Getting **TRAFFIC** But Zero **SALES?**



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ON-PAGE SEO SERIES — MODULE 6

What is CRO?

Conversion Rate Optimization

THE DEFINITION

CRO is the systematic process of increasing the percentage of website visitors who complete a desired action — purchase, form fill, call, sign-up or click.

```
[ Conversions ÷ Total Visitors ] × 100
= Your Conversion Rate %
```

Buy a Product

Fill a Form

Make a Call

WHY IT MATTERS

The Numbers Don’t Lie

1-3%

Average Website Conversion Rate

Most sites waste 97% of traffic

10x

ROI vs Paid Ads

CRO costs less, returns more

223%

Better ROI with CRO

Eisenberg Brothers Research

68%

Businesses have no CRO strategy

Are you one of them?

More traffic ≠ More money. Better pages = More money.

CRO & SEO are not enemies.

When users stay longer, click deeper, and convert — Google sees your page as HIGH QUALITY and pushes it UP the rankings.

- → Lower Bounce Rate = Better Rankings
- → Longer Dwell Time = More Authority
- → Higher CTR = More Impressions



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THE 8 FACTORS

What Affects CRO On-Page?

01	— Page Load Speed	Slow page = User gone in 3 seconds
02	— Above The Fold Content	First impression decides everything
03	— CTA (Call To Action)	Wrong CTA = zero clicks, zero sales
04	— Trust Signals	Reviews, badges, guarantees build confidence
05	— Page Copy & Headlines	Words that sell vs words that bore
06	— Visual Hierarchy	Eye flow guides users to convert
07	— Mobile Optimization	60%+ traffic is mobile — is your page ready?
08	— Form Design & Friction	Fewer fields = More submissions

Speed Kills

(Slow Speed Kills YOUR Conversions)

⚡ **53%** of **mobile users** leave if page takes 3+ seconds

⚡ **Amazon** loses **$1.6B/year** per second of delay

⚡ **Google** uses **Core Web Vitals** as ranking signal



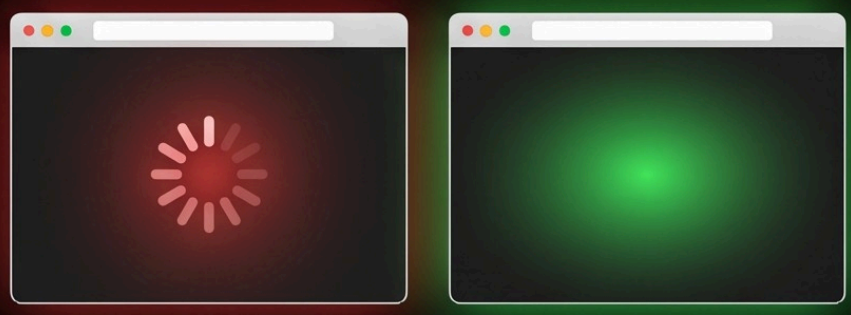
FIX IT:

✅ Compress Images (WebP format)

✅ Use a CDN

✅ Minify CSS/JS

✅ Enable Browser Caching



The Art of The Perfect CTA

❌ WRONG

Submit
Too vague

Click Here
No value

Learn More
No urgency

Go
One word says nothing

THE DIFFERENCE

✅ RIGHT

Get My Free Audit →
Personal + action

Start Saving Money Today
Benefit-led

Yes! Show Me The Strategy
First person voice

Book My Free Call Now 🔥
Urgency + free offer

Use First-Person CTAs. **"Get MY Free Guide"** converts 90% better than "Get Your Free Guide." Source: Unbounce Research.

WORDS = MONEY

PAGE COPY

Words That Convert

	WRONG ❌	RIGHT ✅
1.	We Offer Digital Marketing Services	Get 3x More Leads in 90 Days — Guaranteed
2.	Our team has 10 years experience	Stop losing clients to competitors. We've helped 200+ businesses dominate Google.
3.	Submit your details	Yes! I Want More Leads →

