CONVERSION RATE OPTIMIZATION 101

Make Your WordPress Site Convert!

Chris Edwards
Director of Technology
at Effin Amazing
@ChrisEdwardsCE

2015 WORDCAMP TAMPA
GROW WITH WORDPRESS

WHERE DO YOU START?

CRO is a process of diagnosis hypothesis and testing

First

GET INTO THE CRO MINDSET

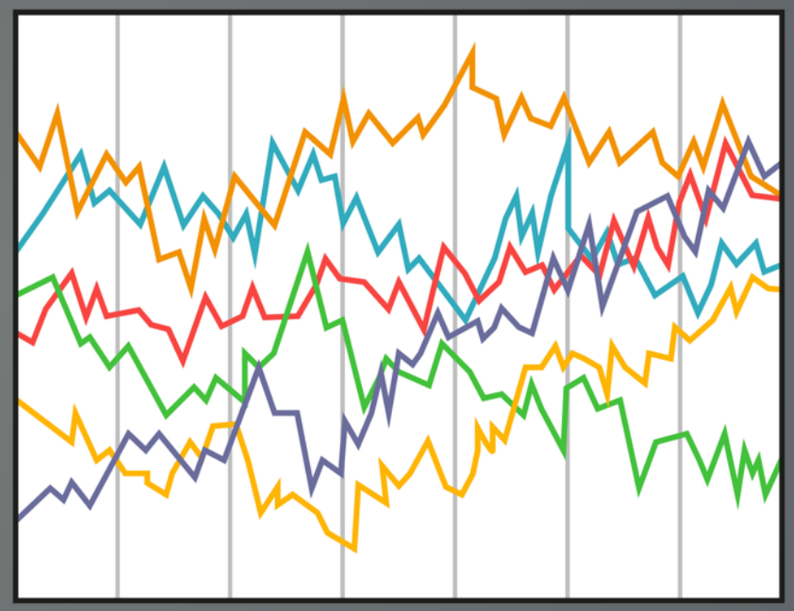
Don’t be afraid to fail

Keep an open mind

Do more with less

Follow the data

LET IT GO!



#beamazing

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Second

START WITH A PLAN

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DON’T JUST TEST TO TEST

Define your metrics

Create goals

Start big, refine down

KNOW WHY!

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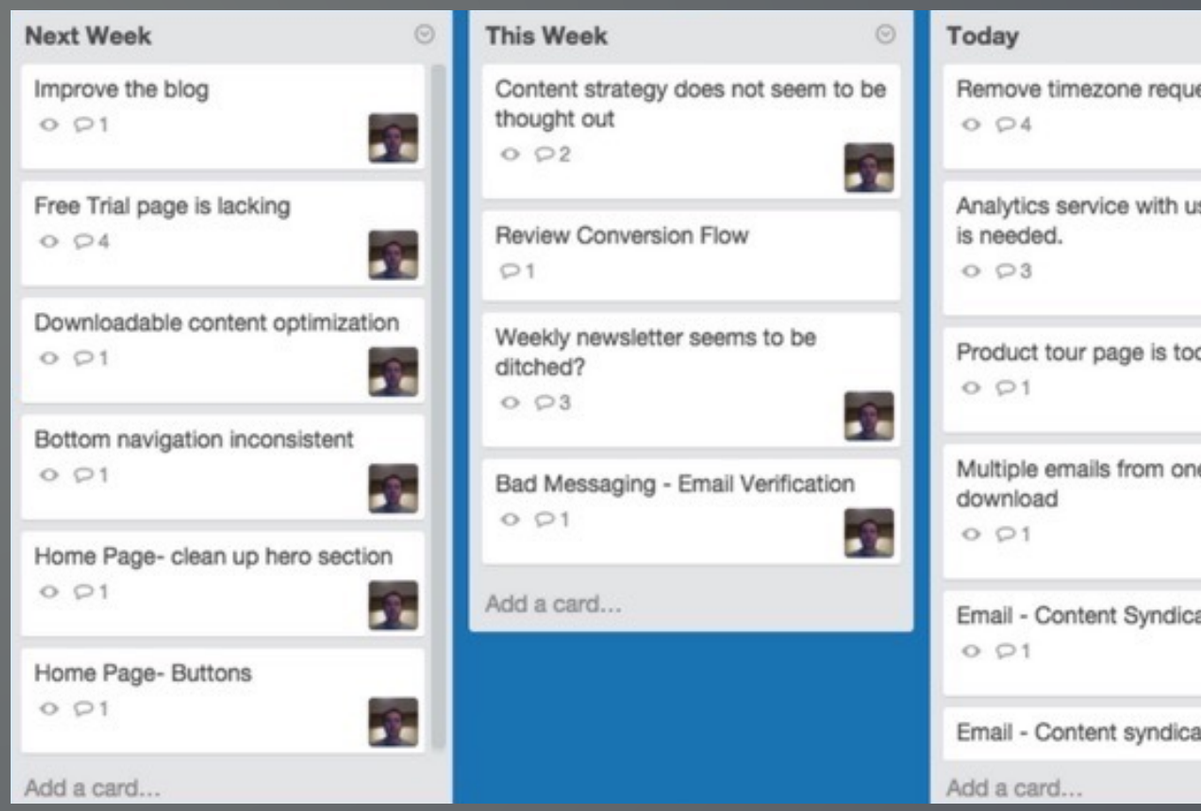
CREATE A BACKLOG

Plan out future tests

Tests can end early

Be ready to switch out

WHAT'S NEXT!



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Third

COLLECT QUANTITATIVE DATA

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SO MANY TOOLS!

Adobe Analytics

mixpanel

MOZ

HubSpot

Google Analytics

compete

clicktale

splunk>

JETPACK

KISSmetrics

CLICKY® WEB ANALYTICS

ConcreteData

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MOST COMMON

Easy to install

Goal & event tracking

Widespread use

IT'S FREE!

Google Analytics

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MORE ADVANCED

They are directly integrated into most AB testing tools

mixpanel

KISSmetrics

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BUILD YOUR FUNNEL

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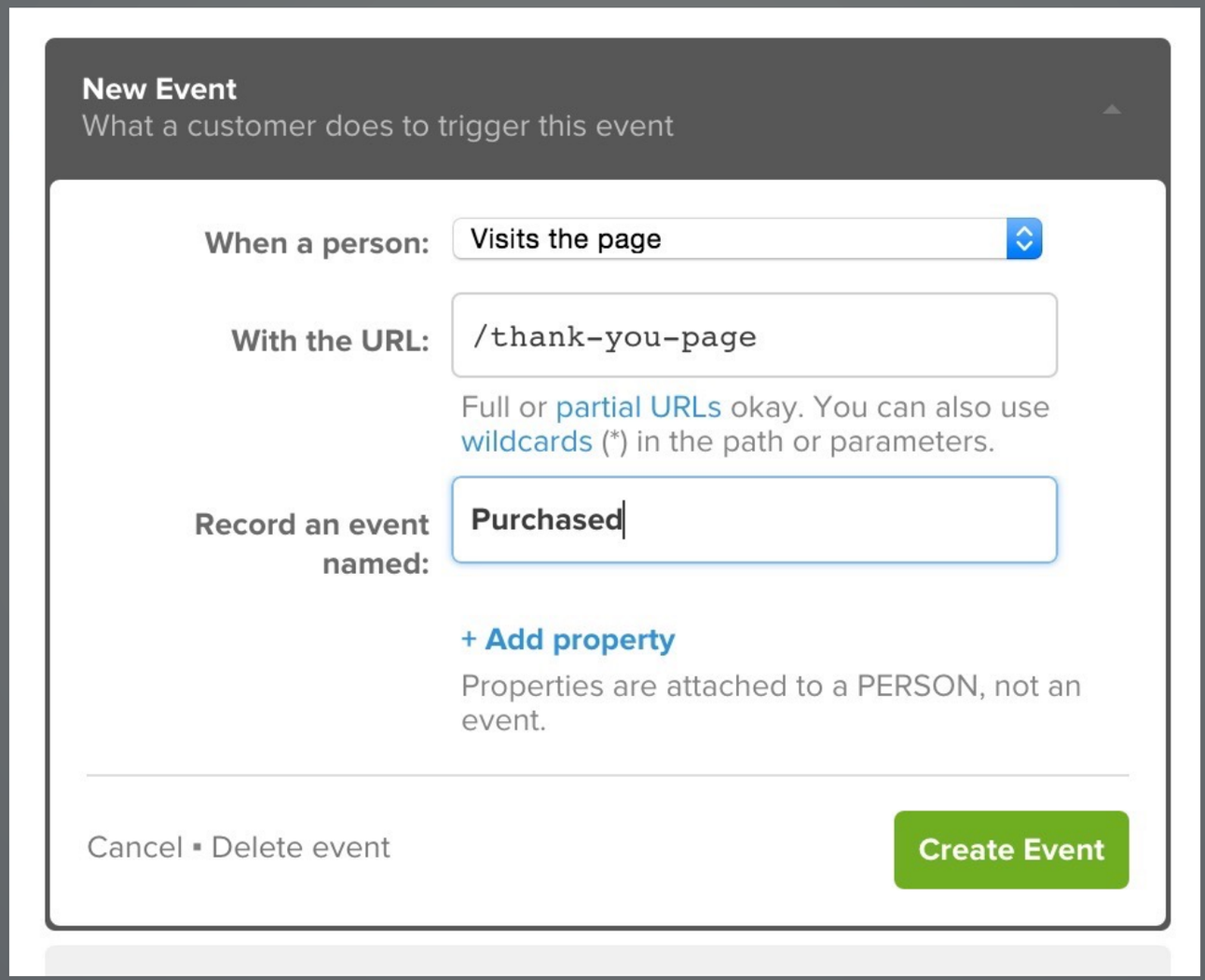
BUILD YOUR FUNNEL

KISSmetrics



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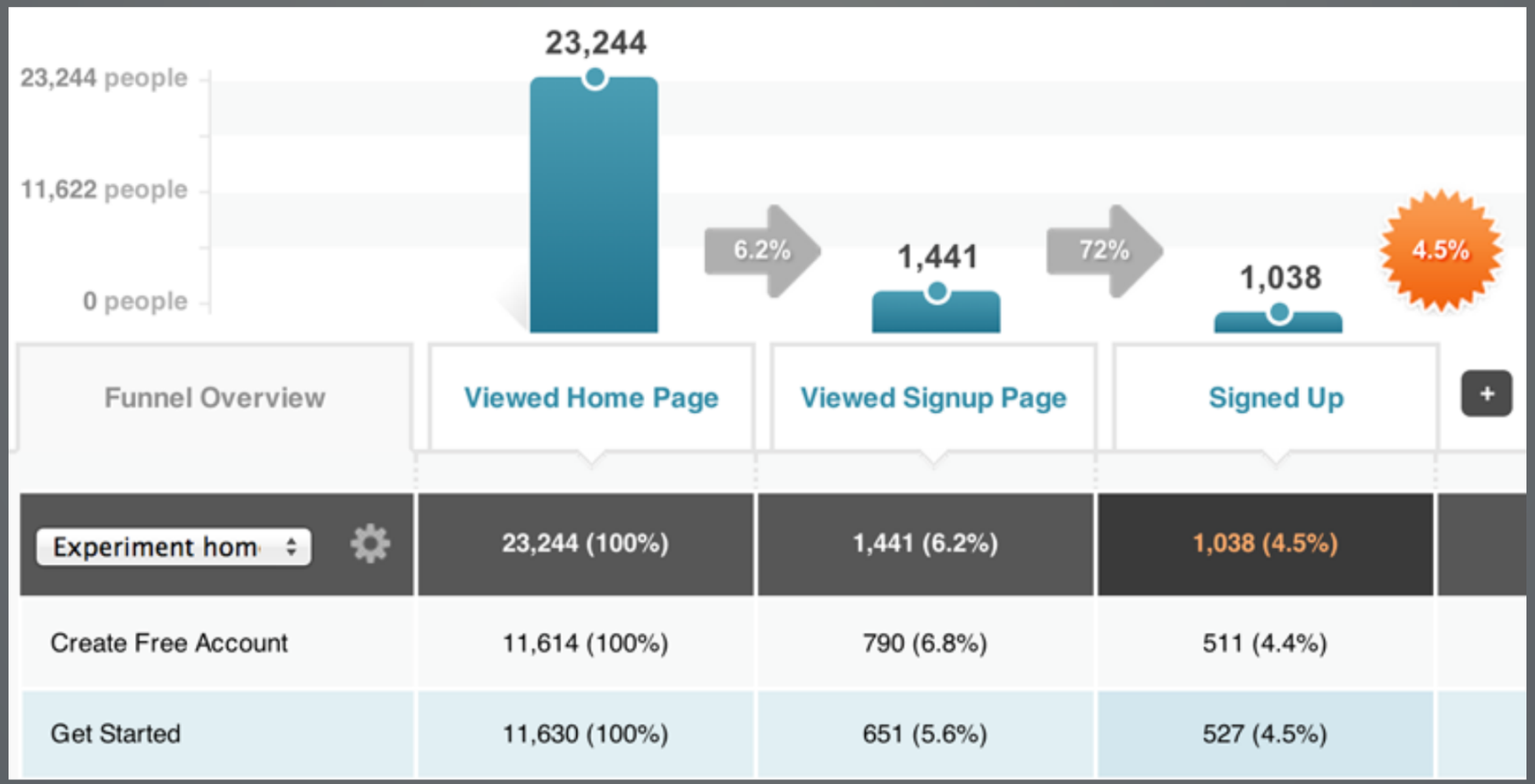
BUILD YOUR FUNNEL

KISSmetrics

Experiments show in funnel reports automagically



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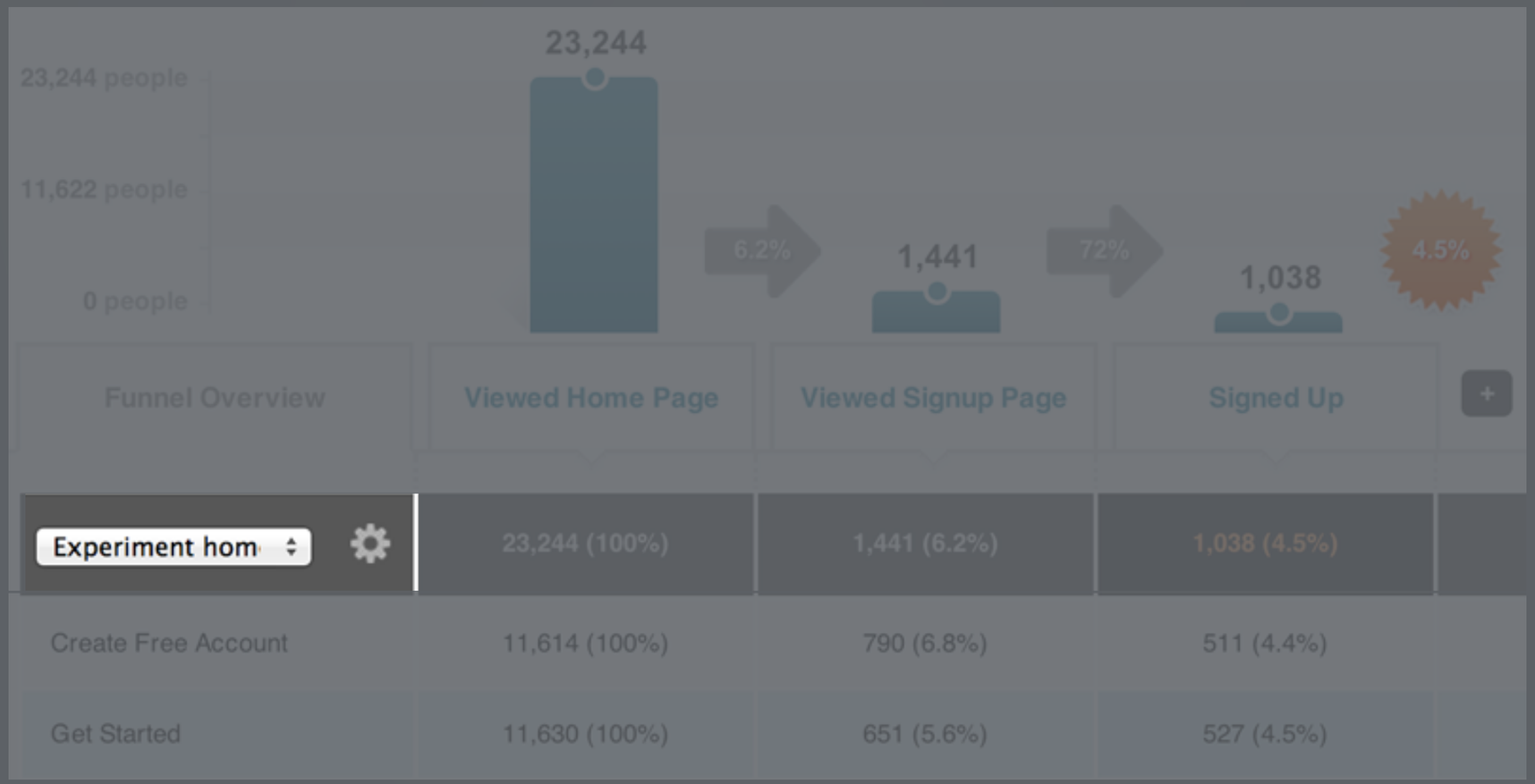
BUILD YOUR FUNNEL

KISSmetrics

Experiments show in funnel reports automagically



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BUILD YOUR FUNNEL

KISSmetrics

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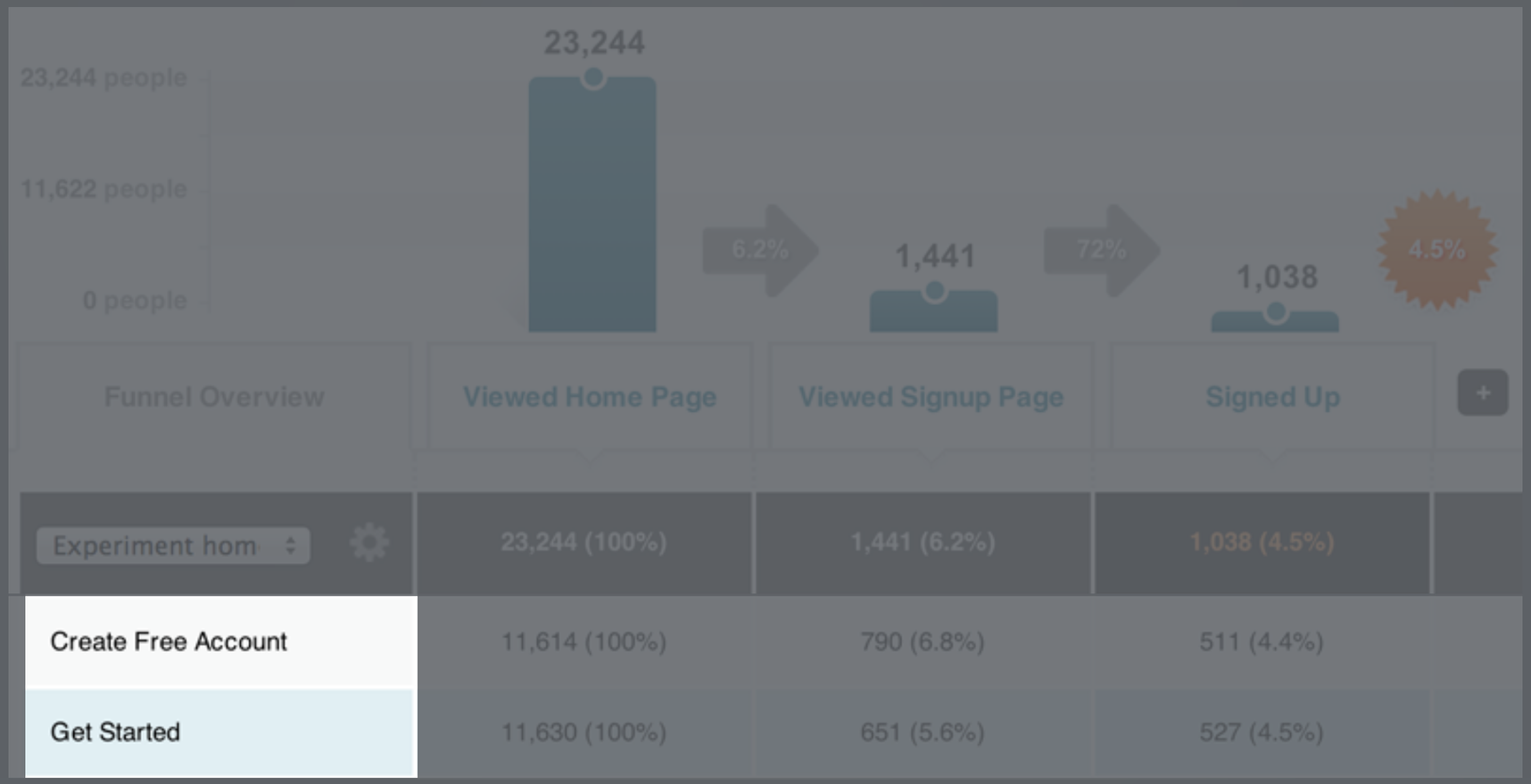

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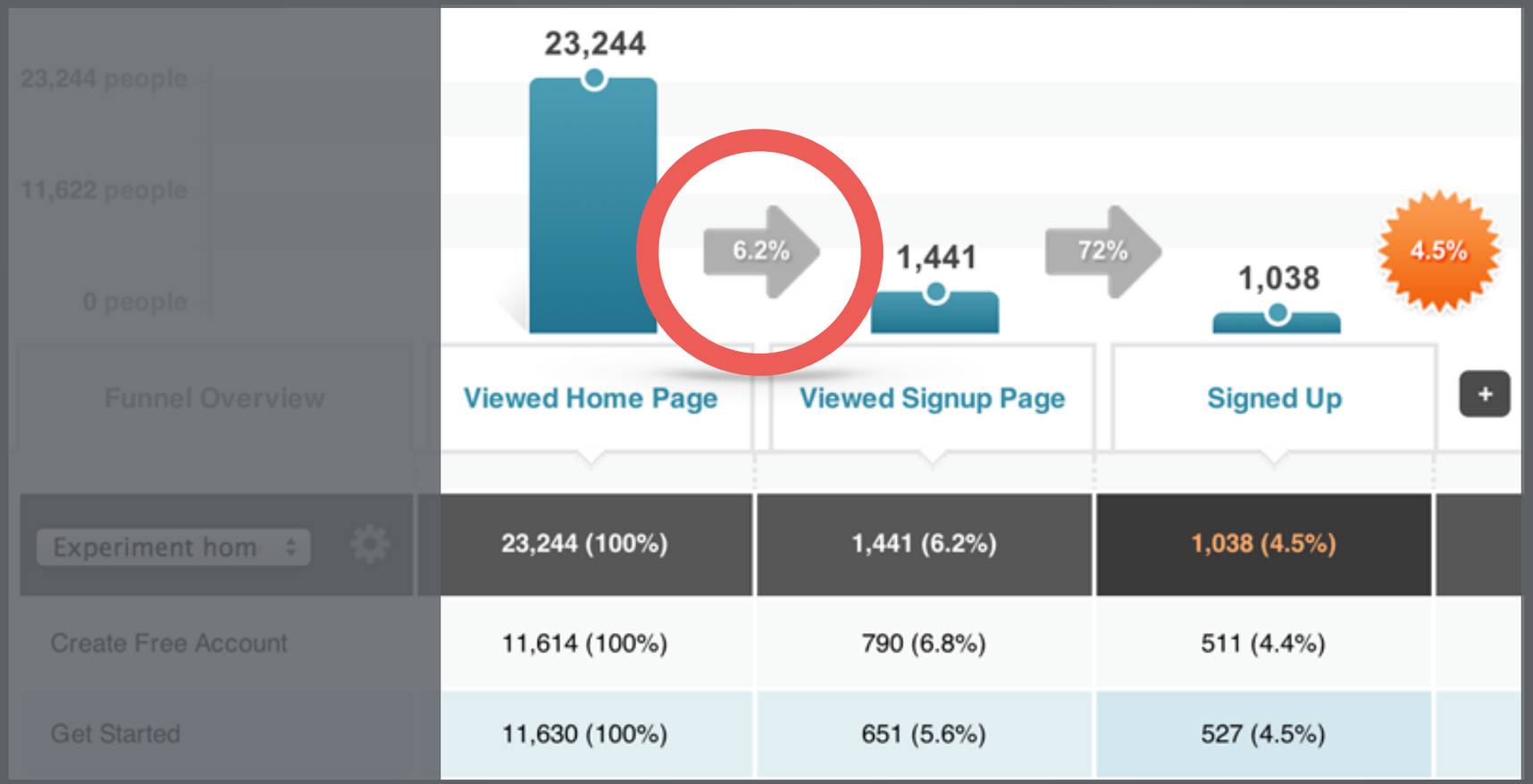
BUILD YOUR FUNNEL

