

Elements of Conversion Optimization

Metals

\$ Sales	Tf Traffic
Pb Leads	Att Attention
Pm Permission	B Brand

Catalysts

St Story	Sc Scarcity
Pr Proof	Seo Search Opt
Tr Trust	Gm Gamification

Containers

An Ad Network			
Se Search Eng	Rss Feed	Wp Web Page	Lp Landing Page
Sn Social Net	Esp Email Svc	Hp Home Page	Ty Confirmation

Elements

M Motion	S Sound
T Text	I Image

Bo Bordom
He Hot Air
Me Melium
Ar Abandon
Inert Gases

Content

Of Offer	Gu Guarantee	Fe Feature	Be Benefit	Ss Site Search	Au Audio
V Video	Fm Form	Em Email	Nv Navigation	Ad Advertisement	Mu Music

Interactives

Pages

W Word of Mouth	Rv Reviews	Lk Like
Ts Testimonial	Rt Ratings	Cm Comment

User Generated

Te Testing
You Youranium

Radioactives