→ Lead with **PAIN**, follow with **SOLUTION**

→ Use **YOU** more than **WE**

→ Add **numbers** and **specifics**

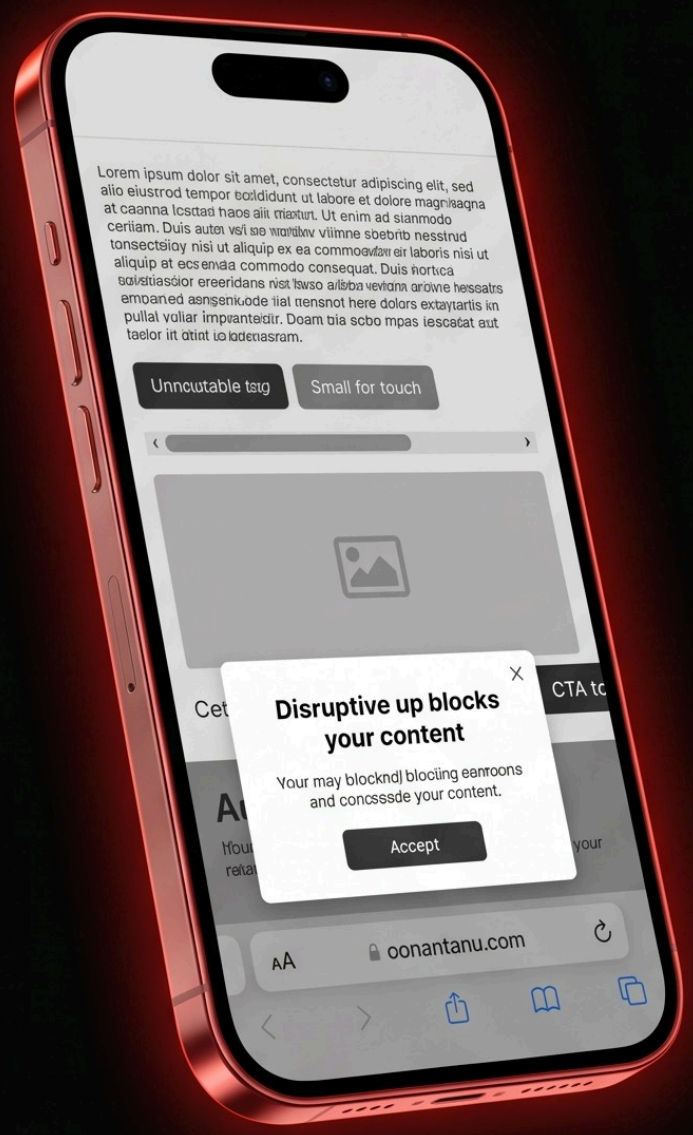
→ End every section with a **micro-CTA**

MOBILE CRO

63% of Your Visitors Are on Mobile. Is Your Page Ready or Embarrassing?

