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data driven digital marketing

Getting Started with Conversion Research

By Ed Truman (7th August 2020)

About Me – Ed Truman

- 11 years Marketing Experience
- GA specialist for 4 years
- 7 Years at Anicca
- Hundreds of GA setups carried out
- Google Data Studio Ambassador
- Proficient in gathering user insights from GA
- Enjoy surfacing user insight
- Hate badly configured skewed GA Accounts!

Examples of the
brands we work with

What is Conversion Rate Optimisation?

Conversion rate optimisation (CRO) is the systematic process of increasing the percentage of website visitors who take a desired action on your website
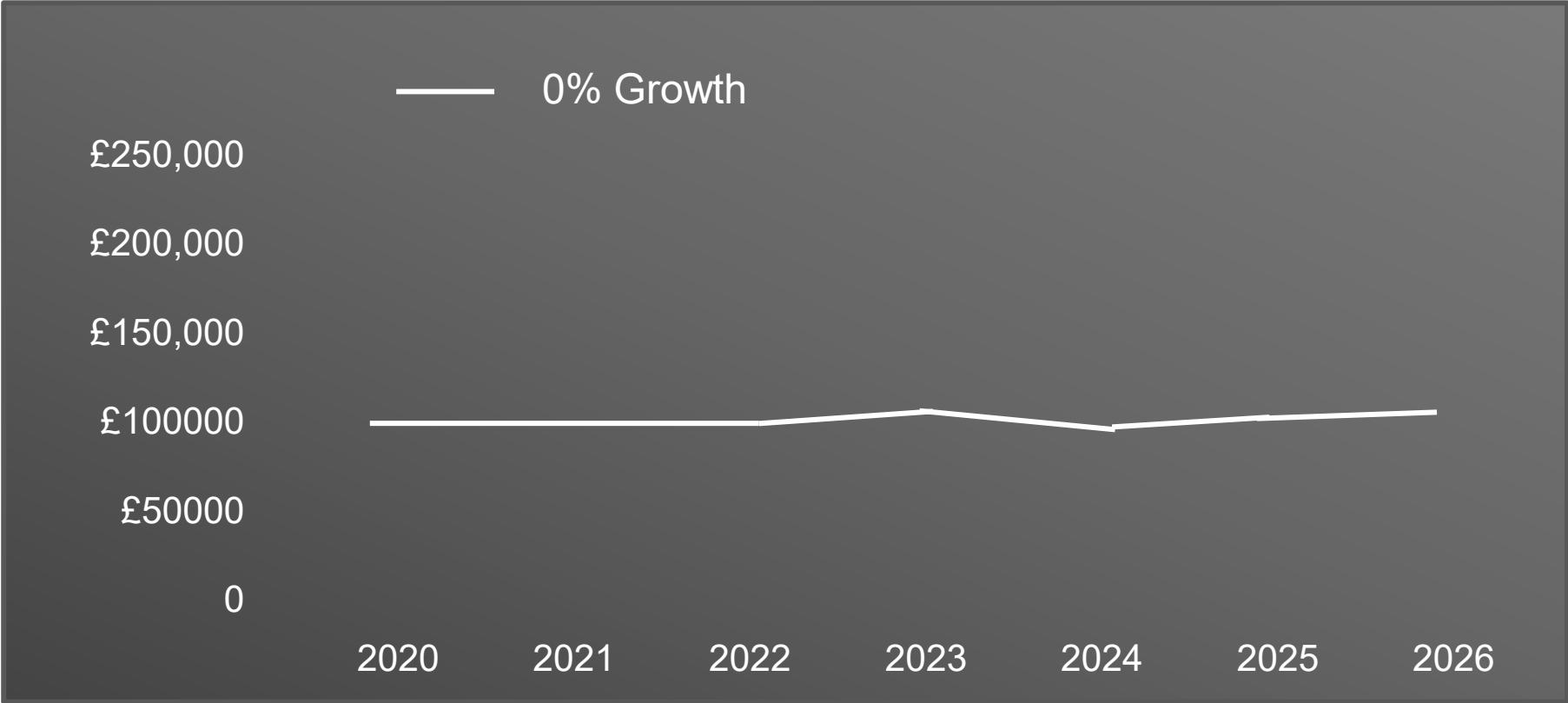
It's basically about understanding what makes people who are relevant to your business buy or not buy so that you can take action to make improvements!

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Reasons to do it

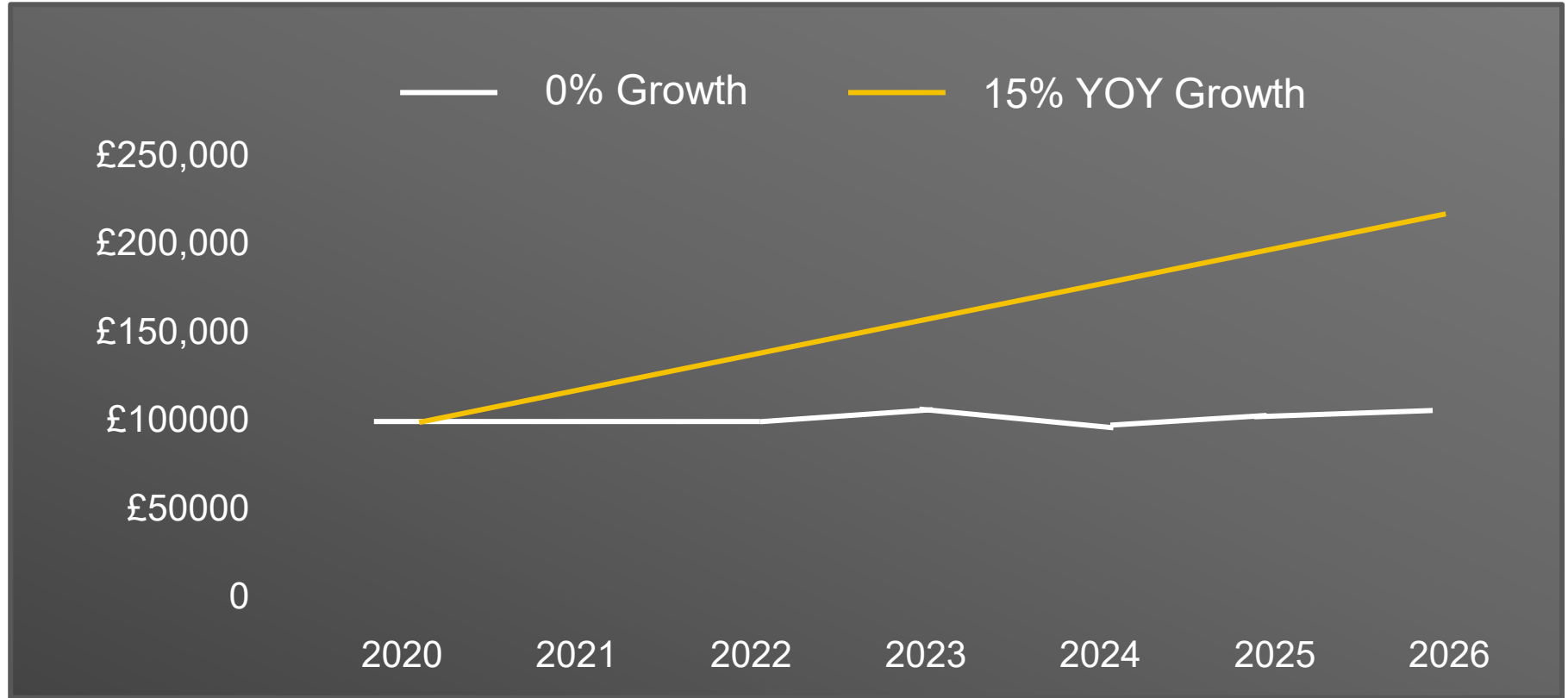- Solve Visitor Pain Points

- Make More Money

- Get Better ROI from Existing Traffic

- Reduce Abandonment Rates

- Take out the guess work

- Achieve Statistically Significant Improvements

- Profitably Redesign your Website

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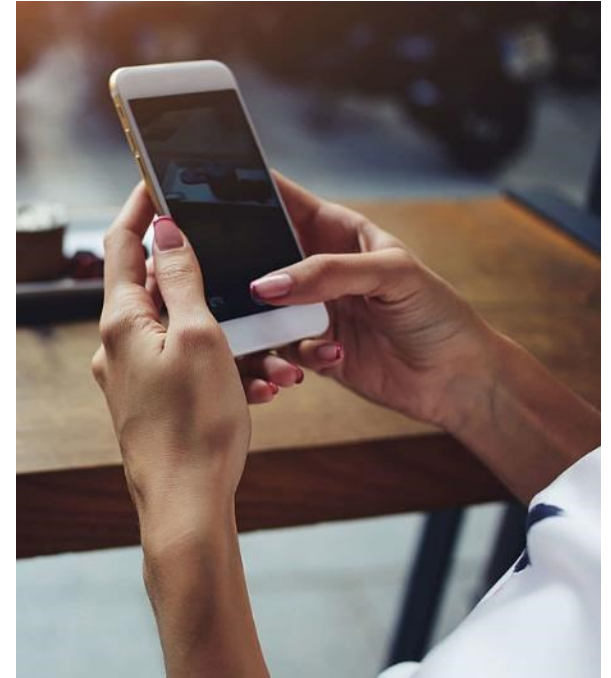
The Impacts of Conversion Rate Program on Revenue

The Impacts of Conversion Rate Program on Revenue

How do we improve this website by 10%?

Where Do I start?

It All Starts with Research!

We need to know what matters!

- Which parts of website help conversion rate
- Which parts don't
- Understand what matters to your target audience
- How do they buy / How do they want to buy

- What?
- Where?
- Why?

We Need Data

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Ask the right questions

- Whose problem are we solving?
- What do they need?
- What do they think they want?
- Why?
- How do they choose or decide?
- What are they thinking when the see our offer?
- How is what we sell different?
- Where is the site leaking money?
- What are they doing or not doing on the website?
- What leads more people to do X?

We Need A Systematic Process To Gathering Data

Research XL Framework

A Method and process for gathering data, analysing data, establishing needs

ConversionXL institute

https://cxl.com/

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The Conversion Research Process

Step 1. Technical analysis
☐ Cross-browser testing
☐ Cross-device testing
☐ Conversion rate per device / browser
☐ Speed analysis

Step 2. Web analytics analysis
☐ Analytics health check: is everything being measured, is everything accurate
☐ Set up measurement for KPIs
☐ Identify leaks

Step 3. Heuristic analysis
☐ Identify "areas of interest"
Check key pages for relevancy, motivation, friction issues

Step 4. Mouse tracking analysis
☐ Heat maps & click maps
☐ Scroll maps
☐ User session video replays

Step 5. Qualitative research / surveys
☐ Customer surveys
☐ Web traffic surveys
☐ Chat logs
☐ Interviews

Step 6. User testing
☐ Identify usability & clarity issues, sources of friction

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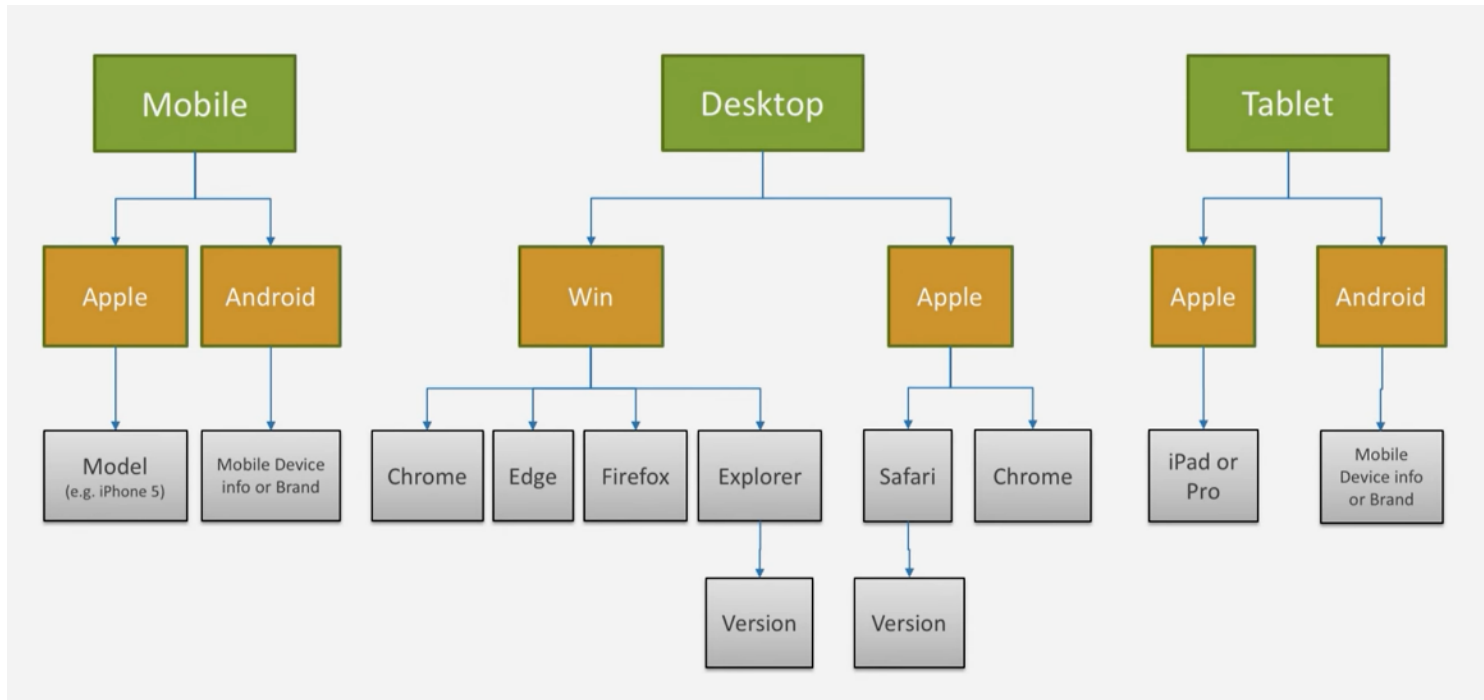# 1. Technical Analysis

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Step 1 Technical Analysis

1. Is anything broken?
2. Where
3. Which Browsers
4. Which Devices
5. Which pages are slow

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Devices, Operating Systems, & Browser Analysis

Take Your Goal Metrics and assess Engagement & Conversion rates across all of these

*Device Experience Model – by Craig Sullivan*

Use This Free GA Report http://bit.ly/2vYPxhB

Device Category	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate	Goal Conversion Rate
	2,019,034 % of Total: 100.00% (2,019,034)	1,977,391 % of Total: 100.00% (1,977,391)	2,493,351 % of Total: 100.00% (2,493,351)	65.40% Avg for View: 65.40% (0.00%)	2.43 Avg for View: 2.43 (0.00%)	00:01:07 Avg for View: 00:01:07 (0.00%)	33,945 % of Total: 100.00% (33,945)	£640,115.00 % of Total: 100.00% (£640,115.00)	1.36% Avg for View: 1.36% (0.00%)	27.97% Avg for View: 27.97% (0.00%)
1. mobile	1,402,593 (70.03%)	1,386,048 (70.09%)	1,768,385 (70.92%)	65.95%	2.37	00:00:56	19,633 (57.84%)	£383,112.00 (59.85%)	1.11%	26.96%
2. desktop	376,098 (18.78%)	369,427 (18.68%)	449,425 (18.02%)	61.82%	2.86	00:01:54	11,335 (33.39%)	£199,171.00 (31.11%)	2.52%	35.67%
3. tablet	224,040 (11.19%)	221,916 (11.22%)	275,541 (11.05%)	67.65%	2.14	00:01:03	2,977 (8.77%)	£57,832.00 (9.03%)	1.08%	21.85%

Operating System	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate	Goal Conversion Rate
	3,823 % of Total: 57.89% (6,604)	3,674 % of Total: 57.91% (6,344)	4,873 % of Total: 60.35% (8,074)	74.94% Avg for View: 78.47% (-4.50%)	1.79 Avg for View: 1.59 (12.43%)	00:01:40 Avg for View: 00:01:13 (37.88%)	0 % of Total: 0.00% (0)	£0.00 % of Total: 0.00% (£0.00)	0.00% Avg for View: 0.00% (0.00%)	68.11% Avg for View: 52.08% (30.78%)
1. Windows	2,276 (59.52%)	2,168 (59.01%)	3,090 (63.41%)	72.52%	1.89	00:02:03	0 (0.00%)	£0.00 (0.00%)	0.00%	71.88%
2. Macintosh	1,168 (30.54%)	1,129 (30.73%)	1,367 (28.05%)	75.64%	1.74	00:01:13	0 (0.00%)	£0.00 (0.00%)	0.00%	73.52%
3. (not set)	231 (6.04%)	231 (6.29%)	231 (4.74%)	94.81%	0.96	<00:00:01	0 (0.00%)	£0.00 (0.00%)	0.00%	9.09%
4. Linux	98 (2.56%)	98 (2.67%)	103 (2.11%)	86.41%	1.53	00:01:02	0 (0.00%)	£0.00 (0.00%)	0.00%	36.89%
5. Chrome OS	46 (1.20%)	43 (1.17%)	77 (1.58%)	83.12%	1.22	00:00:41	0 (0.00%)	£0.00 (0.00%)	0.00%	44.16%
6. Android	4 (0.10%)	4 (0.11%)	4 (0.08%)	100.00%	1.00	00:00:00	0 (0.00%)	£0.00 (0.00%)	0.00%	0.00%
7. iOS	1 (0.03%)	1 (0.03%)	1 (0.02%)	100.00%	1.00	00:00:00	0 (0.00%)	£0.00 (0.00%)	0.00%	0.00%

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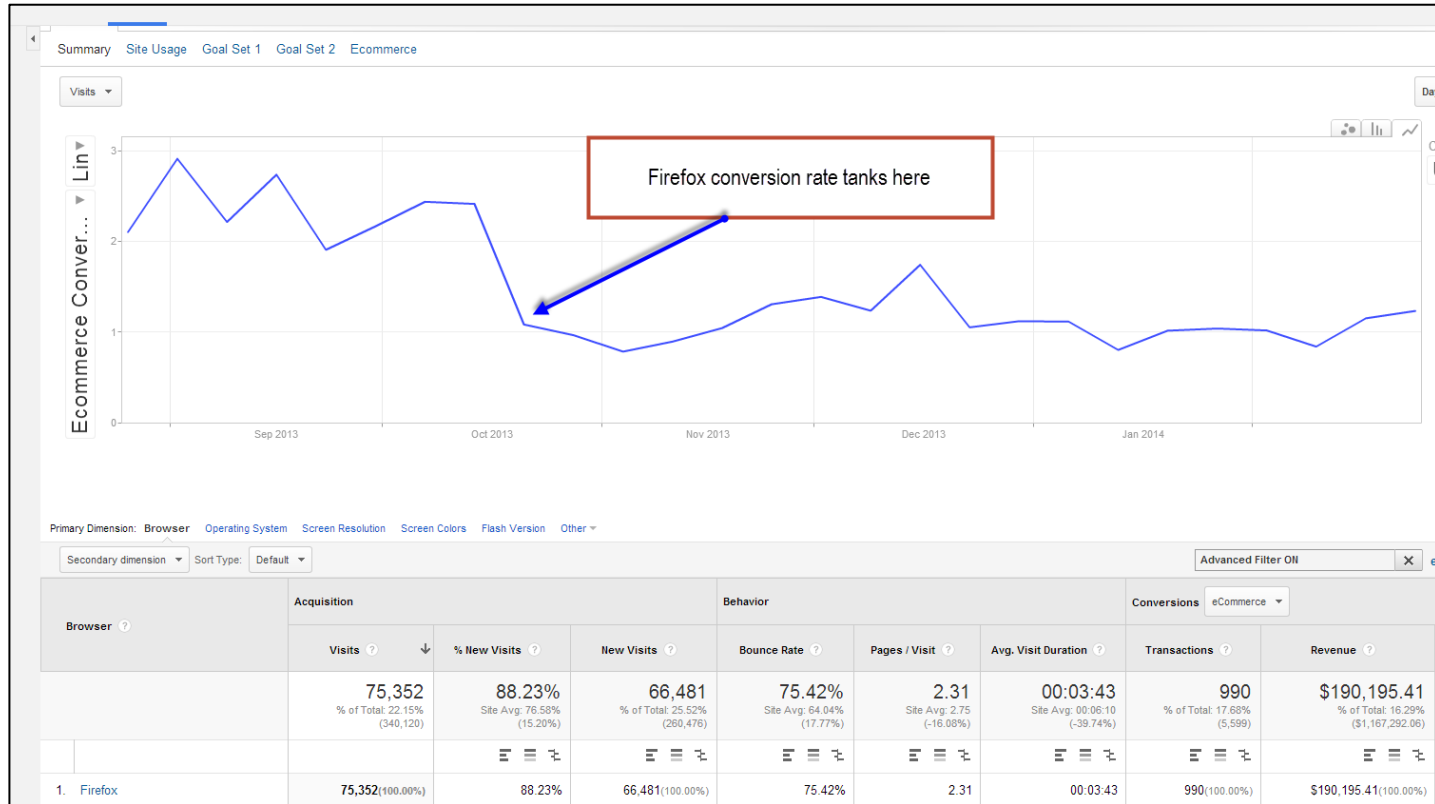
Conversion Rate by Browser Type

- View conversion rates of different browsers over time
- **Go to Audiences >Technology>Browser & OS**
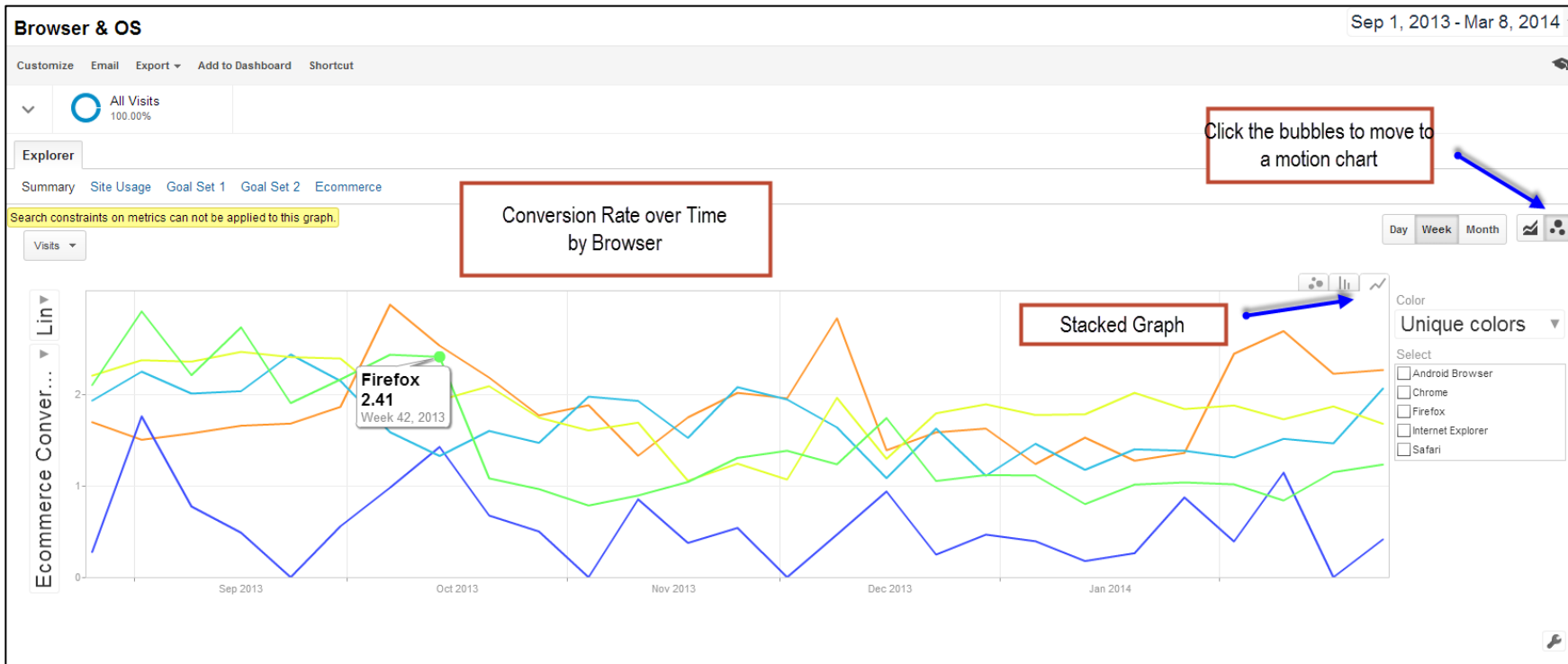
Conversion Rate by Browser Type

- Right away, I noticed that Firefox took a big dip in October 2013. By applying an advanced filter this to this report, I was very able to quickly isolate the conversion rate in Firefox.

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Device Category

Category	Segment	Version	Users	Sessions	% of this section	Sales	Revenue	RPU	User Ecom CR	What if?
Desktop	All	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	
Mobile	All	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	#DIV/0!
Tablet	All	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	#DIV/0!

Mobile

Category	Segment	Version	Users	Sessions	% of this section	Sales	Revenue	RPU	User Ecom CR	What if?
Mobile	iPhones (iOS)	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	
Mobile	Android	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	#DIV/0!
Mobile	Windows	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	#DIV/0!

Tablet

Category	Segment	Version	Users	Sessions	% of this section	Sales	Revenue	RPU	User Ecom CR	What if?
Tablet	iPad (iOS)	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	
Tablet	Android	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	#DIV/0!
Tablet	(other)	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	#DIV/0!

Desktop

Category	Segment	Version	Users	Sessions	% of this section	Sales	Revenue	RPU	User Ecom CR	What if?
Desktop	Chrome	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	
Desktop	Internet Explore	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	#DIV/0!
Desktop	Edge	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	#DIV/0!
Desktop	Safari	All	0	0	0%	0	0	#DIV/0!	#DIV/0!	#DIV/0!

https://bit.ly/30u7L7U

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Identifying Slow Loading Pages in GA

- Go to **Behaviour > Site Speed > Page Timings**
- View site speed for different **devices**, **browsers**, and **geographic** areas to find where improvement opportunities exist
- TIP: Use **Avg. Document Interactive Time** to give you an accurate reflection of how long it takes before the user can see and interact with the page.

Site Usage   Technical   DOM Timings

Page		Device Category	Pageviews		Avg. Document Interactive Time (sec)	Avg. Document Content Loaded Time (sec)	Avg. Page Load Time (sec)
1. /		desktop	3,555	(3.27%)	3.34	3.35	9.08
2. /		mobile	2,278	(2.09%)	20.05	20.05	22.20
3. /slimming-sportswear/slimming-sportswear-bottoms.html		mobile	1,394	(1.28%)	10.14	10.14	12.51
4. /slimming-sportswear.html		mobile	1,383	(1.27%)	9.64	9.64	13.48
5. /slimming-sportswear/slimming-sportswear-bottoms.html		desktop	1,256	(1.15%)	7.94	8.08	14.42
6. /		tablet	1,205	(1.11%)	1.85	1.85	3.96
7. /tummy-control-legging-high-black.html		mobile	999	(0.92%)	17.36	17.36	23.58
8. /sports-bottoms.html		desktop	900	(0.83%)	5.64	5.64	8.19
9. /footwear.html		desktop	846	(0.78%)	6.49	6.49	11.40
10. /slimming-sportswear.html		desktop	830	(0.76%)	10.75	10.79	13.16

Faster pages = higher conversion rates! = GREATER SUCCESS

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MOBILE   DESKTOP

52

https://anicca.co.uk/

■ 0-49   ■ 50-89   ■ 90-100   ⓘ

Field Data — The Chrome User Experience Report does not have sufficient real-world speed data for this page.

Origin Summary — Over the previous 28-day collection period, the aggregate experience of all pages served from this origin **does not pass** the 🔖 Core Web Vitals assessment. To view suggestions tailored to each page, analyze individual page URLs.

■ First Contentful Paint (FCP)   2 s   ● First Input Delay (FID) 🔖   3 ms

| 44% | 44% | 12% |

| 99% | 1% | 1% |

2. Heuristic Analysis

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Step 2 Heuristic Analysis

1. Relevance

2. Clarity

3. Motivation

4. Friction / Distraction

Walk through the
customer journey
to identify areas
of interest

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Heuristic Analysis Example

Motivation
No Visible Delivery & Returns info on page.

Distraction
Text in image too distracting and makes page feel busy. Reduce to icon and network logo.

Distraction
In consistent button colour. Was green now Pink. Also border around button is a distraction.

Motivation
Hidden Reviews. Make Reviews more visible on page.

Clarity
Small Text

Clarity
Redundant Tabs

Friction
Include an FAQ tab to address frequently asked questions

Distraction
Outbound links acts a distraction and removes the person from the process of buying. Keep information on page or use popup.
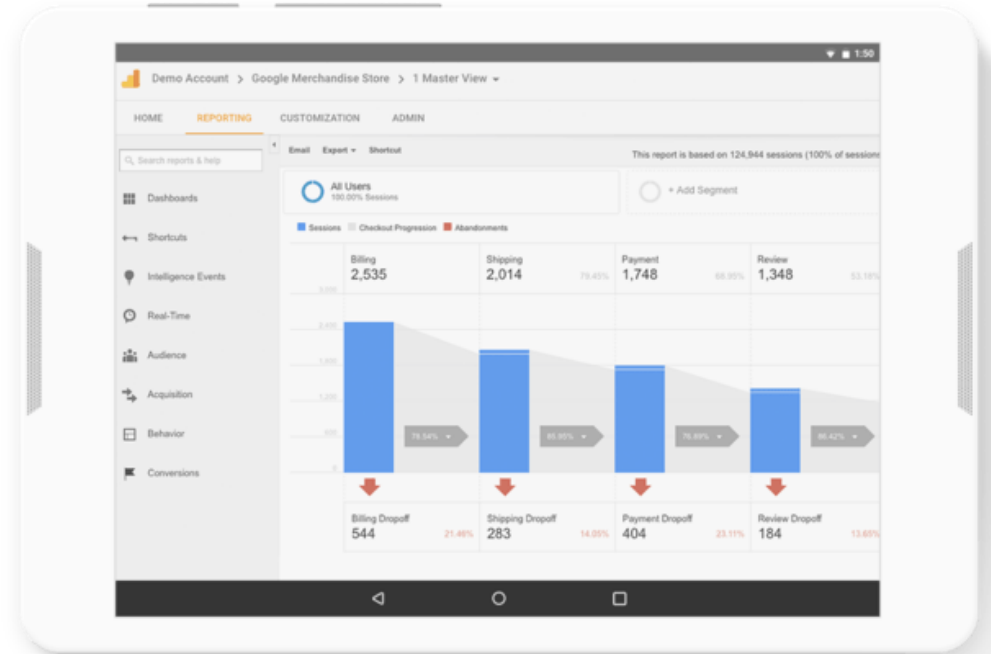
Would taking users directly to basket rather than the option to continue shopping work better?

3. Web Analytics Analysis

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Data Analytics

1. Where are the leaks?

2. Which segments?

3. What are users doing?

4. Which actions correlate with
   higher conversions?

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Track as much as you can – You might need it later

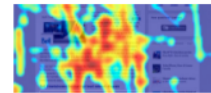|							
Interaction							
Dwell time							
Short-term goals							
Long-term goals							
Qualitative							

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Locate the pages and sections site where users Abandon

- Group your pages by page type to see the sections where users enter
- Review bounce rates & conversion rates for each section and drill down to individual pages

Page Type (Landing Content Group)	Acquisition			Behaviour			Conversions E-commerce ▼		
	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
	42,649 % of Total: 100.00% (42,649)	75.48% Avg for View: 75.47% (0.01%)	32,190 % of Total: 100.01% (32,186)	74.54% Avg for View: 74.54% (0.00%)	1.93 Avg for View: 1.93 (0.00%)	00:01:13 Avg for View: 00:01:13 (0.00%)	674 % of Total: 100.00% (674)	£56,138.61 % of Total: 100.00% (£56,138.61)	1.58% Avg for View: 1.58% (0.00%)
1. product	37,650 (88.28%)	78.58%	29,585 (91.91%)	79.07%	1.69	00:00:59	424 (62.91%)	£29,241.60 (52.09%)	1.13%
2. home	2,720 (6.38%)	61.25%	1,666 (5.18%)	29.01%	4.41	00:03:31	132 (19.58%)	£14,781.31 (26.33%)	4.85%
3. category	1,248 (2.93%)	55.85%	697 (2.17%)	52.00%	2.81	00:02:04	25 (3.71%)	£3,026.13 (5.39%)	2.00%
4. other	675 (1.58%)	30.07%	203 (0.63%)	61.04%	2.78	00:02:17	20 (2.97%)	£1,910.64 (3.40%)	2.96%
5. cart	336 (0.?)					00:03:08	68 (10.09%)	£6,703.98 (11.94%)	20.24%
6. (not set)	15 (0.0?)					00:00:28	0 (0.00%)	£0.00 (0.00%)	0.00%
7. purchase	5 (0.01%)	0.00%	0 (0.00%)	0.00%	1.40	00:00:05	5 (0.74%)	£474.95 (0.85%)	100.00%

Product pages is our top entrance section to the site!

