

CONVERSION RATE OPTIMIZATION 101

Make Your WordPress Site Convert!



Chris Edwards
Director of Technology
at Effin Amazing
[@ChrisEdwardsCE](#)



WHERE DO YOU START?

**CRO is a process of diagnosis
hypothesis and testing**

First

GET INTO THE CRO MINDSET

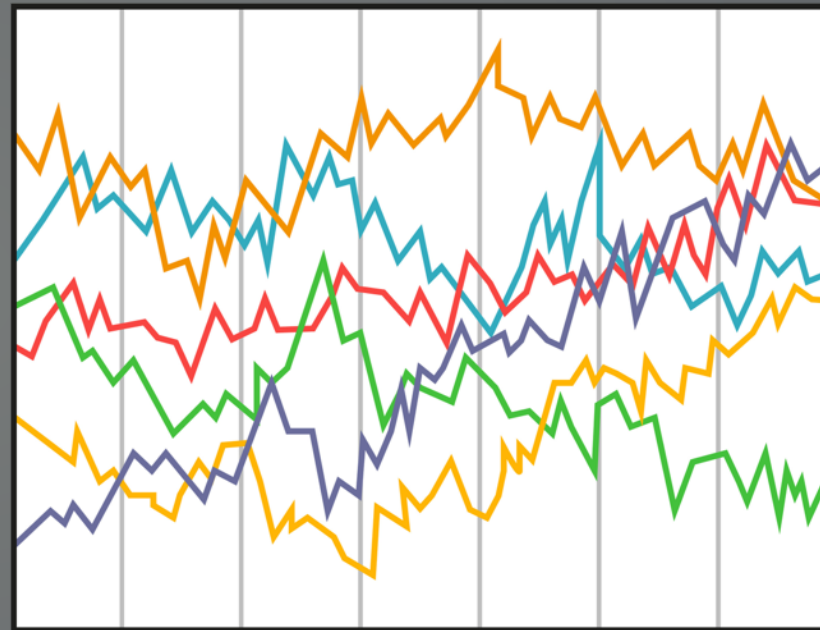
Don't be afraid to fail

Keep an open mind

Do more with less

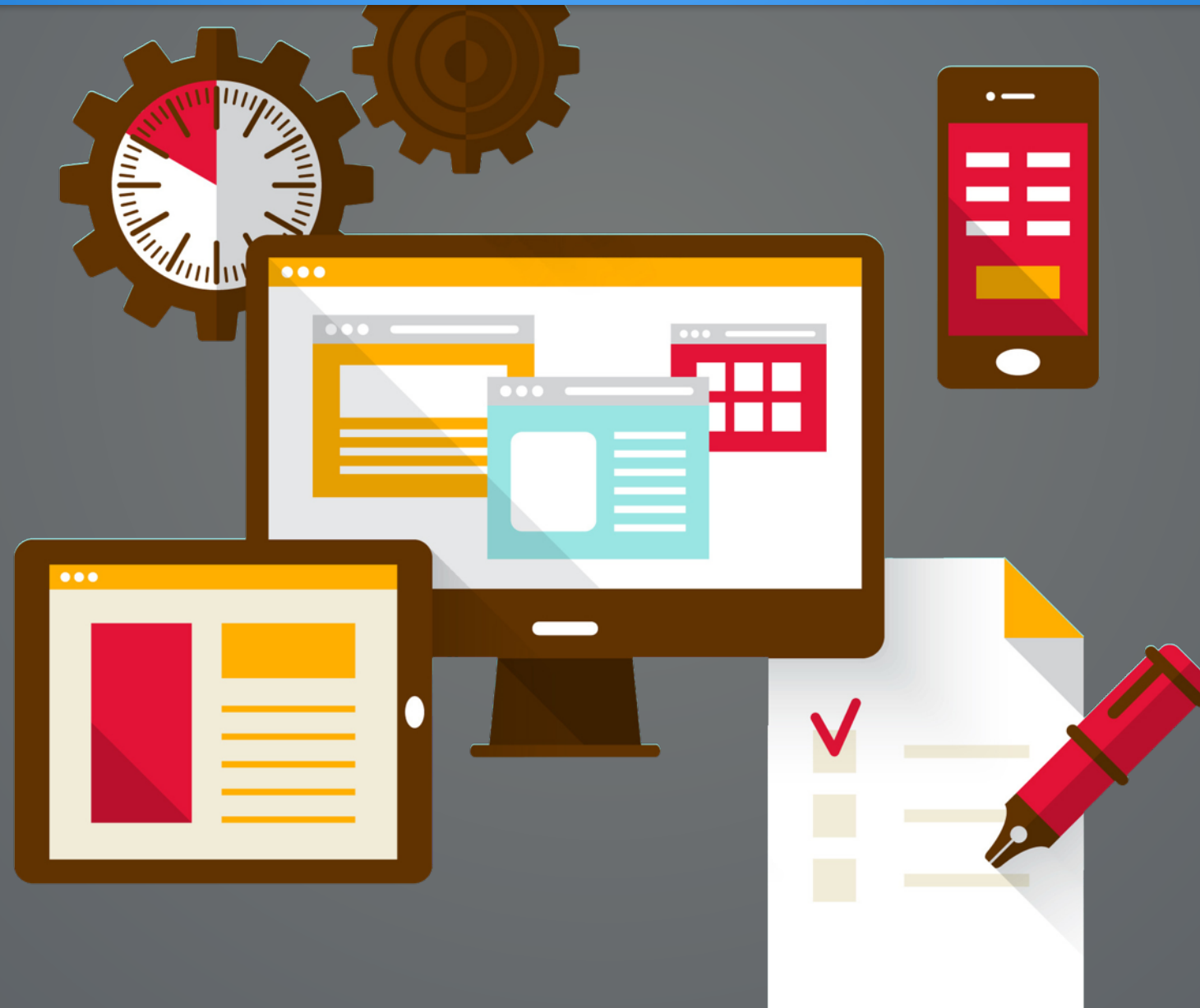
Follow the data

LET IT GO!



Second

START WITH A PLAN



#beamazing

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DON'T JUST TEST TO TEST

Define your metrics

Create goals

Start big, refine down

KNOW WHY!



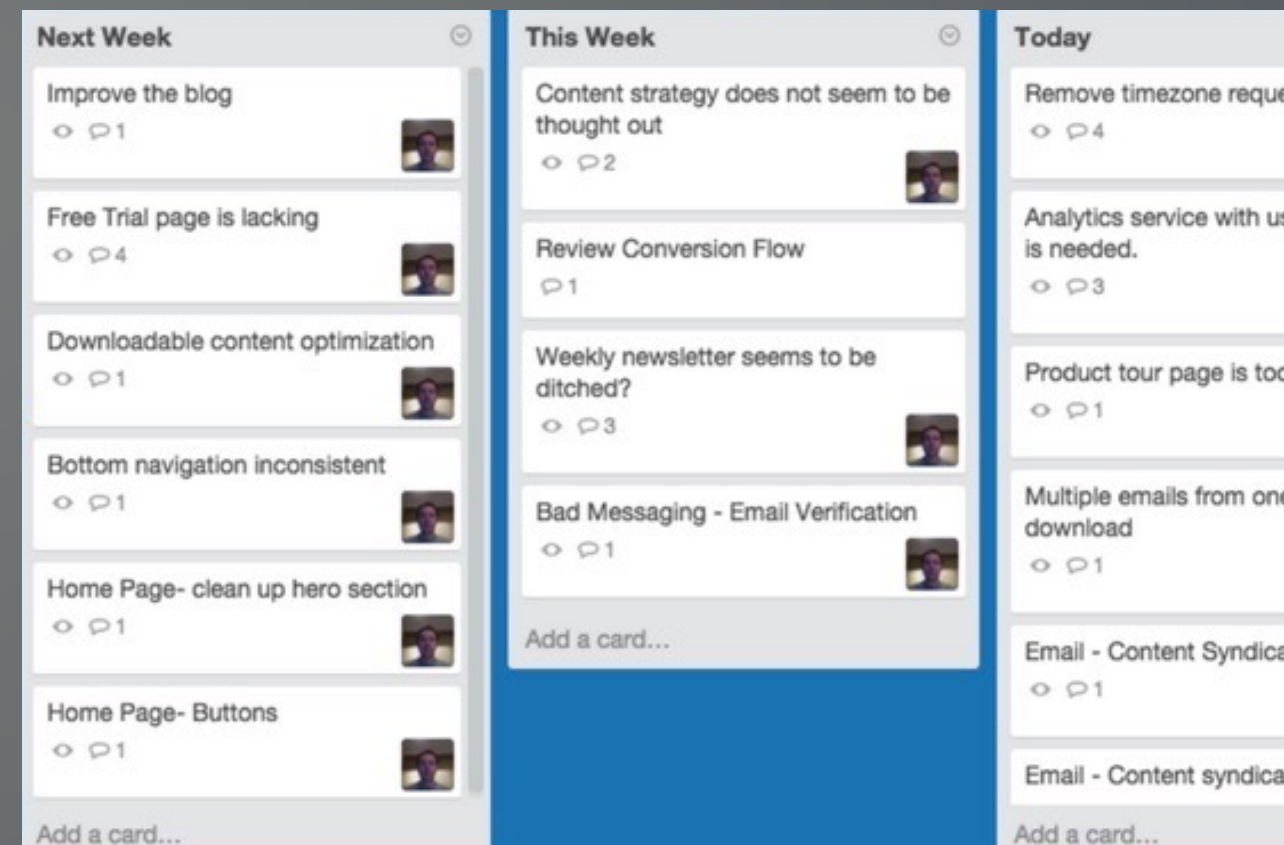
CREATE A BACKLOG

Plan out future tests

Tests can end early

Be ready to switch out

WHAT'S NEXT!



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

MOST COMMON

Easy to install

Goal & event tracking

Widespread use

IT'S FREE!



Google Analytics

MORE ADVANCED

They are directly
integrated
into most AB
testing tools

mixpanel

 KISSmetrics

BUILD YOUR FUNNEL



BUILD YOUR FUNNEL



New Event

What a customer does to trigger this event

When a person:

Visits the page

With the URL:

/thank-you-page

Full or [partial URLs](#) okay. You can also use [wildcards](#) (*) in the path or parameters.

Record an event named:

Purchased

+ Add property

Properties are attached to a PERSON, not an event.

