



Conversion Booster Strategies For Your Blog

*Double Your Optin Rates With The Exact Same Traffic
That Your Blog Currently Has!*

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Conversion Booster Strategy #1 – Category Wise Box Placement

Most people use just one version of call-to-action or email optin box (*we call them conversion boxes*) under all the posts of their blog. But this affects the conversion rate the most, as the copy written in the box does not always match the content written in the post above.

So, in this strategy we take you through our time tested conversion booster strategy where we create different email optin or call to action boxes for posts of different categories, having box copies related to those respective categories. This helps us laser targeting users according to their interests on the blog and literally boosting the conversion by 200-250%.

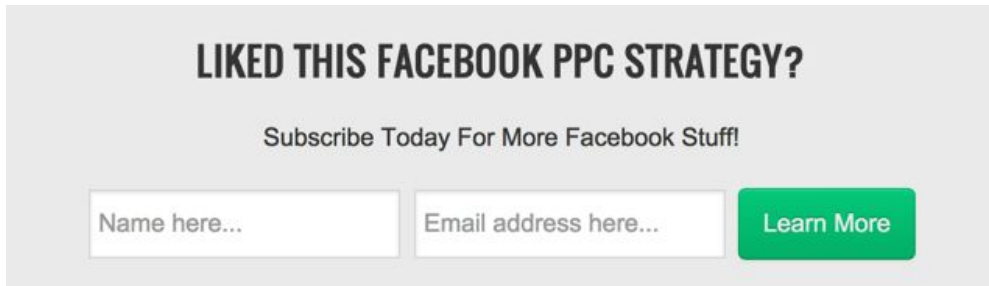
And here's a secret: *Even your biggest competitors out there don't know about this. Go check out their blogs. :-)*

Following is the quick step-by-step guide on boosting your conversion rate on your WordPress blog using our email optin WordPress plugin : [WP Optin Boxes Pro](#):

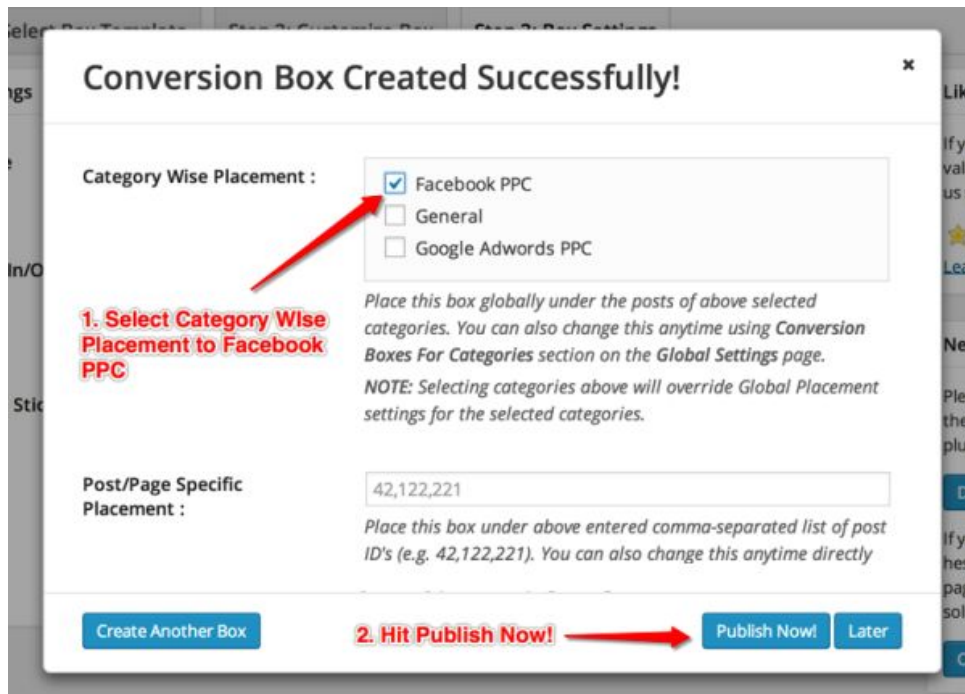
1. Install the plugin.
2. Now, start with creating a conversion box with your desired copy (headline, content, image, button color etc). For this strategy, create different copies of boxes for posts of different categories on your blog. For example, if you have a Facebook PPC category and a Google Adwords PPC category on your blog, create two different boxes with copy related to the respective category topics.
3. Say for Facebook PPC category the box may say Liked This Facebook PPC Strategy? Subscribe Today For More Facebook Stuff and Google Adwords PPC

category the box may say Liked This Google Adwords PPC Strategy? Subscribe Today For More Google Adwords Stuff.

