

15 Behavioural Economics Principles to increase Conversions



Strategy Director Site Visibility

**A digital agency specialising in
retail, travel and financial services**



Organiser
BrightonSEO
The Free SEO Conference



Co-Founder Clockwork Talent Decent Digital Recruitment





Social Proof

**tendency of people
assume the actions of
others reflect correct
behaviour for a given
situation**



Loss Aversion

**the disutility of giving up
an object is greater than
the utility associated with
acquiring it**

Anchoring



the tendency to rely too heavily, or "anchor," on a past reference or on one trait or piece of information when making decisions

Made in Malaysia
Fabriqué en Malaisie
Prodotto in Malesia
Hecho en Malaysia



Choice Supportive Bias

**the tendency to remember
one's choices as better
than they actually were.**

Decoy Effect



**preferences change when
there is a third option that
is asymmetrically
dominated**



Distinction Bias

the tendency to view two options as more dissimilar when evaluating them simultaneously than when evaluating them separately

Experimenters Bias



the tendency to believe data that agrees with their expectations and to disbelieve, discard, or downgrade data that appear to conflict with those expectations

Functional Fixedness



**limits a person to using an
object only in the way it is
traditionally used**

Hyperbolic Discounting



the tendency for people to have a stronger preference for more immediate payoffs relative to later payoffs, where the tendency increases the closer to the present both payoffs are

Knowledge Bias



**the tendency of people to
choose the option they
know best rather than the
best option**

Post Purchase Rationalisation



the tendency to persuade oneself through rational argument that a purchase was a good value

Pseudocertainty Effect



the tendency to make risk-averse choices if the expected outcome is positive, but make risk-seeking choices to avoid negative outcomes



Zero Risk Bias

**preference for reducing a
small risk to zero over a
greater reduction in a
larger risk**

Dunning- Kruger Effect



tendency of unskilled individuals suffer from illusory superiority mistakenly rating their ability much higher than average.

False Consensus



**the tendency to
overestimate how much
other people agree with
him or her**