

WEBSITE

CONVERSION

STOP TURNING VISITORS AWAY

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**Web Development, App Development, Social Media, Digital Marketing, Video Development,
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**THINK SMART.
ACT BOLD.**

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Conversion Optimization

What are conversions?



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THIS IS YOUR LEAD FUNNEL ON BAD MARKETING



NURTURE

E-Mail Sign Up

Dem

o White Paper

Download Calculator

Results Facebook

Follow Twitter Follow

Sample Download

Survey

DIRECT

Purchas

e Call

Contact Form

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First step in higher conversions: **Targeted Campaigns**

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Campaigns **focused** on a specific **target**
or serve a specific purpose.



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content marketing



Web

News

Images

Books

Videos

More ▾

Search tools

About 948,000,000 results (0.45 seconds)

Ads related to **content marketing** ⓘ

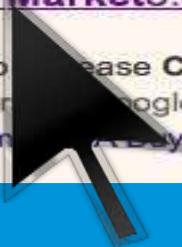
Content Marketing - Marketo.com

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Simple & Effective Ways to Increase **Content** Registration. Free Guide!

Marketo has 5,302 followers on Google+

Marketing Automation Demos | Buyer's Kit - Guide to Lead Scoring



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Landing Page Conversion Factors

Back up the
campaign message

One clear action
(Call to Action)

Enough info to
make a decision

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Your homepage is NOT a landing page



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Your homepage is merely the face of your website, accessed by people who are looking for it specifically.



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Home Page Conversion Factors

Visual and message
confirming people
are in the right place

Design that conveys
confidence

Clear navigation

Clear actions to take

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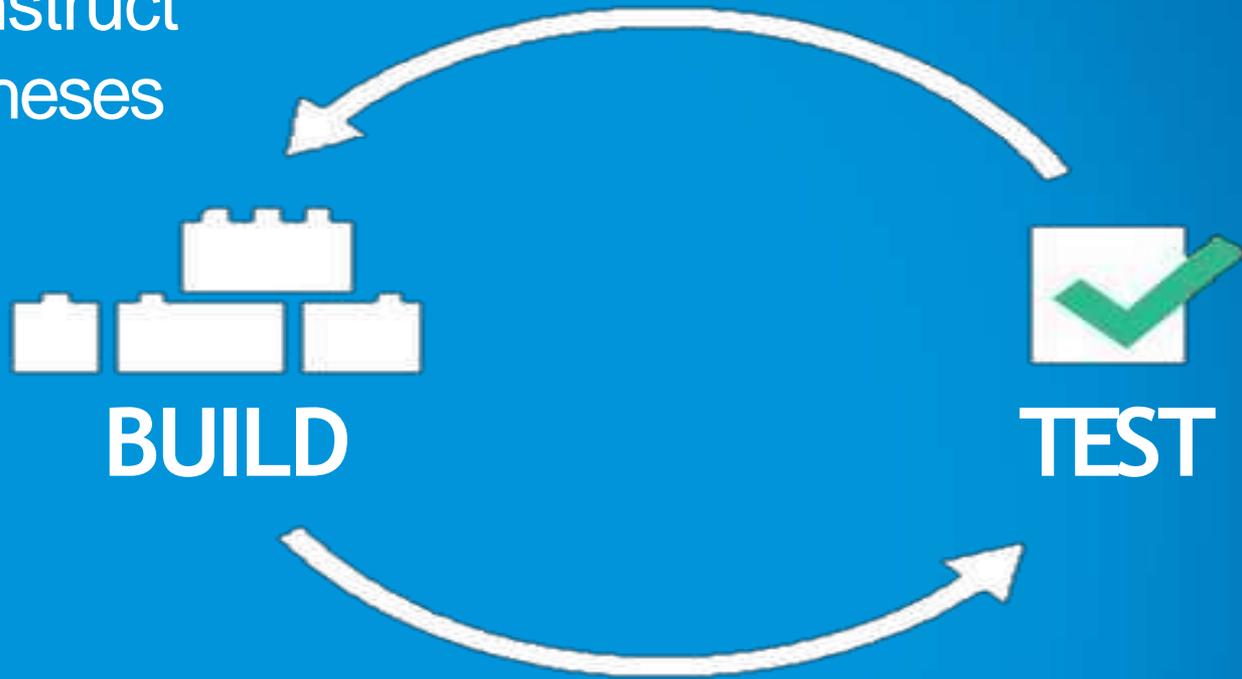
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Web analytics data is **NOT** enough to construct the best test hypotheses for your site.



SPLIT TESTING

A/B Testing

Multivariate Testing

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site visitors



29%

conversions

13%

Experiment
Winner

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CONTROL

Start your free 30 day trial



TREATMENT

Start my free 30 day trial



90% increase in CTR

During the campaign periode, the treatment increased CTR by 90%

Mission critical elements like call-to-action buttons represent a small change on the page, however, they have major impact on the decisions of your prospects.

EUR 69.00

Quantity: **ADD TO CART**

In Stock. Ship within: 1 week.
[Add to wish list](#)



EUR 69.00

Quantity: **ADD TO CART**

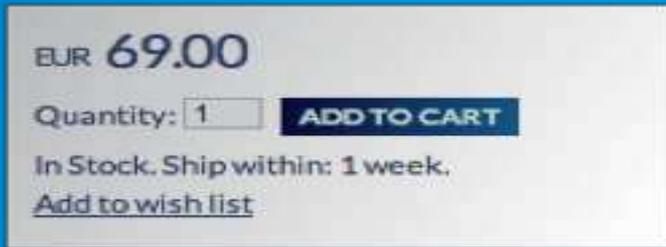
In Stock. Ship within: 1 week.
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The color of your CTA button has major impact on your potential customers' decisions – and thereby also your conversion rate.



 **35.81% increase in conversion**
Statistical Confidence: **98%**

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People aren't magically drawn to a button because it's red, nor are we automatically predisposed to sign up just because you added the word "Free" in your headline.

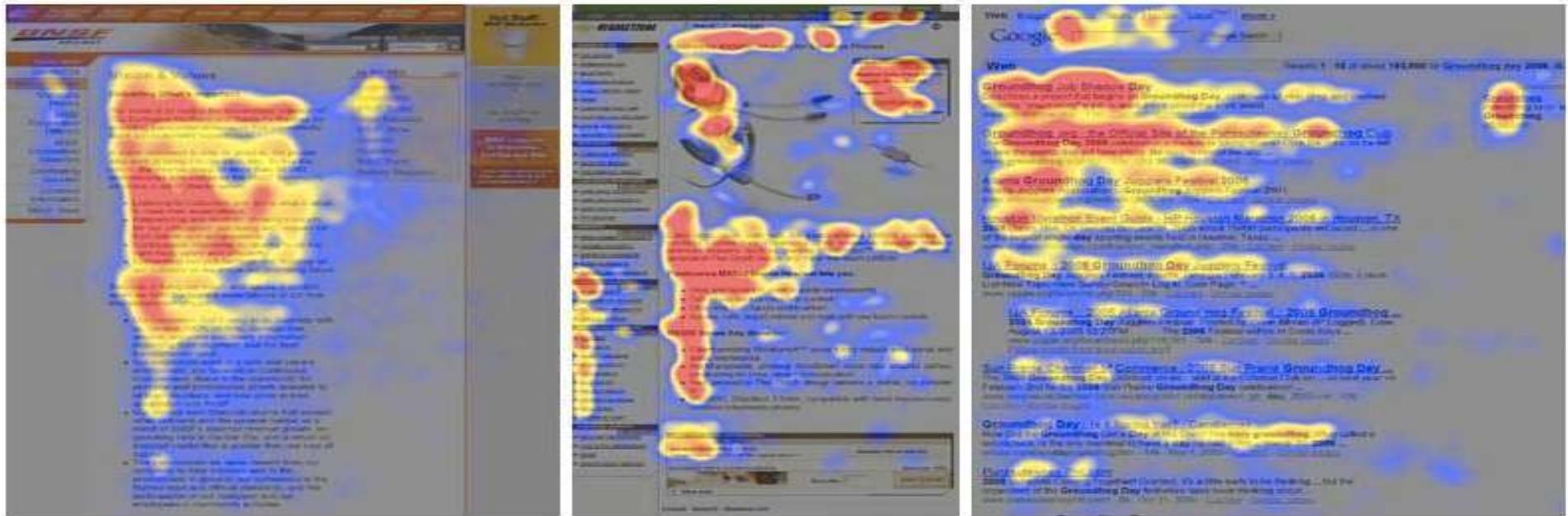
Optimization, isn't about seeing which tests are "better", but rather about studying your visitor's behavior and creating designs & copy to engage in a dialogue with your visitor's inner voice.