4. You can easily do this with WP Optim Boxes. Create a box for Facebook PPC category and on it's Conversion Box Created Successfully!popup select Facebook PPC in Category Wise Placement option.



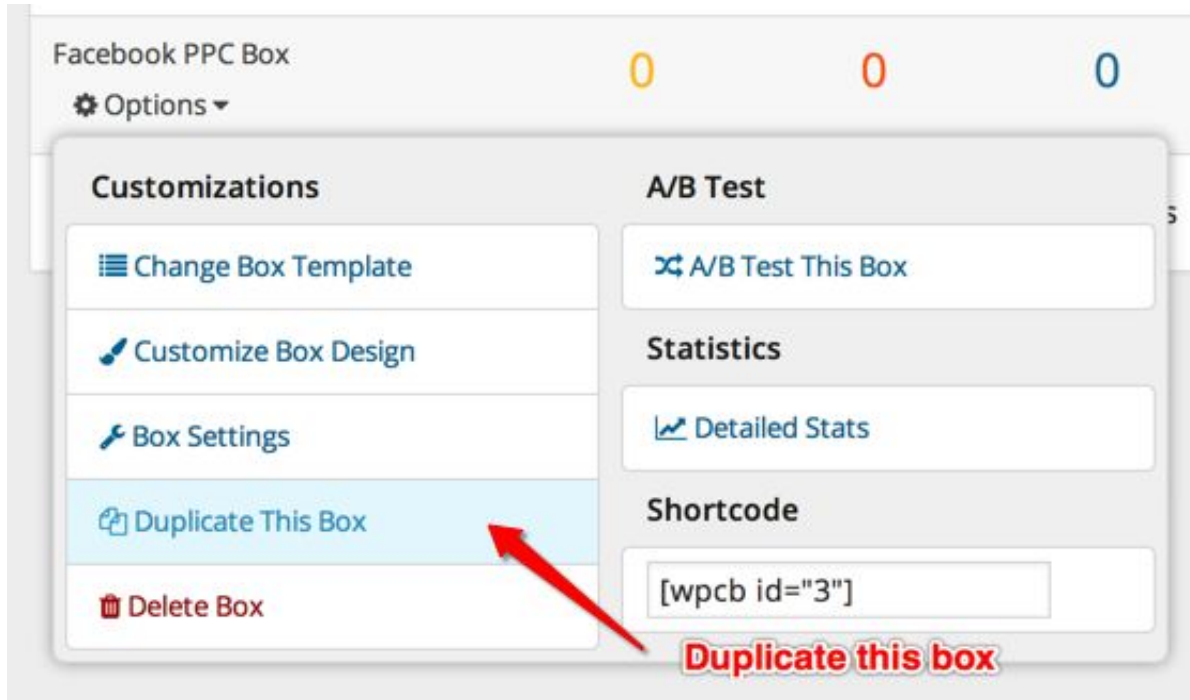
1. Create box for Facebook PPC category.



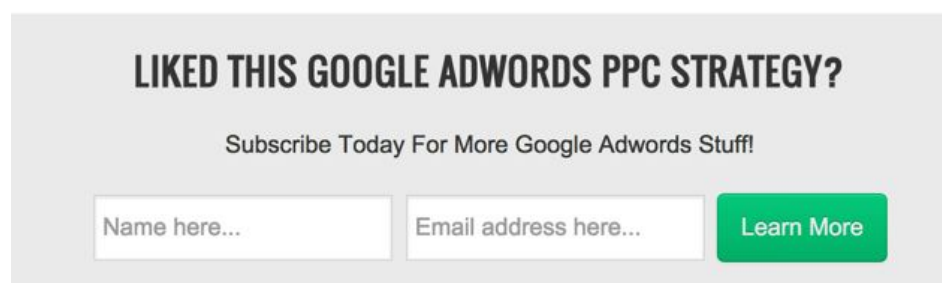
2. Select Facebook PPC category in Category Wise Placement option.

5. Now duplicate this box using the Options menu on the dashboard. We want to duplicate this box to create a similar box for Google Analytics PPC category.

