

CONVERSION RATE OPTIMIZATION SECRETS FOR MORE LEADS, SALES, AND PROFITS

HOW TO CONVERT EVERY CLICK





About the ebook

Have you ever wondered why people visit your online store but do not buy anything from it? Why are readers not downloading your ebook? You have created a wonderful post, but why no one is reading it.

Maybe the internet is biased or people at Google are hostile to your venture. They have a secret algorithm that does not want you to succeed.

Maybe your competitors have a deeper pocket and they have hired an agency to make sure you don't succeed...

Maybe this maybe that ..Stop making excuses and embrace the truth. And the harsh truth is that you simply don't exist for Google and the internet. They don't care whether your product is selling or not. People are not taking the desired action since you are not doing things in the right way. You have failed to capture their heart or emotions. You have failed to make their task easier when they visit your site. or to put it simply , you are not offering them the solution they seek from you.

They are not buying from your site because you are getting it all wrong. You are, in fact, telling cats to bark. This ebook is not filled with theories, which are abundant on the Internet. It contains real secrets of success that we can apply every day at work. If you expect us to offer you 5 tips that will do the trick, that is not going to happen.

However, if you are keen to build a persuasive, powerful, and coherent conversion rate optimization process, then this is for you. We have offered our hidden professional secrets almost free, which you won't find anywhere else. In the end, we have presented 4 real case studies in detail that will help you think like an optimizer.

You will not only know "WHY ARE PEOPLE NOT BUYING ... CLICKING ON YOUR VIDEOS ... DOWNLOADING YOUR EBOOK ... FILLING YOUR OPT-IN FORMS", but also "HOW TO FIX THEM".

This will be a short journey and we will handhold you throughout like a seasoned guide. So, keep reading.

Chapter 1

Understanding Conversion Rate Optimization





Understanding Conversion Rate Optimization

First things first! What is Conversion Rate Optimization (CRO)?

CRO is defined as a method of improving the performance of a website using analytics. To be more precise, it is about finding out why visitors are not converting and then fixing the problem. The objective can be anything such as signing up for an email newsletter, making a purchase, downloading your app or meeting some other goal. Conversion rate optimization is calculated by dividing the number of people taking an action by the number of people told to take an action. The higher the CRO, the better it is.

Why does it matter? No matter how well-designed your site is and no matter how good even your conversion rate optimization is, there is always a scope for improvement. Since paid ads are getting costlier, CRO is the way to go.

So, is CRO just about ecommerce conversion? No, its scope is much beyond that. Hubspot, a well-known inbound marketing website, says, "Most often, when people talk about CRO, they're talking about web page or landing page optimization because those are owned assets that typically contain plenty of conversion opportunities to continually optimize. But CRO can be applied to social media, and is also often related to SEO."

Conversion rate optimization is not easy. There is no formula for CRO; it is a long process of constant improvement based on data. There is no place for assumptions and guesses in this process; you would have to act only on the basis of the available data and keep improving.

How can you become a good optimizer?

Everybody can become a good conversion rate optimization specialist if they understand the process and practice it diligently. It requires the mindset of an optimizer. Yes, you heard it right. Having the right mindset can help you succeed as a CRO expert. And what is that?

There are 4 eternal assumptions pertaining to CRO that need to be accepted blindly:

1 Opinions are Irrelevant

Frankly, opinions don't matter at all. They won't help you make money since everybody has an opinion but not everyone makes money.

2 Nobody Can Predict the Outcome

The moment you start predicting, you will fail. You should not play the game of predictions and leave it to astrologers. After all, how can it be predicted what will work and what won't? If anybody knew this, they would become billionaires.

3 There's No Magic Template or Formula

Every problem is unique and there is no one solution fits all. There cannot be a fixed set of processes or templates. What worked for site X may not work for site Y. Every "successful" formula can fail in dozens of other scenarios.

4 Believe in Data, Data, and Only Data

Data is the only God in Conversion Rate Optimization. And you should only believe in what your data suggests after your tests are over.

Why It is Important

Through CRO, you get to know the ideal user behavior. Which are the pages they visit the most and what products do they buy usually? It helps you shape your marketing strategy and get more qualified leads.

Summing Up...

CRO helps determine the pain points of people visiting your web or landing page. With the help of analytics, you can test the variations and see whether the solution you come up with for your visitors works or not.

Key Takeaways

- Conversion Rate Optimization is a process, and not a formula or a template.
- It is a structured and systematic approach.
- Avoid making any assumption. Believe in data.

Chapter 2

Identifying Elements to Optimize



Identifying Elements to Optimize

By now you must have understood about CRO and its basic requirements . However, unlike any other part of digital marketing, the scope of CRO is really vast as there are a lot of areas in a website that can be optimized, and the list can be pretty long. In fact, you can optimize almost every part of your website.

Does that mean revamping the whole website? I don't have a lot of money; so, Goodbye!

Don't worry. You don't always have to optimize an entire website. Often, fine-tuning a few areas can suffice. CRO is a process of incremental development. However, there are some parts of a website that need to be taken care of. Some of the pages of your website can be so voluminous that you can get bogged down by the sheer volume of work.

Here is a list of elements on a website that have the biggest impact on conversion rate optimization:

1 Call-to-action (CTA) Buttons

It is the most important element in a CRO process. You can test things like the color of a CTA button, its position, wording etc. And if you get it right, the effect on conversions can be huge.

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2 Landing Page Layout

There is no need to reinvent the wheel. You can just borrow a landing page layout from a reputed website and test its different variations.

3 Home Page Design

It's where the traffic is maximum on a website. Even a slight improvement on the home page can bring about a huge difference in the conversion rate. For most websites, the home page is the most heavily trafficked page on the site. Any incremental improvement to this page can make a big difference to your overall conversion numbers.

Figuring Out Where to Start

Before we delve deeper, you should understand that landing pages are where you have to focus the most. This is because a landing page has just one goal unlike other pages, which may have more than one objective to achieve. A landing page is more like a conversion funnel. It's the culmination of your efforts on other pages.

For example, you can get your e-book downloaded, get more sign-ups etc. For an e-commerce website, the goal will be to direct users to the right category pages and then to the products page. In any case, the user decision process is similar. Every user goes through this process when they land on a page or a site.

Summing Up...

Conversion rate optimization can go haywire if you don't carry it out in a structured and systematic manner. Your aim should be to start with the most important aspects and then gradually move to other complex parts of your page.

Key Takeaways

- Don't try to optimize the whole site in one go.
- CTA, landing page forms and headlines should be tackled first.
- Focus on the home page design.

Chapter 3

A Six-Step Approach to Conversion Rate Optimization





A Six-Step Approach to Conversion Rate Optimization

Now we are coming closer to the core part of conversion rate optimization. By now, you must have had a clear idea about what conversion rate optimization is, how it's beneficial, and what the necessary requirements are to carry a CRO process out. Now you could be more interested to know the tips and tricks related to this process.

The sad news is that there is no such secret tip or hack to achieve overnight results; there are only well-defined processes. And executing these processes efficiently will get you the desired result.

Think Like a Doctor

Suppose that you are going to a doctor or a surgeon after you experience pain in some part of your body. Can the doctor afford to make a wild guess about the problem in your body? Doing so can be hazardous to your health. Doctors rely on data related to blood pressure, sugar level, X-ray, ultrasound, and CT scan for their diagnosis. All these different diagnostic tools help them figure out the problem precisely.

A doctor can't treat a patient based on opinions or assumptions. Similarly, conversion specialists rely on data to suggest a specific remedy. Similarly, the entire CRO framework is just about one thing – that's right, quality data. Your success depends solely on this factor .

Understanding the CRO Framework

Another thing to understand is – there is no right or wrong way to do Conversion Rate Optimization. A good model for your website will depend on a plethora of factors – from your business goals to the sector or niche you belong to and a few other things. However, there are some cardinal rules that are universally applicable.

Understanding the CRO framework can take time. And if you're working with clients, you need to set your expectations around this. The fact is that this is a very important stage and if done correctly, it will save you from heartaches later. We can divide the CRO process into six steps:

1 Data Gathering

The success of your campaign will depend on how you collect data and ensure its quality. Therefore, it should be your topmost priority. You should ask some vital questions about the company, its audience, and its website.

Here is a short list of such questions:

1.1 About Company

- What's the core business of the company?
- What are your Unique Selling Points?
- What's the goal of the company?
- What's the shared objective?

