



# HEY!

THANK YOU FOR  
DOWNLOADING OUR GUIDE  
ON CONVERSION!

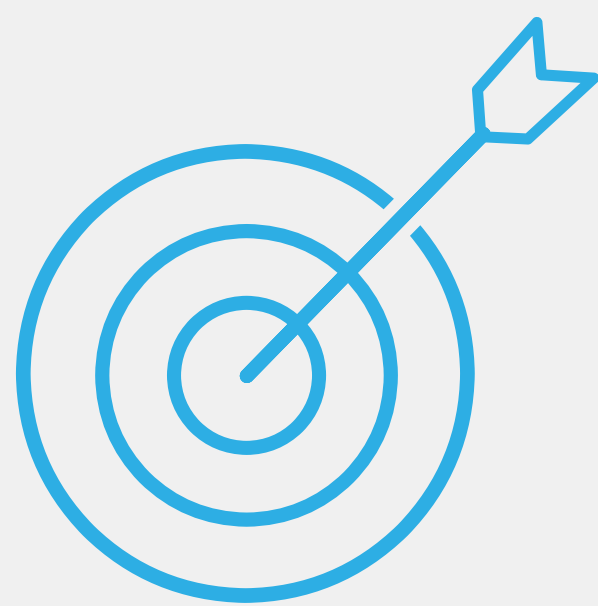
WE ARE ALSO HAPPY TO HELP YOU IN OTHER AREAS!  
WE KNOW OUR WAY AROUND HERE:

- SEO & content marketing
- Ads in Google, Bing, Facebook, Instagram, Pinterest, LinkedIn, TikTok & YouTube
- Websites & online applications
- Graphic- & corporate design
- Motion design & television advertising

ARE YOU INTERESTED? THEN TAKE A LOOK AT OUR  
WEBSITE AND FIND OUT MORE:

[VISIT THE WEBSITE](#)

## 6 Keys to Increasing Conversions



### Focus on a goal

Landing pages should be consistently focused on a single conversion goal to avoid distractions.



### Powerful calls to action

Clear and visible CTAs encourage users to take the desired action and increase the conversion rate.



### Mobile Optimization

A mobile-optimized website provides a better user experience and leads to more conversions on smartphones and tablets.



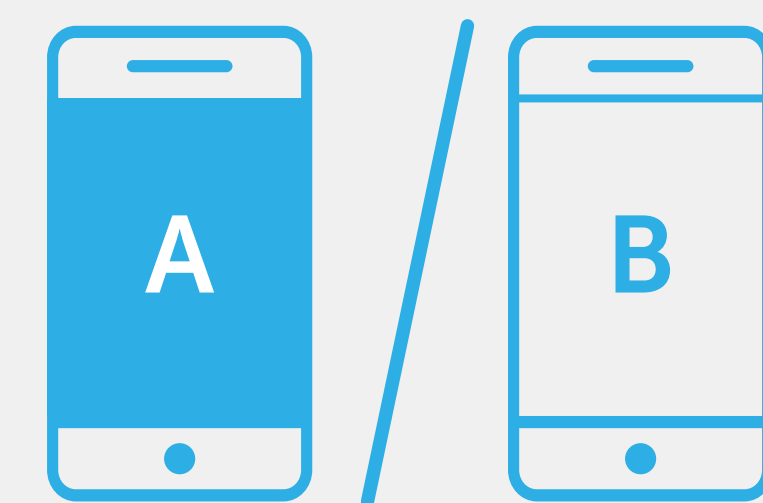
### Signs of trust

Reviews, seals, and certificates build trust and lower the barrier to conversion.



### Personalized content

Content tailored to individual users increases relevance and boosts the likelihood of a conversion.



### A/B testing

Regular testing helps identify and implement the most effective versions of CTAs, layouts, or content.