KISSmetrics

Experiments show in funnel reports automagically



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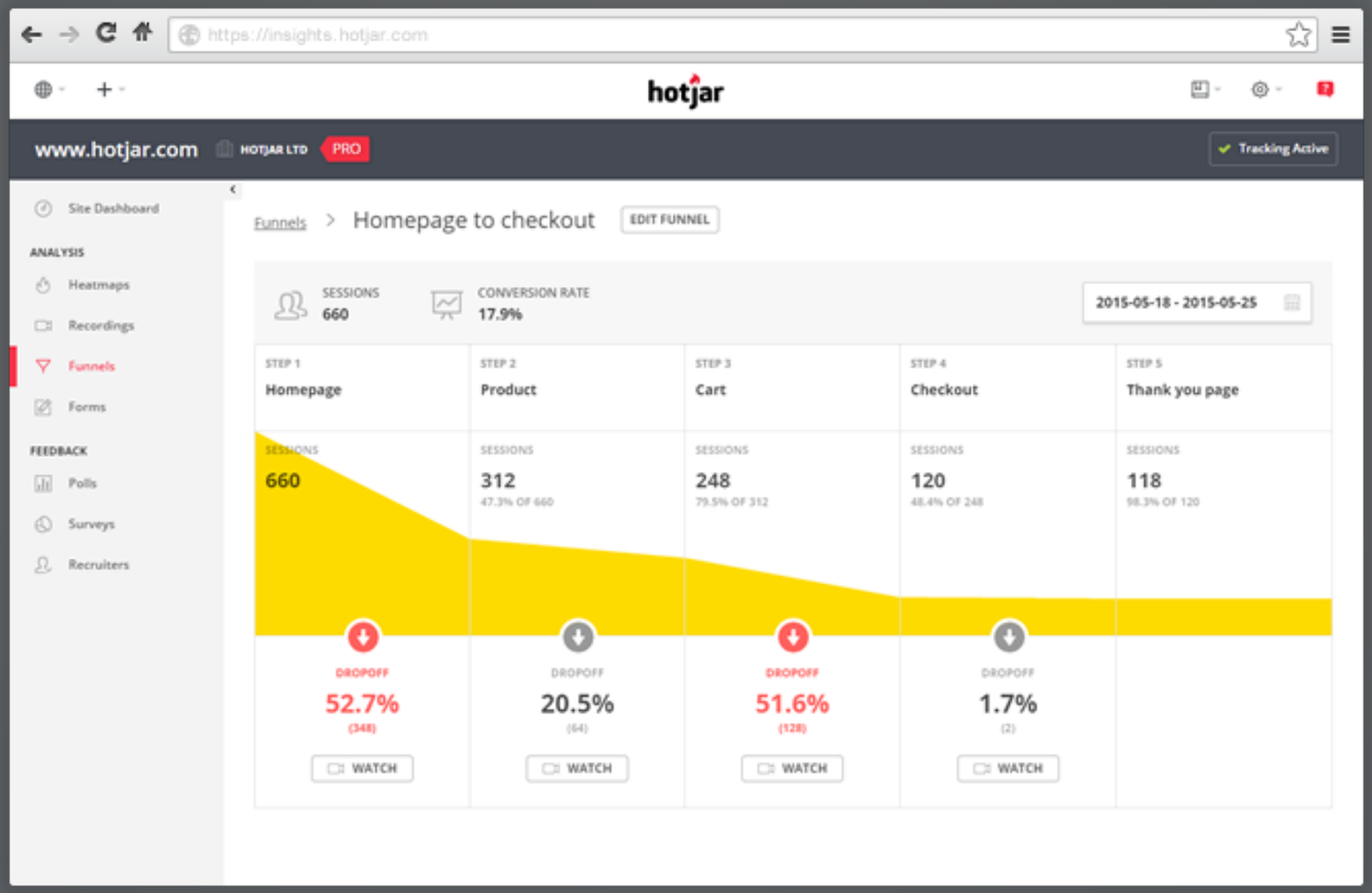
BUILD YOUR FUNNEL

hotjar



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Fourth

COLLECT QUALITATIVE DATA

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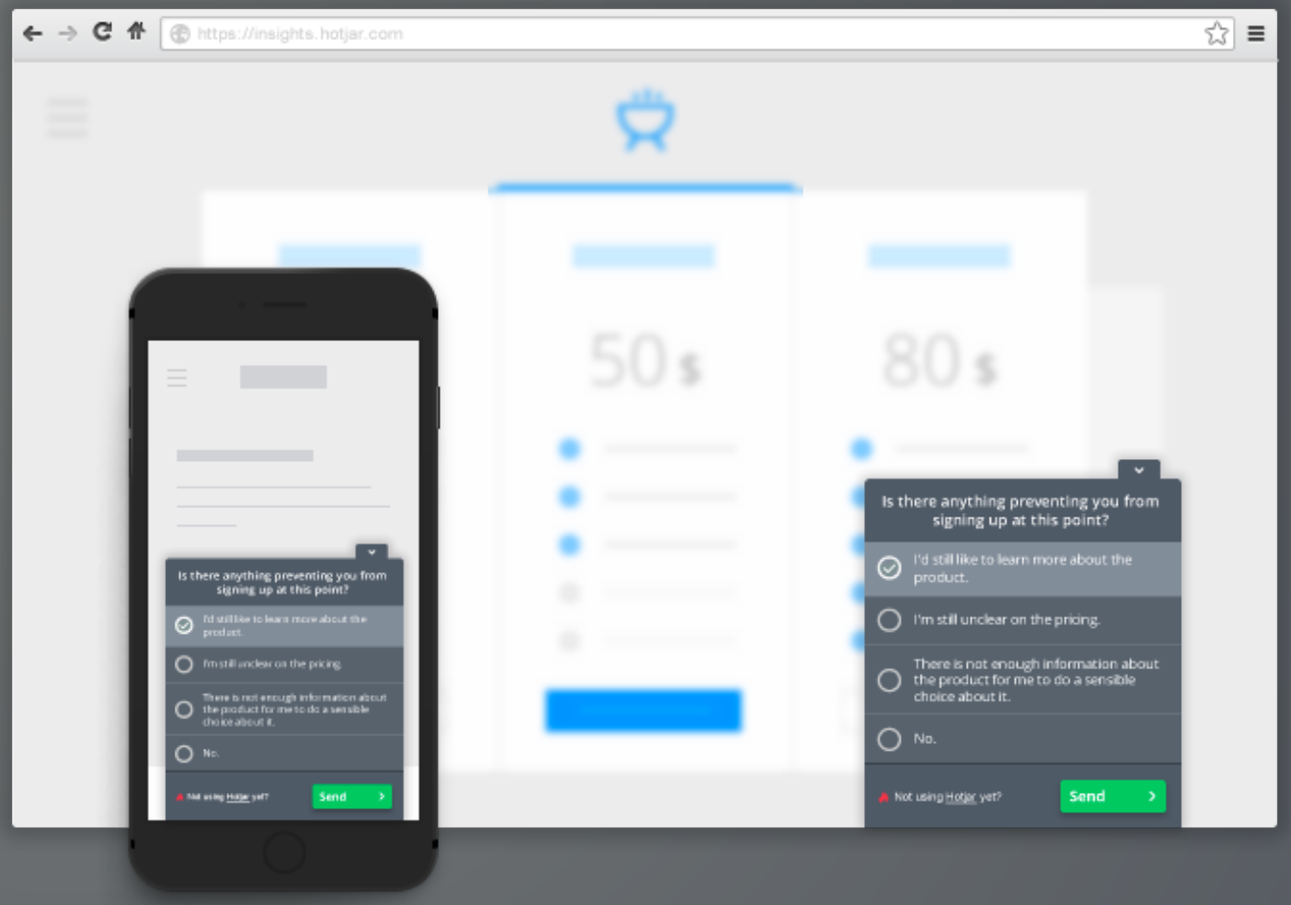
ON PAGE SURVEYS

Ask questions at funnel drop off points

* How can we help?
* Are you looking for something we don't have?
* Do you need assistance?
* How can we improve?
* What is preventing you from purchasing?



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THE TOOLS

On Page Survey

hotjar

Free Option

olark

Paid

Qualaroo

Paid

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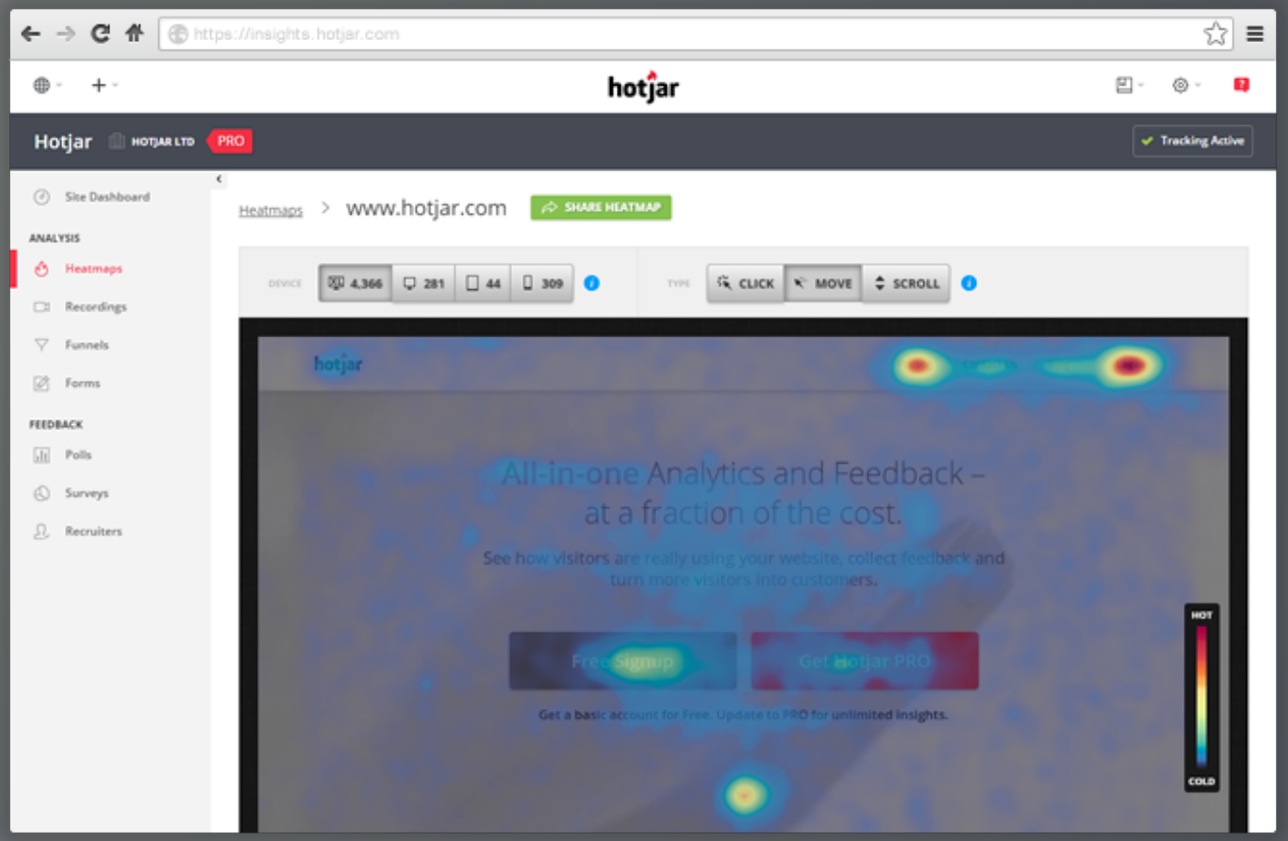
HEATMAPS

Learn What's Important

* Find hot spots
* How far are users scrolling?
* What are they reading?