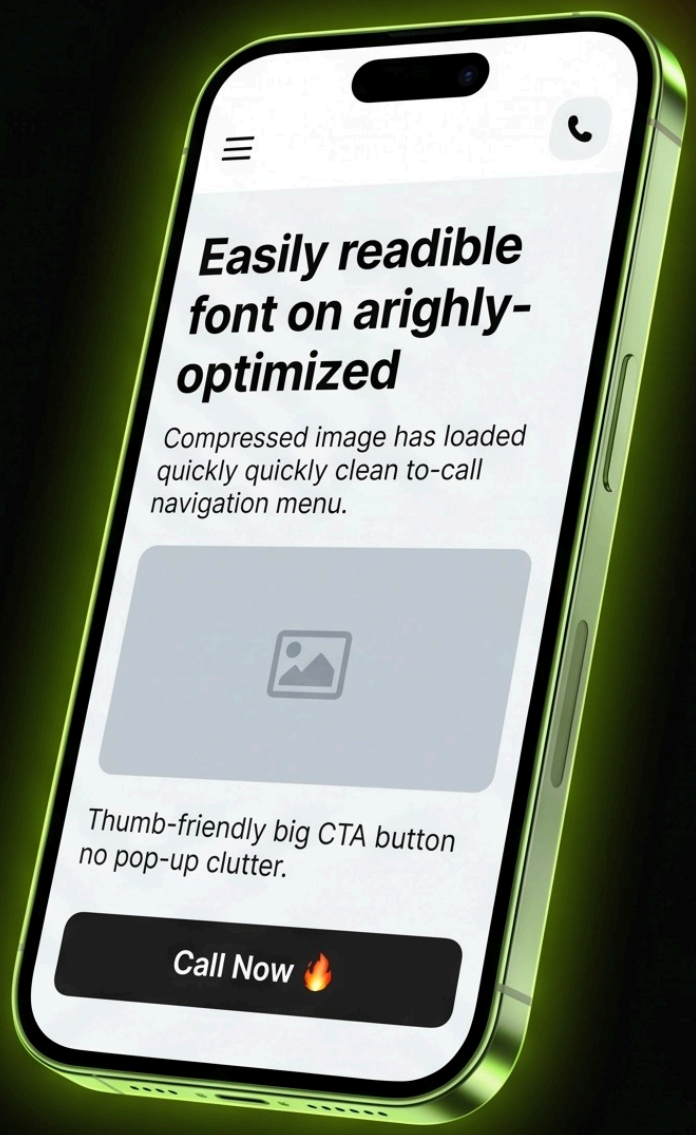
Mobile-First or Money-Last

78px size



VS

60px



🎯 Thumb-Friendly CTAs ⚡ Sub-3s Load Time 🚫 No Intrusive Pop-ups

Aq Min 16px Font 📞 Click-to-Call Button

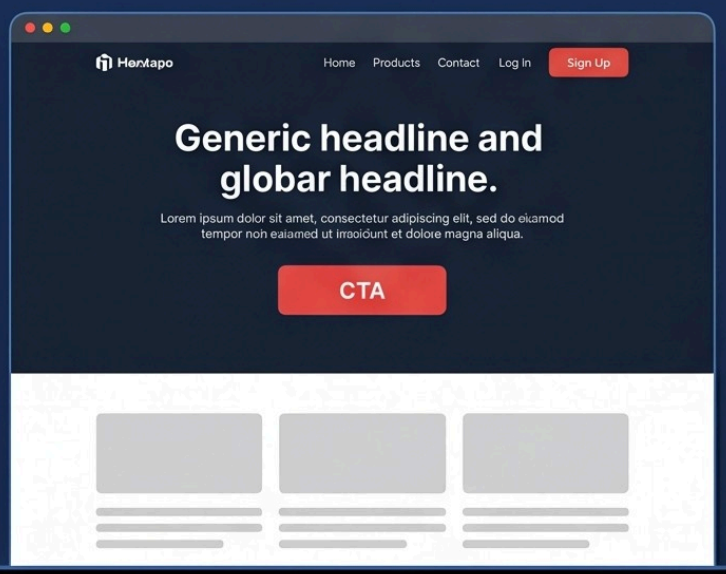
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A/B TESTING

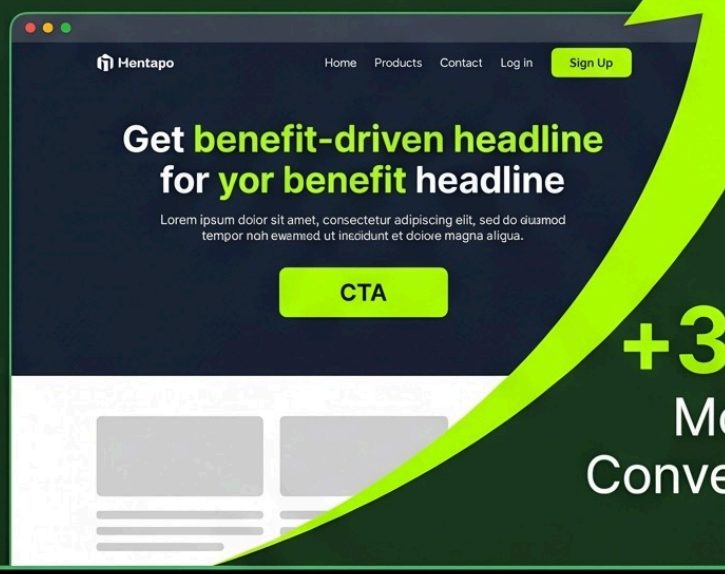
The CRO Scientist's Weapon

Stop Guessing. **Start** Testing. Data Tells You What Converts.

A



B



+34%
More Conversions

1. Pick ONE element to test
2. Create 2 versions (A & B)
3. Split traffic 50/50
4. Run for 2–4 weeks
5. Implement winner ✅

Elements you can A/B test

- Headline
- CTA Color
- Hero Image
- Form Length
- Page Layout
- Testimonial Position
- Pricing Display