What You Should Do: Find out what makes the company different in comparison to its competitors that sell the same or similar products.

1.2 About Customers

- Who are your target customers?
- What are the biggest objections that customers have?
- Explore different customer segments and create a buyer persona for each segment.
- What are the biggest pain points your products are trying to solve?

What You Should Do: Try to find out what is stopping your customers from buying your thing. It will require you to delve deeper into this process.

1.3 About Website

- What's the traffic breakdown of the website?
- Identify the sources of traffic.
- How does the sales process look like?
- Have analytics and tracking system been put in place?

What You Should Do: Sit down with the client and map out the sales process from start to finish. From here, you can find out where problems can occur.

2 Make a List of Your Hypothesis

What You Should Do: Sit down with the client and map out the sales process from start to finish. From here, you can find out where problems can occur.

2.1 What Should You Test?

after gathering information about things like website, company, and audience, try to find out the most common pain points of the customers. These are also the lowest hanging fruits. For example, if a common complaint of customers is about the security of the payment system, you can think of testing some trust signals.

2.2 Who Are You Targeting?

This is a pretty straightforward one. You just need to specify which page or set of pages you're testing. You may choose to test just one product page or a set of similar products at once. one thing worth mentioning here is that if you're testing multiple pages at once, you should be aware of how the buying cycles for those products may differ.

2.3 Goals of the Discovery Phase:

- Gather data about your company, your customers and your website.
- Use this data to form a series of hypotheses that you would like to test.
- Identify who you're targeting with a specific test.
- See which pages the test will be applicable to.
- Ensure that you are effectively tracking the metrics on these pages.

3. Experiment Phase

This step depends on various circumstances. Some people prefer doing wire-framing, but it may not be necessary for you. In case you are not a seasoned A/B tester, it would be better for you to design your hypothesis. You should also plan your changes that you are going to make during the process. Here are a few questions for you so that you are doubly sure of what you are going to do. When you create tests, be sure about how long you want to run them and see after how many conversions, you feel confident about the result.

3.1 Are These Changes Consistent With the Design?

This can be a problem if you are working with a large website and you require inputs from multiple stakeholders in the website such as UX team, development team, design team, and marketing team. Such things can cause problems later on. If you suggest a design that may cause a fundamental change, chances are that it will be difficult to implement if other stakeholders don't trust it. Another thing is that some of these changes are actually tricky to implement in a short period.

4. Implement Tests

If you are testing the whole design, the selection of tools becomes an important aspect of this process. Optimizely and Visual Website Optimizer are good alternatives for this purpose. The more complex the design is, the more difficult it will be for you to test it. Make sure that you test these design is on different browsers, is will not be there before making them go live. Once you zero in on a test variable, create the necessary experimental pages before running the CRO split tests.

4.1 Segmentation

So you are going to test pages. You will need a certain amount of segmented traffic to carry out the tests. There will always be a risk of lower conversion rate during the tests and you will need to define the traffic you can send to the pages. Using software tools will allow you to direct the traffic based on the criteria set by you.

You should also decide what proportion of traffic should be sent to the testing pages. If the traffic is already high, your job becomes easier. Even if you lose out on conversion, it can be compensated by normal traffic.

4.2 Goals of the Experiments Phase

- Start getting traffic and making the test variations go live.
- Doing cross-browser testing.
- Seeking approval for the design.
- Doing customer segmentation.

5. Testing the Hypothesis

Now it's time to test whether your original hypothesis was correct. This is a trickier part where most marketers make mistakes. You need to make sure the tests reach a particular significance level. Stopping the test before it reaches a pre-defined significance level would be a big mistake. Many split testing tools can tell you whether your experiment has reached the desired significance level or not. However, the problem lies in predicting the right timeframe when the test will reach the desired significance level. There are a few tools that can help you in this, but they are not very accurate.

5.1 Did You Find the Hypothesis Correct?

So, you're done with the test. It was a pure success and the conversion rate has increased. But what should you do next? Now it's time is to roll out a winning design for the website, talk to developers and start deploying the relevant design changes directly.

6. What If the Test Result Belies Your Hypothesis?

This is also a possibility, but most conversion rate optimization experts are silent on this. The trick lies in keeping doing another test and repeating the process until you're successful. This is going to happen; most conversion rate experts don't talk about their failed tests, but they do happen. Apart from this, you also learn a lot from failed experiments. And you can iterate them and put the learnings to use in future tests.

After completing the test, you will be able to launch split test and start generating sufficient amount of data. You should, however, wait till it reaches the desired significance level. Once you are done with the test, start another test right away. There are a lot of variables on a website that can be tested. If you seriously want to avoid leakages from the bottom line, don't miss out an important combination.

Testing is the core of CRO, and without it, you are likely to leave money on the table. For effective CRO, you should conduct a test before and after every change you make. This will help you know what is working and what needs improvement. Since it is so important, we have a section below on the testing and measurement of results.

You Must Know This: President Obama raised an additional \$60 million using A/B Testing.

Key Takeaways

- Gather data and make a list of your hypotheses.
- Test your hypothesis.
- Rinse and repeat the whole process.

Chapter 4

Understanding Different CRO Tools





Understanding Different CRO Tools

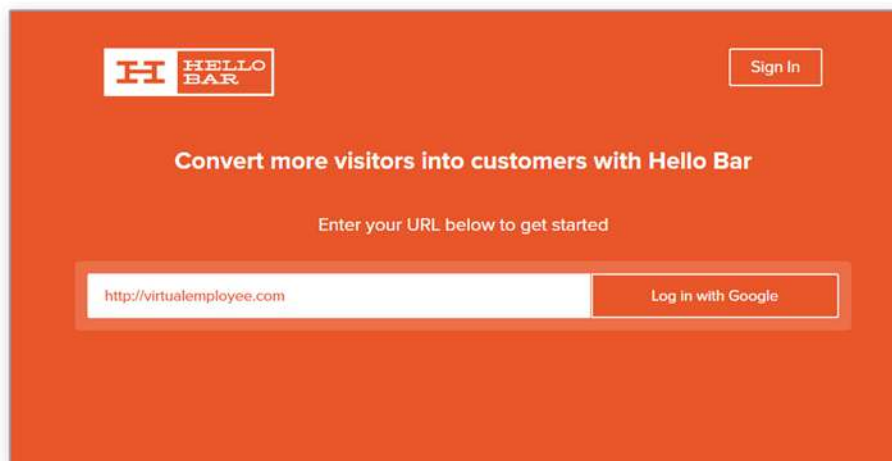
Conversion rate optimization is a completely data-driven process and your success largely depends on the quality of the data you receive. And for that, you will need to invest in different tools for different processes. There are a lot of tools available in the market that can be used, but not all are credible or provide good results. For your assistance, we have provided a long list of tools. These tools have been divided into different categories such as lead capture tools, research tools, analytics and mouse tracking and heat maps, feedback tools, and experiment tools.

From high-level changes such as landing page design to data about how visitors navigate on your site, there are tools for every purpose.

The main types of conversion rate optimization tools are as follows:

1 Lead Capture Tools

HelloBar



HelloBar is a lead capture tool that allows you to add a pop-up form to your website to grow your email list, promote your social pages, and showcase a sale or other lead generation strategies. However, premium plans offer more advanced call-to-action options. They can be of great help if you are launching a new eBook; you can use HelloBar to include a simple message to promote it.

Price: \$00 for Basic, \$12/mo for Pro, \$83/mo for Enterprise

HubSpot Marketing



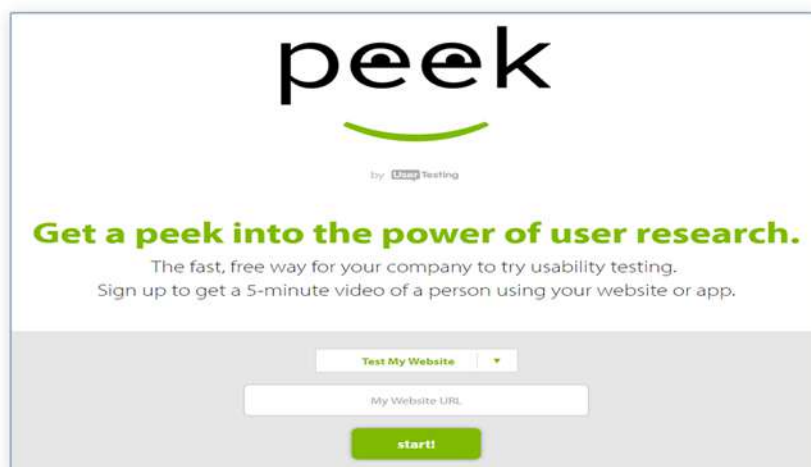
Have you tried SumoMe and Google Analytics? HubSpot Marketing falls somewhere in between. It begins with a pop-up CTA and then it starts learning about site visitors and their path. You get an in-depth insight about your prospects and current contacts in your database. You also get a high-level overview of your marketing efforts. You can know whether your marketing efforts are paying off or not. And the best part is that it's free.

