



## Expert Session Quiz

**Expert: Oli Gardner**

**Title: The 7 principles of Conversion Centered Design**

1. Name 5 of the 7 principals of conversion.
2. As attention rates go \_\_\_\_\_, conversion rates go \_\_\_\_\_.
3. Which of these is not a principal of Attention-Driven-Design?
  - A: Alliteration
  - B: Anomaly
  - C: Proximity
  - D: Consistency
4. What does the principal "Context" mean?
  - A: The context of the page needs a low attention ratio
  - B: Designing post-click experiences that are consistent to the data established prior to the click.
  - C: Clearly communicating your unique value proposition in your context.
  - D: Aligning every element on your landing page with your campaign goal.
5. What is a message match fail?
  - A: When you have multiple messages in your ad
  - B: When you fail to match the message in your ad with the searchers intent
  - C: When fail at writing an awesome ad
  - D: When your landing page does not match the message of your ad
6. Describe the third principal of Clarity.
7. What is Information Hierarchy?
  - A: The most important information needs to be bolded.
  - B: The order of the information on the landing page.
  - C: Aligning every element on your landing page with your campaign goal.
  - D: Only important people can write the information on a landing page.
8. Copy informs \_\_\_\_\_, not the other way around.
9. Describe how proximity relates with Closing?.

10. During the users post conversion experience, should you ask them to do more or something else?

A: Yes

B: No