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Why agencies and their clients should understand Conversion Rate Optimization?

Jaakko Kuurne

Agency + business

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Outline of the presentation

- What is Conversion Rate Optimization (CRO)?
- Why CRO is important?
- A structured approach for CRO
- Testing for CRO
- CRO best practices
- The big picture

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What is Conversion Rate Optimization?

What is Conversion Rate Optimization?

- Conversion
  - a desired action on a web page (or an app) performed by the visitor/prospect
- Conversion rate
  - A rate at which your website prospects are converting
- Conversion rate optimization
  - A systematic way of measuring and improving your website conversion rates

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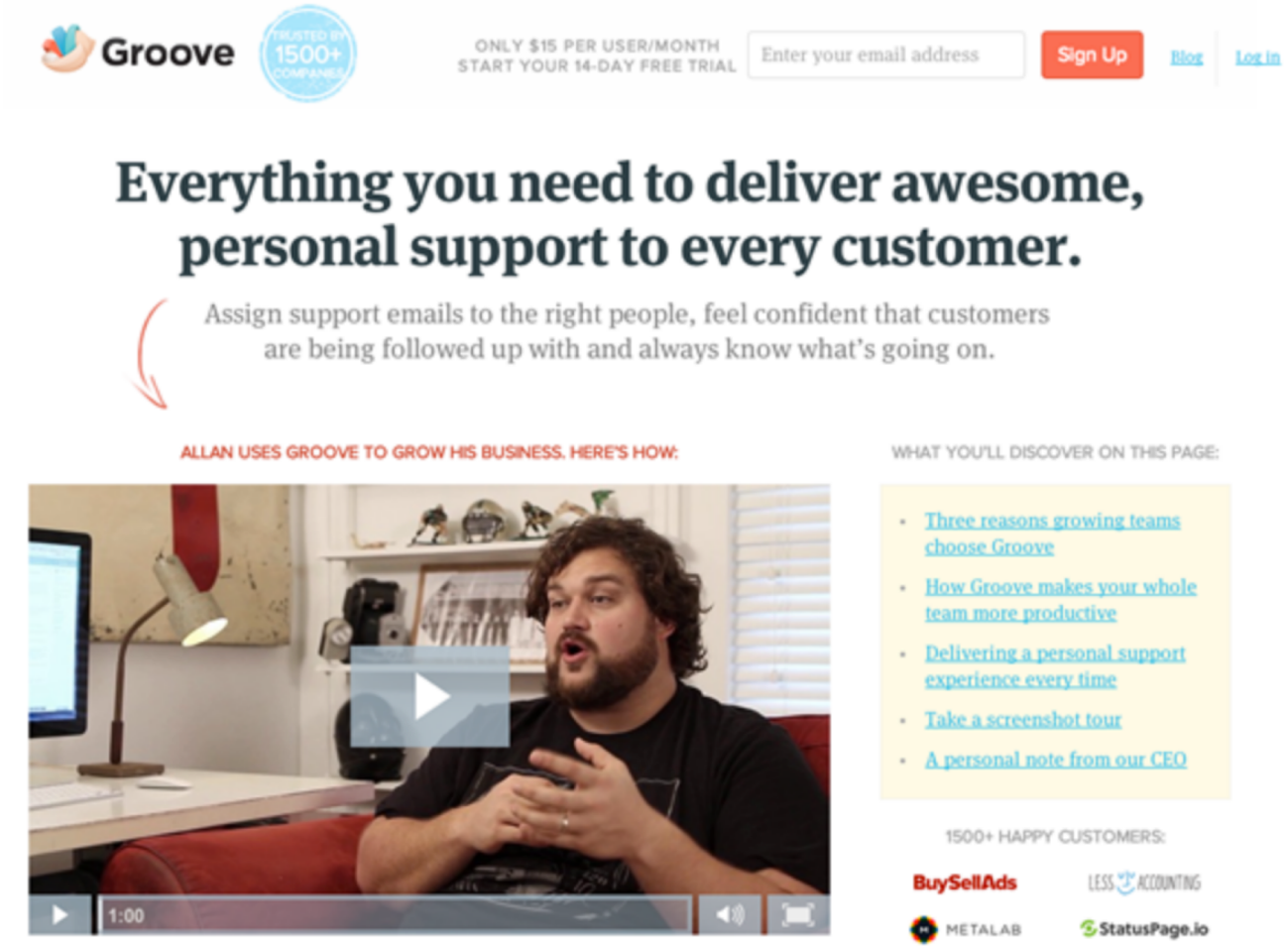
Why CRO is important?