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Reading Patterns and Use of Images

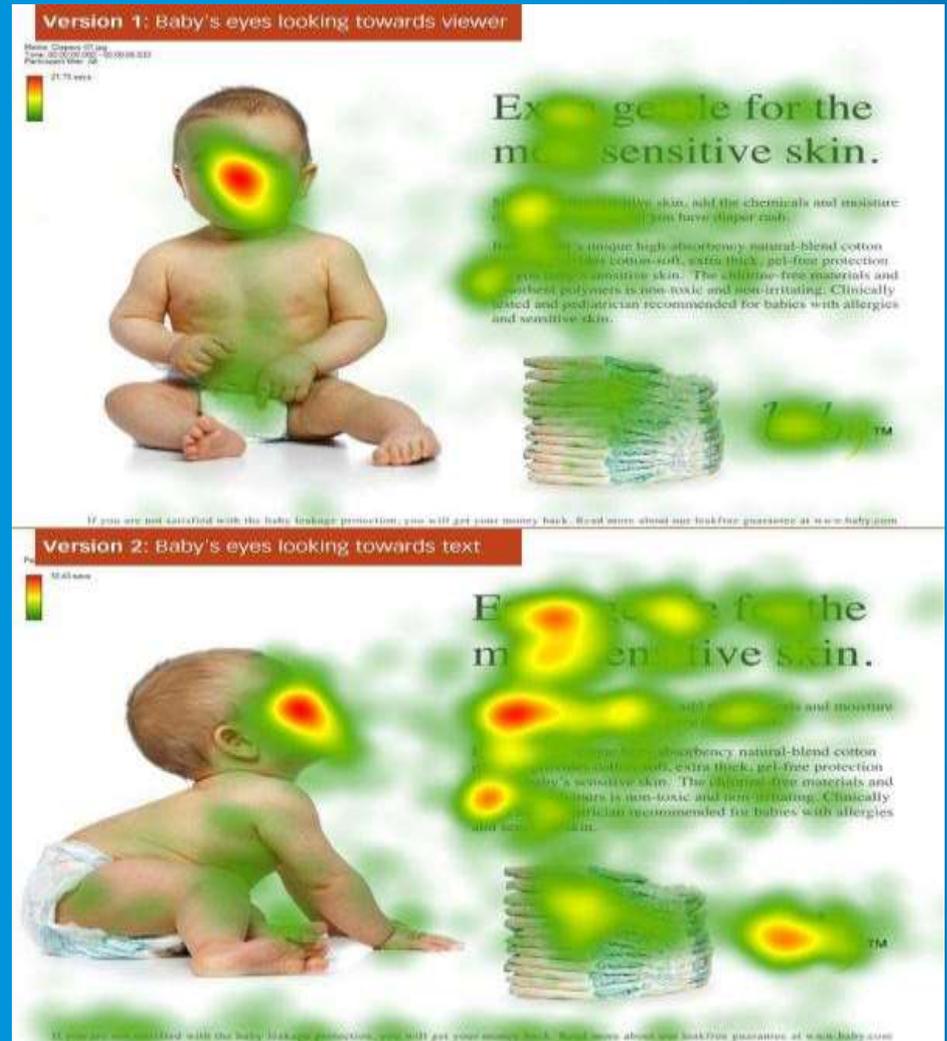


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Heat Mapping + Human Psychology



OBAMA BIDEN

DINNER WITH BARACK
Your chance to meet the President

GET STARTED



DINNER WITH BARACK

YOU'RE INVITED.
WE'LL COVER YOUR AIRFARE.

This purchase, payment, or contribution is necessary to enter or win. Contributing will not improve chances of winning. Void where prohibited. Entries must be received by September 28, 2012. You may enter by contributing to Obama Victory Fund (OVF) here or click here to enter without contributing. These entries will each receive the following prize package: roundtrip coach air service from within the 48 U.S. States, DC, or Puerto Rico to a destination to be determined by the Sponsor, hotel accommodations, and dinner with President Obama on a date to be determined by the Sponsor (approximately equal value of all prizes: \$4,000). Odds of winning depend on number of entries received. Prizes will expire only in U.S. citizens, or legal permanent U.S. residents who are legal residents of the United States. Closed to Canadians and Puerto Rico and 18 or older (or age of majority under applicable law). Prizes will be awarded to Official Names. Official names and additional restrictions on eligibility. Sponsor: Obama for Victory, 130 E. Randolph St., Chicago, IL 60601.