2 Research Tools

Research tools help you do qualitative research and they let you know why customers want to buy your product and why they don't want to buy your service.

Some famous research tools are as follows:

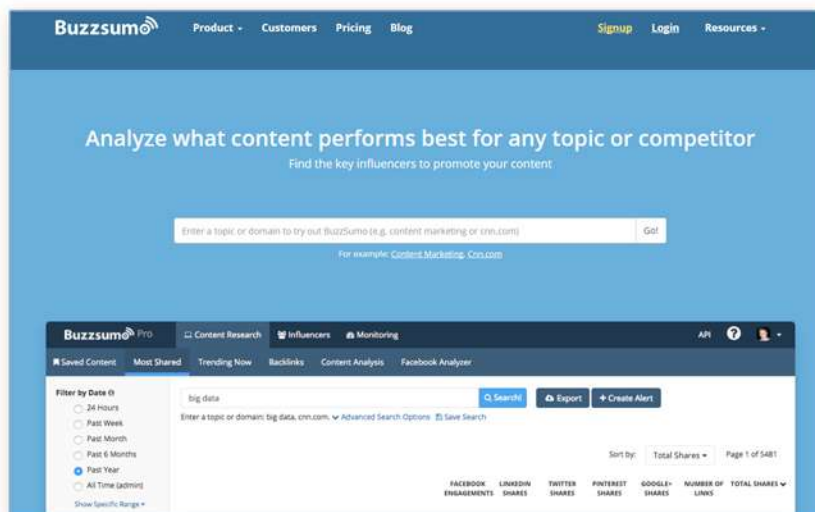
Peek



This tool gives you an insight into the usability of your website. It's an easy-to-use tool and you just need to provide your website URL. Test participants will manually review the usability of your website. This will help you unearth a lot of hidden usability issues that you can fix to boost user experience and conversion rate.

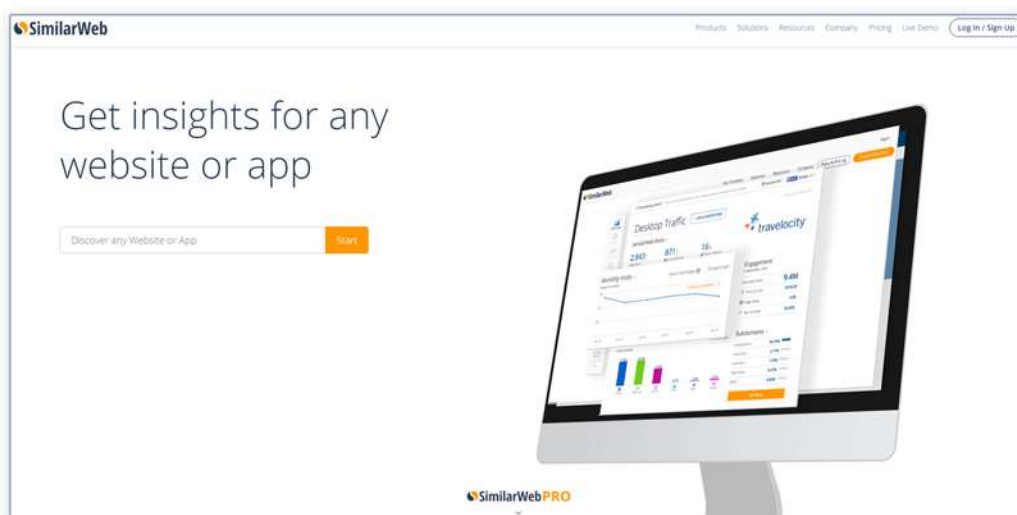
Conversion Rate Optimization For More Leads, Sales, And Profit

BuzzSumo



A good example of quality content is one that is shared and linked the most. So, compiling a particular kind of the most shared content would be a great idea. It will help you come up with an editorial calendar. You just need to enter a keyword in BuzzSumo, and it will pull together a list of already shared content from last day, last week, and last month. You will then be able to get some important insights into such content pieces that will help you come up with more popular content.

SimilarWeb

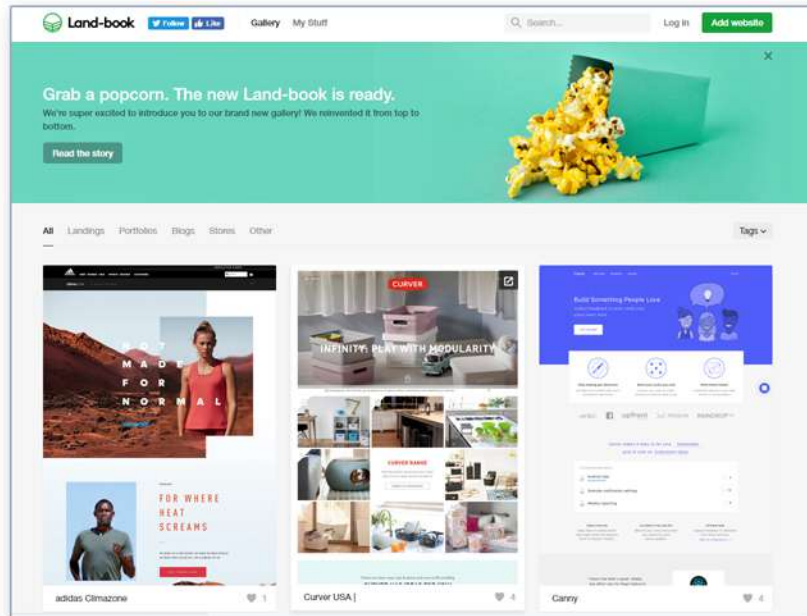


Alexa is not a very reliable tool and most marketers are aware of the futility of Alexa rankings. However, knowing about your website visitors has a deep impact on traffic and conversion. Knowing which keywords are driving most of your organic traffic is also important. SimilarWeb can be a good and a more reliable alternative to Amazon's Alexa. It can help you know from where your traffic is coming and the type of keywords that are driving traffic to your competitors' websites.

Price: \$199/mo for Basic

Conversion Rate Optimization For More Leads, Sales, And Profit

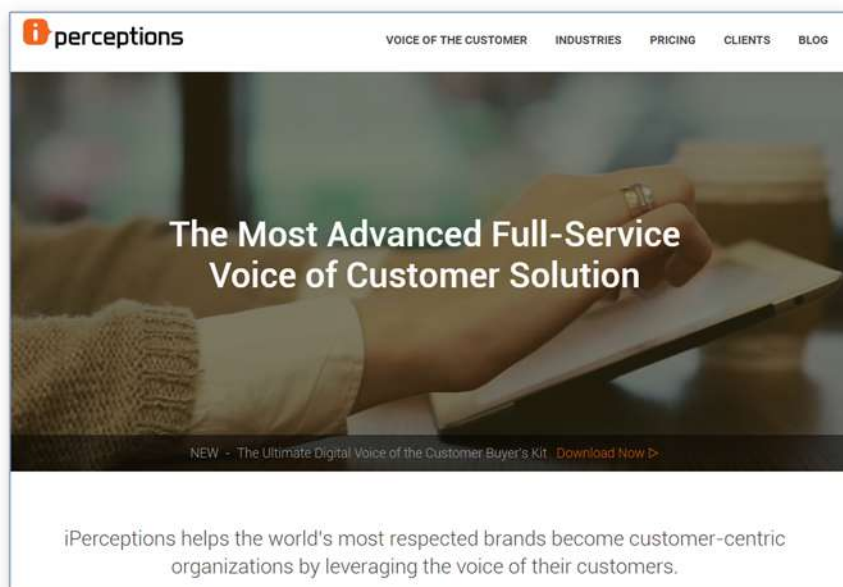
LandBook



Creating a landing page from scratch is a difficult task. LandBook can make your job much easier. It's a free collection of the most well-designed landing pages on the web. It also lets you know about the different ways companies use on their landing pages like copy, positioning, layout, design and other things to drive conversions. You can use the best practices for your landing pages.

