WEBSITE CONVERSION

STOP TURNING VISITORS AWAY

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THINK SMART.
ACT BOLD.

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Conversion Optimization

What are conversions?

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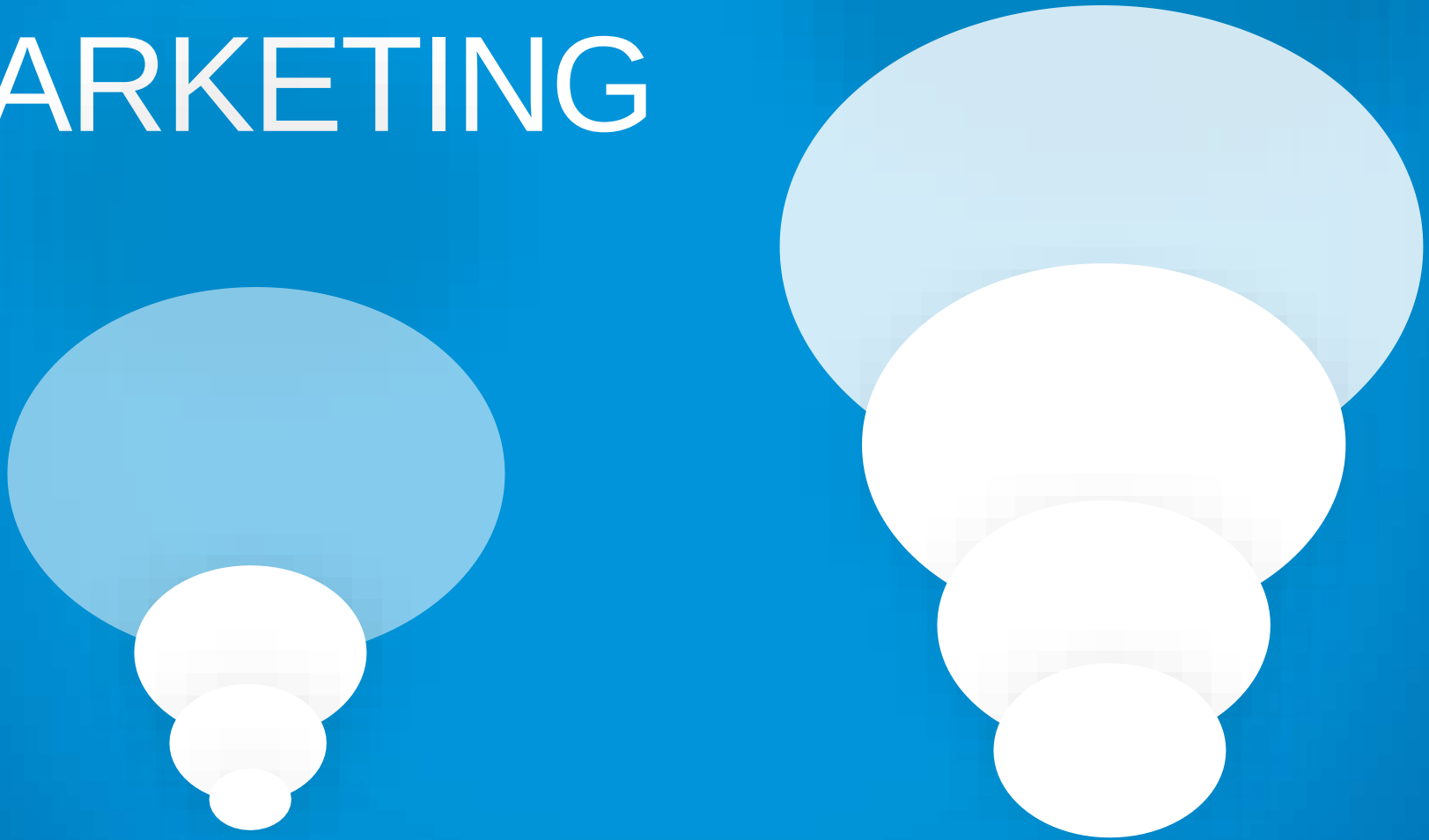
THIS IS YOUR LEAD FUNNEL ON BAD MARKETING



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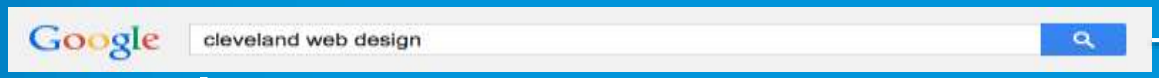
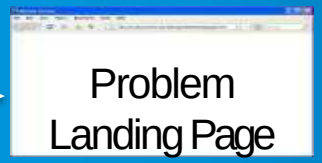
Campaigns **focused** on a specific **target** or serve a specific purpose.



Product

Proble

Industry



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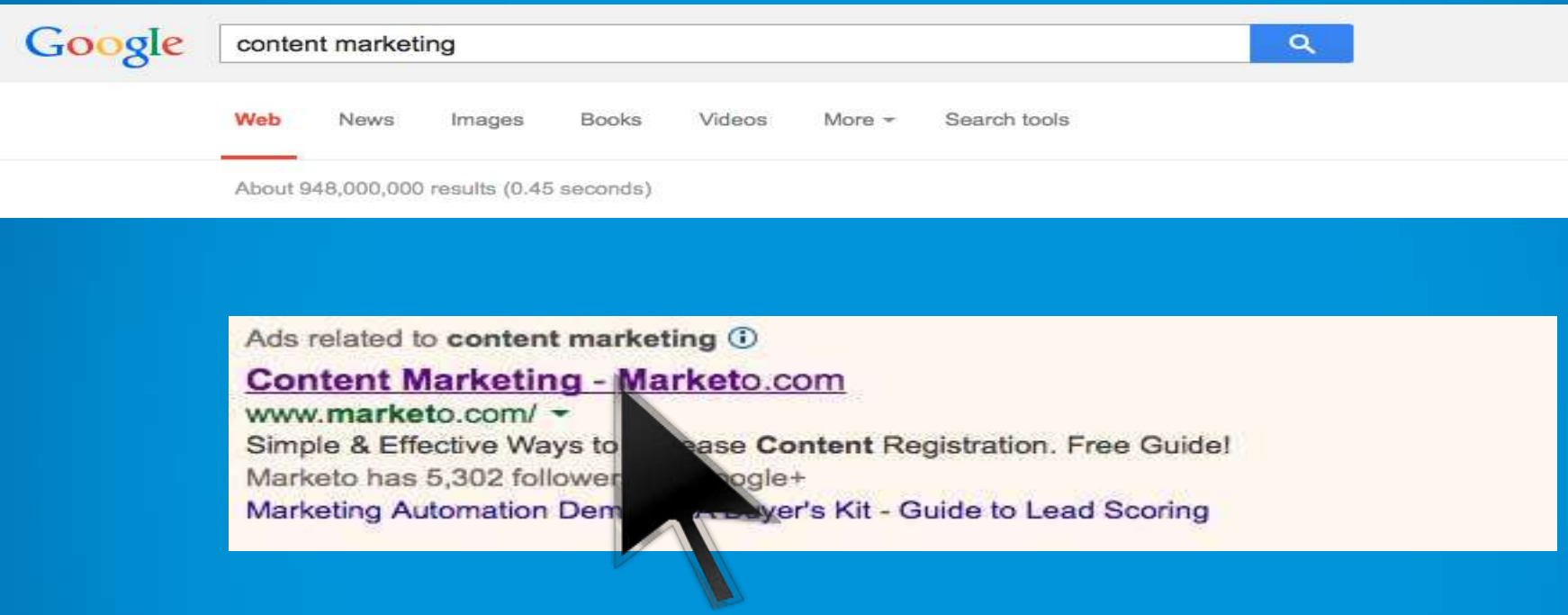

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Landing Page Conversion Factors

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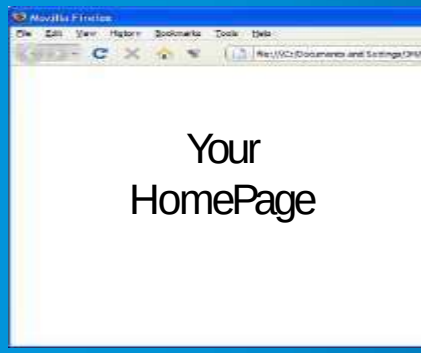
Your homepage is merely the face of your website, accessed by people who are looking for it specifically.



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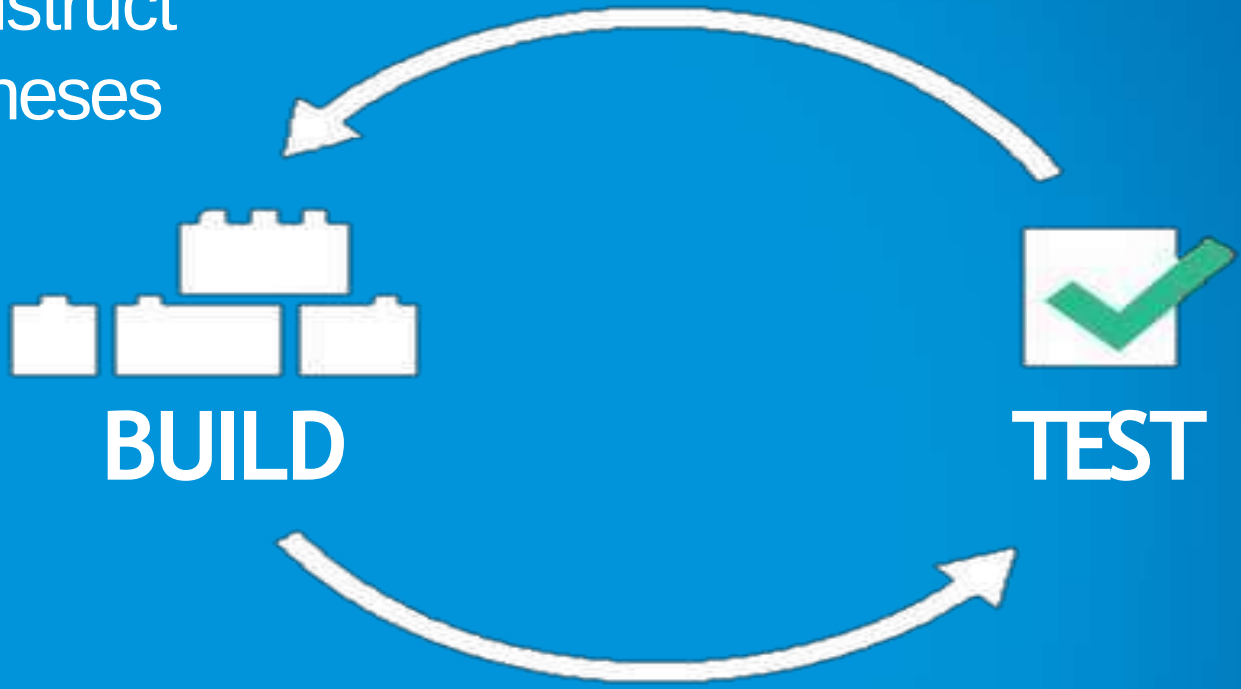
Web analytics data is **NOT** enough to construct the best test hypotheses for your site.



