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CONVERSION RATE OPTIMISATION (CRO) GLOSSARY

This glossary covers some terms you may encounter as you explore the world of CRO, and complements our **Simple Guide to CRO** and **CRO Cheat Sheet**.

A

A/B TESTING
Where you test two versions of a webpage or mobile app against each other to determine which performs best.

A/B/N TESTING
Where you test multiple versions of webpage or mobile app against each other to determine which performs best.

ABOVE THE FOLD
The part of a webpage that is visible to users before they scroll.

AVERAGE ORDER VALUE (AOV)
The average amount spent each time a customer completes a transaction (makes a purchase) on a website or mobile app.

B

BANNER BLINDNESS
Where a website or mobile app's users consciously or subconsciously ignore banner ads or any other banner-like graphic on a website.

BELOW THE FOLD
The part of a webpage that is not visible to users before they scroll. Users would need to scroll to view the content that is below the fold.

BOUNCE RATE
The percentage of users that land on a webpage or mobile app and then exit without any further interaction.

C

CALL TO ACTION (CTA)
A prompt that tells or persuades the user to take a specified action.

CLICK-THROUGH RATE (CTR)
The percentage of users that click on a link or element that they have been shown.

CLICKMAP
A view of a webpage or mobile app that shows the number of clicks for each link or element has had.

CONTROL
The original version of a webpage or mobile app, or the version that you are trying to beat.

CONVERSION

When a user completes a desired action on your site. For example completes a transaction or fills out a contact form.

CONVERSION FUNNEL

The path of a user through a website or mobile app that is taken to reach a conversion

CONVERSION RATE

The number of conversions on a webpage or app divided by the total number of visitors.

CONVERSION RATE OPTIMISATION (CRO)

The process of testing and improving a website or mobile app to increase the percentage of users who convert.

H

HEATMAP

A graphical view of a webpage that highlights the patterns of mouse movement around the page

HERO IMAGE

The most prominent image present on a website. Typically extending the full page width and featuring a call to action or value proposition. The hero image is usually the first visual of a website that visitors encounter.

HIPPO

The acronym highest paid person's opinion. Used to describe the tendency for higher-paid employees' opinions and suggestions to matter more and carry more weight in decision making.

HYPOTHESIS

An assumption that making a change to a webpage will lead to an improvement in performance (a higher conversion rate). A theory that you would want to test.

L

LANDING PAGE

The web page that a user is presented with when they first enters the site.

LANDING PAGE OPTIMISATION

The process of testing and improving a specific landing page to increase the percentage of users who convert.

LEAD GENERATION

The process of generating consumer interest for a product or service with the goal of turning that interest into a sale offline.

LIFETIME VALUE

An estimate of the total income or revenue that a customer will generate throughout their lifespan as a customer.

M

MULTIVARIATE TESTING (MVT)

A technique for testing a webpage or mobile app where multiple variables are modified, in order to determine the best combination of variations on those elements of a website or mobile app. For example testing different wording and 3 different colours of a button.

S

SHOPPING CART ABANDONMENT

When a potential customer begins a checkout process for a transaction but drops out of the process before completing the purchase.

STATISTICAL SIGNIFICANCE

The percentage likelihood that the difference in conversion rates between a given variation and the baseline is not due to random chance.

U

UNIQUE SELLING POINT (USP)

A unique differentiator that a business has over all of its competitors.

USABILITY TESTING

A method of evaluating a website or mobile app by getting real users who are part of your target audience to interact with and feedback on it.

V

VARIATION(S)

The new version(s) of a page which is different from the control in some way.

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