

ALEX CLEANTHOUS

# CONVERSION RATE OPTIMISATION

**How to use conversion rate optimisation  
to grow your company and  
dominate your competition online**

webprofits

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## **A shift in your approach to online marketing**

When we started Web Profits back in 2006 our goal was to help businesses generate a positive ROI from their investment with us. We figured this was how the online marketing industry operated.

What we found in the marketplace was very different.

Surprisingly, most of the service providers out there (like web designers, PPC companies and SEO companies) didn't focus on ROI at all.

The best example of this is the number of advertising campaigns we took over that didn't track conversions... or the number of websites designed without considering how they would perform, only to fail miserably when we started driving traffic to them.

So when we came along with a focus on generating a positive ROI from every dollar a client spent with us, our company grew fast and still does to this day.

We found our niche was actually helping companies generate a profit from online marketing. Who would have thought?!

So what was the key to our success?

Conversion rate optimisation.

Conversion rate optimisation is at the core of everything we do at Web Profits.

Conversion rate optimisation is the science behind continually improving the ROI from every dollar you spend online (it can apply to offline marketing as well) so you can dominate your competition and grow your company fast.

Even though this book is relatively short, it will give you everything you need to know to start using conversion rate optimisation in everything you do online.

There's no fluff at all... just practical, actionable information you can start using immediately to improve your online marketing, starting now.

So my advice to you is get a nice drink, find a quiet place and sit down and read this book from beginning to end, in one go. If you do that, I guarantee by the end of this book your approach to online marketing will shift forever.

Let's get into it.

# Understanding conversion rate optimisation

## What is a conversion rate?

A conversion rate is a simple formula that represents the number of Actions taken as a percentage of the Traffic received.

$$\text{Conversion rate} = (\text{Actions} \div \text{Traffic}) \times 100$$

Here's a quick example...

Let's say you're advertising your website on Google and 100 people have clicked on your ad (ie your traffic is 100 people). And let's say five people have taken an Action on your website. They might have submitted a form for more information, or they may have purchased something. Here's how we'd calculate the conversion rate...

$$\text{Conversion rate} = (5 \div 100) \times 100 = 5\%$$

It's important to note that a conversion rate should only be calculated on Actions that require your prospect to invest something of value - the minimum requirement is an email address or phone number. Anything less and the Action doesn't have any real value to your bottom line.

You can calculate your conversion rate on every part of your online marketing strategy including your advertising, your website, your emails, your sales team and anything else where more Actions mean more revenue for your company.

So what is a good conversion rate? Well first we need to define CPA...

## What is CPA?

CPA is an acronym for Cost-Per-Acquisition and is the cost of acquiring a lead or sale. For that reason it can also be referred to as a CPL (cost-per-lead) or a CPS (cost-per-sale). Here's the formula...

$$\text{CPA} = (\text{Advertising Spend} \div \text{Actions})$$

Your CPA is the most important number in your online marketing because it's the amount you're paying for a lead or a sale. If your CPA is less than the average profit you generate per conversion then you're profitable. But on the other hand, if your CPA is higher than the average profit you earn then you'll be losing money from every conversion you generate (which is what happens most of the time online).

Let's use the earlier example to calculate CPA...

100 people clicked on your ad and you generated five conversions as a result, at a conversion rate of 5%. But the number we haven't looked at yet is how much you paid for that traffic. And that's where CPA is calculated. Let's say each person cost you \$2 per click to visit your site. That means the total cost to drive those 100 people to your site was \$200. Here's the formula...

$$\text{CPA} = (\$200 \div 5) = \$40$$

That means you're paying \$40 per conversion or \$40 for a lead or sale (depending what you're measuring).

You can calculate your CPA on any form of advertising you do... right down to the campaign, keyword and ad level. And you should.

Now to answer the question...

## **What is a good conversion rate?**

There are no hard and fast rules for what a good conversion rate is because it depends on the cost of the traffic and the amount of profit you earn from each conversion.

Let me explain...

Let's say you're advertising on Google Adwords and you're paying \$3 per click with a conversion rate of 5%. That means you're converting one in every 20 people who visit

your site (ie  $100 \div 5 = 20$ ). So if it takes 20 people to generate one conversion, your CPA is \$60 (ie  $20 \times \$3$ ).

So is a \$60 CPA good or not?

Well, if you run an ecommerce store and your profit per sale is more than \$60 then a \$60 CPA is good. But if you're earning less than \$60 per sale then it's not.

