

CONVERSION RATE OPTIMIZATION 101

Make Your Website Convert!

CHRIS EDWARDS

@ChrisEdwardsCE

Hi, I am Chris Edwards

Data Nerd & Agency Owner



DATA DRIVEN
LABS

- * Website Developer 18 years
- * WordPress Developer 6 years
- * Google Analytics 13 years
- * Digital Marketer/SEO 11 years
- * Data Nerd my entire life

Twitter: @ChrisEdwardsCE

WHAT IS THIS?

**CRO is a process of diagnosis
hypothesis and testing**



First

GET INTO THE CRO MINDSET

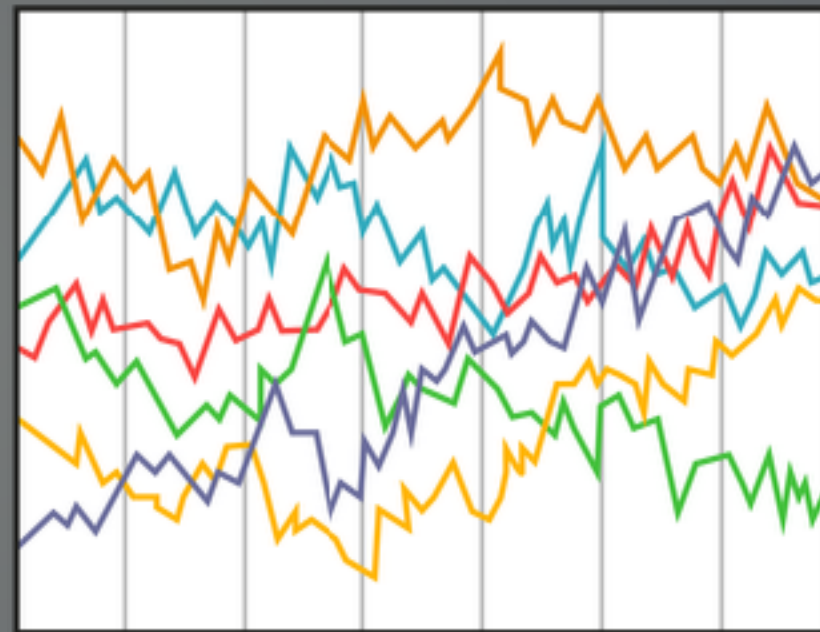
Don't be afraid to fail

Keep an open mind

Do more with less

Follow the data

LET IT GO!



Second

START WITH A PLAN



DON'T JUST TEST TO TEST

Define your metrics

Create goals

Start big, refine down

KNOW WHY!



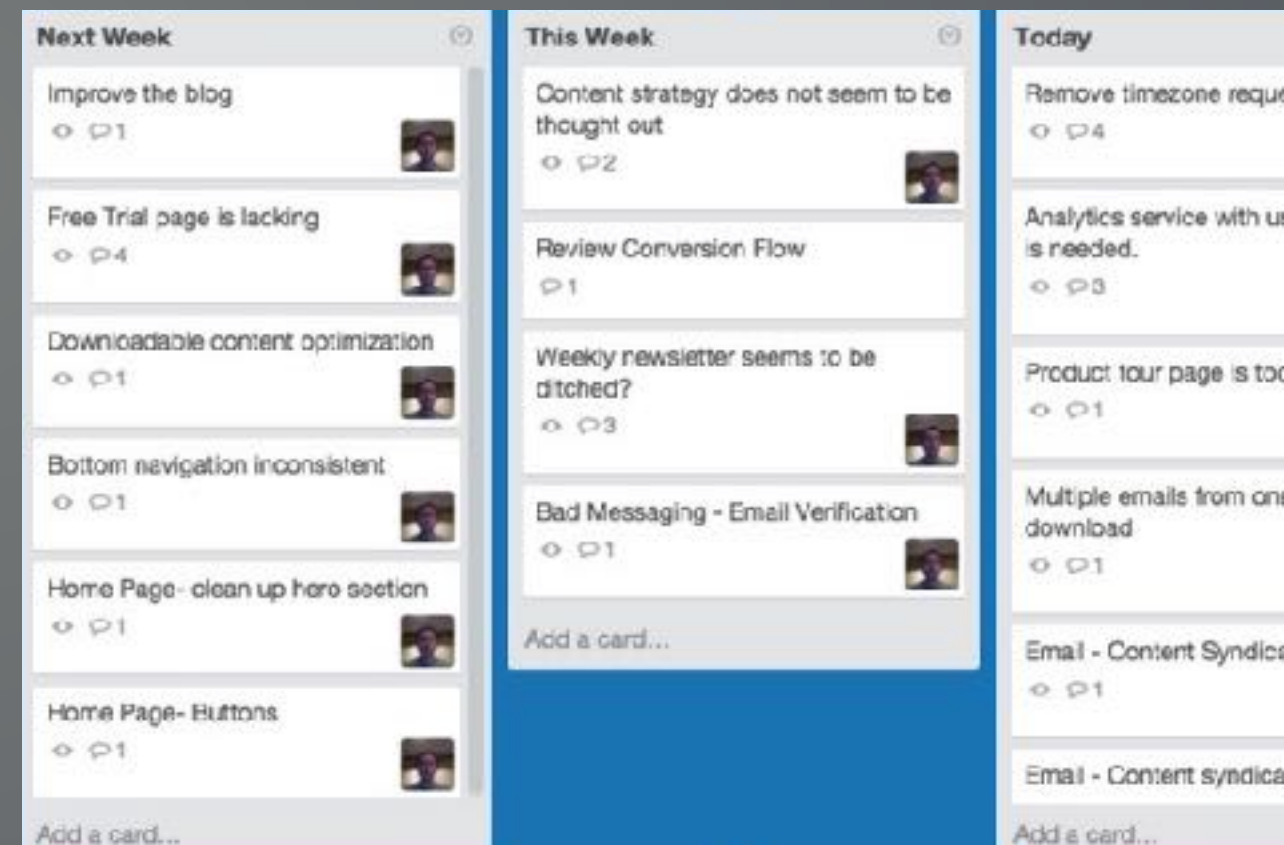
CREATE A BACKLOG

Plan out future tests

Tests can end early

Be ready to switch out

WHAT'S NEXT!



Third

COLLECT QUANTITATIVE DATA



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#WCATL

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SO MANY TOOLS!



Adobe
Analytics

mixpanel

MOZ

HubSpot



Google
Analytics

compete



clicktale

splunk>

JETPACK



KISSmetrics



CLICKY®
WEB ANALYTICS

ConcreteData

MOST COMMON

Easy to install

Goal & event tracking

Widespread use

IT'S FREE!



Google Analytics

@ChrisEdwardsCE

MORE ADVANCED

They are directly
integrated
into most AB
testing tools

mixpanel

 KISSmetrics

BUILD YOUR FUNNEL



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BUILD YOUR FUNNEL



New Event

What a customer does to trigger this event

When a person:

Visits the page

With the URL:

/thank-you-page

Full or partial URLs okay. You can also use wildcards (*) in the path or parameters.

Record an event named:

Purchased

+ Add property

Properties are attached to a PERSON, not an event.

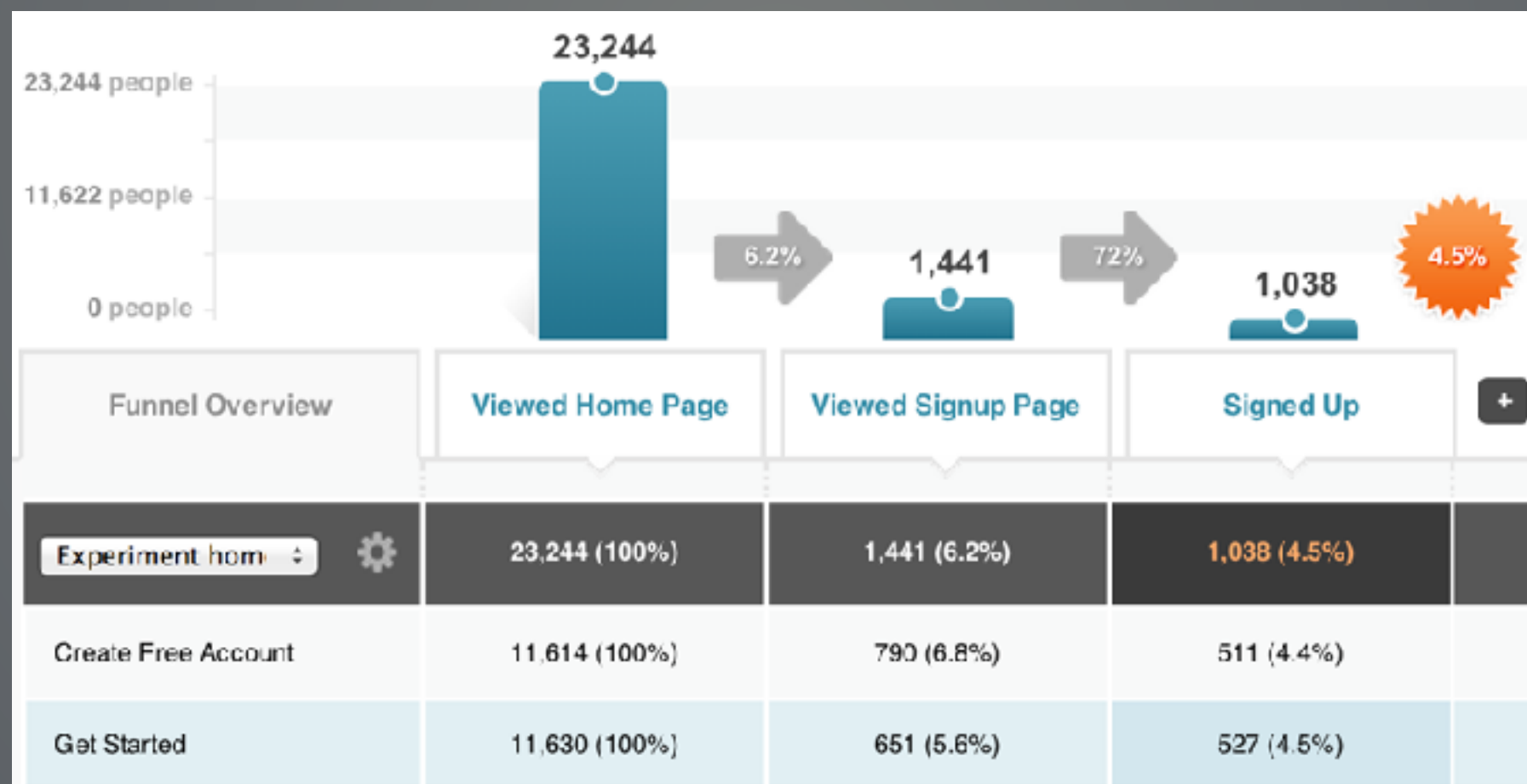
Cancel • Delete event

Create Event

BUILD YOUR FUNNEL



Experiments show in funnel reports automagically

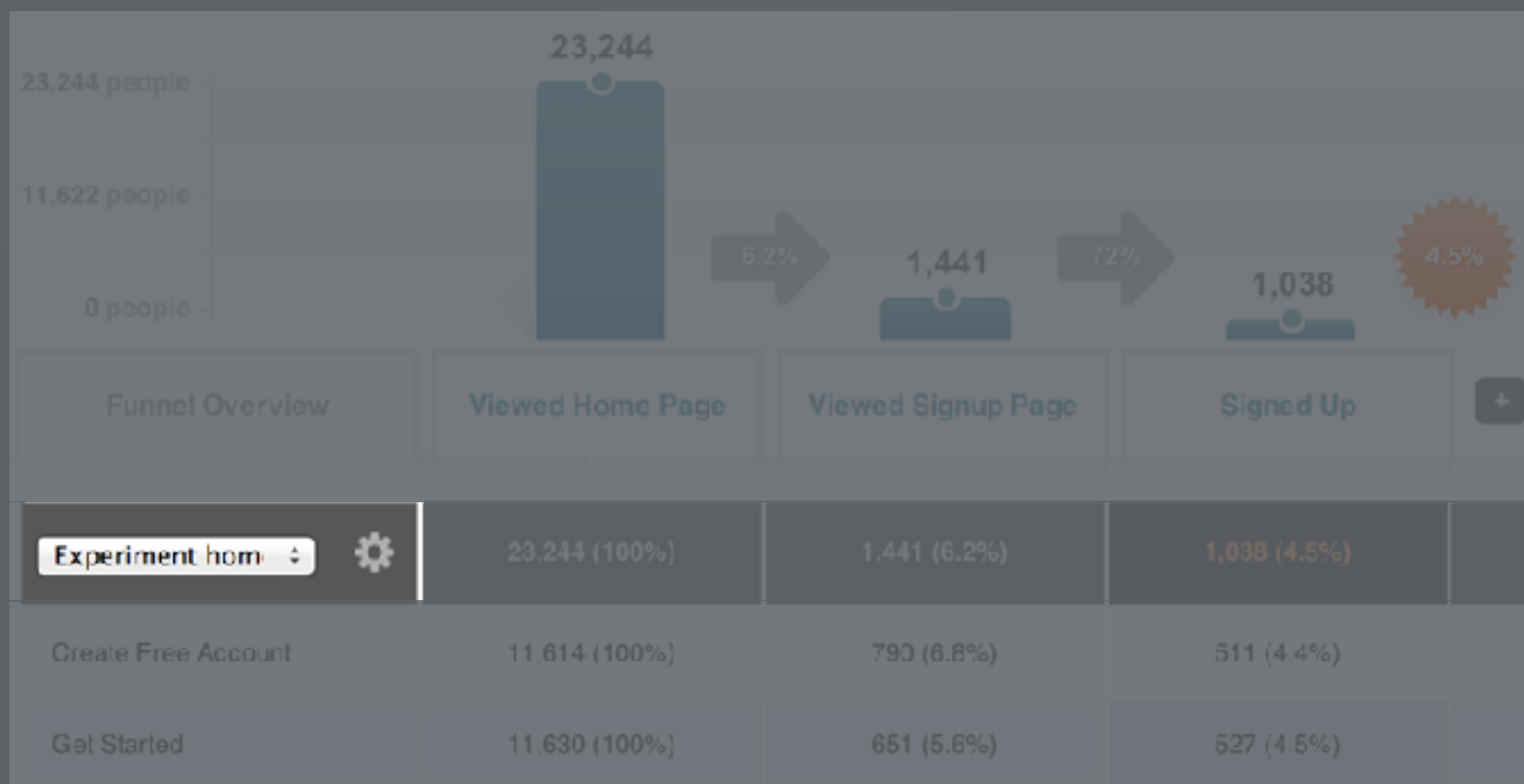


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BUILD YOUR FUNNEL



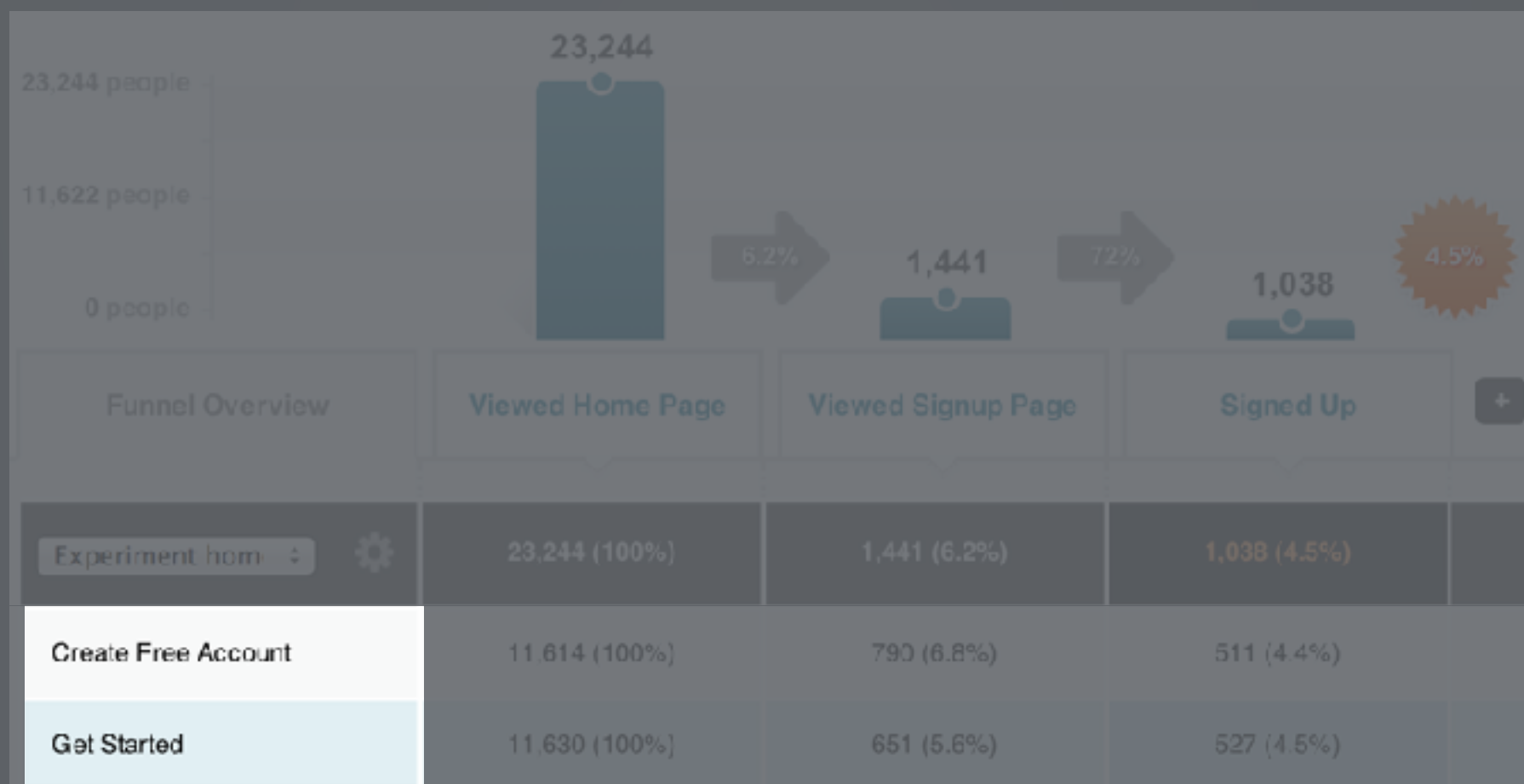
Experiments show in funnel reports automagically



BUILD YOUR FUNNEL



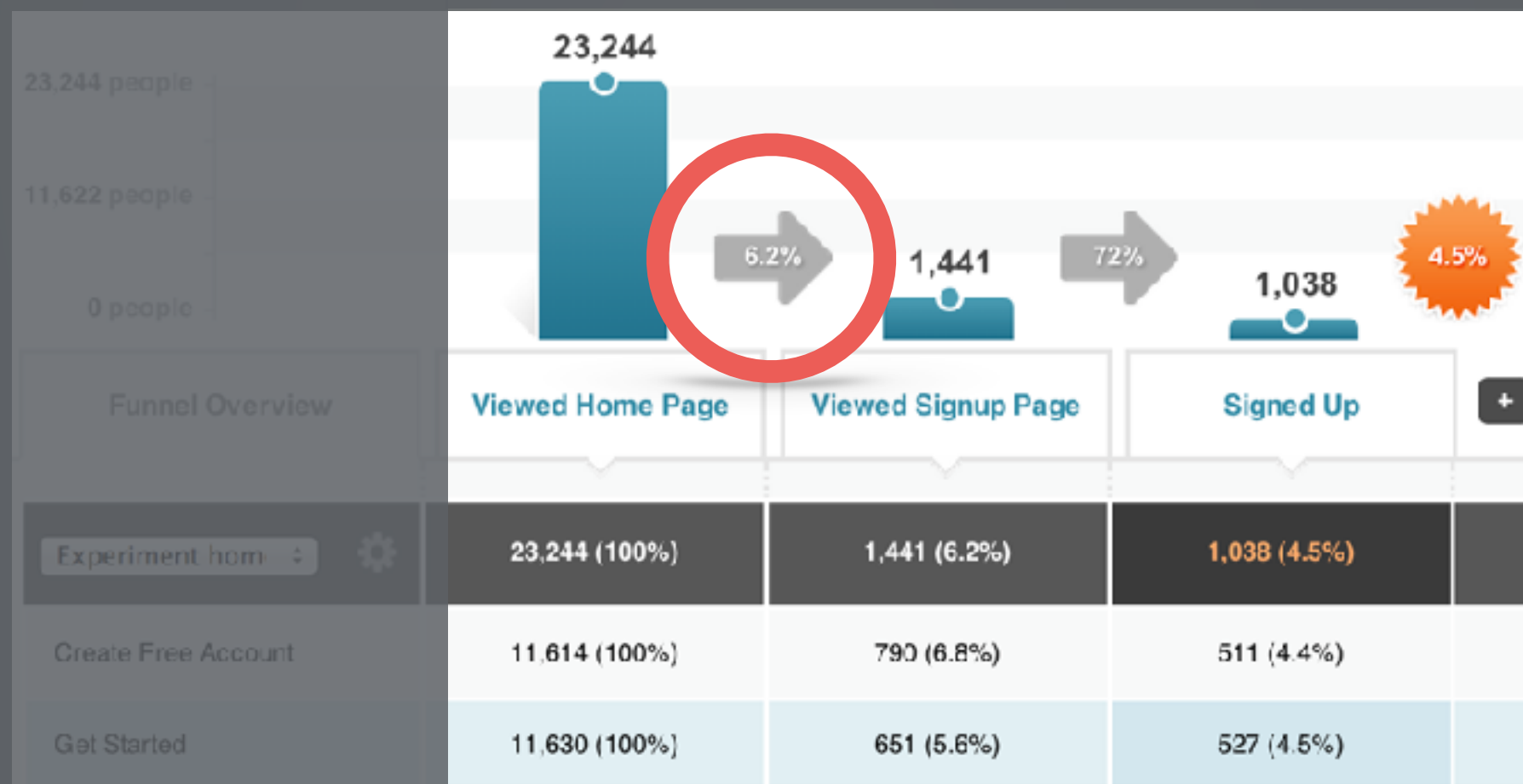
Experiments show in funnel reports automagically



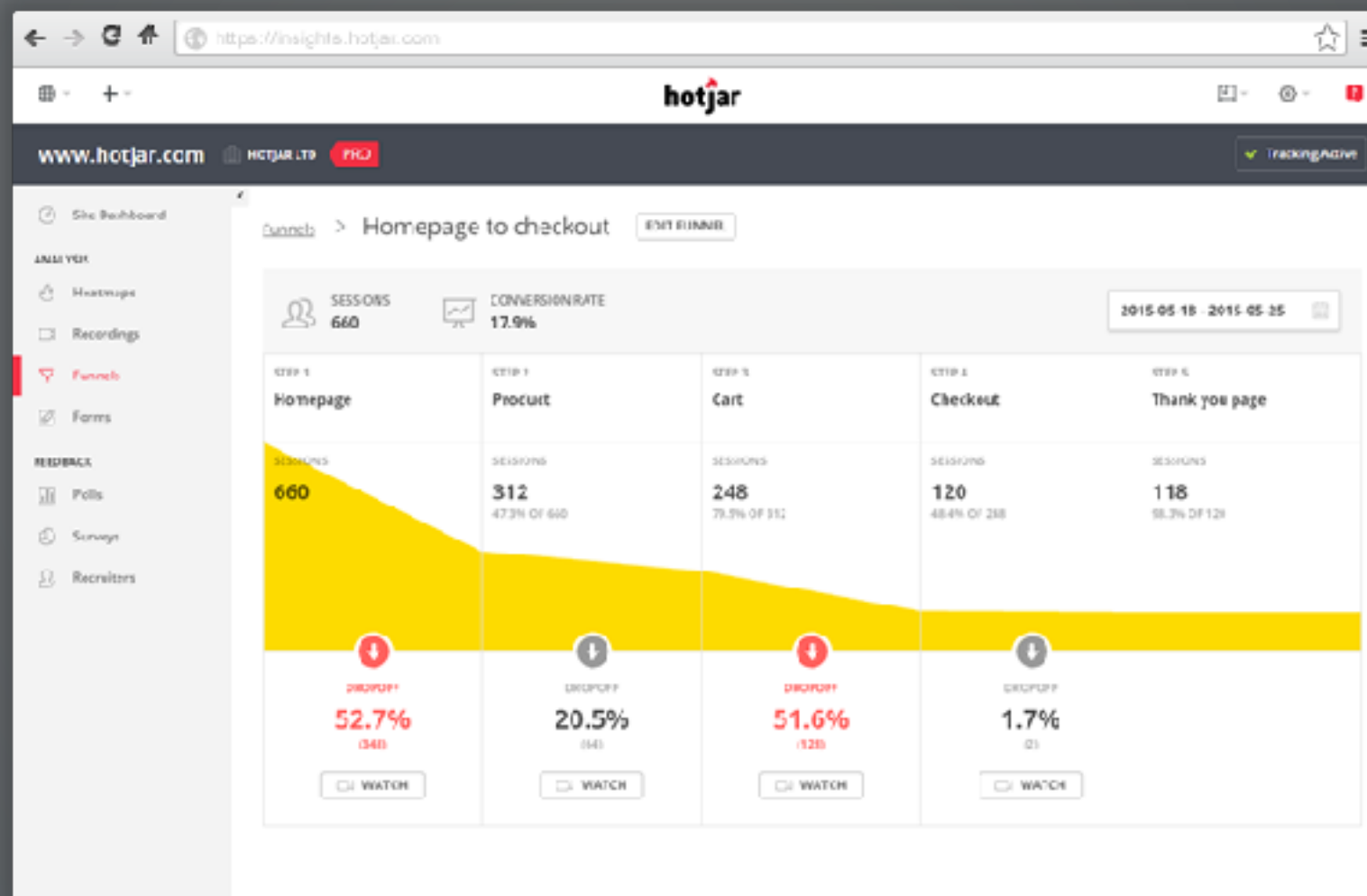
BUILD YOUR FUNNEL



Experiments show in funnel reports automagically



BUILD YOUR FUNNEL



Fourth

COLLECT QUALITATIVE DATA



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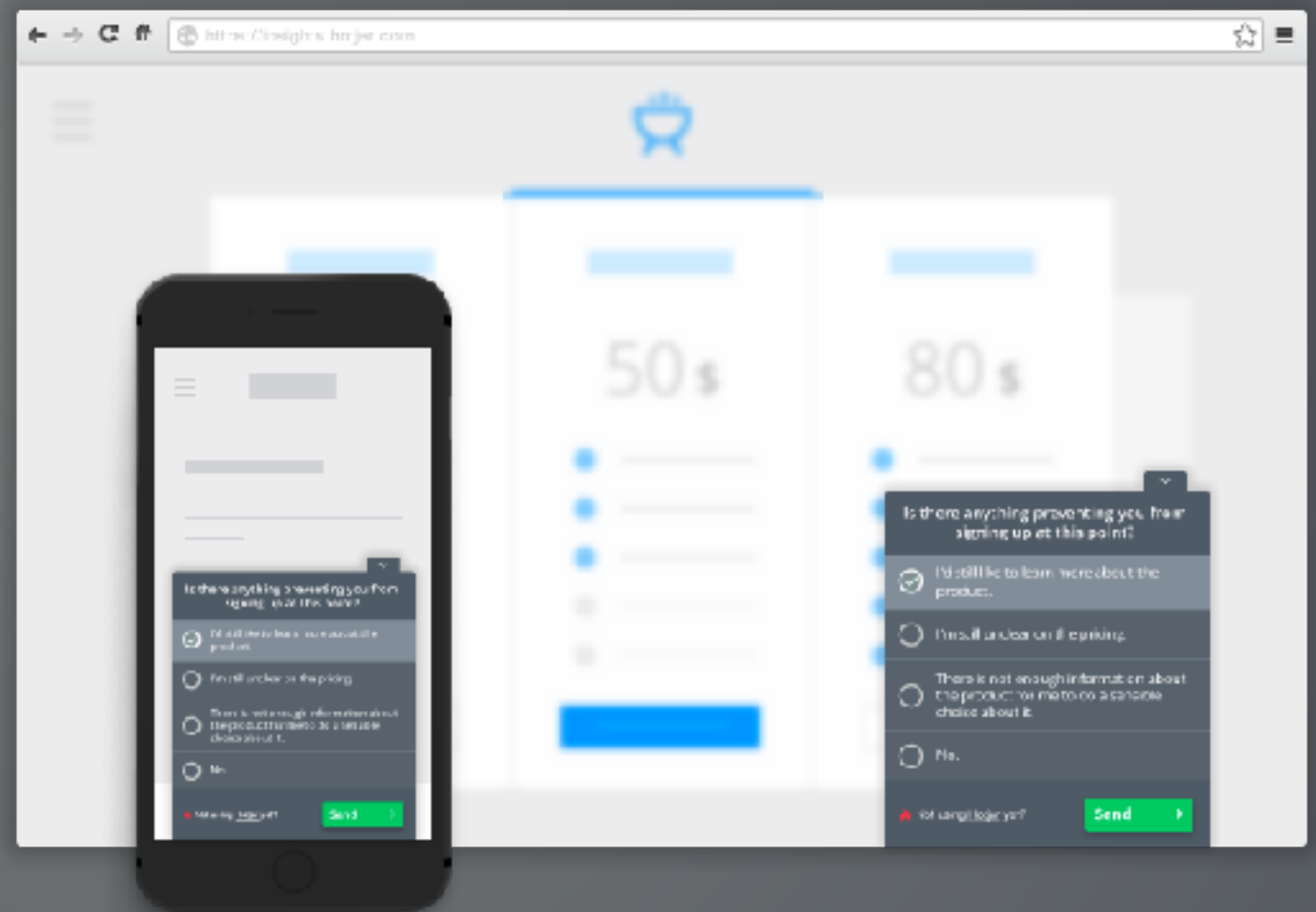
#WCATL

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ON PAGE SURVEYS

Ask questions at funnel drop off points

- * How can we help?
- * Are you looking for something we don't have?
- * Do you need assistance?
- * How can we improve?
- * What is preventing you from purchasing?



THE TOOLS

On Page Survey



Free Option



Paid



Paid



DATA DRIVEN
LABS

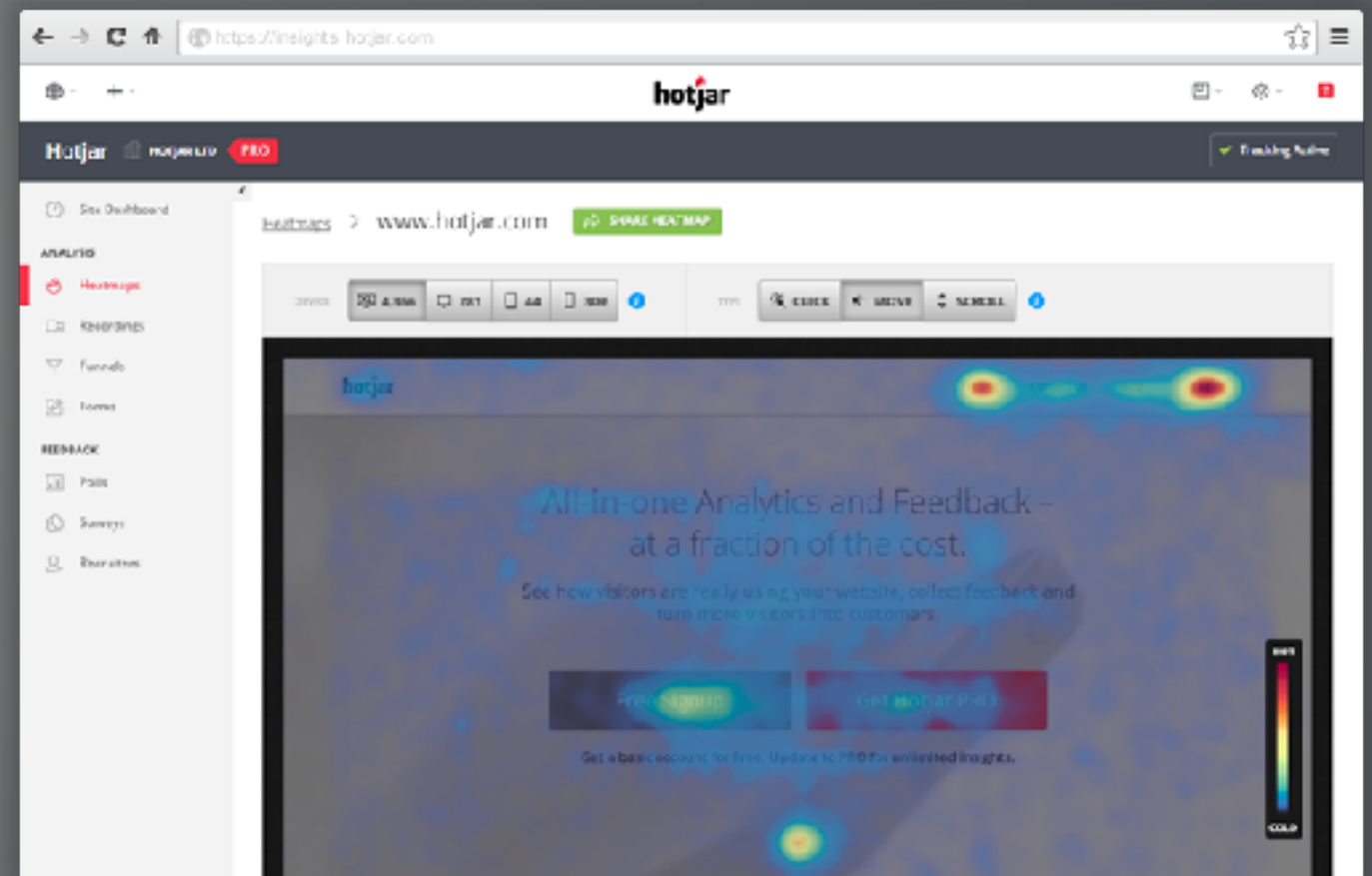
#WCATL

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HEATMAPS

Learn What's Important

- * Find hot spots
- * How far are users scrolling?
- * What are they reading?



HEATMAPS

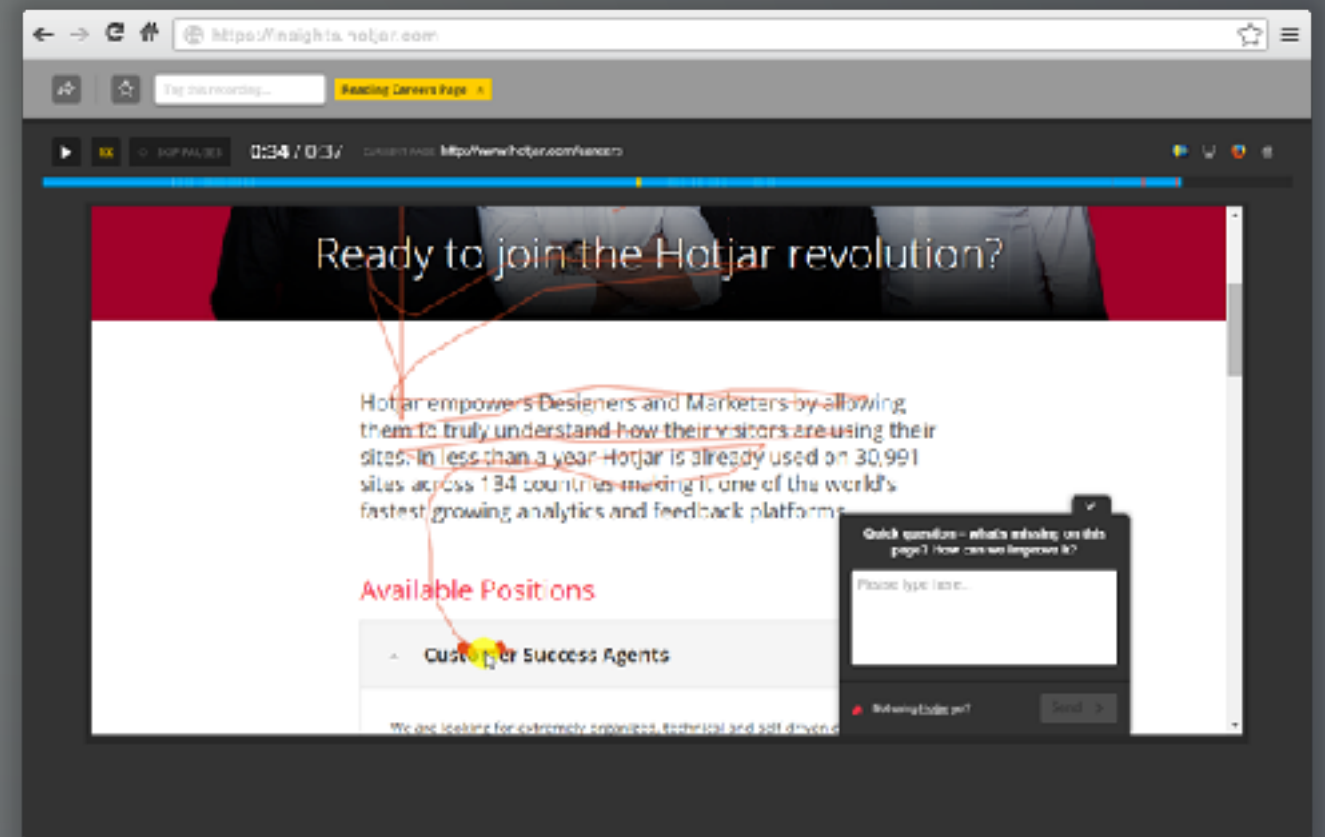
Have models look to
the product or call to
action



VISITOR RECORDINGS

Watch Your Visitors

- * See their mouse movements
- * Identify long pauses
- * Identify “lost” visitors
- * Watch how they navigate your site



THE TOOLS

Heatmaps & Visitor Recordings

hotjar

clicktale®

crazyegg™

inspectlet



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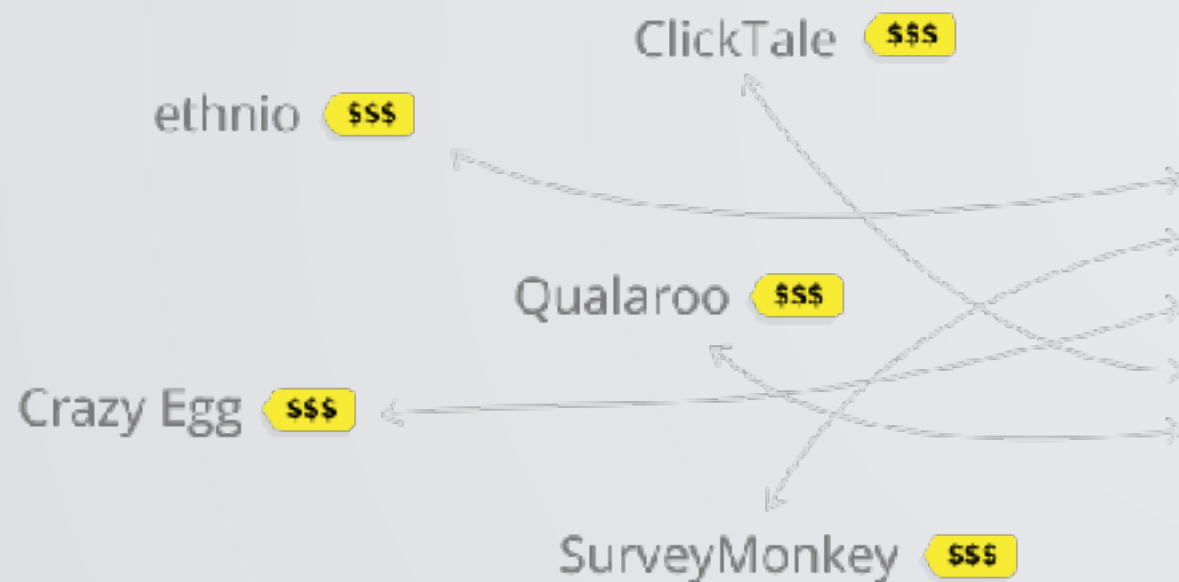
@ChrisEdwardsCE

THE TOOLS

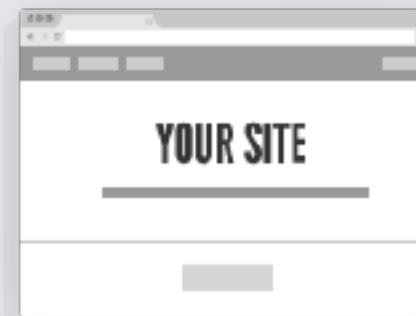
THE OLD WAY

VS

THE NEW WAY



Starting from **\$249 / month**



Unlimited sites, users and insights
for your organization at
only \$29 / month



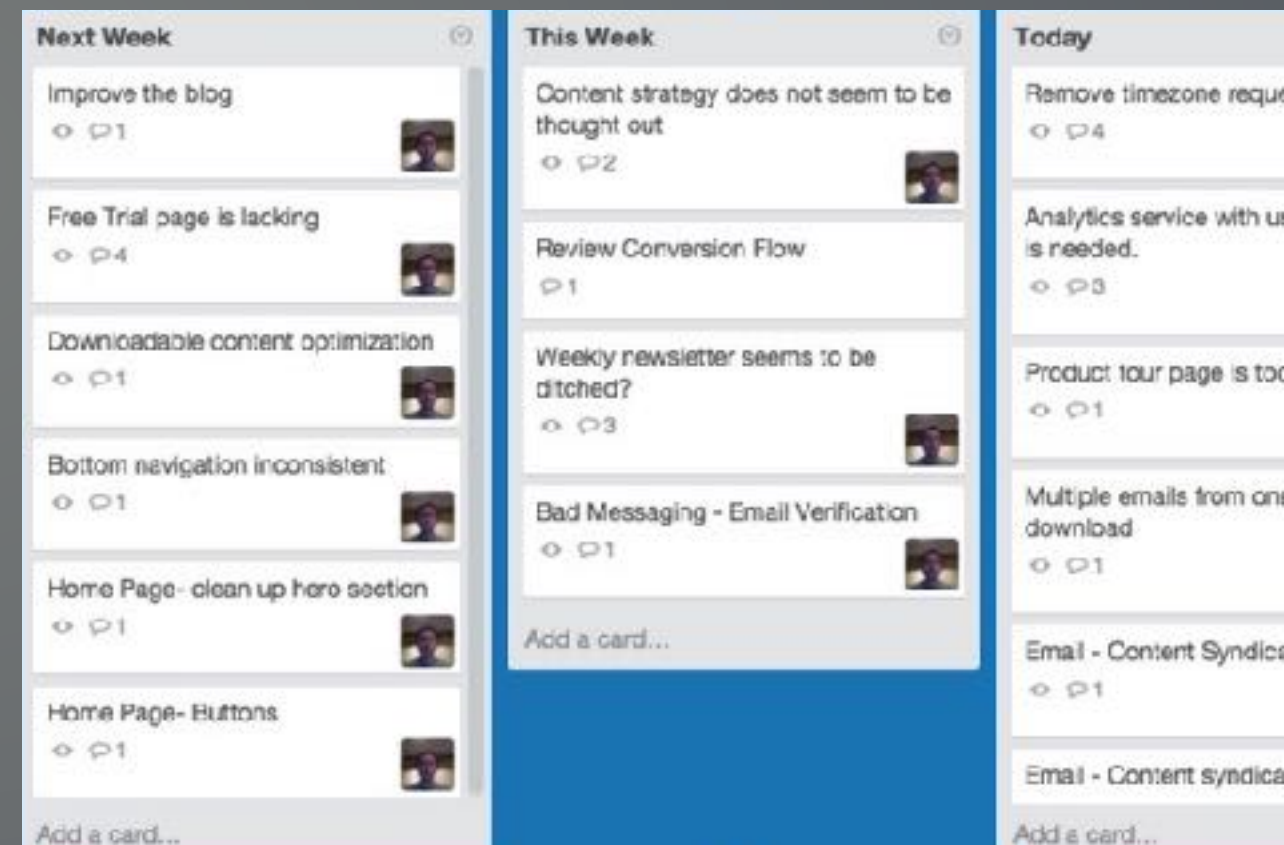
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UPDATE BACKLOG

Use insights gained from all this data to build up your backlog for A/B Testing



Finally!

START TESTING



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THE TOOLS

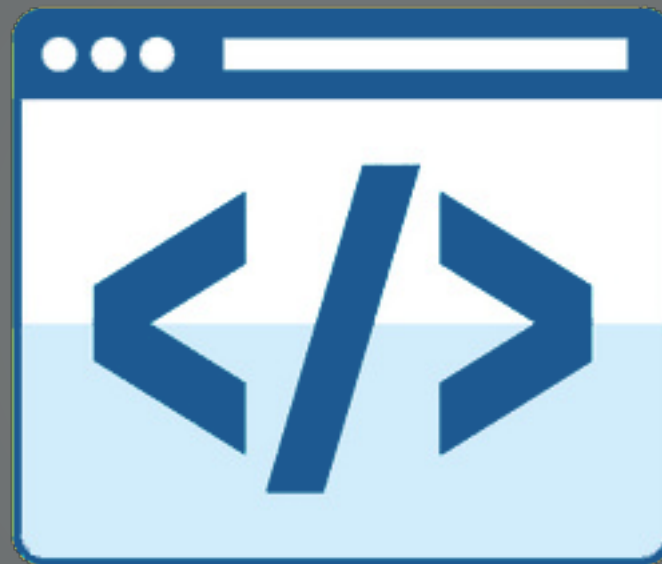


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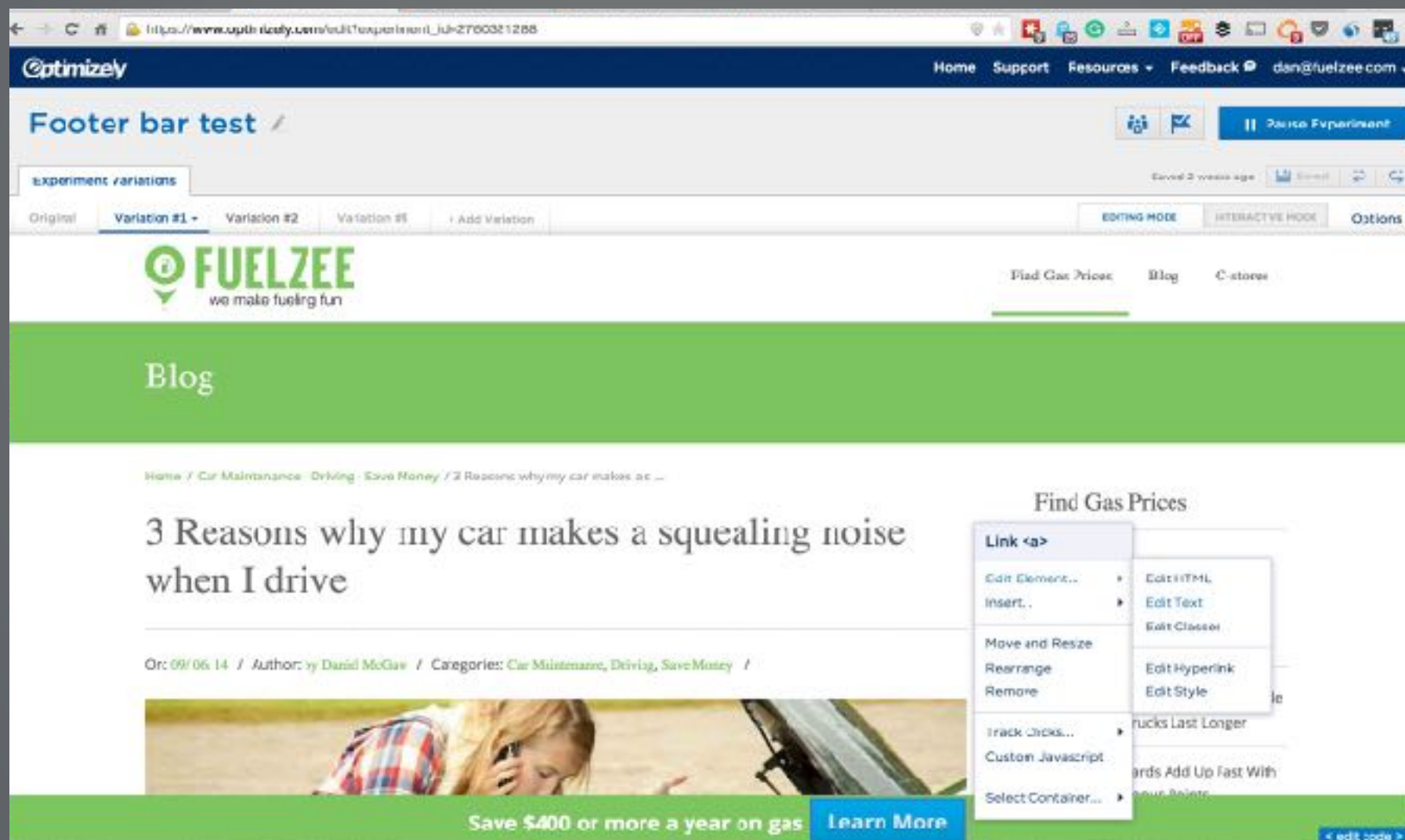
ADD JAVASCRIPT TO SITE



```
<script src="//cdn.optimizely.com/js/  
1488356457.js"></script>
```



EASY TO USE WYSIWYG

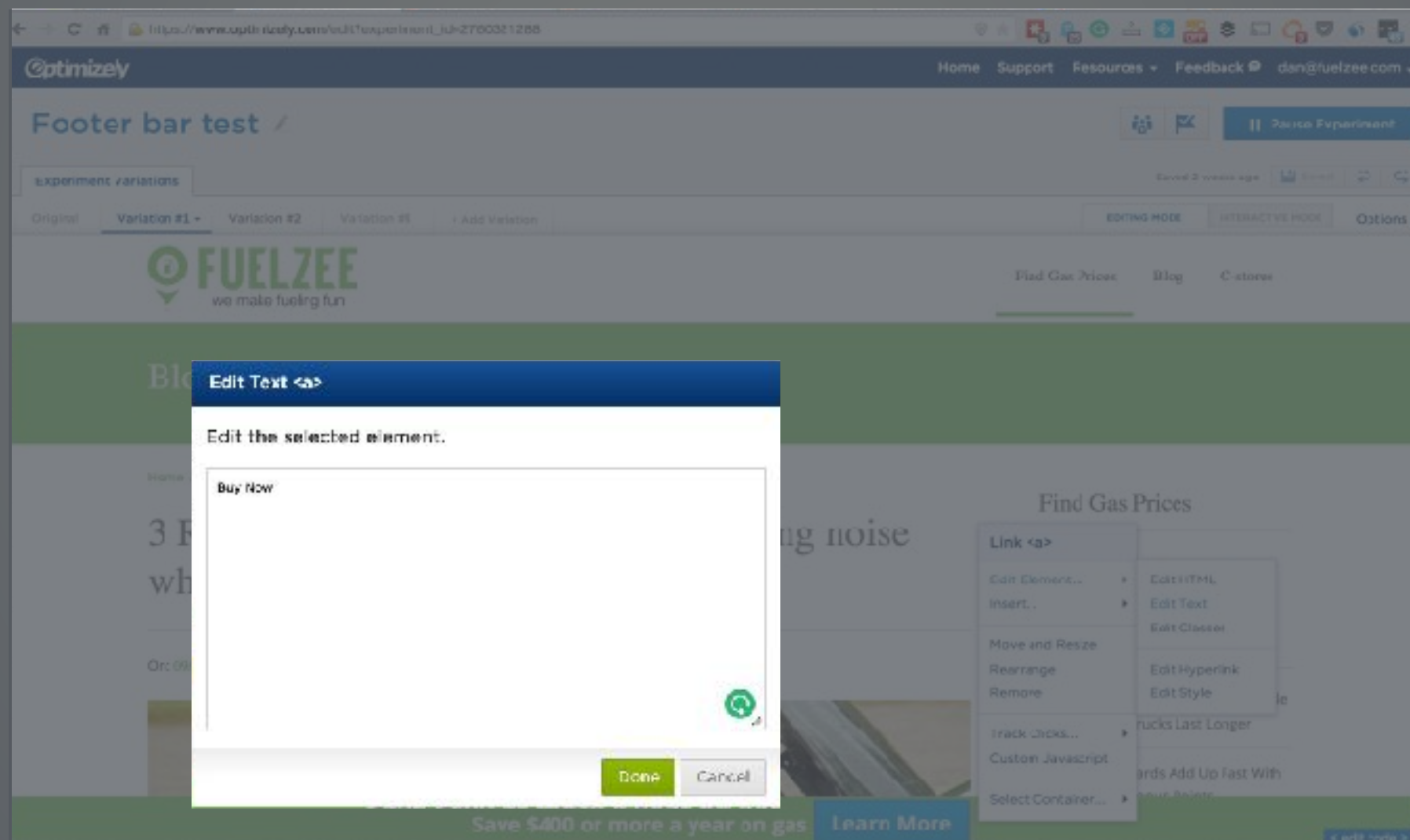


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EASY TO USE WYSIWYG




EASY TO USE WYSIWYG

Control (A)

Save Money / 3 Reasons why my car makes a squealing noise

my car makes a squealing noise

Save / Categories: Car Maintenance, Driving, Save Money



Save \$25 next time you fill up your tank [Learn More](#)

Variant (B)

my car makes a squealing noise

Save / Categories: Car Maintenance, Driving, Save Money



Save \$25 next time you fill up your tank [Buy Now](#)

EASY TO USE WYSIWYG



Control (A)

21%

my car makes a squealing noise

/ Categories: Car Maintenance, Driving, Save Money /



Save \$25 next time you fill up your tank

Buy Now



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Testing

WHAT DO YOU TEST FIRST



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PAGES WITH HIGH TRAFFIC

Google Analytics

Home Reporting Customization Admin

Find reports & more

Primary dimension: Landing Page Clear

Rows Secondary dimension Sort Type: Default

Dashboards

Shortcuts

Intelligence Events

Real-Time

Audience

Acquisition

Behavior

Overview

Behavior Flow

Site Content

All Pages

Content Drilldown

Landing Pages

Exit Pages

Site Speed

Site Search

Events

	Landing Page	Acquisition		Behavior			
		Sessions	% New Sessions	New Users	Source Rate	Pages / Session	Avg. Session Duration
		22,823 (% of Total: 100.00%) (22,823)	86.63% Avg for View: 86.64% (0.00%)	19,771 (% of Total: 100.00%) (19,771)	95.50% Avg for View: 95.50% (0.00%)	1.10 Avg for View: 1.10 (0.00%)	00:00:06 Avg for View: 00:00:06 (0.00%)
1.	/why-does-my-car-make-a-screaming-sound-when-i-drive/	19,484 (85.37%)	87.84%	17,114 (86.56%)	97.00%	1.04	00:00:04
2.	/why-does-my-car-make-a-loud-screaming-sound-when-i-hit-the-brakes/	1,589 (6.96%)	87.58%	1,368 (6.91%)	94.17%	1.07	00:00:05
3.	/	556 (2.43%)	66.83%	368 (1.86%)	69.42%	2.51	00:00:40
4.	/how-express-will-soon-be-rebranded-as-speedway/	306 (1.34%)	90.48%	283 (1.43%)	98.41%	1.04	00:00:04
5.	/11-ways-to-save-money-on-gas-prices-on-your-road-trip/	206 (0.90%)	94.17%	194 (0.98%)	91.25%	1.13	00:00:11
6.	/speedy-rewards-add-up-fast-with-speed-way-loyalty-bonus-points/	91 (0.40%)	91.21%	83 (0.42%)	96.60%	1.04	00:00:02
7.	/20-in-new-york-city-the-15-best-ways-to-spend-it/	49 (0.18%)	96.00%	39 (0.19%)	82.00%	1.22	00:00:23
8.	/7-car-maintenance-tips-every-girl-should-know/	40 (0.18%)	87.50%	35 (0.18%)	87.50%	1.12	00:00:11
9.	/20-cute-and-funny-diy-clothes-you-can-make-for-your-kids/	31 (0.14%)	96.77%	20 (0.10%)	74.19%	1.02	00:00:40
10.	/9-things-you-are-paying-more-money-than-you-need-to-for-and-how-to-pay-less/	31 (0.14%)	3.23%	1 (0.01%)	69.55%	1.68	00:00:49

Show rows



PAGES WITH HIGH TRAFFIC

Google Analytics Reporting

Primary Dimension: Landing Page

Secondary dimension: Sort Type: Default

		22,823	86.63%
		% of Total: 100.00% (22,823)	Avg for View: 86.61% (0.02%)
1.	/why-does-my-car-makes-a-squealing-noise-when-i-drive/	19,484 (85.37%)	87.84%
2.	/why-does-my-car-make-a-loud-screeching-sound-when-i-hit-the-brakes/	1,560 (6.84%)	87.56%

Landing Pages

Exit Pages

Site Speed

Site Search

Events

Show rows:



TEST BUTTONS

Test A



VS

Test B



TEST BUTTONS

21%



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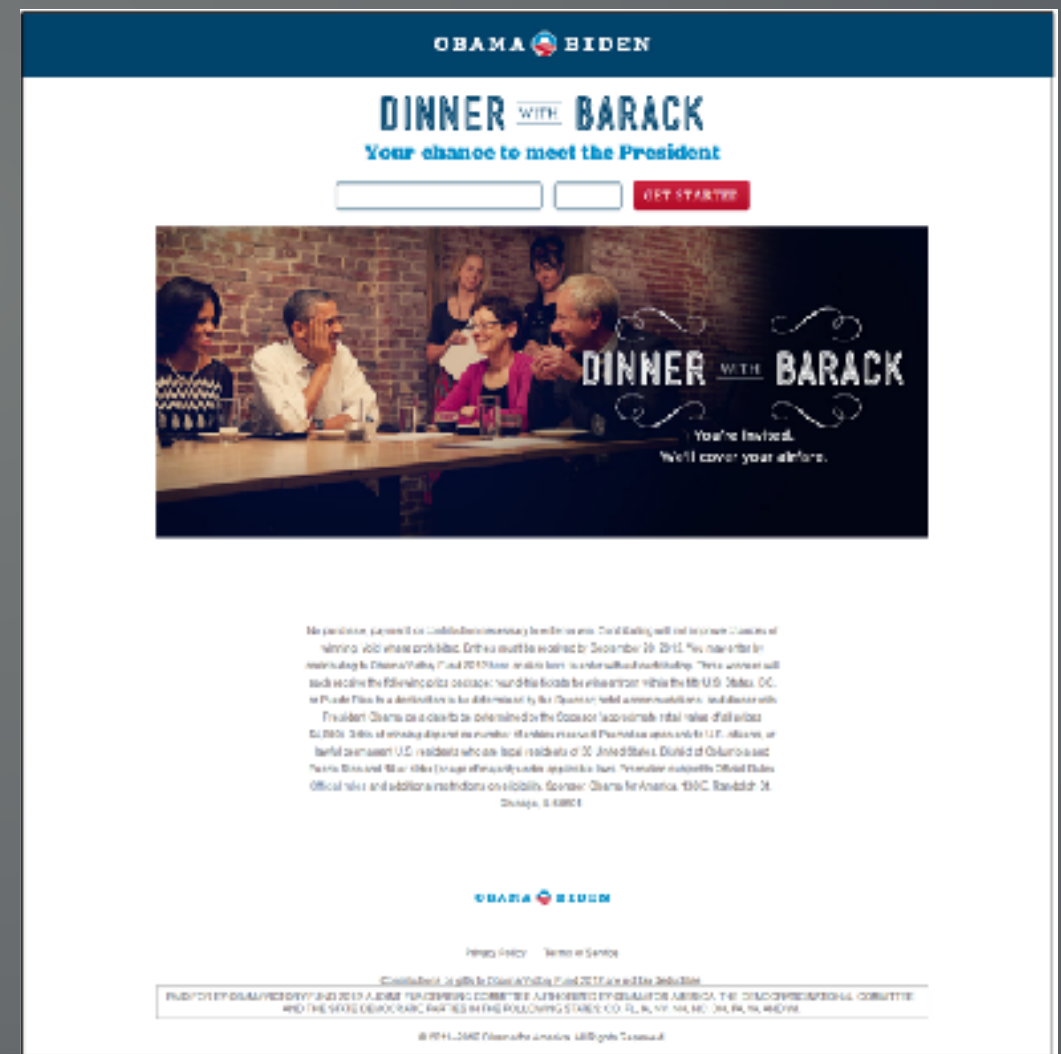
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TEST IMAGES

Test A



Test B



VS

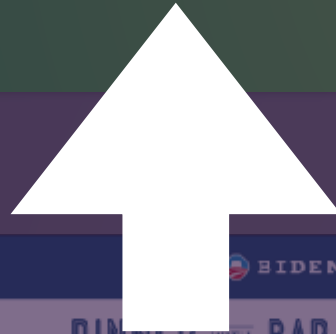


DATA DRIVEN LABS

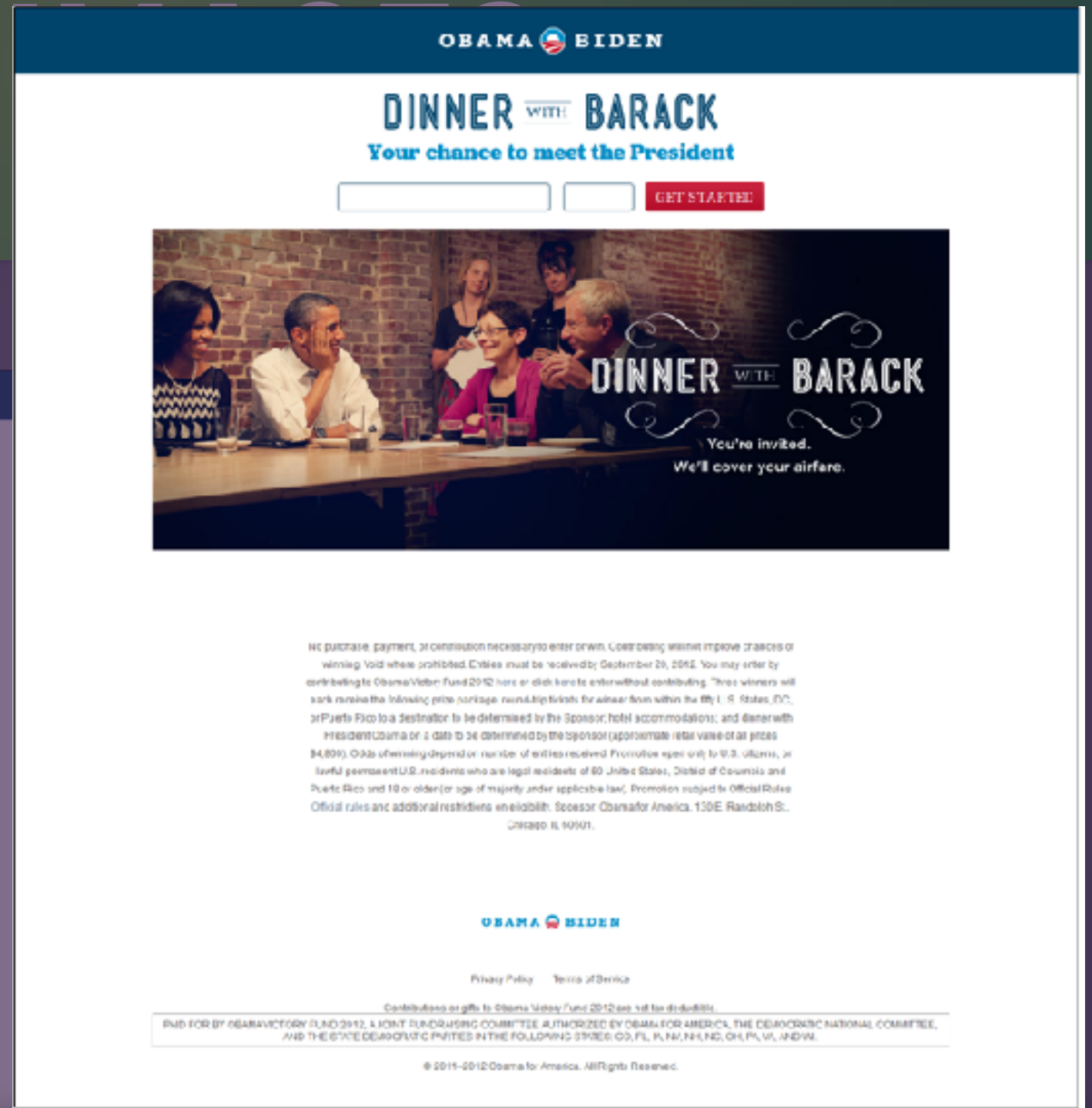
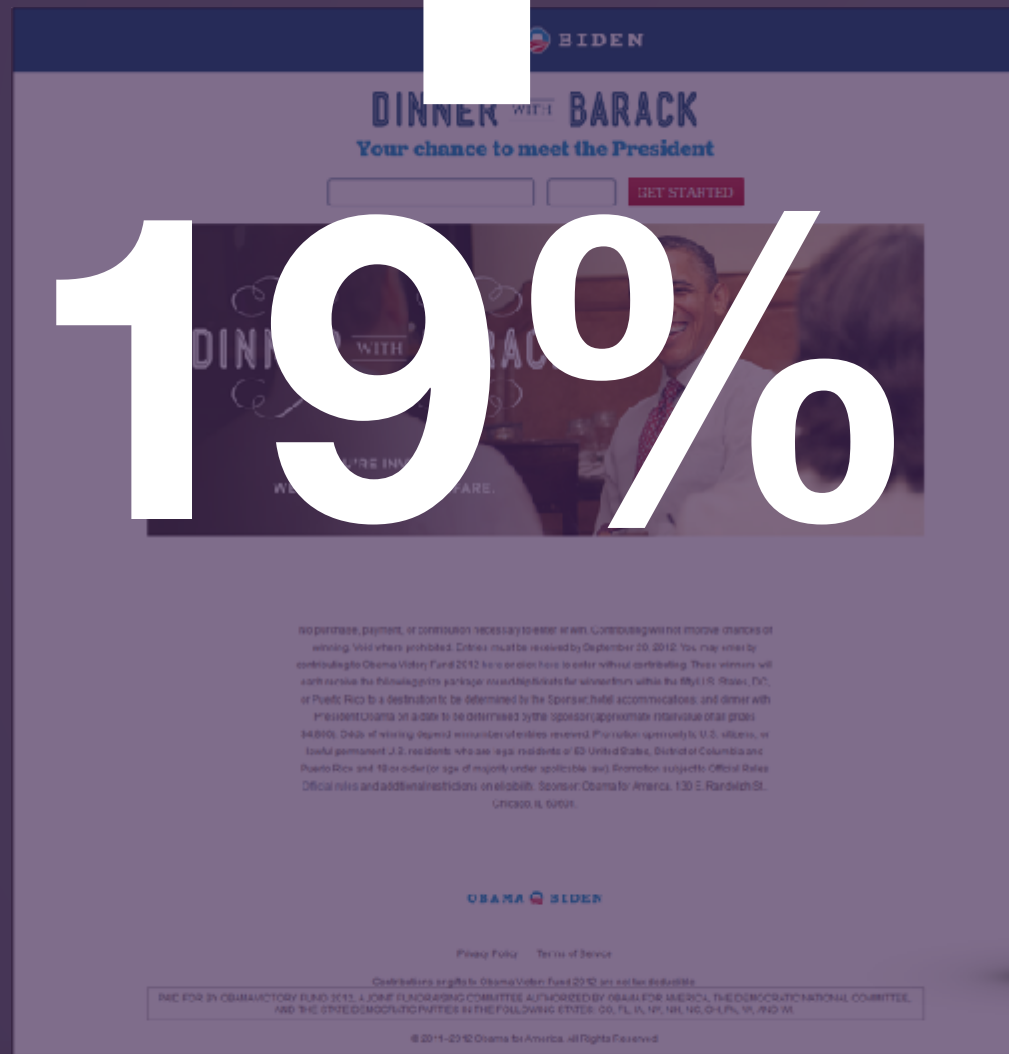
#WCATL

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TEST



19%

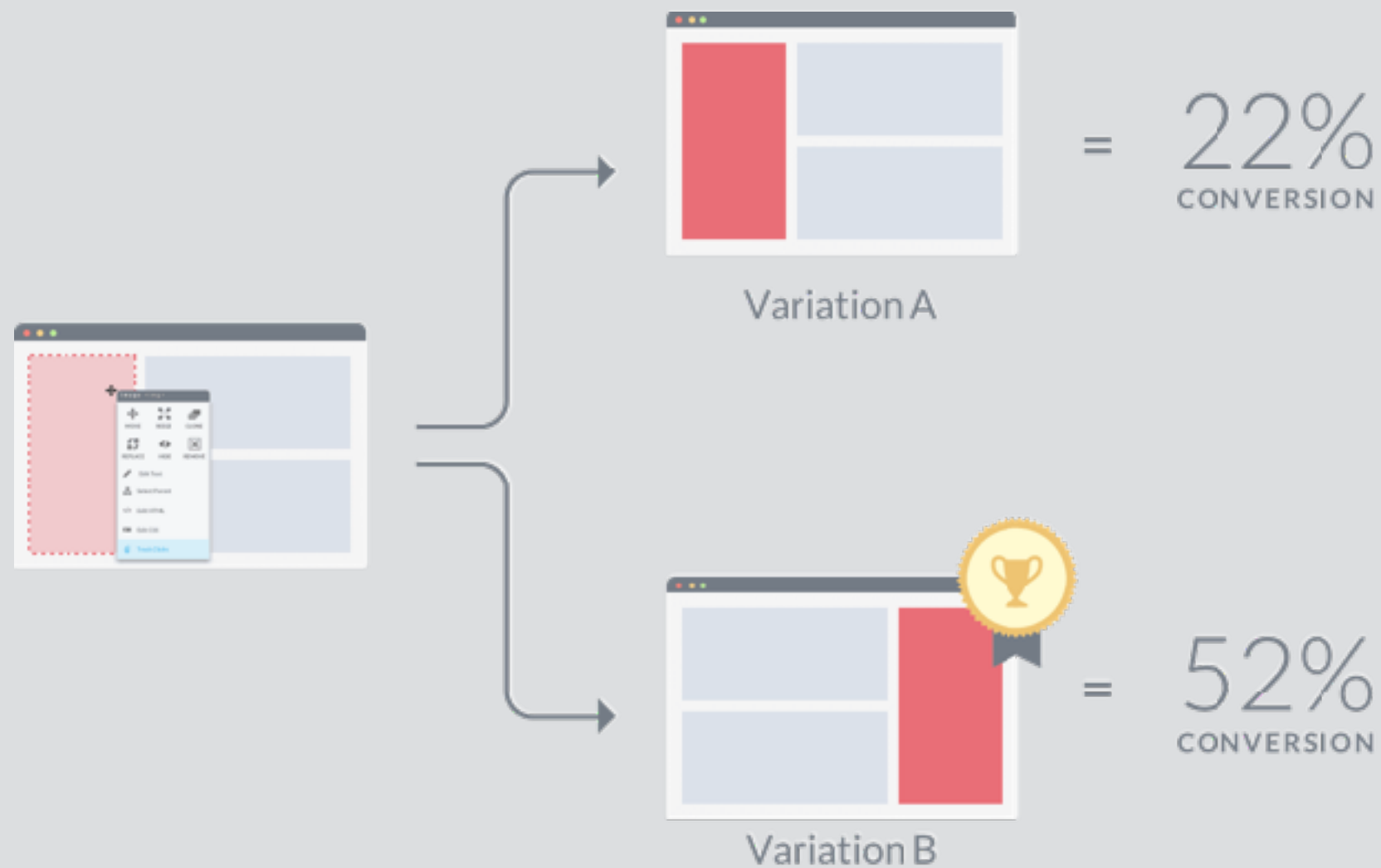


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TEST LAYOUTS



TEST FLOWS


Sign Up Flows

First User Experience

When To Send Welcome Emails

When To Promote Upgrades or Paid
Features

TEST MONEY PAGES



CLICK ABOVE TO ZOOM

[+] VIEW LARGER IMAGE

★★★★★ Write a Review

James Perse

Crewneck Jersey T-Shirt

Was: GBP 35.85

Now: GBP 24.01 Item #363875


33% CFF

Size:

- If between sizes, order the larger size.
- Considered a Trim fit: fitted through the chest, armholes and sides.
- Sizing: 0=0(xs), 1=1(s), 2=2(m), 3=3(l), 4=4(xl), 5=5(xxl).


0(xs) 1(s) 3(l) 4(xl)

5(xxl)

 [Size Chart](#)

Color:

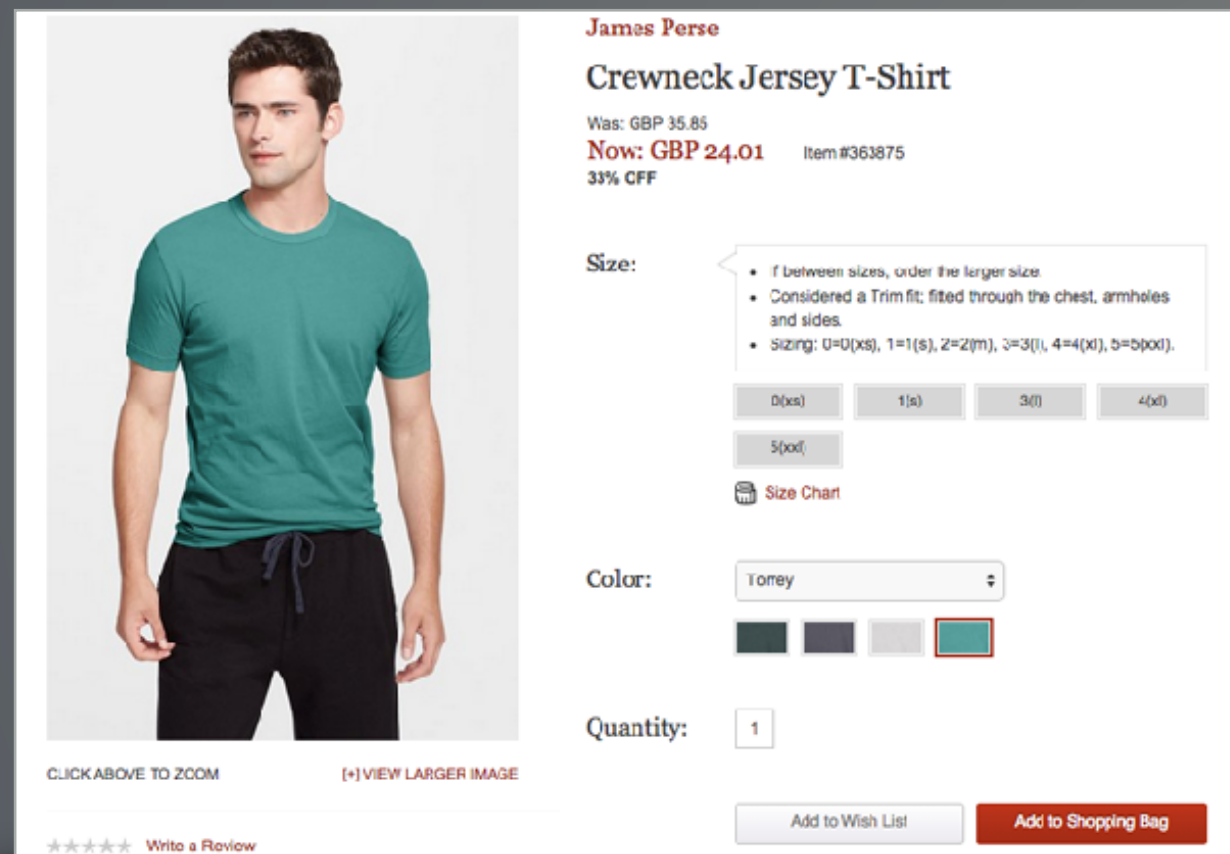
Torrey



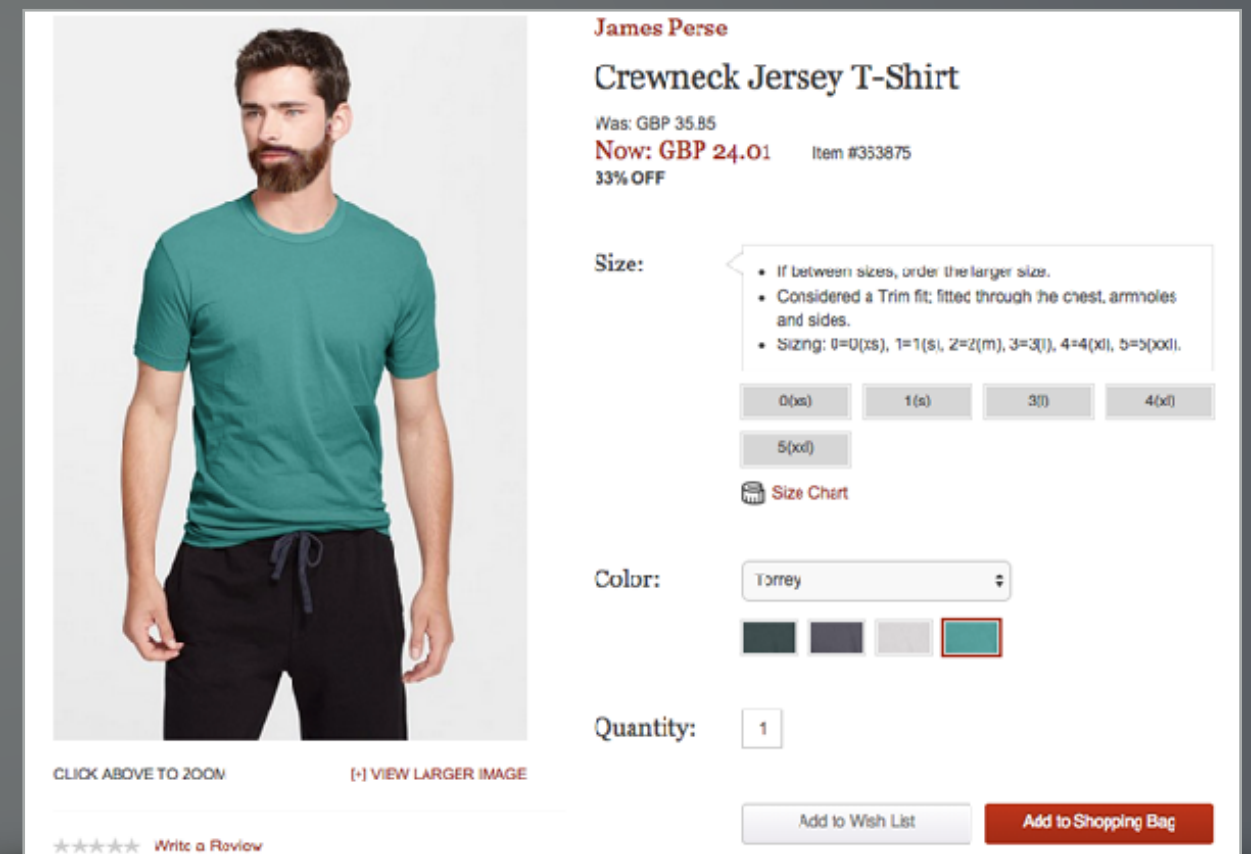
Quantity: 1

[Add to Wish List](#) [Add to Shopping Bag](#)

THINK OUTSIDE THE BOX



Clean Shaven



Bearded Hipster

THINK OUTSIDE THE BOX



49%

Hipster Wins!



CLICK ABOVE TO ZOOM

[+] VIEW LARGER IMAGE

★★★★★ Write a Review

James Perse

Crewneck Jersey T-Shirt

Was: GBP 35.85
Now: GBP 24.01 Item #363875
33% OFF

Size:

- If between sizes, order the larger size.
- Considered a Trim fit; fitted through the chest, armholes and sides.
- Sizing: 0=0(xs), 1=1(s), 2=2(m), 3=3(l), 4=4(xl), 5=5(xxl).

