



Case Study on PHP

Industry : IT Outsourcing

Primary Question : Which version of the page has a higher conversion rate?

Objective : Increase conversion rate of the page

Solution : PPC page re-design

The "PHP Page" provides visitors an overview of the PHP-related service that the company offers to its clients. It entails the entire capability of Isynbus vis-a-vis PHP. The old page looked like the following :

What Went Wrong

The conversion rate for the PHP page stood low at 5.25%. The page lacked ease of use and user-friendliness. It was observed that the page was not designed from visitors' point of view. So, we needed to step into the visitors' shoes to walk through the site.

How We went Out

The PHP page was analyzed thoroughly before the experiments were eventually set up. Heuristic Analysis was carried out along with the implementation of experience-based techniques for problem

solving, learning, and discovery. After the human-led evaluation of the page was complete, data collection was initiated using Google Analytics, Mouseflow and Hotjar

for polls . This data was imperative to study human behavior and human pattern when visitors arrived on the page. It formed the basis of our treatment of the page. The PHP page was studied as a user for both

Design Clarity and Content Clarity.

What We Found

- The page lacked visual hierarchy. Content arrangement was not very efficient on the page, which did not direct a visitor to take the desired action. Furthermore, a good visual hierarchy must have the most imperative element first followed right till the end by the least important one, which was lacking majorly in this page.
- One of the things that was noticed while walking through the site as a visitor was that it talked more about the company and less about the clients and what it had to offer to them. The content was all about "we" and "us". It did not clearly answer "What's in it for me" to the visitors.
- The readability of the page too was not very engrossing or relevant. The font size was very small. Also, the color combinations and the background used on the page were bland and dull.
- The content did not clarify what the page was all about. There was too much content on the page, which took away the interest of the visitors and made the page look very monotonous.
- There were 3 CTA buttons on the page and none of them stood out. Placed at inappropriate positions, the CTAs were barely noticed. Also, the title of each CTA button varied, which made it confusing for visitors to comprehend and take the desired action. The title of the CTA buttons should have been kept uniform.
- There were too many irrelevant elements and links on the page, which were not related to PHP and caused immense distraction to visitors.
- The testimonial video placed on the left hand side of the page was not very appealing and went unnoticed by a majority of visitors. In addition, the YouTube link to the video took the visitors to the

YouTube page from where many might not have returned. Also, more than one testimonial would have made the client review more credible.

- The video in the "How Does It Work" section was not pertinent to the steps of the process that were mentioned in that section.

- The "Available PHP Developers for Hire" section could have been presented in a better manner and placed at a position where it could have grabbed more eyeballs.

- Many options gave an impression that they were clickable but they were not;

for e.g., in the "Technologies You Can Hire" section, none of the options was clickable while the impression they gave was just the opposite. These options caused friction in the site flow.

- The "We answer YOUR queries!" section or the FAQ should have been eliminated. The number one goal should be to eliminate the needs for FAQ. The target audience should never feel the need to read instructions to figure out how they are to use the site. Having a dedicated FAQ page is better rather than placing the same in the primary menu.

NEW DESIGN

On the basis of the findings and suggestions, some wireframes were made. The final wireframe was given to the designer for the new design. In terms of design, the page was divided into different sections to simplify the overall process for the user. The approach for the design was kept data-driven.

Below is the mock-up that was converted into the new design for the

PPC Page: