CLICK.CO.UK

STEP-BY STEP CRO

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.

Common examples include tweaking calls-to-action (CTAs), page design, or navigation.

CRO allows you to:

- Rely on hard data, rather than guesswork
- Increase the ROI for every digital channel, whatever your budget
- Make permanent improvements to your site
- Create a knowledge bank of best practices to inform future strategies

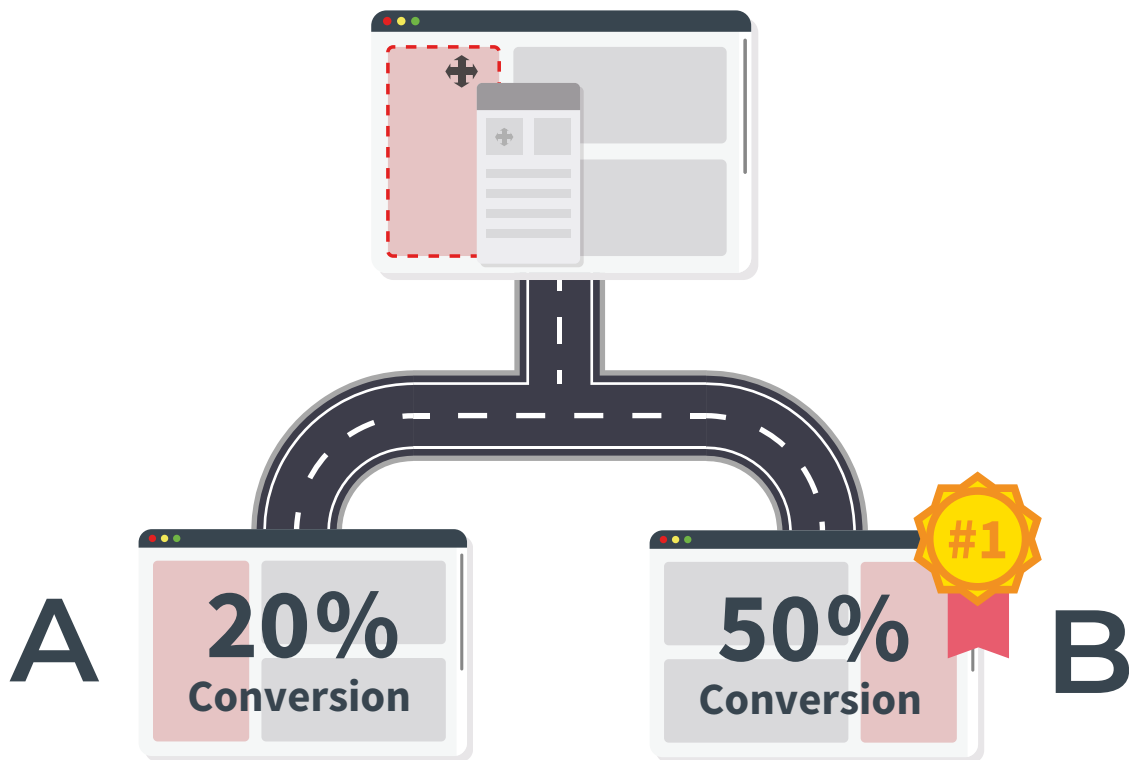|			CONVERSION RATE	CONVERSIONS	REVENUE	ROI	
			3%	1050	£105k	600%	WITH CRO
35,000	£15k	£100	2.5%	875	£87.5k	483%	WITHOUT CRO
VISITS	DIGITAL BUDGET	AOV					

INVEST IN TESTING SOFTWARE

Plug and play tool that has an easy to use editor such as VWO or Optimizely.

A/B testing (new variation versus original), where 50% of traffic is directed to each page and performance monitored.

A | 20% Conversion

B | 50% Conversion #1

IDENTIFY WHAT TO TEST

Google Analytics
Look at popular landing pages with a high bounce rate.

Examine common paths to conversion, reviewing any pages with a high exit rate.