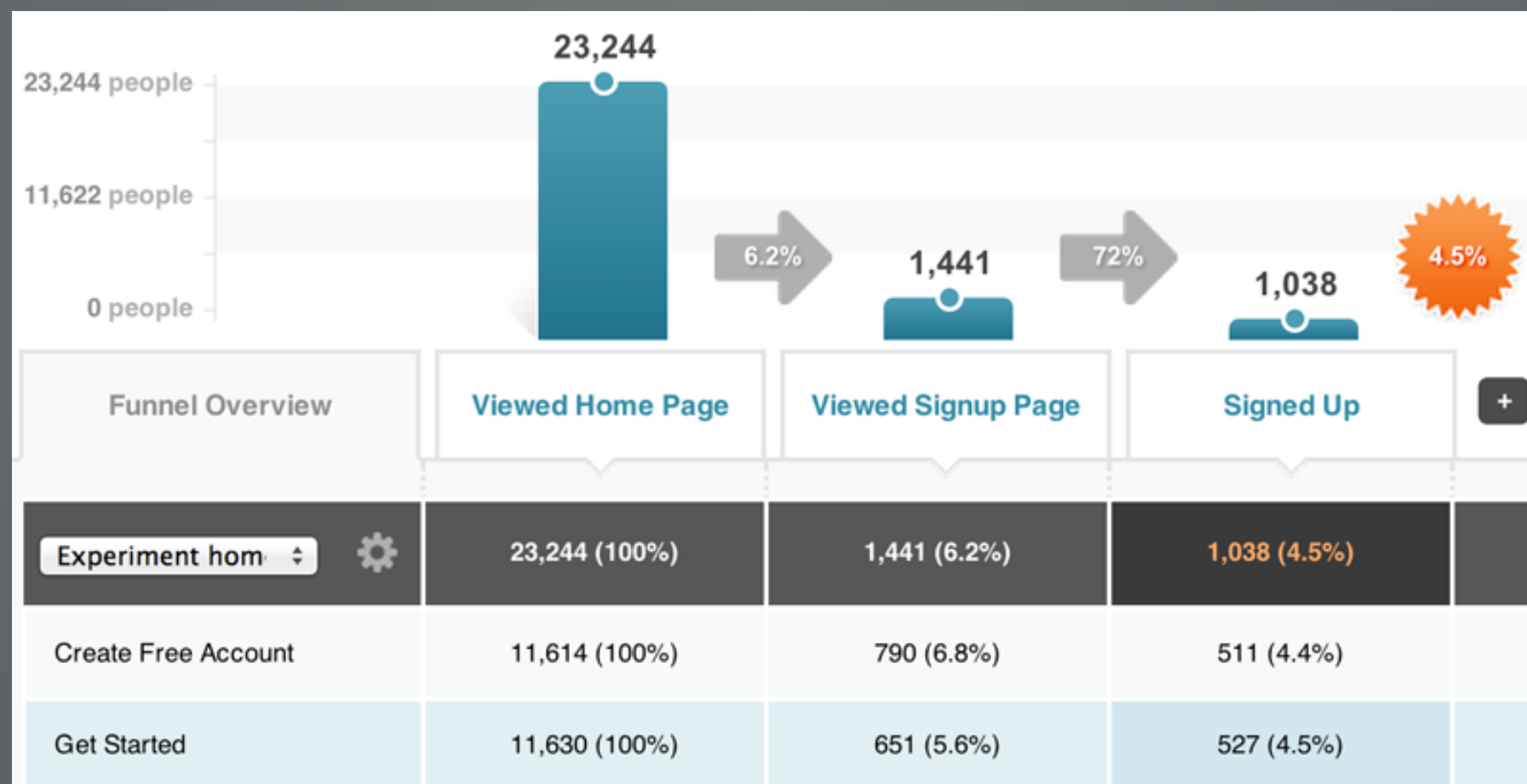
Cancel • Delete event

Create Event

BUILD YOUR FUNNEL



Experiments show in funnel reports automagically



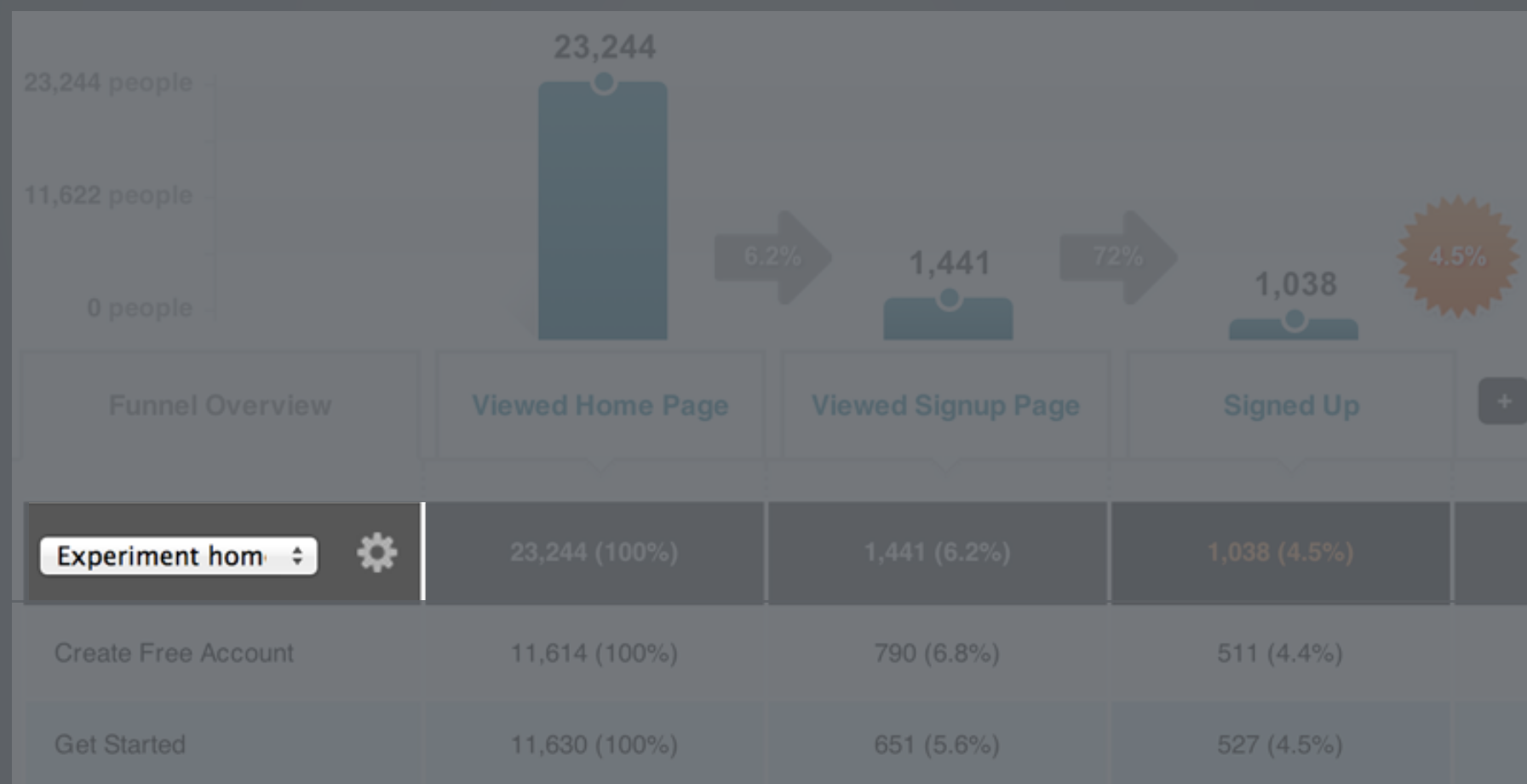
#beamazing

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BUILD YOUR FUNNEL



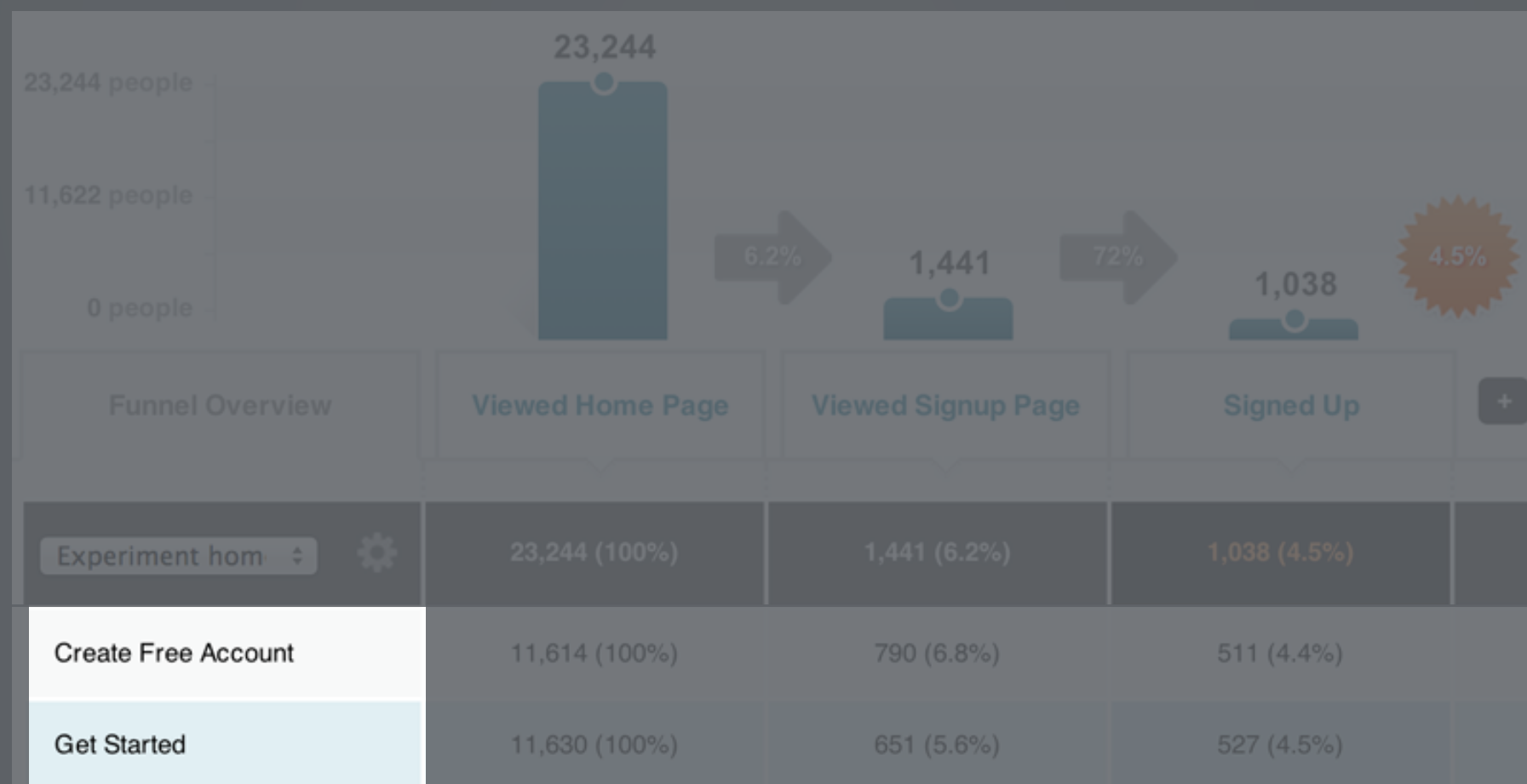
Experiments show in funnel reports automagically



BUILD YOUR FUNNEL



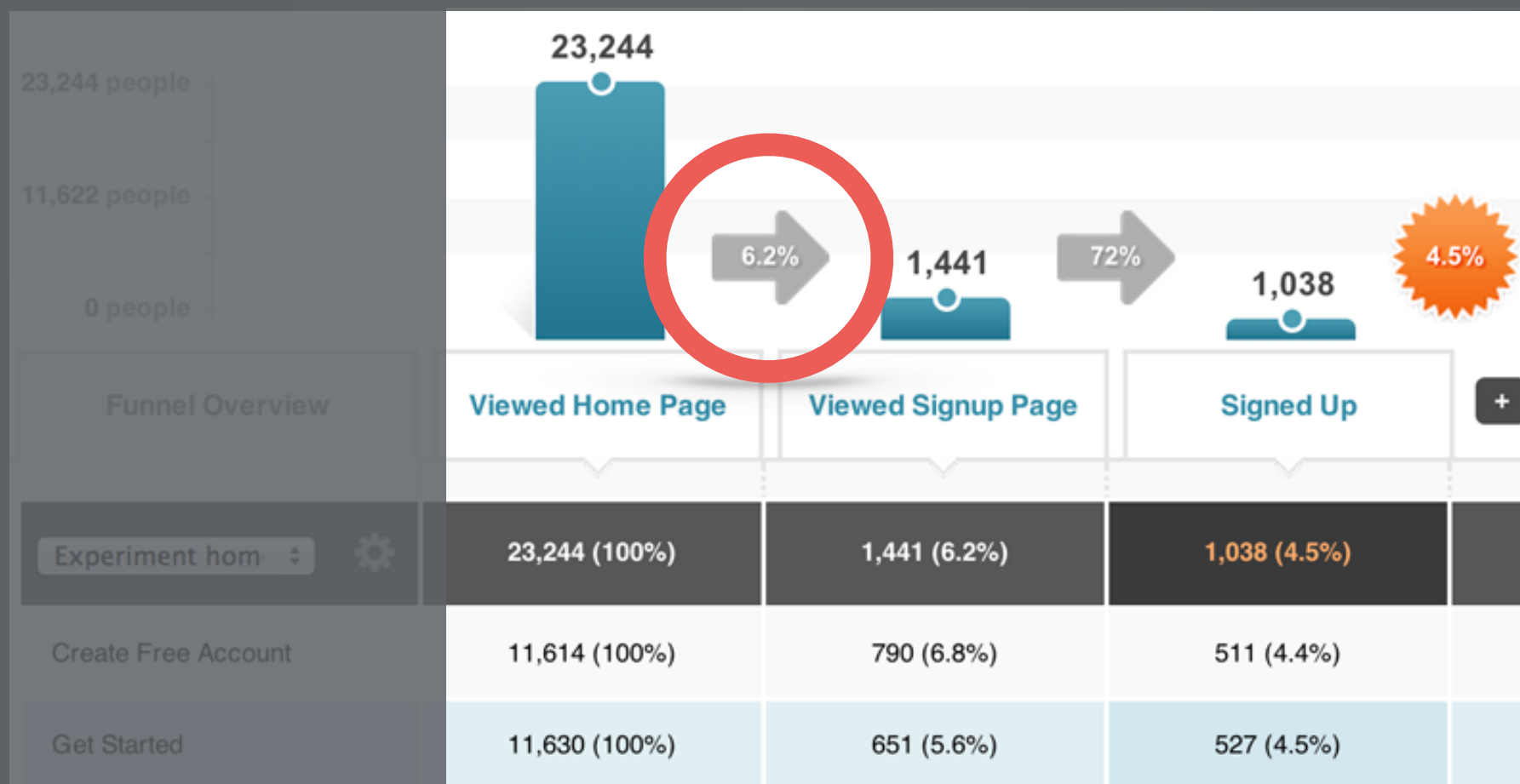
Experiments show in funnel reports automagically



