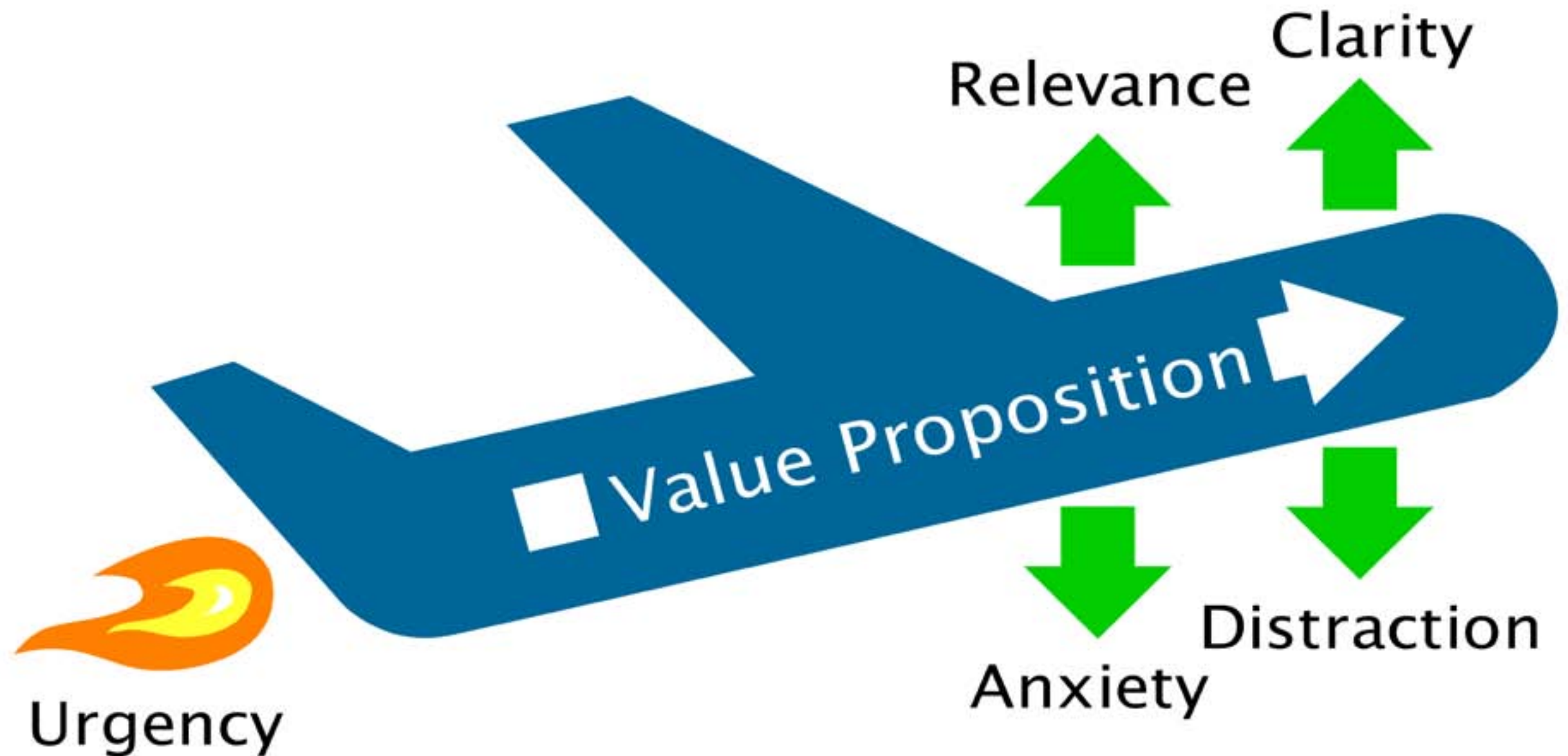


The L.I.F.T. Model™ for Conversion Optimization

WiderFunnel uses the L.I.F.T. Model™ to identify testing opportunities when planning Conversion Optimization experiments on web pages.

The six elements in the LIFT Model can worsen or improve your lead generation and sales conversion rates. Your **Value Proposition** is the full set of costs and benefits your visitor perceives of “converting” into a lead or customer. To optimize your web site for conversions you must increase **Relevance** and **Clarity**, decrease **Anxiety** and **Distraction**, while creating a sense of **Urgency**.



Ready For More Leads, Sales and Profit? Talk to an Expert Now! Call: +1 (604) 800-6450 Email: Hello@WiderFunnel.com