Build and Execute Your Conversion Optimization Strategy
or, *The Multivariate Disadvantage*

Plus, Two Special Announcements!

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What do we do?

• **Conversion Rate Optimization Testing**
  – Planning, copywriting, design & coding
• **Landing Page Optimization**
• **Web Analytics & Unbiased AdWords Audits**

Results

• Conversion rate lift of **10% to 407%** for every multi-test client
Let’s start with a little warm-up!
Which Paid Search Landing Page Won?

A vs. B

A: *Proven Hair Loss Solutions*
   - The Non-Surgical Bio-Matrix
   - Microscopic Hair Transplantation
   - Extreme Hair Therapy

Free Analysis – Save $250 Now >>

B: *Proven Hair Restoration Solutions*
   - Non-Surgical Bio-Matrix Strand-by-Strand® Process
   - Microscopic Follicular Unit Hair Transplantation
   - Extreme Hair Therapy

Free Analysis – Save $250 Now >>

News: Hair Club Comes to Mississauga, Ontario
Controlled Test Result

20% Conversion Rate Lift

B

Proven Hair Restoration Solutions

Non-Surgical Bio-Matrix Strand-by-Strand® Process
Remember what it felt like to run your fingers through your hair? Or, better yet, how it felt when someone else did? Our natural-looking, virtually undetectable human hair systems make it possible.

Microscopic Follicular Unit Hair Transplantation
Cutting-edge advances in surgical hair transplant technology that will give you the look you want and an appearance so natural, you'll be glad you went for it.

Extreme Hair Therapy Products
Our proven hair therapy cleansing and conditioning system for balding and thinning hair will rejuvenate your hair follicles and reinvigorate your life. Includes an FDA-approved hair regrowth agent.

CALL NOW
Free Analysis – Save $250 Now >>

News: Hair Club Comes to Mississauga, Ontario

“Since I joined Hair Club... I can go out and get sand in it or sweat as much as I want, I can't believe how real it looks or how quick and easy Hair Club has made it.”

“I first realized I started losing my hair when I was about 22 and I was looking 32 rather quickly. I just didn’t have the confidence before.”

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Controlled Test Result

Marketing Insight!
Conversion Optimization Has Been Undersold
You have thousands of visitors waiting to tell you how to persuade them to act
You Are Wasting Your Traffic…

If you’re just testing buttons and headlines!

Get a Free Quote Now!

Get a FREE Quote Now!

Start here!
We Need to Talk.
Conversion Optimization is NOT...

Just ‘Best Practices’ Advice

CONSULTING

If You’re Not a Part of the Solution, There’s Good Money to be Made in Prolonging the Problem.
Don’t Blindly Follow “Best Practices” Advice

Green buttons work best…
Red buttons work best…
No, use orange buttons…
Minimize form fields…
Minimize clicks to conversion…
Emphasize security icons…
Security icons raise anxiety…
Sex sells…
Always include a smiling person…
Never include people…
Use long copy landing pages…
Minimize your copy length…
Lead with benefits…
Lead with features…
Etc…
Conversion Optimization is NOT...

Usability Testing

Just verbalize whatever comes to mind

I hope I say the right thing to get my $100 and pizza slice!
Conversion Optimization is NOT…

Visitor Surveys

Help us to improve!

Would you like to participate in our short survey?

If you agree to take part the survey will start when you finish your visit to IKEA.com today

Take Part
No thanks

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Conversion Optimization is NOT...

Multivariate Testing

Weak Ideas → Brilliant Results
Conversion Optimization is NOT...

Before & After Testing

Conversion Rate →

Old Page → New Page

Oops…
Real Conversion Optimization is…

Persuasion Marketing
Real Conversion Optimization is...

Persuasion Marketing

Experience Design
Real Conversion Optimization is…

Conversion Optimization

Persuasion Marketing

Scientific Method

Experience Design
How?

5-Step Strategic Conversion Optimization
These Frameworks are Working in All Industries

Clients globally: US, UK, Canada, Spain, Sweden, Israel, Australia, Japan
RV Travel Site-Wide Conversion Optimization
Use the 5-Step Conversion Optimization Strategy

**Step 1:** Align Objectives to Business Goals

**Step 2:** Identify Optimization Opportunities
Which Pages Should You Optimize?
Identify Optimization Opportunities

Three Criteria:

1. Importance
2. Potential
3. Ease
## Top Exit Rate Pages

<table>
<thead>
<tr>
<th></th>
<th>Page</th>
<th>Exits</th>
<th>Pageviews</th>
<th>% Exit</th>
</tr>
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<tbody>
<tr>
<td>1.</td>
<td></td>
<td>52,952</td>
<td>283,525</td>
<td>18.68%</td>
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<tr>
<td>2.</td>
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<td>13,986</td>
<td>30,785</td>
<td>45.43%</td>
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<tr>
<td>3.</td>
<td></td>
<td>12,498</td>
<td>32,987</td>
<td>37.89%</td>
</tr>
<tr>
<td>4.</td>
<td></td>
<td>13,176</td>
<td>39,345</td>
<td>33.49%</td>
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<tr>
<td>5.</td>
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<td>13,296</td>
<td>42,661</td>
<td>31.17%</td>
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<tr>
<td>6.</td>
<td></td>
<td>9,916</td>
<td>21,123</td>
<td>46.94%</td>
</tr>
<tr>
<td>7.</td>
<td></td>
<td>15,761</td>
<td>69,619</td>
<td>22.64%</td>
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<tr>
<td>8.</td>
<td></td>
<td>7,896</td>
<td>21,670</td>
<td>36.44%</td>
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<tr>
<td>9.</td>
<td></td>
<td>9,425</td>
<td>34,217</td>
<td>27.54%</td>
</tr>
<tr>
<td>10.</td>
<td></td>
<td>6,471</td>
<td>16,325</td>
<td>39.64%</td>
</tr>
</tbody>
</table>
Which Home Page Challenger Won?

A vs. B
Controlled Test Result

60%
Phone Call
Booking Lift!
But, wait!
Controlled Test Result

12% Potential Booking Drop!
How to Develop a Conversion Optimization Strategy

Step 1: Align Objectives to Business Goals
Step 2: Identify Optimization Opportunities
Step 3: Create Powerful Test Hypotheses
Knowing What to Test: Using the LIFT Model™

(Note: For more, search “WiderFunnel Lift”)

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Persistent Call-To-Action Test

- A/B/n Test
- Site-wide PCTA
- Web Form & Phone
Analyze the Page to Create Hypotheses

- **Clarity**: CTA design gives a ‘banner ad’ feel, ignored
- **Relevance**: No relevance to RV rental in title
- **Urgency**: No mention that RVs bookings are limited
- **Clarity**: Mis-aligned labels, fields and icons confuses
- **Clarity**: Labels above fields inhibits eyeflow
- **Clarity**: No separation between Pick-up, Drop-off
- **Relevance**: CTA button copy does not match headline
Develop Test Hypotheses

**WEAKNESS**

- **Clarity** - Mis-aligned labels, fields and icons confuses eyeflow
- **Relevance** - CTA button copy is not specific or matched to headline
- **Urgency** - No mention that RVs bookings are limited

**STRENGTH**

- **Hypothesis**: Visually aligning fields & labels will lift conversions
- **Hypothesis**: Changing button copy to match will lift conversions
- **Hypothesis**: Using limited availability will lift conversions
Which Booking Widget Won?

A

Price your holiday & Book Online

Pickup At
Select Location

On (d/m/y)

Dropoff At
Select Location

On (d/m/y)

GO

B

Price Your Holiday & Book Online

Pickup at: Select Location
Starting on: 

Dropoff at: Select Location
Starting on: 

Price Your Holiday & Book Now!

1-800-461-7368
Toll-free in CAN & US

C

Get RV Rental Pricing & Availability
Limited availability - book now!

Pickup at: Select Location
Starting on: 

Dropoff at: Select Location
Starting on: 

Get RV Rental Pricing & Availability Now!

1-800-461-7368
Toll-free in CAN & US
Controlled Test Result

106% Booking Lift! Phone & Online
How to Develop a Conversion Optimization Strategy

**Step 1:** Align Objectives to Business Goals

**Step 2:** Identify Optimization Opportunities

**Step 3:** Create Powerful Test Hypotheses

**Step 4:** Execute a Cycle of Continuous Improvement
Use a Systematic, Repeatable Process

1. LIFT Analysis
2. Hypothesis Creation
3. Funnel Experiment Map
4. Graphic Design & Copy
5. Technical Install
6. Experiment Launch
7. Results Analysis

WiderFunnel Kaizen Method™

Kaizen Plan
How to Develop a Conversion Optimization Strategy

Step 1: Align Objectives to Business Goals
Step 2: Identify Optimization Opportunities
Step 3: Create Powerful Test Hypotheses
Step 4: Execute a Cycle of Continuous Improvement
Step 5: Avoid Common Conversion Optimization Mistakes

For more: Download the Whitepaper
URL: widerfunnel.com/white-paper-5-steps
Or search: “widerfunnel white paper”
Special Announcement #1

ConversionSkills.com just launched!

- Test your Conversion Skills
- View case studies
- Find out what really works

Go to: **ConversionSkills.com**

(it’s free)
Free Offer: Custom Landing Page Evaluation

Interested in a Free Landing Page Evaluation?
• 10 time slots are available for eMetrics
• Scheduled on a first-come, first-served basis

To Qualify:
1. Send an email to: eMetrics@WiderFunnel.com
2. Tell us the URL of the web page you’d like evaluated
3. Minimum 30,000 unique visitors per month
The Conversion Optimization Agency
WiderFunnel provides full service Conversion Optimization and Landing Page Optimization including: planning, web analytics, copywriting, design and development. You get more leads and sales from the same website traffic. [http://WiderFunnel.com](http://WiderFunnel.com)


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