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Screenshot from https://www.groovehq.com/blog/long-form-landing-page

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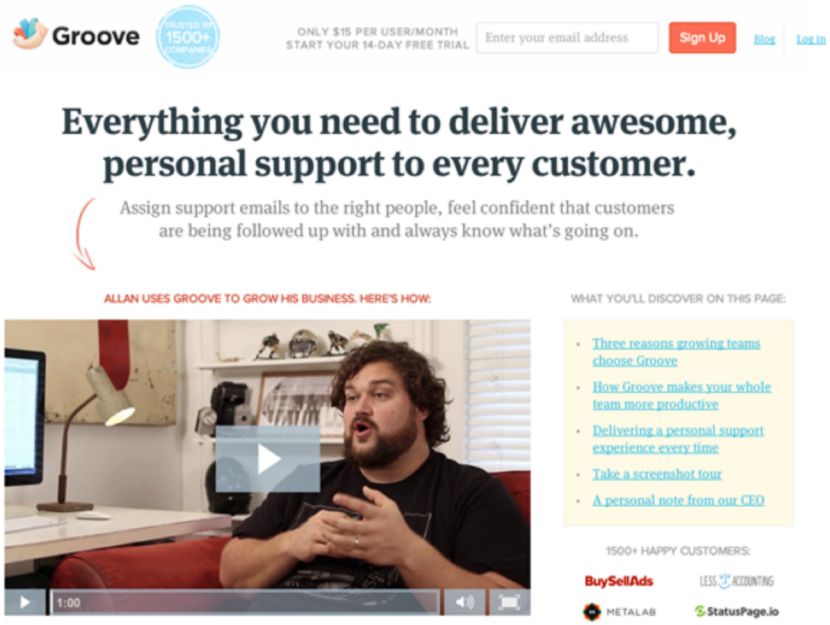
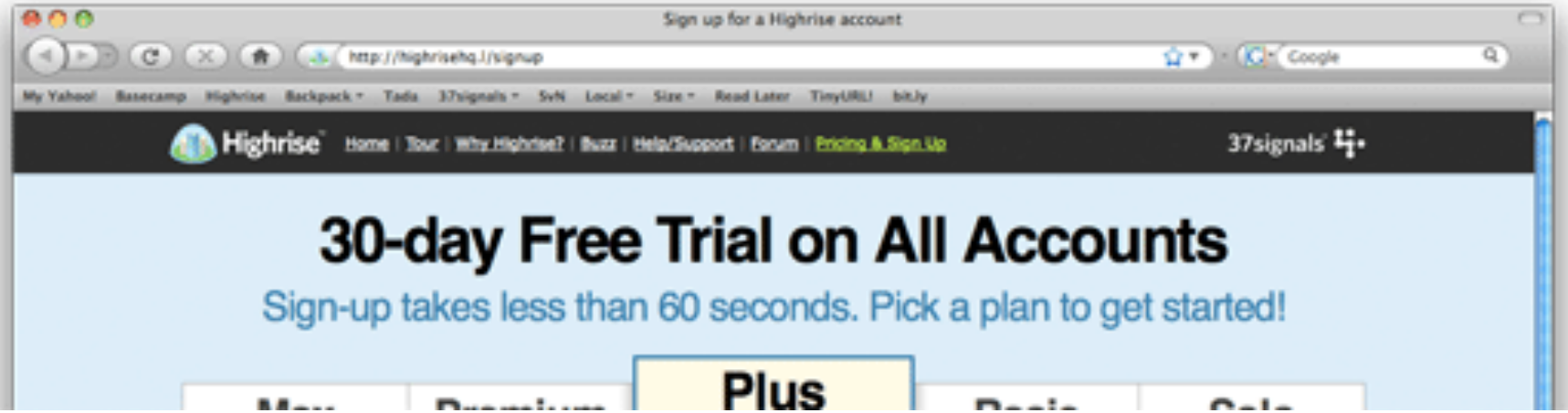
87% more conversions

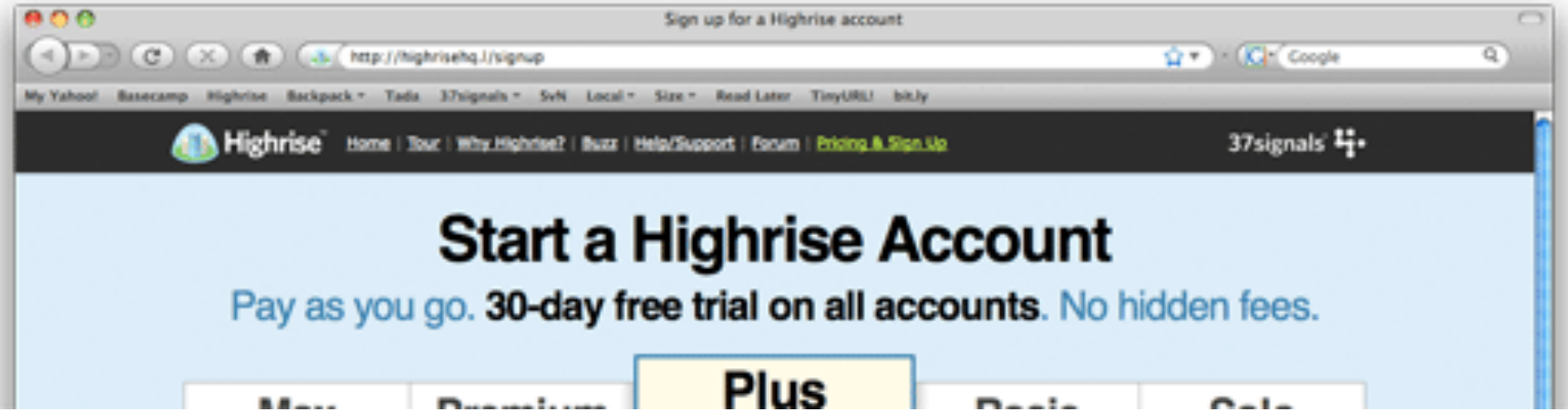


Screenshots from https://www.groovehq.com/blog/long-form-landing-page

433% more clicks

Screenshots from: https://marketingexperiments.com/a-b-testing/how-humana-optimized-banners





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30% more conversions

Screenshots from: https://signalvnoise.com/posts/1525-writing-decisions-headline-tests-on-the-highrise-signup-page

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“53% of companies spend less than 5% of their marketing budgets on CRO”

Adobe 2013 Digital Marketing Optimization Survey
For more information, see:
https://econsultancy.com/blog/62621-most-companies-spend-less-than-5-of-marketing-budgets-on-conversion-optimization

The opposite of doing CRO
Photo by Jordan McQueen on Unsplash

screenshot from Internet Wayback Machine (web.archive.org)

Turvallinen | https://web.archive.org/web/20130512183654/http://www.marksandspencer.com/Mens/b/43371030

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- Our Best Sellers
- As Advertised

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- Jeans
- Jumpers & Cardigans
- Linen Shop
- Shirts

More info about M&S site relaunch

Common misconceptions

- Referring to traditional 5-year site lifecycle
  - Sends a wrong signal
  - Site redesigns and changes should be done to improve conversion rates
- Appealing visual design is always good for business
  - Appealing visual design is usually good for conversions but it’s NOT the same thing
- Site is ”ready” when it’s published
  - When site gets published it’s a starting point for continuous improvements

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FACTS VS OPINIONS

Why CRO is important?

- Building a great site vs. building a site to growing your customer's business

A recap: CRO is important because...

- Improvement in conversion rate improves revenue
- You get more out of what you already got
- You know where you are going
- Implementing site redesign from ”a conversion point of view” reduces the risk of feature creep
- Understanding CRO can help you win more deals

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How to do CRO?

