DIY CONVERSION OPTIMIZATION

plus ROI ONLINE MARKETING

JUMPSTARTWEB
It's time to get more clients.

Background

01

Why Are We Here?

To get much better at a critically overlooked area!

02

My Background

A rare Internet generalist

03

What to Expect

Practical insights you can build on

Today's Agenda

01 What is Conversion Optimization

02 Critical Elements

03 Practical Examples

04 Q&A

Conversion Optimization

What is Conversion Optimization?

Conversion Optimization is the process of getting a visitor from one step to the next.

This might include:
- Adding to cart
- Signing up for a newsletter
- Clicking a button to sign up for a free demo
- Filling out a contact form
- Any action that you want someone to take!

It's not a new concept, just a new name – every time you go to the grocery store you see conversion optimization in action!

Do I Need To Worry About It?

If your business comes mostly from networking & referrals, it may be enough that your site represents you well and has clear contact info.

If you are leveraging advertising, SEO, Social Media or any kind of traffic-generating activity sending “new” visitors to your site you can’t afford not to pay attention to it!

Why is Online Conversion Optimization So Important?

Offline, we do a great job responding to direct customer feedback, adapting and improving.

This natural process doesn't happen online so we need to learn best practices and do experimentation.

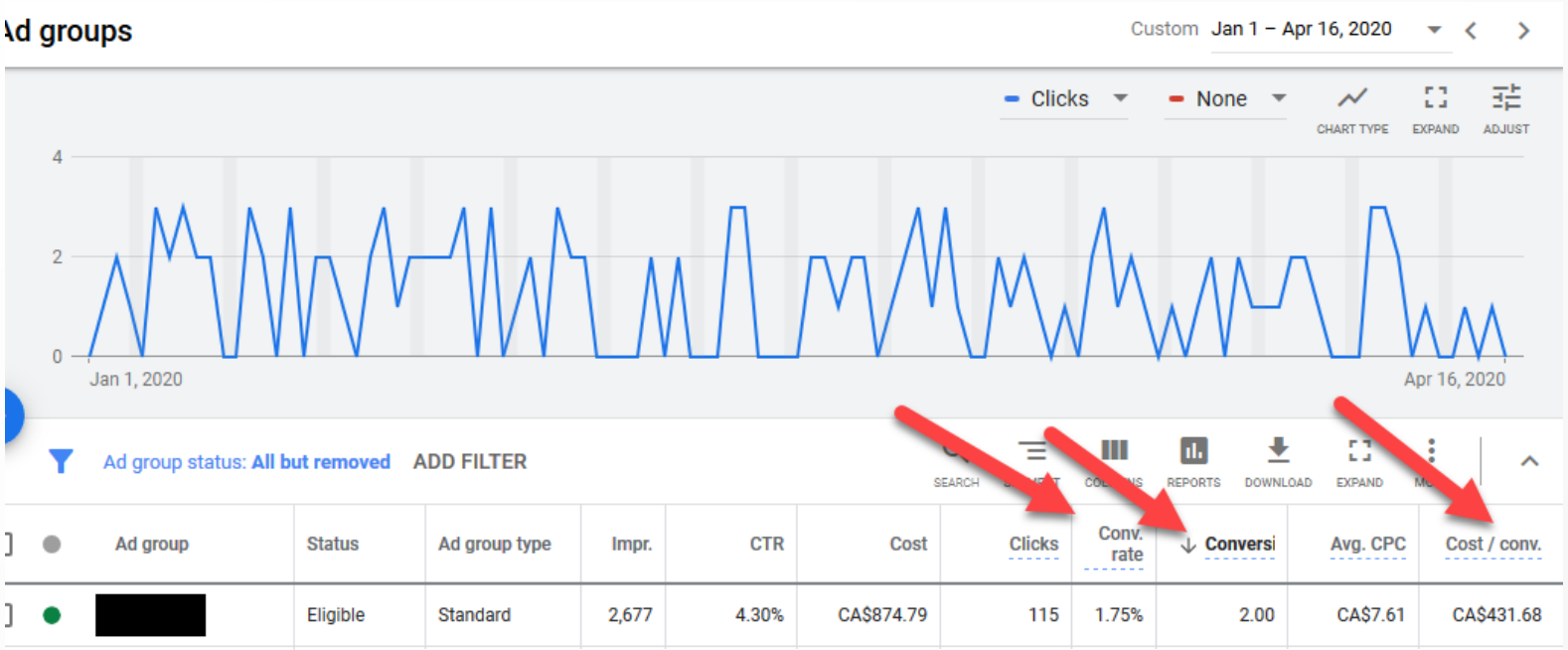
It's not uncommon to double or triple your conversion rates with conversion optimization.

In short, it affects every other piece of marketing you do but often gets overlooked!

Challenges

Larger companies suffer from multiple conflicting priorities.

Small companies have the advantage of being nimble but often don’t have enough traffic for A/B testing.


Ad groups
Custom Jan 1 – Apr 16, 2020
Clicks
None
CHART TYPE
EXPAND
ADJUST
4
2
0
Jan 1, 2020
Apr 16, 2020
Ad group status: All but removed
ADD FILTER
SEARCH
REPORTS
DOWNLOAD
EXPAND
Ad group
Status
Ad group type
Impr.
CTR
Cost
Clicks
Conv. rate
Conversi
Avg. CPC
Cost / conv.
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Standard
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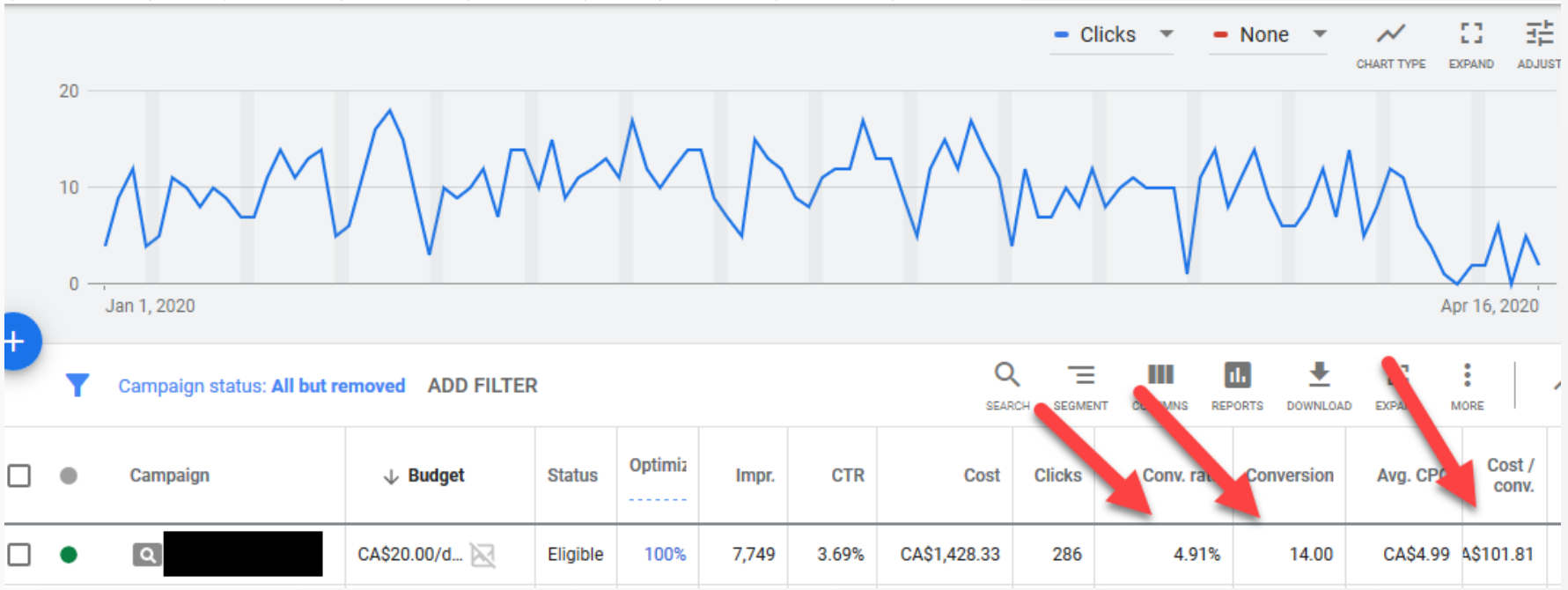
4.30%
CA$874.79
115
1.75%
2.00
CA$7.61
CA$431.68


Clicks
None
CHART TYPE
EXPAND
ADJUST
20
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0
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Apr 16, 2020
Campaign status: All but removed
ADD FILTER
SEARCH
SEGMENT
REPORTS
DOWNLOAD
MORE
Campaign
Budget
Status
Optimiz
Impr.
CTR
Cost
Clicks
Conversion
Avg. CPC
Cost / conv.
[redacted]
CA$20.00/d...
Eligible
100%
7,749
3.69%
CA$1,428.33
286
4.91%
14.00
CA$4.99
A$101.81

Getting Started

1) Learn the best practices

2) Find great examples in your industry to learn from

3) Get to work!

Any questions so far?

