

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 skeptic the conversion engineering process could have much of an impact.

HOME ABOUT US SALES FAQ MEMBERS AREA BLOG CONTACT US Call Us: [REDACTED] All calls charged at local rate SIGN UP NOW!

ENTER THE DOMAIN YOU'D LIKE TO REGISTER BELOW [REDACTED] SEARCH »

Web Site Builder Web Hosting Reseller Hosting Virtual Private Servers Dedicated Servers Extras

Welcome to [REDACTED] Web Hosting
The UK's Premier Website Hosting Service

[REDACTED] 2240 sales@[REDACTED].com
14 Day Money Back Guarantee 99.9% Network Uptime

Web Site Builder
Build your new, professional website quickly and easily
FROM £4.99 / MONTH

Web Hosting
Make your Web site visible to the world, host it
FROM £1.67 / MONTH

Virtual Servers
VPS Hosting built for Performance and High Reliability
FROM £19.99 / MONTH

Dedicated Servers
Let your business grow with dedicated server hosting
FROM £49.99 / MONTH

Confused? Click here for advice on which package to choose

Special Offer Try out any of our web builder/hosting packages for FREE! Customer Testimonials ▶

Be inspired with Fast, Easy to use Web Hosting

LIVE HELP click here to start Quality web hosting at the best price. [REDACTED] offers hosting solutions from as little as £1.67/month or £19.99/year. We offer market leading website hosting, VPS Hosting, Dedicated Servers and Domain Registration all with a money back guarantee. McAfee SECURE TESTED DAILY 15-MAY

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.

The screenshot shows a website homepage for a web hosting service. At the top, there is a navigation menu with links for HOME, ABOUT US, SALES FAQ, MEMBERS AREA, BLOG, and CONTACT US. To the right, there is a 'Call Us:' section with a phone number and a 'SIGN UP NOW!' button. Below the navigation is a search bar with the text 'ENTER THE DOMAIN YOU'D LIKE TO REGISTER BELOW' and a 'SEARCH »' button. The main content area features a large blue banner with the headline 'Unlimited Web Hosting' and the sub-headline 'EASY and AFFORDABLE Web Hosting!'. A red starburst graphic on the right of the banner says 'Now 20% OFF!'. Below the headline, there are two columns of features, each with a green checkmark icon: 'UNLIMITED Bandwidth', 'UNLIMITED Email Accounts', 'UNLIMITED Sub-Domains', 'UNLIMITED Domain Hosting', and 'FREE Domain Name' in the first column; and 'FREE Setup', 'FREE UK Based Tech Support', 'EASY Control Panel', '1-CLICK Script Installer', and '30 Day FREE TRIAL' in the second column. A small note below the features states '* Not all features apply to the Budget Web Hosting Package.' Below the features are four service cards: 'Web Site Builder' (FROM £4.99 / MONTH), 'Web Hosting' (FROM £1.67 / MONTH), 'Virtual Servers' (FROM £19.99 / MONTH), and 'Dedicated Servers' (FROM £49.99 / MONTH). Each card includes a brief description and an illustration of a person. At the bottom of the banner, there is a red bar with a 'Special Offer' icon and the text 'Try out any of our web builder/hosting packages for FREE!' and a 'Customer Testimonials' link.

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.