Landing Page & Conversion Basics

By Chris Butterworth
5 Common CRO Myths

• #1 – CRO is Only About Testing Buttons, Colours & Wording

• #2 – Best Practices are Universal

• #3 – Expect Big Changes

• #4 – CRO Comes from Gut Feelings

• #5 – CRO is a Once Off
STOP!!!

Setup Events & Goals
The Very Basics
The Most Innovative SEO Company

Dejan SEO is an Australian search marketing company with worldwide recognition for marketing excellence and innovation. We specialise in technical and strategic search engine optimisation solutions designed to drive traffic and sales to local business, e-commerce and corporate websites. With unmatched research capabilities our team delivers business intelligence which goes beyond standard data sets. Strategic advice we provide is geared towards maximum impact and speed, delivering quick return on investment.

Search Engine Optimisation (SEO)

SEO is an effective way to drive qualified traffic and sales to your business. Our consultants observe Google’s latest guidelines and offer solutions designed for quick ROI and long-term results.

Paid Search

Managing Pay-Per-Click advertising campaigns can be time-consuming and tricky for novices and even well-seasoned Google AdWords users. Our Google certified PPC account managers are experienced with many platforms and know how to achieve optimal ROI.

Content Marketing

Content Marketing is all about improving what users read and see on your website and social media pages. It’s an excellent tool for branding and improving your site’s authority in the eyes of Google and your customers.

Conversion Optimisation

Conversion rate optimisation (CRO) is a strategy best suited for businesses that are having trouble with customer acquisition despite having reasonable traffic to their website. We have CRO specialists who can analyse exactly what can be improved to boost sales and leads.
A/B Testing

We can show 50% of users one version and the other 50% the other.
Multivariate Testing

Or show multiple versions to a set percentage of visitors.
Measurement

Analytics > Reporting > Behaviour > Experiments
We Can Test Everything!

- Location on the page
- Width
- Box Colour
- Social Proof
- Call to Action Copy
- Different Versions Based on User Behaviour
- Change Messaging on Different Types of Pages
CONVERSION DECISION
(it’s a complex process)

http://www.slideshare.net/randfish/big-picture-cro
Some Fundamentals
#1 – Make Pages Load Fast

Tag management supplier TagMan ran a test in partnership with glasses e-tailer Glasses Direct to study page speed and conversion behaviour.

https://econsultancy.com/blog/10936-site-speed-case-studies-tips-and-tools-for-improving-your-conversion-rate
#2 - Align Visitor Intent & Page Purpose

HIGH BOUNCE RATES / LOW CONVERSIONS

AHHH... SOME MAGIC, BUT...

NOW THAT'S WHAT I'M TALKING ABOUT!

http://www.kaushik.net/avinash/tips-for-improving-high-bounce-low-conversion-web-pages/
#3 - Match Your Messages

Kitewing

Kitewing the handheld wing sail for use on snow, ice or ground, visit our webpage and shop.

1,487 people like Kitewing Sports.

http://conversionxl.com/give-your-advertising-roi-a-serious-boost-by-maintaining-scent/#.
#3 - Match Your Messages

http://conversionxl.com/give-your-advertising-roi-a-serious-boost-by-maintaining-scent/#.
#4 – Poor Design Negatively Impacts Everything
#4 – Poor Design Negatively Impacts Everything

<table>
<thead>
<tr>
<th>Topic of Credibility Comment</th>
<th>Incidence</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design Look</td>
<td>46.1%</td>
</tr>
<tr>
<td>Information Design/Structure</td>
<td>28.5%</td>
</tr>
<tr>
<td>Information Focus</td>
<td>25.1%</td>
</tr>
<tr>
<td>Company Motive</td>
<td>15.5%</td>
</tr>
<tr>
<td>Usefulness of Information</td>
<td>14.8%</td>
</tr>
<tr>
<td>Accuracy of Information</td>
<td>14.3%</td>
</tr>
<tr>
<td>Name Recognition &amp; Reputation</td>
<td>14.1%</td>
</tr>
<tr>
<td>Advertising</td>
<td>13.8%</td>
</tr>
<tr>
<td>Bias of Information</td>
<td>11.6%</td>
</tr>
<tr>
<td>Tone of the Writing</td>
<td>9.0%</td>
</tr>
<tr>
<td>Identity of Site Sponsor</td>
<td>8.8%</td>
</tr>
<tr>
<td>Functionality of Site</td>
<td>8.6%</td>
</tr>
<tr>
<td>Customer Service</td>
<td>6.4%</td>
</tr>
<tr>
<td>Past Experience with Site</td>
<td>4.6%</td>
</tr>
<tr>
<td>Information Clarity</td>
<td>3.7%</td>
</tr>
<tr>
<td>Performance on a Test</td>
<td>3.6%</td>
</tr>
<tr>
<td>Readability</td>
<td>3.6%</td>
</tr>
<tr>
<td>Affiliations</td>
<td>3.4%</td>
</tr>
</tbody>
</table>

#5 – Reduce Unnecessary Steps

http://www.uie.com/articles/three_hund_million_button/
#6 – Make Your Core Purpose Obvious

http://www.teamr.com/
#7 – Concrete & Emotional > Abstract & Intellectual

CityCliq performed a case study to find out which headlines were the most effective. The result:

**Abstract Intellectual** < **Concrete Emotional**

- "Businesses grow faster online! (original)"
- "Create a webpage for your business"
- "Get Found Faster!"
- "Online advertising that works!"