5 Critical Elements

5 Critical Elements

1) Know your audience(s) & their needs/motivations

2) Build trust & familiarity

3) Prioritize your content & remove distractions

4) Write benefit-driven, “skimmable,” visitor-focused copy

5) Have a clear, relevant and compelling call to action

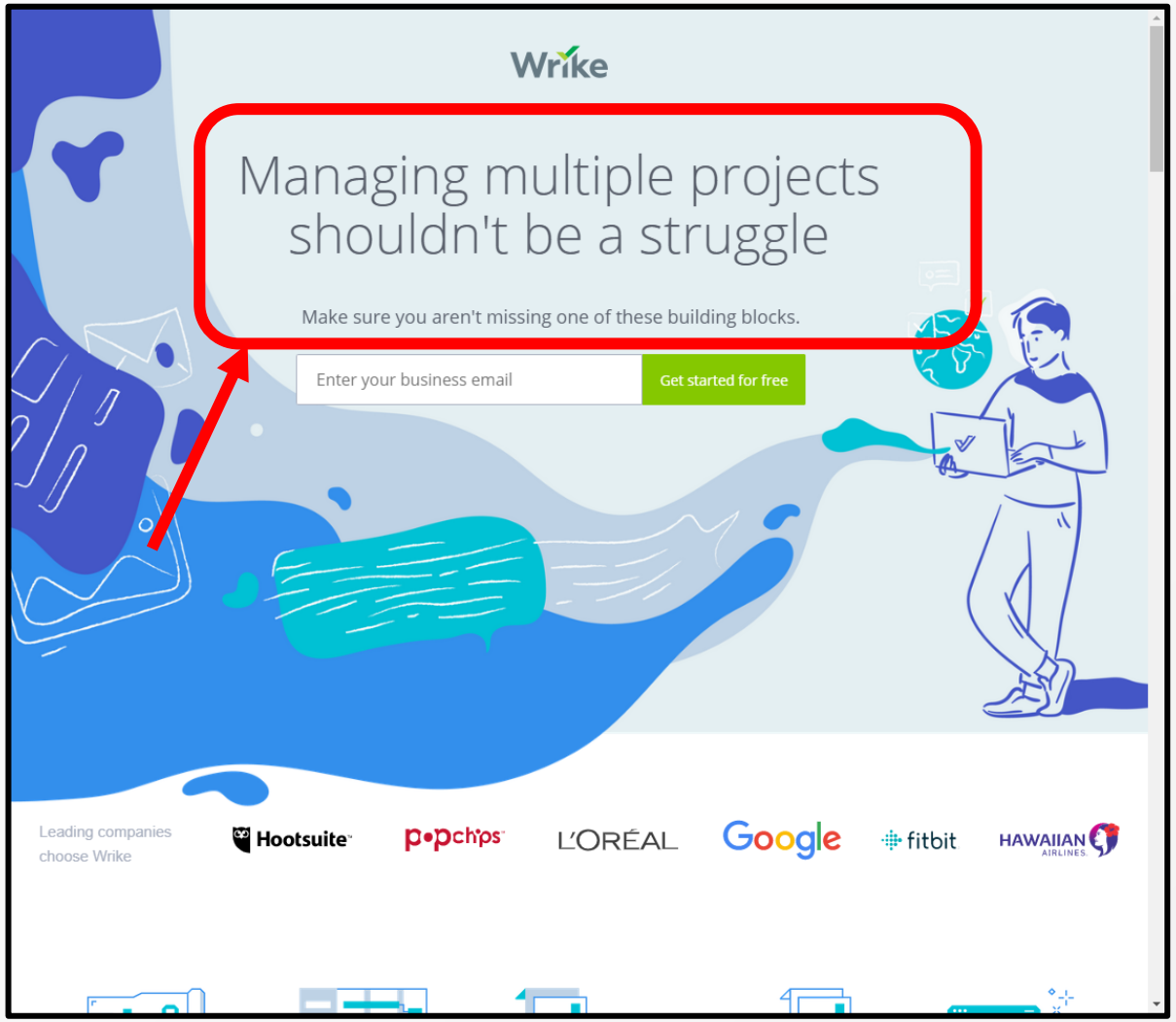
We’ll use a landing page example but these principles apply to any page on your site…

Know Your Audience

Demographics are important, but more importantly, what are they seeking or struggling with?

What will they respond to (it's not necessarily what you want them to)?

What would stop them from taking action?

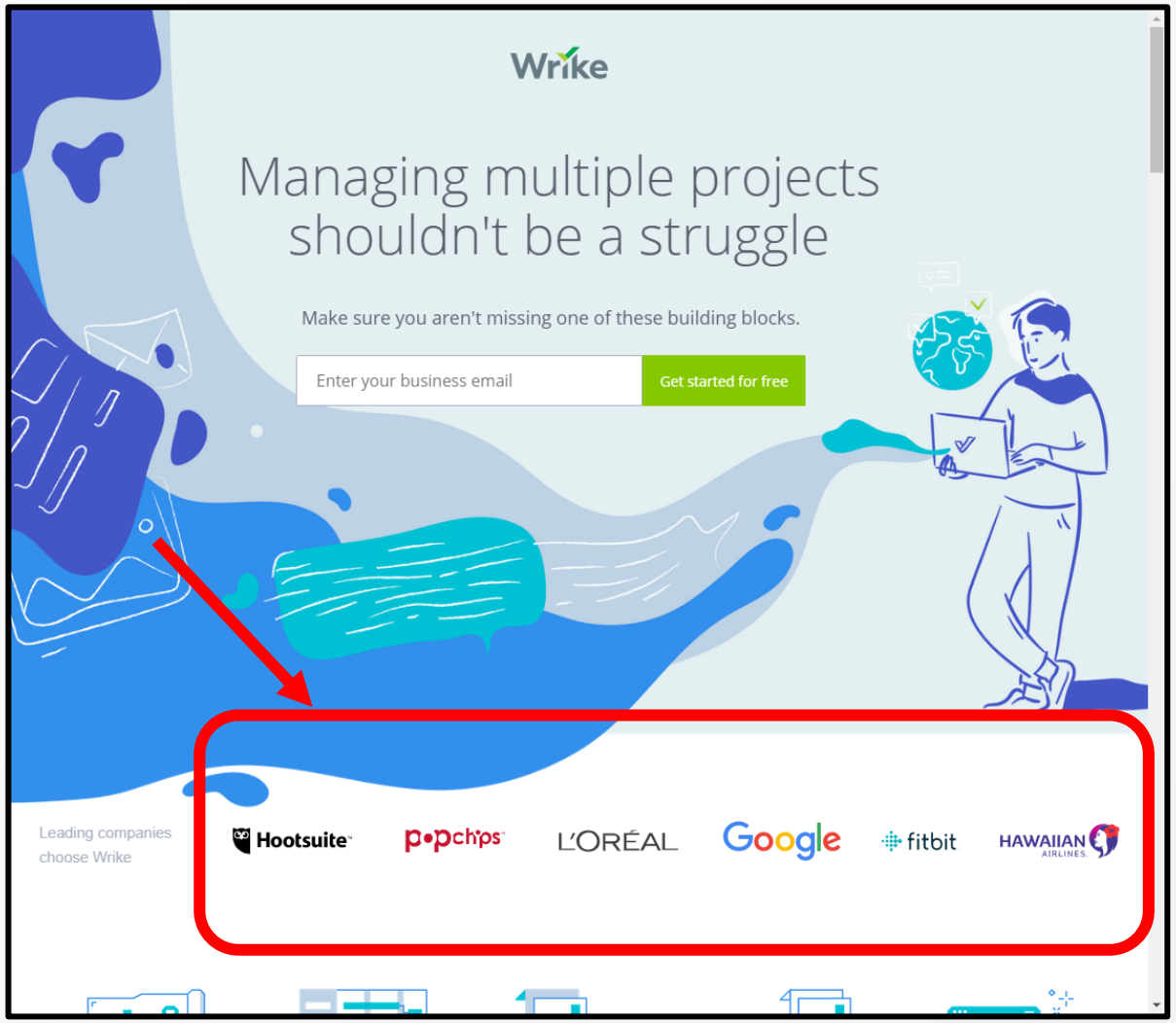


Build Trust & Familiarity

Branding, social proof, credibility indicators, imagery & photos…

NOTE: level of trust required is directly related to the commitment you're asking for.

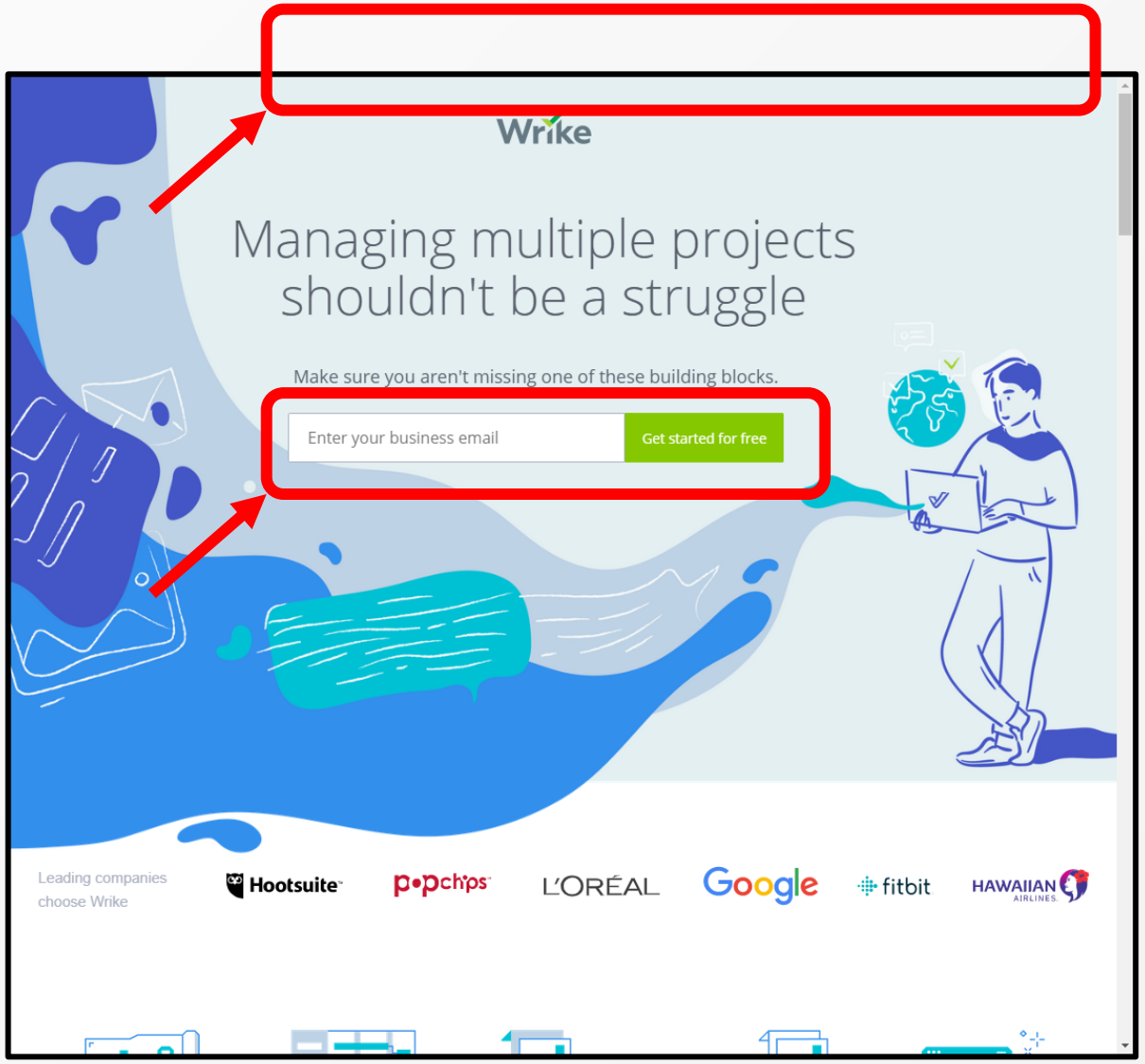
Familiarity is a bit more challenging…



Prioritization and Removal of Distractions

Limited navigation/options

Ideally, one single call to action (the one “best” thing they can do)

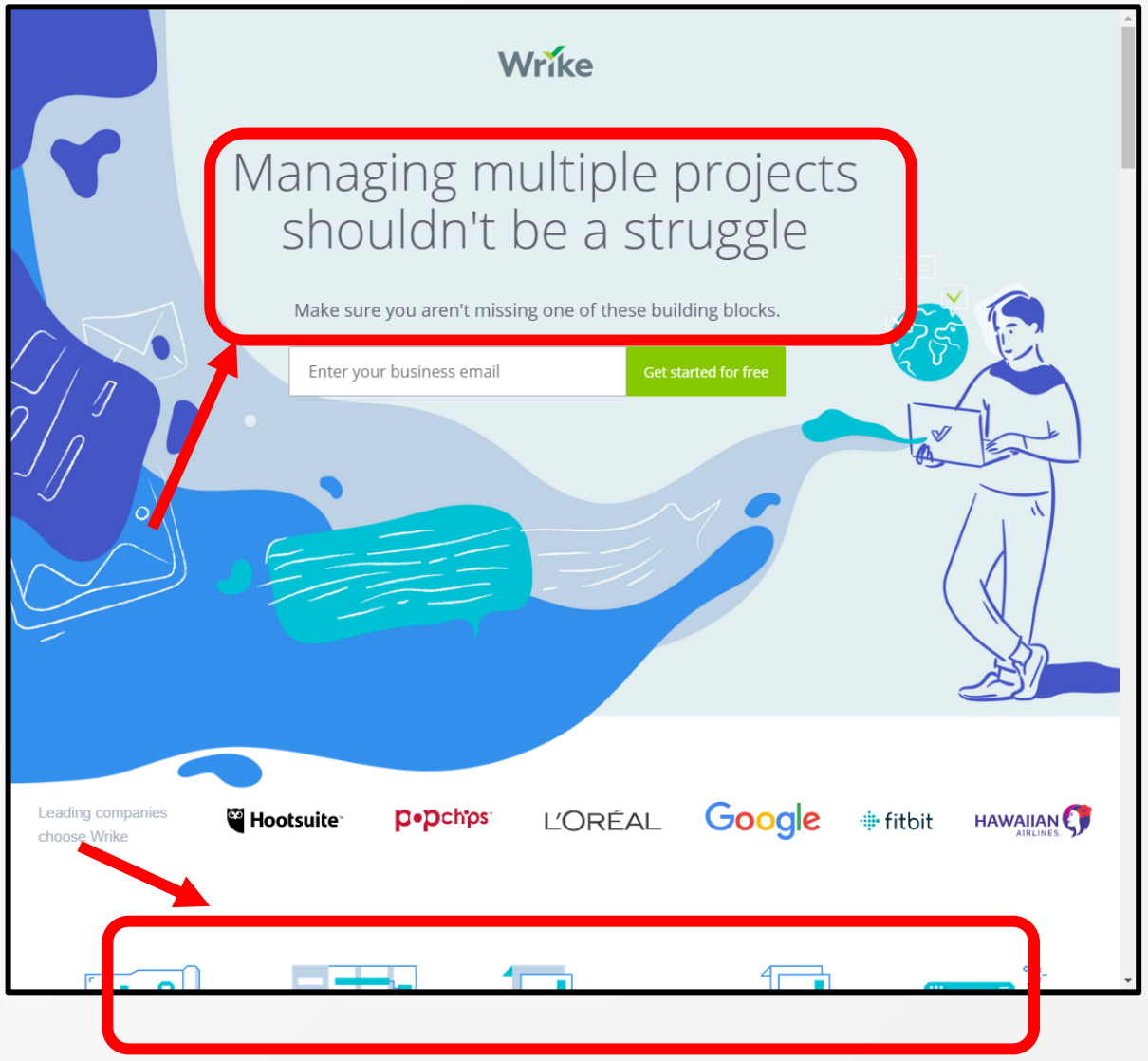


Benefit-Driven, Skimmable, Compelling Copy

Focus on the visitor

If you know their biggest pain point, ask it as a question

Long copy is okay for those who want to scroll, but include all the critical benefits and call to action "above the fold"



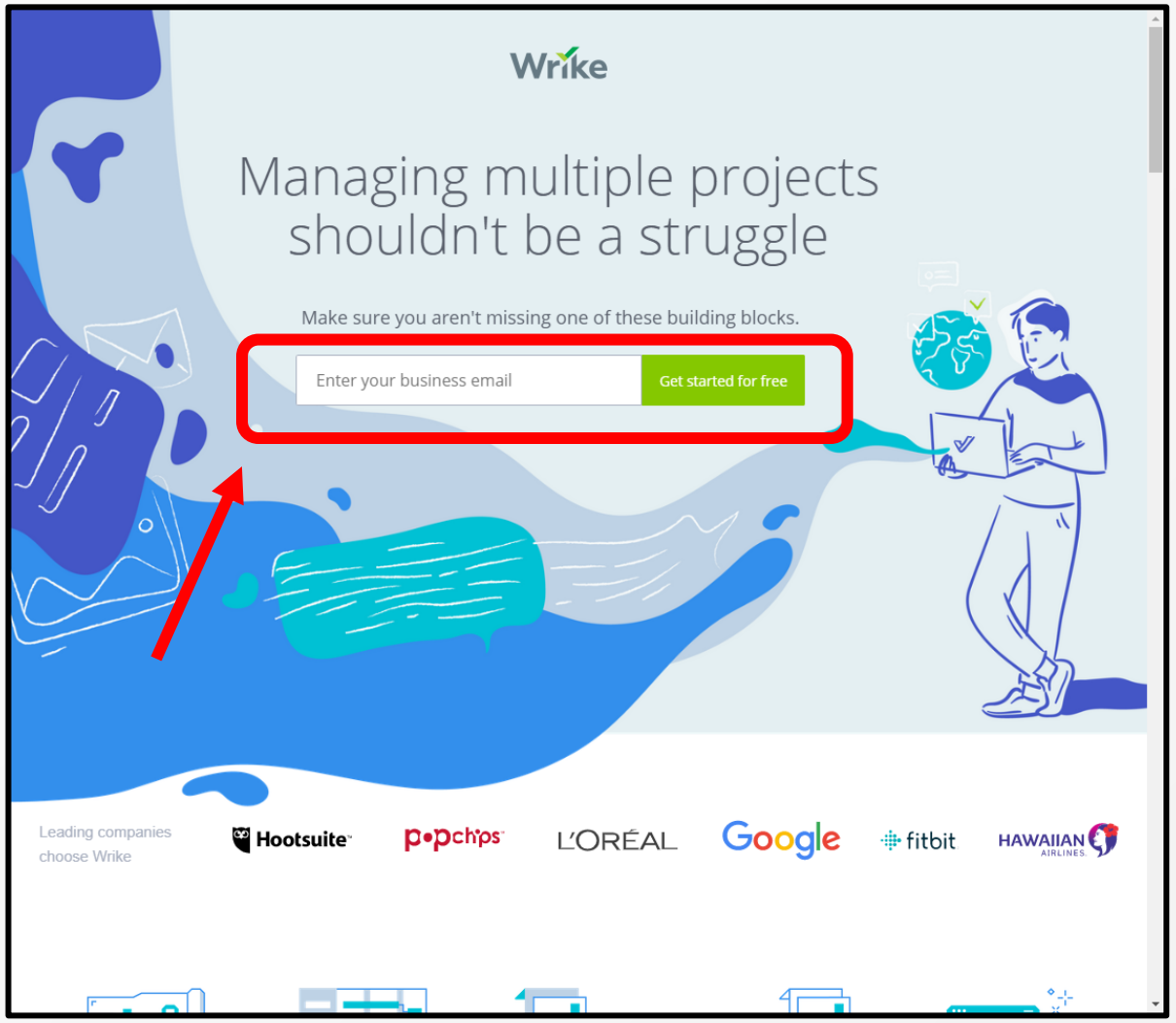
Clear and Relevant Call to Action with Compelling Offer

