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Why agencies and their clients should understand Conversion Rate Optimization?

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Outline of the presentation

- What is Conversion Rate Optimization (CRO)?
- Why CRO is important?
- A structured approach for CRO
- Testing for CRO
- CRO best practices
- The big picture
What is Conversion Rate Optimization?
What is Conversion Rate Optimization?

- **Conversion**
  - a desired action on a web page (or an app) performed by the visitor/prospect
- **Conversion rate**
  - A rate at which your website prospects are converting
- **Conversion rate optimization**
  - A systematic way of measuring and improving your website conversion rates
Why CRO is important?
Everything you need to deliver awesome, personal support to every customer.

Assign support emails to the right people, feel confident that customers are being followed up with and always know what’s going on.

ALLAN USES GROOVE TO GROW HIS BUSINESS. HERE’S HOW:

WHAT YOU’LL DISCOVER ON THIS PAGE:

- Three reasons growing teams choose Groove
- How Groove makes your whole team more productive
- Delivering a personal support experience every time
- Take a screenshot tour
- A personal note from our CEO

1500+ HAPPY CUSTOMERS:

- BuySellAds
- LessAccounting
- METALab
- StatusPage.io

Screenshot from https://www.groovehq.com/blog/long-form-landing-page
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87% more conversions

Screenshots from https://www.groovehq.com/blog/long-form-landing-page
433% more clicks

Screenshots from: https://marketingexperiments.com/a-b-testing/how-humana-optimized-banners
30% more conversions

Screenshots from: https://signalnoise.com/posts/1525-writing-decisions-headline-tests-on-the-highrise-signup-page
“53% of companies spend less than 5% of their marketing budgets on CRO”

Adobe 2013 Digital Marketing Optimization Survey
For more information, see:
https://econsultancy.com/blog/62621-most-companies-spend-less-than-5-of-marketing-budgets-on-conversion-optimization
The opposite of doing CRO
Men's
Offers & Value
Sale
Luxury Shirts Offer
Savile Row Shirts Offer
Our Best Value Buys
Buy 1 Get 1 Half Price on Luggage
New & Exclusive
Exclusive to Order
New In
Our Best Sellers
As Advertised
Clothing & Shoes
Blazers & Formal Jackets
Coats
Jeans
Jumpers & Cardigans
Linen Shop
Shirts

The navy T-shirt
Three looks for summer nights
See our style guide

FREE NEXT DAY DELIVERY TO STORES IF YOU ORDER BY 12PM
WE DELIVER TO 80 INTERNATIONAL DESTINATIONS

You are here:  Homepage »  Men's
Common misconceptions

- Referring to traditional 5-year site lifecycle
  - Sends a wrong signal
  - Site redesigns and changes should be done to improve conversion rates
- Appealing visual design is always good for business
  - Appealing visual design is usually good for conversions but it’s NOT the same thing
- Site is "ready" when it’s published
  - When site gets published it’s a starting point for continuous improvements
FACTS VS OPINIONS
Why CRO is important?

- Building a great site vs. building a site to growing your customer’s business
A recap: CRO is important because...

- Improvement in conversion rate improves revenue
- You get more out of what you already got
- You know where you are going
- Implementing site redesign from "a conversion point of view" reduces the risk of feature creep
- Understanding CRO can help you win more deals
How to do CRO?
A structured process for CRO

- Define conversion actions
- Understand your prospects
- Identify the best candidates for optimization
- Design and implement a challenger
- Test your hypothesis
- Analyze and act

Process structure adopted from Chris Goward
Define your conversion actions

- Define your conversion actions based on your business goals
- Implement those conversion actions in your web analytics tool
Understand your prospects

- Understanding your prospects helps you to create offers that convert better.
- Methods to improve your understanding:
  - Web analytics
  - Surveys, post-conversion surveys
  - User testing
  - Personas
Identify pages where to start optimizing

- Take into account
- Importance of the page
- Traffic to these pages
- Estimated amount of resources required to optimize the page
- Expected gains from the optimization
Design and implement a challenger

Combine
● Your knowledge of prospects’ problems
● CRO best practices
● Elements of persuasion marketing
● Copy writing skills
● User experience design skills

... to create a better alternative - or alternatives.
Test your challenger(s)

- Choose a suitable testing method
- Run the test
Analyze and act

- Replace the old champion with the new champion
- What did you learn? Feed your next test with the learnings
Testing for CRO
Basic principles of testing for CRO

- Different variations for the page to be tested
- Visitors are distributed to different variations of the page
- We are looking for the variation that has the best conversion rate
Things to keep in mind

- The law of large numbers
  - "According to the law, the average of the results obtained from a large number of trials [random experiment] should be close to the expected value, and will tend to become closer as more trials are performed."
- Testing different variations should take place parallel
- Testing is always prone to some errors
- Different source of traffic may act differently
Testing methods: A/B testing

- One variable
  - Can be one small element or complete page redesign
- Small change
  - We know exactly what made the difference
  - Changing things element by element takes a lot of time
- A whole page redesign
  - Fast
  - We don’t know exactly what made the difference
Testing methods: A/B testing

- Benefits
  - ease of test design
  - easy implementation
  - ease of analysis
  - ease of explanation
  - flexibility to define the variable
  - useful on low traffic sites
Testing methods: A/B testing

- Disadvantages
  - Testing ideas one at a time => very slow method
  - Can’t detect variable interactions
Testing methods: Multivariate tests

- Multiple variables
- Benefits
  - Can detect interaction between elements
  - Efficient data collecting
- Disadvantages
  - Challenging implementation
Testing tools

- Google Optimize
  - Google Analytics content experiments is being deprecated
- Visual Website Optimizer
- Optimizely
- Adobe target
- Oracle maxymiser
CRO best practices

Adopted from a book: "Landing Page Optimization" by Tim Ash
CRO best practices

- Are not a replacement for user research nor testing
- Should be combined with user research to build the challenger
- May change over time
Unclear call to action (CTA)

- Make CTA stand-out
- Make it clear what happens when user clicks the element
- Consider using reassuring message
- Place CTA above the fold
Clear CTA

Build your brand. Sell more stuff.

Sign Up Free

MailChimp is the world's largest marketing automation platform. It's like a second brain that helps millions of customers—from small e-commerce shops to big online retailers—find their audience, engage their customers, and build their brand.
Reassuring message below CTA
Too many choices

- Focus on the essentials
- Use grouping to limit the choices
Google in 2000 according to web.archive.org:
Altavista in 2000 according to web.archive.org

Visual distractions

- Don’t use images just for sake of images
- Remove elements that are not supporting conversions
Fail to deliver your promise

- Provide the promise on your landing page without conditions
Too much text

- Users skim the text, they don’t read it
- Place important stuff first
- Use bullet points instead of whole sentences
- Shorten your copy, focus on the essential
- Consider using popover elements for additional information
Asking for too much information

- Ask the information you need (also, you might have encountered a thing called GDPR 😊)
Lack of credibility

- Display testimonials
- Display your visibility in media
- Display well-known partners
- Display the number of other people using your service (if there is a reasonable amount)
The big picture
https://areena.yle.fi/1-4360518
FACTS VS OPINIONS
More definitions for CRO

- CRO
  - a process of continuous improvement
  - a systematic method of making changes
Resources for learning more

- Landing Page Optimization
  - A book by Tim Ash
- Tools for improving CRO / User Experience
  - Google Optimize, Optimizely, Hotjar, CrazyEgg, Five Second Test
- Tips for testing low traffic sites
- Check Simo Ahava’s blog for some hardcore Tag Manager & Google Analytics tips
- Improve your GA skills on Google Analytics Academy
- Cool promotional video of machine learning and A/B testing
Thank you!

Jaakko Kuurne

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Become a Drupal contributor
Friday from 9am

- First timers workshop
- Mentored contribution
- General contribution