

CONVERSION MACHINE

MODULE 3 Data Analysis & Hypothesis

VIDEO 11 Transcript
On Page SEO

Usability Evaluation

It may seem unrelated to talk about SEO when considering conversion optimization but the two subjects are intricately connected.

Remember conversion optimization is about a company wide improvement of profit, therefore you must consider the entire sales funnel when thinking about conversions.

The start of most of your sales funnels is traffic and visitors to your websites landing pages. The most common sources are organic traffic, social, referral, direct traffic (they typed in your domain name) and email.

By making the page more visible to the search engine, you increase the amount of visitors and organic traffic coming into the top of the funnel and therefore increase the possible conversion volume.

The better we communicate to search engines the details and relevancy of a page the more likely we are to rank for the pages targeted keyword.

When considering conversion optimization we must look at technical elements of the website and its markup; the HTML we use to semantically structure our content and communicate to search engines.

Here are some factors to consider for on page seo.