

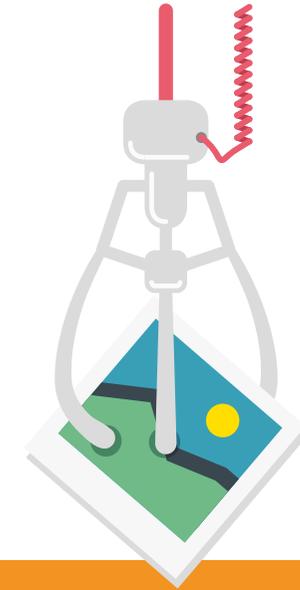


Conversion Rate Optimisation *Cheat Sheet*

 CLICKCONSULT[®]

What is conversion rate optimisation?

Conversion rate optimisation (CRO) is the process of changing aspects of your website to increase the number of visitors that convert into leads, sales, subscribers or whatever the goals of your website may be. The basic premise is to work out what your visitors want to see and when they want to see it, then ensuring your website delivers this experience.



How CRO can help your business

- Increase the ROI of all traffic, whatever your budget
- Make permanent improvements to your site
- Create a knowledge bank of best practices to inform future strategies

Before you start, you need

- To be generating enough traffic to measure
- To have correct and accurate tracking set up
- A CRO testing tool

If CRO isn't integrated into your online marketing strategy, it's likely that you're leaving money on the table!

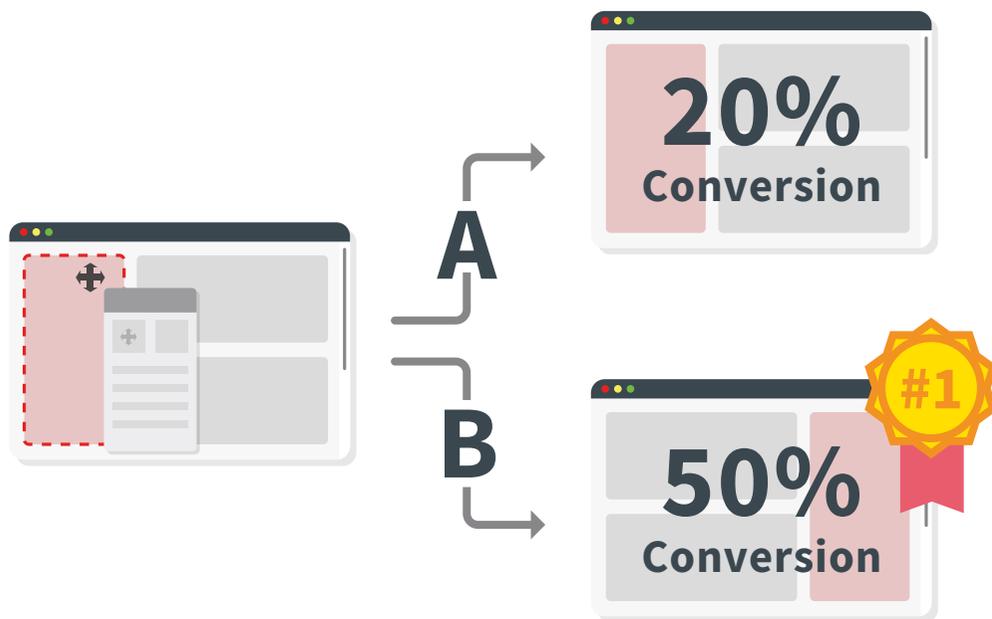
Matt Bullas, CEO & founder, Click Consult

What CRO tool should I use and why?

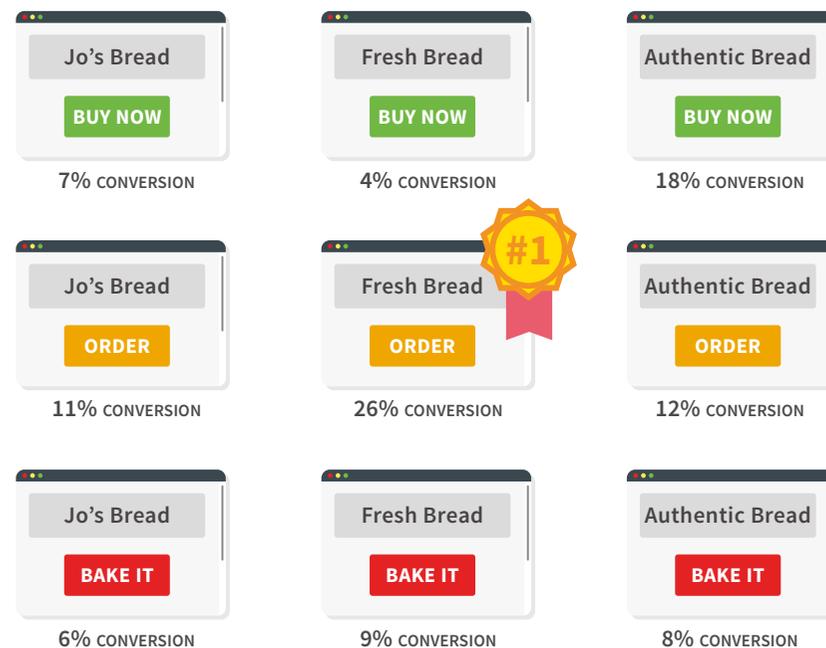
Use a plug and play type CRO tool that has an easy to use editor, such as VWO or Optimizely. Both only require a small amount of code on your website and can help you create new page variations using a 'drag and drop' type interface, removing the need for you to rely on developer resource. The tools have built-in test significance calculators, making the maths behind CRO much easier. For example, they'll work out the probability that a variation will perform better than the original web page, expressed as 'chance to beat original'.