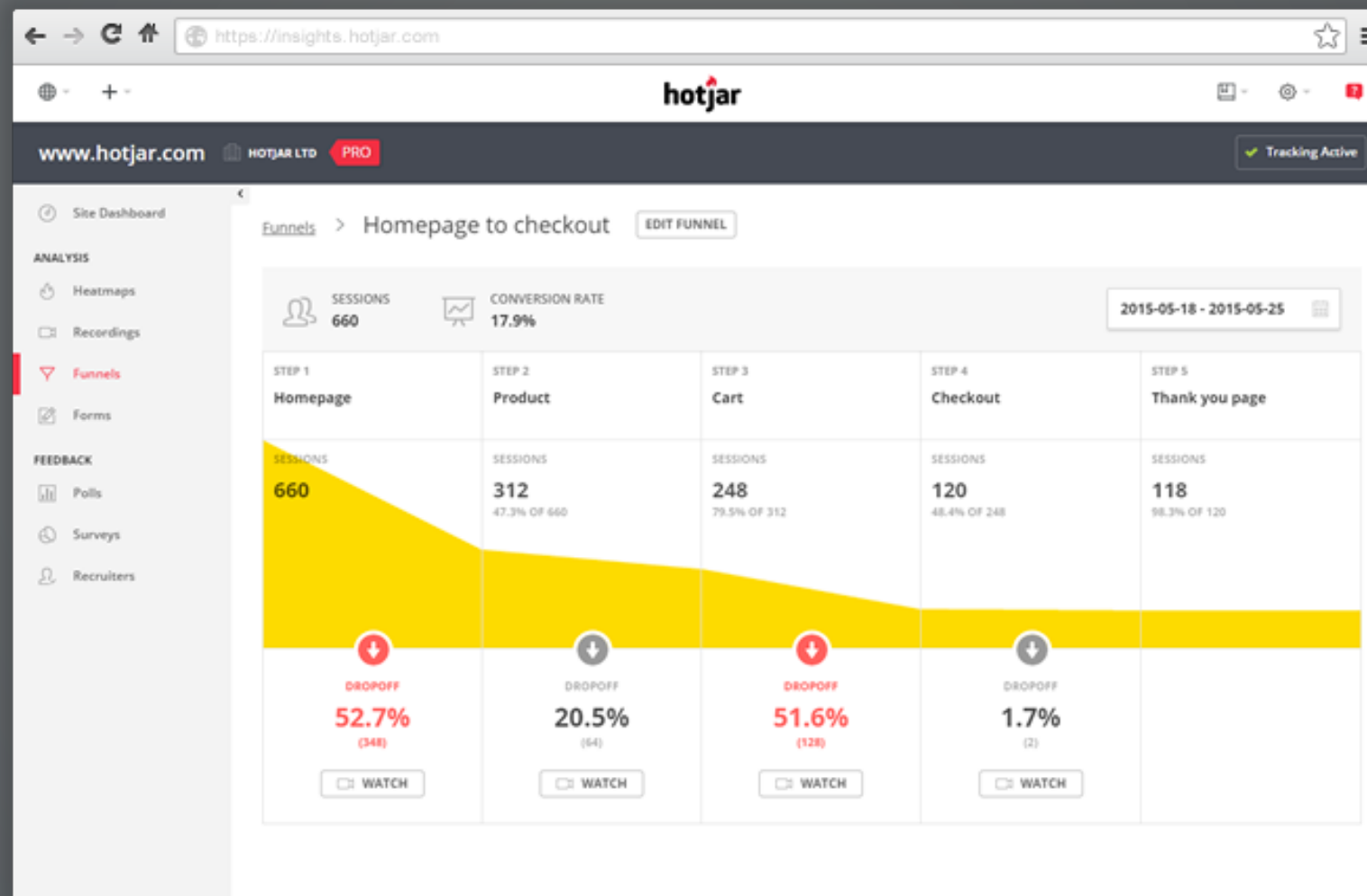
BUILD YOUR FUNNEL



Experiments show in funnel reports automagically



BUILD YOUR FUNNEL



Fourth

COLLECT QUALITATIVE DATA



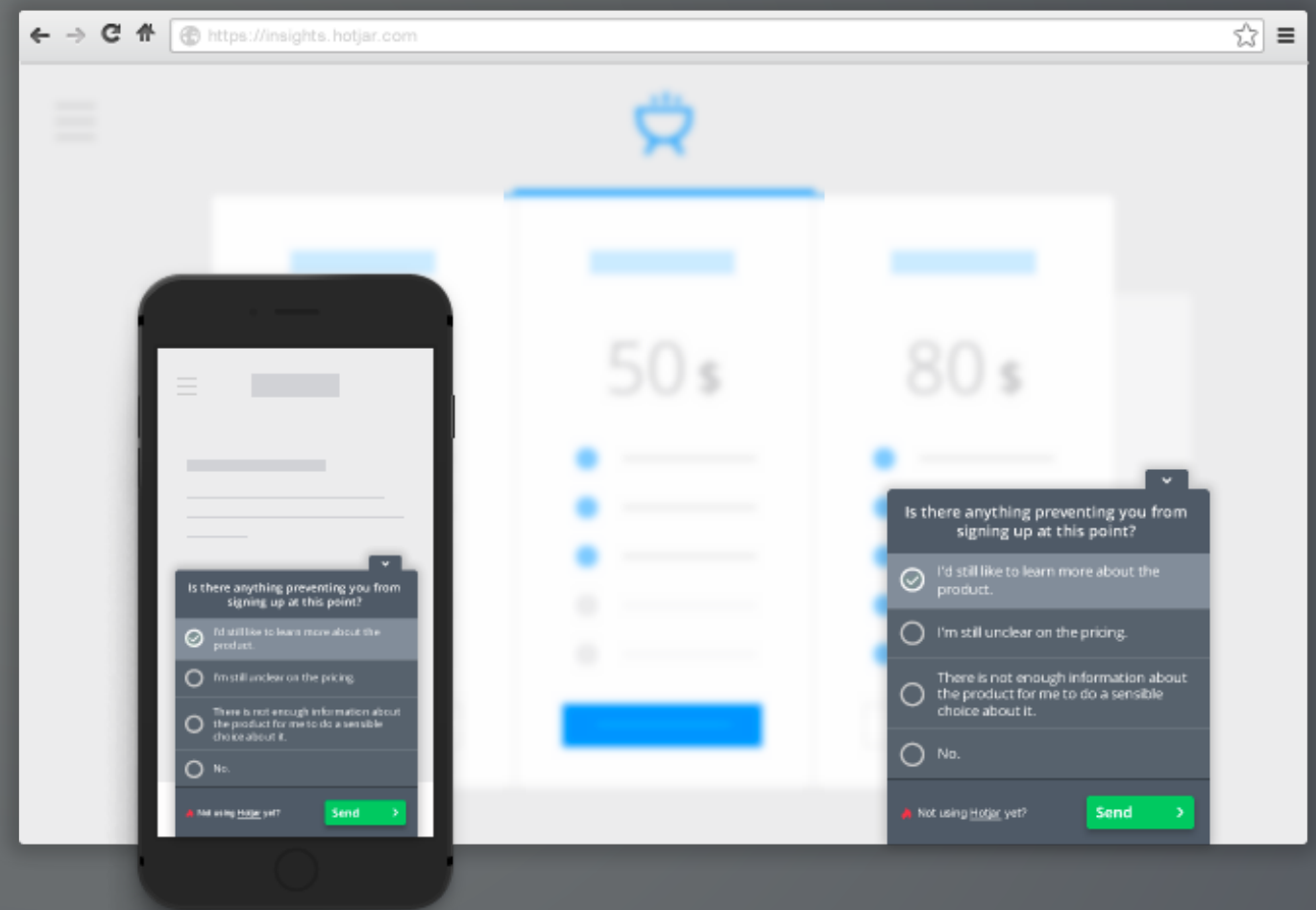
#beamazing

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ON PAGE SURVEYS

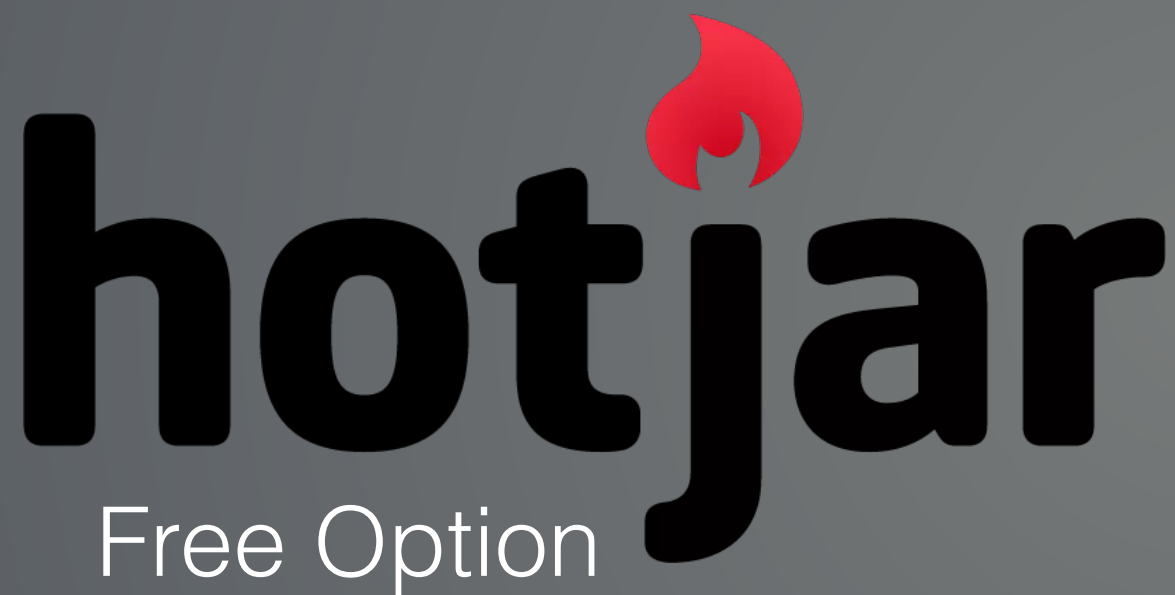
Ask questions at funnel drop off points

- * 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?



