



conversion rate optimization

CONVERSION RESEARCH PROCESS

Which approach would you choose when improving your website?

1. Go in with “gut feelings” and expect (hope) conversions will increase.
2. Start by figuring out which pages and elements are causing friction, distraction, drop-offs, and bottle-necking to the flow. Once you understand where the problems are, move on to determine possible solutions for those problems.”

Unfortunately, approach number one is more common. A DMO’s optimization approach needs to focus instead on knowing what’s happening and understanding WHY.

SIMPLEVIEW USES A 7-STEP RESEARCH PROCESS THAT FORMS THE BUILDING BLOCKS FOR A SOLID GROWTH OPTIMIZATION PLAN:

1 ANALYTICS CHECK-UP

- Analytics health check – Is everything tracked & measured accurately?
- Create conversion funnels as needed
- Establish baseline conversion rates for goals



2 MARKETING ANALYSIS

- Review mediums and traffic sources for poor performers
- Identify campaigns and mediums not delivering on priority goals
- Check sources and channels to find what is being tagged and attributed incorrectly



3 TECHNICAL BARRIER ANALYSIS

- Cross-browser testing
- Cross-device testing
- Conversion rate per device/browser
- Site speed analysis
- Site search insights

- Content grouping
- Network reports (service provider dimension) – review ISPs with high bounce rates and remove gross offenders (bot traffic)



4 HEURISTIC “HANDS-ON” ANALYSIS

- Evaluate relevance, clarity, friction, distraction, and value proposition
- Identify areas of concern and interest
- Review top pages for friction issues



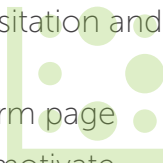
5 VISITOR FLOW

- Analyze visitor flow across page paths
- Review high volume entry /exit pages
- Identify leaks



6 FORM ANALYSIS

- Analyze visitor ignore rate, hesitation and drop-off on form fields
- Identify distractions on the form page
- Create value propositions to motivate visitors



7 BEHAVIOR ANALYSIS

- Heat maps
- Visitor recordings
- Scroll maps



TESTING ROADMAP

- Categorize and prioritize each issue using the S.I.M.P.L.E. framework™
- Translate into first test hypothesis

S.I.M.P.L.E.

SCORE IMPORTANCE MONEY POTENTIAL LIFT EASE