Types of test

The most cost effective way to do this is through testing two or more variations at the same time, known as **A/B testing** (variation versus original) or **multivariate testing** (when testing several changes on a page).



A/B testing



Multivariate testing

Preparation and patience are key

It might be tempting to tinker with your site each time you or one of your team has a brainwave, but to see real results and make informed decisions, it's vital to follow a controlled process of testing and analysis.

Plan your tests

This is where criticism of your site becomes really constructive – all those haters and nit-pickers are your allies when it comes to CRO.



Tips for successful planning

- Get a small group together representing various teams within your business and brainstorm ideas for improvement from a range of perspectives, including a fresh pair of eyes where possible.
- Keep a running wish list of suggestions for changes and enhancements to your site.
- Use Google Analytics data – look at popular landing pages that have a high bounce rate and examine the common paths to conversion, reviewing any pages with a high exit rate.
- Put yourself in the shoes of your customers or users: how can you show them what they want to see when they want to see it?
- Look to improve high traffic pages, even if they're already performing well

Setting KPIs

The more conversions you get, the faster you will get a statistically valid result.

How will you measure success for each test? This might be when people take the next step in the customer journey and won't necessarily be your conversion page. For example, if you're testing a landing page, getting a customer to the basket page might be a sufficient KPI.

Don't forget to check that the tests you're planning won't cause issues for other teams and/or your agency.

The groundwork



Prioritise

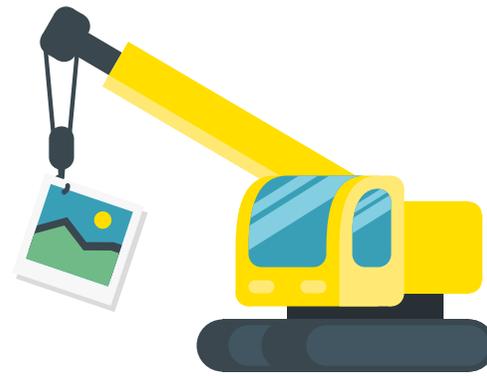
Ensure that you're making changes to pages that can have a significant effect on your conversion rate. There's no point wasting time testing a page that gets no traffic, or a change so minor it won't make a difference.

Use the **PIE Analysis** framework to score each potential test and rank to create your test plan.

Potential – What impact do you think the change will have on conversion rate and average order value? Look at previous test data to help estimate improvement.

Importance - How important is the page or feature? What is the size and value of current traffic to the page? Remember to speak to other departments for their plans and priority areas.

Ease – How difficult is it going to be to setup the test and permanently change your site if it is a success?



Build

Build your variation pages within your chosen tool for the top 2 or 3 tests in your test plan. Make sure you configure the tracking for your tests and add any filters to exclude any unwanted traffic.



Check

Don't rely on the preview built into VWO or Optimizely; always conduct live testing by adjusting the test setting to target only your IP address so only you can see it.

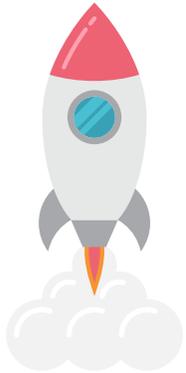
Remember to check your tests on multiple devices and multiple browsers. Make sure you look at both design and functionality.

Alan Reeves, Operations Director, Click Consult

	Potential	Importance	Ease	Score	Test order
Basket page - highlight checkout text	5	6	9	6.7	3
All pages - Increase phone number size	8	8	10	8.7	1
All pages - Include free delivery	8	9	5	7.3	2

An example of a completed PIE analysis table

Start testing



Launch your tests

Do this in the morning so that you can keep a close eye on them throughout the first day. You need to review the data as it is collected and ensure Analytics and Goals are populating correctly for each variation.

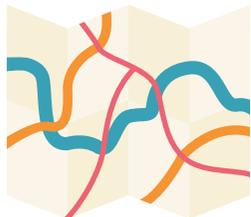


End your tests when you have...