THE TOOLS

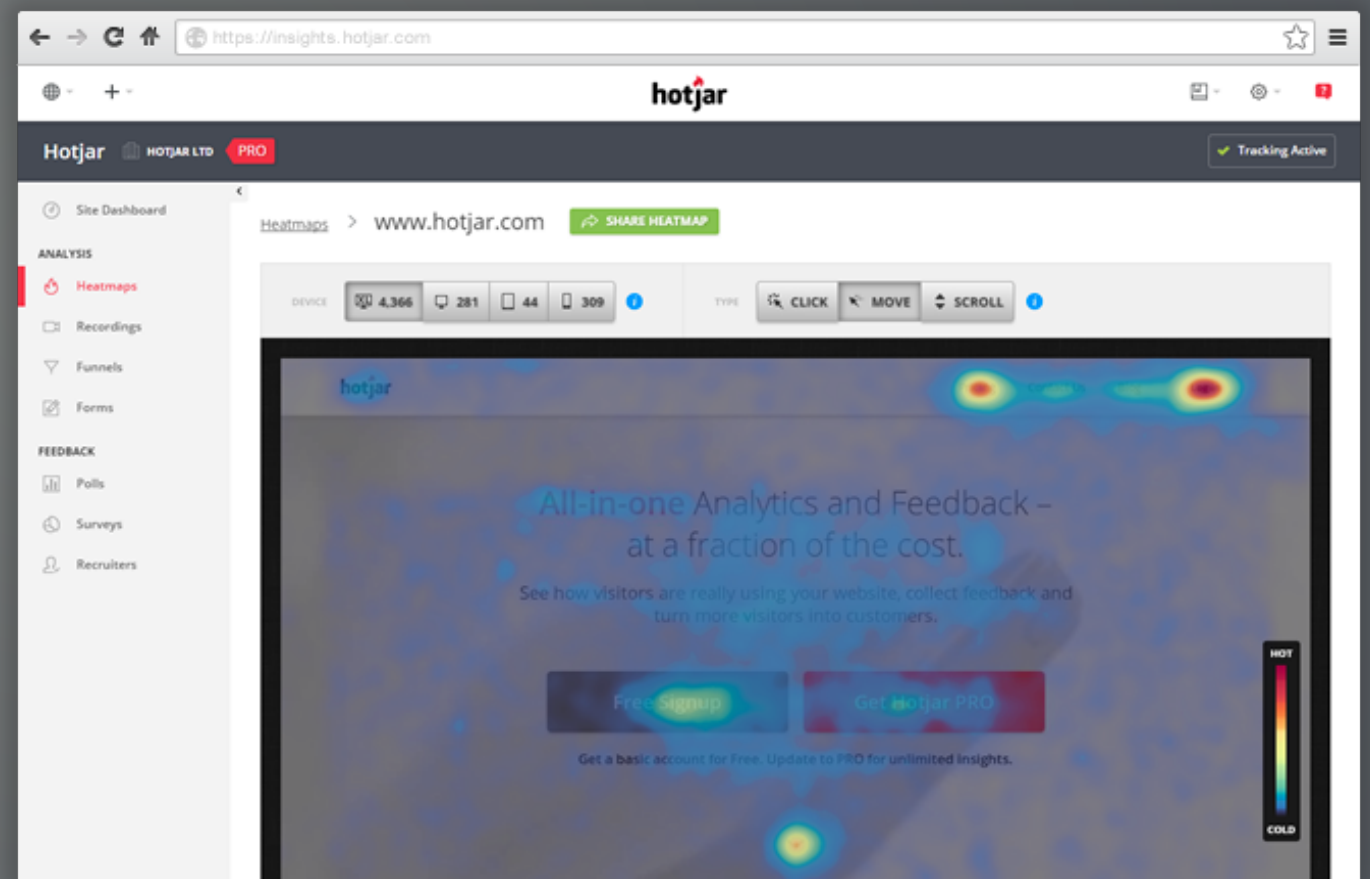
On Page Survey



HEATMAPS

Learn What's Important

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



HEATMAPS

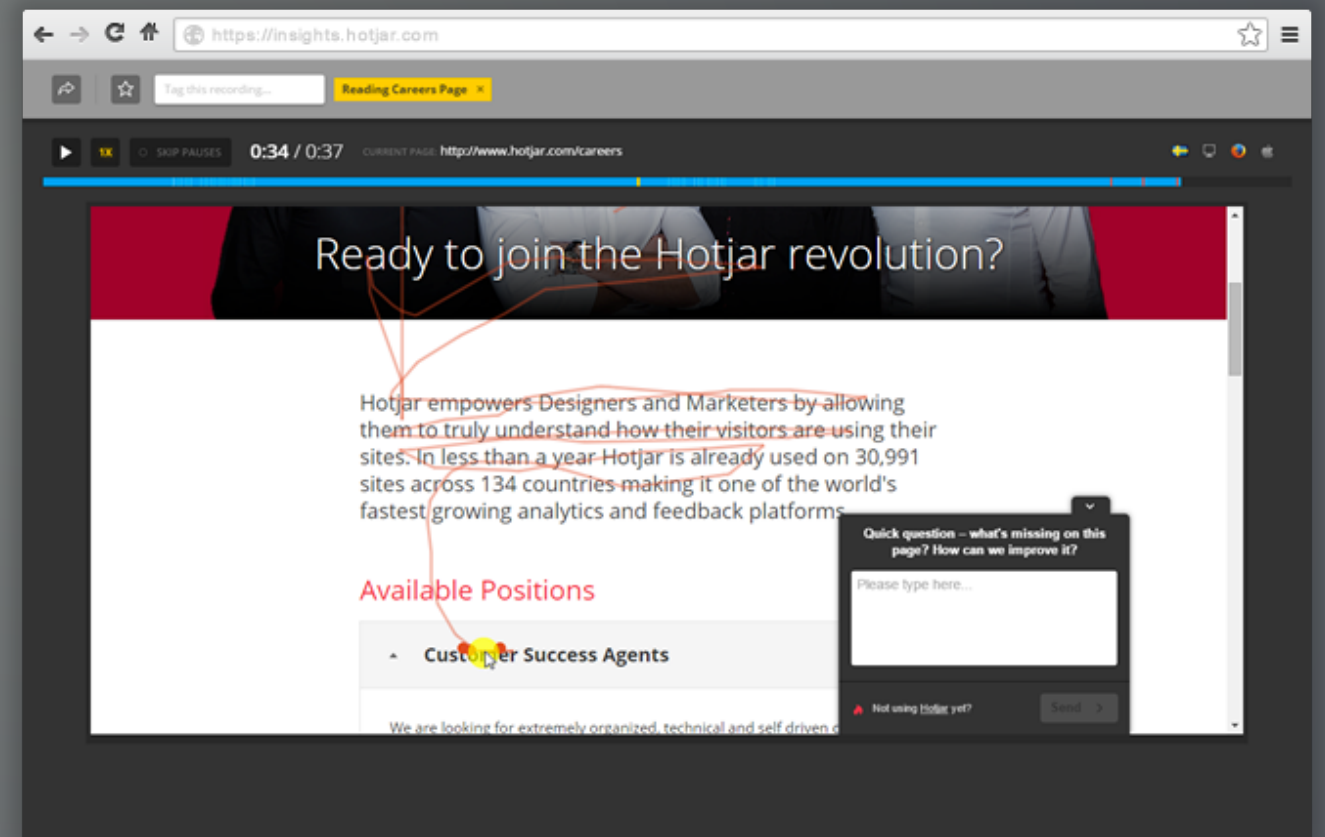
Have models look to
the product or call to
action



VISITOR RECORDINGS

Watch Your Visitors

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



THE TOOLS

Heatmaps & Visitor Recordings

hotjar

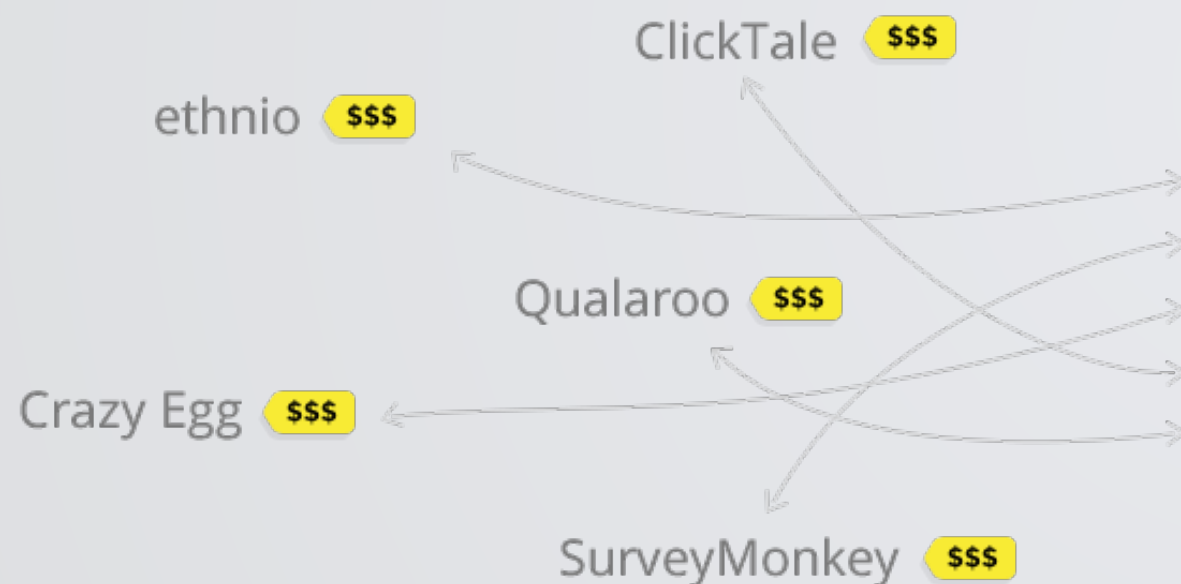
clicktale®

crazyegg™

inspectlet

THE TOOLS

THE OLD WAY



Starting from **\$249 / month**

VS

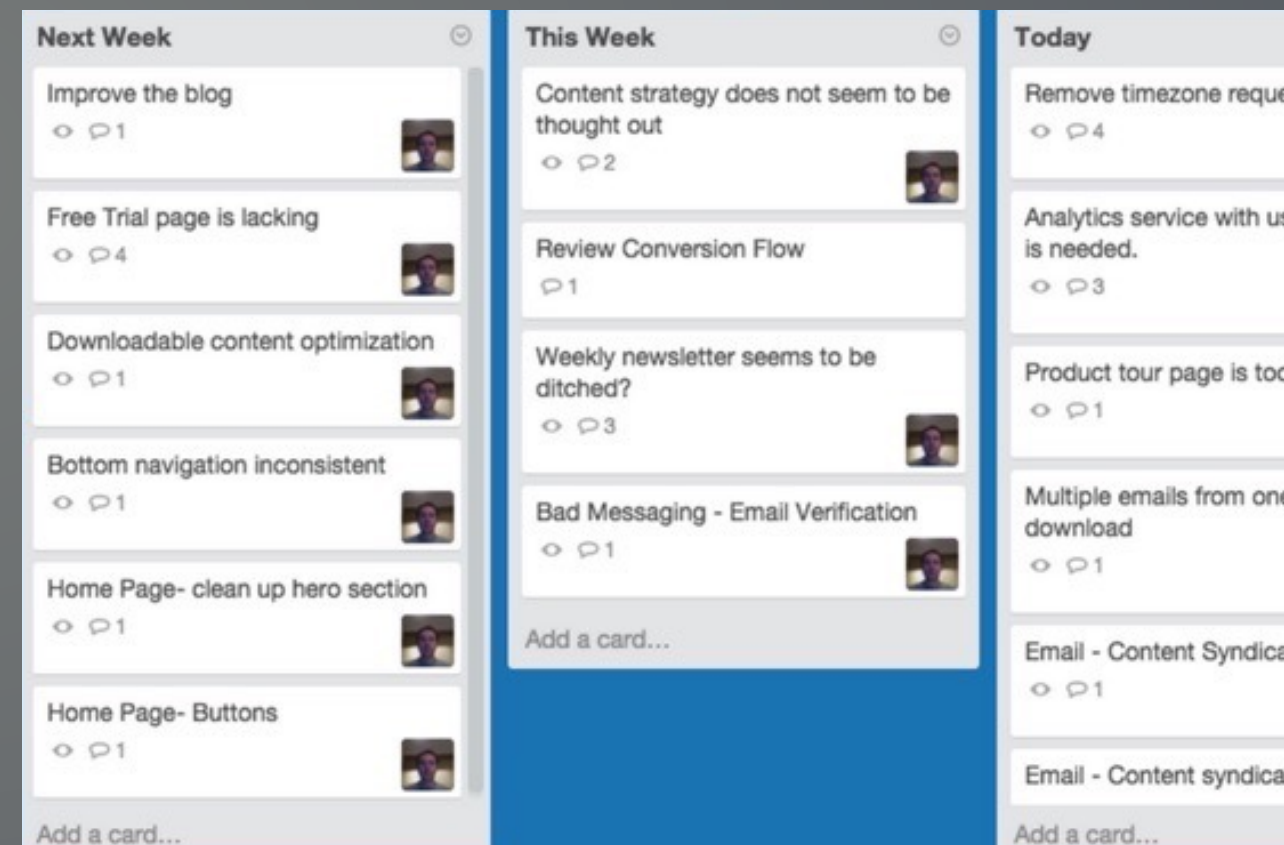
THE NEW WAY



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

UPDATE BACKLOG

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



Finally!

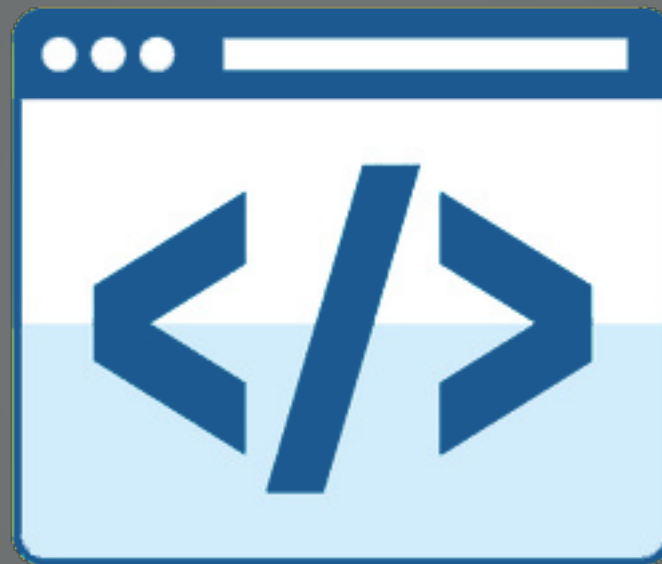
START TESTING



THE TOOLS

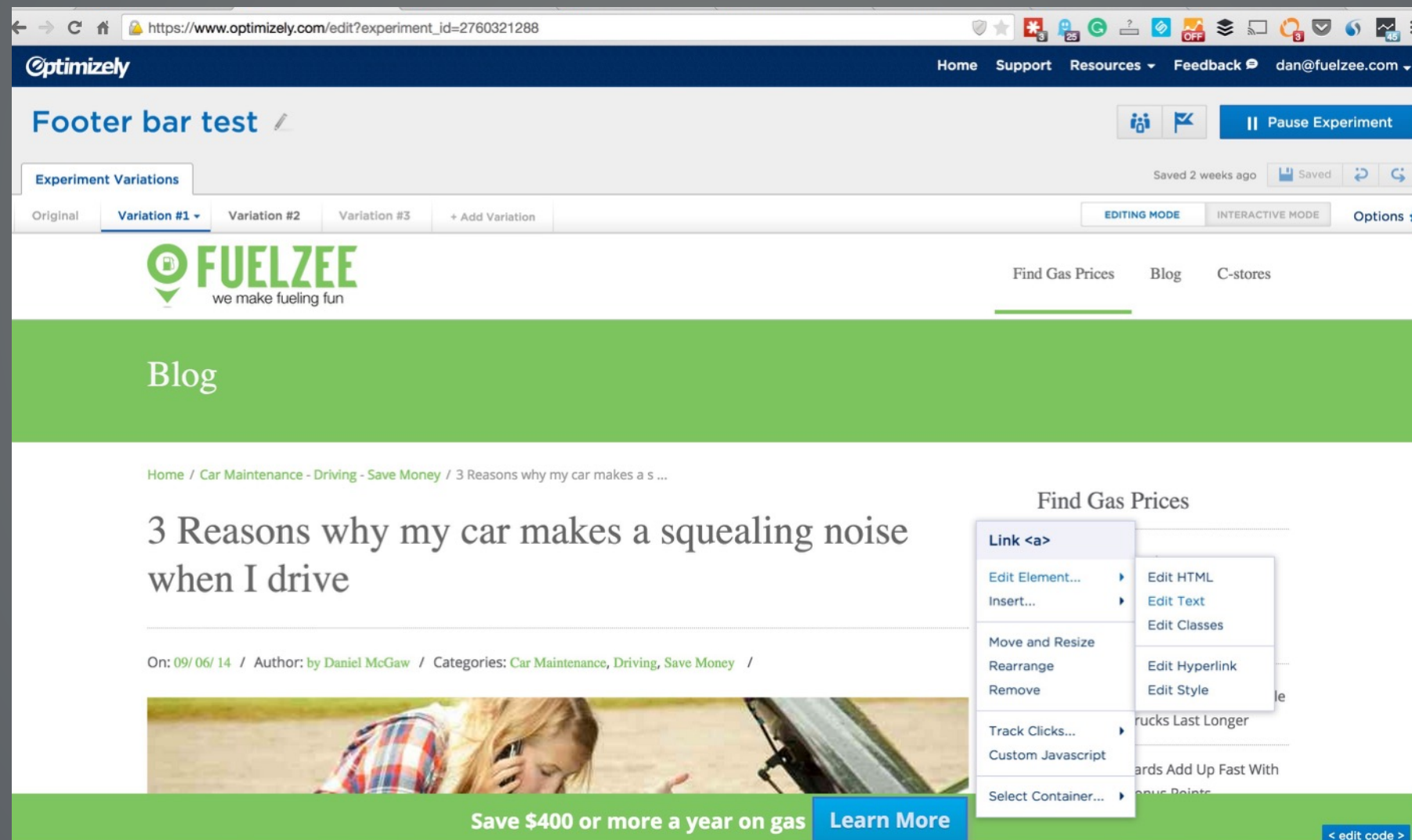


ADD JAVASCRIPT TO SITE



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

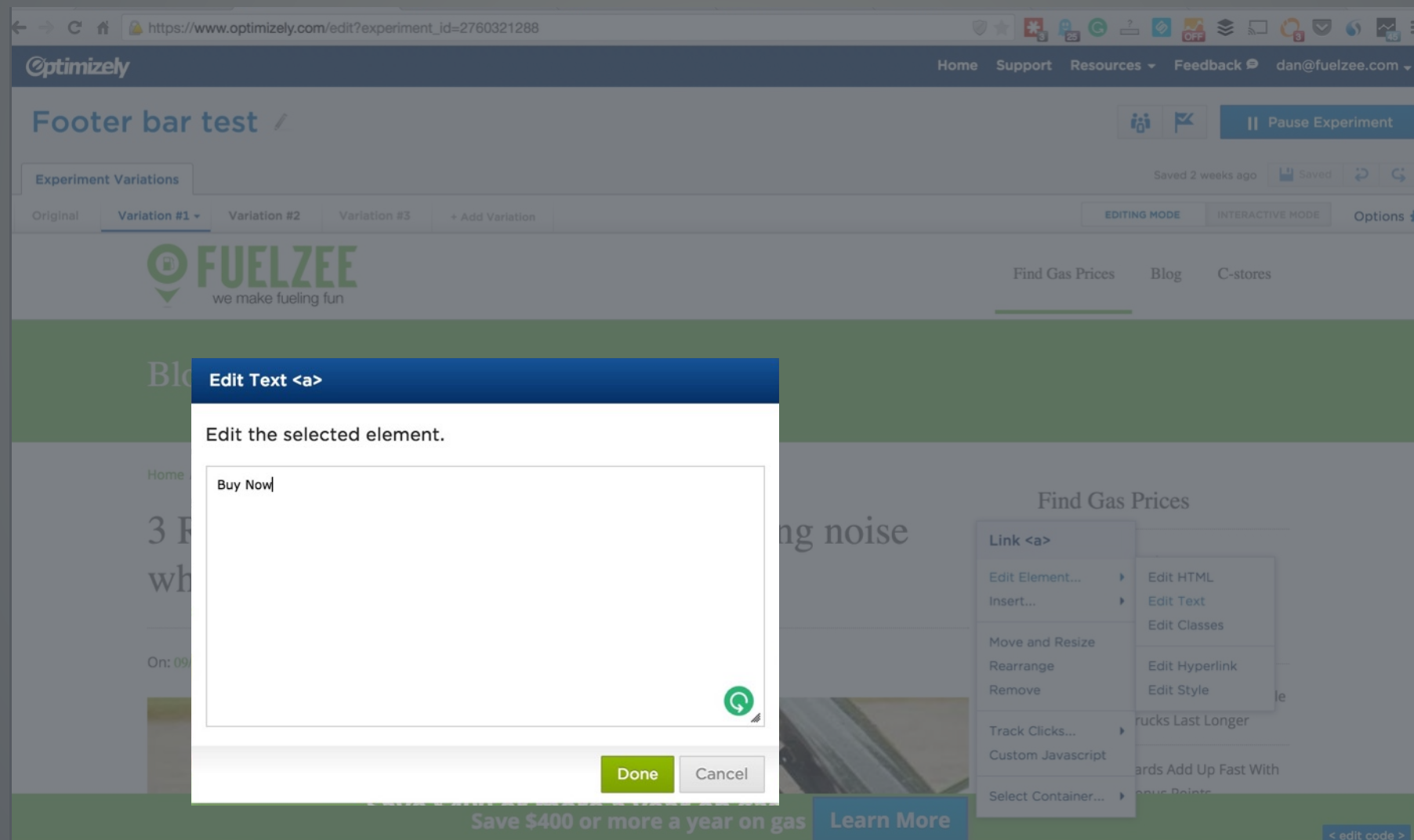
EASY TO USE WYSIWYG



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EASY TO USE WYSIWYG



#beamazing

@ChrisEdwardsCE


EASY TO USE WYSIWYG

Control (A)

Save Money / 3 Reasons why my car makes a s ...

my car makes a squealing noise

Gaw / Categories: Car Maintenance, Driving, Save Money /




Save \$25 next time you fill up your tank [Learn More](#)

Variant (B)

my car makes a squealing noise

w / Categories: Car Maintenance, Driving, Save Money /



Save \$25 next time you fill up your tank [Buy Now](#)

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

Save \$25 next time you fill up your tank

Learn More

Save \$25 next time you fill up your tank

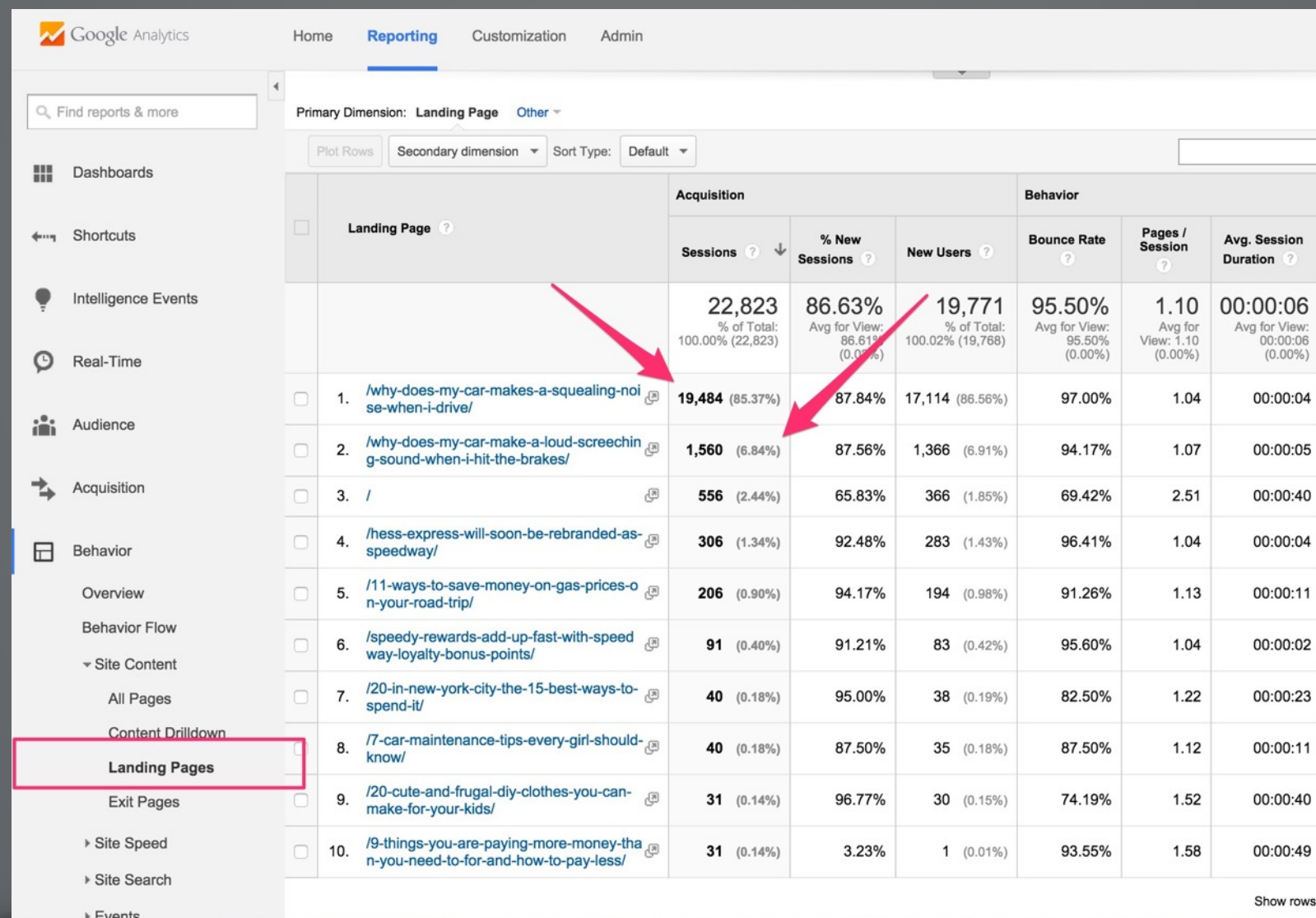
Buy Now

Testing

WHAT DO YOU TEST FIRST



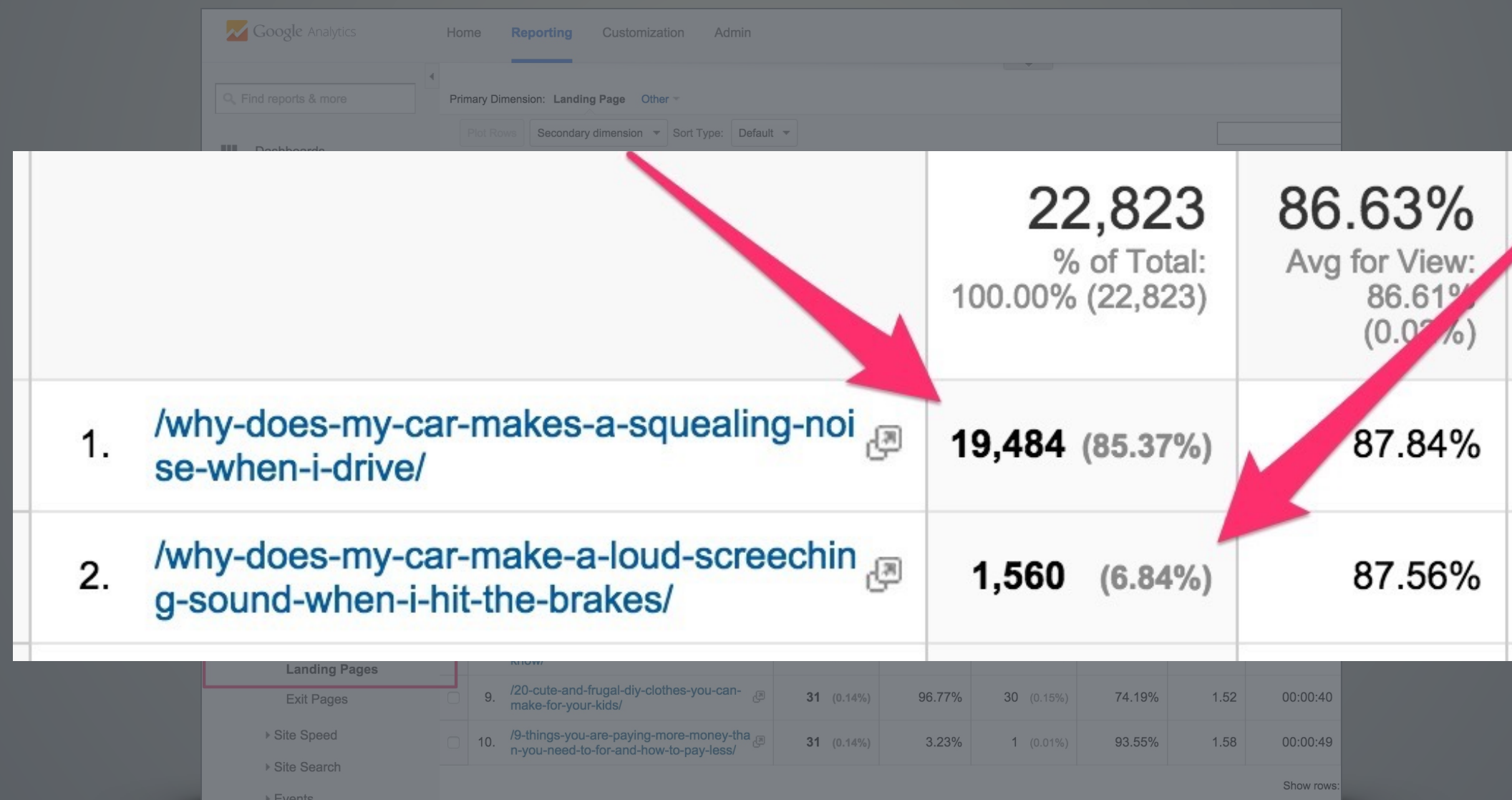
PAGES WITH HIGH TRAFFIC



Google Analytics Reporting interface showing Landing Pages with high traffic. The table displays metrics for Sessions, % New Sessions, New Users, Bounce Rate, Pages / Session, and Avg. Session Duration.

