

# Conversion Rate Optimisation Priorities for 2013

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Conversion Rate Experts



*Tools and strategies that are most effective in 2013*

Digital Marketing Priorities 2013 Summit

11<sup>th</sup> January 2013. Brought to you by:



BrightTALK™



# What you'll get from this talk

- 1 What's working—and what's not
- 2 Some tools you should be using
- 3 Some techniques that are surprisingly effective

## A few of our clients



**Grew annual sales by £14 million**  
Sunshine.co.uk

**101% increase in leads**  
Armagard

**Increased revenue "substantially"**  
H1 Base

**66% more leads**  
Search Office Space Worldwide

I recommend the company very much. Personally speaking, the co-operation is very professional,  
**30% increase in sales**  
Seniorenland

**Increased conversion from 5% to 22%**  
Voices.com

**Jon Myers**  
Marketing agency MediaVest

conversion rate in a structured, analytical, scientific manner from the beginning to the end.  
**Doubled sales of best-selling brands**  
Def-Shop

**124% more sales**  
SEO Book

**"Great fun, great results."**  
888

**\$1 million/year in additional revenues**  
SEOMoz

**33% increase in sales**  
Photoshelter

# 1: Prioritise conversion

A high-angle, close-up photograph of a bright yellow sports car with its hood open. The engine bay is visible, showing a complex arrangement of mechanical parts, including a large black air intake manifold and various hoses and wires. The car's body is a vibrant yellow, and the background is a plain, light-colored surface. The text is overlaid on the bottom half of the image, set against a semi-transparent dark yellow background.

**Look under the bonnet  
of any successful business  
—and you'll find a powerful  
conversion engine**



**At the best companies,  
you'll find a crack team of engineers  
tuning that engine**



we're hiring!

Conversion Rate Experts  
turning clicks into customers

Let us scientifically optimize your web business to make it more profitable. We've been featured in Financial Times, .net and Fortune. Our clients include:



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# 5 reasons to get obsessed with conversion rate optimization

In the current economic climate, your website's conversion rate is more important than ever. Here are five reasons why conversion rate optimization should be your top priority.

## Reason 1: The obvious one—you get more customers, free

The obvious reason to improve your conversion rate is that you want more customers without having to spend a penny more on advertising. But there are other, even better, reasons...

## Reason 2: The "slight edge" phenomenon

In many competitions, "the winner takes all" (or at least "the winner takes most"). This is particularly true of internet marketing.

This has an important implication: If you want to be twice as profitable as your competitors, you *don't* have to be twice as good as them. You just have to be *slightly* better. This phenomenon is sometimes called the "slight edge."

### Find Out How We Help Businesses Increase Their Profits



### Client Testimonials



See video interview

Kevin Woodberry, Online Marketing Manager at Vodafone, speaking about working with the Conversion Rate Experts team.

300% increase in conversion rate.



