Revenue-Generating Conversion Rate Optimization (CRO) Strategies

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In digital marketing, Conversion Rate Optimization (CRO) is used to increase conversions (defined as sales, form submissions, or newsletter subscriptions) by creating an optimized web-experience for site visitors. CRO initiatives enhance marketing strategies across every digital platform, including websites, email campaigns, PPC ads, remarketing banners, social media campaigns, or a combination of these marketing channels. To optimize the conversion rate, it's important to establish the top conversion paths that site visitors use. These paths determine exactly which marketing channels and/or methods will be most beneficial to your business, brand, and demographic. It's also essential to know users' overall site behavior during each visit. For example, at what point in their visit and on which pages are they hovering, clicking, sharing, downloading and viewing media?

AWG's recommendations are based upon intuitive testing and tracking via Google Analytics and other programs specifically intended to measure conversion rates. These programs reveal marketing "hot spots," or user click-concentration, commonly known as 'heat mapping'. After pinpointing where visitors are most focused, strategic and custom marketing strategies can be developed. These programs also provide insight on the habits of desktop versus mobile users, delivering multi-device reports. These statistics show online businesses where their users make purchases and which campaigns impact their purchase decisions. Based on these ongoing results, a brand's website, email campaigns, PPC ads, remarketing banners, social media campaigns, and all other digital marketing platforms are regularly re-visited, re-strategized and re-optimized to achieve peak conversion rates. This is a service AWG offers its clients to ensure all their digital marketing campaigns are geared towards achieving the highest possible conversion rate.

Since data differs for each client, so will each digital marketing campaign. Regularly performed testing and tracking provides valuable marketing insight, to determine which future digital campaigns will be most effective and how current campaigns may be improved. When your business develops a CRO plan with a digital marketing agency, it is important to note the average internet user's attention span is eight seconds or less, leaving you less time to convert than you might have realized.

Whether your online business goals are to increase ecommerce (sales), boost lead generation (leads), and/or maximize data collection through signups (users), it's important to maximize conversion rates across every digital platform to achieve these goals. In this document, we'll detail how each digital marketing platform can be harnessed to assist your business to achieve its online goals.

Creative strategies to capture visitor attention and help increase conversions:

Website Conversion Rate Optimization (CRO)

- *Create a responsive website:* Mobile users outnumber desktop users. Not having a site that facilitates their sales funnel means lost revenue. A responsive site provides key information that loads quickly, adapts to any Smartphone or tablet screen, is easy to read, and has clickable information, such as order phone numbers and "Buy Now," "Get a Quote Here!" or "Click Here to Join Our Email List" buttons.

- *Set Up a Call-Forwarding Number:* A direct, clickable, toll-free number on your site will help convert site visitors via signups, paid users, and/or by becoming paying customers.

- *Increase Site Speed:* With eight seconds to make an impression, web pages must load as quickly as possible.

- *Add Homepage Opt-Ins:* Why have a Call to Action (CTA) that leads to a separate page? Don't risk losing users by having them go through an additional step to reach information. Make opt-ins visible and accessible.

- *Build Credibility:* Add customer testimonials and positive ratings and business reviews.

- *Implement Additional Landing Pages:* Statistics show that 40 landing pages generate 12x more leads, as opposed to businesses with 1-5 landing pages, which generate a fraction of that amount.

- *Make Cart Items Visible:* Consumers want to keep track of their purchases as they shop – just as they would in a brick and mortar store.

- *Display Trust Icons:* Secure Site, Better Business, and industry affiliation icons inspire consumer confidence. Work in price guarantees and establish trust by prominently displaying your 800#, site security logos, and other relevant visitor information.

- *PPC/Remarketing Banners:* Offers and incentives, such as free shipping, savings for a limited time only, etc. are offered in compelling promotional site banners in order to get visitors to click on calls-to-action.

Email Conversion Rate Optimization (CRO)

- *Collect Email Addresses:* This is far better than purchasing a generic list. Build your email distribution list in order to continue to market to your consumers long after the initial purchase is made. Use links to offers that capture email sign-ups throughout your website, free white paper sign-ups, signups for online contests promoted on the site and via social media, etc.

- *Adjust How Data is Gathered:* Do you need a single-step or multi-step form? No one likes wasting time and energy filling out pages of needless information. Remove unnecessary fields in your contact forms, but keep the email address field mandatory. The more info a visitor has to provide, the less likely a conversion will result.

- *Increase Site Speed:* With eight seconds to make an impression, web pages must load as quickly as possible.

- *Send Offers:* High shipping costs can influence cart abandonment rates. To minimize, if you can't provide free shipping, offer incentives to make up the difference. And did you know there's a science behind initiatives? A 15% discount often has a higher click-through rate than offering 20% off!