Don’t make too big an “ask”

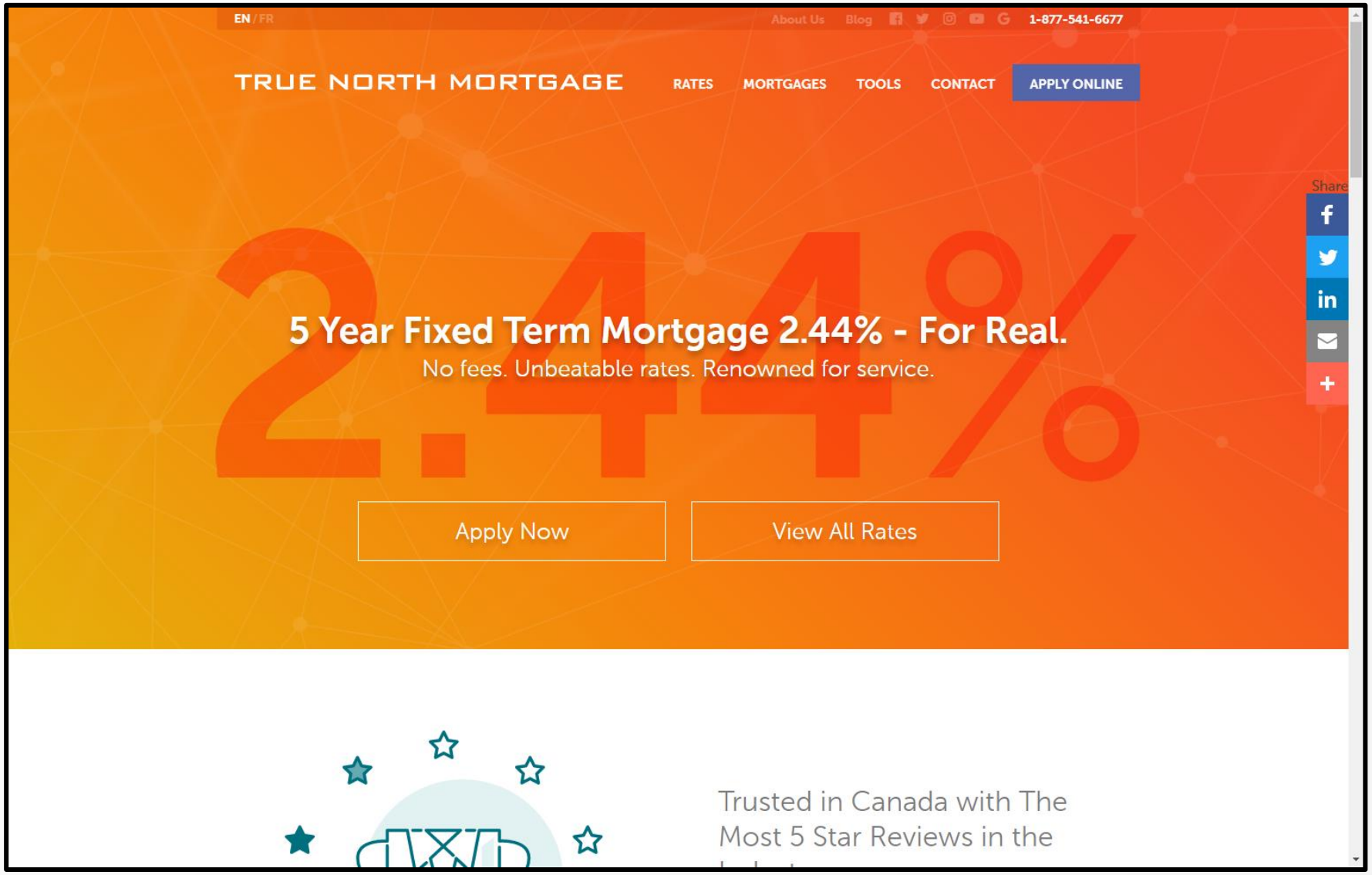
Keep forms short or break them into stages

Provide context and make it compelling

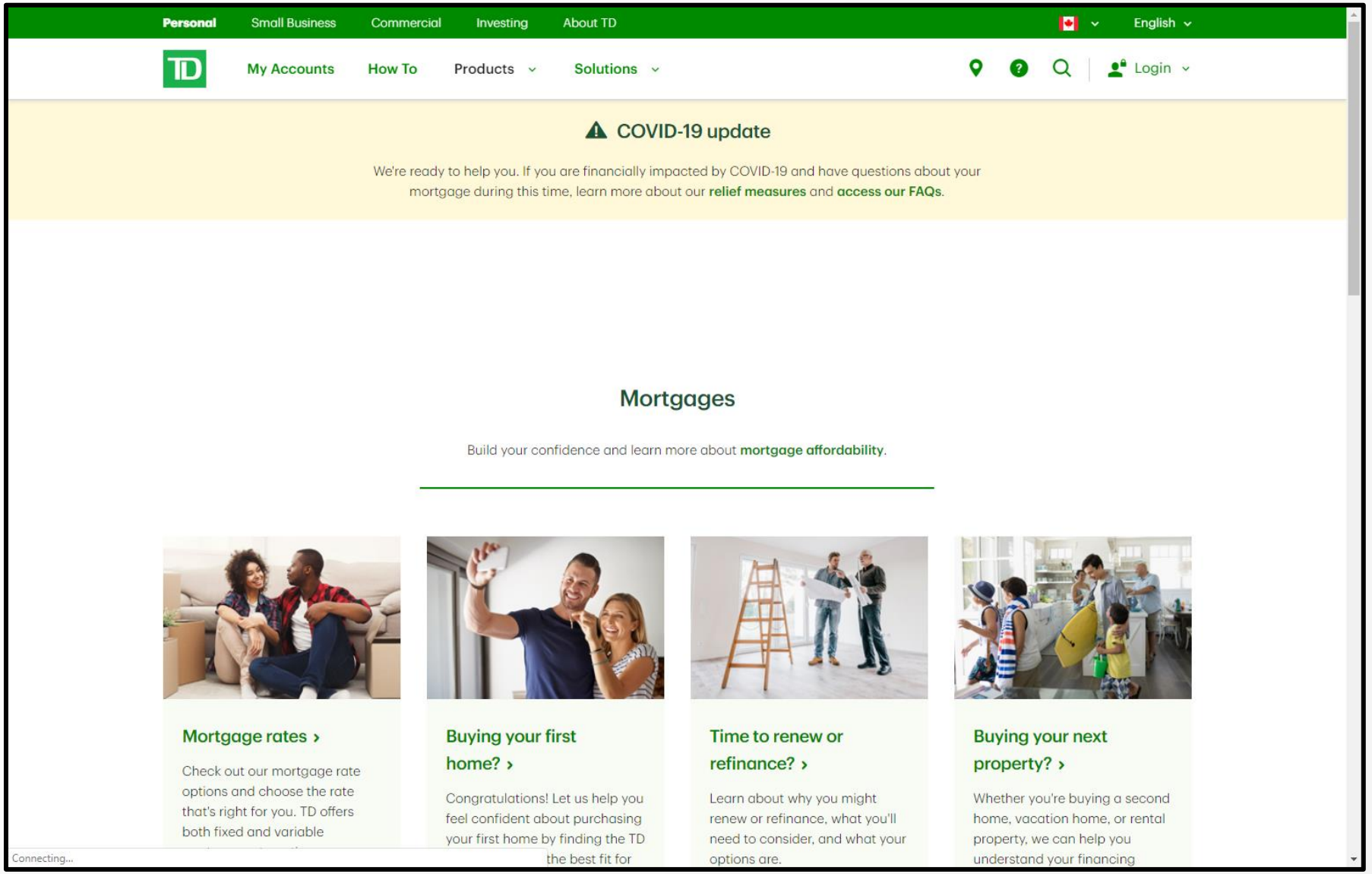
Remove all the reasons to say “no”



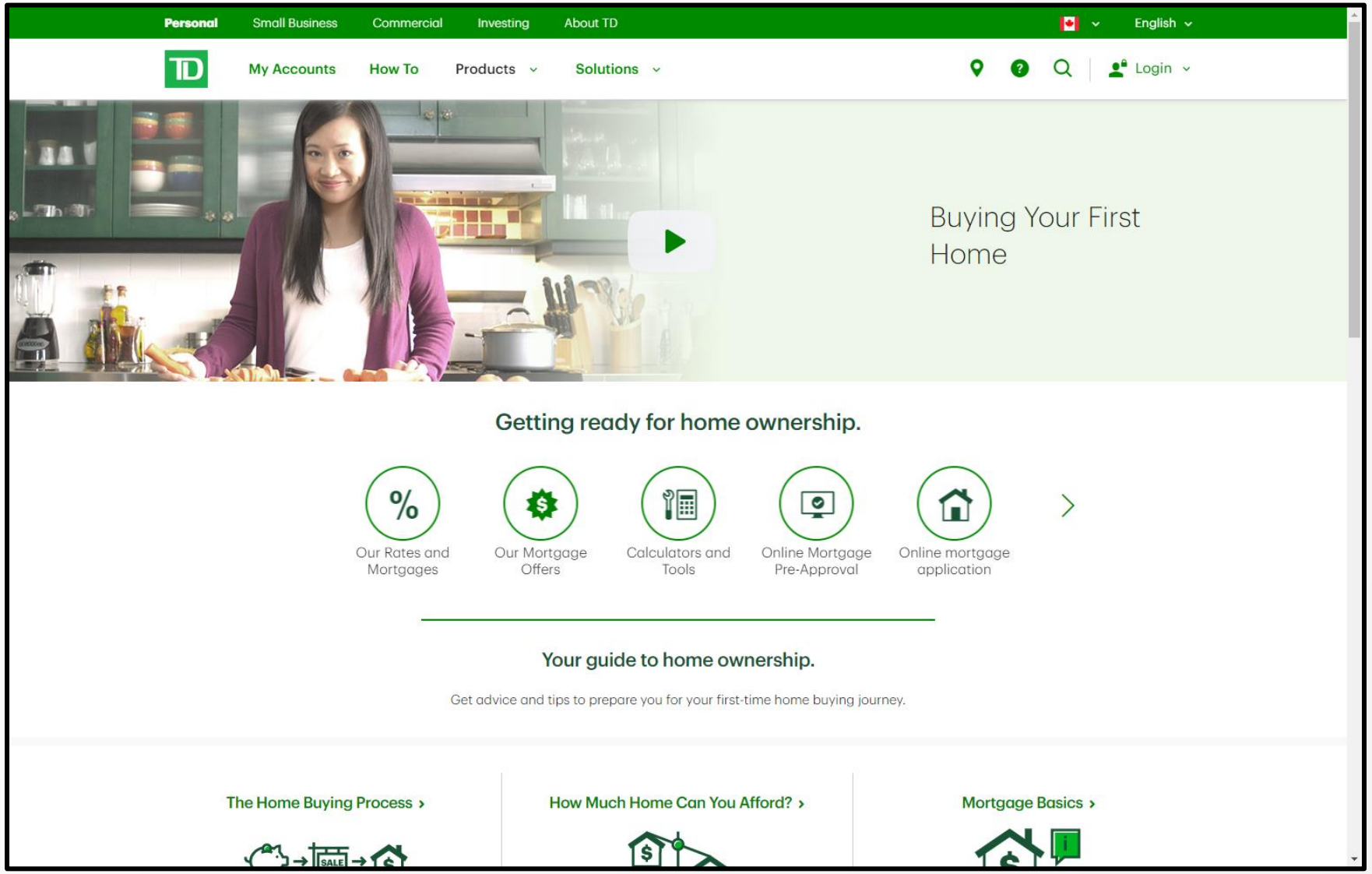
Optimized Page



Not So Optimized Page



And Many More Choices (without any benefits)



Questions on Critical Elements?

Landing Pages

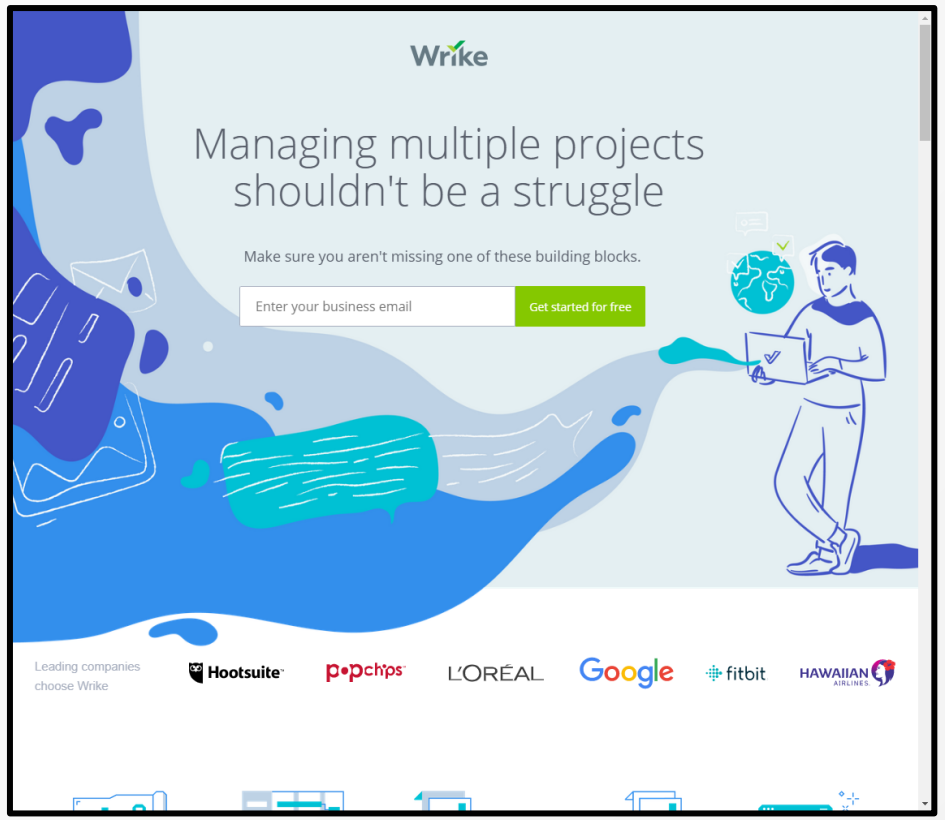
So What is a Landing Page?

A standalone page used for advertising or promotion

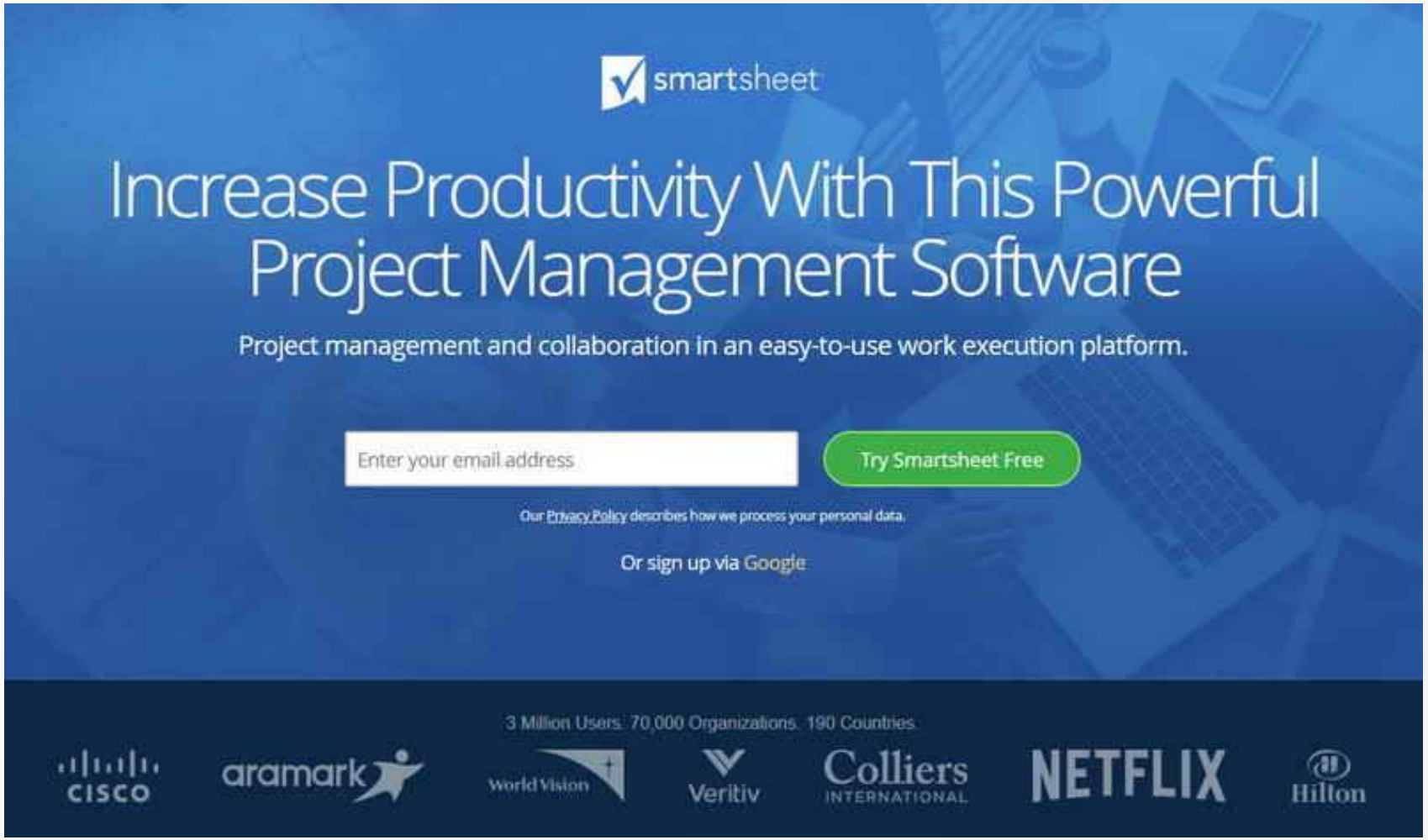
You can test multiple versions of your page without confusing your visitors (or Google)

With ads you know exactly who you are targeting so you can build a page to match (and multiple versions for similar audiences)

Generally a super-streamlined funnel.