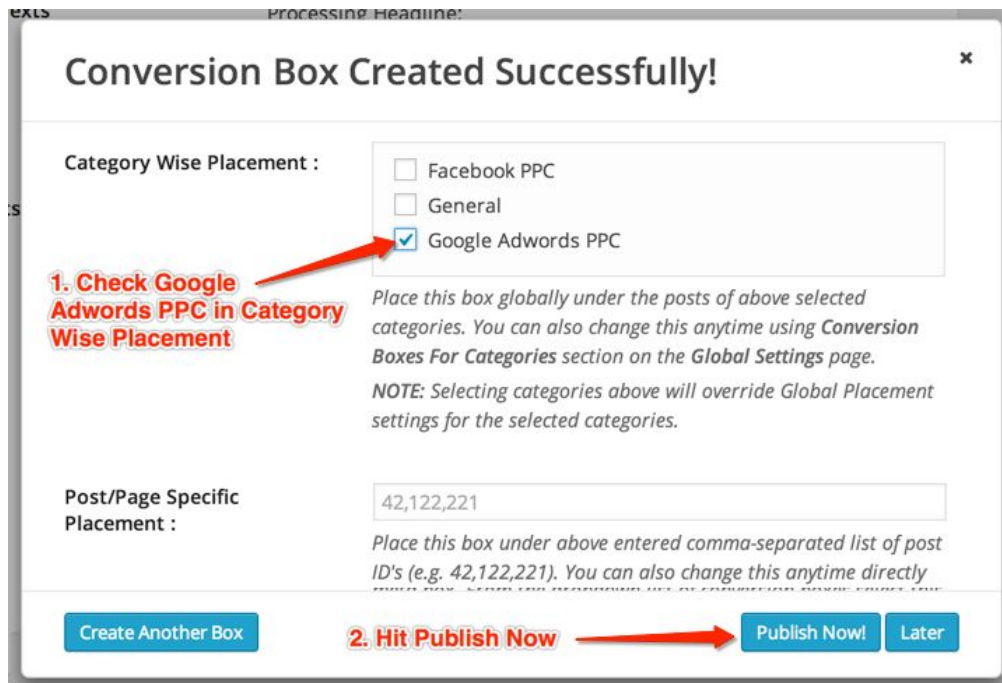
Duplicating makes our lives easier as then we can just change the box headline and content to that of Google Analytics PPC category and keep rest of the settings intact.



6. Now edit the new duplicated box. Change the copy on Customize Box page, change name of the box on Box Settings page and at last change the placement option on it's Conversion Box Created Successfully! popup to Google Adwords PPC in Category Wise Placement option.



1. Change the box copy to match with the new category



2. Select Google Adwords PPC category in Category Wise Placement option.

7. What we did so far : we created two different conversion boxes that we placed under posts of two respective categories. You can create as many box variants as you want depending upon the number of categories on your site.
8. Now let the plugin do its work. Wait for about a week or so for the plugin to gather the conversion stats for the boxes under the selected categories.
9. After a week, go back to the plugin's main page and see the conversion stats of the boxes you create. See how well the boxes performed. These stats will help you figure out which boxes are converting the best and for which categories. Tweak the copy of the boxes which are not converting well and keep on improving their copies and tracking the results further until you find the best converting conversion box for each category on your blog.
10. NOTE : *When you use just one version of conversion box under all post throughout your blog, you loose out on the conversions that you can get just by creating individual CTAs/Email Optin boxes according to the content of posts of*

different categories. When the copy of your conversion boxes is in sync with the content visitors read, they are more likely to convert! So, using this strategy you can boost your conversion rate while having the same traffic as before. Same Traffic. More Conversions.

You see the possibility here: if you use this strategy and combine it with WP Optin Boxes's advanced A/B testing functionality, it's attention grabbing box setting and tracking capabilities, how far you can optimize the conversions on your blog.

Now to further pump your conversions up, I'm also sharing with you my strategy #2 that'll literally open the door for floods of conversions on your blog.

Conversion Booster Strategy #2 – Popular Post Box Placement

When we start seeing lots of traffic on our site, seeing the upward tilting graph on our Google Analytics makes us feel great and we start thinking that the site has finally started doing really well. No doubt the site has started doing really well but if you dig deeper in your analytics you'll find something different. You'll find that the increase in traffic is not evenly distributed.

Actually, it's not the complete site that's started doing well but some of our best written content.