- *A/B Test:* Google Analytics helps to gauge important info, such as the success rate of email color schemes, headlines and/or subject lines, content length, CTA placement, promotions, offers, and pricing, etc.

- *Make it Easy to Buy:* Use prominent "Order" or "Buy Now" buttons in your emails. Streamline and simplify the checkout process as much as possible.

- *Send Abandoned Cart Reminders:* When completing a sale, a timely follow-up email including an incentive to return can influence purchasing decisions and increase revenue.

PPC Ads and Remarketing Banners
Conversion Rate Optimization (CRO)

- *Align Ad Copy with the Website:* PPC ad copy must support related landing pages. For example, if someone is searching for Vitamin C and you're driving them to an overall supplement page, you could be alienating potential customers.

- *Rotate and Make Changes to Ads:* This helps to increase click-through rates, thereby increasing conversions. Target the right demographic with select paid search ads. Build multiple campaigns for each service and product offered. Routinely rework under-performing ads.

- *Increase Mobile Bidding:* Ensure your ads can be seen on mobile devices. As mobile ads typically produce a higher click-through rate than tablet or desktop, this will likely increase the click-through rate for your entire campaign. In addition, the cost per click for mobile bidding is typically less than for desktop users.

- *Maximize Ad Content:* Keywords, calls-to-action, incentives with numbers (Get 15% Off Now) and copy geared toward a specific demographic will likely increase click-through rates.

- *Strategize Ad Placement:* Google Analytics helps to gauge important info, such as the success rate of email color schemes, headlines and/or subject lines, content length, CTA placement, promotions, offers, and pricing, etc.

- *Make it Easy to Buy:* When a consumer enters a search query in Google, paid ads at the top of a web page have higher overall click-through rates.

- *Test and Optimize:* After two weeks, revisit your ad campaign to review data, Adgroup performance, keyword performance and overall account structure. Adjust as needed.

Social Media Conversion Rate Optimization (CRO)

- *Feature Product Videos:* This is a great way to showcase goods. Create a YouTube channel and link to your homepage and social media pages. A clever 3-minute video can make even the most basic product exciting. Videos can also help tell the story behind your company and further your brand's reach while increasing revenue.

- *Write Compelling Headlines:* Engaging copy and useful information will keep users on your site. If you don't have an effective content writer -- one that also knows how to implement SEO keywords and other organic initiatives -- you may lose visitors and traffic.

- *Apply Action-Oriented Language:* Presenting a problem/solution format spurs conversions. When headlines and content focus on solving or ending a problem and/or provide relief and potential solutions to consumers, these actions can trigger their buying decisions.

- *Use Engaging Images:* Personable and relatable images can capture attention, tug at the heartstrings, pique interest and more.

- *Test Optimal Sharing Times and Days:* Facebook and Twitter insights can help you to improve engagement by determining when consumers are most responsive to your posts. Monitor these results and adjust your posting schedule accordingly.

- *Move Social Media Icons:* The position of your social media icons on your blog or website header/footer impacts the number of readers who share your content. There is no one-size-fits-all best position, so periodically test different positions if social media sharing falls short.

To summarize: Businesses can keep track every key site performance metric in Google Analytics and other analytics software. These tools will indicate which pages have high bounce rates, low conversion rates, the amount of time spent on a given page and other worthwhile data.

Getting to know your customers and their habits will allow you to gain a better understanding of how to adjust your site to cater to their needs. Metrics can assist online business owners to gauge the business operations, the functionality and effectiveness of your website, and the value of the products and services you offer.

Active Web Group can employ many strategies on your behalf, putting time-proven conversion rate optimization (CRO) methods into place to create an ideal website user experience. Focusing on the needs of your clients/customers will increase the percentage of site visitors who convert into customers. Our business' goal is to assist your online business to achieve yours.

About Active Web Group

As a full service Digital Marketing Agency located on Long Island, Active Web Group (AWG) offers a comprehensive range of services which blend our extensive technical knowledge with brilliant design, content that engages and converts, and online marketing expertise. Singly or as a supportive, multi-disciplined approach, our Digital Marketing services are essential for any sized business to achieve their business goals and to increase their online success. We invite you to maximize your business potential with Active Web Group (AWG). Our services include:

- Responsive and Mobile Web Design
- Content Development
- Social Media Marketing
- Email Marketing Services
- Website Design and Development
- eCommerce
- Pay Per Click (PPC) Management
- Online Reputation Management
- Conversion Rate Optimization (CRO)
- Branding

Email us or call 1-800-978-3417 today, and we'll get started on making your website visitors into viable patrons. AWG can help reach your sales goals, grow your business and boost your bottom line in the highly competitive digital landscape. Attract and convert more prospects and retain your existing clientele with customized Search Engine Optimization (SEO) strategies from AWG today!