Example – Can We Spot the 5 Elements?



Multi-Step Process

Conversion Review: Multi-Step Process

Go the very start of the process (Google Search?) and walk through every step to reach the successful completion.

Capture screen shots at every step and take notes about any challenges, opportunities or potential improvements…

Example: Ecommerce (discretionary purchase)

- Google Search or ad
- (maybe) land on home page
- Navigate to product page
- Ideally, review page & decide to purchase
- Add to Cart
- Shipping info
- Purchase click
- Confirmation page
- Confirmation email
- Shipped email.

Example: Trial Software Download

- Search Result
- Landing Page
- Call(s) to Action
- Registration Form
- Unlock Email
- Download Process
- Install Process
- Activation
- User Instructions
- Conversion Emails
- End of Trial Email

Ideally, you'll measure, test and optimize conversion rates for each step in the process.

A 10% improvement to each of these steps would result in a 200%+ improvement to results!

Website Conversion Optimization

Quick Steps to Website Conversion Optimization

1) Prioritize your pages (Google Analytics can help here)

2) Starting with your most important pages, identify:
   - who will be coming to each page?
   - what is their most logical next step from each page?

3) Implement the 5 critical elements as appropriate!

Notes on Home Page Optimization

1) Less is usually more on a single screen

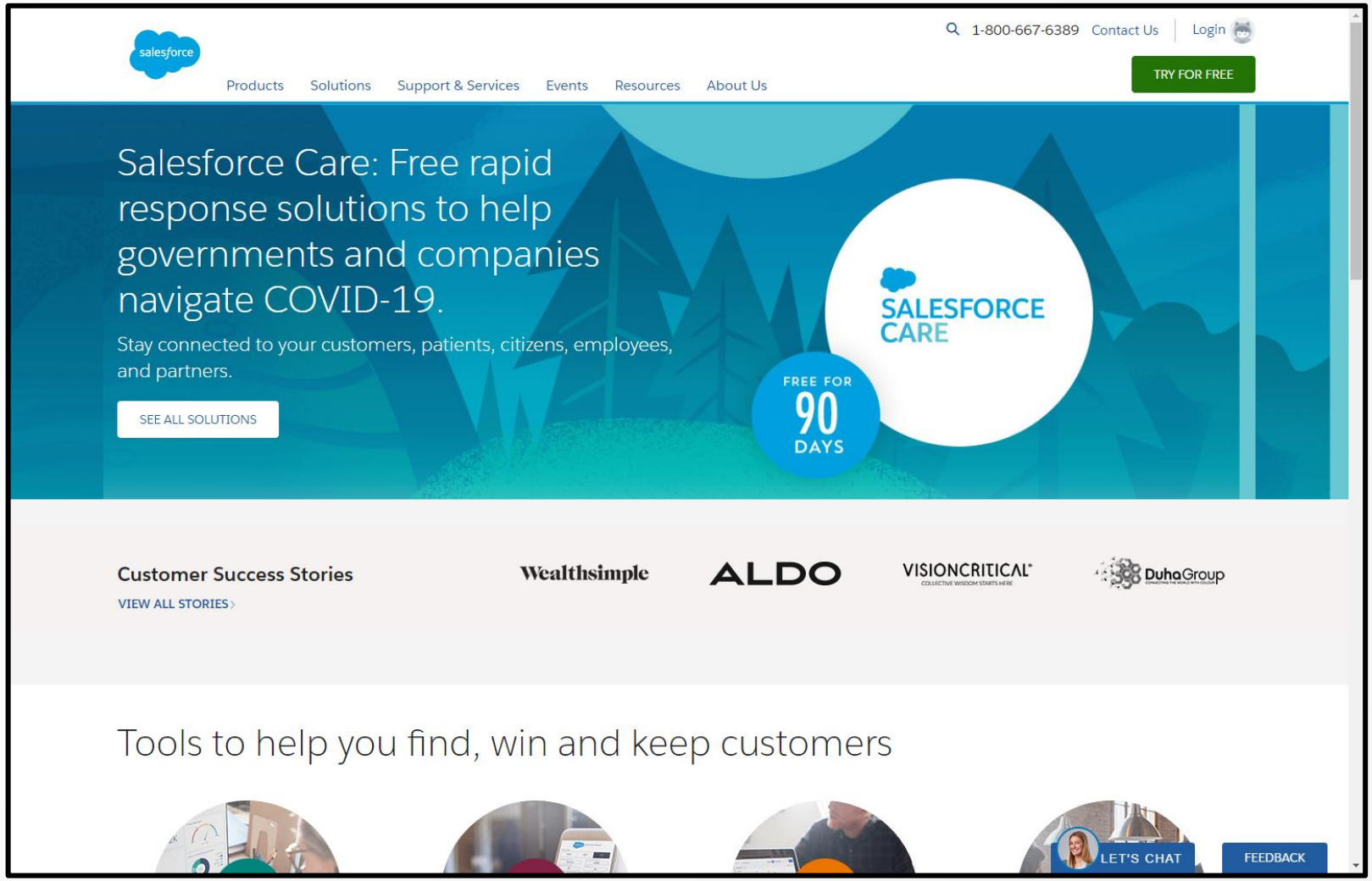
2) Prioritize visitors' next steps before designing the page

3) Make size and placement match priorities

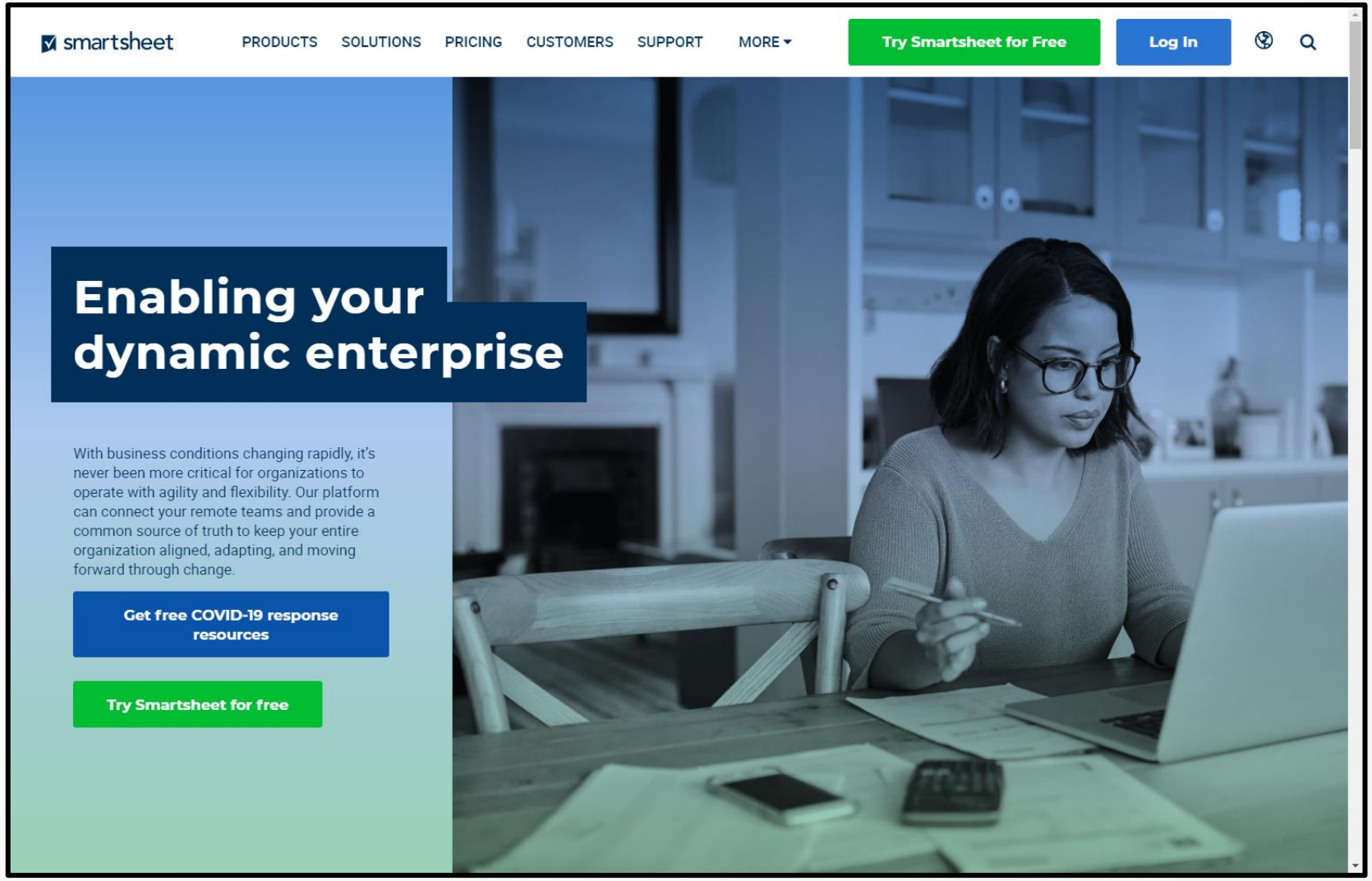
4) Rethink use of sliders
   (can be great for brand but bad for conversion)

5) Top priorities should NOT need use of top nav.