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HEATMAPS

Have models look to the product or call to action

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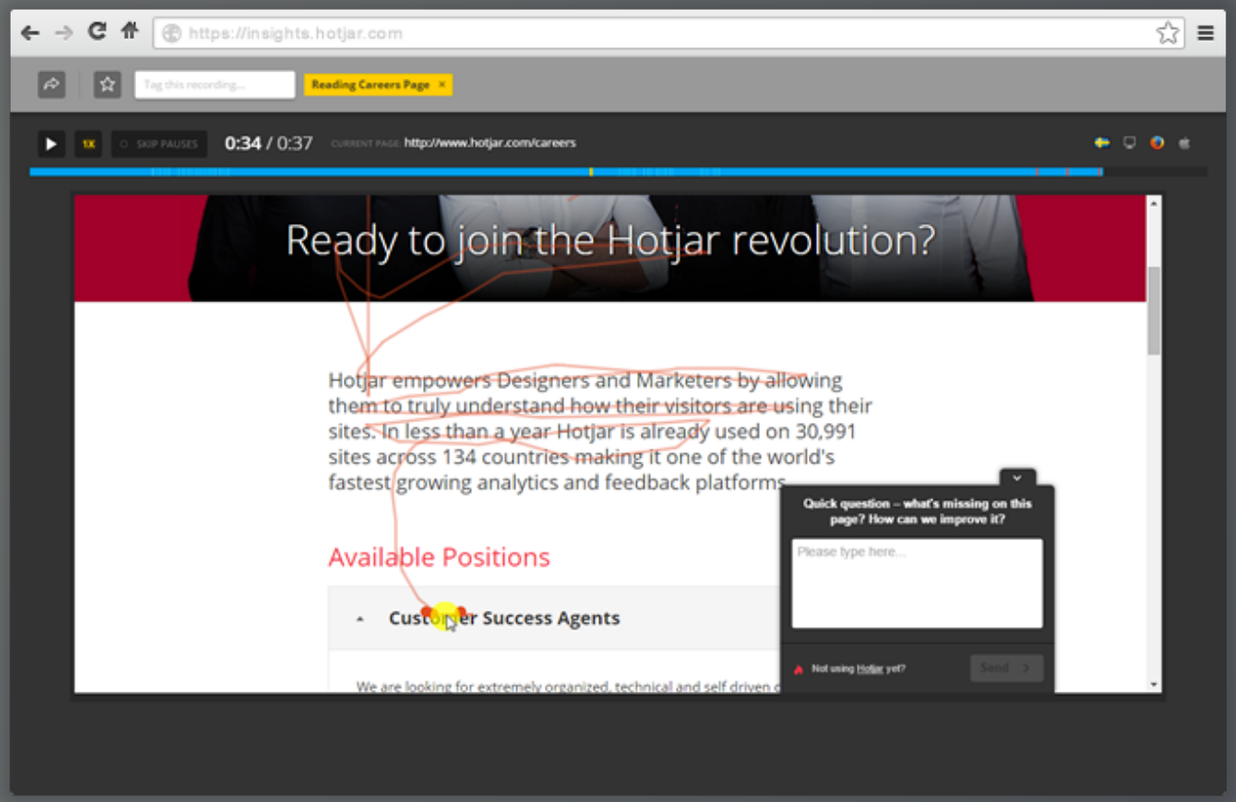
VISITOR RECORDINGS

Watch Your Visitors

- See their mouse movements
- Identify long pauses
- Identify “lost” visitors
- Watch how they navigate your site



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THE TOOLS

Heatmaps & Visitor Recordings

hotjar

clicktale®

crazyegg™

inspectlet

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THE TOOLS

THE OLD WAY

ClickTale $$$

ethnio $$$

Qualaroo $$$

Crazy Egg $$$

SurveyMonkey $$$

Starting from **$249 / month**

VS

THE NEW WAY

hotjar

Unlimited sites, users and insights
for your organization at
only $29 / month

#beamazing

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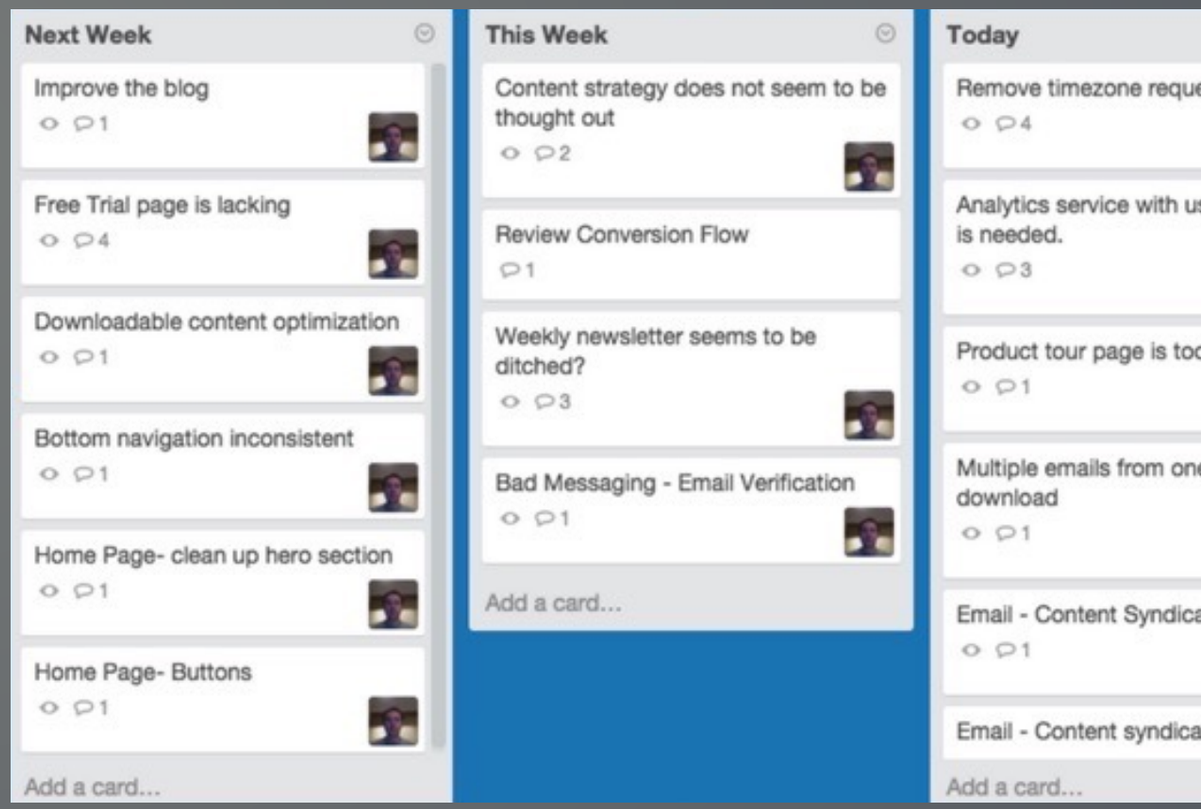
UPDATE BACKLOG

Use insights gained from all this data to build up your backlog for A/B Testing



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Finally!

START TESTING

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THE TOOLS

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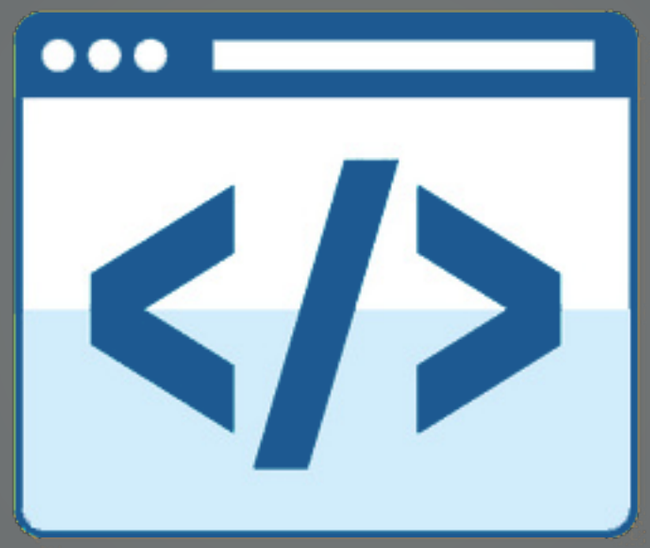
ADD JAVASCRIPT TO SITE



<script src="//cdn.optimizely.com/js/1488356457.js"></script>

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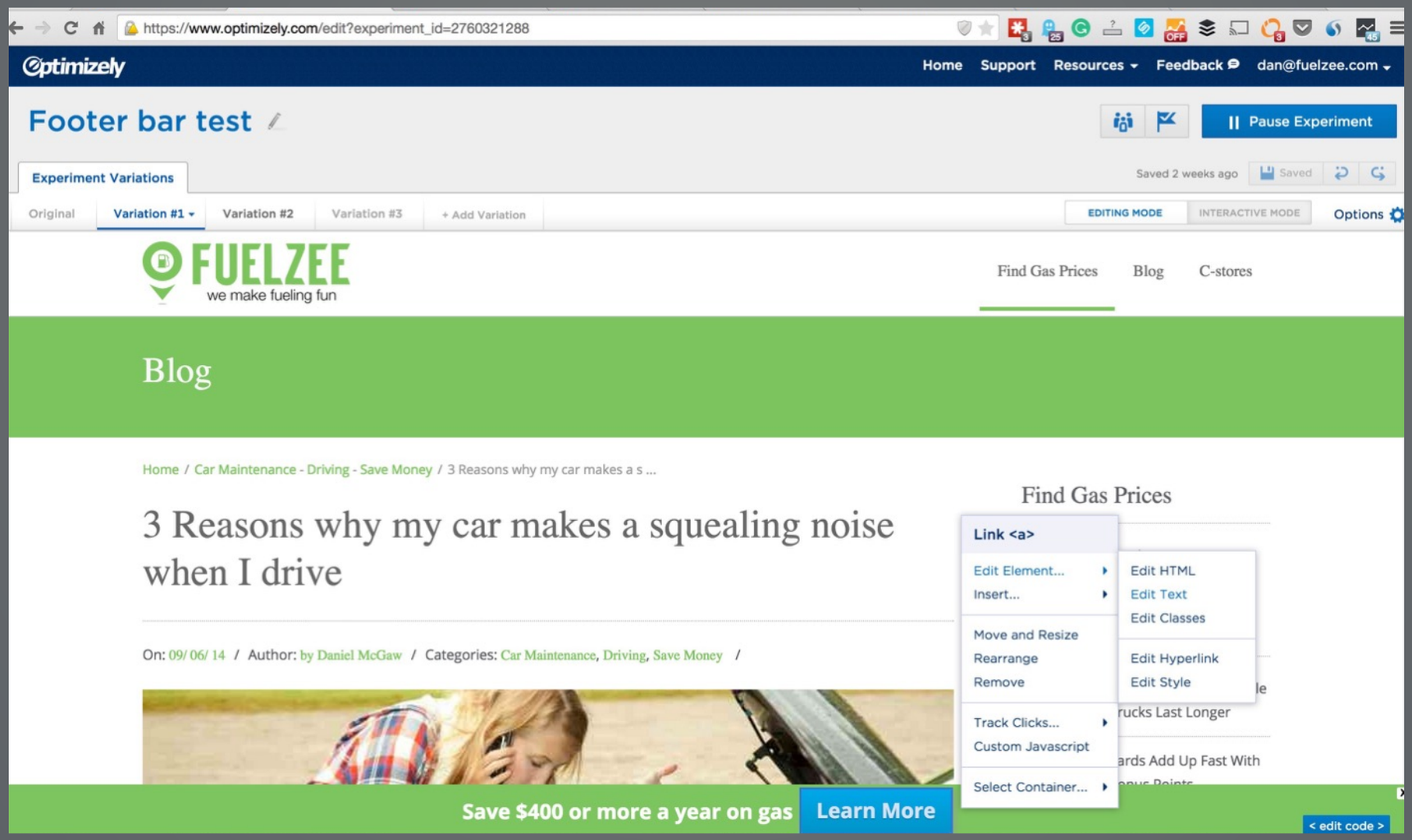
EASY TO USE WYSIWYG



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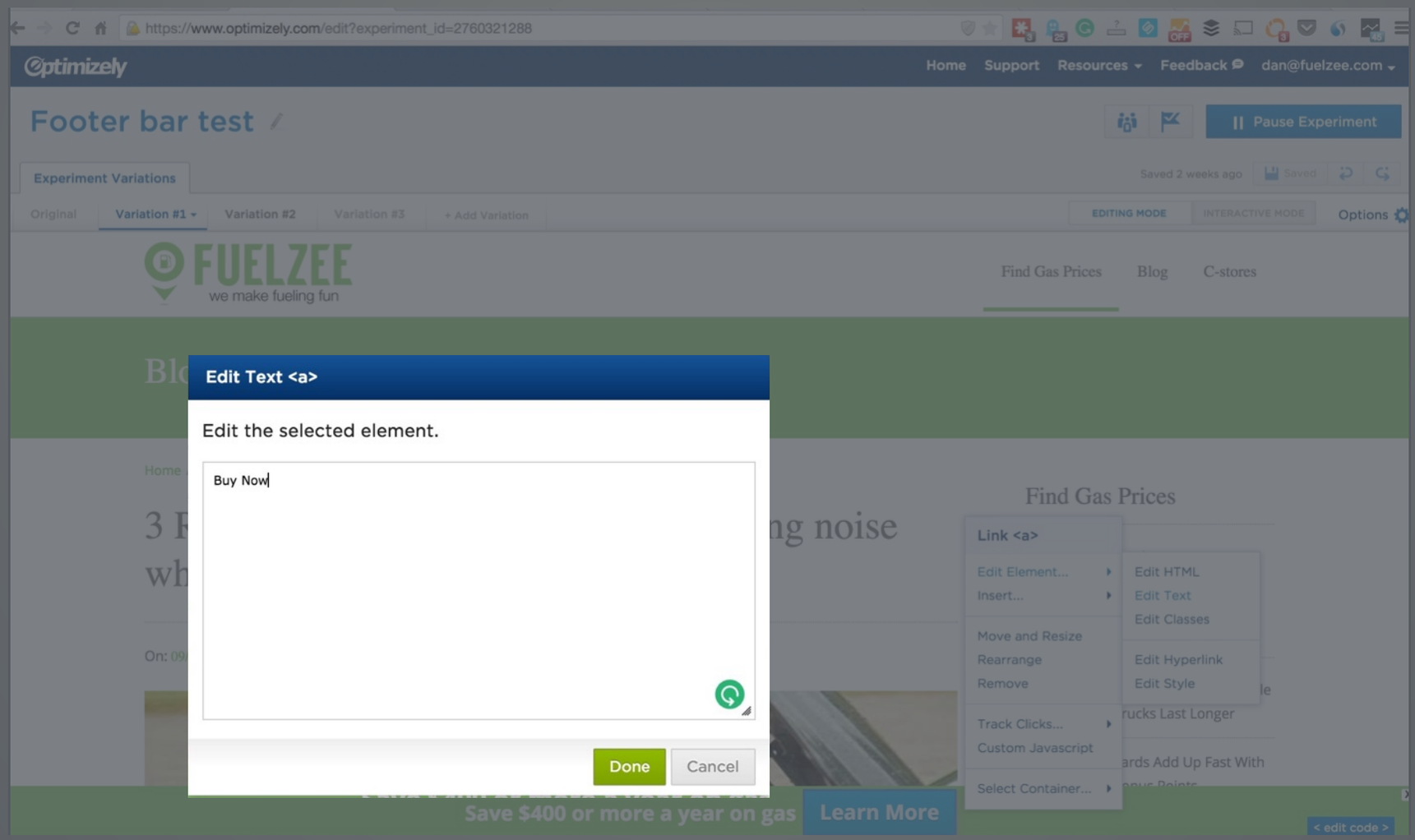
EASY TO USE WYSIWYG



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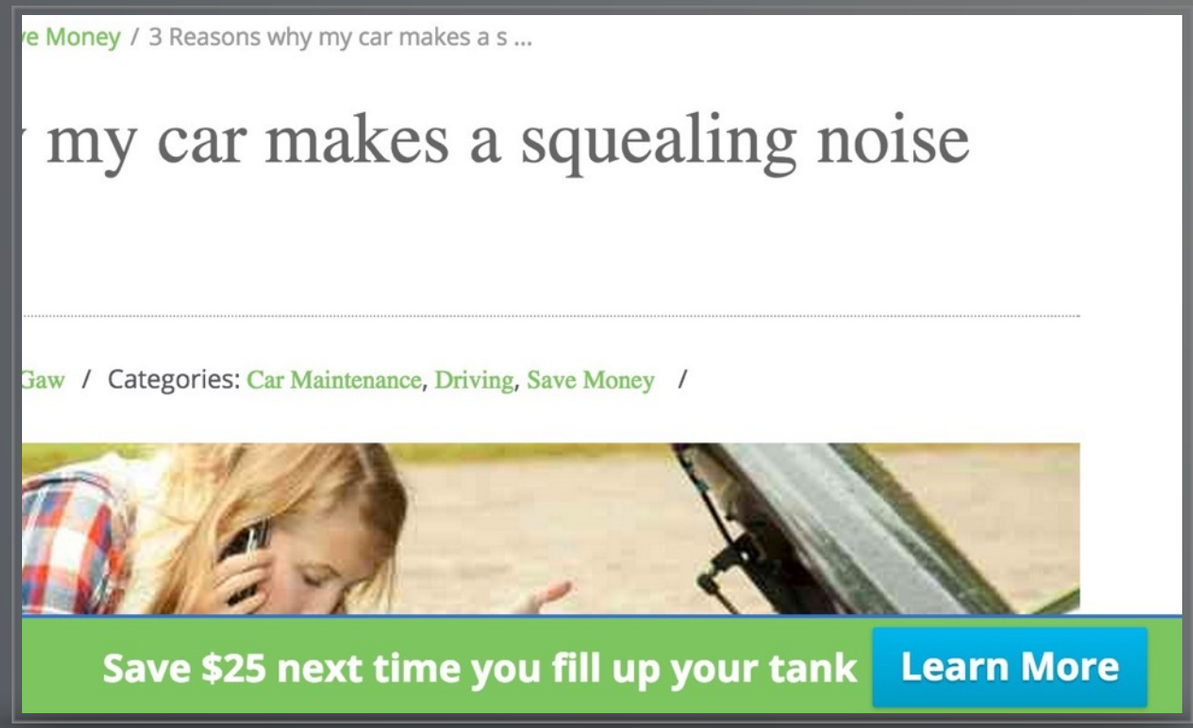
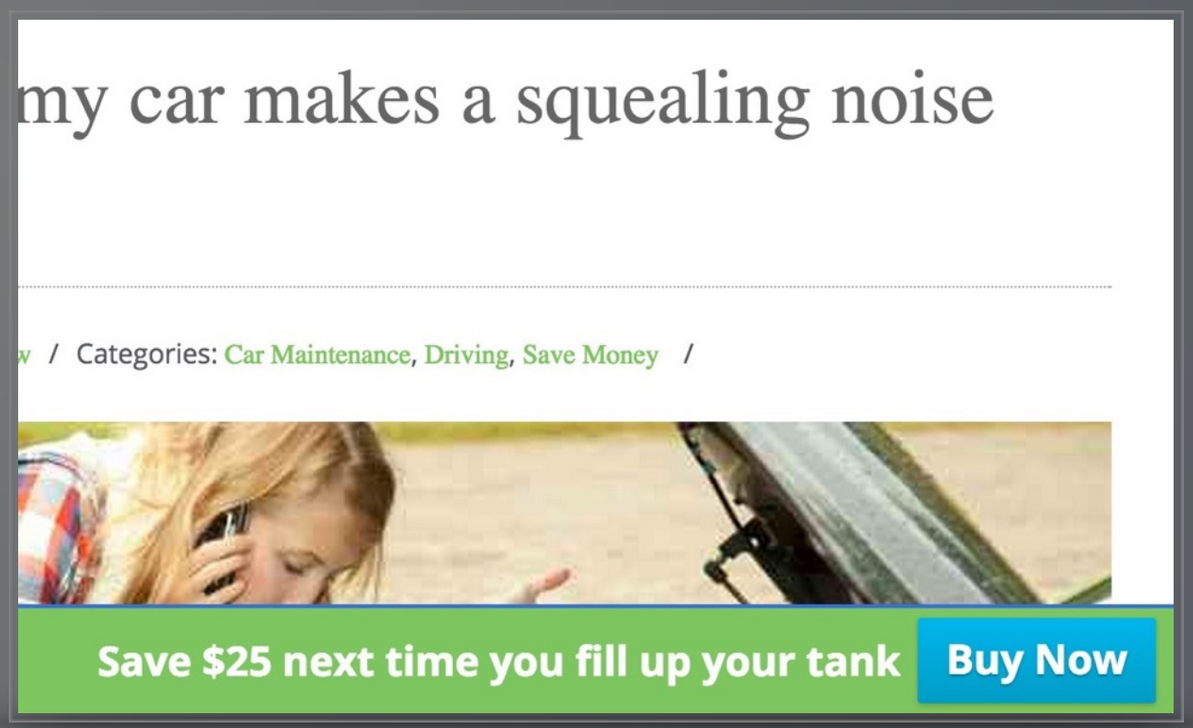
EASY TO USE WYSIWYG

Control (A)



Variant (B)



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EASY TO USE WYSIWYG

Control (A)

21%

my car makes a squealing noise

/ Categories: Car Maintenance, Driving, Save Money /

Save $25 next time you fill up your tank Buy Now

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Testing

WHAT DO YOU TEST FIRST

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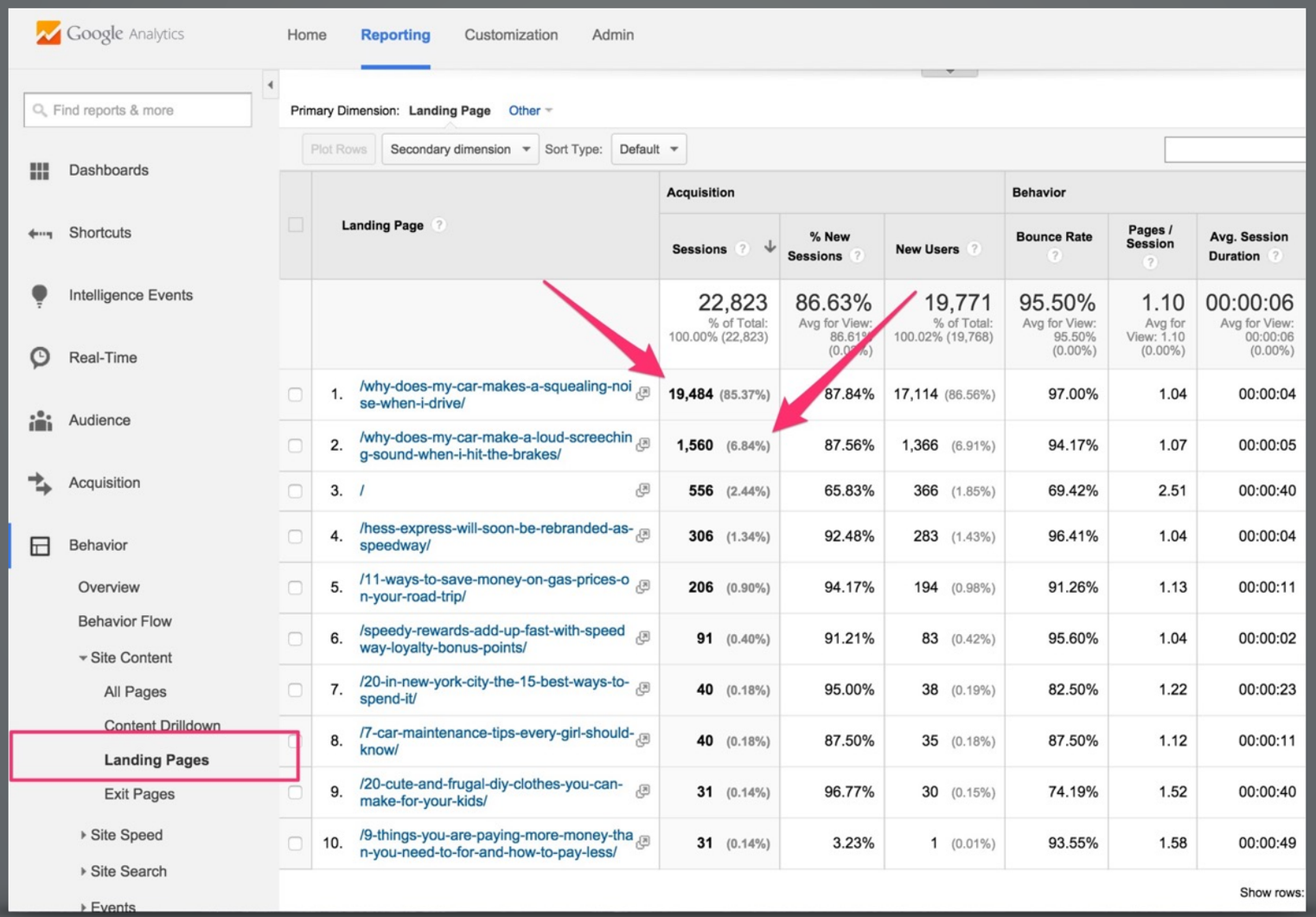
PAGES WITH HIGH TRAFFIC



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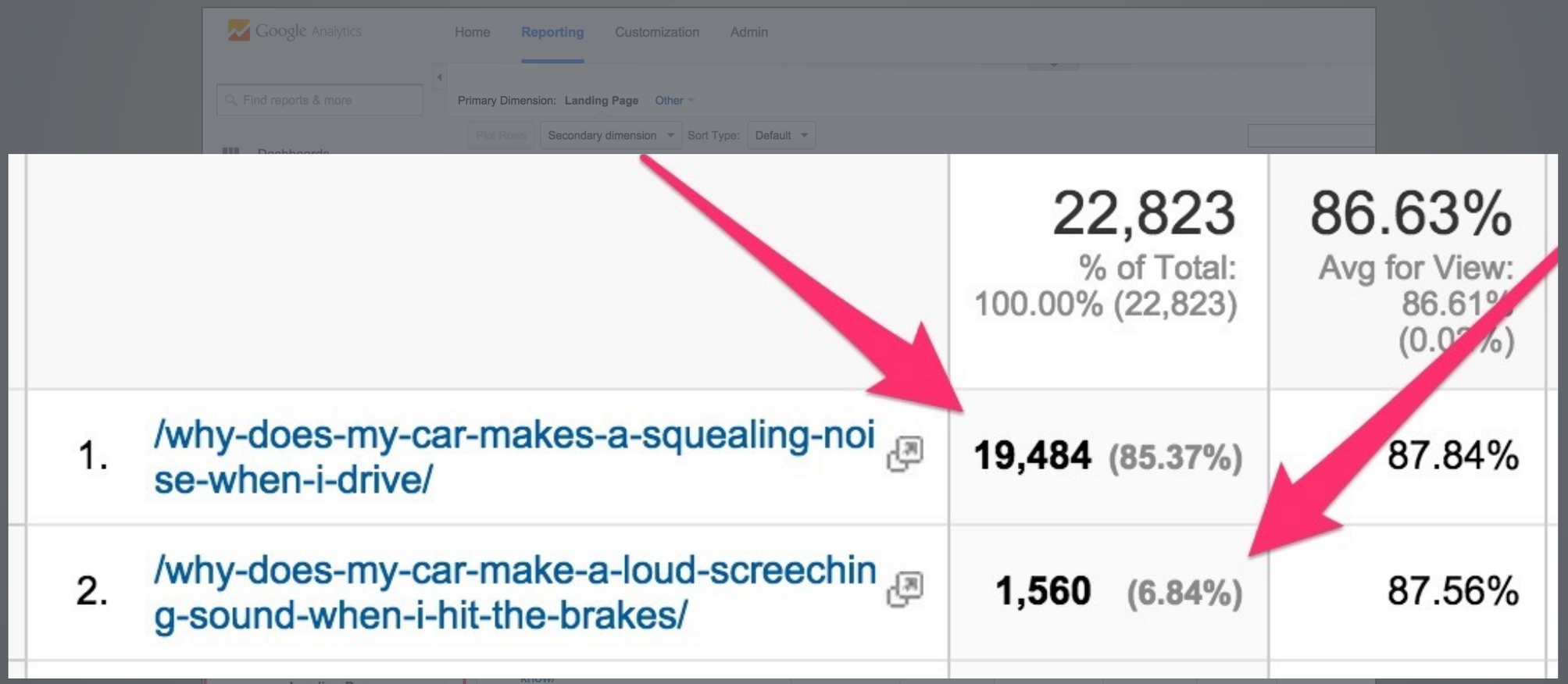
@ChrisEdwardsCE