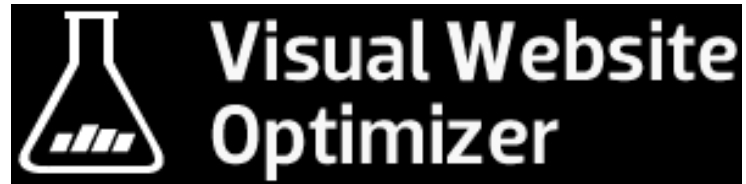
[See more client testimonials](#) →

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# 2: You must be testing

Google Analytics

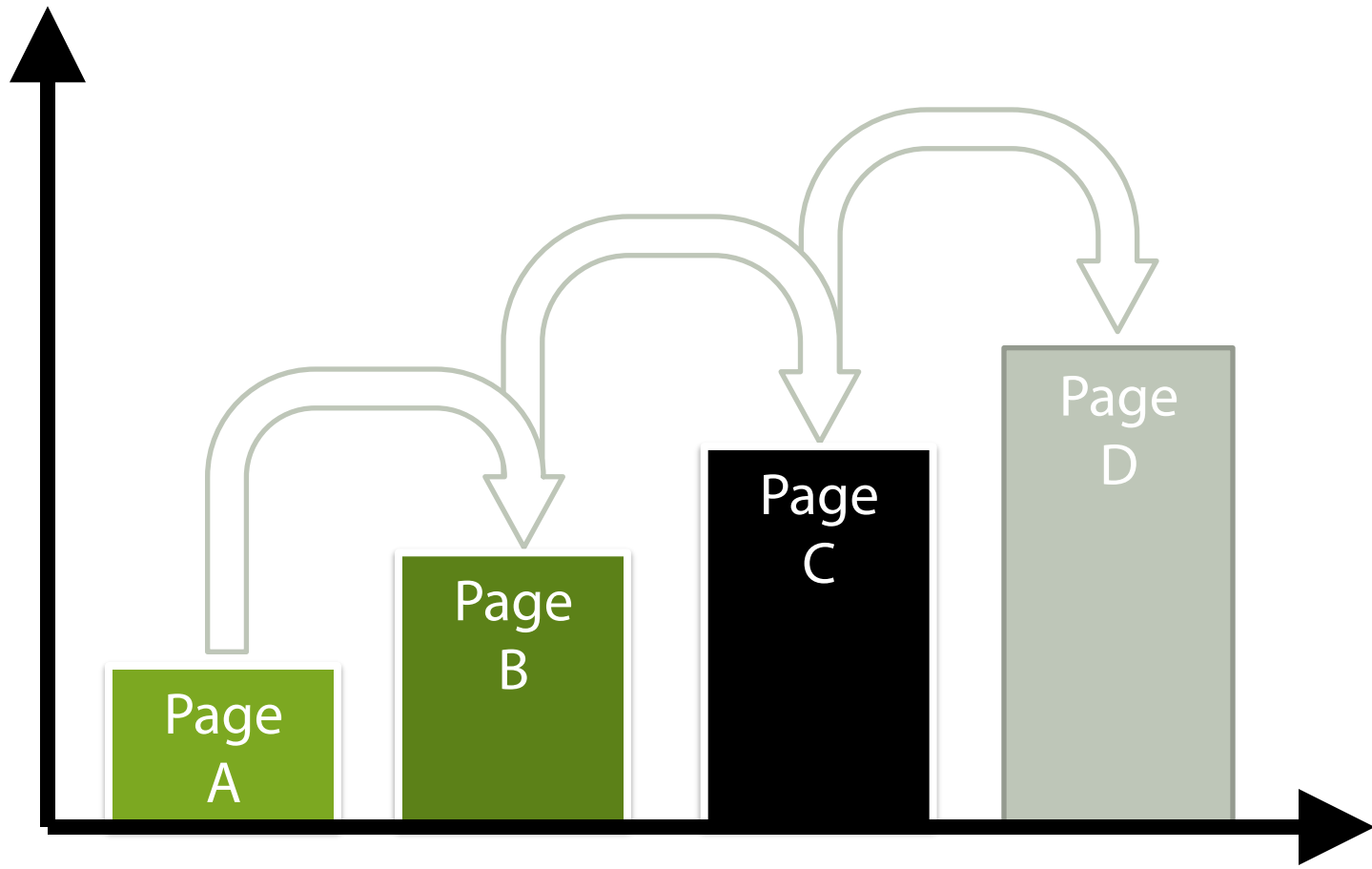


SITESPECT

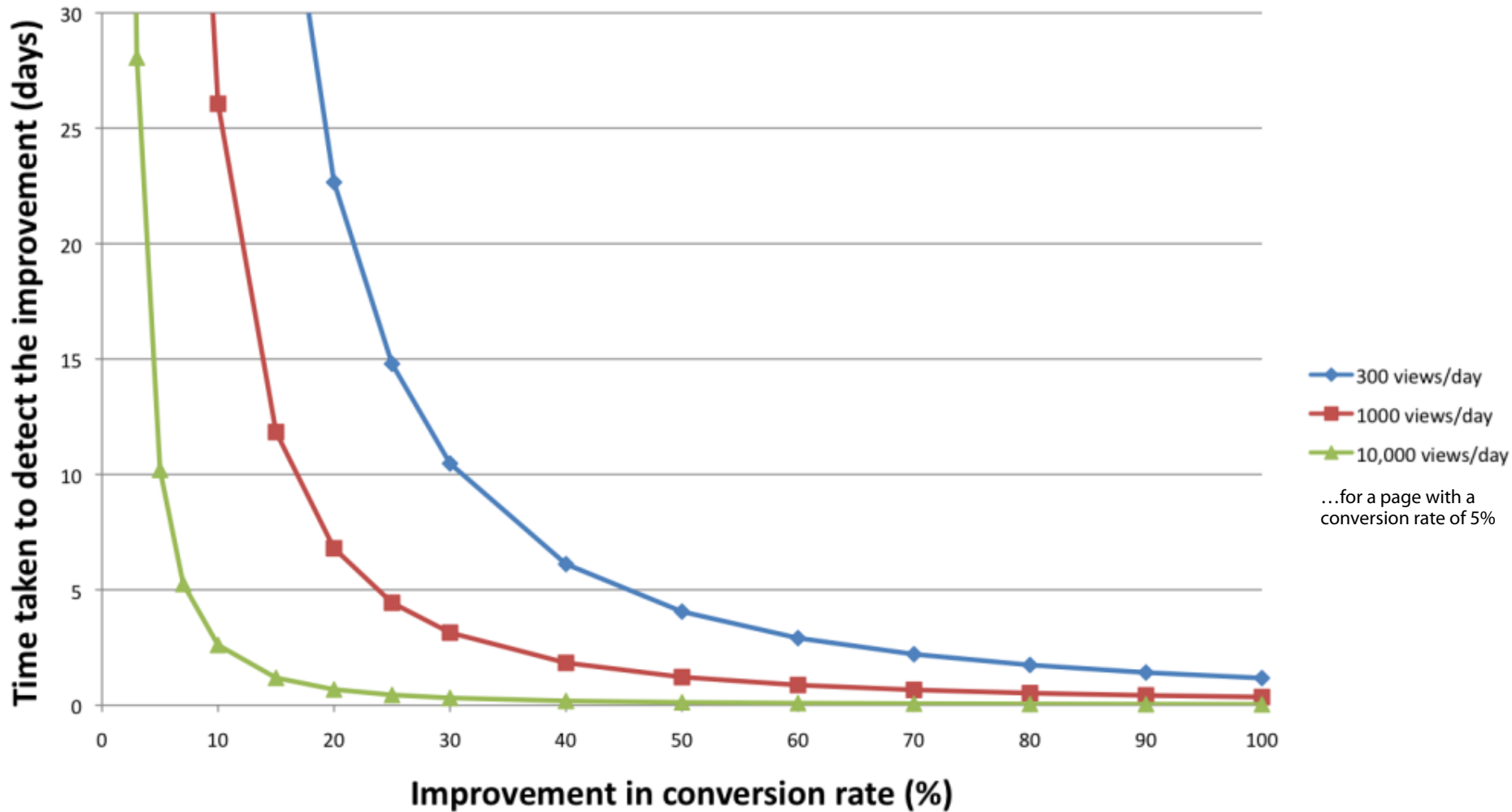
Adobe Test&Target

# 3: It's all about speed

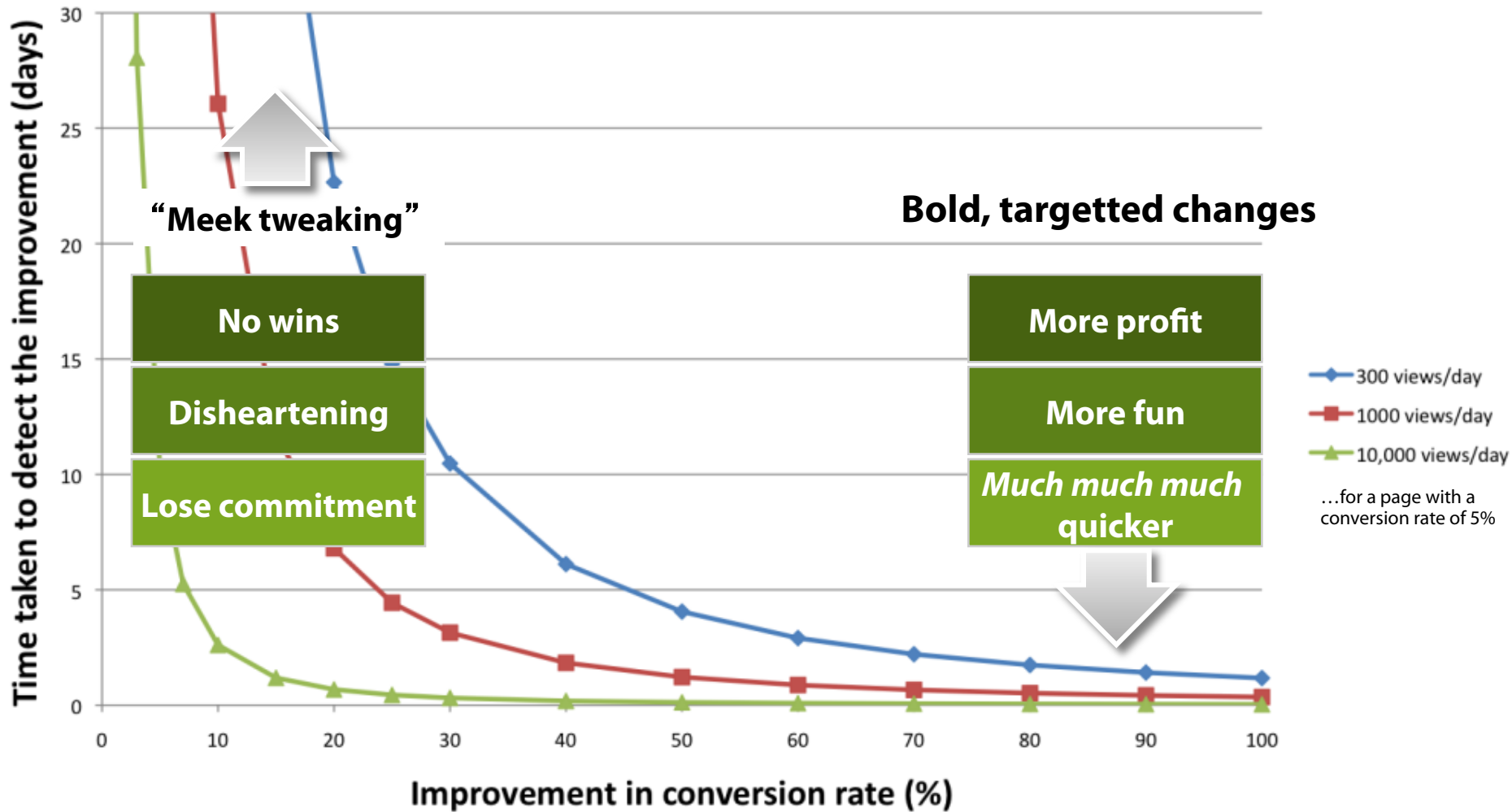
# Continuous improvement



# How long will your A/B split test take?



# How long will your A/B split test take?





we're hiring!

Conversion Rate Experts  
turning clicks into customers

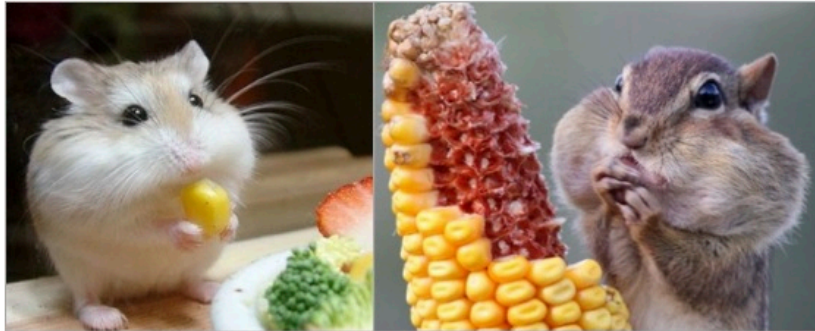
Let us scientifically optimize your web business to make it more profitable. We've been featured in Financial Times, .net and Fortune. Our clients include:



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# How to get bigger, quicker wins by optimizing your testing workflow



Should you test one thing at a time? Or many at once?

**A poor experimental workflow can waste loads of your time.** Here's an extreme example: We've seen a company take six months to do something that took another company thirty minutes. That's 8,760 times slower.

To grow quickly, you need to implement quickly, so our work with clients goes beyond suggesting what they should test; we build their in-house capability to "get stuff done." This article describes a framework for speeding up your testing—so you can grow your profits quicker.