A structured process for CRO

- Define conversion actions
- Understand your prospects
- Identify the best candidates for optimization
- Design an implement a challenger
- Test your hypothesis
- Analyze and act

Process structure adopted from Chris Goward

Define your conversion actions

- Define your conversion actions based on your business goals
- Implement those conversion actions in your web analytics tool

Understand your prospects

- Understanding your prospects helps you to create offers that convert better
- Methods to improve your understanding:
  - Web analytics
  - Surveys, post-conversion surveys
  - User testing
  - Personas

Identify pages where to start optimizing

- Take into account
- Importance of the page
- Traffic to these pages
- Estimated amount of resources required to optimize the page
- Expected gains from the optimization

Design and implement a challenger

Combine

- Your knowledge of prospects' problems
- CRO best practices
- Elements of persuasion marketing
- Copy writing skills
- User experience design skills

… to create a better alternative - or alternatives.

Test your challenger(s)

- Choose a suitable testing method
- Run the test

Analyze and act

- Replace the old champion with the new champion
- What did you learn? Feed your next test with the learnings

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Testing for CRO

Basic principles of testing for CRO

- Different variations for the page to be tested
- Visitors are distributed to different variations of the page
- We are looking for the variation that has the best conversion rate

Things to keep in mind

- The law of large numbers
  - “According to the law, the average of the results obtained from a large number of trials [random experiment] should be close to the expected value, and will tend to become closer as more trials are performed.” https://en.wikipedia.org/wiki/Law_of_large_numbers
- Testing different variations should take place parallel
- Testing is always prone to some errors
- Different source of traffic may act differently

Testing methods: A/B testing

- One variable
  - Can be one small element or complete page redesign
- Small change
  - We know exactly what made the difference
  - Changing things element by element takes a lot of time
- A whole page redesign
  - Fast
  - We don’t know exaclyt what made the difference

Testing methods: A/B testing

- Benefits
  - ease of test design
  - easy implementation
  - ease of analysis
  - ease of explanation
  - flexibility to define the variable
  - useful on low traffic sites

Testing methods: A/B testing

- Disadvantages
  - Testing ideas one at a time => very slow method
  - Can’t detect variable interactions

Testing methods: Multivariate tests

- Multiple variables
- Benefits
  - Can detect interaction between elements
  - Efficient data collecting
- Disadvantages
  - Challenging implementation

Testing tools

- Google Optimize
  - Google Analytics content experiments is being deprecated
- Visual Website Optimizer
- Optimizely
- Adobe target
- Oracle maxymiser

