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Conversion rate optimization helping your business to make more profits by [MakerankSEO](#)

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The fact that more and more businesses are going online can no longer be denied. Online trading is definitely attracting an ever-increasing number of entrepreneurs. It is consequently obvious that competition for customers on the internet is also heating up and as such entrepreneurs must devise ingenious ways to not only drive traffic to their websites but also to have the visitors sign up for whatever is on sale and come back again and again.

Attracting visitors to your website is the easier part; you only make money if you convert these visitors into clients. Conversion rate can be defined as the percentage of visitors who sign up within a certain time period. Remember, the higher your conversion rate, the greater your income from the site.

You can now obtain Conversion Rate Optimization (CRO) services from an SEO company India for a fee. How does CRO work? Typically, a visitor's experience of your website begins on what is called the landing page. This is the first page that a visitor views after clicking on a link or selecting your website from search engine results. It is not enough for the visitor to just have a look at your landing page and leave; you want him to spend more time and explore more pages from your website, make some purchases, and come back in the future. This is precisely what CRO attempts to ensure.

The landing page is critical since this is where your visitor's contract with your website begins. CRO entails making this landing page as effective as possible in capturing the visitor's attention and enticing him/her to continue browsing your website. In other words, you want to convert as many visitors as possible into clients.

Virtually every SEO company India offers CRO services. What such companies do is find out why visitors are not converting and then devise ways to fix the problem. There are many ways in which this can be done. For instance, the SEO Company India might suggest that you include a live chat button on your landing page so that potential customers can directly get in touch with your company representative. This will work to hasten communication and inspire confidence in the customers.

There are other less credible techniques which have been contrived by some SEO companies e.g. changing the color of your headline from black to red in the belief that red is more appealing to visitors. Such methods may or may not work and so you have to be careful lest you lose your money paying for ineffective services.

The best thing you can do is to hire a credible SEO company India to check out your landing page and thereafter recommend meaningful ways of increasing your conversion rates.

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