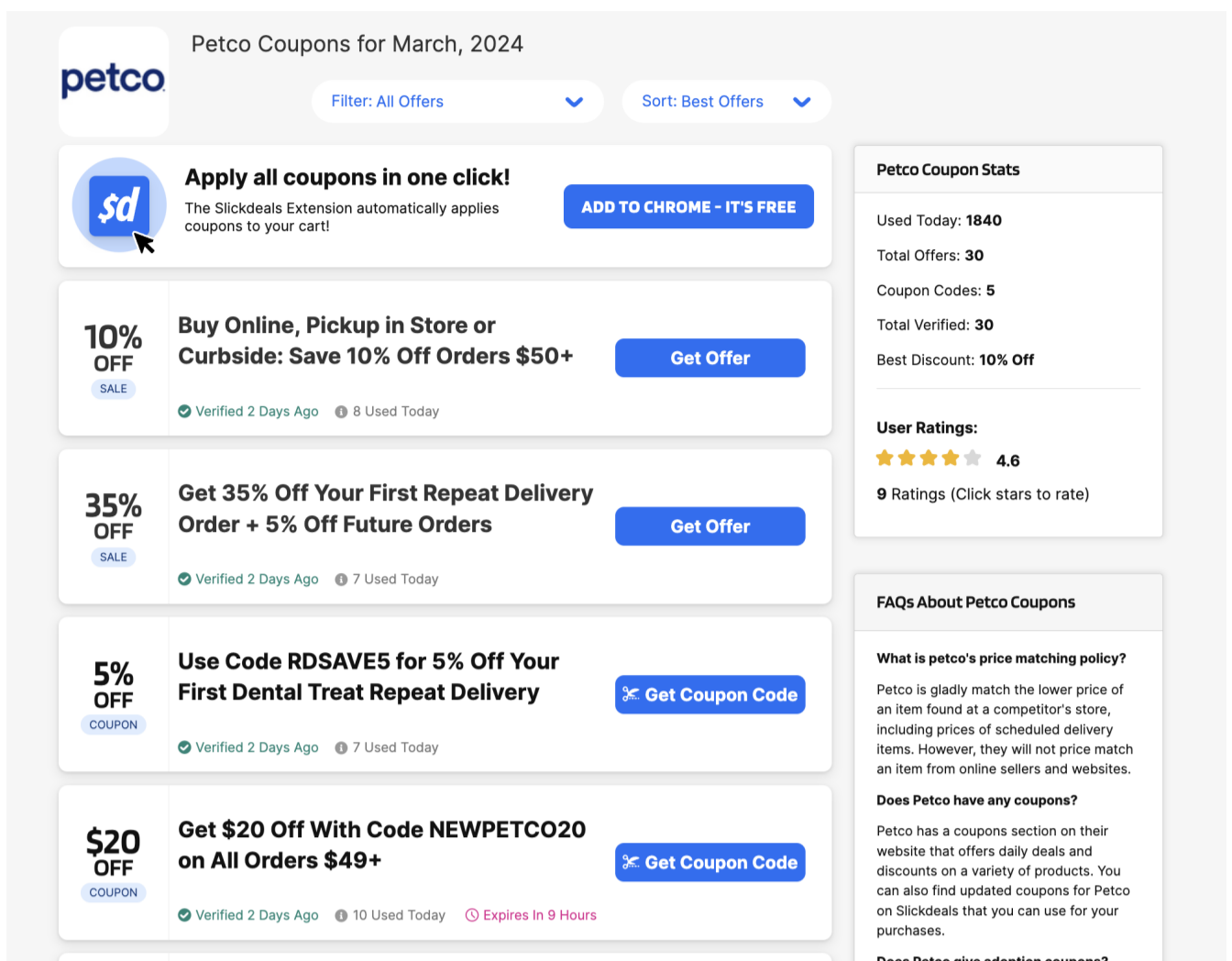# How I Grew our Conversion Rate **460%** through Microcopy

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.

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.

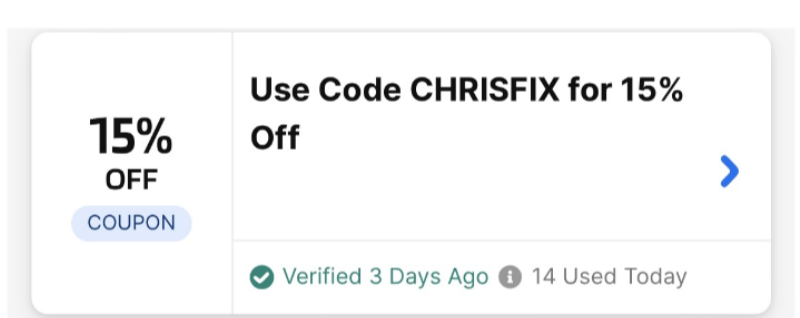On mobile, titles were so long that **users couldn't even see** the full coupon code offer.

