

## How to Improve Conversion Rate of Your WordPress Website

The most critical factor for any online business success is its conversion rate. Whether it is sales, ad clicks, or more subscribers, a slight increase in conversion rate can increase the value of your existing traffic many folds. So if you want to get the benefits from your website it is essential that you optimize your [WordPress](#) website for maximum conversion rate.

So Check out these 4 tips to improve your WordPress website conversion rate:

### **Sales Copy above the Fold**

WordPress is generally known as a powerful blogging platform and many newbie users are using this CMS to design their websites. For a new user it's not an easy task to optimize their WordPress website for conversion. So to optimize your website for sales, one can either buy a WordPress theme designed for sales or else insert the sales copy on the front page above the fold or just stick the sales copy on your front page by going to "Edit" option and check off the box that says "Stick this post to the front page", when publishing.

### **A Clear Call to Action**

Closing the sales effectively is the most essential step of sale process, so it's important that your readers can easily take the action that you want from them. To make sure that your viewers buy the product you are offering, it is essential to have a clear buy now button with a strong call to action that's above the fold. If you don't know how to customize go for a sales oriented theme that comes with a spot for your call to action and "buy now" button.

Same goes for the bloggers who want more social media or RSS subscribers, a call to action with your subscribe buttons above the fold can increase your subscriber rate.

### **Short and simple Forms**

You might get tempted to collect lot of information about your customers or prospects, but long forms discourages your customers to purchase your service and short encourages them to follow through. So only ask for the information that you require the most like email address, password, name, and maybe a credit card number. Rest of the information you can attain after you have made the sale.

## Tracking and Testing

Testing plays a major role in optimizing your websites conversion rate. Remember, what works for one site or market may not work for a different site, or in another market, so start tracking your conversion rate with the help of tool like Google's Website optimizer or Google Website Optimizer for WordPress plugin which will allow you to split test and track different elements of your WordPress blog. If you test and refine your website layout, sales copy, and headlines on regular basis you'll be able to optimize your conversion rate and this will ensure the maximum benefits from your existing traffic.



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