



CREATIVE MARKETING

Rune Ellingsen From Agency Deluxe Reveals the Secrets of Effective Conversion Rate Optimization

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Agency Deluxe is helping businesses get more value out of their brands by improving their online presence and optimizing conversions. Readers can find out more about the company by visiting <https://agencydeluxe.com>.

According to research from Klipfolio, the average time that a user spends on a website is around 52 seconds. While this may vary slightly across industries, it is still a stark reminder for business owners and creators of how little time they have to turn their audience's interest into a sale or sign-up. For many website owners, the solution to this comes in the form of conversion optimization, a set of strategies and tweaks that can be implemented to increase the conversion rate.

"You have a limited window to turn a website visitor into a paying customer," says Rune Ellingsen, in charge of Strategic Media Positioning and Client Acquisition at Agency Deluxe. "PPC ad spend can get eyeballs on your content and bring potential customers to your website. However, getting them to sign up for your services or purchase your products is a whole different ball game. For the most effective conversions, it has to be a part of your business's digital marketing strategy."

Optimizing the landing page is one of the most effective ways to turn clicks into customers. Choosing the right landing page is more than just picking out a popular theme and plugging in brand-specific copy. Since the landing page acts as a funnel to the business's full range of offerings, it needs to strike a balance between design and content.

Rune adds, "You have to approach it from a user-centric perspective. This requires understanding your target audience, and their pain points, and presenting your product or service as the best choice for them to address their concerns. Moreover, it is also not a one-and-done process. Arriving at the right landing page configuration that increases conversions needs A/B testing and several revisions. At Agency Deluxe, we will be there with you throughout the process, constantly tweaking the landing page and your complete online presence to get the maximum conversions. Find out more about all we have to offer by visiting <https://agencydeluxe.com/>."

Based in Norway, Agency Deluxe offers Done-For-You content and implements a range of strategies to increase visibility, including audits and design for conversion rate optimization, to get brands noticed by their target audience at a breakneck speed. For the results it has been able to get for its clients, the company has also been featured in several prominent print and media publications including Brainz 500 Global, Apple, Insights Magazine, CBS, ABC News, Fox News, NBC, and more.

Several of Rune's clients vouch for the quality of support and expertise that Agency Deluxe provides. Industry leaders, solopreneurs, and business owners in a range of industries have repeatedly thanked Rune and his team for transforming their ventures.

A recent Google review says, "My business partner and I chose to use Agency Deluxe for our PR services and as soon as we met Rune, the company owner, we knew that his expertise and his personality were both a great fit for our company. Now after working with him professionally and after he's expanded our media reach 1000x what it was before we met him, it's easy to say that I'd suggest working with Rune to anyone else who wants to expand their PR strategy and reach."

Another satisfied client says in their LinkedIn recommendation, "Working with Rune was simple, and easy. He gives his clients an easy questionnaire to use to build the PRs; his writers do excellent work and finish within the times Rune communicates. But most importantly: It works! My Google search rankings have improved significantly for each of the websites that I asked for the PRs to drive attention. And as we all know, better search rankings should be key to bringing more business!?"

Readers can contact Rune at rune@agencydeluxe.com to find out more about Agency Deluxe's services.

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Agency Deluxe

We help empower digital entrepreneurs with top-of-the-class services like our Media Distribution service, and other growth tactics. Our core is solid with experience in marketing since 2009. <https://www.inc.com/profile/Agency-Deluxe>

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