

James Schramko here and I'm going to be sharing five website conversion tips with you today.

So with our web development firm, [ATLWeb.com](#), we build a lot of websites and I'm really interested in website conversions. You've probably seen a lot of those things in play on SuperFastBusiness.com where I've been continually refining through the use of conversion testing and also getting advice from conversion experts. So here's five things you could do to help your website today:

Tip Number 1: Do the "Smush"

Number one, you can "Smush" your images. That's S-M-U-S-H and you can go to [Smush.it](#) and this is a Yahoo! developer service. And what it will do, it will compress your images on your website in a loss-less way so it will still look exactly the same but it will move unnecessary bites. And when your images are smaller, your sites will load faster, which is giving your user a better experience. In fact, if your site loads quickly, then you've got a better chance of making that conversion than if they click away because they can't wait.



Boost Your Website Conversion

Tip Number 2: Track Your Opt-in Sources

Number two is to track the source for each of your opt-ins. What I do on my site I have various opt-in choices. People can opt-in on the header bar, they can opt-in to the video after the video plays with [LeadPlayer](#), they can opt-in with a script that pops up when they scroll certain depth in the site and they can opt-in by clicking on a banner on the sidebar and go into my dedicated [LeadPages](#) which I'm always split testing. But the best thing is, I actually tag that opt-in to the opt-in source so I know which opt-in is generating me the most leads. Now if one of them doesn't perform, I kill it. If one of them performs really well, I want to understand "why" – maybe it's the words I've used, maybe I can roll that across the others and test that.

Tip Number 3: Trim Down

My tip number three is to remove stuff from your website. Most of us have too many things, it's a "bargain bizarre". When you eliminate objects on your site and reduce it down to the bare essentials, then you're actually helping people take action. You don't have this paradox of choice of too many things. So what I've done is pair my site down to the minimum essential items using heat maps to see what people are interested in. And of course, I'm optimizing for the conversion that pays, that could be an opt-in, it could be a sale.

Tip Number 4: Your Customers Are The Hero Of Your Site

The fourth thing is to make the website about the customer not about you. It's very common to make our websites "egocentric" but if you go along to SuperFastBusiness.com and have a look how the [Products page](#) is all about the customer, the [About page](#) is about the customer, even though the About page is traditionally where we get to tell everyone how fantastic we are, I make that page about how I can help YOU – the customer. So make the customer the *hero* of your website.

Tip Number 5: Things Should Be Easier

Tip number five is make things easier for your customer. That means wording things in a simple layout that makes it clear what is supposed to happen. Make your buttons obvious, label things that tell people what they're going to get when they click on the button. If you don't, it's called "pogo sticking" where people have to click to see what it is and then they come back, and my friend Peep Laja told me that is a very bad thing to do. So make things obvious so that people know what's coming next. You can even use thumbnails of the page they're going to in advance to show what it will look like.

Well I hope you've enjoyed these five website conversion tips, be sure to [check out ATLWeb.com](#) where we build websites and we are experts in conversion and SEO. This is James Schramko and I'll catch up with you soon.

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