



SEO is difficult and insanely competitive. PPC is way too expensive. So how do you get more clicks, more conversions, more leads - without ripping apart your budget?

The answer is, with the help of Conversion Rate Optimization or CRO.

This brochure will discuss how the techniques of Conversion Rate Optimization (CRO), a fairly new entrant on the digital marketing landscape, can be used to increase conversions on your website and drive more sales and profit from within the amount of traffic you currently receive.

You will also learn all about of our unique CRO services and how the process designed by us will fetch better results than any other service provider. CRO is an ongoing process that calls for experts in related fields like Google Analytics, Research and Data Analysis.

- 30+ certified marketing experts with prestigious international certifications from Meclabs, Market Motive Web, Google Adwords, Bing and Google Analytics
- Direct Training from top CRO experts such as Peep Laja through Conversion XL Conversion Optimization Training Program
- 100+ successful CRO campaigns implemented
- 55% average decrease in bounce rate
- Lift In Sale up to 141%
- Free CRO Audit for your website along with Free Google Analytics Health Checkup and Support

But first...

What is Conversion Rate Optimization?

Conversion Rate Optimization (CRO) is the method of using analytics, surveys and other tools to improve a website's performance by identifying the leaks in the site and fixing them.

The cycle goes something like this:

- 0 Set goals (conversions, leads, traffic)
- 0 Gather and analyze data
- 0 Set goals (conversions, leads, traffic)
- 0 Turn insights into hypotheses
- 0 Get data from these tests
  
- 0 Put in place some measurement tools
- 0 Convert data into insights
- 0 Put in place some measurement tools
- 0 Test your hypotheses
- 0 Again, analyze the data and it goes on

## Case Study

For instance, for an e-commerce website, the main objective is to make people buy from the site/online store. To achieve this, an e-commerce site should strive to make the buying process simple and user-friendly.

In other words, the main objective is to increase the number of transactions. We have a client who is an e-commerce giant in Canada. While the site was getting a lot of visitors, we noticed that there were huge drop-offs on the product pages. When our CRO team did the CRO audit of the site, we discovered that an important component was missing from the product pages there was no filter installed.

When an e-commerce site sells a variety of products, it becomes imperative to add a filter to make the selection process easy for the buyer.

We suggested the inclusion of a filter. Once the filter was added to the product pages, the bounce rate for the product pages declined drastically. Just one minor change led to the retention of visitors on the site. That's the power of CRO.

While marketing campaigns can bring more traffic to your site or landing page, CRO helps convert more of your existing traffic into leads.

CRO is not just about increasing sales. The objective of Conversion Rate Optimization

is to make the user's journey on your website as well as the entire sales conversion process easy. It's about identifying the bottlenecks in the sales funnel that stops the customer from fulfilling the desired goal.

### Decoding The Whys And Hows Of Your Website And User Behavior

You've spent a lot of money building your website, you've got a fantastic product and you've done everything right in terms of SEO. You've even spent a small fortune on paid advertising campaigns. But, your sales aren't exactly going through the roof and the ROI is much below expectations. What's going wrong?

This is How We Will Help You:

- Identify the reasons as to why people are bouncing off rather than staying on your site. What were they looking for and did not get? We will collect data for your site and identify the loopholes that are preventing the visitor from turning into your customer/client.
- Based on data from Google Analytics, Hotjar and others, we will prepare a variation for the existing pages. The main aim will be to increase the conversion rate (get more leads) from those pages, but from the same volume of traffic.
- The most important thing we will do for you is build a sound conversion strategy. Nothing we do or suggest will be based on mere guesswork. If we change the header section of your site, we will back it up with data to help you understand why we decided to make the change.

### Why CRO Is So Important For Your Site

As mentioned above, CRO provides you with hypotheses that help you increase conversions within the amount of traffic you are currently receiving. This will help you save cost; for example, a doubled conversion rate would reduce cost-per-acquisition by half. In short, it's about getting more business but without having to spend anything extra on getting more web traffic.

That's not all.

- Through CRO, you will get acquainted with your ideal user's behavior. What are the pages they most visit and what products do they usually buy. CRO, in other words, helps shape your marketing strategy and get more qualified leads. It gives you the vantage point of customer insight rather than guesswork
- CRO also helps identify the pain points of people visiting your web page or landing page. With the help of analytics, you can test the variations and see if the solution you came up with for your visitors worked or not.

- It is ineffective to spend more money to bring more web traffic if you aren't maximizing the conversions/opportunities you already have with your existing web traffic. Maximizing the potential of your digital marketing campaigns heavily depends upon having a strong CRO foundation first ; otherwise, any efforts to bring in traffic to your website will go to waste .

But, are you eligible for Conversion Rate Optimization?

Every website has its own niche and target audience. Therefore , the marketing objective varies from site to site and industry to industry. In chemistry, there is always a point before which a chemical reaction does not start. Similarly, in CRO, no suggestions can be made for a site whose traffic is less than 1000 visitors. That is, a site should have a minimum of 1000 visitors in a month.

What if your site does not get 1000 visitors in a month?

If your site does not get the minimum traffic required for CRO, th e n , your primary focus should be to increase the traffic of your website. If your current marketing strategy is not yielding the desired results, you can give our Search Engine Optimization and Google Ads Management services a try.

CRO Services for Website Optimization:

- Conversion Rate Optimization(CRO),landing-page optimization, and customer-journey mapping-with A/B testing and multivariate testing
- User Experience (UX), including usability testing
- Website design and information architecture
- CRO Copywriting services
- Shopping cart abandonment Recovery Campaign Optimization
- Process redesign, including value-stream mapping

CRO Services for Website Re- Designing:

- Website Speed Test
- Content and Design Analysis
- Multiple design prototypes to let you select the one that seems best
- User-friendly design
- Copywriting, in case the content needs re-work
- Testing new designs against the old, existing one

Conversion Research & Analysis:

- Provide a consistent experience to visitors (remember they have 'landed' here following your promise)
- Marketing research for better product understanding
- Strategy and business-model redesign

Landing Page Optimization:

- Conversion Research and Analytics, including tracking, traffic analysis, and conjoint analysis
- Have a clear and relevant headline
- Ensure congruence
- Avoid distractions and clutter
- Avoid multiple CTAs