KNOW YOUR SOCIAL .COM

3 questions you need to be answering **quickly** to increase website conversions.

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There are `3 questions` visitors ask when they get to your website.

But many are being vague around these 3 questions. This is restricting your growth and limiting how many visitors convert.

Most visitors will jump to conclusions within their first 5 seconds, so best make sure you're being clear!

Continue reading to go through these 3 questions...

QUESTION 1

WHAT DO YOU OFFER?

Is your product extremely clear? Or is it hidden behind "clever" metaphors and full of jargon which only you can understand?

👉 **Make your product description extremely clear, simple and straight forward.**

QUESTION 2

WHY SHOULD I CARE?

Practically no one is interested in your "amazing" product... unless it solves their issues. They are asking "How does this solve my problem?"... "How does this make my life better?"

👉 **Specifically mention their problem and say how you solve it.**

QUESTION 3

HOW CAN I BUY IT?

Many ignore this and hide their products behind forms, calls, and unnecessary hassle, then wonder why their website is not converting. Make sure you're giving a clear call-to-action which guides the user to get the product.

👉 **Place a big action button on the top right of your website and along your pages.**

MORAL OF THE STORY

Make sure you're answering these 3 questions, as quickly as you can

1.   **What do you offer**
2.   **Why should I care?**
3.   **How do I buy it?**

or I guarantee you're leaving money on the table.

PS: You can apply this to all your communication... your website, pitch deck, that next presentation you're giving, that speech, that email...