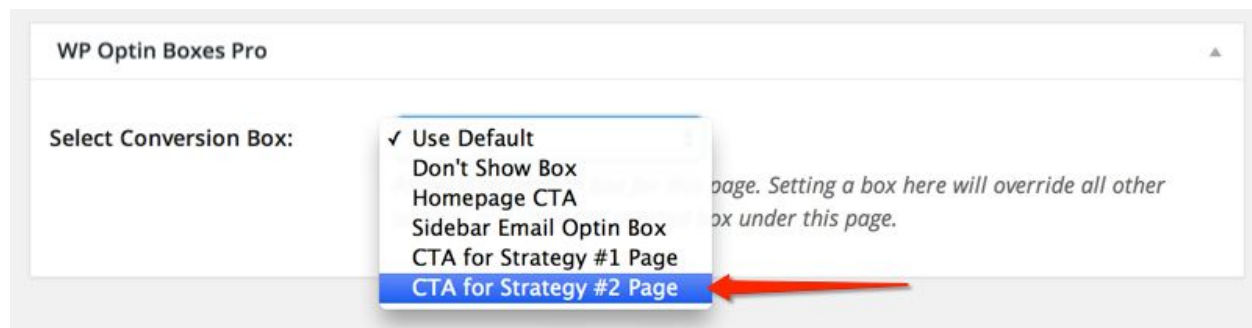
No matter if your site is new or old, go and look at your analytics, you'll find that most of the traffic on your site is coming to the best of your content. It's like the 80/20 principle. Most of the traffic comes to some selected posts that are popular, ranked higher on search engines or linked to by other high traffic website.

Now, let me get to the point. The reason I'm talking about this is these posts are your gold mines for conversions.

If you place the same conversion box (a call-to-action or an email optin box) under all your posts you'll not get good, targeted conversion as I talked about in strategy #1. But when you have WP Optin Boxes Pro with you, you can create multiple highly targeted boxes on specific posts of your site.

So this strategy is pretty straightforward...

1. Browse through your analytics account and find the performing posts/pages on your blog.
2. Create individual conversion boxes for all those posts and pages with copies that are in perfect tune with their content. You can find an example of this under this page and strategy #1's page. And again, here's a secret: Most of the big players out there don't know about this. Go check out their best content. :-)
3. After creating the conversion boxes you can easily place them under their respective posts using a simple shortcode provided by the plugin or using the WP Optin Boxes Pro metabox under the posts.



4. Let the boxes sit there for a few days to let the statistics gather. To further pump this up, you can also create A/B tests (using one-click A/B Testing option under the boxes) for the boxes and test which version works the best. And slowly and steadily find the best combination of post and box copy to rack in the highest possible conversion for that box.
5. You see the possibilities here. Can you imagine how far you can take this and really boost the conversion rate making the most out of each piece of content on

your site? Now move to the other posts and pages and repeat the process until you have with you the best possible optimised combinations of all the posts/pages and conversion boxes on your site. I call this **Extreme Conversion Optimization!**

Online Resources and Training Materials

Following are some of the best training materials and resources we've aggregated from the web to help you boost your website conversion rates. All the content below are written by well known experts in the conversion optimization niche and you can completely trust on what they have to say.

- [100 Conversion Optimization Case Studies](#)
By Zach Bulygo on Kissmetrics.com
- [Click Here: 11 Ways to Improve Your Calls to Action](#)
By Niel Patel on QuickSprout.com
- [13 Ways to Increase Your Conversion Rate Right Now](#)
By Pepe Laja on ConversionXL.com
- [4 Quick Conversion Rate Tips That Increased Online Sales by \\$500,000](#)
By Steven Macdonald on SearchEngineJournal.com
- [6 Proven Ways to Boost the Conversion Rates of Your Call-to-Action Buttons](#)
By Joanna Wiebe on CopyBlogger.com
- [\[How To\] Write a Call-to-Action that Converts – With Case Studies](#)
By Michael Aagaard on Unbounce.com
- [Little-Known Form Facts that can Increase Conversion Rates](#)
By Sherice Jacob on CrazyEgg.com
- [10 Call-to-Action Case Studies w/ Takeaways & Examples from Real Button Tests](#)
By Michael Lykke Aagaard on ContentVerve.com

- [Can Product Videos Increase Conversion Rates?](#)

(Use the tips on this post for your video call to action and video email optin boxes)

By Sherice Jacob on Kissmetrics.com

- [8 Tips to Optimize Your CTA Buttons for Conversion](#)

By Neil Patel on CrazyEggs.com

- [How to Increase Blog Conversion Rates](#)

By Derek Halpern on SocialTriggers.com

- [How to Use Human Psychology To Convert More Visitors To Subscribers \(eBook\)](#)

By Ram Shengale on Gyantastic.com