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DINNER WITH BARACK
Your chance to meet the President

GET STARTED



DINNER WITH BARACK

You're invited.
We'll cover your airfare.

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↑ +19%

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Questions like “What color converts best”
are a complete waste of time.

Instead, find out:

Where do most people get stuck
in the buying process?

What are common traits among
our paying customers?

What hesitations do our leads have
that prevent them from buying?

(no) Encapsulation



Encapsulation



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(no) Colour Contrast



Colour Contrast



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(no) Directional Cues



Directional Cues



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“The vast majority of retailers reported conversion rates on smartphones were around 1%, while conversion rates for tablets were 2.4%,”

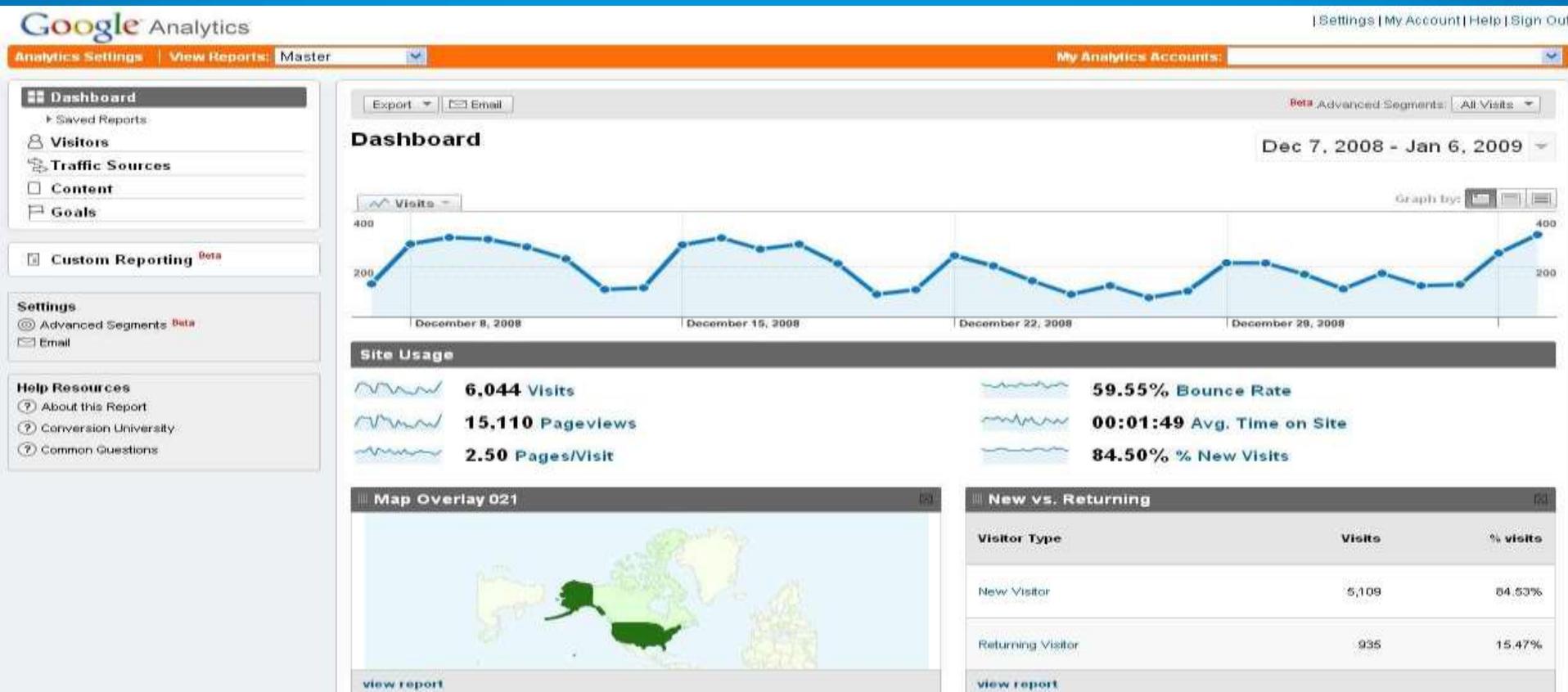
While visitors largely use tablets for what he called “lazy internet”—consuming media and content, as well as browsing—they tend to prefer smartphones primarily for communication, content snacking, and using mobile apps.

