



Industry

IT Outsourcing

What we Found

On analyzing the data collected through Google Analytics and Mouseflow, it was observed that a large chunk of visitors engaged around the "Contact Us" button, which was initially placed in the footer section of the page. Since Isynbus has a large pool of visitors who all look for the varied services that the company offers, contact information is an indispensable part of the website. The "Contact Us" button is a point of direct contact between the visitors and the company.

how we went About doing IT

On the basis of our findings, our CRO team decided to alter the placement of this button from the footer section to the top right-hand side position in order to make this button visible more prominently to visitors and attract more attention. The team suggested that this CTA must be placed in the path of the visitors to improve user interaction.

As the table shows, the variation surpassed the original performance by a whopping 3520%. It can, thus, be concluded that "Contact Us" is an integral element of a website and should be placed at a more noticeable location.