Primary Dimension: Landing Page		Acquisition			Behavior		
		Sessions	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration
		22,823 % of Total: 100.00% (22,823)	86.63% Avg for View: 86.61% (0.00%)	19,771 % of Total: 100.02% (19,768)	95.50% Avg for View: 95.50% (0.00%)	1.10 Avg for View: 1.10 (0.00%)	00:00:06 Avg for View: 00:00:06 (0.00%)
1.	/why-does-my-car-makes-a-squealing-noise-when-i-drive/	19,484 (85.37%)	87.84%	17,114 (86.56%)	97.00%	1.04	00:00:04
2.	/why-does-my-car-make-a-loud-screeching-sound-when-i-hit-the-brakes/	1,560 (6.84%)	87.56%	1,366 (6.91%)	94.17%	1.07	00:00:05
3.	/	556 (2.44%)	65.83%	366 (1.85%)	69.42%	2.51	00:00:40
4.	/hess-express-will-soon-be-rebranded-as-speedway/	306 (1.34%)	92.48%	283 (1.43%)	96.41%	1.04	00:00:04
5.	/11-ways-to-save-money-on-gas-prices-on-your-road-trip/	206 (0.90%)	94.17%	194 (0.98%)	91.26%	1.13	00:00:11
6.	/speedy-rewards-add-up-fast-with-speedway-loyalty-bonus-points/	91 (0.40%)	91.21%	83 (0.42%)	95.60%	1.04	00:00:02
7.	/20-in-new-york-city-the-15-best-ways-to-spend-it/	40 (0.18%)	95.00%	38 (0.19%)	82.50%	1.22	00:00:23
8.	/7-car-maintenance-tips-every-girl-should-know/	40 (0.18%)	87.50%	35 (0.18%)	87.50%	1.12	00:00:11
9.	/20-cute-and-frugal-diy-clothes-you-can-make-for-your-kids/	31 (0.14%)	96.77%	30 (0.15%)	74.19%	1.52	00:00:40
10.	/9-things-you-are-paying-more-money-than-you-need-to-for-and-how-to-pay-less/	31 (0.14%)	3.23%	1 (0.01%)	93.55%	1.58	00:00:49

PAGES WITH HIGH TRAFFIC



Google Analytics Reporting interface showing a table of high-traffic landing pages. The table displays the top 10 landing pages by traffic volume. The first two pages are highlighted with red arrows.

		22,823 % of Total: 100.00% (22,823)	86.63% Avg for View: 86.61% (0.02%)
1.	/why-does-my-car-makes-a-squealing-noise-when-i-drive/	19,484 (85.37%)	87.84%
2.	/why-does-my-car-make-a-loud-screeching-sound-when-i-hit-the-brakes/	1,560 (6.84%)	87.56%

Below the main table, a sidebar on the left shows a list of reports: Landing Pages, Exit Pages, Site Speed, Site Search, and Events. The main table also shows a list of reports: 9. /20-cute-and-frugal-diy-clothes-you-can-make-for-your-kids/ and 10. /9-things-you-are-paying-more-money-than-you-need-to-for-and-how-to-pay-less/.

TEST BUTTONS

Test A



VS

Test B




TEST BUTTONS

21%



TEST IMAGES


Test A




DINNER WITH BARACK

Your chance to meet the President

GET STARTED



No purchase, payment, or contribution necessary to enter or win. Contributing will not improve chances of winning. Void where prohibited. Entries must be received by September 20, 2012. You may enter by contributing to Obama Victory Fund 2012 [here](#) or click [here](#) to enter without contributing. Three winners will each receive the following prize package: round-trip tickets for winner from within the fifty U.S. States, DC, or Puerto Rico to a destination to be determined by the Sponsor; hotel accommodations; and dinner with President Obama on a date to be determined by the Sponsor (approximate retail value of all prizes \$4,800). Odds of winning depend on number of entries received. Promotion open only to U.S. citizens, or lawful permanent U.S. residents who are legal residents of 50 United States, District of Columbia and Puerto Rico and 18 or older (or age of majority under applicable law). Promotion subject to Official Rules. Official rules and additional restrictions on eligibility. Sponsor: Obama for America, 130 E. Randolph St., Chicago, IL 60601.



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VS


Test B




DINNER WITH BARACK

Your chance to meet the President

GET STARTED



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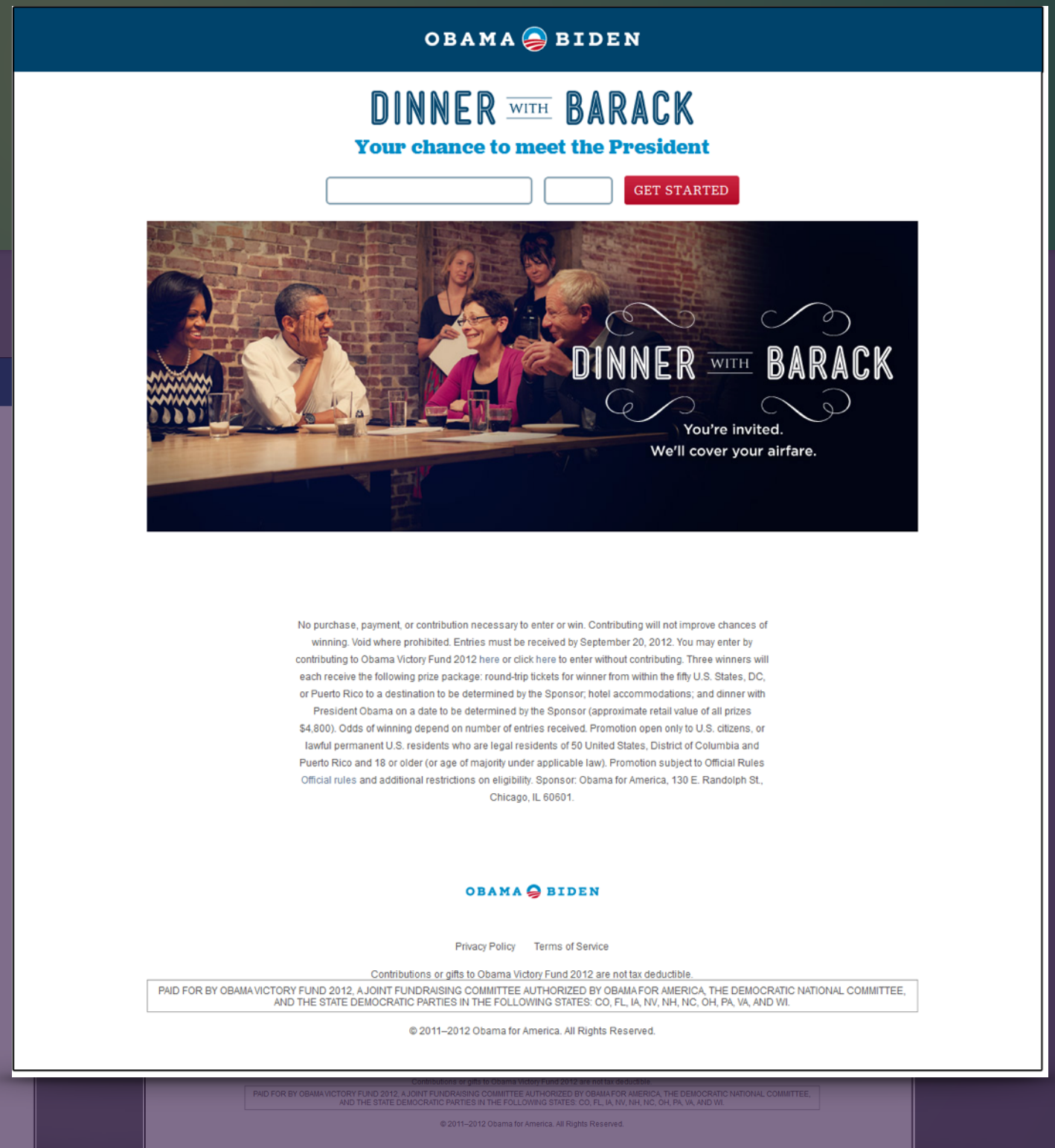
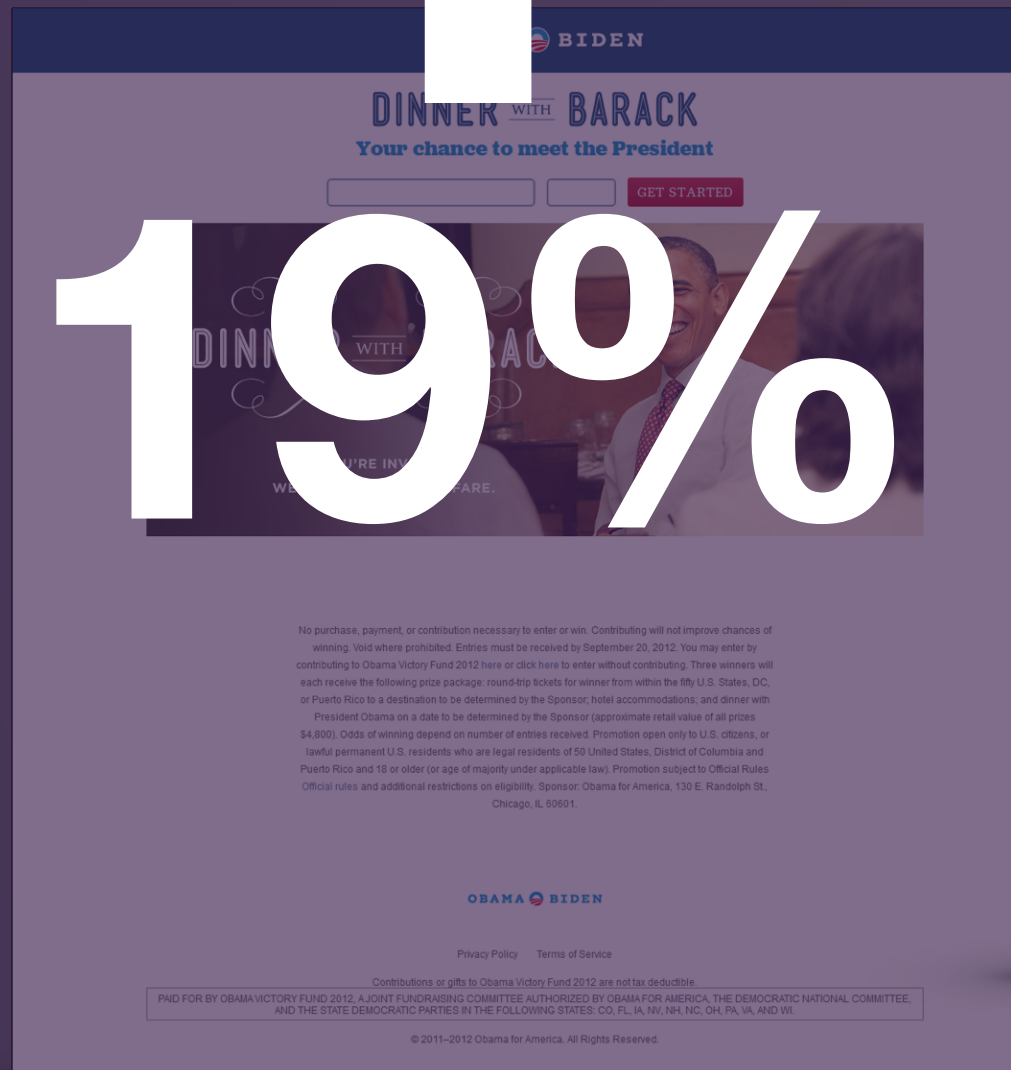
PAID FOR BY OBAMA VICTORY FUND 2012, A JOINT FUNDRAISING COMMITTEE AUTHORIZED BY OBAMA FOR AMERICA, THE DEMOCRATIC NATIONAL COMMITTEE, AND THE STATE DEMOCRATIC PARTIES IN THE FOLLOWING STATES: CO, FL, IA, NV, NH, NC, OH, PA, VA, AND WI.