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ANALYTICS



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Exit Pages



Store

Mac

iPod

iPhone

iPad

iTunes

Support



Contacting Apple

Sales & Product Inquiries

Apple Online Store

The [Apple Online Store](#) is a convenient place to purchase Apple products and accessories from Apple and other manufacturers. You can buy online or by calling 1-800-MY-APPLE (800-692-7753).

You can get information about an order you placed on the Apple Online Store through the [Order Status](#) page. If you prefer, you can also get order status or make changes by phone at 1-800-692-7753.

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Experience the digital lifestyle at any of the [Apple Retail Stores](#) around the country. Find store hours and contact information for all locations.

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Use our [Reseller Locator](#) to find an Apple Authorized Reseller in the U.S.

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Product & Technical Support

Browse online support

Visit the [Apple Support site](#) for quick answers, manuals, and in-depth technical articles. Visit [Apple Support Communities](#) to get help and tips from fellow Apple customers.

Contact Apple Support

Need service or support? [Start your request online](#) and we'll find you a solution.

More ways to get help:

- [Contact iTunes Store support](#)
- U.S. iPod, Mac and iPad technical support: **(800) APL-CARE (800-275-2273)**
- U.S. iPhone technical support: **(800) MY-IPHONE (800-694-7466)**
- [See all worldwide support telephone numbers](#)
- [Contact a mobile carrier](#)
- [Make an appointment at an Apple Retail Store Genius Bar](#)
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If you have a hearing or vision impairment, call 877-204-3930 for direct access to Apple representatives who are trained in providing support using accessibility services.

Mac, iPhone, iPod, iPad, Apple TV, and Apple display customers within 90 days of ownership are eligible for complimentary telephone technical support. [Online technical support](#) for Apple products is available beyond the initial 90 days.

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Corporate Address

Apple

1 Infinite Loop
Cupertino, CA 95014
408.996.1010

Frequently Requested Info

Apple ID Support

Learn more about getting an Apple ID and its benefits.

AppleCare Products

Find out how to get additional technical support and hardware service options for your Apple products.

Repair and Service

See all your repair and service options based on your product and location.

Repair Status

Quickly and easily get the status of one or all of your repairs.

Apple Support Communities

Give and get help and tips from thousands of other Apple customers.

Job Opportunities

Find current openings, college jobs, internships, and more.

Media and Analyst Info

Get press releases, media contacts, and more.

Email Subscriptions

Update your email address or change your

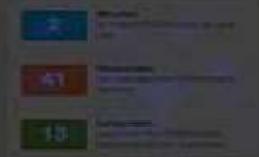


It takes less than 2 minutes to get KISSinsights on your site. Then no more code changes, ever.

The smarter choice for getting answers

Private: Being able to customize feedback doesn't necessarily mean you want your respondents to get into your...
Targeted: Control who sees your surveys. Focus exactly where improving...
Flexible: This platform lets you control all the options of when, how, and where you display...
You'll be in good company

You'll be in good company



Product managers and marketers, stop saying "I wonder why..."
There's a reason you see a KISSinsights question on your site. It's not why. You don't have to wonder a step back why. You don't have to bug your IT department to get the feedback you're seeking.
You don't have to wonder why you're not getting the feedback you need. You don't have to wonder why you're not getting the feedback you need.

Click-through



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The smarter choice for getting answers

Private: Being able to customize feedback doesn't necessarily mean you want your respondents to get into your...
Targeted: Control who sees your surveys. Focus exactly where improving...
Flexible: This platform lets you control all the options of when, how, and where you display...
You'll be in good company

You'll be in good company



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There's a reason you see a KISSinsights question on your site. It's not why. You don't have to wonder a step back why. You don't have to bug your IT department to get the feedback you're seeking.
You don't have to wonder why you're not getting the feedback you need. You don't have to wonder why you're not getting the feedback you need.

KISSinsights can be set up on any platform, including
django unbounce Performable

Scroll-through

WE JUST SCRATCHED THE SURFACE
WHAT QUESTIONS
DO YOU HAVE?

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