I-Perceptions

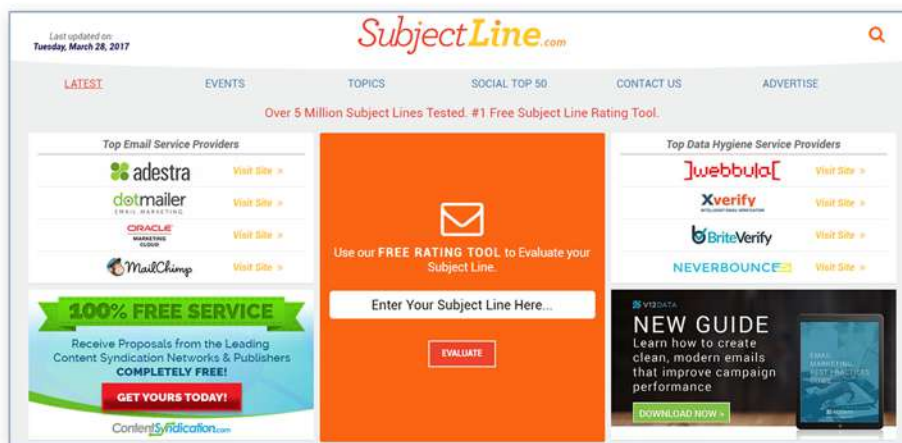
Knowing the direct perception of users about a particular page will help you know the pain points of your website:



- “How would you rate your site experience?”
- “How would you describe the primary purpose of your visit?”
- “Were you able to achieve the purpose of your visit today?”

You can use the feedback to understand what people think about your website and how you can improve things further.

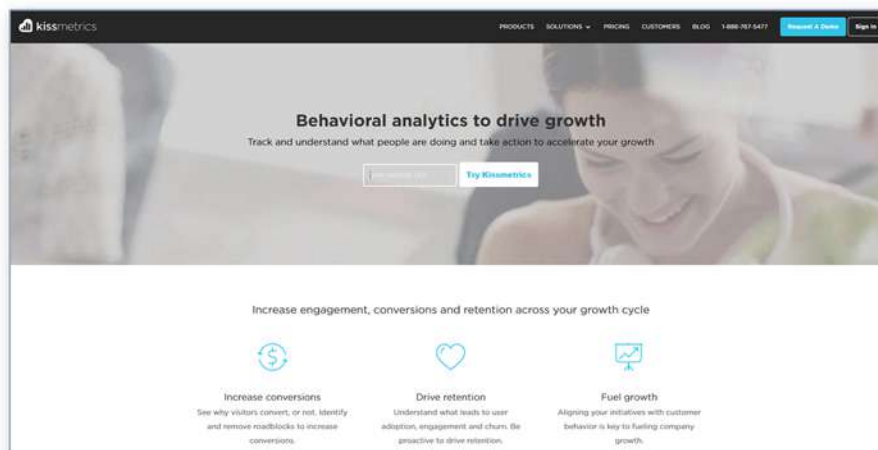
SubjectLine.com



Subject Line is the most important part of email campaigns since it’s the sole reason why a user clicks on your mail. Therefore, not paying attention to it can make or break the performance of your email campaigns. So, before you decide which one to choose, you can test the power of your subject line on this free tool, which has already had more than million subject lines tested on it. It not only gives a score to your subject line, it also offers a suggestion for improvement.

3 Analytics Tools

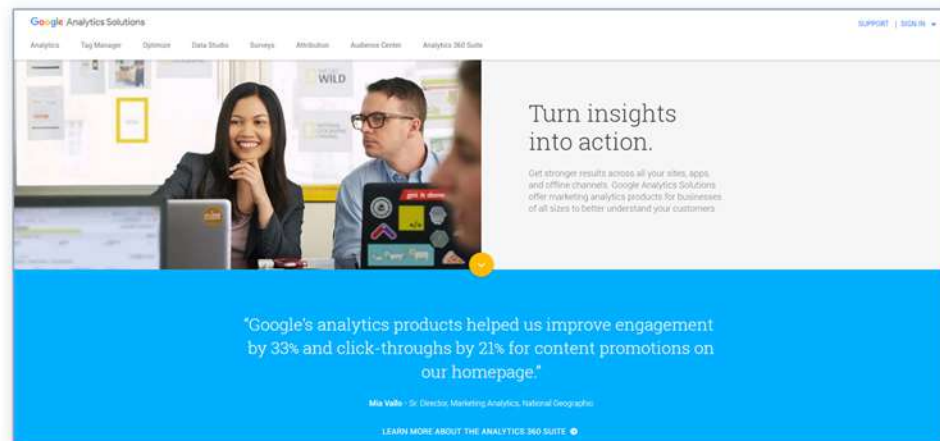
Kissmetrics



Price: \$200/mo for Starter, \$700/mo for Basic, \$2,000/mo for Pro

Kissmetrics is a complex tool that integrates with your email service provider to make it easy for you to analyze your audience and email them in specific cohorts. It allows you to learn the path that your customers take through your website, conduct A/B tests, build data sets (without SQL), and figure out the ROI from your campaigns.

Google Analytics



Google Analytics is a free way to track your website visitors. You can see how long it takes visitors to bounce from your pages, whether visitors complete goals from a certain path, and which sources are bringing people to your website. What's great about Google Analytics is that it allows you to see which keywords people are searching to find your page, tracks from which device people are searching your website, and uncovers demographic data.

Summing Up...

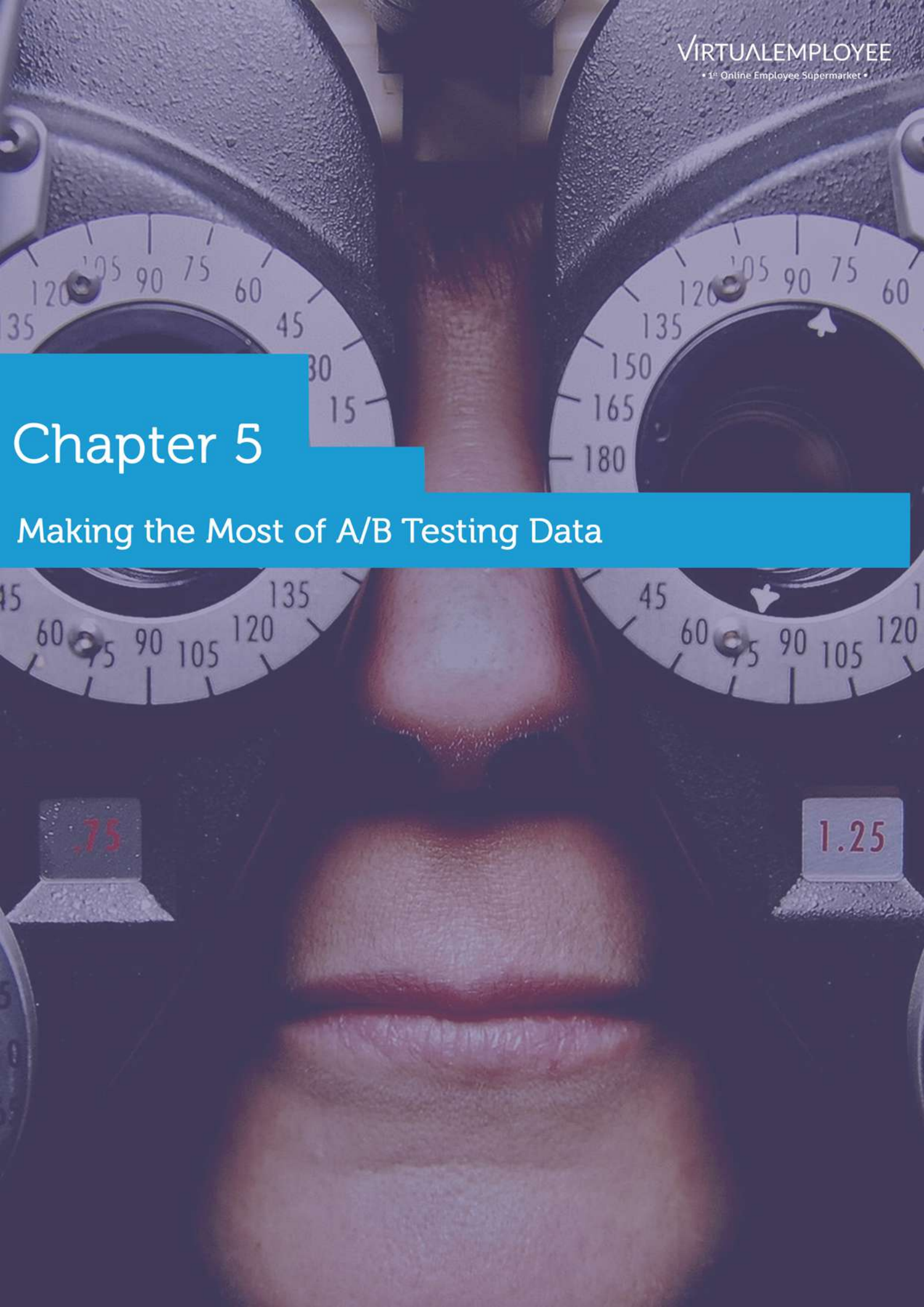
Having a good understanding of these tools is important to gain mastery of conversion rate optimization. All of these tools serve different purposes and you should learn how they serve a particular purpose.

