# 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: <b>30</b>
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	<b>9</b> Ratings (Click stars to fate)
SALE		
	✓ Verified 2 Days Ago ① 7 Used Today	FAQs About Petco Coupons
<b>F</b> 0/	Use Code RDSAVE5 for 5% Off Your	What is petco's price matching policy?
<b>5%</b> 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.