

Conversions 101:

DEFINE & DRIVE



What is a Conversion

Intended actions we hope to inspire and drive visitors to make — moving them closer to a meaningful outcome.

Most people don't arrive to your website or app ready to convert. They get there through smaller, incremental steps. Understanding that journey is what separates good UX from great results.

2 Types of Conversions

01 PRIMARY CONVERSIONS

The final outcome — completing a purchase, signing up for an account, booking a demo. What the business cares about most.

02 SECONDARY ACTIONS

Interactions that indicate intent — clicking a CTA, exploring a feature, starting a form. These micro-interactions build trust and bring the visitor along the path to conversion.

Before Converting, Visitors Tend to Ask...

01

WHAT IS THIS?

Your text and imagery must communicate value — not just feature lists.

02

DOES IT MATTER TO ME?

Relevance. Speak to the visitor's specific situation.

03

CAN I TRUST IT?

Credibility signals: reviews, testimonials, consistency.

04

IS IT WORTH THE EFFORT?

Friction kills. Make every next step feel obvious, easy and fruitful.

Low Engagement Looks Like

Visitors exit before interacting with anything on the page.

No scrolling or exploration: the value isn't landing above the fold.

Drop-off before key actions: visitors reach the CTA but don't engage.

Get started



01 Make the Value Clear

- Headline communicates value, not features**
Say what the user gets, not what you built.
- Supporting visual reinforces the message**
Hero image shows the outcome, not just the product.
- Layout is simple and scannable**
Remove anything the user doesn't need to decide.

MY NOTES:

02 Create a Clear Visual Hierarchy

- Key actions visually stand out**
Use contrast and size to guide the eye.
- Supporting info is easy to find**
Secondary content is accessible but not competing.
- Page feels organized, not overwhelming**
Use spacing and grouping intentionally.

MY NOTES:

03 Reduce Friction in Key Interactions

- Clear CTA driving to conversion**
One primary action per page section.
- Forms ask only what's necessary**
Every extra field is a reason to abandon.
- Navigation requires minimal clicks**
Fewer steps = fewer drop-offs.
- Interface feels clean and consistent**
Clutter creates doubt. Doubt kills conversion.

MY NOTES:

04 Make Actions Obvious & Timely

- CTA placement aligns with user flow**
The right moment, in the right place.
- Button language describes what happens**
"Start my free trial" beats "Submit".

MY NOTES:

05 Design for Trust & Confidence

- Design patterns are consistent and predictable**
Surprises break trust. Familiarity builds it.
- Trust signals are visible**
Reviews, testimonials, usage stats, logos.

MY NOTES:

