



VIRTUAL
INGENUITY, LLC

Conversion Rate Optimization

Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Maddison McKinley, President, and Chief Marketing Officer of Insightimize, discuss the importance of Conversion Rate Optimization in driving your customers to take action.

Maddison McKinley is a marketing consultant that has worked with a wide range of clients, from small businesses to large corporations that are looking for someone who can help them grow their business. With over 10,000 hours of marketing experience—including SEO, data analytics and ROI, content marketing, conversion rate optimization, lead generation, big-picture strategy, and more— Maddison has implemented numerous effective marketing campaigns for her clients while meeting their unique needs.

Conversion Rate Optimization is the practice of updating your website for improved customer performance that will inspire your customers to take the action that will make you successful with your provided services or products.

Listen as we discuss:

- Conversion Rate Optimization and why it matters.
- Easy ways to get started with Conversion Rate Optimization.
- The Formula for Conversion Rate Optimization.
- The cost of Conversion Rate Optimization services.

We close by asking Maddison if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice she

wished someone had given her when starting her business.

Learn more about Insightimize:

- Website: <https://www.insightimize.co/>
- LinkedIn: <https://www.linkedin.com/company/insightimize/>

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Virtual Ingenuity, LLC provides optimized marketing, brand consulting, and strategic planning to boost your company's visibility, productivity, and growth.

Thank you for listening. Let's impact together!

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