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TEST



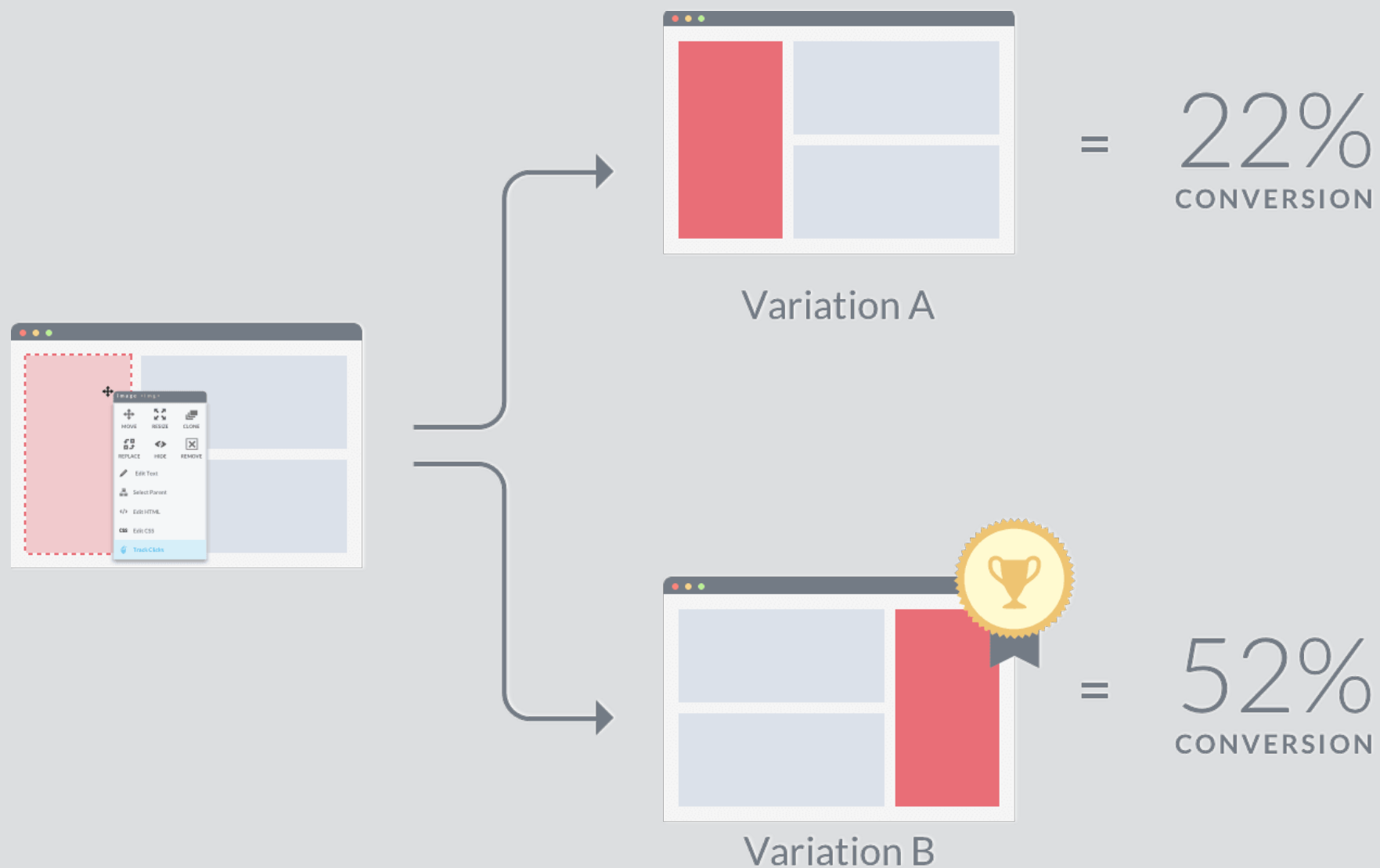
19%



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TEST LAYOUTS



TEST MONEY PAGES



CLICK ABOVE TO ZOOM

[+] VIEW LARGER IMAGE

★★★★★ Write a Review

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:

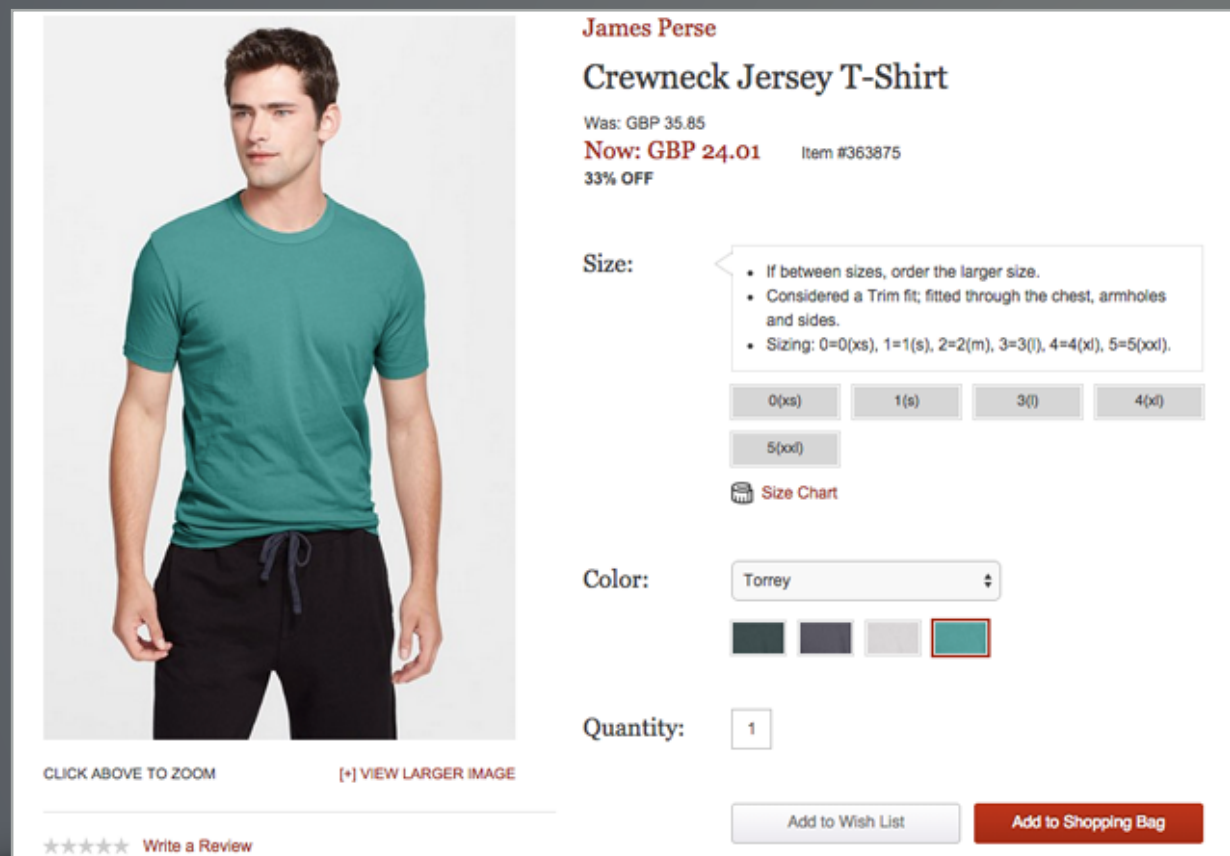
Torrey



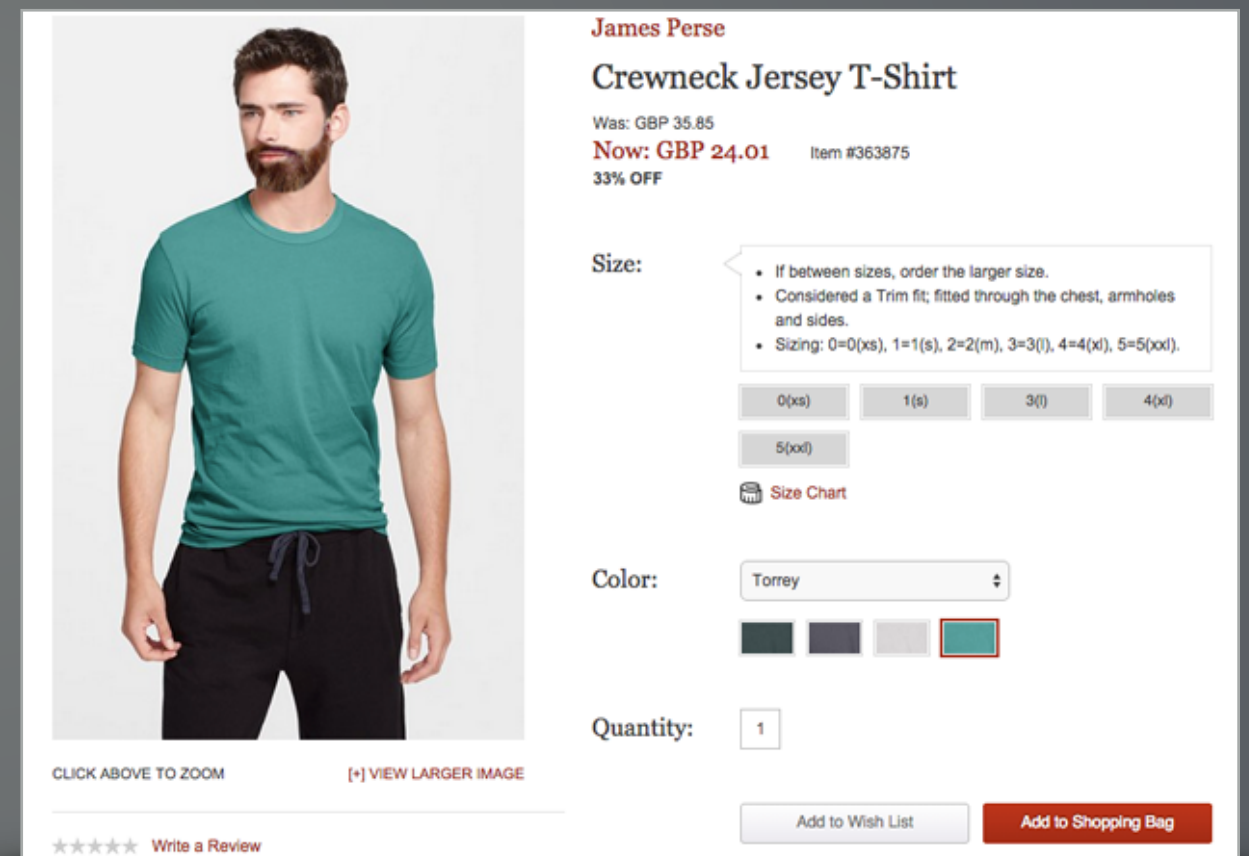
Quantity: 1

[Add to Wish List](#) [Add to Shopping Bag](#)

THINK OUTSIDE THE BOX



Clean Shaven



Bearded Hipster

#beamazing

@ChrisEdwardsCE

THINK OUTSIDE THE BOX



49%

Hipster Wins!