0(xs) 1(s) 3(l) 4(xl)
5(xxl)

 Size Chart

Color: Torrey



Quantity: 1

Add to Wish List Add to Shopping Bag

Clean Shave

Bearded Hipster



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Warning

DON'T SCREW UP



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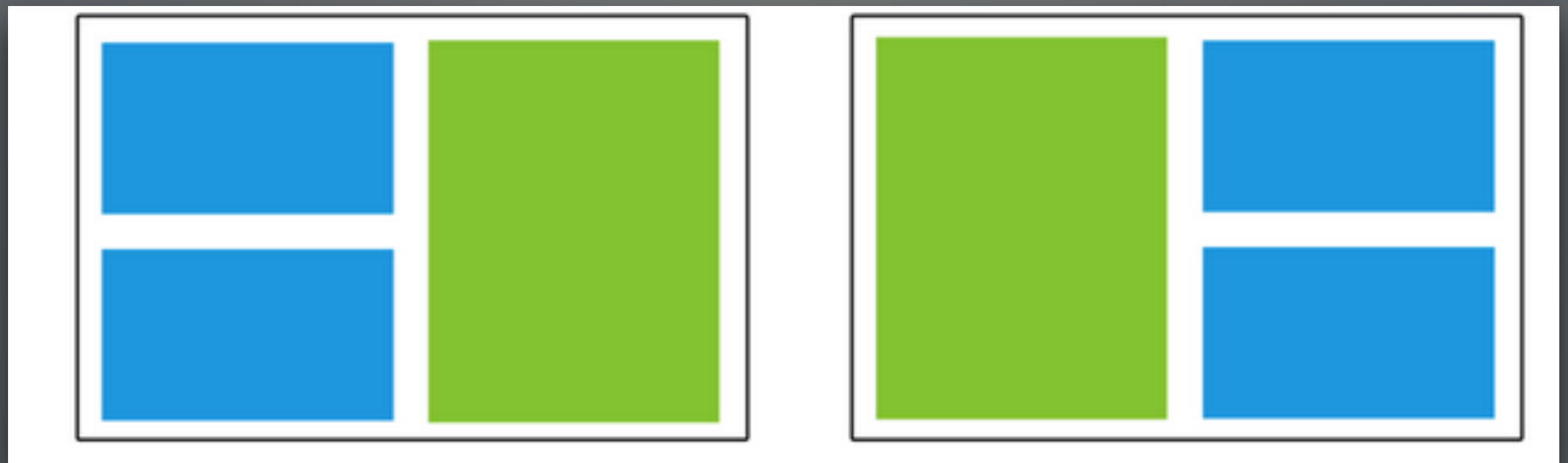
Warning

DON'T SCREW UP



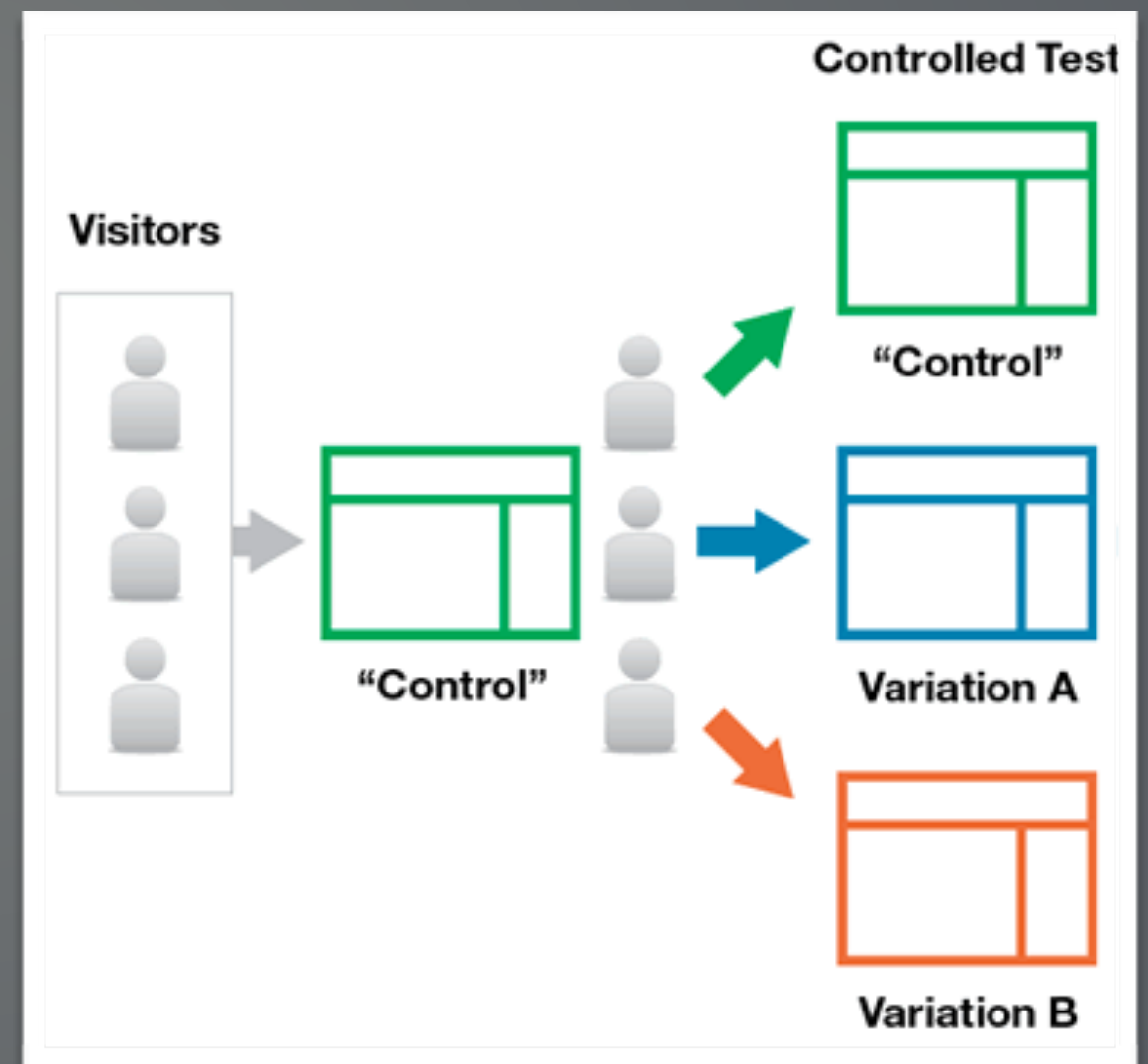
STAY FOCUSED

Only change one element at a time



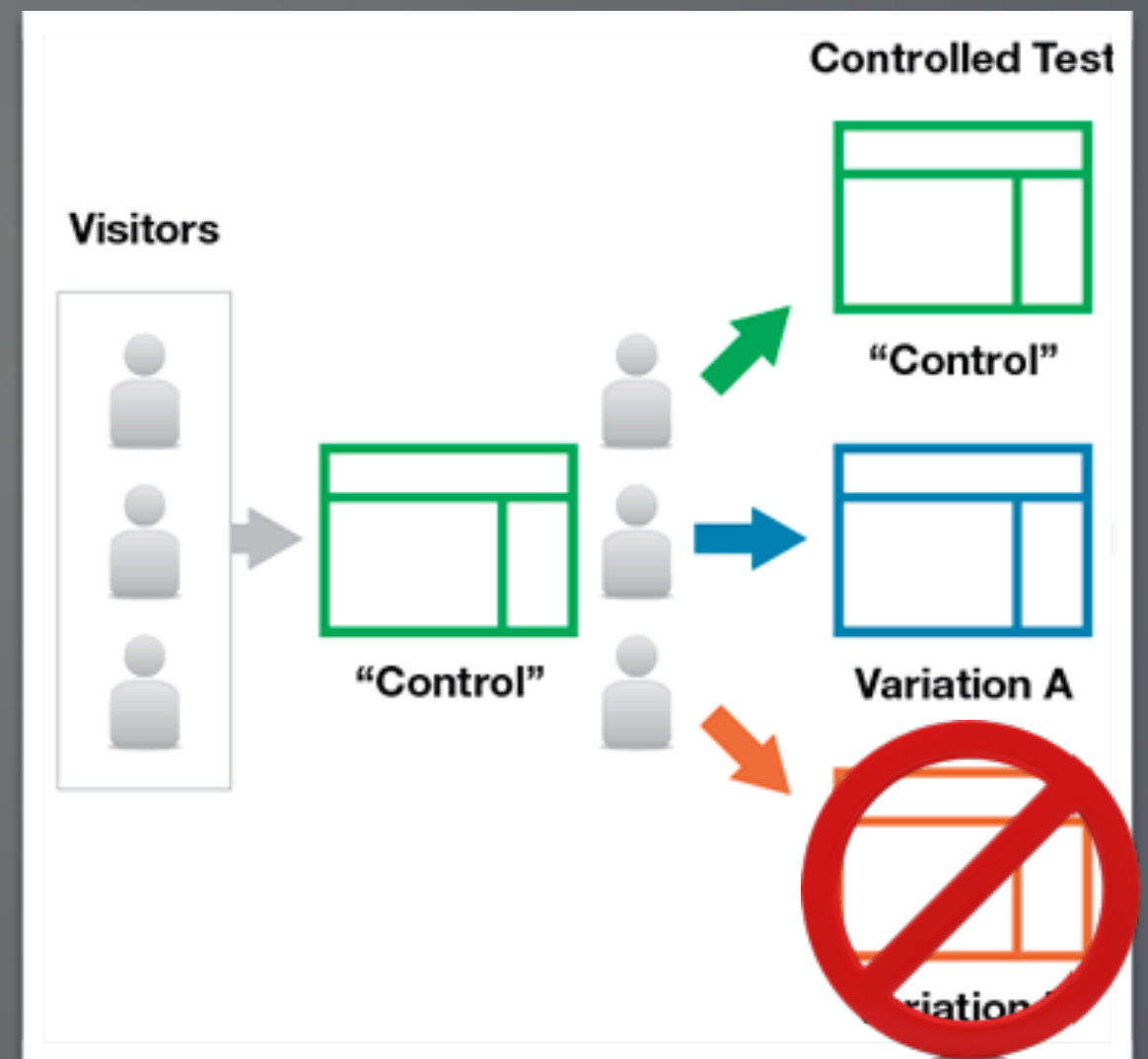
LOW TRAFFIC?

Stick to A/B
Testing, not A/B/C



LOW TRAFFIC?

Stick to A/B
Testing, not A/B/C



CALLING TESTS TO EARLY

A

B

A/B Significance Test

[Reset form](#)

Did that button color change actually improve your conversions?

[Try KISSmetrics for FREE](#) to get help with running your A/B test and check out our [A/B testing documentation](#). Use this A/B Significance calculator to tell you whether your A/B test is statistically significant. Without this calculator, you can't be confident that the changes you make will improve your conversions.

What's the page view and conversion data for each page in the test?

	The number of visitors on this page was.	The number of overall conversions was.	Conversion rate.
A	1000	90	9%
B	1000	120	12% ✓

✓ **Your results.**

Test "B" converted **33%** better than Test "A." We are **99%** certain that the changes in Test "B" will improve your conversion rate.

Your A/B test is statistically significant!

DOUBLE CHECK AMAZING

Whoa! That seems
almost too good to be
true!

IS IT CORRECT?



956%



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Thank You

QUESTIONS?



Chris Edwards

Co Owner

at Data Driven Labs

<https://datadrivenlabs.io>