

Webpage content

Conversion Optimization

What actually conversion is?

It is a particular action or response that you want from your website visitor or landing page to take. Not necessary it involves a purchase, it can be anything like...

- Purchase
- Download - a whitepaper / eBook etc
- Register – for a webinar
- Referral – refer a friend
- Click to Call
- Click to chat
- Click to view – a video
- Subscribe- to newsletter etc

The aim of a conversion process is to turn a visitor into a lead or a customer.

So what's the big deal with Conversion?

Just that it *looks easy* but *isn't that easy!*

Think this way.

Most of us who have some experience working online can make out when we take a look at any website what are its problems, what may stop a visitor to convert into a customer etc.

Looks pretty simple, isn't it?

Trouble is, how to be just ***Sure*** that these are ***actually the problems*** and if at all they are, ***how to fix them for sure?***

The fact of the matter is, it cannot be done. Unless we actually *Test* each one of these (and probably much more that are hiding)

Conversion rate then means optimizing that which is already there, be it the website or landing page to bring more traffic and more profit from the existing customers and also, invite and convert new ones too.

Why is Conversion Rate Optimization (CRO) so important?

Because, it is the easiest and scientific way to increase profits for your business, and the way to do this is to run conversion rate tests based on actual data gathered from your existing customers.

Then use these data to revise or upgrade the existing resources to their maximum potential.

How we do CRO?

We at AbsoluteSEO follow a step by step process for this...

Step 1: Data Collection

Your Company

About your company, what are your goals, how you are different from others, your USPs etc

Your Website

- Understanding what your sales processes are
- Mapping out your sales process from start to finish, noting each touch-point between the customer and the website or even marketing materials like email etc
- Getting into each part of the process to find where problems may occur
- How much traffic your website receives.
- What demographics your website attracts
- What technology your users use, like their browser preference, device choice

Step 2: List hypotheses

We do this after reflecting deeply on...

- Target customer likes, dislikes, common trends, customer segmentation as per their behavior, purchase preference, browser preference, repeat v/s new customers etc
- Choosing Test pattern- whether testing a single page, several pages, single product/ service or several at a time etc and listing out everything. Also ensuring tracking code is set up correctly on those pages.

Step 3: Tests Framework

Depending on your specific requirement(s) and circumstance(s) we design tests.

While doing so we consider all these...

- We take into confidence all the stakeholders (if they exist) for your website such as UX teams, design teams, marketing teams etc in case if we suggest something that involves fundamental changes to page layout and design
- Whether our suggested changes are doable within the time-frame or needs time to develop, implement.

Step 4: Implement design

Determining if a re-design is necessary or just some simple changes would create wonder. Next, ensuring that the visual elements (whether simple or complex) run properly across different browsers before making them live.

In case if re-design is something unavoidable we help you to build a latest, brand-focused site that converts.

Step 5: Choose Sample Targets

We decide a portion of your traffic that will be sent the test pages depending on your visitor numbers. So that it shields the rest of them in case things go wrong.

Our 3 CRO Strategies

1. A/B or Split Testing

It is randomly splitting your traffic into two even groups. Group A gets to see your existing web page or say landing page. Group B gets a different version of the same page.

Different factors can be tested. Like headlines, copy or content, colors, call-to-action or CTA, font style and size, website design, media (image, video, text) etc.

The goal is to create a page that beats the CRO of your existing page.

A minimum of two variations is usually tested against your existing page. You can, however, test many provided you have enough traffic to get results.

2. Customer Value Proposition (CVP)

This is a marketing statement that clearly describes why a customer should buy from you. That additional value that no one else is giving.

A carefully crafted CVP is a sure and easy shot to conversion. A small thing with a big effect!

3. Tackling The Concerns

Your customers will have issues...

Is your stuff really effective? How do I know for sure? Okay, I know it works but I have some special problem/You really don't understand my need /Agreed your stuff works but it's too expensive / What if it doesn't work for me / Do you give a money back warranty?

We help you in addressing them through...

- Properly crafted FAQs
- Showing comparisons against your competitors, proving why you are better
- Placing testimonials, case studies, references etc properly at appropriate places

Whatever business you are in, profit is your ultimate success indicator and CRO is the best thing that helps you in gaining that.

It helps in increasing the percentage of visitors who end up becoming your customers, quickly increase your revenue, grow your business.

All by just optimizing the resources you already have without having to add more to it or uncertainty whether they would work or not.

What are you waiting for?

Just click *Here* to talk to our expert right away!

[Or 2nd option...

Get Your FREE Conversion Analysis Right Away! FREE SIGNUP]