

6 WAYS TO INCREASE CONVERSION RATE

There are 6 different elements that every landing page relies on for creating conversions. If you don't have all 6 of these on your page, then that might be one reason why your campaigns are costing you more than they are making you.

1 **IMScalable**

2 **BROUGHT TO YOU BY** **JUSTIN BROOKE** AS SEEN ON **UNBOUNCE** **Entrepreneur** **Success** **MLA**

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3 **The Blueprint To Driving 1 Million Visitors Per Year To Your Website...**

- ✓ This is a 1hr long mini-course teaching a multi-channel online marketing strategy
- ✓ Inside you'll discover how to leverage multiple streams of traffic that combine to make one large raging river of website visitors.
- ✓ The presenter has generated billions of ad impressions, sold millions of dollars worth of products, and built a highly sought after ad agency.

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1. Identity: Logo, Business Name, Contact Details (Address, Phone, Email), Privacy Policy
2. Credibility: As seen on (related authority websites), Trust logos
3. Relevance: Copy is related to market interest
4. Social Proof: Testimonials, Download Counters,
5. Urgency: Warning/Limited Availability, Ending Soon
6. Usability: Button Color, Easy To Identify Action Steps

It is also important that you not only have the 6 elements but that they are Visible and Believable.