

Conversion Ratio



In Online Marketing, the **conversion ratio** is the proportion of website visitors who take action to go beyond a casual content view or [website](#) visit, as a result of marketing activities. Successful conversions are defined differently. In e-commerce a successful conversion might be defined as the sale of a certain product that results out of [search engine advertising](#), [search engine optimization](#) or other online marketing activities.

From:

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Last update: **2013/05/06 16:46**