If you run a service business and you're generating leads online then your *sales conversion rate* comes into play. If you convert 20% of leads into sales it means the CPA to a sale is \$300 (ie  $\$60 \times 5$ ). Now if you generate more than \$300 profit per sale then a \$60 CPA for a lead is good. But if you don't then it's not.

Still with me? Good.

I know I'm talking a lot of numbers but these are critical concepts you need to understand before we can start looking at *how* to increase your conversion rate.

Okay, now back to it.

In this example we've used a conversion rate of 5%. If we ask ourselves whether a 5% conversion rate is good or bad, what would the answer be?

Well if you answered 'it depends on the cost of the traffic' then you'd be right. And that's why your CPA is so much more important than your conversion rate.

Because if you're paying \$0.10 per click and your conversion rate is 1% then your CPA would be \$10 (ie  $\$0.10 \times 100$ ). Whereas if you were paying \$1 per click with a conversion rate of 5% your CPA would be \$20 (ie  $\$1 \times 20$ ). So in this instance the traffic source with the lower conversion rate is better because of the cost of the traffic.

Now, even though I've said it's hard to define what a good conversion rate is, it doesn't mean we shouldn't try to maximise the conversion rate from every source of

traffic we're using. It means you can't just look at your conversion rate on its own. You need to look at the cost of the traffic and the type of conversion you're measuring.

## **What is conversion rate optimisation?**

Okay. Now that we've defined some critical concepts we can start talking about conversion rate optimisation (also referred to as 'CRO').

Conversion rate optimisation is the process of improving the conversion rate of every source of traffic to reduce your CPA while increasing the number of conversions you generate.

If I were speaking with you in person then I'd repeat that sentence again because it's so important. So I'll say it again.

Conversion rate optimisation is the process of improving the conversion rate of every source of traffic to reduce your CPA while increasing the number of conversions you generate.

There are two critical components in conversion rate optimisation... your CPA and the volume of conversions you generate.

There's no point achieving a CPA of \$10 if you're only generating one conversion per month. The challenge is achieving a \$10 CPA while generating 100 or 1000 conversions per month. That's what conversion rate optimisation is all about.

And it's a real challenge. But it's a challenge where, if you succeed, you'll achieve rapid growth because you'll be making real profit from every dollar you spend. And that means the more you spend the more profit you'll make.

Done correctly, conversion rate optimisation is the single most important tactic for growing a successful company without any outside funding.



## **Why is conversion rate optimisation important?**

The Internet as a whole hasn't been around for very long. But already the competition has become so fierce that many businesses aren't able to advertise online and make a profit. Sure, they can advertise. But their CPA is in the hundreds (sometimes thousands) of dollars and they earn a lot less than that from a sale, which means they can't scale their advertising profitably.

That's why conversion rate optimisation is so important. Not only because it ensures you generate a profit from your advertising spend. But because you need a good conversion rate just to be able to get any traffic at all.

Think about it. If your CPA is too high to advertise on Google, Facebook, Bing, Yahoo, LinkedIn or anywhere else online where your prospects are, then how will you ever be able to grow your business? Especially when you consider online advertising should have a far better return on investment (ROI) than offline advertising.

Conversion rate optimisation allows you to advertise *everywhere* your prospects are online. You won't be held back from advertising on a particular network because your CPA is too high. You'll be able to roll out ad campaigns with the confidence they'll generate a positive ROI.

Importantly, if you implement conversion rate optimisation better than your competition then you'll dominate them online. And that means you'll be receiving the lion's share of the online market, which is one of the fastest ways to grow a company.

Why?

Because you'll be able to spend more than your competition and still have a lower CPA. Get it?

# The core components of a conversion strategy

## Before you get started

Before you get started improving your conversion rate, you need to actually know what your conversion rate is. This is referred to as the 'baseline'. And to do that you need to have 'thank you' pages on your website that visitors are taken to after they take an action.

To find out what your baseline is, you need to have some form of analytics installed on your website. If you don't already have analytics installed then this is the first step.

*Tip: Google Analytics is both free and is one of the most powerful analytics programs on the market. I highly recommend it and will be referencing its features throughout this whitepaper.*

Once you have Google Analytics installed you need to setup Goals (ie conversions) for each of your 'thank you' pages. It's important to setup a different Goal for each conversion type on your website so you can track what type of conversion each traffic source is producing.

If you have an ecommerce store then you'd setup ecommerce tracking to measure revenue generated (not just conversions) plus a Goal for each form on your website, such as the Contact Us form and the Newsletter form.

If you have a lead-generation website with an Enquiry form and a Newsletter form, then set up two separate goals, one for each them.

If you don't have 'thank you' pages on your site then you need to set them up before you start conversion rate optimisation because you need to be able to track the number of people that visit your 'thank you' pages from each traffic source.

Which leads me to my next point...

You need to be able to track conversions back to the source of the traffic. And that means you need to keep visitors on your website rather than sending them to a different website to enquire or make a purchase (although this can still work if you setup Cross-Domain Tracking).

Setting up your website to track conversions back to the source may take a little effort (especially if you have to add web forms to your site) but the benefits in both the short and long term far outweigh the challenges of setting it up.

## What should you measure?

There are a lot of different metrics you can measure online (that's one of the great things about online marketing). But there are only a few that make a difference to conversion rate optimisation.

- **Traffic** - the number of people who visit your website from each traffic source
- **Conversion rate** - the conversion rate of each traffic source
- **Number of conversions** - the number of conversions you receive from each traffic source
- **CPA** - the cost-per-acquisition of a lead or sale from each traffic source

*Sidenote: the **Bounce Rate** is the number of people who leave your website from the same page they land on - the lower it is, the better. And while bounce rate isn't a hard metric like conversion rate, it's seen as a leading indicator. Which basically means if you improve your bounce rate (ie lower it) then it should flow through to the conversion rate.*

## What affects your conversion rate?

Because conversion rate optimisation is about improving the rate prospects do business with you, everything affects it. Here are the most important factors...

### Traffic source

Different traffic sources convert in different ways. For example, if you advertise on Google then you're advertising to people who are actively searching for something.

That means you can send them directly to a page that sells your products or services and convert them there.

That's very different to advertising on Facebook where people aren't actively searching for what you sell. If you try to advertise your services on Facebook you won't get very much success. If you have a compelling free offer, on the other hand, then you'll have a much greater chance of converting them.

### **The offer**

The more compelling your offer is, the higher your conversion rate will be. Here's an example to illustrate my point...

Let's say I asked you to submit a form to instantly receive a free landing page worth \$2300, and the offer was limited to the first five people only... how compelled would you be to submit the form?

Now compare that to if I asked you to enter your credit card details to buy a landing page for \$2300... Which offer do you think would get the best response?

I've used two extremes to really illustrate my point. Because what happens online is everything between those two extremes. And the better you are at creating compelling offers, the higher your conversion rate will be.

### **The targeting of the ads**

How you target your ads will have a big impact on your conversion rate. If you're advertising on Google and you're targeting 'buying' words (like 'buy canon 500D') then you'll have a far greater chance of converting those prospects than you would targeting 'research' words (like 'how do I use an SLR camera').

Same goes for Facebook. There will be certain ages, genders, interests and locations that will convert higher than others. And the same goes for any other type of advertising you do.

You might have the best offer and the best landing page but if your targeting is wrong then your campaign might still bomb. That's why testing is so important.

### **What the ads say in them**

What you say in the ad will have an impact on your conversion rate. There are two parts to this. Firstly, you need to write your ad for the person you're targeting. And secondly, you need to communicate your offer as best as you can within the ad. The better you combine these two parts, the more effective your advertisement will be.

*Advanced tip: Using negative qualifiers will reduce the number of people who click on your ad but will increase the chances of converting those who do. For example, including pricing in your ad will reduce the number of people who click on it but will ensure those who do already know how much you charge.*

### **The landing page**

Your landing page is the page on your website that prospects land on after they click your ad. Your landing page is the most important factor in your conversion rate (it's tied for top spot with the offer) because it's responsible for effectively *selling* the offer to your prospect once they've clicked your ad.

There are two main components to an effective landing page... the sales copy (ie what the page says) and the design (ie how it looks). We'll be spending a lot more time on landing pages later on in this whitepaper so I'll expand on this section there.

### **The type of conversion**

The type of action you're asking prospects take will have a big impact on your conversion rate. For example, if you're asking prospects to just enter their email address to receive a free report then you'll have a higher conversion rate than if you're asking them to pay \$97 for the same report.

There are a lot more factors that affect your conversion rate but if you get these ones right you'll dominate your competition online.

## Split-Testing

Split-testing (also referred to as AB Testing) is the technique used to improve the conversion rate of every ad and landing page without making any incorrect assumptions. Here's how it works...

Split-testing is where you 'split' the traffic going to a particular ad or web page so every second person sees one version and every other person sees the other. Split-testing requires conversion tracking so it can measure which of the two versions produces the highest conversion rate.

Split-testing removes any discrepancies that can happen when you test traffic at different times. If you didn't use split-testing and wanted to test two different web pages you would run one web page one week and then another web page the other week, and then track the result.

The issue here is maybe something happened in the second week that would have increased the conversion rate anyway (like it was a sunny week which meant more people started enquiring about your Pool Installation service). If you had used split-testing instead, you wouldn't have had this issue because both pages were displayed during the same period and would have received the same benefit.

Split-testing removes any assumptions made during the setup and design process. Maybe you thought a particular angle would perform best. Or that a particular image looked better. Well, with split-testing you can challenge all of those assumptions to be certain you've made the right decision. And after more than 10 years of split-testing I can tell you the first version is never the highest-converting one (even if it does convert well at launch).

Split-testing requires a certain number of conversions to generate results. As a bare minimum you need 30 conversions for a split-test to finish - more if the difference between the two versions is close.

So how is a winner selected?

A winner is selected when the results are statistically significant (which means there is a high enough confidence in the results of the test). You can use a Split-Testing Confidence Calculator like the one at [abtester.com](http://abtester.com) to confirm a split-test is statistically significant.

Saying that, most of the split-testing tools that manage the split-testing process for you will tell you when a winner is statistically significant.

## **Experimenting**

Experimenting is different to split-testing. Experimenting (or 'testing') is how you approach running advertising and marketing campaigns online.

Earlier on I mentioned that even with the best offer and the best landing page, your campaign might still bomb if you don't target it correctly. That's where experimenting comes into play.

When you set up your various campaigns you should create a number of different ad groups, each with tight targeting options.

For example... if you were running Google Adwords you would create different ad groups for each set of tightly related keywords, for each location you're targeting. If you were running Facebook Ads you would create different ad groups for each age group, location, gender, interest or any other targeting option.

And because you've broken down your campaigns into tight ad groups you'll be able to quickly see which of them produce results (ie conversions). Once you've found an ad group that produces results you can use split-testing to improve it from there.

Experimenting is the key to expanding your reach online. Not everything you test will work. That's part of the game. The key is finding what does work as quickly as possible, with as little budget as possible. And that's what experimenting is all about.

## **Where should you start?**

Okay. We're now ready to get started with conversion rate optimisation. But where do you start? Well it depends where you're at right now. Here's a guide...

### **I don't get any traffic to my website**

Before you can start improving your conversion rate you'll need to start driving traffic to your website so you can see how it converts. You should seriously consider designing some high-converting landing pages before you start advertising to give yourself the best possible chance of success.

### **I get traffic but my site converts poorly or not at all**

If you're driving traffic to your website without much success you'll want to see which pages prospects are landing on when they visit your site (ie landing pages). Take your most visited landing pages and then redesign them completely using the tips provided later on in this whitepaper.

### **My website converts but I can't afford to advertise it online because the competition is so strong**

Firstly, your website might not convert as well as it needs to, so work at improving the conversion rate of your top landing pages. Secondly, you might want to test some different advertising sources to find a source of traffic that either converts better or costs less. And thirdly, you should consider developing a free offer you can advertise as this will definitely have a much higher conversion rate.

### **I convert traffic really well from Google Adwords but not from other sources**

If you've managed to make Google Adwords profitable, great work! It means you're giving people who are actively searching for what you sell, exactly what they want. But that doesn't mean you'll be able to maintain it into the future (especially with the growing pressure from competition online). I'd highly recommend you start split-testing your top landing pages to improve their performance over time. I'd also suggest you start developing some free offers so you can test other advertising sources.



**I advertise everywhere and convert well, but I want more**

Great. Then you're just like me ;) The key here is to continually develop and test new offers. Find new areas of opportunity and create landing pages for them. Split-test every page you send traffic to, all the time. Find new traffic sources and test your best converting offers with them. Run surveys to your customers and prospects, find out what they want and then give it to them. Track everything and continually work at increasing the volume of conversions while reducing your CPA.

# How to improve your conversion rate

## The high-converting landing page

As I mentioned earlier, your landing page is the most important factor in your conversion rate (it's tied for top spot with your offer).

Think of your landing page like a salesperson whose job it is to effectively sell your prospect on taking action on your offer. And like any salesperson, the better they are at effectively communicating your offer while at the same time answering any objections, the more they'll sell (and the higher their conversion rate will be).

And just like it makes a difference how a salesperson is dressed to how much you listen and trust what they have to say... it makes a difference how your landing looks to how likely your prospect will take on board what it says.

So we have two components... what your landing page says and how it looks. And both of them need to be completely aligned to achieve maximum conversions.

Let's start with the first part - what your landing page says.

The sales copy (the words on the page) is the single most important contributor to a high conversion rate. The better you can communicate your offer, the higher your conversion rate will be.

Saying that, there is a formula to writing copy for a landing page. Here it is...

- **Headline** - the very first thing a prospect will read is the headline. And the goal of the headline is to keep the prospect on the page and get them to read the sub-headline.
- **Sub-headline** - like the headline, the goal of the sub-headline is to get the prospect to start reading the rest of the copy.

- **The body copy** - the rest of the copy needs to keep the prospect engaged until the call-to-action. It needs to sell your offer and answer any objections.
- **The call-to-action** - once your prospect has read everything they need to make a decision, you need to include a well-placed button or link that tells them what action to take (eg Click here for a free consultation).
- **Credibility indicators** - proving you will deliver what you promise is hard, especially because most prospects are skeptical when they land on your website. So rather than telling them how good you are (which nobody ever believes) it's far more effective to have other people say how good you are by including client testimonials. You can also include logos of awards you've won, clients you've worked with and associations you're part of. Anything from a third party is far more effective than what you have to say.

Now the second part... how your landing page looks.

How your landing page looks will make all the difference to how your words are perceived. Keep in mind the design is there for two reasons - to give a positive first impression, and to make it as easy as possible to read the words on the page. The more professional it looks and the easier it is to read, the more effective it will be.

Whether you use a long landing page or a short one will depend on what you're trying to sell, the source of the traffic and the offer. More complicated offers require longer copy. Easy to understand offers can get away with shorter copy. Which will work better? Can you guess my answer?

To get some ideas for landing pages you can visit our landing page portfolio at [www.webprofits.com.au/landing-page-portfolio.html](http://www.webprofits.com.au/landing-page-portfolio.html)

## **The traffic source**

Where you advertise makes a difference to the type of offer you need to use and what your landing page says.

If you're advertising on Google Adwords you just need a landing page that effectively sells what the person is searching for.

If you're advertising on Facebook or LinkedIn then you need a compelling free offer that stops people from what they're doing (because they're doing something else) and gives them enough motivation to click through to your landing page and then convert. The same applies to display (banner) advertising.

In the past, the only time you could advertise when somebody was *searching* for something was in the Yellow Pages or the classifieds. Now that's been replaced with search engine advertising (Google Adwords and Bing) but that's it.

If you want to increase your reach past search engines (and reduce your dependence on Google) then you need to develop conversion strategies that attract prospects that aren't actively searching for what you sell. Plus... if you don't do it, your competitors surely will.

## **The ads**

To achieve the best CPA from your advertising you need to target your ads to what people are searching for or interested in.

For example, let's say you're a financial advisor and you're advertising on the keyword 'financial planner'. Your ad might be...

### **Need A Financial Planner?**

We specialise in property investment  
and financial markets. Call now.  
[www.yourwebsite.com](http://www.yourwebsite.com)

When somebody clicks on this ad, your landing page should match exactly what the ad says. Your landing page headline should align directly with the ad and the sales copy on the page should expand on the headline.

If you send prospects to a page that doesn't align exactly with what your ad says, then you're breaking the prospect's flow and you're making them work hard to find what they want. And that means a lower conversion rate.

But let's say you're advertising on Facebook instead of Google. Now your challenge is to get your prospects interested enough in your offer to take action. And that's where the offer comes into play...

## **The offer**

Your offer is what you are 'offering' your prospects in return for taking action. The better your offer and the more it aligns with what your prospects want, the greater your success will be.

Let's take the financial advisor example we used earlier. Which do you think is a better offer?

### **Need A Financial Planner?**

We specialise in property investment  
and financial markets. Call now.  
[www.yourwebsite.com](http://www.yourwebsite.com)

or...

### **Free Financial Health Check**

Get a free financial health check from a  
trusted financial advisor. Limited time.  
[www.yourwebsite.com](http://www.yourwebsite.com)

One of these ads isn't making much of an offer at all. The other is giving away a 'free financial health check' for a limited time. Which do you think would get the better response?

When you start to look at advertising outside of search engines, like Facebook Ads or display advertising, it's all about the offer... and it's about a free offer.

Think about it... if you're on Facebook, which offer would you respond to more?

### **Conversion Rate Optimisation**

Speak with Web Profits today to find out  
how to increase your conversion rate.

[www.webprofits.com.au](http://www.webprofits.com.au)

or...

### **Free Conversion Rate Whitepaper**

Free whitepaper reveals how to increase  
your website conversion rate. Download now.

[www.webprofits.com.au](http://www.webprofits.com.au)

In both instances you'd only see the ad if you were interested in conversion rate optimisation but one of those ads gives you an offer compelling enough to stop you from checking what your friends are doing and click through to the landing page.

Now let's look a little deeper into the structure of the offer.

An offer essentially has two parts...

The first part is what it is. Here are some examples:

- Free report
- Free video
- Discount voucher
- Free consultation
- Enquire now
- Subscribe to our newsletter
- Free software trial
- Etc

The key here is to create an offer that aligns with what your prospects are interested in. If you run an ecommerce store a discount voucher would be more effective than a special report. If you sell software, then a free trial would work better than a discount voucher. And in most instances, if you provide services then a free report or a free video works best.

The second part is how you *sell* it.

If we take the Free Whitepaper as the example, it can be as simple as...

‘Enter your details in the form to get our free whitepaper

...or it can be as compelling as...

‘Get a free whitepaper valued at \$997 delivered to your inbox instantly. Just enter your email address to get it now.’

Same report. Same landing page. Different pitch. Get the point?

So the first part is creating the very best offer you can. And the second part is presenting it in the best possible way so people are compelled to take action on it. The better you are at combining these two parts, the higher your conversion rate will be.

## **The conversion rate optimisation mindset**

The key to conversion rate optimisation is to have a mindset that no matter what your conversion rate or CPA is at the moment, it can be better... that there’s always more you can achieve... and that there’s always something else to test.

If you ever speak to me about what you should do online I’ll always have some strong opinions on how you should setup a campaign (based on what I’ve experienced in the past). But my recommendations are always followed immediately by the statement ‘you should test that’.

Now what I mean by that is you shouldn't just assume that the best thing you can think of at the moment will convert the highest in perpetuity.

You should be split-testing everything you do online. Your ads. Your landing pages. Your offers... on an ongoing basis.

Let's start with ads...

Wherever you advertise online, you always have the ability to make a 'variation' of the ad you're running. Whether it's Google Adwords, Facebook Ads, LinkedIn Ads or display ads, you can make another variation of the same ad.

To split-test the ad you need to make a variation and then adjust the settings to 'rotate ads evenly' so each of them have equal exposure. If you don't 'rotate ads evenly' then the ad network will automatically select the ad that gets the most clicks. But this might not be the ad that gets the most conversions (and often it's not). With split-testing you need to make sure each variation gets the same amount of exposure during the test.

Once you've setup the variation and ensured both variations are rotating evenly, you should test the headline, the copy, the image (if the ad includes an image), the offer and the landing page.

You should be split-testing every ad, in every ad group, across every network. And it's not that hard. You just need to have the right mindset.

Now let's look at your landing pages...

You should have a landing page for each service you advertise and each offer you have. From there you should be testing every part of the landing page to remove any assumptions you've made during the design process. That includes:

- The headline
- The sub-headline



- The sales copy
- The design
- The call-to-action

And now let's talk about the offer...

Developing offers is hard because you need to create something that's perceived to have a high value. Most of the time this either means you're giving away time for free (in the form of a consultation) or you're creating something up front to give away (like a whitepaper).

Developing offers can be risky because you won't know how effective they'll be until you launch them to the market. If that concerns you, here are some ways to test your idea before you implement it...

- Run a survey to your prospects and clients asking them what they would be interested in learning
- Find out what the biggest issue your prospects are facing and then create a free giveaway that provides a solution to that issue
- Figure out what you would need to know as part of the sales process and position it as a free consultation where you actually *give* your prospect something for free before they spend any money with you
- Run ads with different offers (without actually having them) and see which ones get the best click-through-rates. Your landing pages can then have a survey related to the offer that says 'We are nearly finished with (insert offer). Please enter your details and we'll notify you when it's ready.'

You can also position the same offer in different ways. Let's take this whitepaper as an example. Currently it provides information every business can use to increase their conversion rate. But if I were to customise the same report to different industries it might have a far higher conversion rate.

For example, let's say we were targeting financial advisors. Rather than using a generic ad like...

## **Conversion Rate Optimisation**

Free whitepaper reveals how to increase your website conversion rate. Download now.  
[www.webprofits.com.au](http://www.webprofits.com.au)

I could target it to the industry...

## **CRO for Financial Advisors**

Free whitepaper reveals how financial advisors can increase their website conversion rate.  
[www.webprofits.com.au](http://www.webprofits.com.au)

The landing page would then speak directly to financial advisors.

Which do you think would work better?

Can you guess what my answer would be? ;)

## **Conversion rate optimisation tools**

Conversion rate optimisation is 90% about having the right mindset and 10% about having the right tools. But you do need the right tools to help you with the process.

The good news is there aren't too many tools you need. Here are some of the ones we use...

- **Optimizely** - manages your landing page split-tests for you. The best part about Optimizely is you can make edits to text and headlines on your landing page within the Optimizely interface... which means you don't need to ask your designer or developer to make the updates for you.
- **Google Analytics** - tracks your website performance by traffic source, landing page, location, goal type, device, and much more... plus it can combine any of these stats together to give you even more granular information.

- **Crazy Egg** - tracks where prospects are clicking on your landing page. You can use this to identify friction points where prospects are clicking that don't actually have a link. You can also find out hot spots where most of your prospects are clicking and then move that information higher up on the page to give them what they want faster.
- **Inspectlet** - records your prospects' mouse on the screen. You can use this to see how your prospects are moving around your landing page. Watching these types of screen recordings can help you understand how your prospects interact with your landing pages. Try to find out where prospects are stuck and improve those sections.
- **Qualaroo** - runs unobtrusive surveys on your site. You can use Qualaroo to run surveys to some or all of your website visitors to find out who they are, what they're interested in and what's holding them back from doing business with you (amongst other things).
- **Delacon** - if you get any phone calls at all then you need to setup phone tracking, as this is the same type of conversion as someone who submits a form. We've found some industries get 10 calls for every form submission. If you're not tracking phone calls then there's no way to know for sure whether the updates you're making are helping or hurting conversions. We use Delacon to track phone calls across all online marketing channels.

The key with any of these tools is to use them together to gather insights you can then use to split-test. For example, you can use Crazy Egg to see where people are clicking and then run a survey using Qualaroo to confirm your assumptions before running the test through Optimizely.

## Creating a testing plan

When you get into conversion rate optimisation you'll start having a lot of ideas you want to test. It's important to have a place where you can record your ideas so you don't lose them. You can use a Word document, an Excel spreadsheet or anything else that allows you to record and sort ideas.

*Tip: if you want to collaborate with other people you should try Google Docs, which allows multiple people to edit the same document at the same time.*

Once you have your ideas you should then create a testing plan. A testing plan is simply a list of all the things you want to test in order of priority from biggest to smallest potential impact.

The rule here is...

THE GREATER THE POTENTIAL RISK OF FAILURE,  
THE GREATER THE OPPORTUNITY FOR SUCCESS

So what does that mean?

It means if you really want to achieve some big conversion rate improvement gains you need to test much bigger, much riskier things... like changing the entire layout, using a different style of copy, or using a different offer.

Saying that, it's also important to note that changing a headline, or the colour of a button, or the position of the form can produce big conversion rate improvements as well.

So, take your list in whatever format it is, break it down by ad group, ad network and landing page, sort your ideas in order of priority, and then start testing them. When the test is complete, record your results and then move down the list.

Constantly add ideas to your testing plan and feel free to adjust the priorities on an ongoing basis.

## **What kind of results should you expect?**

The thing with conversion rate optimisation is you only need a few big wins to really see some big increases in your conversion rate. But to achieve those wins you need to

go through a lot of split-tests that either fail miserably or, and this is more likely, don't make any difference at all.

The biggest piece of advice I can give you is there is never a bad split-test as long as you learn something. And learning what doesn't work is equally as important as what does work because it's a step in the direction of finding what works... plus it helps you launch new campaigns with greater success in the future.

If you get one successful split-test for every four unsuccessful split-tests then you'll see some big gains over the course of the year. Of course, the more traffic you have the faster you can split-test and the faster you'll see your conversion rate improve.

# Force Multipliers

A force multiplier is a military term that describes an attribute or a combination of attributes that makes a given force more effective than that same force would be without it. A force multiplier refers to a factor that dramatically increases (ie multiplies) the effectiveness of an item or group.

In context of online marketing, the 'force' is the combination of the ad, the targeting of the ad, and the landing page. Combined these produce a certain conversion rate or 'force'. But even at it's best, the majority of prospects that visit your landing page will leave without converting, which affects your CPA.

And in some of the most competitive markets online, even if everything is done right, the CPA will still be higher than many businesses can afford. That's where force multipliers come into play.

Force multipliers in online marketing improve your overall conversion rate and reduce your overall CPA.

Here are some force multipliers you can use...

- **Free offers** - giving away something for free in exchange for an email address will help convert those prospects who aren't ready to do business with you now. And that will increase your overall conversion rate from each advertising source.
- **Email marketing** - when combined with free offers, email marketing allows you to communicate with prospects on a daily, weekly or monthly basis. You should use email marketing to build the relationship, stay front of mind, and then convert prospects when they're ready to buy.
- **Remarketing** - even with free offers, most of the prospects who visit your site will leave without converting. Remarketing allows you to advertise specific messages to these people. And because they've already shown interest in what

you do, there's a much higher likelihood they'll convert.

- **Facebook marketing** - think of Facebook marketing like email marketing. The goal here is to get prospects to become a fan of your Facebook Page and then communicate with them on a regular basis just like you would with email marketing.
- **Facebook Custom Audiences** - Facebook allows you to upload your email database to Facebook so you can target those users with Facebook Ads. This is truly powerful. Especially if you align your Facebook Ads with your email marketing. Just ponder on that for a second.

Force multipliers are required in super competitive markets just to compete. But if they're used in less competitive markets, the company using them dominates. So my recommendation is to start using force multipliers as soon as you can.

## Getting started

Okay. So now you know what conversion rate optimisation is and how it works, it's time to start implementing it in your online marketing... right now.

Here's how to get started...

1. Add Google Analytics to your website and ensure Goal tracking is setup for each of your conversion types.
2. Add conversion tracking to any online advertising campaigns you're running (like Google Adwords or Facebook Ads). If the platform doesn't offer conversion tracking, use the Google URL Builder to create custom tracking links and then measure conversions through Google Analytics.
3. Take the top 5 landing pages in Google Analytics and make a list of updates you'd like to test to improve them. If that means writing sales copy from scratch, then do it.
4. Create an account with Optimizely and split-test your top landing pages until you have a 'winner'. Make the 'winner' the default page on your site and then try to beat it with another split-test. Do this on an ongoing basis.
5. If you don't have enough traffic to split-test, setup campaigns on Google Adwords (the easiest type of traffic to convert) and drive traffic to your top landing pages. Track your CPA and work at improving it through better ads, better targeting and better landing pages.

These five steps are the core activities of conversion rate optimisation. They aren't hard to implement but they can produce outstanding conversion rate improvements over time.

If you want to take your conversion rate optimisation to the next level then develop free offers, design landing pages for each of your offers, and then test them with different advertising platforms.



## How Web Profits can help

Web Profits was established in 2006 with conversion rate optimisation at its core. Everything we do and every service we provide is based on conversion rate optimisation.

We offer SEO, PPC, social media marketing, web design, landing page design, mobile design, display advertising and, of course, conversion rate optimisation... with the ultimate aim of generating the maximum number of conversions from your investment.

Let's say you're starting with SEO. We won't just rank you at the top of Google and drive a ton of traffic to your site... we'll also focus on your website conversion rate and work with you to improve it to maximise the ROI from your SEO investment.

Or if you're starting with Google Adwords. Nine times out of ten we won't even start your campaign unless we design a high-converting landing page for you. Otherwise you'll launch your campaign and it'll fail.

And if you're starting with Facebook we'll start by building up your Fan base using conversion rate optimisation strategies designed to build the maximum number of fans at the lowest cost-per-fan. We'll then focus on converting those fans into customers.

We have in-house teams for high-converting design and conversion rate optimisation, and they drive everything we do. And because we can manage every part of the process, we'll help you navigate the constantly changing online landscape with conversion rate optimisation underpinning every tactic we recommend and implement for you.

To find out more visit [www.webprofits.com.au](http://www.webprofits.com.au)

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