PAGES WITH HIGH TRAFFIC



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TEST BUTTONS

Test A

vs

Test B

#beamazing

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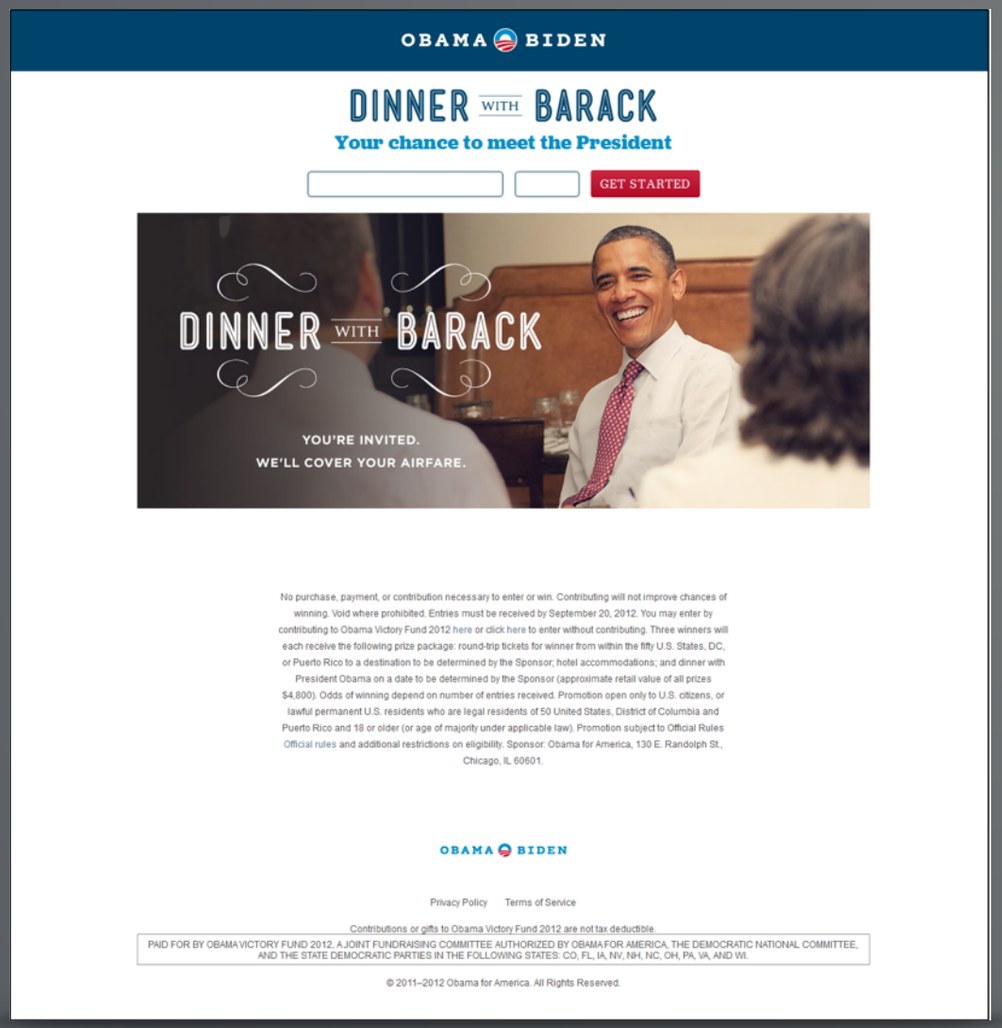
TEST BUTTONS

21%

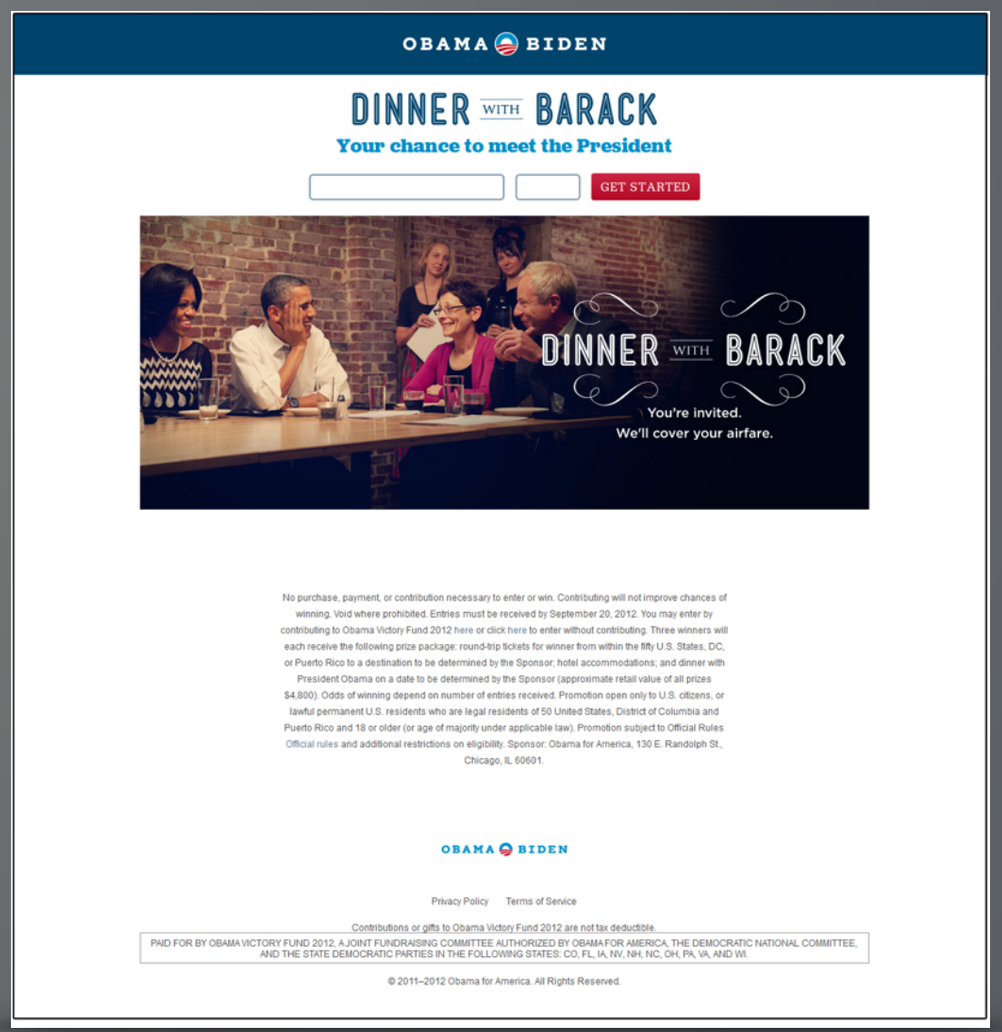
TEST IMAGES

Test A



VS

Test B



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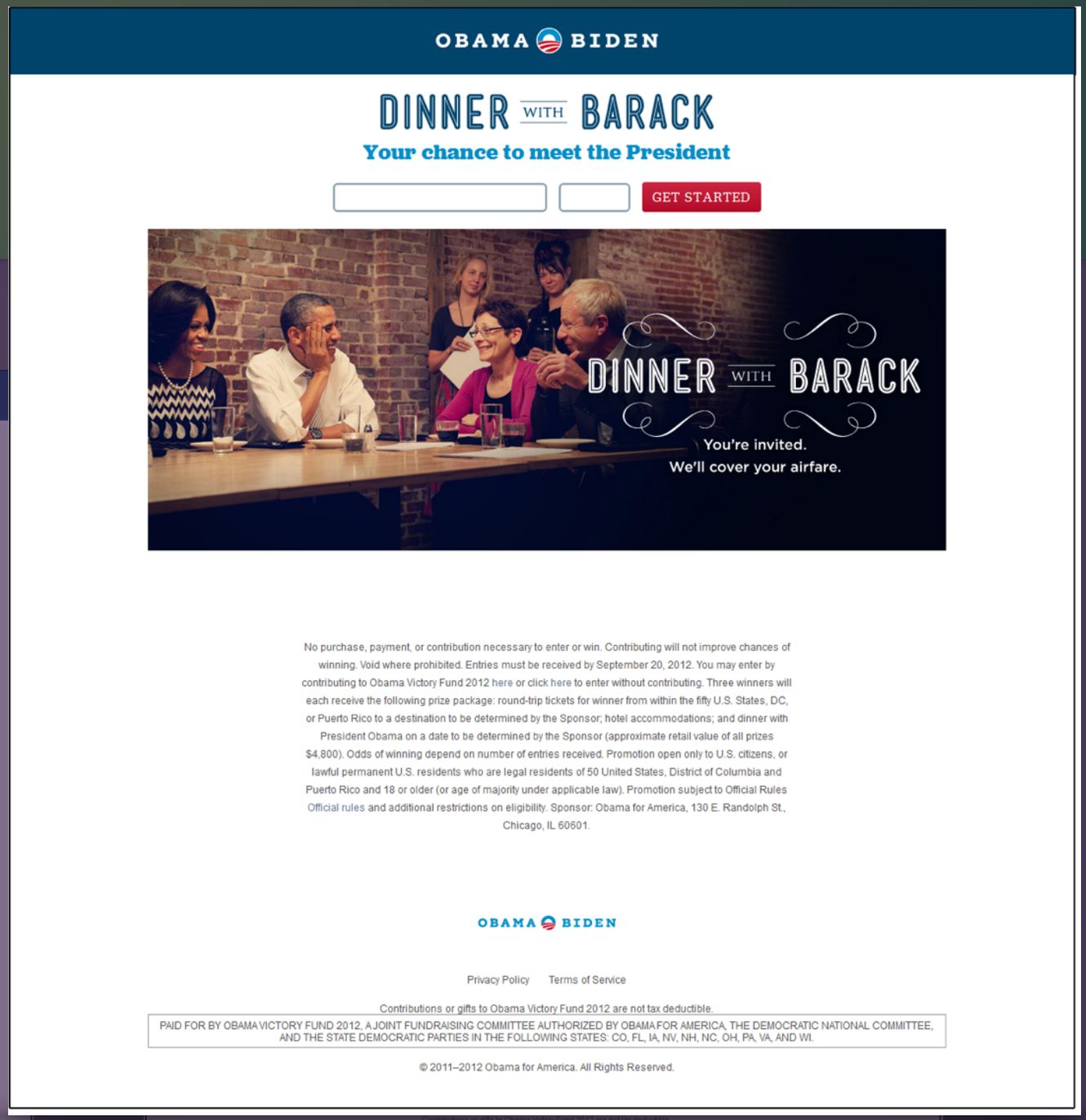
TEST

19%



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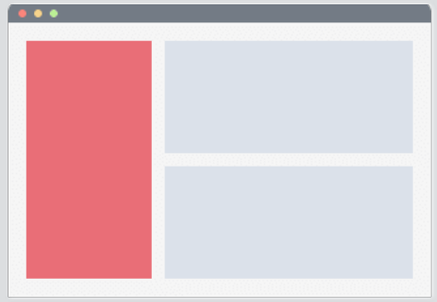
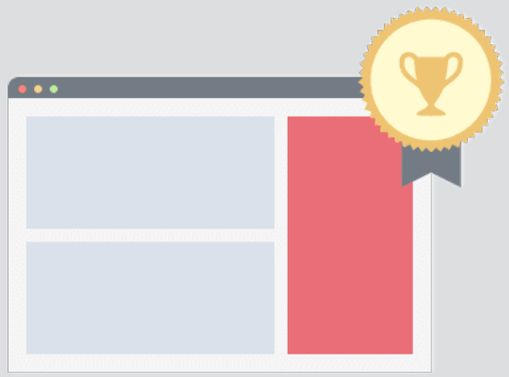
TEST LAYOUTS