SPLIT TESTING

A/B Testing

Multivariate Testing

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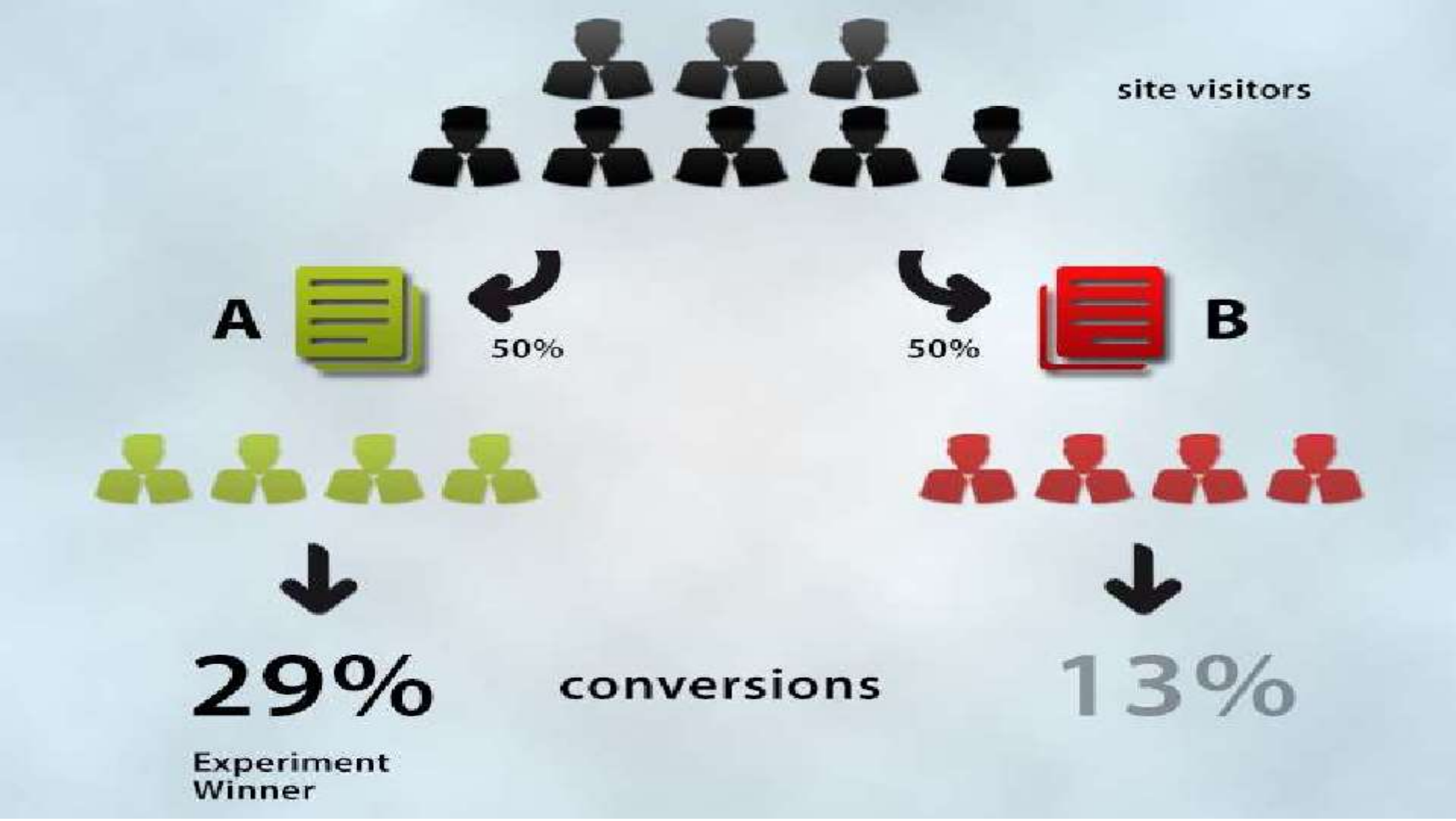

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CONTROL

VS

TREATMENT

Start your free 30 day trial

Start my free 30 day trial

CONTROL

Start your free 30 day trial

VS

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.

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The color of your CTAbutton has major impact on your potential customers' decisions – and thereby also your conversion rate.

VS

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People aren't magically drawn to a button because it's red, nor are we automatically pre-disposed 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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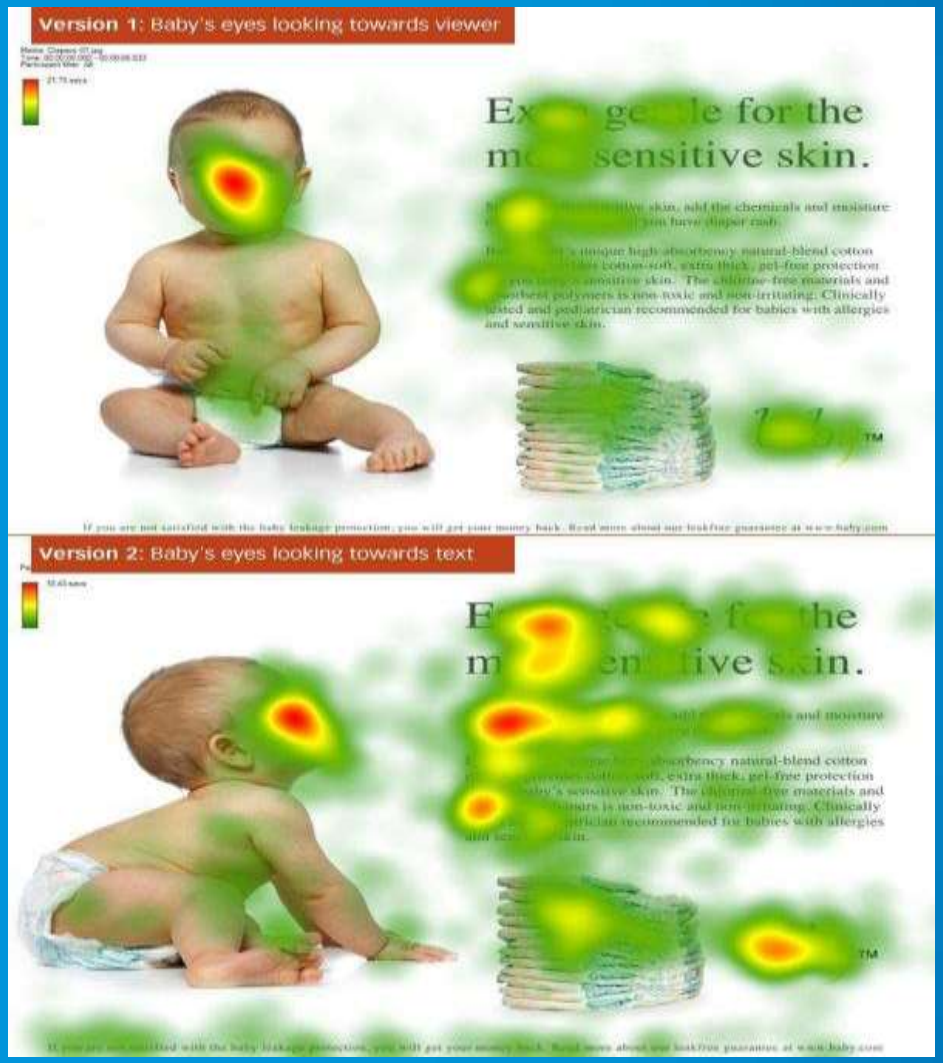
Heat Mapping
+
Human Psychology