Key Takeaways

- It's important to use the right tools.
- There are mainly three types of tools: lead capture, research, and analytics.
- Hello Bar, Peak, SimilarWeb, Hubspot, and Google Analytics are popular CRO tools.

Chapter 5

Making the Most of A/B Testing Data





Making the Most of A/B Testing Data

By now you must have understood that the success of conversion rate optimization depends on quality data, which can determine the success or failure of your A/B testing process. You also got a detailed idea about the 6-step framework of conversion rate optimization and the important tools to carry out the process efficiently. However, it's equally important to interpret data in the right way. Many marketers start analyzing after few sample tests or half-baked tests, which is a big mistake.

Importance of Primary Conversion Metrics

So, you conducted an A/B test — it's great! But what next? How would you derive valuable insights from A/B test results? And more importantly, how would you incorporate these insights into subsequent tests? You win half the battle after getting information in the form of data; interpreting the data is the next most important task. Before we analyze it in detail, understanding a few basic things such as primary and secondary metrics is important.

While interpreting a test result, you should take primary conversion metrics into consideration. These are a set of the most important points on which you would like to interpret the test result. It can be the number of downloads if it's an ebook, the number of leads generated if it's a landing page, and the number of form signups, or open rate in the case of email marketing campaigns. Brandon Seymour, founder of Beymour Consulting says: "It's important to never rely on just one metric or data source. When we focus on only one metric at a time, we miss out on the bigger picture."

Let's Understand It in Detail

Suppose you conduct an A/B test for the landing page of a subscription site. You find that the click-through of the subscription has come down significantly, but the number of conversions has increased significantly. Any novice marketer will come to the conclusion that showing pricing information on the subscription page should be avoided as it leads to a reduction in click-through rate. The reality, however, is that showing pricing information helps in driving traffic, which results in an increase in the conversion rate.

Basic Interpretation

Suppose you conduct an A/B test for the landing page of a subscription site. You find that the click-through of the subscription has come down significantly, but the number of conversions has increased considerably. Any novice marketer will come to the conclusion that showing pricing information on the subscription page should be avoided as it leads to a reduction in click-through rate. The reality, however, is that showing pricing information helps in driving more qualified traffic, which results in an increase in the conversion rate.

Let's come to the main point – Analyzing Your A/B Test Results

Whatever your A/B test result is – whether it's positive, negative, or inconclusive, you should try to gain a deeper insight. This will help you measure the success or failure of your A/B tests. It will also validate your assumptions.

Bryan Clayton, CEO of GreenPal and a well-known conversion expert, says: "Doing A/B testing and interpreting it correctly can help you close the gap between customer logic and company logic and, gradually, over time, match the internal thought sequence that is going on in your customers' heads when they are considering your offer on your landing page or within your app."

Conducting Post-Test Segmentation

Segmenting data will help you gain the right insight and you will have a clearer picture of what may be happening. Not doing so may lead to illusory results. And working on these illusory results will result in skewed actions, thus harming your long-term prospects. Creating custom segments, on the other hand, can unlock many hidden insights. Customized segments for different types of test variations allow you to review the full set of analytics data in order to understand the impact on the user type.

Here are some broad segmentation types:

- Demographic
- Attitudinal
- Geographical
- Preferential
- Behavioral

Post-test segmentation allows you to apply different variations to a particular user segment. For instance, if you find that a particular test is affecting new and returning visitors differently, you can change the variation accordingly to get the desired result.

Delving Deeper into Visitor Behavior Analysis

Analyzing the behavior of visitors can get you interesting insights on conversion rate optimization. You can monitor visitor behavior through heatmaps, scrollmaps and visitor recording to gather further insights about A/B testing. Suppose you want to test whether the search bar on your ecommerce website works or not. This can be tested only when the users of your website are using the search bar. A visitor recording tool can disclose whether the navigation bar is friendly and engaging. The tool can also help you know about user behavior related to specific pages. You will have an idea about how critical the different pages in the conversion funnel are.

Maintain Data Library

Once you have analyzed your A/B tests data, document your observations from this test. This will help you refer to them later in some other tests. Suppose you are developing a hypothesis for your product page, and want to know which type of image will work; you can check whether you have conducted such tests in the past. After you have analyzed your A/B tests, it is imperative to document the observations from the tests. This will help you in not only transferring knowledge within the organization, but also in using it for reference later. With a structured repository, you will have a detailed reference list that will help you later.

Beware of Fake Data

You tested Project X. You also analyzed the point of highest impact, which is obviously the landing page. Your target now is to increase the conversion rate of your landing page by 20%.

So, you create an A/B test with four treatments: control, A, B, and C. Here is the data you collect:

Visitors' Treated Conversion Rate			
Control:	510		19.82 %
Test 1:	507		20.12 %
Test 2:	497		19.89 %

From the data, it seems both test results worked fine and helped you achieve the desired goal. Test 2 is particularly good. You can decide to choose it, and move on with it. But have you ever thought that the result could have happened just randomly? Can you really be confident about it?

Things to Keep in Mind

Another factor to keep in mind is that the successes of your A/B tests will depend on your website traffic. It determines how long you will have to run your tests to get a statistically relevant result. If the traffic is high, you will reach the statistically significant level in a short time.

In case the traffic is small, you will have to run the test for some more time since the variation in the result will be very small. Another thing is that you will have to plan to drive traffic to determine a winning variation.

Summing Up...

Data analysis is more an art than a science. A wrong interpretation of the data you obtain would harm your prospects; so, you need to be extra careful while making a conclusion. Another thing about timing is giving a test enough time to run. The point to remember here is that optimization requires time and you should always wait for statistically significant results.

Key Takeaways

- Focus on proper data segmentation.
- Analyze your visitors properly.
- Beware of fake data.

Chapter 6

Optimizing the Landing Page





Optimizing the Landing Page

Ask any marketer about the importance of importance of a landing page , and they would unanimously declare it as the most important page of any website. A landing page is where your prospects convert; it's the culmination of your entire effort. Making a mistake here means leaving money on the table. So, you can't afford to go wrong here. Optimizing your landing page should be your first priority as a marketer.

However, before optimizing a landing page, you should first understand its anatomy:

Anatomy of a Landing Page

Studying a few landing pages would quickly reveal the most common elements of a landing page to you. And these common elements are thoroughly tested and optimized.

Common Elements

These are the 5 most common elements on a landing page that can be a part of your A/B testing procedure. You can experiment with these elements and see what's working for you:

▶ **Headline:**

It's the most visible part of a landing page. A great headline acts as a hook that grabs the attention of a visitor.

▶ **Hero Image:**

This is the most important image on a landing page. It works in conjunction with the headline. The role of the hero image is to reinforce the value proposition and prompt your prospects to take the desired action through the call-to-action button.

▶ **Proof Points:**

This is another part of the copy that supports the headline. It articulates the promise.

▶ **Form and Call to Action:**

There is a form to collect data and a call to action button to download the copy.

▶ **Social Proof:**

It includes testimonials and other elements to validate your brand or product. Having a social proof adds to the credibility of your brand.