## Many small changes or one big one?

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### Client Testimonials



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[See video interview](#)

**300% increase in conversion rate.**



[See more client testimonials](#) →

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# 4: You need a process

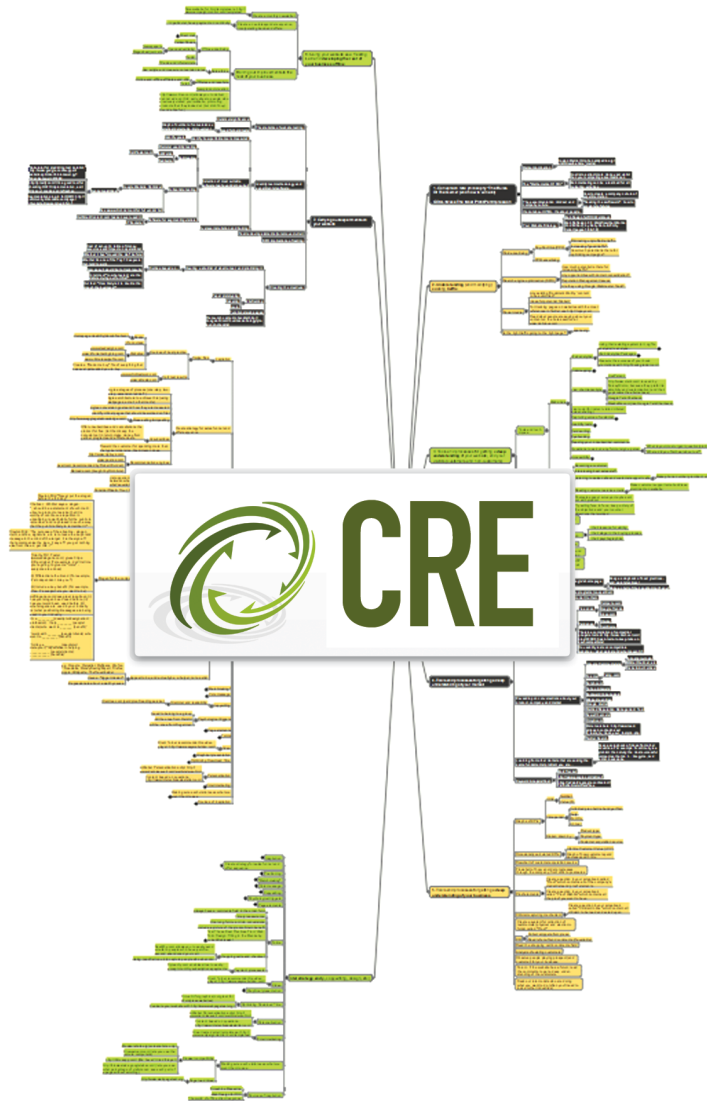


Transferring your winning campaigns into **other media**

Carrying out experiments on your website

Designing your experimental **web pages** (your "challengers")

Creating your experimental strategy



The **Rules Of The Game** (and how to win at it)

Understanding (and tuning) existing **traffic sources**

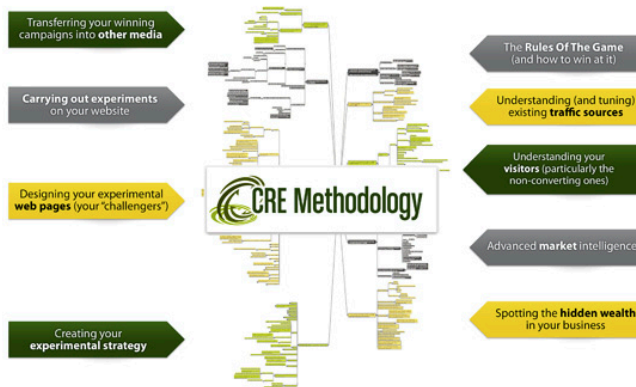
Understanding your **visitors** (particularly the non-converting ones)

Advanced **market** intelligence

Spotting the **hidden wealth** in your business

# The CRE Methodology™: a proven process for growing online businesses using conversion rate optimization

If your conversion rate is high but you don't know how to increase it any further, you'll find this useful. It's an overview of the Conversion Rate Experts Methodology (CRE Methodology™), which we use on all of our clients.

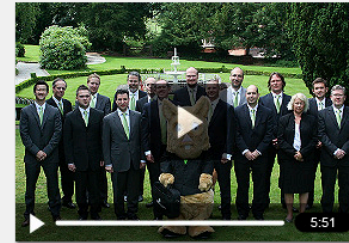


The Conversion Rate Experts Methodology (CRE Methodology™)—a systematic process.

## Beyond best practices

Someone suggested we write an article about best practices for conversion. You know the kind of thing: magic buttons that convert, "killer" copywriting words, winning layouts, etc. Unfortunately, that little box of tricks doesn't take you very far

### Find Out How We Help Businesses Increase Their Profits



### Client Testimonials



Kevin Woodberry, Online Marketing Manager at Vodafone, speaking about working with the Conversion Rate Experts team.