Usability testing
Set users a task and ask for their feedback.

Compile several responses to get a feeling for what the pain points of your site are.

Brainstorm
Get people from various teams to suggest ideas for improvement. Ask: how can you show them what they want to see when they want to see it? What pages do users land on and how did they get there? Are their expectations being met? Focus on high traffic, high value pages.

Session recordings
Tools such as HotJar and VWO allow you to monitor a user's journey from start to finish, so you can see exactly what part of your website draws their attention.
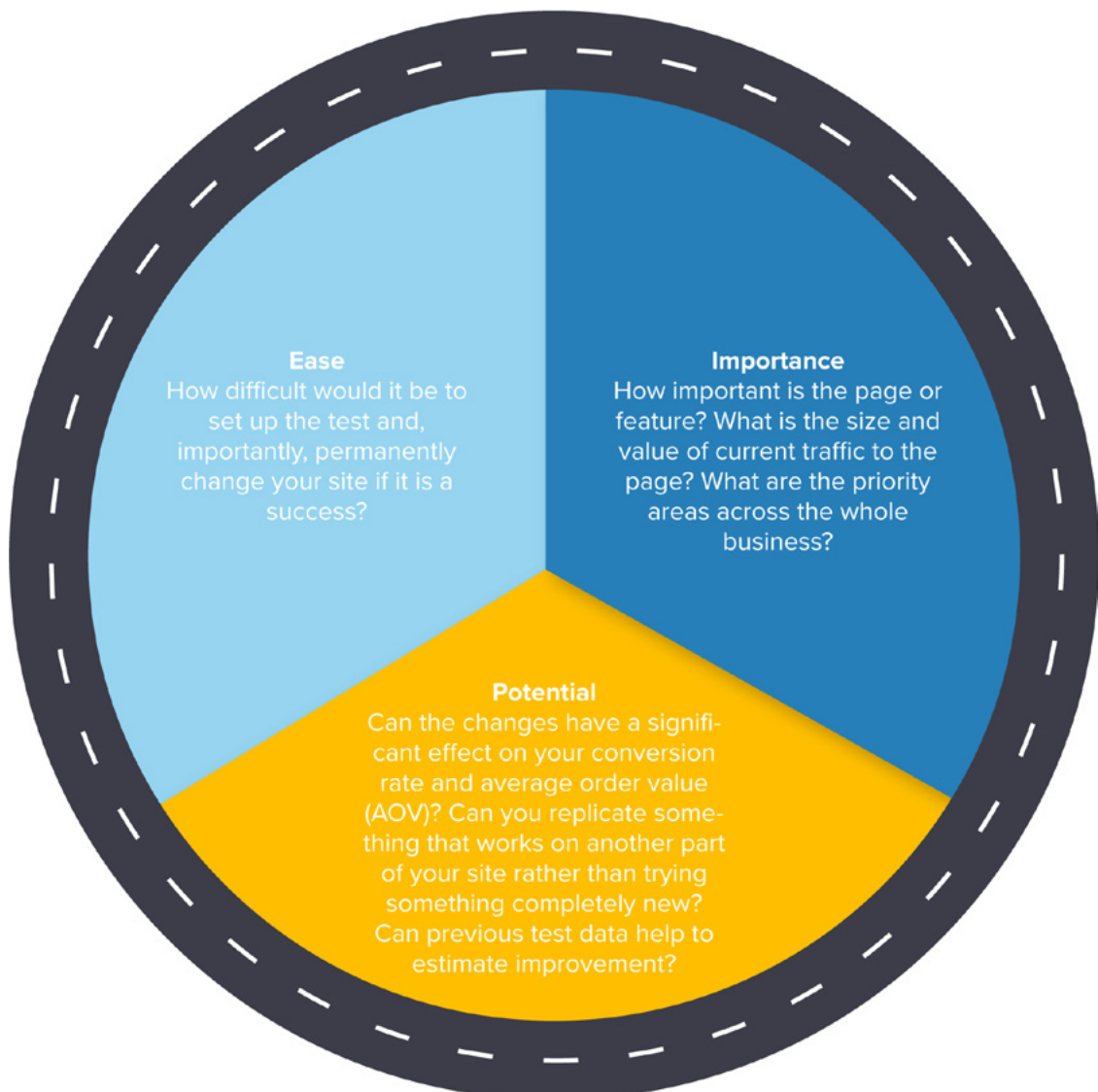
PLAN YOUR TESTS

- Keep a running wish list of suggestions for changes and enhancements to your site

- Define a KPI for each test that will determine the winner, making sure this is in line with your overall commercial objectives

- Use the PIE framework to prioritise your test and define the testing order (see next page)

SET KPIs

How will you measure success for each test? The more conversions you get, the faster you will get a statistically valid result. A test's conversion might be when people take the next step in the customer journey, and won't necessarily be the final thank you page. For example, if you're testing a landing page, getting a customer to the basket page might be a sufficient KPI.

USE THE 'PIE' FRAMEWORK

The PIE analysis is a dynamic framework ranks the possible impact of your tests to create a test plan.

Ease
How difficult would it be to set up the test and, importantly, permanently change your site if it is a success?

Importance
How important is the page or feature? What is the size and value of current traffic to the page? What are the priority areas across the whole business?

Potential
Can the changes have a significant effect on your conversion rate and average order value (AOV)? Can you replicate something that works on another part of your site rather than trying something completely new? Can previous test data help to estimate improvement?

Score each factor out of 10; sum the three scores and rank to create your test roadmap.

Update the PIE scores weekly for each test or if your objective, strategy or seasonality changes and alter your test plan to improve your ROI.

	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

SIMULTANEOUS TESTING

Run multiple tests on your site at the same time - particularly if you have clearly defined routes through the site, eg, getting a car insurance quote versus getting a home insurance quote. Both of these funnels can be used as a testing stream: create a roadmap for each stream and run a test for each simultaneously.

Add filters to exclude traffic involved in one test from the other in the settings section of VWO or Optimizely.

BUILD YOUR TESTS

- Use your chosen tool to build variation pages for the top two or three tests in your roadmap

- Make sure you configure the tracking to target the correct goals

- Add filters to exclude unwanted traffic, eg, users that have been included in a simultaneous test

- Create custom segments in Google Analytics for each test variation so that you can review all analytics reports separately

A - The original

B - The variation (and winner)

An A/B test we ran for one of our clients, to find whether using tailored persuasive text on our CTA buttons and highlighting them with colour changes would increase leads.

CHECK YOUR TESTS

- Always conduct live testing - don't rely solely on the preview tool built into VWO or Optimizely

- Adjust the test setting to target only your IP address, then activate the test so that only your IP can see it. Then set each variation to show 100% of the time in turn to check each page

- Make sure you look at both design and functionality. Things like image responsiveness, filters and information hover overs can often require some technical changes in order to work correctly

- Remember to check on multiple devices and browsers. It's good practice to test on your top two traffic desktop, tablet and mobile browsers. As a minimum you should check Internet Explorer, Chrome, Firefox & Safari on your desktop plus an iPad, iPhone and an Android phone

- You should create a thorough checklist to run through when checking each of your tests. If you can't get a test to work on a certain device or browser, then consider excluding that traffic from the test

- Once you are done testing, revert the settings and flush your data (reset all the data to 0) to provide a clean slate for when you launch

LAUNCH YOUR TESTS

- Launch your test in the morning, when you are in the office, so that you can keep a closer eye on them throughout the first day

- Begin by launching the test on 15-25% of traffic to ensure everything is working on the site and with the tracking

- Wait until you see at least 100 visits to each variation, then ramp the test up to 100% if everything is as expected

- Review the data as it is collected to ensure that your traffic and goal data collects correctly in your chosen tool and Google Analytics for each variation
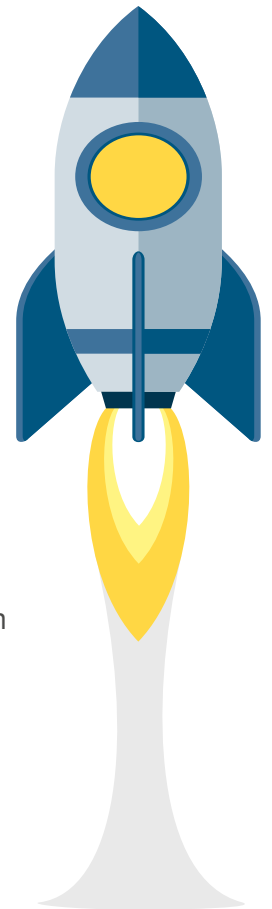
BE PATIENT

- Wait at least a week before you try to analyse any results, to avoid jumping to costly conclusions

- Run your tests to a set cycle, typically a week. This reduces the chance of a particular day in the week skewing the result of the tests

- Ensure you're always testing the right thing, and update your PIE scores on a weekly basis, eg, if the test is still close to 50/50 after two weeks, it's unlikely to result in a big conversion increase, so reduce the Potential score.

End your tests or remove a variation 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
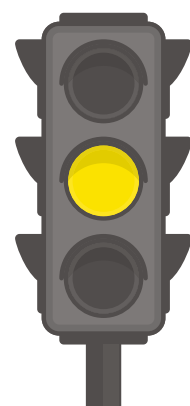
REAP THE BENEFITS

When you have a clear winner, end the test and make the winning variation a permanent change on your website to reap the benefits. Apply the learning across the site wherever it is valid. (If you're going to run a new test on the same page, ensure you test versus the latest winning variation.)

Learn
Analyse user behaviour across your site for each variation to learn why the test was successful - or not.

Refine
Use the learnings to refine your Potential scores, removing the element of guesswork. If you run multiple tests with similar settings, copy an old test and tweak it to save set-up time if this is possible. Remember to adjust your Ease score.

Repeat
Keep adding to your roadmap throughout the process as you conclude tests and gain feedback from stakeholders. If you have limited time to run a test, choose one that's important but will likely take a long time to get a result.

MAXIMISE YOUR LEARNINGS

Document any analysis or learnings to serve as a knowledge bank of proven best practice – was well as what not to do.

- Screen shots of all variations

- The results (this way you won't lose the data if you decide to switch tools)

- All analysis and insights

GET IN TOUCH WITH US TODAY

ABOUT US

Located in North West England, Click Consult is a multi award-winning search marketing agency with a focus on organic (SEO) and paid search (PPC), with over 70 professionals employed and with a portfolio of over 60 clients from across the UK, Europe, Americas and Australia.

Click was named Search Agency of the Year 2018, adding to its long list of other awards and accolades, and also ranks within both RAR's and Econsultancy's 'Top 100 Digital Agencies', and Prolific North's 'Top 50 Digital Agencies'.

ADDITIONAL RESOURCES

Blog
Click Consult regularly posts actionable insights on its blog – dealing with all aspects of search marketing. From technical SEO to PPC, content marketing and Analytics advice, the Click Consult blog has something for everyone of any ability.

eBooks
Click Consult produces in depth eBooks on aspects of search marketing on a regular basis, dealing with the latest best practices, changes to standard practices, methods of improvement and more.

Infographics
Sometimes what you need is a quick point of reference about complex subjects. Thanks to its team of highly talented designers, Click Consult is also able to distil its vast experience into easy to understand visual content.

Follow us on Google+, Facebook, Twitter or LinkedIn, or to find out what Click Consult can do for you, call:

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OUR ACCREDITATIONS
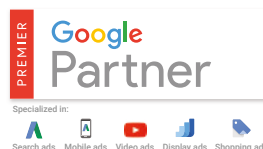
OUR AWARDS

OUR TECHNOLOGIES

CLICKCONSULT®

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