenue by implementing CRO.

Make it easy for people to convert

1. Create your basic message — then put it everywhere
2. Put your phone number on your website
3. Create a trust bar



MARTY'S RESOURCES FOR BECOMING A PEOPLE-CENTRIC MARKETER

If you want to get better at understanding people so you can improve your marketing efforts, Marty has an unusual recommendation: "What Women Want Men to Know" by Barbara de Angelis.

Marty jokes that reading this book made him realize that "we're all dysfunctional," but it really helped him understand how people process information. "It absolutely changed all of the marketing I did," he says.

He also recommends his own book, "True Connections: Relationship Marketing in the Digital World."

**WANT TO LEARN MORE?
LISTEN TO EPISODE 264 OF THE PR MAVEN® PODCAST.**