A clear winner – a variation with 95% 'chance to beat' original
A clear loser – a variation with 5% 'chance to beat' original

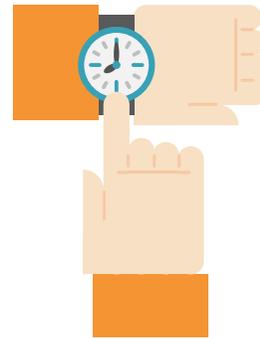
or

Your **PIE** analysis shows there are better tests to be running.



Go back to your test plan

Move onto the next test in your plan and repeat the procedure. Keep your plan as a working document to keep adding to as you conclude tests and gain feedback.



Be patient

Wait at least a week or two before you try to analyse any results to avoid jumping to costly conclusions. The key to getting a good ROI from CRO is ensuring you are always testing the right thing; so you should update your **PIE** scores on a weekly basis. If the test you are running is unlikely to result in a significant conversion rate increase, reduce the weighting you've given to the **Potential** for this test.



Make the changes

When a test shows a clear case for making change, go ahead and make it permanent to reap the benefits. Apply the learning across the site wherever it is valid. Don't forget to share your learnings with the business; firstly it can't hurt to show people what a good job you're doing and secondly their feedback can help you to plan future tests.

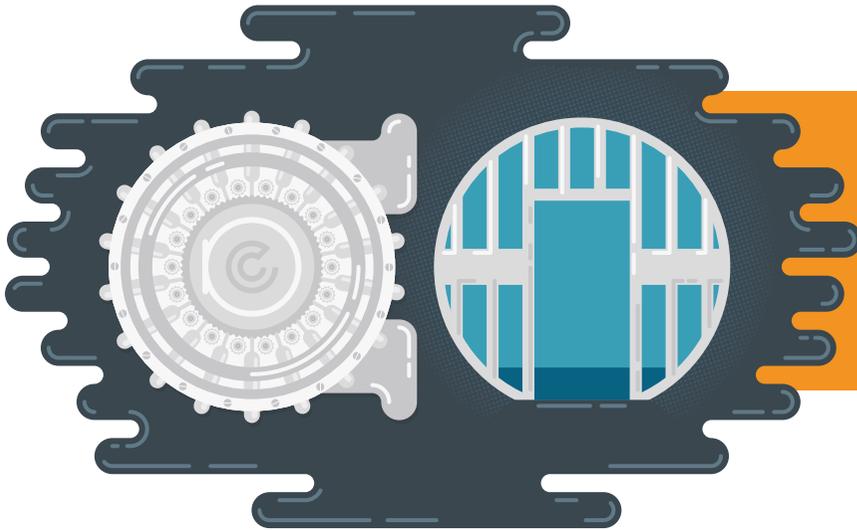


It's best to run your tests to a set cycle, typically a week

Build a knowledge bank

Keep a log of all the tests you run and document any analysis or learnings to serve as a knowledge bank of proven best practice for your audience and your brand.

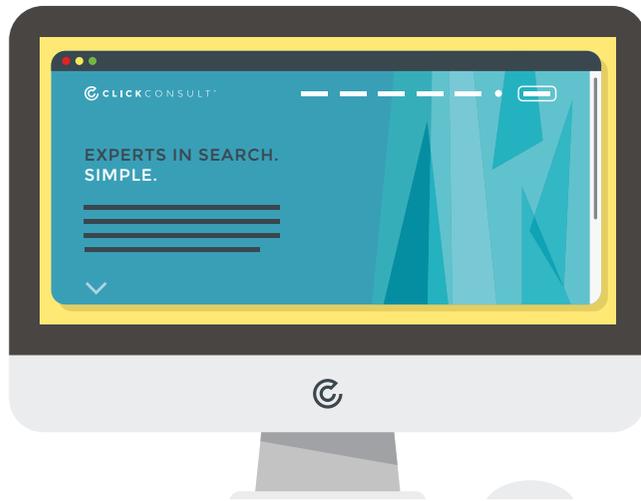
One day, you may be called into a meeting to discuss plans for your new site: come armed with your knowledge bank and you'll be worth your weight in gold.



Include:

- Screen shots of all variations
- The results (this way you won't lose the data if you decide to switch tools)
- All analysis and learnings

Get in touch with us today!



**Do you need any further assistance with your conversion rate optimisation?
Contact us today and we can perform an in-depth opportunity audit on your website**

0845 205 0292

Or visit our [website](#) to find out more

Our website also features an online resources section, full of useful [eBooks](#). We also write a [blog](#), where you can find an abundance of search marketing tips. If you're feeling social, get in touch on [Google+](#), [Facebook](#), [Twitter](#) or [LinkedIn](#).





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