It’s important that we focus on increasing post-click performance.

The secret is to put yourself in the user’s shoes.

1. Set user expectations.
   - Users that click on an item expect to see something specific—like a dramatic turnaround involving pasta, for example. If they arrive at an unrelated article, they feel cheated and will most likely bounce.
   - Adding a CTA of some sort to your headline prequalifies the people who are clicking on your item, and lets the users who don’t want to take action know not to click.

2. Use action words.
   - Some users aren’t willing to install a game, though many more users are willing to try a game for one minute. Try using low commitment action words which get more users to click and convert.

3. Try different action words.
   - Retargeting is a great tool for easing your audience into a sales pitch over multiple interactions. Try to build a large pool of users in your first step by using a broad, informational headline, and later retarget them using a title with a strong CTA.

4. Try retargeting.
   - Ask yourself what your unique selling points are, and include those in your headlines. This attracts more users who will actually benefit from your product or service to click and convert.

5. Try including the price.
   - It’s no surprise that people love limited time offers. The secret here is to add these limited time offers to the title of your creative as well as the landing page.
   - If your goal is to sell a product, adding the price to your title is another way of adding a CTA, while ensuring that only people who are willing to pay the price will click and therefore, increasing the chance for conversion.

6. Include limited time offers.
   - BE SPECIFIC ABOUT YOUR PRODUCT
   - BE SPECIFIC ABOUT YOUR AUDIENCE

7. Be specific about your product.
   - The Best Way to Travel Around the World
   - The Best Way to Travel from Bangkok to New York

8. Be specific about your audience.
   - How to Easily Eat Healthy: The Go-To Guide
   - Help Your Parents to Start Hearing Again with This New Technology

Test these strategies to increase your post-click performance.