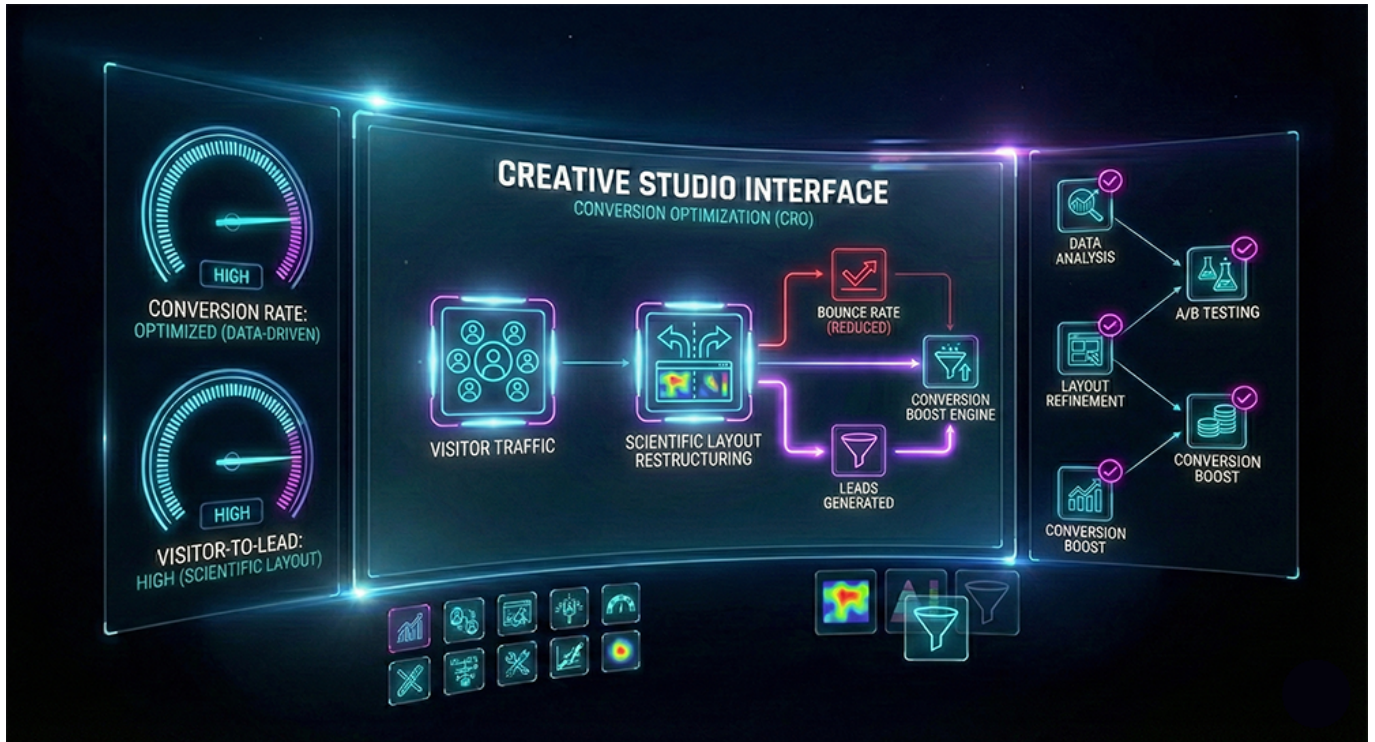


Improve the path from visitor to customer by identifying **friction**, **unclear messaging**, and **missed conversion opportunities** on important website pages.



\$350 - \$900 Typical Duration: 4 - 10 Hours

Make It Easier for Visitors to Take Action

Traffic alone does not produce inquiries, registrations, or sales. Visitors need to understand what you offer, why it matters to them, and what they should do next. Confusing page structure, weak calls to action, unnecessary form fields, or missing trust signals can interrupt that path even when the underlying product or service is strong.

Conversion Optimization examines selected pages and user journeys, identifies the most important obstacles, and applies focused improvements to existing content, layouts, calls to action, and forms. When reliable analytics or behavior data is available, it informs the work; when it is not, we can establish practical measurement points for future decisions.

Find Conversion Friction

Review the selected journey from entry point through the intended conversion action.

- **Analytics review:** Examine available traffic, engagement, event, and conversion data for useful patterns and drop-off points.
- **Behavior review:** Use available heatmaps, recordings, click data, or direct page inspection to identify hesitation and missed actions.
- **Journey audit:** Check message clarity, information order, navigation choices, trust signals, distractions, and the steps required to convert.
- **Priority list:** Separate high-impact changes from optional refinements so effort is directed where it is most useful.

Improve the Conversion Path

Apply focused changes to existing pages and make important actions easier to understand and complete.

- **Message and layout:** Clarify the value proposition, strengthen visual hierarchy, and place supporting information where visitors need it.
- **Calls to action:** Improve CTA wording, prominence, consistency, and placement around the intended decision.
- **Forms and steps:** Reduce avoidable fields, confusing instructions, competing choices, and unnecessary friction where practical.
- **Measurement setup:** Define useful events, goals, or test variations so future performance can be evaluated against evidence.

Common Optimization Targets

Offers & Calls to Action

Value propositions, service benefits, trust cues, CTA labels, button placement, and competing page actions.

Forms & User Journeys

Contact forms, quote requests, registrations, checkout steps, confirmation paths, and mobile usability.

Evidence & Testing

Analytics events, conversion goals, heatmap setup, and clearly defined A/B test hypotheses when traffic supports testing.

Scope & Measurement

Actual pricing is based on the time required and the number and complexity of pages, forms, and user journeys involved. The displayed estimate covers focused analysis and practical improvements to selected existing pages. Full landing-page or website redesigns, extensive copywriting, custom integrations, paid analytics or testing platforms, long-running experiments, and work requiring substantial new development are separate scope. Conversion results depend on traffic quality, offer strength, audience, sales process, and sufficient measurement time, so a specific increase cannot be guaranteed.