= 22%
CONVERSION

Variation A



= 52%
CONVERSION

Variation B

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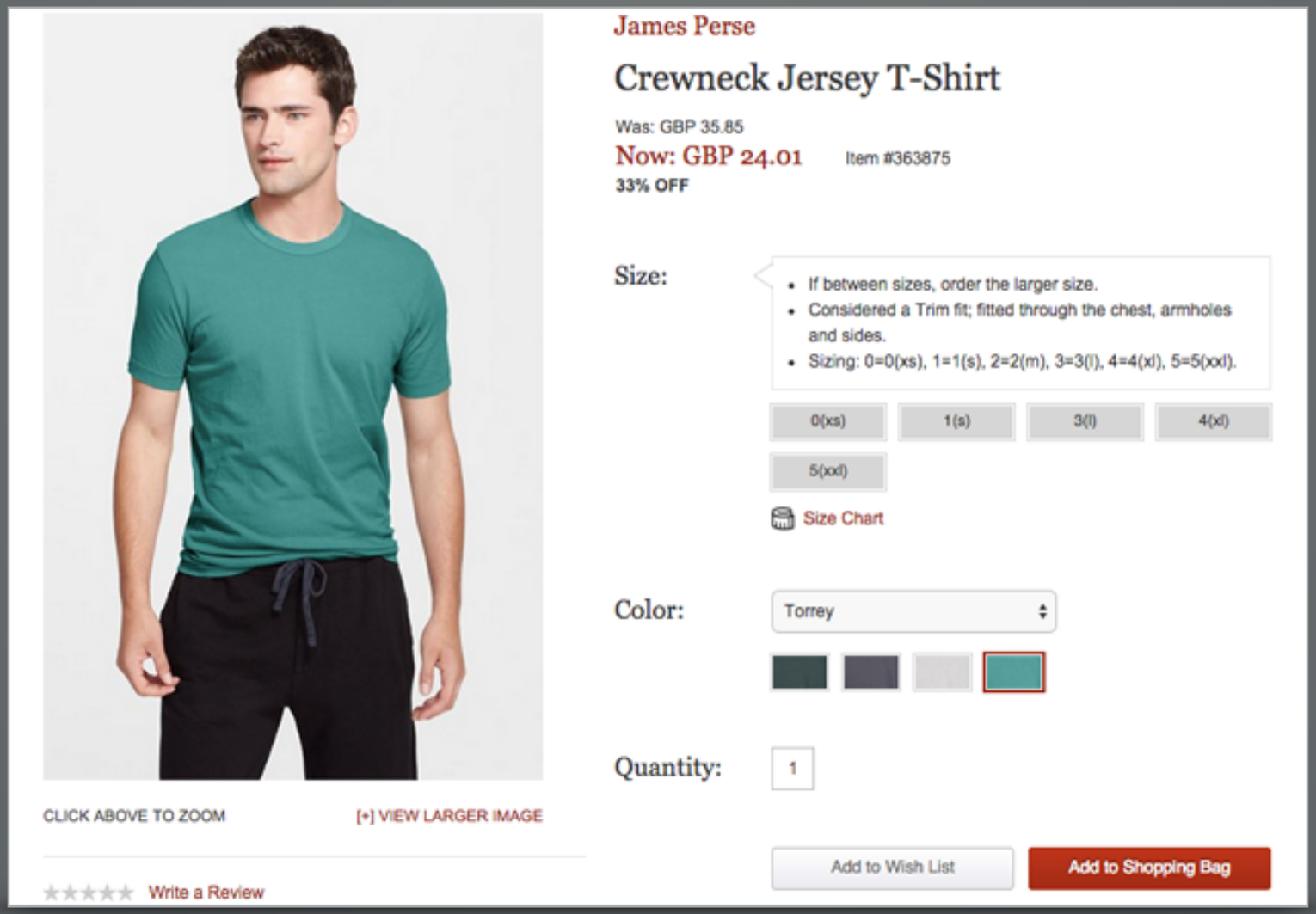
TEST MONEY PAGES



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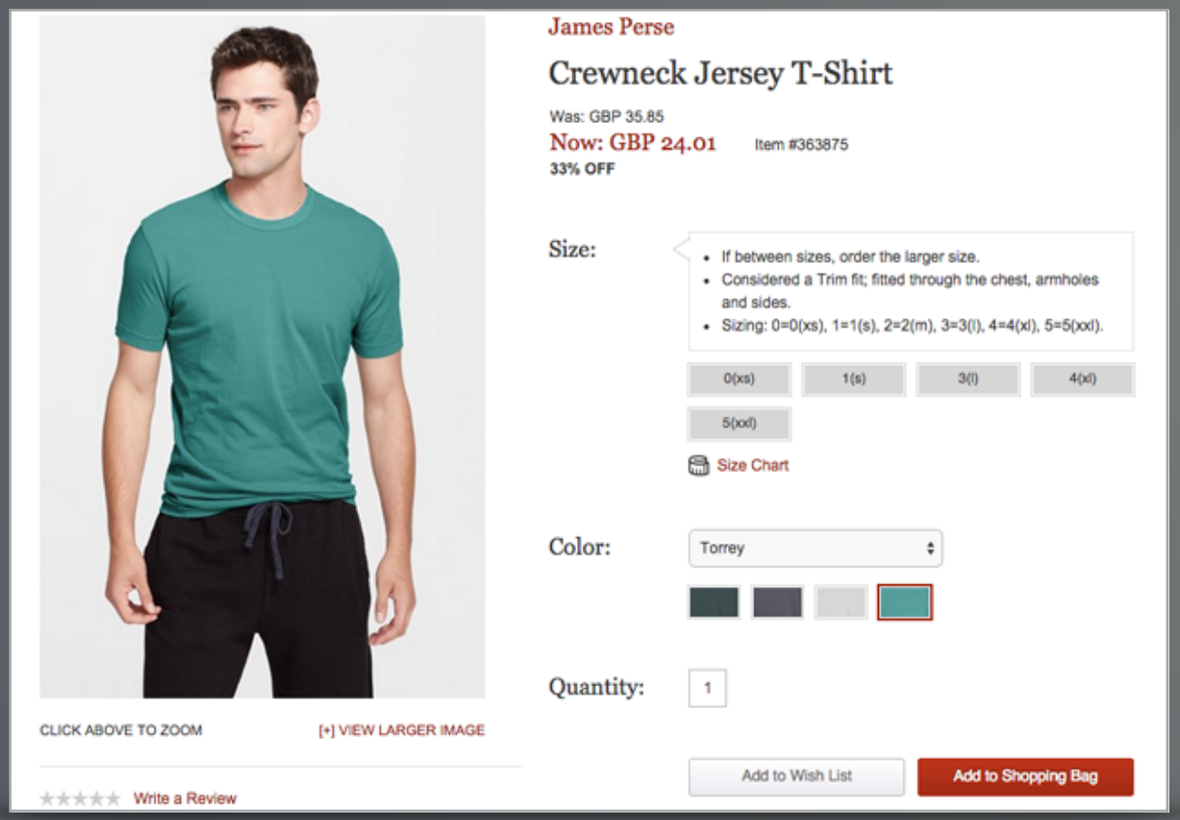
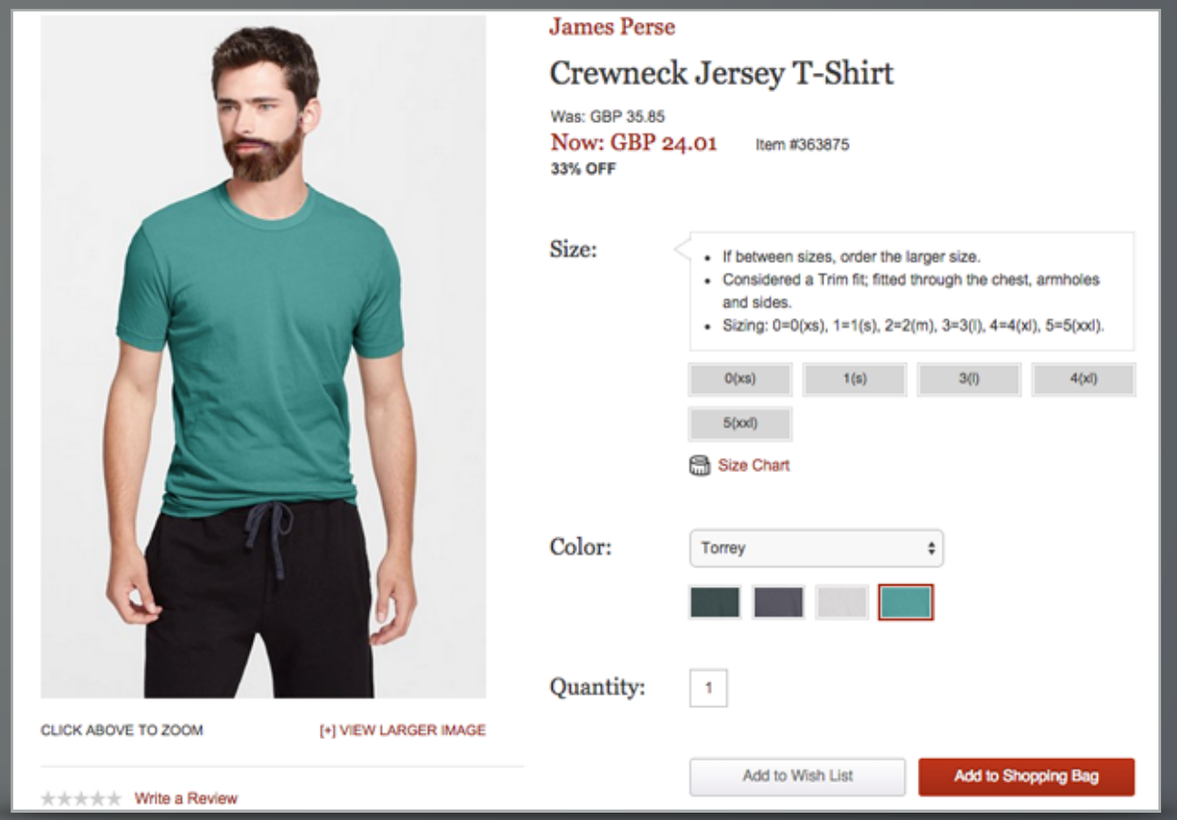
THINK OUTSIDE THE BOX



Clean Shaven



Bearded Hipster

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THINK OUTSIDE THE BOX

James Perse

Crewneck Jersey T-Shirt

Was: GBP 35.85

Now: GBP 24.01 Item #363875

33% OFF

Size:

- If between sizes, order the larger size.
- Considered a Trim fit; fitted through the chest, armholes and sides.
- Sizing: 0=0(xs), 1=1(s), 2=2(m), 3=3(l), 4=4(xl), 5=5(xxl).

0(xs) 1(s) 3(l) 4(xl) 5(xxl)

Size Chart

Color: Torrey

Quantity: 1

CLICK ABOVE TO ZOOM [+] VIEW LARGER IMAGE

Write a Review

Add to Wish List Add to Shopping Bag

49%

Hipster Wins!

