HOW A LITTLE RESEARCH + SMALL CHANGES CREATED A 45% CONVERSION BOOST

Why research and focusing on benefits matter.

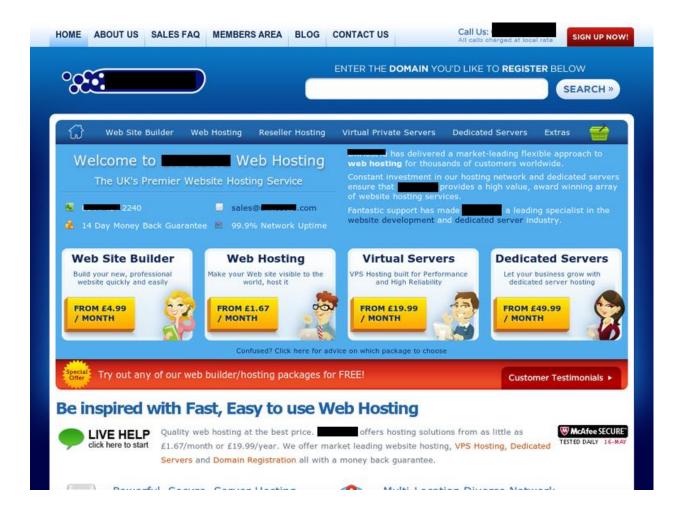
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How a little research + small changes increased conversions 45%

Today I'm going to show you the impact a data driven value proposition can have on your bottom line. This has nothing to do with 'best practices' or copy writing guru voodoo.

This is finding exactly what customers want at their basic level via proper testing and research.

The landing page below needed a major overhaul, but the owner didn't know where to start. On top of that, he was a skeptical the conversion engineering process could have much of an impact.



To ease his mind, I decided on a quick & dirty first test that I was sure would boost his conversions. In order to make this first test a success, we needed to conduct our normal round of customer research & analytics analysis.

- Proper setup of conversion funnel tracking. Like most site owners, his was setup incorrectly and report inaccurate information.
- User experience testing via testing groups and recording customer site interaction.

- Talk to customers via a mix of surveys and 1 on 1 conversations. Each customer being asked a
 specific battery of questions designed to unearth what they really want and not just what they
 say they want.
- Analysis of competitor messaging and offerings.

This research quickly uncovered what was important to these customers. Some of these results were expected, but some responses surprised us.

We took this information and used what we learned to replace the header with a much stronger headline and a list of the top services customers indicated they were looking for. The entire header is now one big value proposition.



Not pretty, but effective

This simple change resulted in a 45% increase in total sales. Obviously, this isn't the best looking design

(we will address that later), but it illustrates how important it is to clearly communicate your value proposition and to make sure that value proposition is something customers actually want.

Before, the top of this page talked about flexible web hosting, 99% uptime, dedicated servers, etc. This is great stuff, but ultimately not what customers really wanted. What they wanted was a simple/easy place to create a website and value (free/unlimited) for their money.