



## Take 2 minutes to increase traffic conversions.

Anecdotal evidence (lots of it) suggests that the majority of library owners do not look at their site purchase process through a buyer's eyes

Take a look at the preview page on your site. This is the page where the buyer makes the decision. Can you see the buy button?

Walk a couple of metres away, look at the screen. Can you see the buy button?

For most libraries the landing page is - or should be - the preview page. The preview page is usually the landing page because your visitor has arrived from a search. The search may have originated on Stockindexonline.com, Google or similar search.

Having arrived, the first thing a visitor should see is a well sized image and maybe costs and license criteria.

But above all else - make sure the BUY button can be seen. You may have the best specialist images available - but if the buyer can't buy it simply, easily and RIGHT NOW - they'll go somewhere else.

Set a colleague the task of buying something from your site. Start with a [Stockindexonline.com](http://Stockindexonline.com) or Google search. Watch and listen - don't explain what to do. Then make the changes!

