

Conversion Rate Optimization

I. Research and analysis

- Become the customer
- Set up funnels in Google Analytics
- Use other analytics packages
- Do five usability tests
- Survey your customers
- Talk to sales staff

Conversion Rate Optimization

2. Solutions

- Create a list of all the objections + issues
- Brainstorm ways to overcome them
- Look for hidden opportunities
- Prioritize the actions

Conversion Rate Optimization

3. Development and testing

- Develop the variations and take screenshots
- Set up Crazy Egg on variations
- Test using Google Website Optimizer or other testing software (whichmvt.com)

Conversion Rate Optimization

4. Review and develop

- Log the results and screenshots
- Analyse the results (big losses are just as important as big wins)
- If you got a win, can it be developed further?
- If you got a win, can it be applied to other parts of the funnel?