

9 STEPS to BETTER CONVERSIONS



with



Conversion Rate Experts



and  KISSmetrics

Wanna hear a secret? Do you know how you can guarantee more conversions? It doesn't involve shoot-from-the-hip guesswork, and it doesn't have the excitement and appeal of magic buttons or copywriting tricks. It's a well-defined, systematic process. Interested?

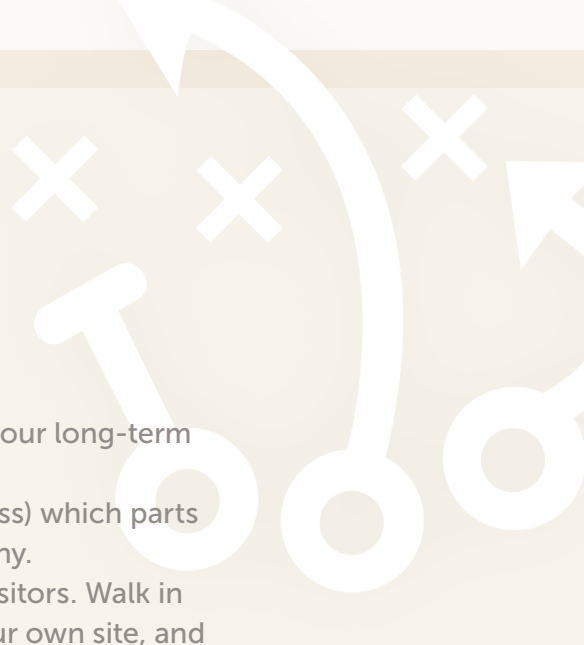
Conversion Rate Experts (C.R.E.) has developed a proven process for growing online businesses through conversion rate optimization. They have used it to measurably grow some of the web's most prestigious and successful companies. Enjoy!

THE "C.R.E. METHODOLOGY"

1

Determine the Rules of the Game (and how to win it)

- Spend some time developing your strategy, your long-term goals, and how you'll measure success.
- Don't make assumptions. Find out (don't guess) which parts of your business are underperforming and why.
- Understand the thought processes of your visitors. Walk in their shoes. Try to become a customer of your own site, and see things through their eyes.



Conversion Rate Experts can help you formulate a conversion rate optimization (C.R.O.) strategy.

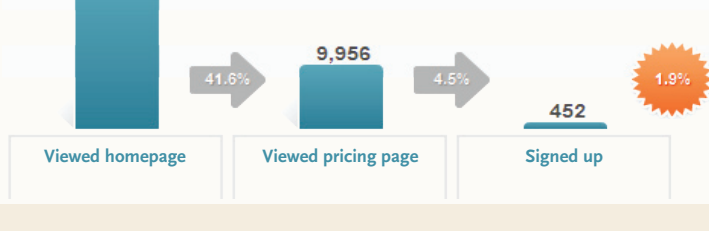
2

Understand (and tune) existing traffic sources

Develop a bird's-eye perspective of your website. Get a good understanding of your entire conversion funnel—where visitors are coming from, which landing pages they arrive on, and how they navigate around your site. Identify the areas that appear to hold the greatest opportunity.



KISSmetrics helps you visualize your conversion process and can identify where you're losing potential customers.

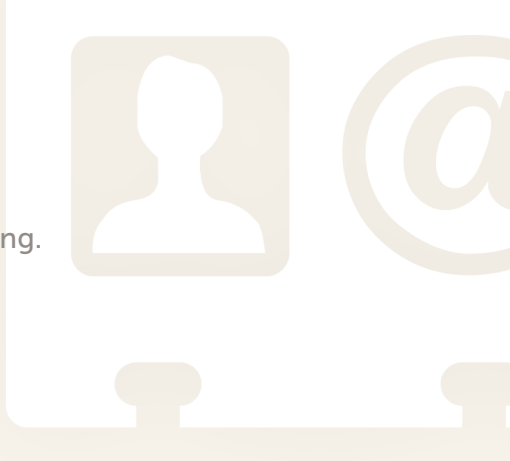


3

Understand your visitors (particularly the non-converting ones)

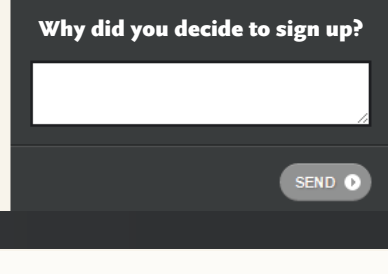
Don't guess—*find out* why your visitors aren't converting. This usually requires some research in 3 core areas:

1. Understanding different visitor types and intentions
2. Identifying user experience problems
3. Gathering and understanding visitors' objections



KISSinsights helps you understand your customers better, in ways traditional analytics can't.

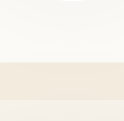
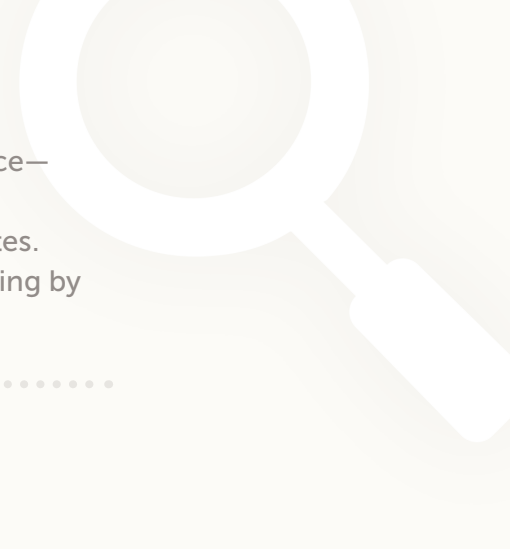
A typical KISSinsights survey



4

Study your marketplace

No business exists in a vacuum. Study your marketplace—your competitors, industry experts, and what your customers are saying in social media and on review sites. Then, explore possibilities for improving your positioning by building upon your company's core strengths.



Social media monitoring tools like Radian6 provide powerful functionality.

5

Expose the hidden wealth in your business

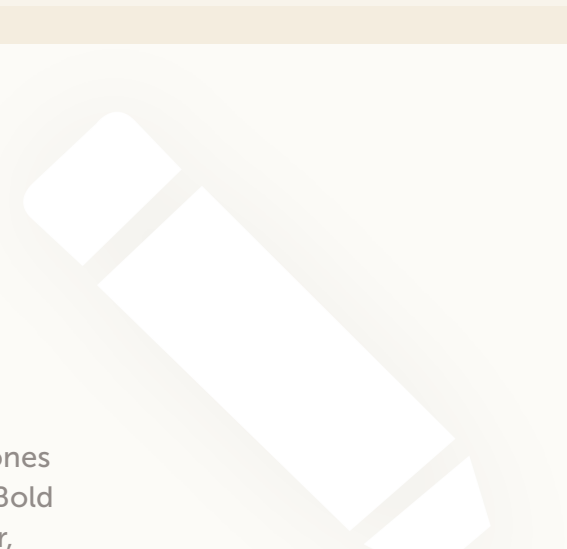
- Identify which aspects of your company (the company "assets") are the most persuasive to potential customers.
- Present those assets to potential customers at the right time in the buying process.
- Invest time acquiring, gathering and displaying your company's "persuasive assets."



6

Create your experimental strategy

Take all of the ideas you've generated from your research, and prioritize those big, bold, targeted ones that will grow your business in the shortest time. Bold changes give you more profit, and you get quicker, larger returns.



7

Design your experimental web pages

- Create a wireframe of the new page (or page element). The wireframe must be designed to be more persuasive, believable and user-friendly than the existing version.
- Carry out several usability tests on the wireframe and discuss them with anyone who has an empathic understanding of your customers.



Conversion Rate Experts can carry out all the research involved in steps 1-6 and then build you winning webpages based on that research.

8

Carry out experiments on your website

- Perform A/B tests on your experimental webpages.
- Follow a procedure that ensures that all team members understand what the test is, why you're running it, how it fits into the site, how it aligns with the business goals, and how you'll measure success.
- A/B testing software can calculate which version of the page has generated more conversions than the others.



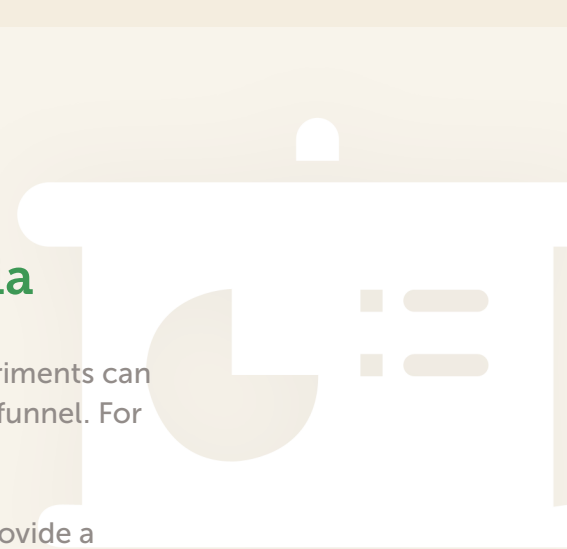
KISSmetrics is great platform for A/B tests and can help you determine which changes are making the most profitable impact.

9

Transfer your winning campaigns into other media

Explore how the insights from your winning experiments can be implemented in other parts of your marketing funnel. For example:

- A winning appeal in a landing page test can provide a winning headline for your AdWords campaigns (or vice versa).
- A winning landing page can be adapted for offline media.
- If a particular offer performs well in your own marketing materials, your affiliates may benefit from using it too.



Conclusion

The C.R.E. Methodology is iterative. Subsequent experimental plans will be based on the outcome of the previous experiments. Each improvement builds upon the success of the previous ones. After each split-test, it's important to "zoom out" and look at the whole conversion funnel again, to determine which part of the business you should focus on next.

DESIGNED BY

 KISSmetrics



IN PARTNERSHIP WITH

Conversion Rate Experts

KISSMETRICS + C.R.E. = 😊

KISSmetrics and Conversion Rate Experts offer a winning combination for anyone seeking to grow their business. To learn more about how each of these companies can help you achieve your business goals, visit them online:

kissmetrics.com • conversion-rate-experts.com

DISCLOSURE: Conversion Rate Experts and KISSmetrics have a working business relationship with each other.