4 Tips to Optimize a Landing Page

➤ Offer a Clear Value Proposition

Does your landing page offer a clear value proposition? Make the advantages your product or service offers absolutely clear. You should tell why your product or service is unique. If it's missing from your website, you need to fix this problem.

➤ Tweak Your Page

Landing page optimization is based on the premise that tiny changes can make a huge difference. Small tweaks to your headlines, copy, colors and call to action can all send your conversion rate shooting up. For example, the BBC World Service found that changing the text on its widget button from Widget to Install Widget tripled the number of clicks.



A cursory glance at the landing page of Meeting Burner reveals that it's all about webinars and screen sharing and that no installation is required to use this tool. So, it offers a clear value proposition in that respect.

➤ **Add More Trust Factors**

You can also change trust badges and guarantees that can give a boost to your credibility. For example, if you accept payment through PayPal, try using its logo on your landing page. There is a good chance that this will increase the conversion rate of your landing page.

➤ **Focus on Forms**

Optimizing a lead capture form is very important in the case of a conversion-centric landing page. This is the place where your visitor is converted into a lead. So, it acts as a kind of lead magnet. As a general rule of thumb, you should keep the number of fields as low as possible. You should use smart forms instead of longer forms. If the number of fields is high, you can use the auto-fill option that reduces the friction between a user and their action.

Summing Up...

Optimizing your landing page should be your foremost concern as this is your most important arsenal in your CRO funnel. You can use the A/B testing procedure described in the earlier chapter to test and monitor the hypothesis discussed in this chapter.

Key Takeaways

- Optimizing your landing page should be your first priority as a marketer.
- Offer a clear value proposition.
- Tweak your page.

Chapter 7

5 Myths Concerning CRO That Need To Be Busted





5 Myths Concerning CRO That Need To Be Busted

The biggest truth about Conversion Rate Optimization is that — it's a never-ending process. There are always new things that you will have to optimize to drive conversions. Although the process has become mainstream, still there are a lot of misconceptions about it. Busting these myths is important if you are to achieve success through your conversion rate optimization efforts.

In the course of conversion rate optimization, you will come across numerous tips and tricks that you would certainly like to test. The point to understand is — you can't experiment with everything you come across. Here are 5 Conversion Rate Optimization myths that you need to be aware of in order to avoid wasting your time and money:

Misconception 1: Conversion Rate Optimization Is Just About Following "Best Practices" And You're Done

Many self-proclaimed experts have published their long list of best practices, and they tell you what you need to do to increase the conversion rate of your website in detailed steps. The problem is — most of them are useless.

Shocked!

What works on a particular website in a niche may not work for you. Marketing is not a one-size-fits-all game.

The sad truth is that CRO is not about blindly adopting the best practices on the Internet. A change works only when you implement it sensibly on the basis of the data that you analyze on the website.

Misconception 2: Conversion Rate Optimization Is About Guessing What Users Want

Nothing can be further from the truth than this. Conversion Rate Optimization has never been about guess work; rather it's all about eliminating the gut feeling. Hunches or gut feeling has an extremely limited role in the process and is just confined to the formation of a hypothesis before testing.

Misconception 3: Conversion Rate Optimization Is Only About Small Design Tweaks

Many marketers believe that conversion rate optimization is about making small changes such as changing the headline of landing pages, altering the button color, and a few other design tweaks; such cosmetic changes are certainly important, but they are a small part of the whole process.

Misconception 4: Marketers Must Make Guesses About Customers' Pain Points

Many marketers believe that designing CRO tests is about guessing customers' pain points that are causing hindrances in conversions. This is not true as how will you know exactly what changes you need to make in your landing pages?

Instead of guessing about these factors, it will be more advisable to use tools to fetch data from users directly that will come in handy in optimizing user experience on different web pages and giving users exactly what they want.

Misconception 5: Conversion Rate Optimization Can Boost Conversion Rate Unilaterally

This is not true. For CRO to succeed, a website needs a minimum amount of traffic. So, if your website falls in that category, make sure you have sufficient amount of traffic first through search engine optimization.

Summing Up...

CRO can certainly bring about a major difference in the conversion rate of your website, but only if you know its strengths and limitations well. Taking a structured and systematic approach towards data analysis will be helpful. You should have a natural willingness for frequent testing, collating data, and analyzing it.

Key Takeaways

- Conversion rate optimization is not just about following "best practices" and assuming you're done.
- Conversion rate optimization is not about guessing what users want.
- Conversion rate optimization is not just about design tweaks.
- Marketers must not make guesses about customers' pain points.
- CRO can boost conversion unilaterally.

Chapter 8

3 Real Case Studies to Explain Conversion Rate Optimization





3 Real Case Studies to Explain Conversion Rate Optimization

The biggest truth of Conversion Rate Optimization is that — there is no single truth that fits in all circumstances. So, what works for one website may not work for another. You need to test your own hypothesis in order to succeed. That does not mean you can't learn from other tests. Here we have presented three case studies that will help you understand the whole process.

You should go through case studies as they may help you in the following ways:

- They will help you understand the process.
- You can understand the underlying logic behind these processes.

So, get ready for deep diving in the world of conversion rate optimization:

Case Study 1

How We Achieved a 71% Growth in Goal Conversion Rate

Even a novice marketer would agree about the importance of the 'Get Started' page. This is the page where a prospect or lead shows their explicit interest in the product on offer. This page is also solely designed to convert prospects into leads.

What was the problem?

People were visiting our 'Get Started' page, but they were not filling up the form. The bounce rate was pretty high – as much as 90%. So, our challenge was to reduce the bounce rate as well as increase the conversion rate. The reason for this high bounce rate was not clear, but we resisted the temptation of linking it to any particular reason. So, we decided to use a form analysis tool "Formismo" to find out the reason behind the high abandonment rate. We wanted to know the spots where people were leaving our site.

What It Revealed

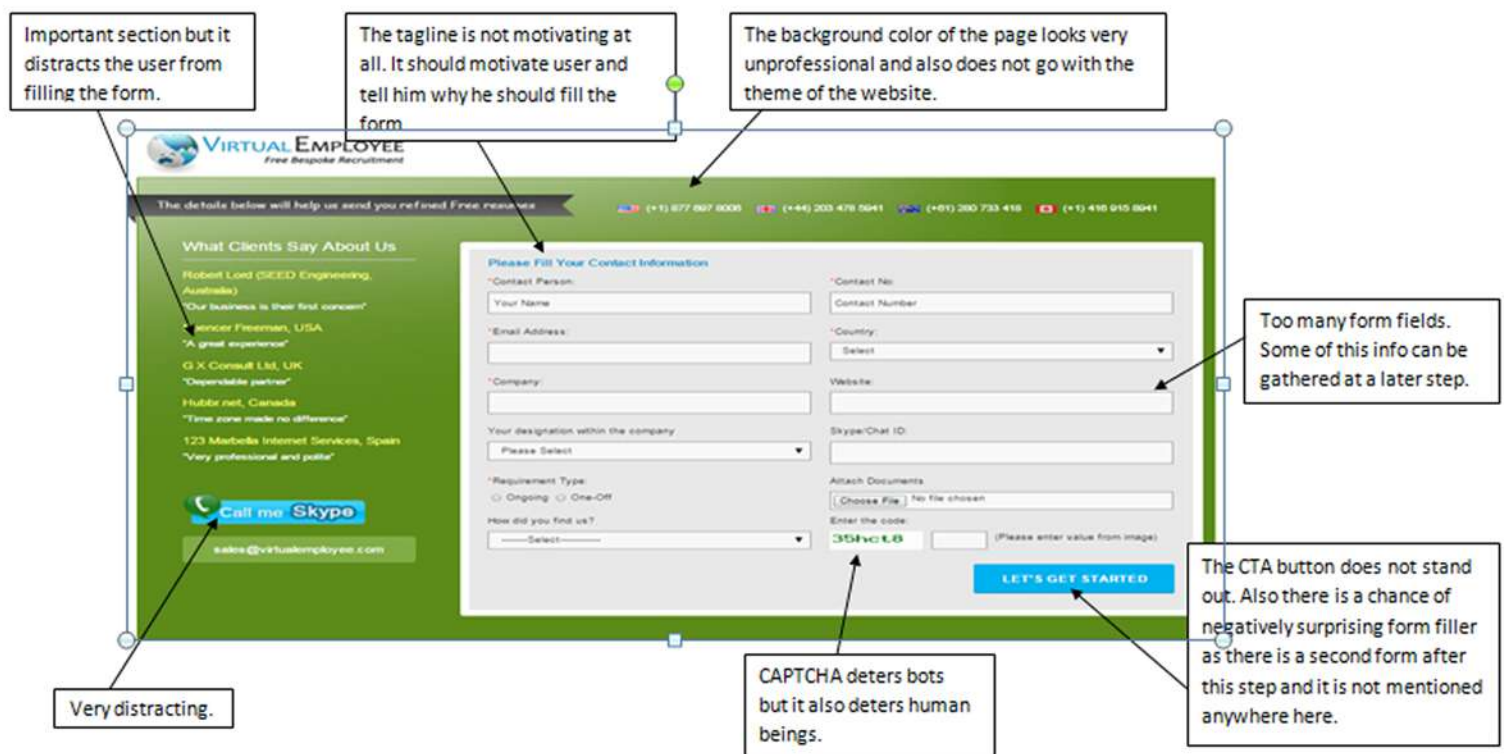
A careful analysis revealed that

- Unnecessary form fields such as role, responsibilities and shift timings were hampering the form completion process.
- The basic purpose behind filling up the form was missing.
- the positioning of the form was not right.