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CRO TOOLS

Your CRO Toolkit

These Free & Paid Tools Will Show You Exactly Why Visitors Aren't Converting

Google Analytics 4

Category: Tracking & Analytics

Use case: Track user behavior & drop-off points

Hotjar

Tools
Category: Visual Behavior

Use case: Heatmaps & session recordings — see where users click/scroll

Google Optimize / VWO

Category: A/B Testing

Use case: Run A/B tests on your live pages

PageSpeed Insights

Category: Performance

Use case: Check & fix Core Web Vitals instantly

Microsoft Clarity

Category: Free Visualization

Use case: Free heatmaps Free heatmaps + rage click detection

Unbounce / Instapage

Category: Landing Pages

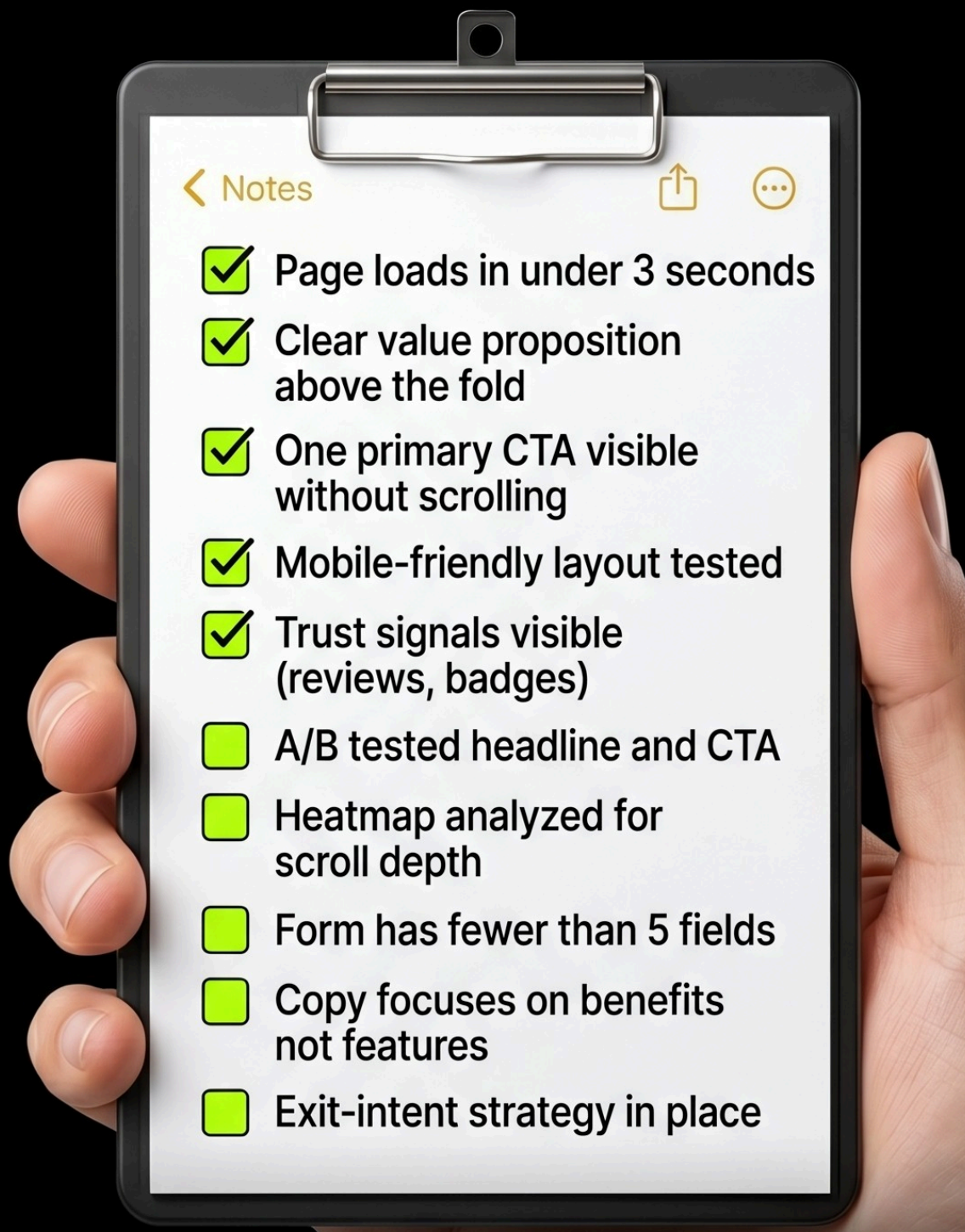
Use case: Build & test high-converting landing pages

Start FREE — GA4 + Clarity + PageSpeed = 80% of what you need.

Save This Slide

CRO CHECKLIST

Is Your Page Conversion-Ready?



Score yourself. Fix the ☐ ones first.

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ON-PAGE SEO SERIES | CRO EDITION

Stop Sending Traffic TO A BROKEN PAGE Start Optimizing.

🔖 “Save this post”

🔁 “Share with your team”

💬 “Comment your Conversion Rate %”

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