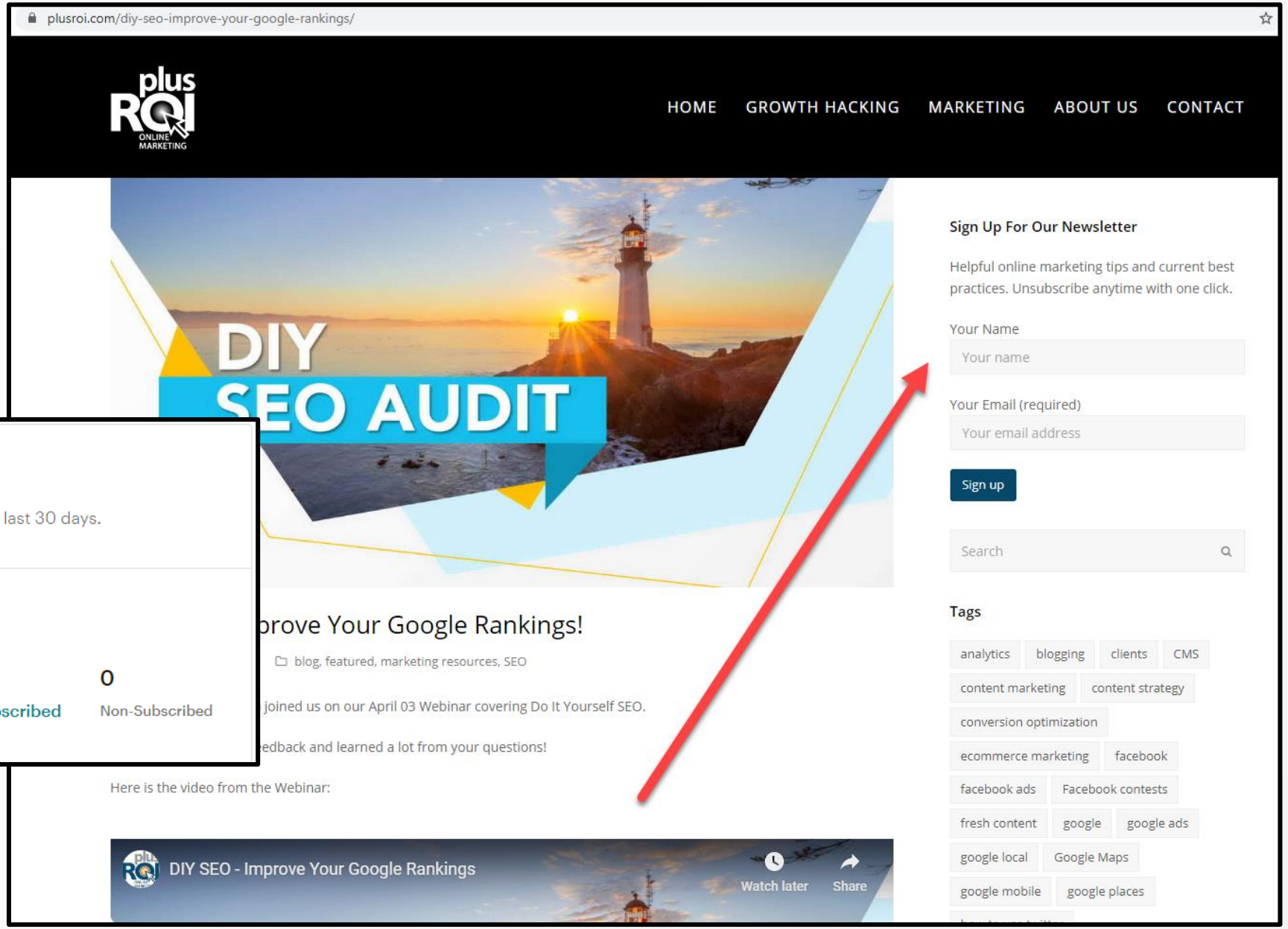
Example: Salesforce



Example: smartsheet



Blog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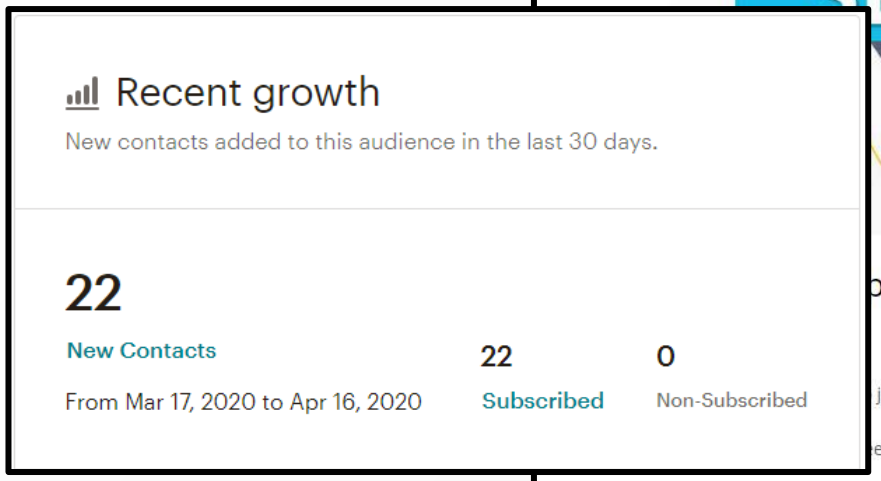
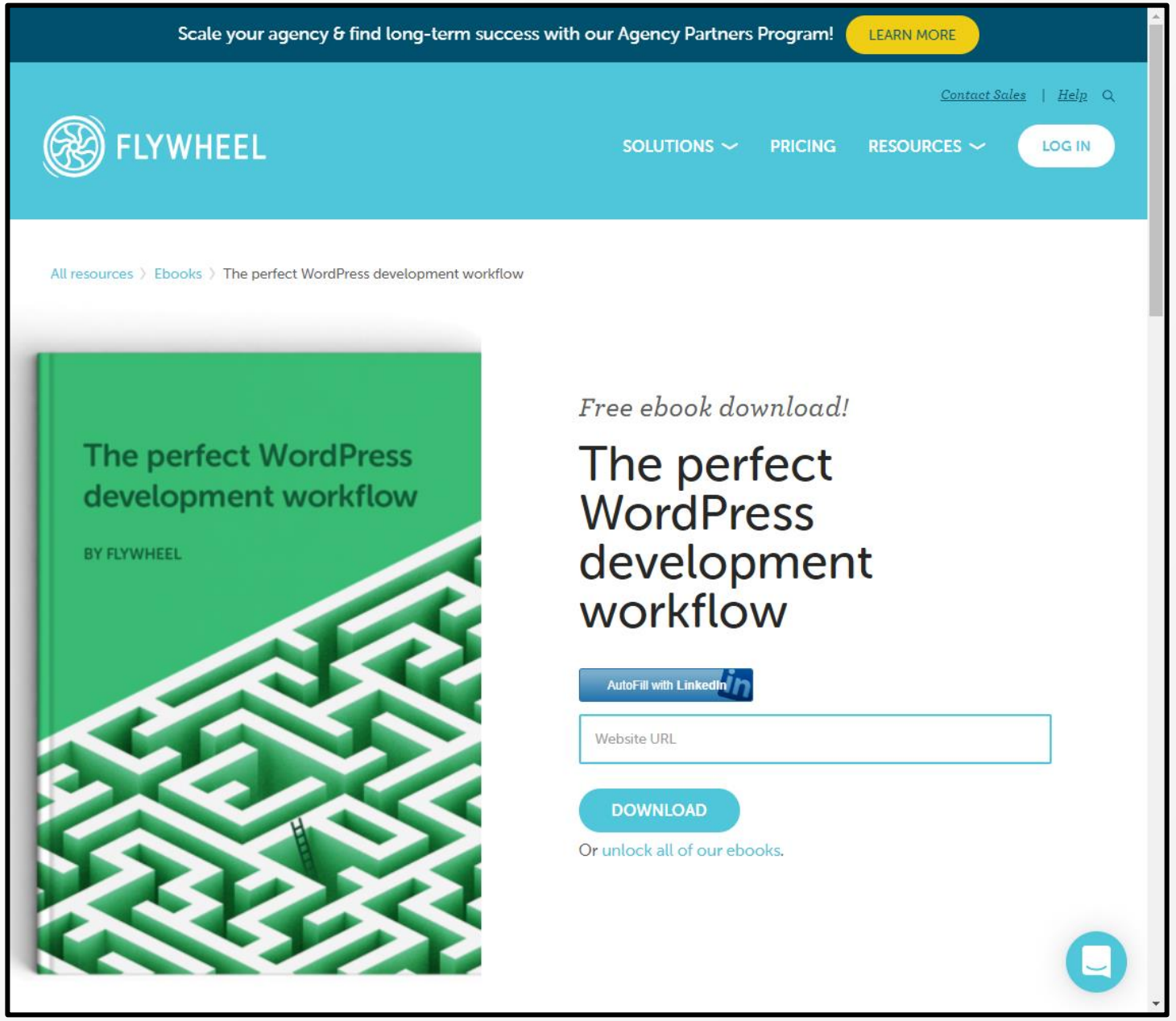
plus ROI ONLINE MARKETING
HOME
GROWTH HACKING
MARKETING
ABOUT US
CONTACT
DIY SEO AUDIT
Sign Up For Our Newsletter
Helpful online marketing tips and current best practices. Unsubscribe anytime with one click.
Your Name
Your name
Your Email (required)
Your email address
Sign up
Search
Tags
analytics
blogging
clients
CMS
content marketing
content strategy
conversion optimization
ecommerce marketing
facebook
facebook ads
Facebook contests
fresh content
google
google ads
google local
Google Maps
google mobile
google places
rove Your Google Rankings!
blog, featured, marketing resources, SEO
joined us on our April 03 Webinar covering Do It Yourself SEO.
edback and learned a lot from your questions!
Here is the video from the Webinar:
DIY SEO - Improve Your Google Rankings
Watch later
Share


