How I Grew our Conversion Rate 460% through Microcopy

Context

At Slickdeals, I managed a set of Store Pages: a page full of coupons and sale offers for a given merchant. Slickdeals receives an affiliate payment from this merchant when a user clicks through a link on our store page before completing their order.

otoo	Petco Coupons for March, 2024	
oetco	Filter: All Offers Sort: Best Offer	s 🗸
\$d	Apply all coupons in one click!	Petco Coupon Stats
	The Slickdeals Extension automatically applies coupons to your cart!	Used Today: 1840
K		Total Offers: 30
		Coupon Codes: 5
10%	Buy Online, Pickup in Store or	Total Verified: 30
OFF	Curbside: Save 10% Off Orders \$50+ Get Offer	Best Discount: 10% Off
SALE	Verified 2 Days Ago 🚯 8 Used Today	
		User Ratings:
	Get 35% Off Your First Repeat Delivery	9 Ratings (Click stars to rate)
35% OFF	Order + 5% Off Future Orders	9 Ratings (Click stars to fate)
SALE		
	✓ Verified 2 Days Ago ① 7 Used Today	FAQs About Petco Coupons
F 0/	Use Code RDSAVE5 for 5% Off Your	What is petco's price matching policy?
5% Off	First Dental Treat Repeat Delivery 🏾 🔀 Get Coupon	Code Petco is gladly match the lower price of
COUPON		an item found at a competitor's store, including prices of scheduled delivery
	Verified 2 Days Ago () 7 Used Today	items. However, they will not price match an item from online sellers and websites.
		Does Petco have any coupons?
\$20	Get \$20 Off With Code NEWPETCO20	Petco has a coupons section on their website that offers daily deals and
OFF	on All Orders \$49+	discounts on a variety of products. You
COUPON	Verified 2 Days Ago 10 Used Today () Expires In 9 Hours	can also find updated coupons for Petco on Slickdeals that you can use for your purchases.
		Does Petco give adoption coupons?

A Slickdeals Store Page (Petco)

Problem

Per SEO guidance, we were instructed to as much diverse, varied language and content to a store page as we could.

However, I noticed several pain points this created on a user's journey. It was harder for users to find the content they actually wanted to use. A user who searches "Macy's coupon code" is likely already at the end of their shopping journey—on the checkout page and searching for a code to enter. Our content pointing them to other items on sale at Macy's isn't relevant to that search.

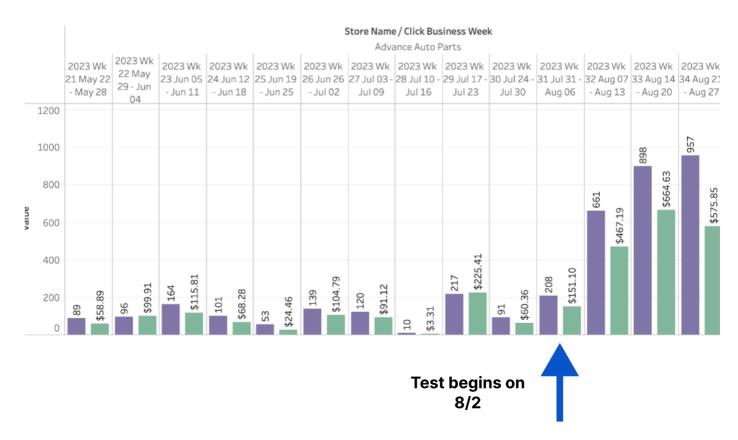
On mobile, titles were so long that **users couldn't even see** the full coupon code offer.

Before My Changes Under the Hood Sale: Save 15% Up to 15% on Tools, ... > 1) Put the most relevant OFF COUPON information, the coupon code and discount offer, at the Verified 3 Days Ago 14 Used Today beginning of a title After 2) Keep titles as short as possible so they are easy to scan **Use Code CHRISFIX for 15%** 15% Off 3) Increase the amount of codes > OFF offered vs non-code sales COUPON 🕑 Verified 3 Days Ago 🕕 14 Used Today

Results

Although SEO showed no improvement, we saw at peak a <u>460% increase in conversion</u> and over 10x increase in revenue per week.

The chart below compares weekly outclicks and revenue from the store page I tested these changes on.



After presenting these results, my manager approved a bigger test spanning 14 stores. Now, my recommendations have been adopted as the sitewide guidelines for writing coupon titles.

When it comes to content design, we must remember to design for humans and not

just search engines.