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CRO best practices

Adopted from a book:
”Landing Page Optimization”
by Tim Ash

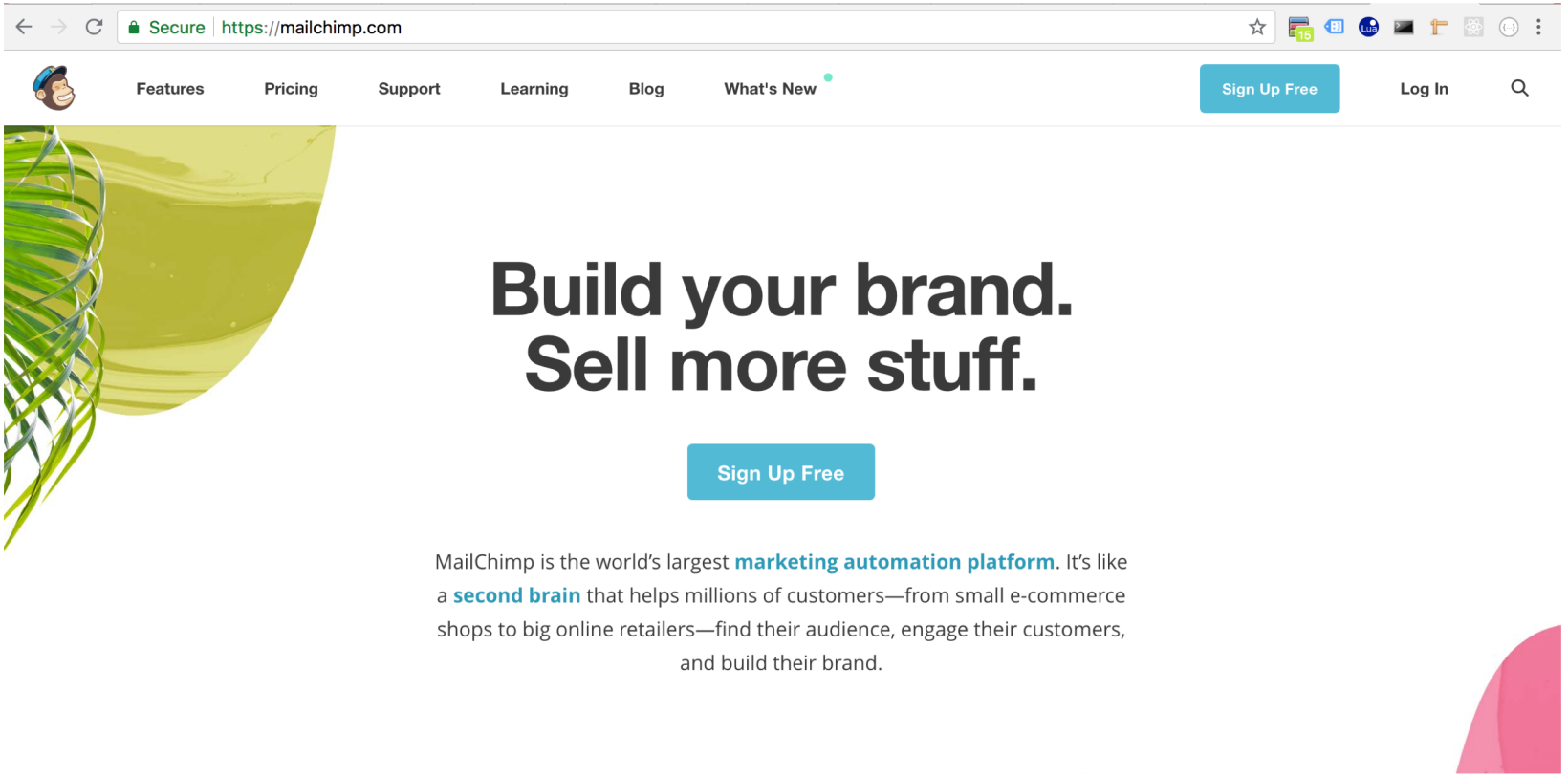
CRO best practices

- Are not a replacement for user research nor testing
- Should be combined with user research to build the challenger
- May change over time

Unclear call to action (CTA)

- Make CTA stand-out
- Make it clear what happens when user clicks the element
- Consider using reassuring message
- Place CTA above the fold

