Preparing for Conversion Rate Optimization

CRO success starts with a mindset—are you and your organization ready to embrace the discovery of weak spots, and grow stronger with each insight?

Why do Conversion Rate Optimization?

Matalan

+49%

year-over-year conversion rate

By A/B testing, Matalan increased year-over-year conversion rate with 49%.

Modanisa.com

+91%

mobile conversion rate

By A/B testing, Modanisa.com increased the mobile conversion rate with 91%.

Booking.com

1,000

A/B tests per day

Booking.com has reported running about 1,000 A/B tests per day.

How to set up the organization

Working with CRO and A/B tests requires different skill sets coming together. This is what you need to have in place, either through an agency or inhouse.

With a CRO agency

A CRO agency can help you get started with CRO, do the complete process or only help with specific tasks like A/B tests.
If you want to split the tasks between inhouse and agency, these are the questions you should ask (if you want to quality check the agency, ask for examples of previous work within these areas):

- Who will do the quantitative and qualitative research needed?
- Who will do the evaluation of the website and build hypothesis? What frameworks will the person use?
- Who will do the A/B tests, with processes for QA (quality assurance)?

If you work with an agency, we recommend that you have a conversion rate optimization lead inhouse who can manage the project. Never outsource what you’re not an expert on.

Inhouse

If you want to set up the CRO process inhouse, this is what you’ll need:

- A Conversion Manager experienced in how to increase mobile conversions, do A/B tests, evaluate the website according to CRO frameworks, organize insights from quantitative and qualitative research and communicate with the organization.
- Time from a data analyst working with analytics in e.g. Google Analytics, to do quantitative research.
- Time from a frontend developer experienced within mobile design, to do design changes and give code snippets for A/B tests.

Before getting started, choose and implement an A/B testing tool.
Getting started with Conversion Rate Optimization

Let data, web psychology, UX and A/B/n tests come together to increase conversions.

Quantitative research
Qualitative research
Heuristic evaluation

List of weak spots
Hypothesis
A/B test
Win!

Research phase
Conversion rate optimization combines quantitative research with qualitative usability tests and best practices within UX to find a site’s weak spots.

Quantitative Research
Use tools like Google Analytics to check:
- Where in the funnel do you lose the most visitors?
- Use the comparison view to see which landing pages and most visited pages perform best/worse, and what signifies them?

Qualitative Research
Usability tests can be done this easy:
- Ask five people/month to do a task on your site. Ask them to think aloud and be honest. With screen recording, you can view the videos afterwards. Track feedback like this: goo.gl/X9m6x7

Heuristic Evaluation
Use these frameworks to audit your site:
- The Google UX checklist: goo.gl/Ts4SCb
- The 25 design principles: goo.gl/XH8tC2
- The LIFT Model by Chris Goward: goo.gl/8HGAEK

Testing phase
The research and evaluation will give you a list of weak spots. Create hypothesis of how to solve them, prioritize the ideas and start setting up tests.

Prioritize Hypothesis
Grade your ideas when it comes to potential, importance, traffic, effort, frontend/backend complication in a spreadsheet like this: goo.gl/kjJdje

Set Up A/B/n Test
Set up the test in your tool. Use this for a QA (quality assurance): goo.gl/TQDvug
Learn about the free A/B testing tool, Google Optimize here: goo.gl/rmx7JXV

Analyze Results
If a test fails, don’t immediately discard the hypothesis. Can the design be changed to show the idea better? If the test wins, analyze if you can finetune it.

CRO is a continuous process – always keep optimizing!