So, we decided to do away with these long form fields. However, there were many other problems that surfaced during the discussion, some of which are mentioned below:

- Our idea was that the design of such pages should be simple and they should ideally follow the path of a natural human eye movement.
- Placing client testimonials near the form fields was not right as we believed that they would act as a distraction to users looking to fill up the form.
- The size of the font was not that legible.
- The form field gave delayed error prompts.
- The CTA button was not prominent.

So, this is how it looked initially:



We used tools like Formisimo, Google Analytics, and MouseFlow for different purposes. Based on our analysis, we took the following approach:

- Simplified the design of the page
- Changed the position of the form to the top left of the page
- Reduced the number of fields
- The purpose of filling up the form was made clear at the top of the form
- Changed the font size to a more legible form
- CTA button was redesigned

We created a rough wireframe based on the above inputs.

The wireframe shows a browser window with a URL bar containing 'http://'. Below the browser is a header area with a 'Logo' placeholder and a main headline: 'Reduce your expenses by up to 72%' followed by 'Client Speak'. The main content area is divided into two columns. The left column contains a 'Form' section with the following fields: 'Name', 'Email id', 'Contact Number', 'Country', 'Industry/ company', 'Company Size', 'Employees/Project Details', and 'Established in'. Below these fields is a 'Share your requirements' text area and a 'Send Us Your Requirement' button. A small text note below the button says 'Join 1423 companies who have already lowered their costs by 72% or more with us'. The right column contains a 'Client Testimonial with image' placeholder, an 'Offer' section with the text 'You are in good company', and a 'Featured In:' section.

Post the changes, the control version looked like this:

After running the A/B test for more than a month, the result was quite high.

The bounce rate of the page came down to 47% from 90%. Direct reduction in the abandonment rate resulted in a higher goal conversion rate, which rose to 71%.

Lessons from A/B Tests

You must have a fair understanding of the process we followed, which was indeed very simple. Considering the amount of mess that we initially had on our page, the possibility of being lost in a maze of A/B tests was quite high. We, however, resisted the temptation and kept it simple. Now, our 'Get Started' page is stabilized; it's easier for us to test micro design elements such as copy, image, CTA or background colour. Don't worry as we will keep sharing the details of our findings.

Case Study 2

How Virtual Employee Reduced the Bounce Rate on the Home Page by 21%

The Home Page of any website is very important since it's the first point of contact for any visitor. It ideally contains information about the company and attracts visitors through its value proposition. Mostly the space contains a description and different links to various other domains. A higher bounce rate on the home page means you are losing out prospects. And the bounce rate in this case was as high as 87 percent – that means our website was able to retain only 13 out of 100 people for the process ahead, which was not a good sign.

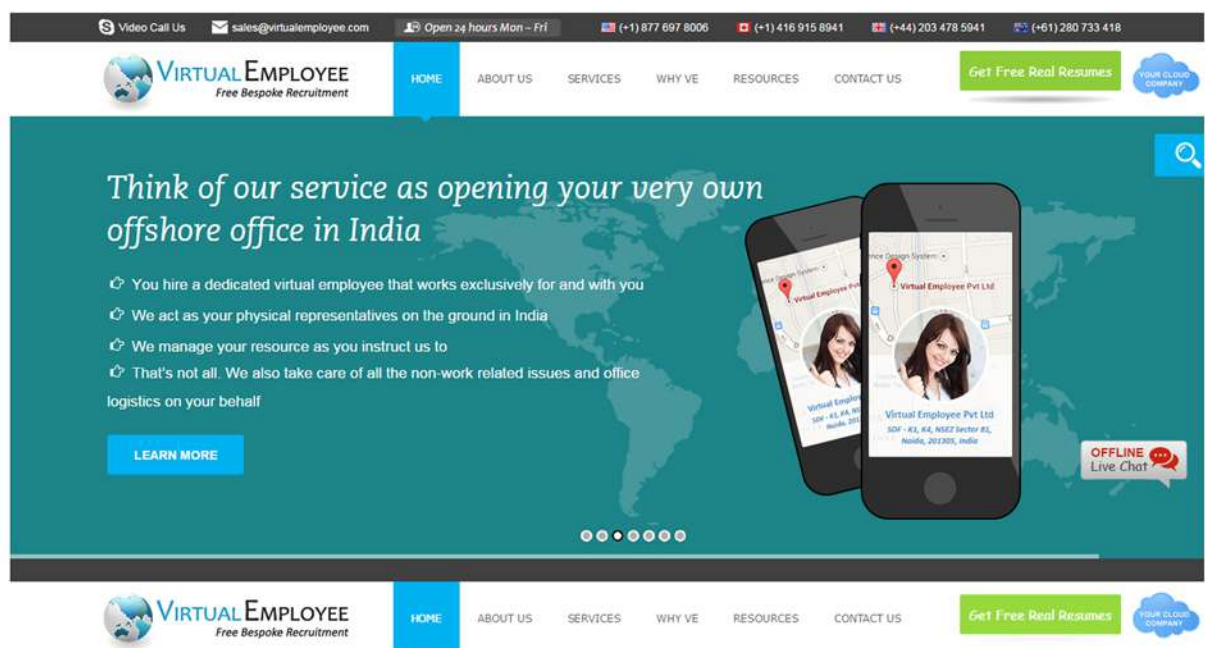
The second challenge was to understand the problem visitors were facing. What caused them to leave our Home page? Did it not fulfill their needs? So, we had to think like a visitor. Not an impossible task, but not easy either.

The third and the last problem was — how to build a hypothesis for the new design. We set up feedback polls and used Google Analytics.

The Problems

After a careful analysis of the home page, we found that the home page was not user-friendly. But what was that? One thing was clear that it lacked value proposition. However, this was not the only problem; there were a lot of others too. We compiled a list of such possible problems:

- The Home page sliders were too quick.
- The CTA button was not distinct.
- There was less content about services and offers. The content talked more about the company and less about customers.
- There was not enough motivation for a visitor to take an action.
- There were a lot of options on the website causing confusion among visitors.
- There were a lot of options on the website causing confusion among visitors.
- The testimonial page was some kind of a mess. Videos could have been segregated better.



