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5 SMALL FIXES TO INCREASE YOUR CONVERSION RATE



SWIPE →



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01.

SHOW PRODUCT REVIEWS

Product reviews aren't just “nice to have”—they're one of the **strongest trust signals** on any product or landing page:

- Build **Trust & Credibility**
- **Answer Objections**
- **Boost Engagement**
- Leverage **Social Proof** Psychology
- Increase **Transparency**
- **SEO & Visibility** Benefits

In short: **Reviews turn uncertainty into confidence.**

02





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02. SHOW SHIPPING AND RETURN INFO

Because they're conversion drivers. Customers want to know **when** they'll get their order and **what happens** if it doesn't work out.

- **Removes doubt** – clear policies make buying easier.
- **Builds trust** – transparency shows you care about customers.
- **Lowers cart abandonment** – no hidden costs, no surprises.



03





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03.

SHOW PRODUCT OR COMPANY BADGES

Many shops already have badges or social proof logos – but where are they? Pull them **visibly up to the page!**

They act as **trust signals** that instantly reassure visitors because:

- **Build credibility** – show your brand meets standards or has recognition.
- **Reduce hesitation** – they make shoppers feel safe.
- **Differentiate your brand** – badges highlight strengths.



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04.

HAVE A CLEAR HEADLINE

A good headline should instantly answer the **What?** It should act like a **hook** and grab the users **attention.**

Convince with the **outcome** (“Glowing Skin in 7 Days”) and not with your cryptic product name or vague message (“Luxury. Elegance. Beauty.”)

05





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05.

SUPPORT THE HEADLINE WITH A SUBLINE

If needed, a subline lets you add context, and answers the **How?** or **Why?** to the user.

(→ “Clinically tested formula with natural ingredients that hydrate and smooth overnight.”)

It **reassures** the reader with specifics (benefits, proof, or differentiator) that make them want to **keep scrolling**.





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MY EXPERTISE.

Most companies waste 97% of their traffic.

I help to turn visitors into customers. 💰

Without huge re-designs or traffic minimums.

- ➔ Conversion Rate Optimization (CRO) Specialist
- ➔ A/B Testing Expert
- ➔ Landing Page & Funnel Creator And Optimizer
- ➔ Content Manager
- ➔ Virtual Assistant & Project Manager

LET'S CONNECT!