CLICK ABOVE TO ZOOM

[+] VIEW LARGER IMAGE

★★★★★ Write a Review

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

 Size Chart

Color: Torrey



Quantity: 1

Add to Wish List Add to Shopping Bag

Clean Shave

Bearded Hipster

Warning

DON'T SCREW UP

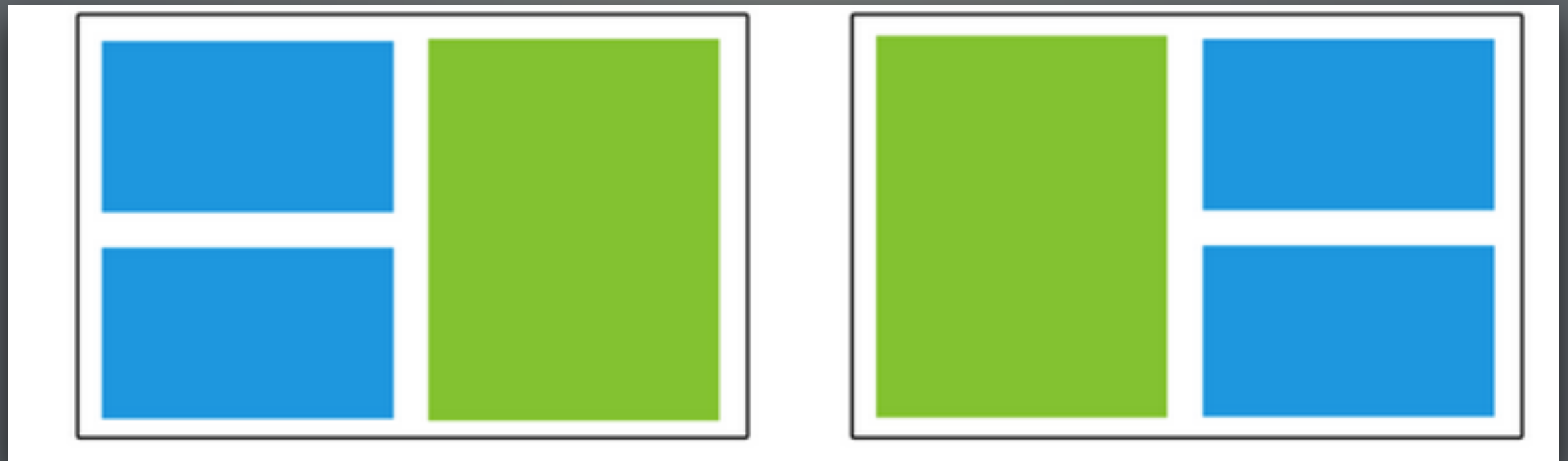


#beamazing

@ChrisEdwardsCE

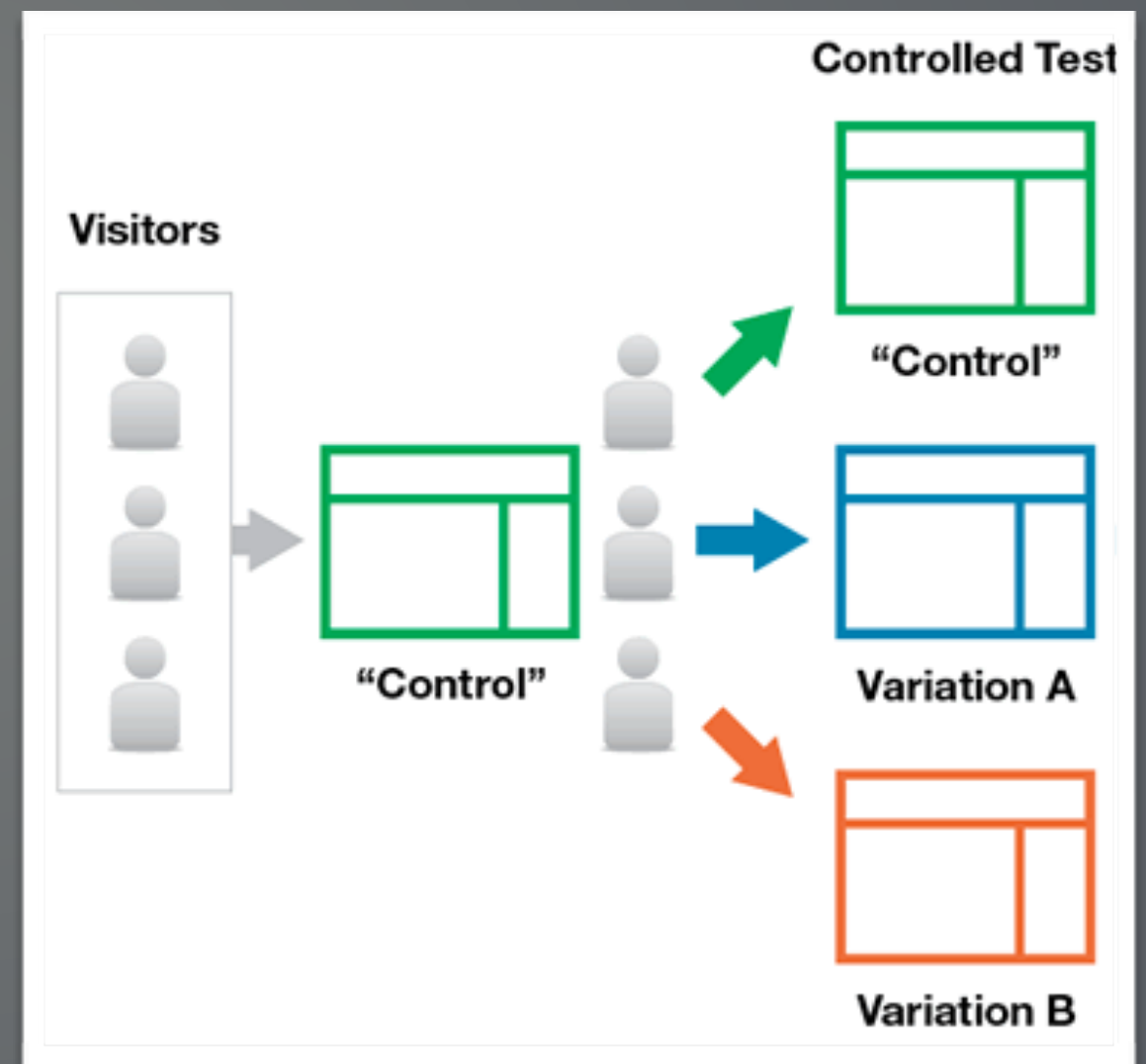
STAY FOCUSED

Only change one element at a time



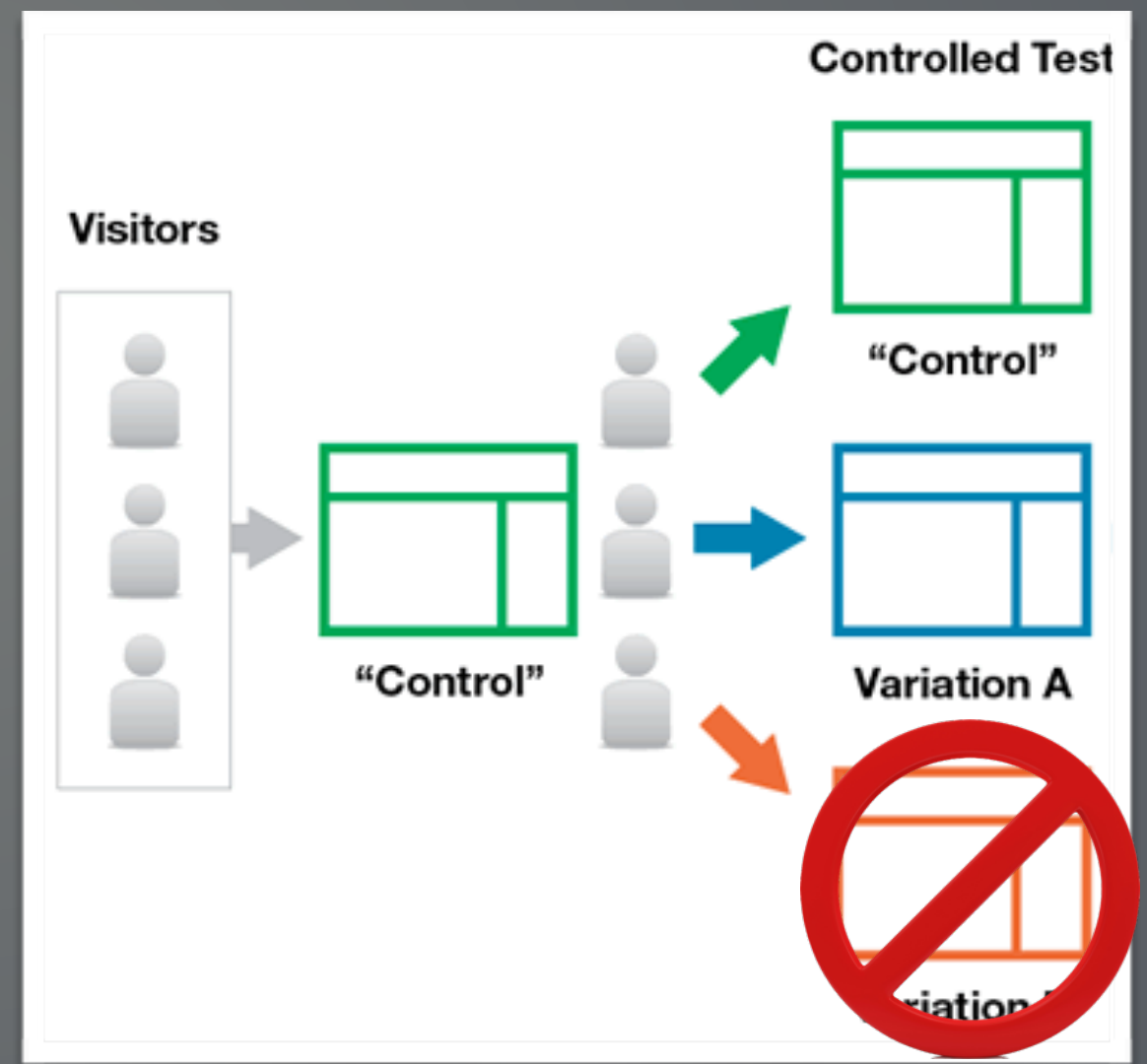
LOW TRAFFIC?

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



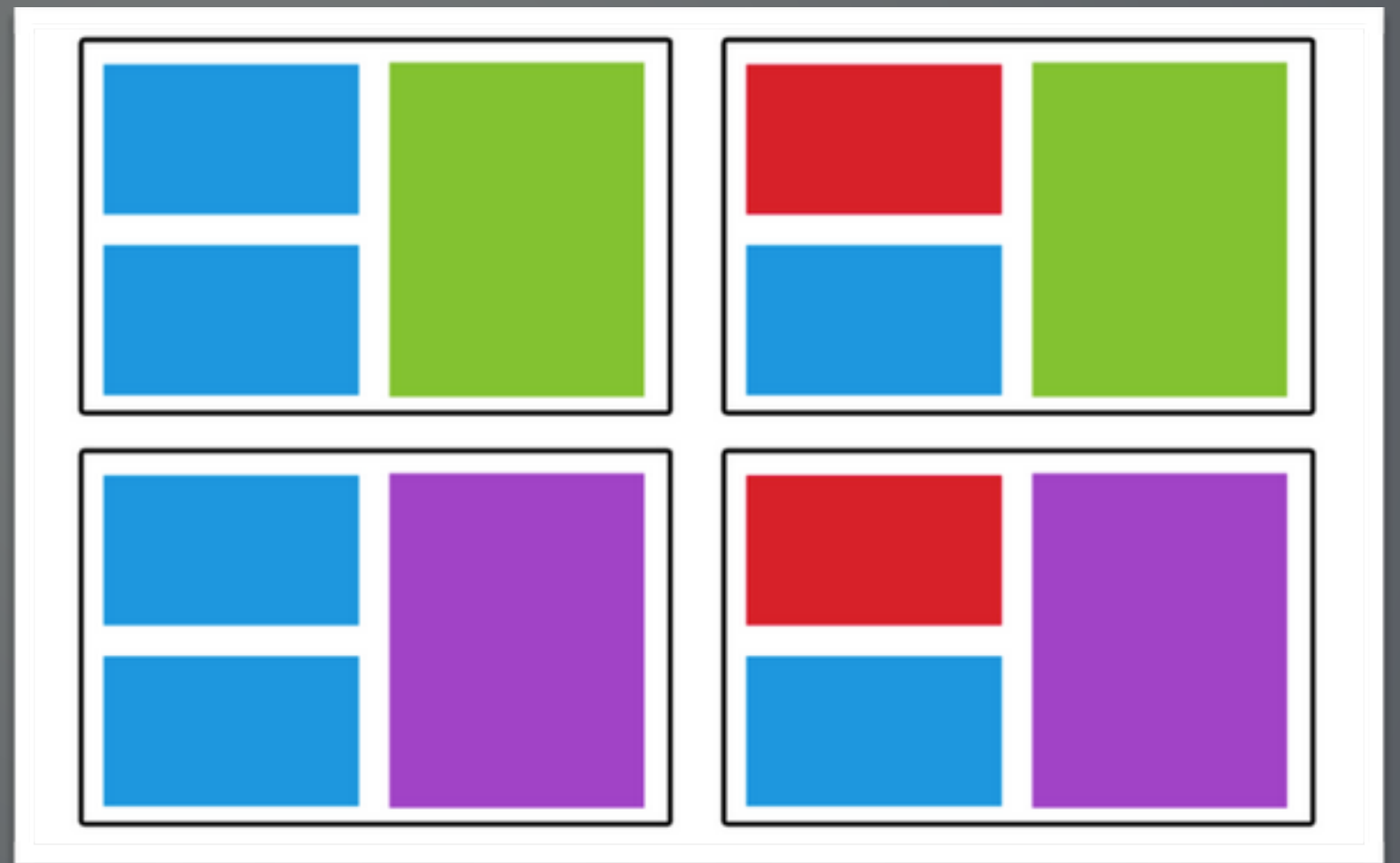
LOW TRAFFIC?

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



MULTI-VARIANT TESTING

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



CALLING TESTS TO EARLY

A

B

A/B Significance Test

[Reset form](#)

Did that button color change actually improve your conversions?

[Try KISSmetrics for FREE](#) to get help with running your A/B test and check out our [A/B testing documentation](#). Use this A/B Significance calculator to tell you whether your A/B test is statistically significant. Without this calculator, you can't be confident that the changes you make will improve your conversions.

What's the page view and conversion data for each page in the test?

	The number of visitors on this page was:	The number of overall conversions was:	Conversion rate:
A	1000	90	9%
B	1000	120	12% ✓

✓ **Your results:**
Test "B" converted **33%** better than Test "A." We are **99%** certain that the changes in Test "B" will improve your conversion rate.
Your A/B test is statistically significant!

DOUBLE CHECK AMAZING

Whoa! That seems
almost too good to be
true!

IS IT CORRECT?



956%

Thank You

QUESTIONS?



Chris Edwards
Director of Technology
at Effin Amazing
me@chrisedwards.me

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