My Changes

1) Put the most relevant information, the coupon code and discount offer, at the beginning of a title

2) Keep titles as short as possible so they are easy to scan

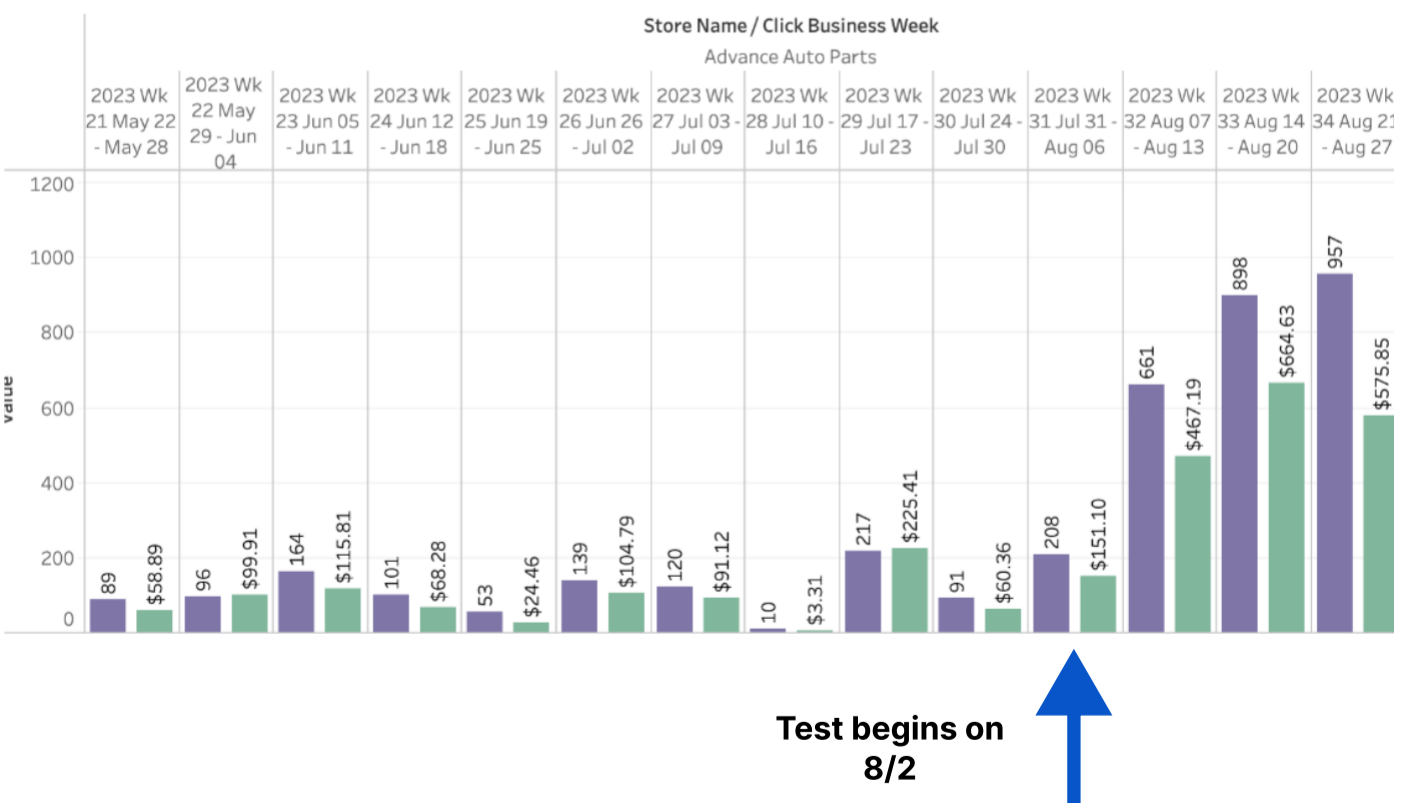3) Increase the amount of codes offered vs non-code sales

Before
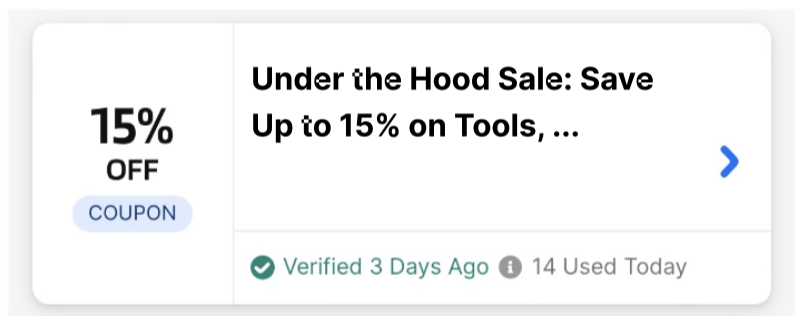
After

Results

Although SEO showed no improvement, we saw at peak a **460% increase in conversion 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.

Test begins on 8/2

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.