Recent growth
New contacts added to this audience in the last 30 days.
22
New Contacts
From Mar 17, 2020 to Apr 16, 2020
22
Subscribed
0
Non-Subscribed

Inbound Marketing Pages

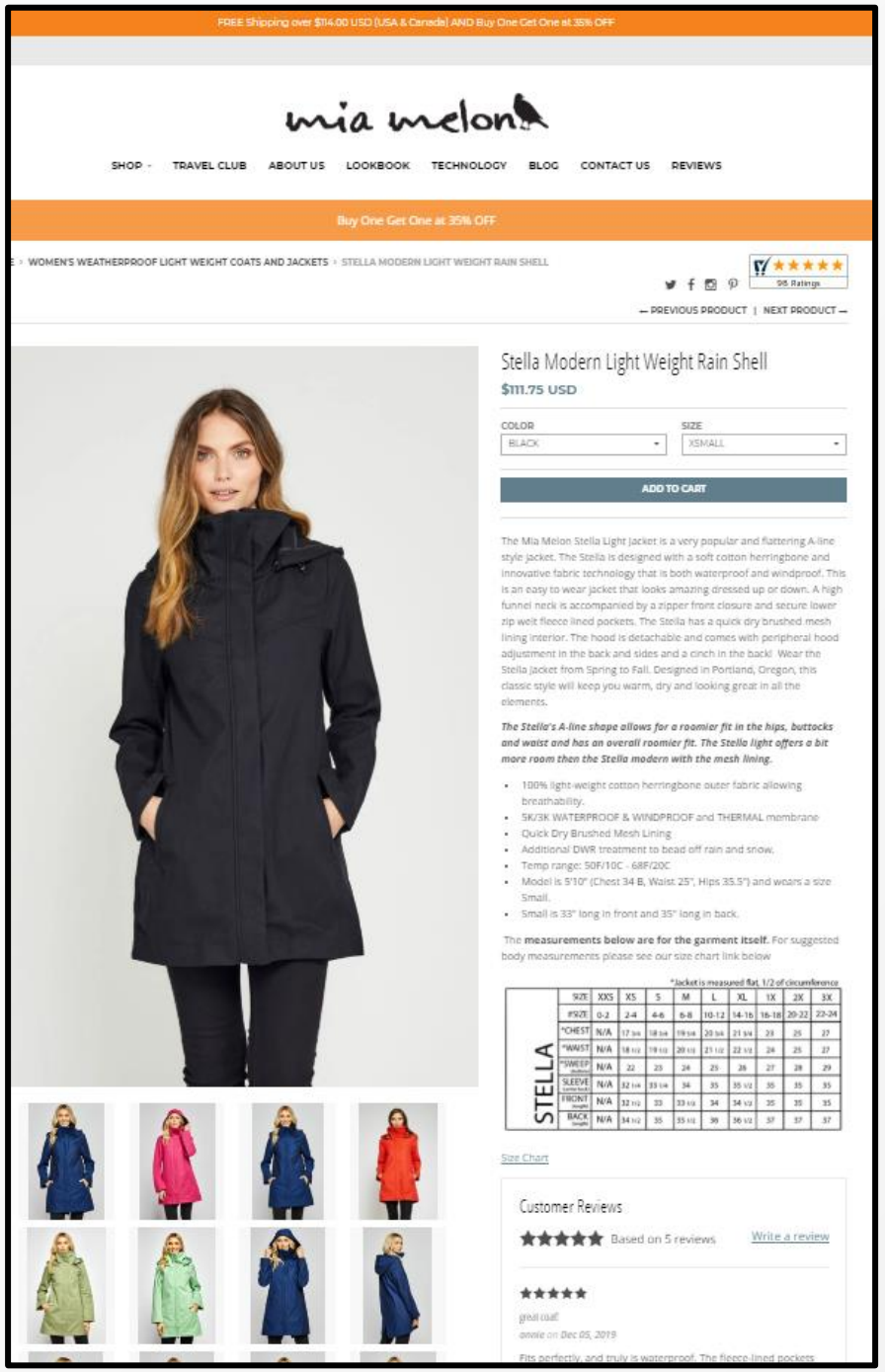
Ensure your landing pages, forms AND follow-up is optimized!



Ecommerce Product Pages

Currency, options, shipping & return policies.

Have them all readily available so folks don't need to leave the page!



Examples

https://viridianenergy.ca/

https://flathaus.com/

https://edwardstechnicalwriting.com/

https://2iiinc.com/

On to Q&A, but…

About PlusROI

plus ROI® ONLINE MARKETING

Performance-focused, multi-channel digital marketing agency

Custom Engagements including:

- Strategy
- Online Advertising
- Search Engine Optimization
- Web Development
- Email Marketing
- Blogging & Content Strategies

JUMPSTARTWEB
It's time to get more clients.

Streamlined industry-leading advertising services

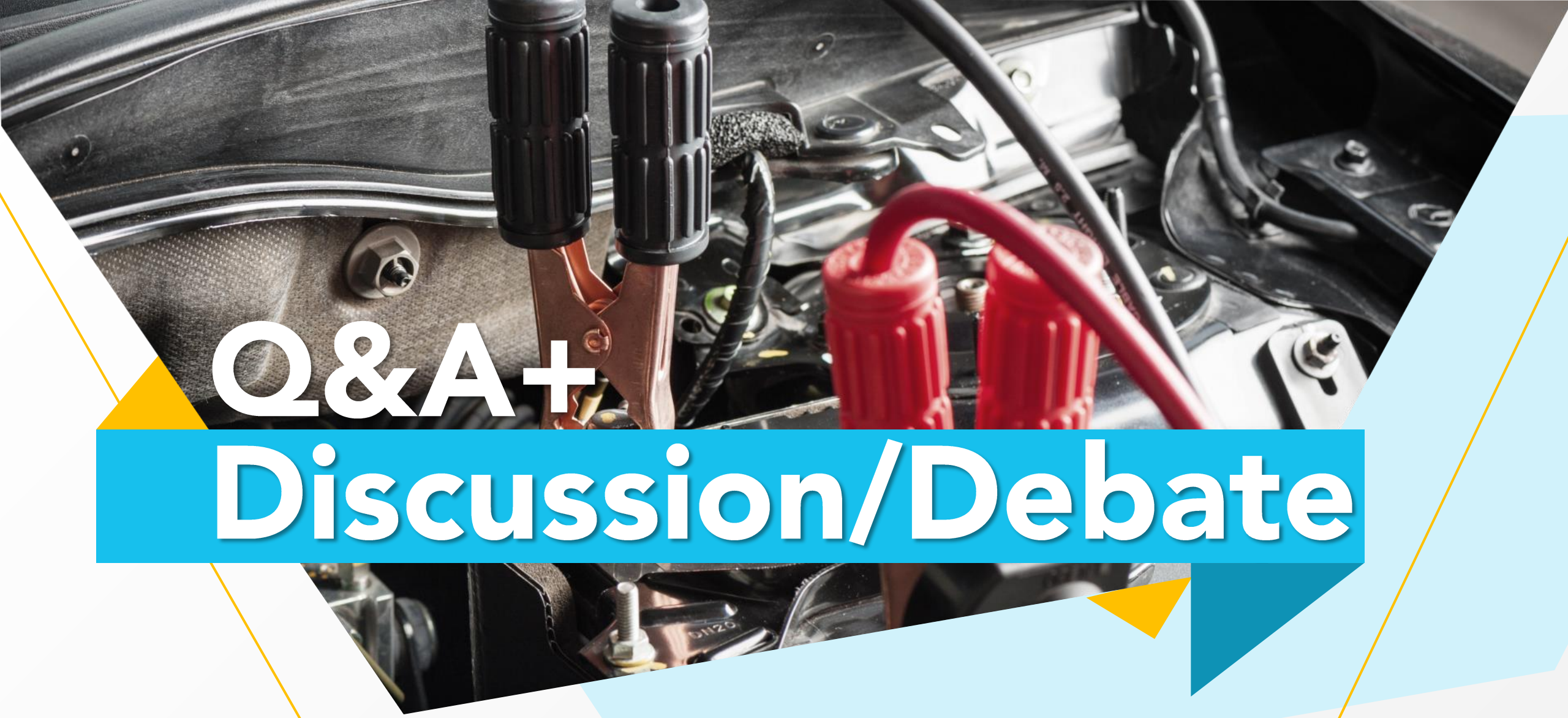
Serving professionals in legal, healthcare, automotive & retail.

Offering cost-effective packages for:

- Google, Facebook & Instagram ads
- Simple but effective websites

Rob@PlusROI.com or connect on Linkedin!

(I don't bite)



Q&A+ Discussion/Debate

Get in Touch on
Linkedin or
Rob@PlusROI.com