

FREE GUIDE — 7 DAYS — 20 MINUTES A DAY

The 7-Day Micro-Conversions Guide for *Online* Shops

For e-commerce owners with traffic but too few completed orders

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Marketing since 2006 | Lecturer, West University of Timisoara
7 Google certifications | Network of ~80 specialists

microconversions.eu



01 — BEFORE YOU START

Small steps, *big results*

In seven days, with 20 minutes a day, you will find where shoppers drop before checkout, lift add-to-cart and recover abandoned carts.

WHO THIS IS FOR

Your ads or SEO bring visitors, products get viewed, carts get filled, and then people leave. Every percent between product page and payment is money you already paid to attract.

THE MATH THAT MAKES THIS WORTH 20 MINUTES

If product view to cart, cart to checkout, checkout to payment, email capture and repeat purchase each improve by 2%, revenue per visitor grows by about +10.4%.

How to use this guide

- 1 One page per day. Read it, then do the 20-minute exercise.
- 2 Write in the guide or on paper. Numbers beat opinions.
- 3 Do not skip ahead. Each day builds on the previous one.
- 4 Use the tracker on page 11 to keep your three numbers in one place.



02 — THE SIX STEPS

Every sale is a chain of *small yeses*

Customers do not jump from stranger to buyer. They pass six small decisions. Each one is a micro-conversion you can see, measure and improve.

STEP 1

Attention

Someone notices you. A scroll, a click, a video watched for 10 seconds.

STEP 2

Intent

They lean in: a second page, a pricing look, a question typed.

STEP 3

Trust

They check proof: reviews, results, who is behind the offer.

STEP 4

Identity

They say who they are: an email, a name, a quiz answer.

STEP 5

Commitment

A small yes: a download, a booking, a first purchase or call.

STEP 6

Return

They come back: a reply, a second visit, a referral.

$$1.02 \times 1.02 \times 1.02 \times 1.02 \times 1.02 = +10.4\%$$

Five tiny improvements multiply. This is the +10% floor behind this guide.



DAY 1 — 20 MINUTES

Map *the shopper path*

Draw the path from first product view to the second order.

TODAY'S EXERCISE

20 MIN

- 1 Open your shop as a stranger on a phone and write each screen you pass.
- 2 Add the traffic source before the first screen and the thank-you email after the last.
- 3 Mark the screen where you would hesitate.

YOUR NOTES

Tips & *tricks*

TIP 1

Test on mobile first; most shoppers are there.

TIP 2

Count taps from product to payment.

TIP 3

Note every surprise cost: shipping, fees, forced account.

DAY 2 — 20 MINUTES

Pick *3 micro-conversions*

Choose the three small yeses that predict a purchase.

TODAY'S EXERCISE

20 MIN

- 1 Good candidates: size or variant selected, add-to-cart, shipping calculated, newsletter signup, wishlist.
- 2 Score them by ease to track and closeness to payment.
- 3 Keep three.

YOUR NOTES

Tips & *tricks*

TIP 1

Variant selected is an underrated intent signal.

TIP 2

Email signup for 10% off is an Identity step.

TIP 3

Do not count page views as conversions.



DAY 3 — 20 MINUTES

Measure *the baseline*

Get your three rates for the last 30 days.

TODAY'S EXERCISE

20 MIN

- 1 In your shop analytics note sessions, add-to-cart, checkout starts and orders.
- 2 Compute the three rates.
- 3 Add average order value and the cart abandonment rate.

YOUR NOTES

Tips & *tricks*

TIP 1

Compare mobile and desktop separately.

TIP 2

Split new and returning visitors.

TIP 3

Write the numbers on one page you can see daily.



DAY 4 — 20 MINUTES

Fix *the biggest leak*

Change one thing at the weakest step.

TODAY'S EXERCISE

20 MIN

- 1 Add delivery time and return policy next to the buy button.
- 2 Place your best review right under the price.
- 3 Show the total cost early, with no surprises.

YOUR NOTES

Tips & *tricks*

TIP 1

Remove forced account creation; offer guest checkout.

TIP 2

Add one trust badge near payment, not ten.

TIP 3

Make the button text specific: 'Add to cart - ships tomorrow'.



DAY 5 — 20 MINUTES

Cart *recovery routine*

Bring back shoppers who left.

TODAY'S EXERCISE

20 MIN

- 1 Write abandoned-cart message 1 (1 hour), 2 (24 hours), 3 (3 days).
- 2 Message 1 helps, message 2 reassures, message 3 offers a small reason.
- 3 Set it up in your email tool or send manually to the first 10.

YOUR NOTES

Tips & *tricks*

TIP 1

Include a product photo and a direct link to the cart.

TIP 2

Answer the objection, not just 'you forgot something'.

TIP 3

Stop after 3 messages.



DAY 6 — 20 MINUTES

Run *one small test*

Test one element on your best-selling product page.

TODAY'S EXERCISE

20 MIN

- 1 Version B: reorder the page (reviews above description) or change the button copy.
- 2 Run A and B for 7 days, alternating days if you cannot split.
- 3 Track add-to-cart rate only.

YOUR NOTES

Tips & *tricks*

TIP 1

Use your top product; it has the most data.

TIP 2

Do not change prices during the test.

TIP 3

A 5% lift on a hero product is already large.



DAY 7 — 20 MINUTES

Conclusions *and 30-day plan*

Decide what stays and what runs next.

TODAY'S EXERCISE

20 MIN

- 1 Compare each rate with day 3.
- 2 Calculate the extra orders per 1000 visitors.
- 3 Plan one improvement per week, including a post-purchase review request.

YOUR NOTES

Tips & *tricks*

TIP 1

Document what worked for the next product page.

TIP 2

Review weekly, 20 minutes.

TIP 3

Add one new review every week.



TRACKER — YOUR THREE NUMBERS

Measure *what matters*

Fill this in on day 3 and again on day 7. The difference is your result.

MICRO-CONVERSION	DAY 3	DAY 7	CHANGE
Product view to add-to-cart	_____	_____	_____
Cart to checkout	_____	_____	_____
Checkout to payment	_____	_____	_____

Your *30-day plan*

WEEK 1

Apply the winning page layout to your top 5 products.

WEEK 2

Launch or tune the 3-message cart recovery flow.

WEEK 3

Add a post-purchase message asking for a review.

WEEK 4

Re-measure and target the next +10% on revenue per visitor.

Rule of the month

Change one thing, measure it, keep it or drop it. Twenty focused minutes a week beat a redesign you never finish.

ABOUT — WHO IS BEHIND THIS GUIDE

Cosmin Claudiu *Ambru*

I have worked in marketing since 2006, built websites since 2007 and done graphics and video since 2009. Since 2018 I teach digital marketing, including at the West University of Timisoara (Atelierul Digital). I hold 7 Google certifications, 2 degrees and 3 accreditations, and work with a network of about 80 specialists.

2006

in marketing

7

Google certs

2018

teaching since

~80

specialists

What clients *say*

“

Growth of 3000% after we rebuilt the funnel step by step. Cosmin sees the small leaks nobody else notices.

Roland
AIRVAPE

“

Clear plan, honest numbers and real support. Our bookings became predictable.

Cristina Dina
Estetique Clinique

“

Twelve years of working together. Still the first person I call before any marketing decision.

Mihaela
Client since 2014

“

Simple changes, visible results. He explains everything in plain language.

Adrian C.
Jiguja Drink

NEXT STEP

Let's find your *next +10%*

Want a second pair of eyes on your shop? Book a free 20-minute call.

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