⬆ +19%

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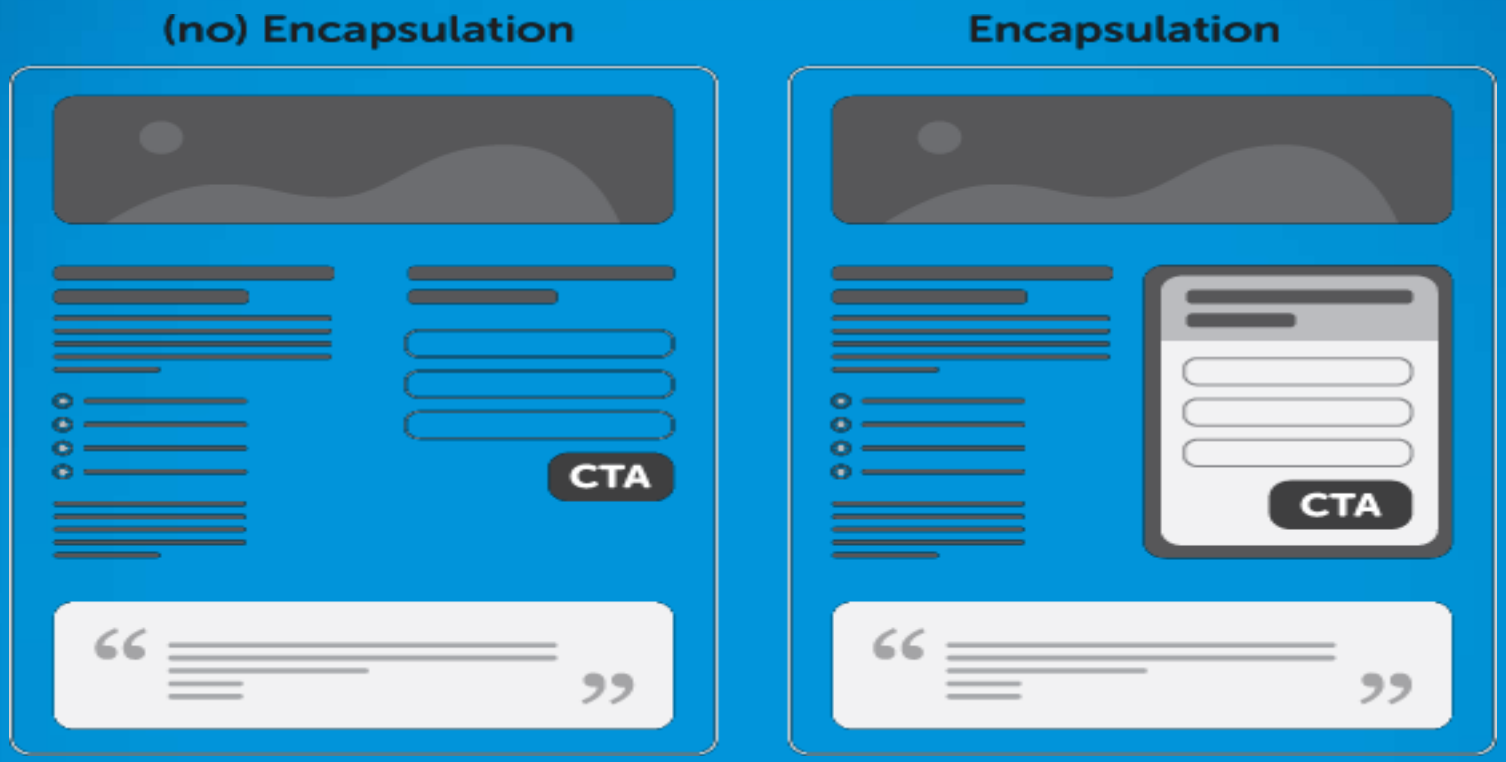
Questions like “What color converts best”
are a complete waste of time.

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?



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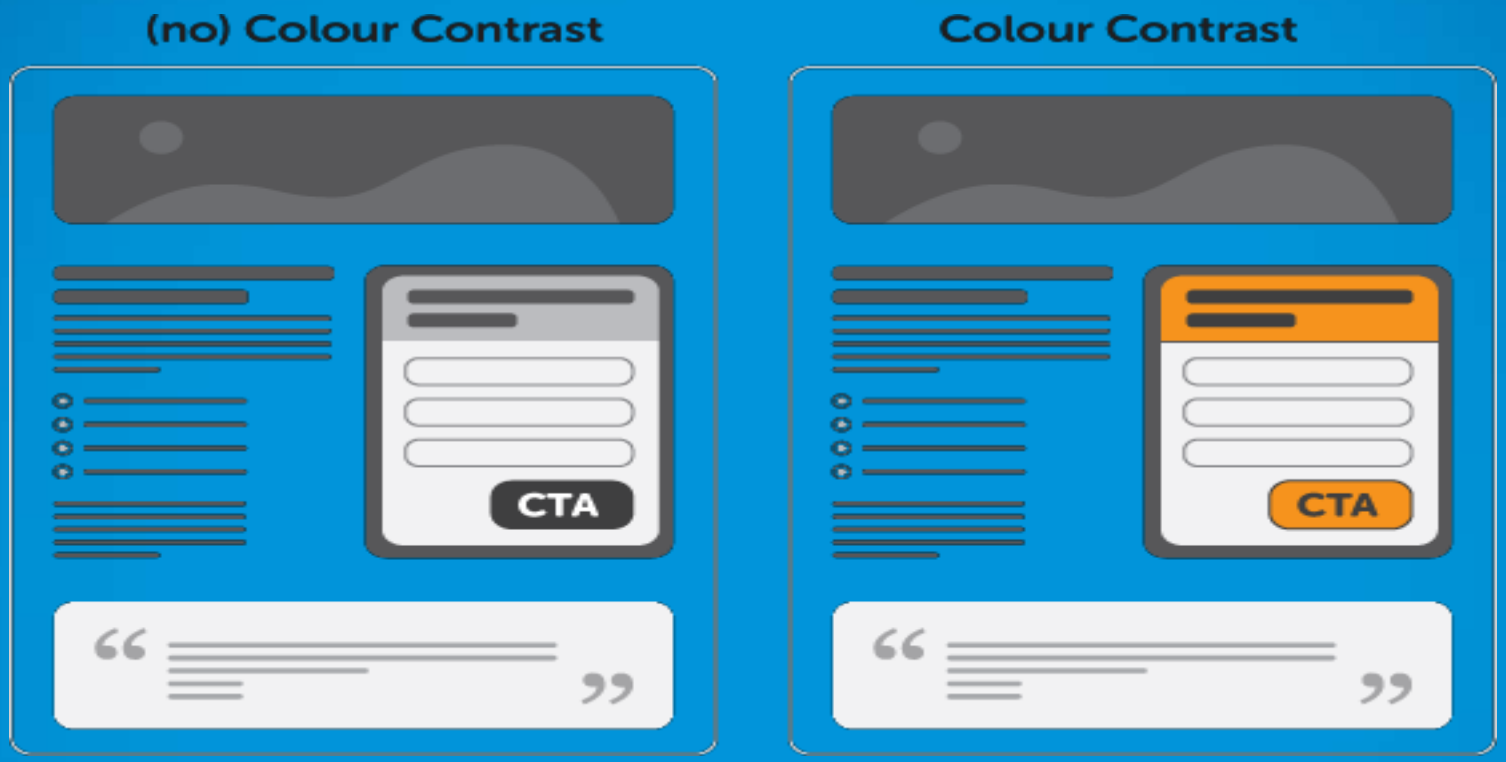

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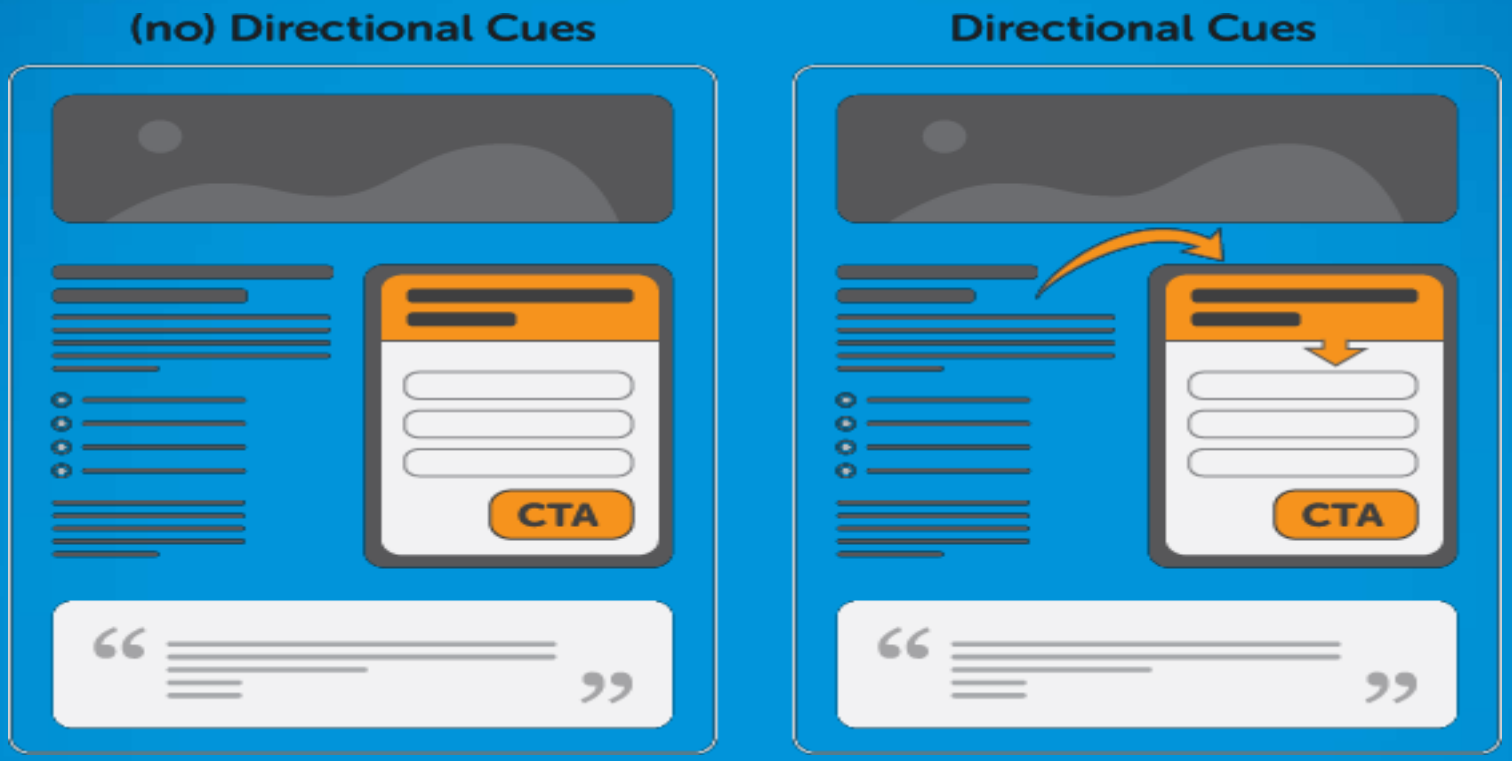

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“The vast majority of retailers reported conversion rates on smartphones were around 1%, while conversion rates for tablets were 2.4%,”

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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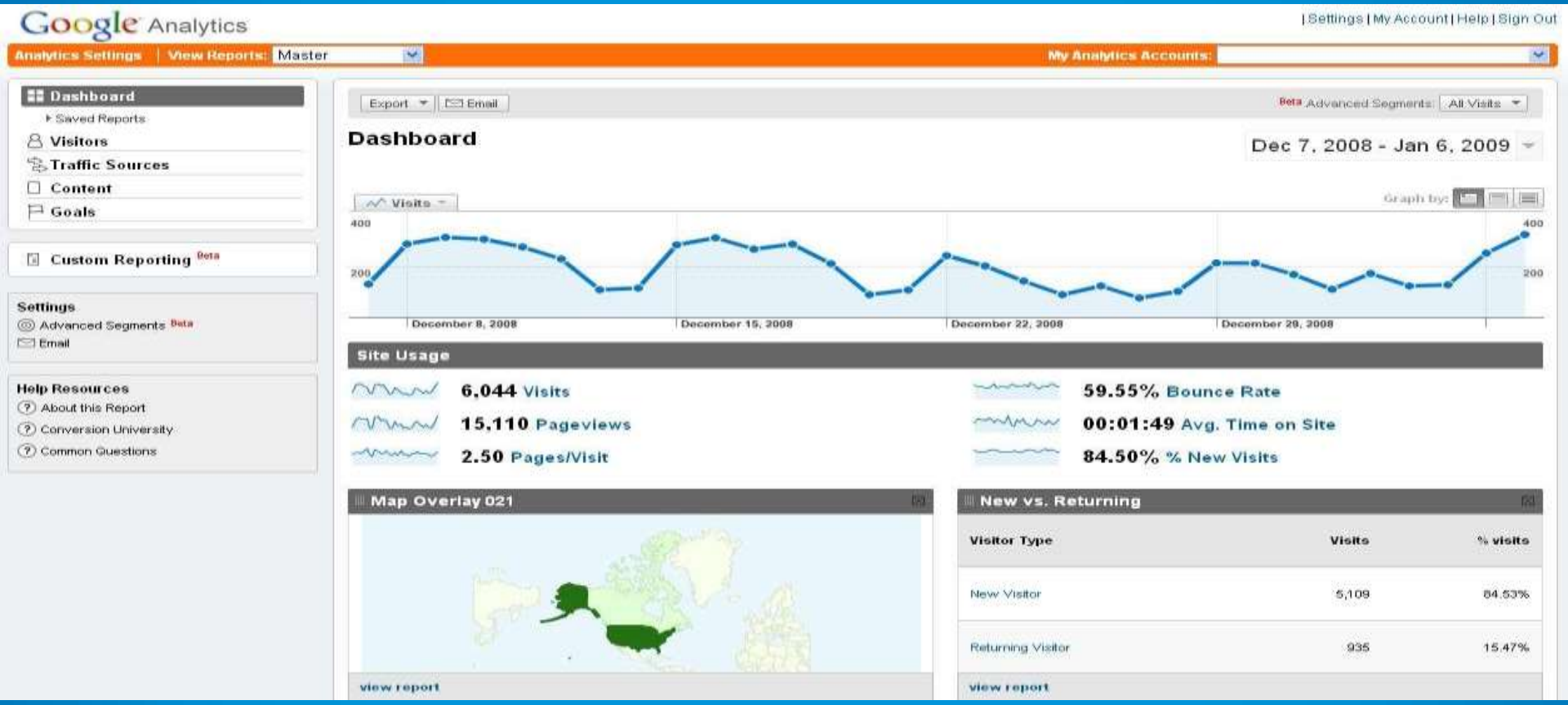
ANALYTICS



