

— CHECKLIST —

CONTENT UPGRADE

How to Grow your Conversions
by 785% using Psychology

optim^mster



Content upgrade is one of the biggest breakthroughs that marketers all across the industry are raving about.

It has the power to increase your on-page conversions by as much as 785% (without any A/B testing)

You are probably wondering what is a content upgrade? and how exactly does it work?

Content upgrades are lead magnets (or opt-in bribes) created specifically for a particular blog post or page.

It replaces your generic "get free updates" offer with something more targeted which appeals to the person on that page.

This makes perfect sense. Advertisers have known for centuries that targeted offers work best. Now marketers are applying that to content.

Let me show you exactly how to use the content upgrade on your site and boost your conversions.



☐ Find a Popular Page on Your Site

Like most people, you probably have a lot of blog posts and very little time to spare. That's why it doesn't make sense to apply The Content Upgrade on every single post or page.

Usually, 20% of your website pages get 80% of all your traffic. So let's focus on those.

You can find your high traffic pages in Google Analytics by going to:

Behavior » Site Content » Landing Pages

If you are already using OptinMonster, then you have an additional advantage. Aside from high traffic pages, we show you the highest converting pages, so you can laser-focus your efforts to get maximum results.



☐ Create Your Content Upgrade

Now that you have identified the most popular pages, answer this question for each of them:

"What will make this content even better?"

Here are some ideas:

- Additional Bonus Tips
- Visual Guide or Checklist
- Video Tutorial with Deeper Explanation
- Expert Interview or Report
- Useful Resources
- Downloadable PDF version of the article

Once you have answered the question, create that resource.

Remember, the better your content upgrade is, the more subscribers you will get. The more value you add, the more likely these subscribers are to become paying customers.



☐ Add the Content Upgrade on your Site

Now that you have created your resource, it's time to add it to the page.

You can either add an after post or inline opt-in form which simply asks the user to enter their email to download the resource.

Alternatively, you can use MonsterLinks™ to convert any link or image into a two-step opt-in process which is proven to get better results.

Why? Because it uses the psychology principle known as Zeigarnik Effect which states those who initiate are more likely to finish the process.



Since the user has already begun an action (by clicking the link or a button), they are much more likely to complete the action (subscribe) which makes MonsterLinks far more effective than any traditional subscribe form on your website.

It makes perfect sense. We know that people are more likely to click on the image or link that says Download Now vs enter an email in the first step.

Using this simple psychology trick, you can significantly increase your conversions.

One blogger said that he is getting a 20 – 30% opt-in rate on his blog posts. Another said he increased his site-wide conversions by 185%.

Once the user has subscribed, you would need to send them the Content Upgrade that you promised. OptinMonster makes that part really easy with our Success Message and Redirect functionality for delivering lead magnets.



☐ Get More Email Subscribers

Once you have created the first Content Upgrade, you will start noticing an increase in subscribers coming from that page.

Now all you need to do is repeat this process for your other popular post and pages.

Make sure to engage with your subscribers on a regular basis and constantly provide great value. This will help you build trust and convert these subscribers into loyal customers.

Get More Email Subscribers

OptinMonster offers the most powerful lead-generation tools to help you get more email subscribers including MonsterLinks that you learned about today.

GET OPTINMONSTER NOW

YES, I want more subscribers!

