

# Lead Magnet

## 25-Step Checklist to Optimise your Website and Increase Sales Conversions

### Be Compelling

- Encourage purchases with featured products or sales
- Draw attention to popular (or profitable) products
- Clearly show discounted pricing and the benefit
- Encourage purchases over a free shipping threshold
- Make your site messaging reflect the key benefits your products provide

### Be Simple

- Make navigation clear & simple
- Display products and their price clearly
- Have additional information for products that need it
- Use high quality images to show off your product
- Ensure you have appropriate shipping methods setup for your customers

### Build Trust

- Includes your phone number on key areas people might have questions like the cart or checkout
- Ensure your site uses a SSL certificate and loads over https
- Offer different payment methods
- Have a professional design
- Have all the information customers need including shipping, returns & delivery policies

### Drive Traffic

- Ensure your website is setup and optimised for search keywords
- Ensure reporting & tracking is in place
- Consider paid marketing and measure your ROI through analytics
- Regularly review reports
- Build interesting and insightful content around your products

### Engage your customers

- Engage with customers on social media through related groups or pages
- Use email automation to follow up existing customers with offers or promotions
- Email customers that abandon their cart before purchasing
- Reward loyal & repeat customers

- Setup a referral bonus for new customers