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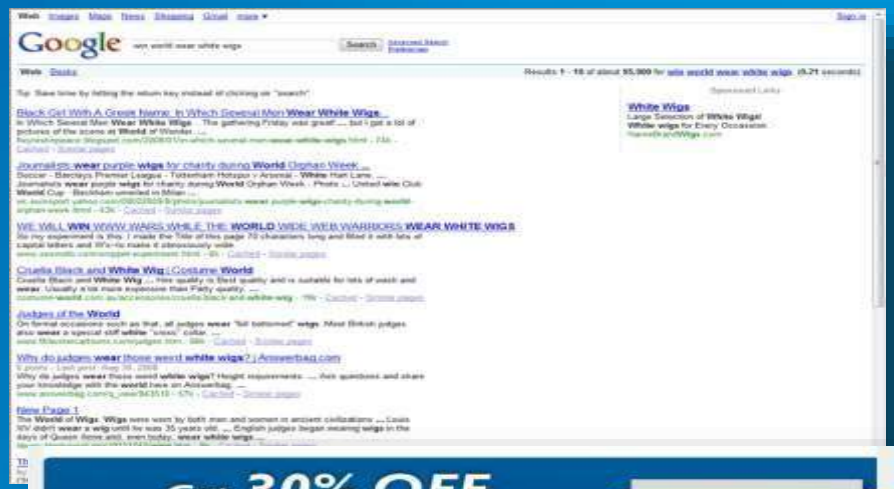
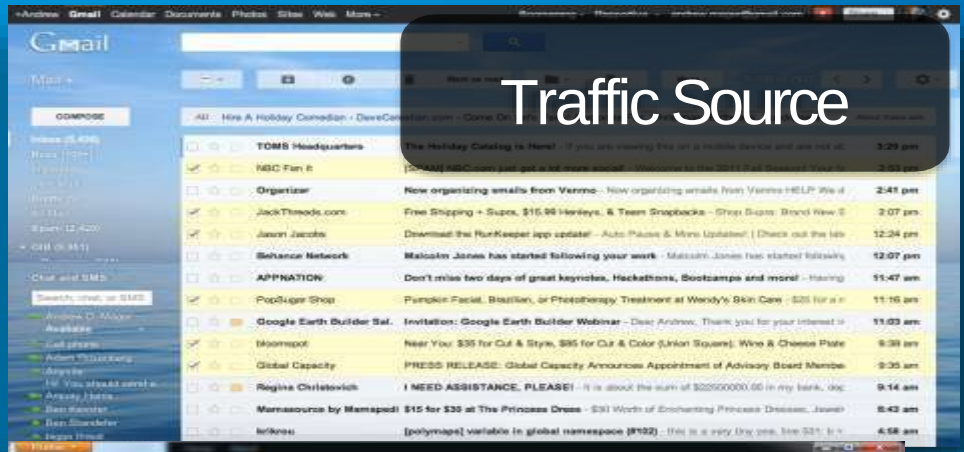
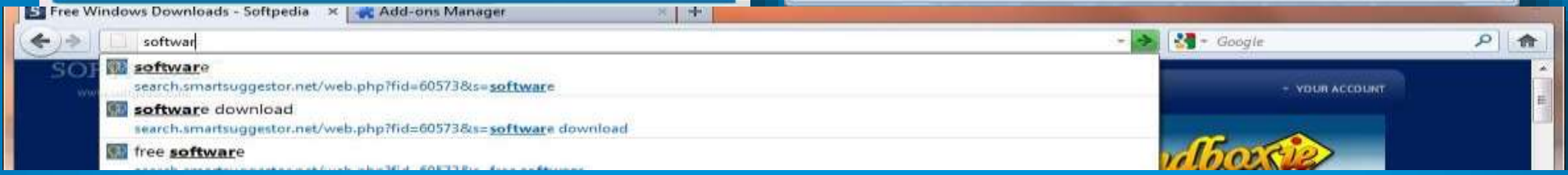
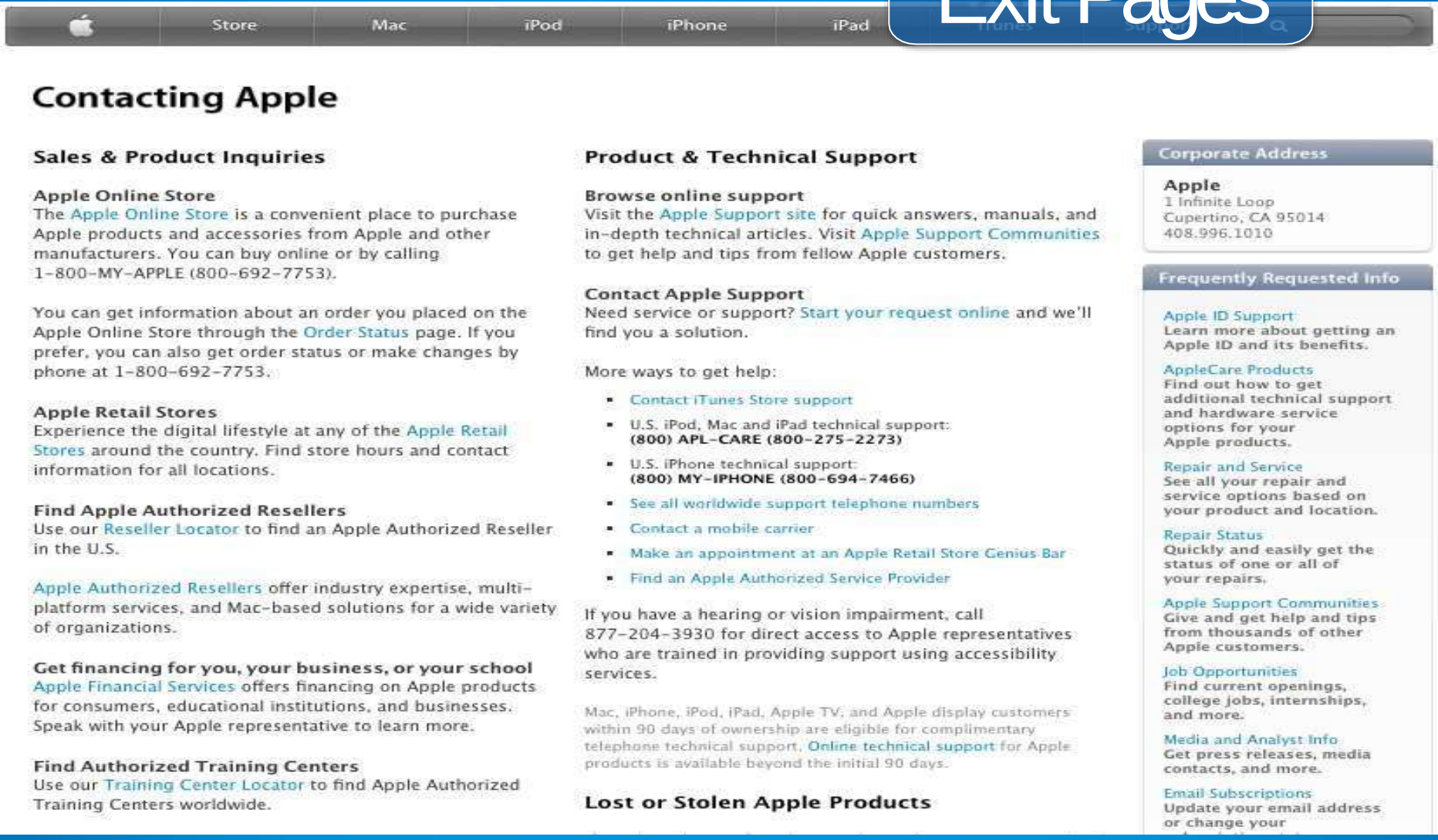
Traffic Source







Exit Pages


Store
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iPhone
iPad
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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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.
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More ways to get help:
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See all worldwide support telephone numbers
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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.
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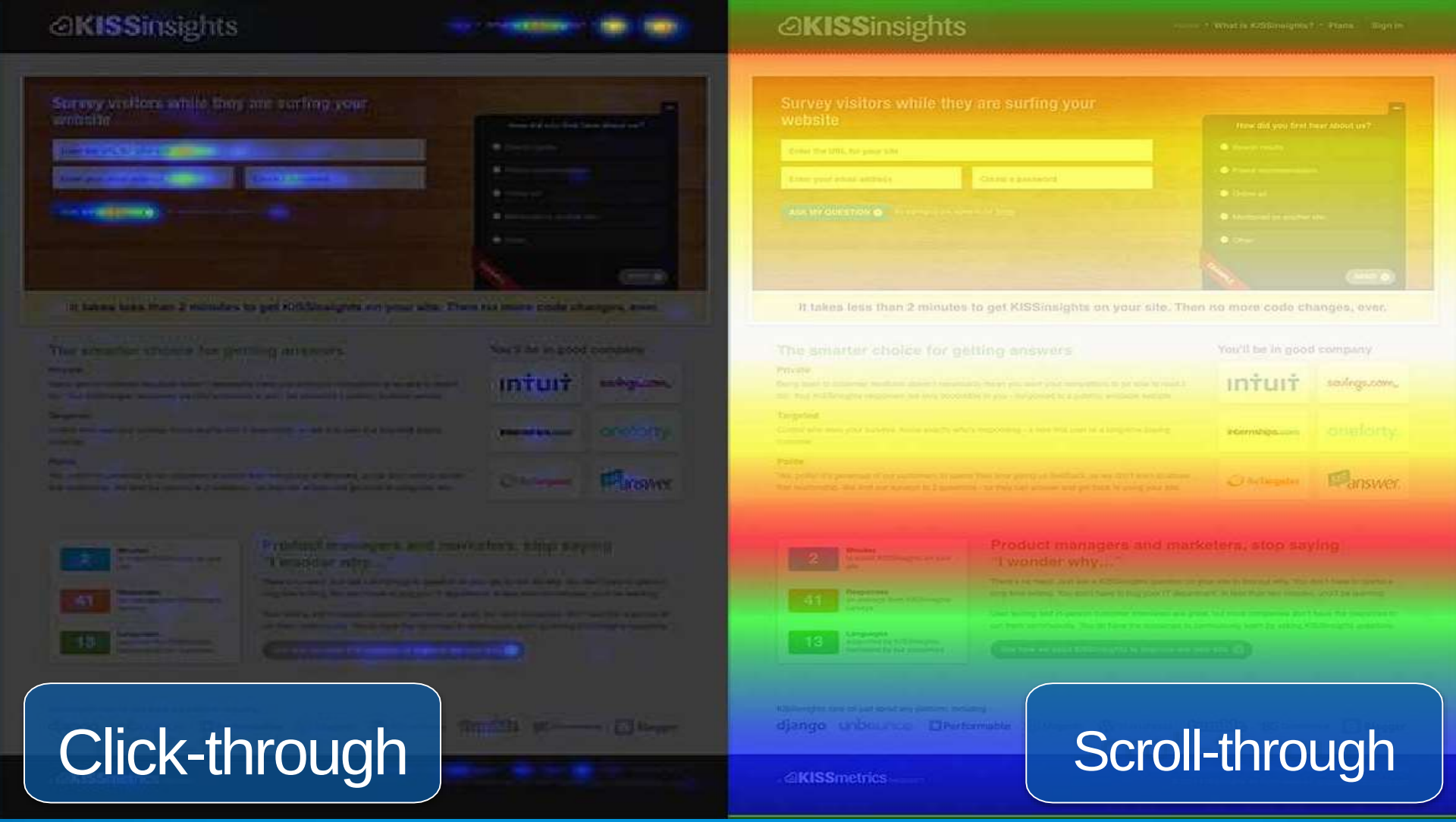
AppleCare Products
Find out how to get additional technical support and hardware service options for your Apple products.
Repair and Service
See all your repair and service options based on your product and location.
Repair Status
Quickly and easily get the status of one or all of your repairs.
Apple 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


KISSinsights
Survey visitors while they are surfing your website
It takes less than 2 minutes to get KISSinsights on your site. Then no more code changes, ever.
The smarter choice for getting answers
You'll be in good company
Product managers and marketers, stop saying "I wonder why..."
KISSmetrics
Click-through
Scroll-through

WE JUST SCRATCHED THE SURFACE

WHAT QUESTIONS DO YOU HAVE?

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