See video interview

300% increase in conversion rate.



[See more client testimonials](#) ➔

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- ✓ Conversion secrets of a million-dollar landing page.
- ✓ Advanced tips for highly converting

# 5: Buy and use the product









# 6: Model offline sales



- My basket
- Upgrade online
- Business shop
  - Business phones
  - Business tariffs
- Great deals
- Coming soon
- Mobile phones
  - Pay Monthly phones
  - Pay & Go phones
  - Smart phones
  - iPhone
- Mobile phone tariffs
  - Pay Monthly tariffs
  - Pay & Go tariffs
  - Smart phone tariffs
  - iPhone tariffs
- Sim only tariffs
- Broadband & Home Phone
  - Mobile Broadband - Pay Monthly
  - Mobile Broadband - Pay & Go
  - Laptops & tablets
- Accessories
  - iPhone 4 accessories
- Games consoles
- O2 Family
- O2 Money

iPhone

1. Create an iPhone package 2. Select your extras 3. Package summary Step 1 of 3

Pay Monthly Pay & Go

Already got an iPhone? Take a look at our new great value sim only iPhone tariffs. **From only £15 a month**

Choose your iPhone model:

4

View details

- FaceTime video calling
- Retina display - high res screen
- HD video recording
- 5 Megapixel camera
- Eco rating: Not participating

Choose your iPhone and tariff

All Pay Monthly tariffs for iPhone include data, unlimited texts, unlimited visual and unlimited Wi-Fi (worth £15 per month).

Monthly charges	Data	iPhone price
<b>£30.00 a month (18 months)</b>		32GB 16GB
100 mins Unlimited texts <a href="#">View tariff details</a>	500MB UK Data	£329.00 <del>£229.00</del>
<b>£35.00 a month (18 months)</b>		
300 mins Unlimited texts <a href="#">View tariff details</a>	500MB UK Data	£299.00 <del>£199.00</del>
<b>£40.00 a month (18 months)</b>		

View basket

- Keep your number
- Activation
- Returns and warranty
- Wi-Fi
- Help & Support

Great reasons to buy online...



01:02 | Call with...

+448442020202




# The five most common opportunities

# 1. The “angle”

# Selling lawn feed

# Selling lawn feed

With your permission, I am going to make an analysis of the soil of your lawn to determine – at my own risk and expense – what elements are lacking in it, what you need for stronger, healthier, more closely grown turf.

# 2. The things that get looked at first

# **3. The offer(s) and calls to action**

# 4. The weaker bits



# 15 tools that reveal why potential customers abandon your website



**Here's a big problem with web design:** If you want to make your website better at turning visitors into customers (or subscribers), you need to understand why most of your visitors are leaving!

However, visitors who leave your site come and go without a trace! How do you know what they wanted? How do you know what would have persuaded them to take action?

If you owned a real-life bricks-and-mortar store, this would be easy: You'd hear their objections. You'd be able to ask questions. You'd hear what they muttered as they headed for the door.

Capturing the voice of the customer is more difficult with the web, but it *can* be done. Here are 15 tools to get you started!

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## Client Testimonials



[See video interview](#)

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- ✓ **Conversion secrets** of a million-dollar landing page.
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# 5. The proof



Proof



Watch this video to find out why the likes of Apple, Sony and Google turn to us when they need help increasing their website conversions

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search engine land

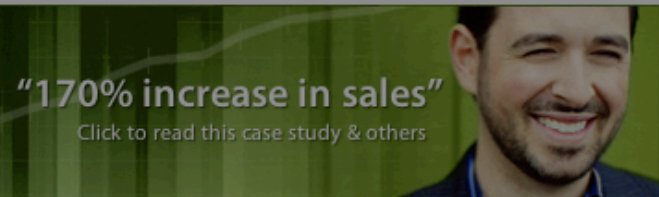


“Extraordinary off-the-chart results”

Tom Leung  
Google Senior Management



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“170% increase in sales”  
Click to read this case study & others

Rand Fishkin  
CEO of SEOMoz



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We've generated hundreds of millions for our clients, using our unique CRE Methodology™

Understanding your visitors (particularly the

Our conversion rate experts are based across six countries in North America, Europe & Asia



# Q&A



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