Clean Shave

Bearded Hipster

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Warning

DON’T SCREW UP

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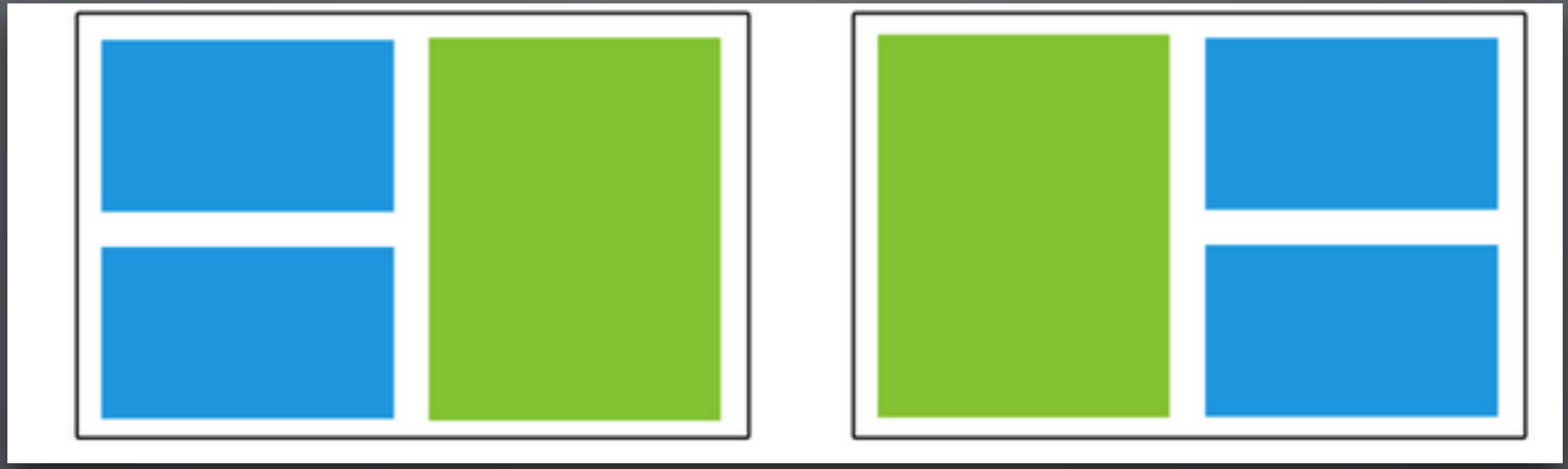
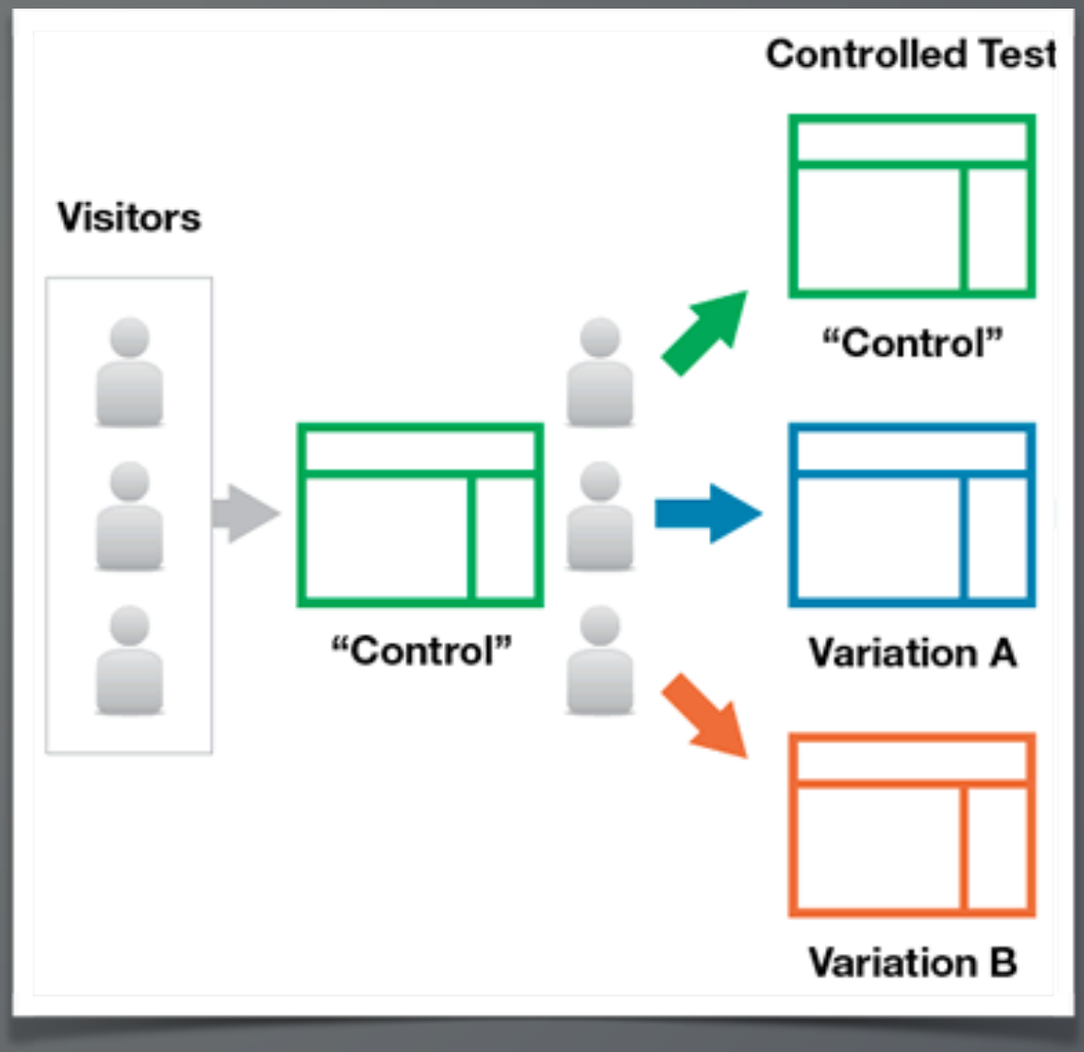
STAY FOCUSED

Only change one element at a time



LOW TRAFFIC?

Stick to A/B
Testing, not A/B/C



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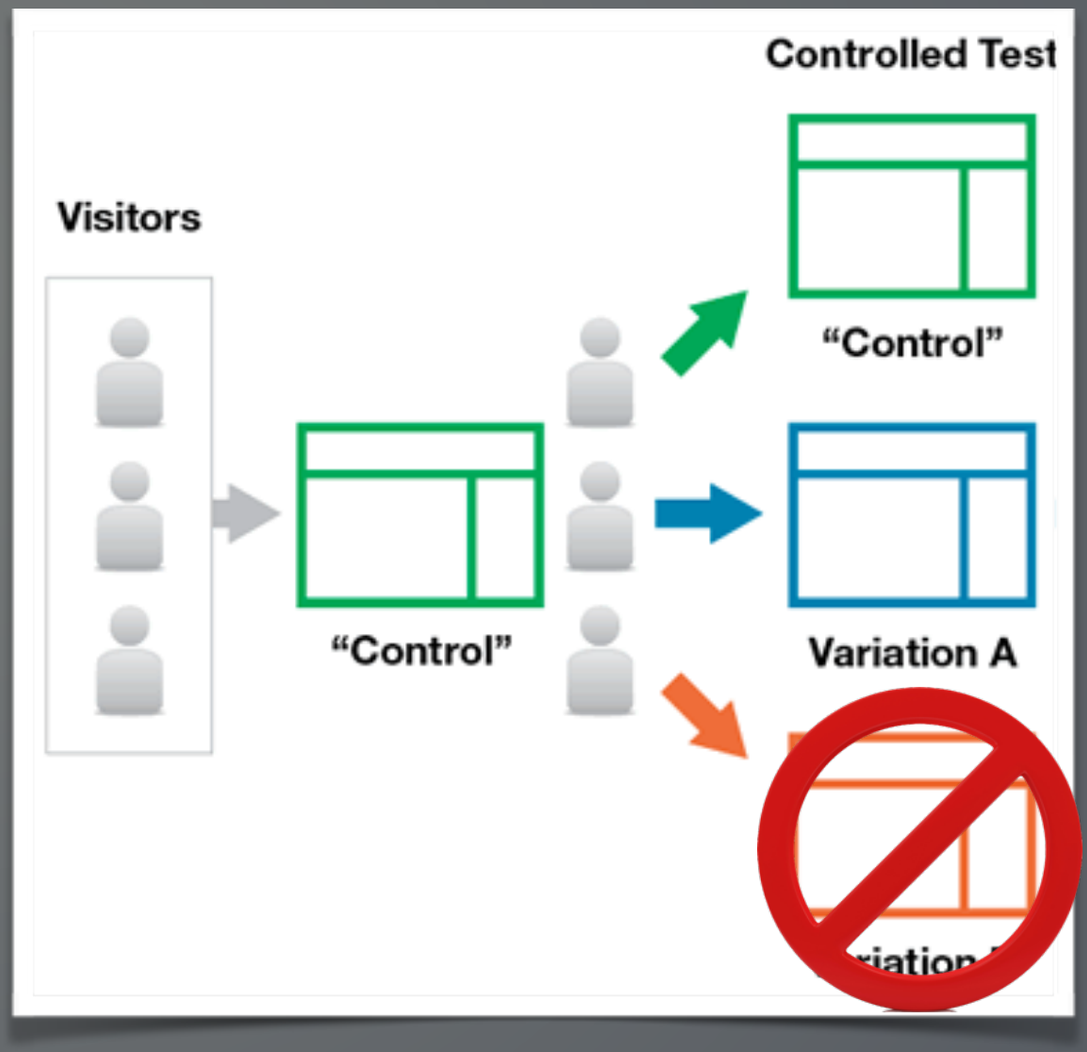

MULTI-VARIANT TESTING

You need a lot of traffic, and I mean a lot!

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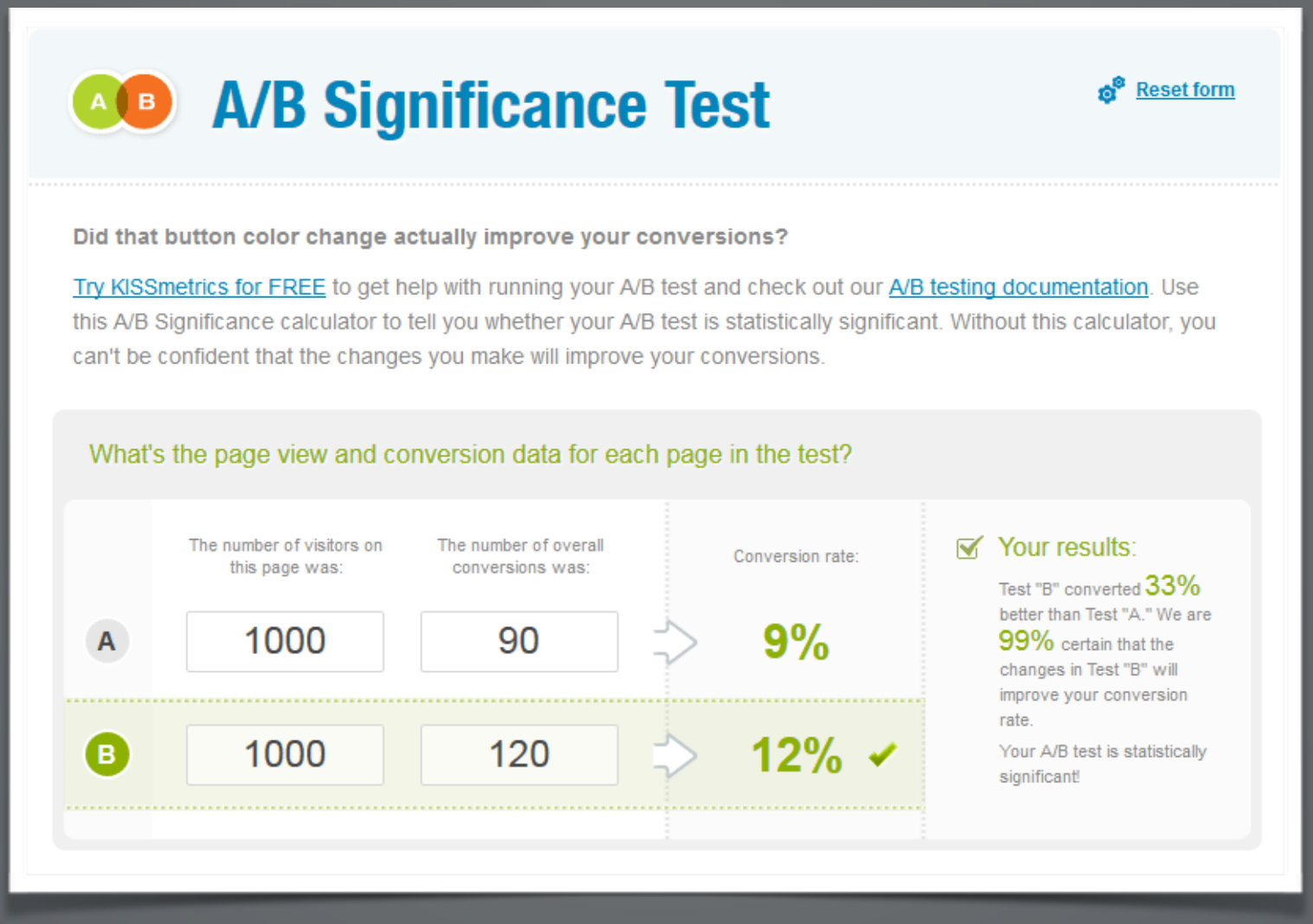
CALLING TESTS TO EARLY



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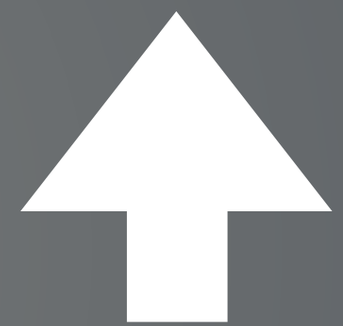
DOUBLE CHECK AMAZING

Whoa! That seems almost too good to be true!

IS IT CORRECT?



956%

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Thank You

QUESTIONS?

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Director of Technology
at Effin Amazing
me@chrisedwards.me

Slides Posted At
https://ChrisEdwards.Me/wctpa15

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