Clear CTA



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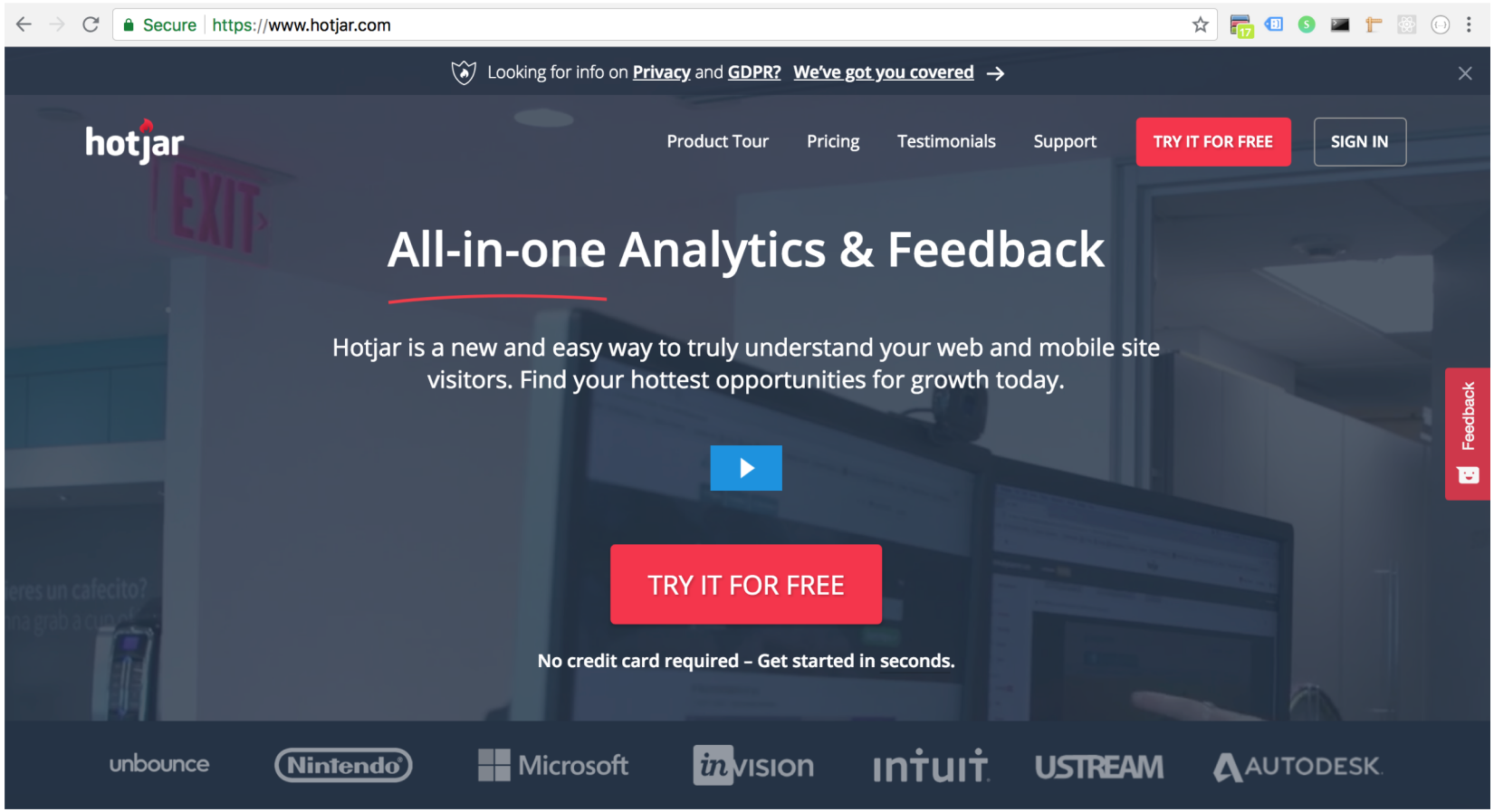
Reassuring message below CTA



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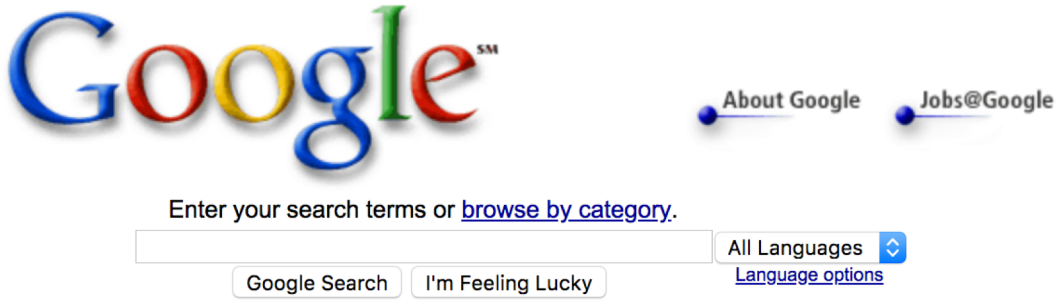
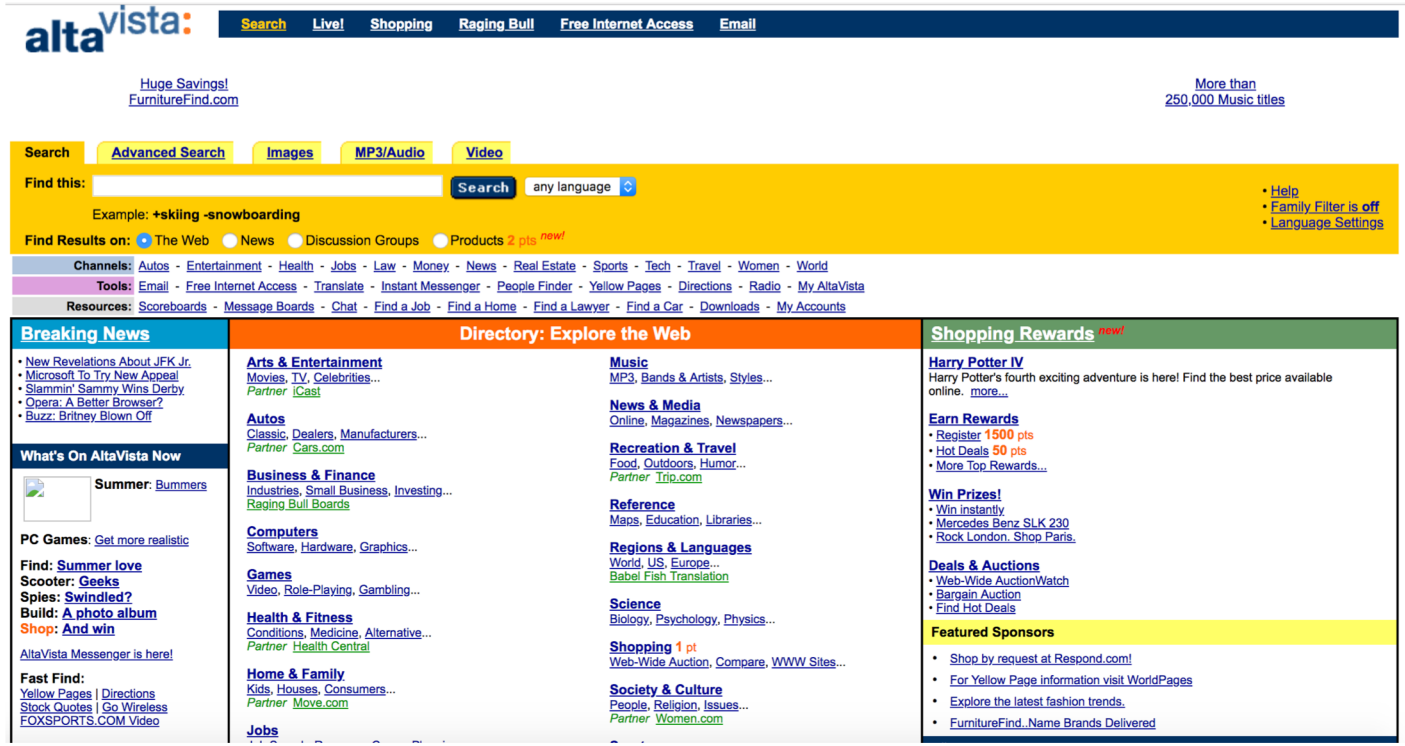
Too many choices

- Focus on the essentials
- Use grouping to limit the choices



Google in 2000 according to web.archive.org:
https://web.archive.org/web/20000711043326/http://www.google.com:80/



Altavista in 2000 according to web.archive.org
https://web.archive.org/web/20000711054728/http://www.altavista.com:80/

Visual distractions

- Don’t use images just for sake of images
- Remove elements that are not suporting conversions

Fail to deliver your promise

- Provide the promise on your landing page without conditions

Too much text

- Users skim the text, they don’t read it
- Place important stuff first
- Use bullet points instead of whole sentences
- Shorten your copy, focus on the essential
- Consider using popover elements for additional information

Asking for too much information

- Ask the information you need (also, you might have encountered a thing called GDPR ☺)

Lack of credibility

- Display testimonials
- Display your visibility in media
- Display well-known partners
- Display the number of other people using your service (if there is a reasonable amount)

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The big picture

Ilkka Paananen, CEO of Supercell. Interviewed on A-Studio 14.2.2018.
https://areena.yle.fi/1-4360518

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More definitions for CRO

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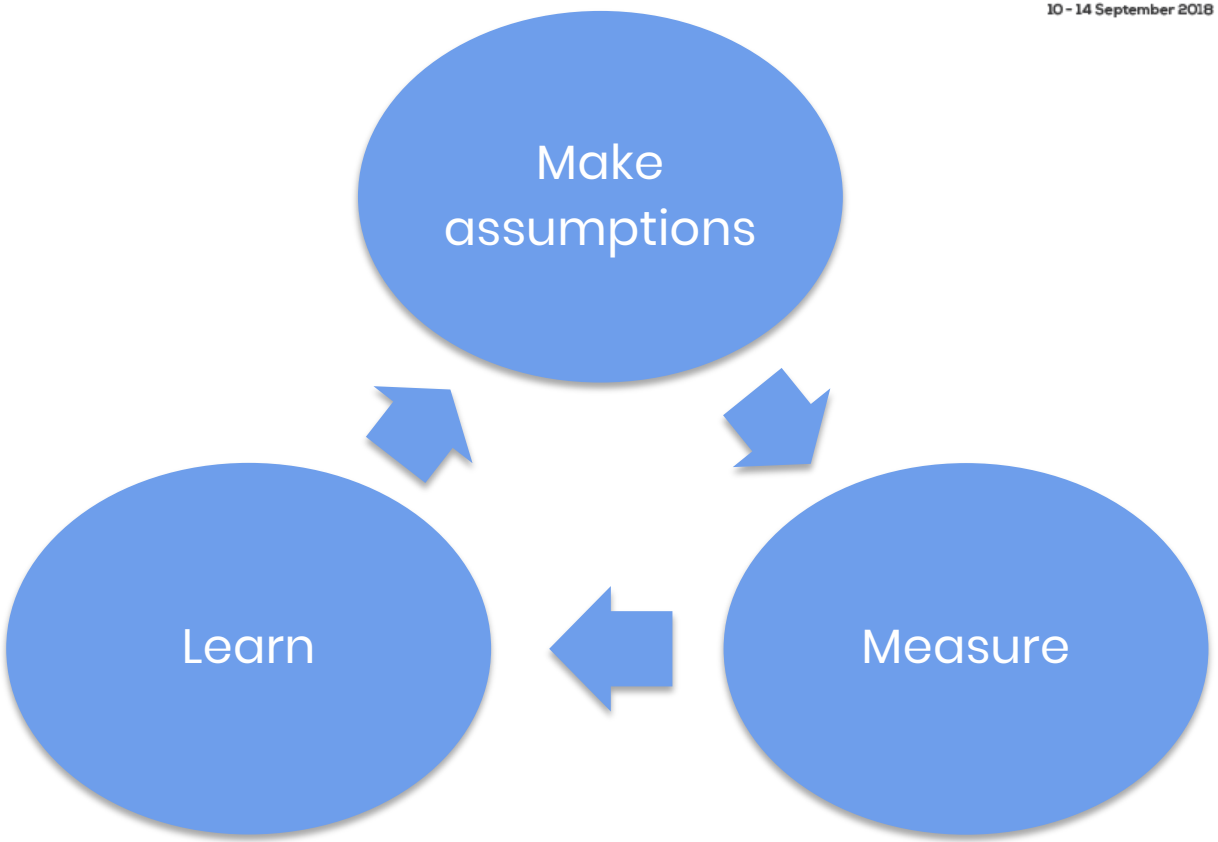
- CRO
  - a process of continuous improvement
  - a systematic method of making changes



Resources for learning more

- Landing Page Optimization
  - A book by Tim Ash
- Tools for improving CRO / User Experience
  - Google Optimize, Optimizely, Hotjar, CrazyEgg, Five Second Test
- Tips for testing low traffic sites
- Check Simo Ahava's blog for some hardcore Tag Manager & Google Analytics tips
- Improve your GA skills on Google Analytics Academy
- Cool promotional video of machine learning and A/B testing

Thank you!

Jaakko Kuurne

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Become a Drupal contributor Friday from 9am

- First timers workshop
- Mentored contribution
- General contribution