Our Approach And Strategy

The problems on the home page were very much obvious, but we refrained from making assumptions. Our approach was to collect as much relevant data as possible. We used Google Analytics, Mouseflow and Hotjar. The thrust was on understanding users' behavior and backing it up with qualitative and quantitative evidences to back our assumptions up. The initial examination proved that the bounce rate was as high as 87%. Though, the average bounce rate varies from industry to industry, anything less than 50% is considered good. Higher bounce rate meant there were several bottlenecks that required to be removed. Some of the key issues with our home page were as follows:

Findings and Recommendations

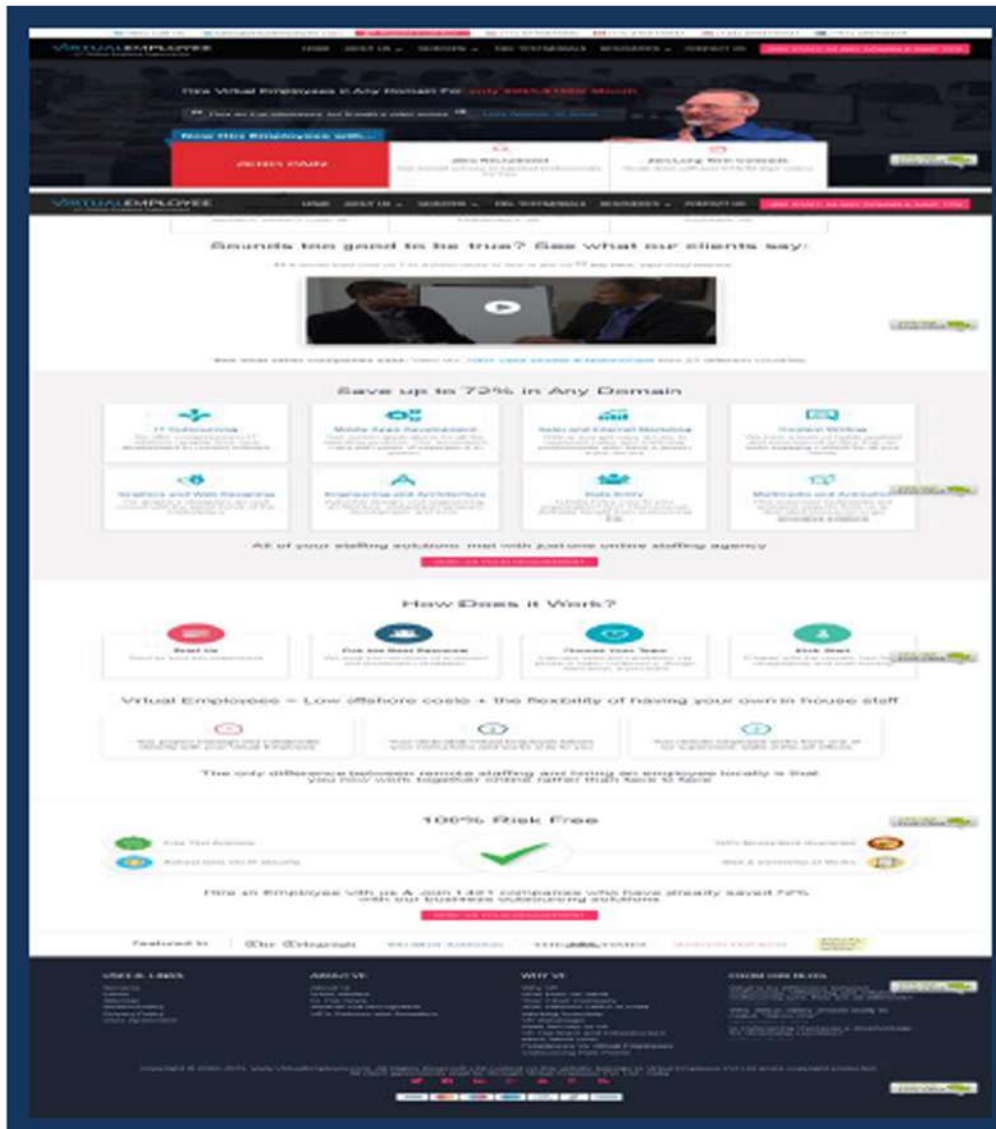
- Data confirmed that redesigning the page was the best option.
- Dynamic slider was an obstruction and we recommended a static slider.
- There was less content about services and offers. The content talked more about the company and less about customers.
- Instead of the stock images that were there on the website, we decided to go for actual images of the company to build trust.
- We found that the content was not really relevant from the point of view of customers.

Creating a wireframe

Based on our findings, we decided to create a wireframe of the new design that looked like this:



Based on the wireframe, the new design took the following form:



During A/B test, we found that the new optimized page had a bounce rate of around 69%, a solid reduction of 21% from the earlier page.

	Bounce Rate	Relative Difference
Original	87.19%	
Optimized	68.29%	21.67%

Case Study 3

How a Simple Tweak in the Copy Resulted in a 247% Increase in Conversion

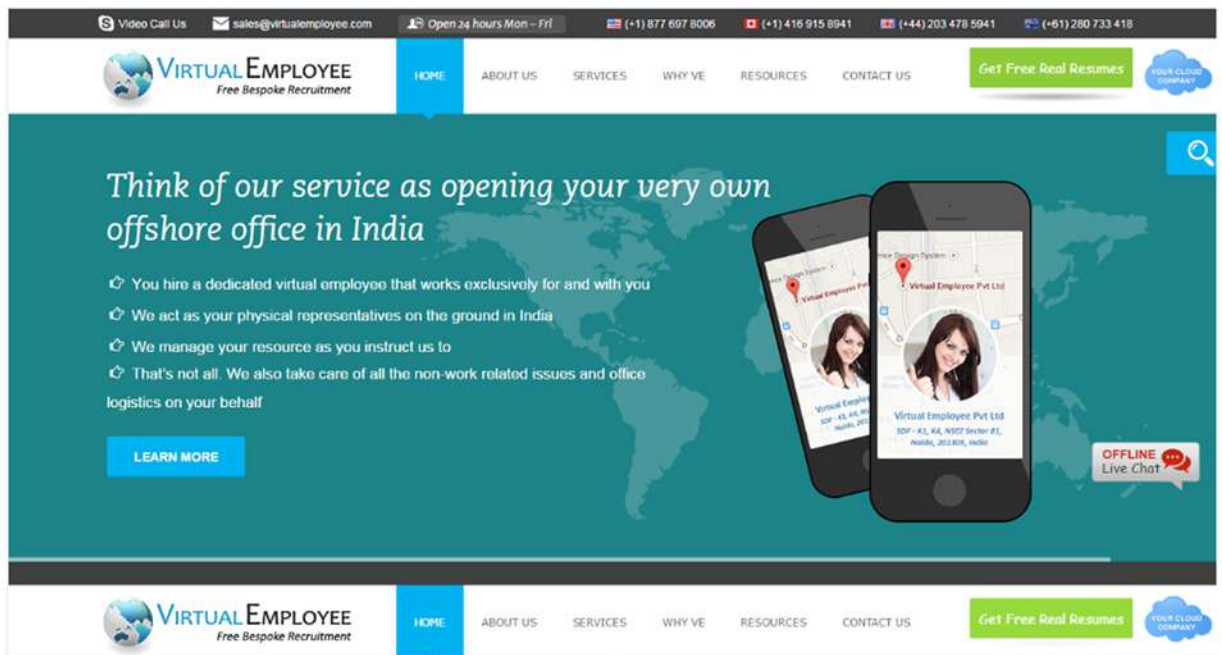
The two case studies above involved a lot of changes on the page, which included complete redesigning as well. However, this may not be the requirement always. You may need to test only a CTA button on a landing page.

Testing the CTA button is important because it acts as a pivot point. It's the last touch point of your prospect with your website. Hence, it's imperative to optimize the CTA buttons from the perspective of design and copy. This is because while the design of a CTA button attracts the attention of visitors and guides them on "where to click", the copy convinces them on "why to click".

The Process

Before carrying out the experiment, we collected data through Google Analytics and Mouseflow to study user behavior vis-a-vis CTA buttons. The focus was on studying user engagement with regard to the CTA button. We tested three variants of a CTA copy to determine the one that rendered the best result. A/B test was set up on Optimizely.

Here is how it looked initially:



Result:
CONTROL:

Get Free Real Resume

Treatment 1

Send Us Your Requirement

Treatment 2

Get Free Quote

Treatment 3

Get Free Customized Quote

As the table shows, after the new CTA was tested against the old copy and design, the copy that read "Send us your requirement" stood out amongst all the variants. In a nutshell, a copy that is reflective of its purpose along with the next step that prospects will be required to take can lead to a successful CTA.

Summing Up...

These case studies clearly reflect how following the right process can provide the right output. Hope these case studies offer the much-needed clarity on the theoretical framework of conversion rate optimization. Basically, what's required is an open mind to test your hypothesis and keep repeating it.

Final Note

Hope you enjoyed the ebook. CRO is not a magic wand; it's a continuous process. The goal of Conversion Rate Optimization is to convert the highest possible percentage of visitors to your site. This is gaining popularity as it helps increase sales without increasing advertising revenue. We have described the process in complete detail and backed it up with real life case studies for your help.

Do You Want to Increase Sales Without Increasing Advertising Budget?

Visit Our Website:

<http://www.virtualemployee.com/service/conversion-rate-optimization>