



What is conversion rate optimization?

 [Get Started Here](#)

What is conversion rate optimization?

Conversion Rate Optimization definition

Conversion rate optimization, commonly known as CRO, is a systematic approach where you make various adjustments and improvements to your website with the goal of increasing the number of visitors who complete a specific action that you desire.

This action could range from making a purchase to signing up for a newsletter or filling out a contact form.

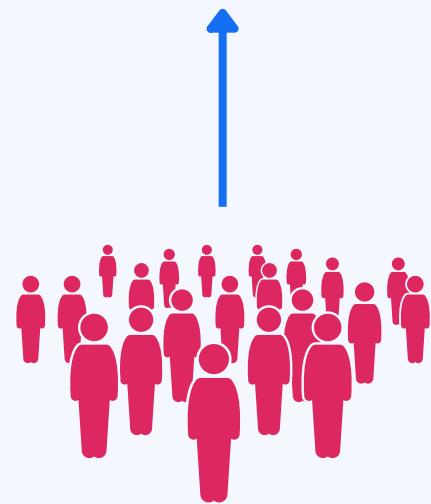
The ultimate aim is to convert a higher percentage of your website visitors into customers or engaged users, thereby maximizing the return on investment for your marketing and operational efforts.



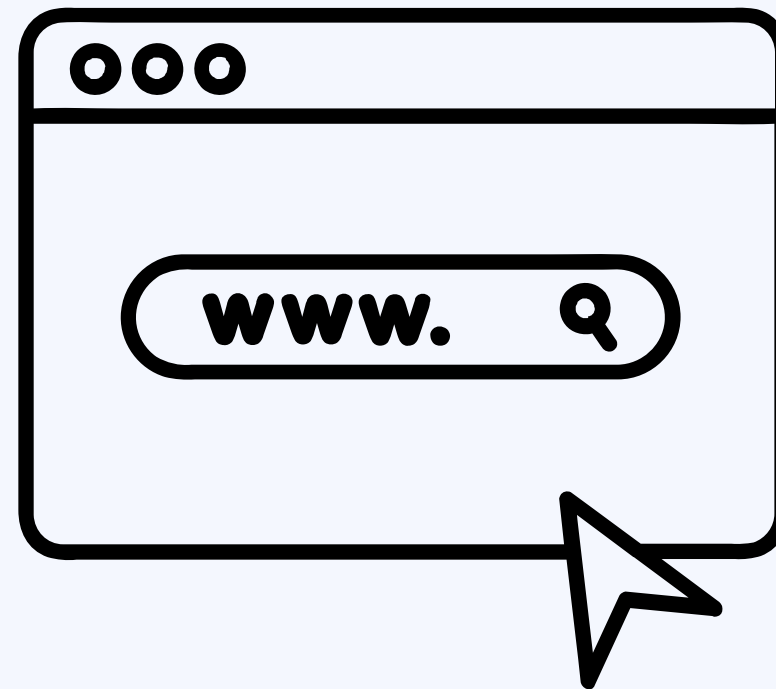
What is conversion rate optimization?

Example

Unoptimized Website
100 Conversions



1000 People



Optimized Website
300 Conversions



1000 People