CityCliq.com chose a pure and direct representation of their product, earning them a 90% increase in conversion rate.

#7 – Concrete & Emotional > Abstract & Intellectual

Work alongside your team, wherever they may be.

When you can’t be there in person, Perch enables you to be present and enjoy everyday moments and casual conversations with your co-workers.

544 Conversion Rate Optimization Tips (now 846 and counting)

By Olj Gardner | Google+ | December 6th, 2009 in Conversion | 40 comments

Optimizing your landing pages or website to perform better is a no-brainer, but if you’re short on time or resources then it helps to have a bag full of tricks to kick things off.

The collection of links below brings together over 500 tips on conversion rate optimization and landing page improvement.

Naturally, there will be some repetition of the core principles, but it’s a good idea to read the perspective of several experts when forming your own opinion.

The Art of the Landing Page: 7 Tips For Increasing Conversions
Tim Ash
7 fundamental tactics from one of the industry’s established leaders in landing page optimization and testing.
Read more

31 Conversion Optimization Tips – and Counting
Chris Goward – Wider Funnel
A great quick read from Chris Goward. If you only have a few minutes to spare this is an excellent way to get your creative and analytical juices flowing.
Read more

http://unbounce.com/conversion-rate-optimization/544-conversion-rate-optimization-tips/
Tools
5 Second Test

You're about to do a Click Test

All you have to do is:

- Read the instructions at the top of the page carefully
- Click the start button to see an interface
- Click on the image to carry out the instructions or complete the set task

Easy!

Start the test
Crazy Egg
Feng-GUI

What’s the Biggest Challenge in Pay-Per-Click Advertising?

For most advertisers, it’s not that they’re spending too much. It’s that they can’t spend enough. Search marketing can be extremely profitable, but the combined efforts of your competitors and constantly changing search algorithms means that most advertisers are leaving money on the table and don’t even know it.

Our three-step strategy will help you break through these barriers and get more from your campaign. Incorporating AdGooroo into your search marketing program can help you boost impressions, clickthrough rates, and conversions, even while dropping your average cost-per-click! Let our analysts show you how.
Application Name
The most awesome app in the universe.

Headline About App
Intro description for your Android app goes here. It tells people how this app is going to change their lives and keep them busy while on the bus.

This is the second paragraph of really useful info about your app and it’s continuing to say really great things about how cool your app is.

And finally, we have the third paragraph which...
**Visual Website Optimizer**

**Social proof (same text)**

http://visualwebsiteoptimizer.com

<table>
<thead>
<tr>
<th>Total Visitors</th>
<th>Conversions</th>
<th>Total Sales</th>
<th>Variations Active</th>
<th>Goals Tracking</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,516</td>
<td>22</td>
<td>$2,759</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

*Goal #4: Congratulations! Winning variations found for the test. We would like to get this test featured as a Visual Website Optimizer case study, so please get in touch (success@wingify.com) with us.*

**Summary Table**

<table>
<thead>
<tr>
<th>Variations (Visits)</th>
<th>Paid</th>
<th>Signups</th>
<th>Conversion Rates</th>
<th>Goal #4</th>
<th>Visit to signup page</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Control (894)</td>
<td>$1.23</td>
<td>8.39%</td>
<td>23.71%</td>
<td>47.32%</td>
<td>4.92%</td>
<td></td>
</tr>
<tr>
<td>Website v1 (849)</td>
<td>$0.81</td>
<td>5.89%</td>
<td>22.50%</td>
<td>46.41%</td>
<td>2.94%</td>
<td></td>
</tr>
<tr>
<td>social proof (863)</td>
<td>$0.72</td>
<td>6.84%</td>
<td>21.44%</td>
<td>53.07%</td>
<td>2.43%</td>
<td></td>
</tr>
<tr>
<td>Social proof v1 (910)</td>
<td>$0.38</td>
<td>6.37%</td>
<td>21.54%</td>
<td>47.69%</td>
<td>2.64%</td>
<td></td>
</tr>
</tbody>
</table>
Google Analytics in Real Life

• Landing Page
• Site Search
• Online Checkout
Credit

- Some examples for this slideshow were taken from “Big Picture CRO with Rand Fishkin”.