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Where are the leaks

Landing & Exit Page Analysis

Use the landing pages report with the secondary dimension of exit page to see the pages users abandon on

Primary Dimension: **Landing Page**   Content Grouping: none ▾   Other ▾

Landing Page	Exit Page	Acquisition			Behavior			Conversions Goal 16: *All Form Enquiries (Url) ▾		
		Sessions ↓	% New Sessions	New Users	Bounce Rate	Pages / Session	Avg. Session Duration	*All Form Enquiries (Url) (Goal 16 Conversion Rate)	*All Form Enquiries (Url) (Goal 16 Completions)	*All Form Enquiries (Url) (Goal 16 Value)
		1,551 % of Total: 27.65% (5,610)	61.70% Avg for View: 72.62% (-15.03%)	957 % of Total: 23.49% (4,074)	56.80% Avg for View: 72.94% (-22.13%)	2.37 Avg for View: 1.77 (33.93%)	00:02:08 Avg for View: 00:01:37 (31.48%)	0.71% Avg for View: 0.30% (134.04%)	11 % of Total: 64.71% (17)	£0.00 % of Total: 0.00% (£0.00)
1. /	/	1,064 (68.60%)	62.31%	663 (69.28%)	82.80%	1.47	00:00:52	0.00%	0 (0.00%)	£0.00 (0.00%)
2. /	/webinars-videos/	58 (3.74%)	39.66%	23 (2.40%)	0.00%	3.59	00:03:52	0.00%	0 (0.00%)	£0.00 (0.00%)
3. /	/contact/	48 (3.09%)	68.75%	33 (3.45%)	0.00%	3.19	00:03:18	0.00%	0 (0.00%)	£0.00 (0.00%)
4. /	/free-access-thankyou/	32 (2.06%)	75.00%	24 (2.51%)	0.00%	3.66	00:02:39	0.00%	0 (0.00%)	£0.00 (0.00%)
5. /	/meet-the-team/	26 (1.68%)	69.23%	18 (1.88%)	0.00%	4.73	00:05:06	0.00%	0 (0.00%)	£0.00 (0.00%)
6. /	/about-us/job-vacancies/	23 (1.48%)	86.96%	20 (2.09%)	0.00%	2.96	00:00:47	0.00%	0 (0.00%)	£0.00 (0.00%)
7. /	/request-free-access/	22 (1.42%)	63.64%	14 (1.46%)	0.00%	2.82	00:02:01	0.00%	0 (0.00%)	£0.00 (0.00%)
8. /	/about-us/	16 (1.03%)	100.00%	16 (1.67%)	0.00%	2.75	00:02:14	0.00%	0 (0.00%)	£0.00 (0.00%)
9. /	/privacy-policy/	16 (1.03%)	93.75%	15 (1.57%)	0.00%	3.25	00:04:32	0.00%	0 (0.00%)	£0.00 (0.00%)
10. /	/small-businesses-and-traders/	11 (0.71%)	0.00%	0 (0.00%)	0.00%	5.64	00:21:13	0.00%	0 (0.00%)	£0.00 (0.00%)

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Identify High Bounce Landing Pages

- Understand which pages users enter on and whether they go to view other pages
- Do users who land on your page end up converting?
- **Check for high bounce rate and poor converting pages**

Landing Page	Sessions	% New Sessions	New Users	Bounce Rate	Pages/Session	Avg. Session Duration	Transactions	Revenue	E-commerce Conversion Rate
1. /home	54,431 (56.91%)	72.13%	39,261 (55.8%)	55.40%	3.95	00:02:23	1,149 (57.22%)	US$204,861.72 (53.89%)	2.11%
2. /google+redesign/shop+by+brand/youtube	18,166 (18.99%)	91.96%	16,706 (23.7%)	63.75%	2.28	00:00:58	16 (0.80%)	US$1,920.04 (0.51%)	0.09%
3. /google+redesign/apparel/mens/mens+t+shirts	3,002 (3.14%)	79.98%	2,401 (3.4%)	43.34%	4.81	00:02:46	26 (1.29%)	US$1,719.80 (0.45%)	0.87%
4. /google+redesign/nest/nest-usa	2,353 (2.46%)	47.00%	1,106 (1.5%)	28.05%	6.79	00:04:14	323 (16.09%)	US$67,983.20 (17.88%)	13.73%
5. /signin.html	1,583 (1.66%)	30.39%	481 (0.6%)	36.45%	3.69	00:02:01	43 (2.14%)	US$6,514.58 (1.71%)	2.72%
6. /google+redesign/shop+by+brand/waze/waze+pack+of+9+decal+set.axd	1,373 (1.44%)	92.57%	1,271 (1.8%)	87.40%	1.44	00:00:20	0 (0.00%)	US$0.00 (0.00%)	0.00%
7. /google+redesign/apparel	1,052 (1.10%)	69.77%	734 (1.0%)	40.97%	4.85	00:03:00	11 (0.55%)	US$454.46 (0.12%)	1.05%
8. /google+redesign/bags	919 (0.96%)	68.34%	628 (0.8%)	45.92%	4.40	00:02:24	8 (0.40%)	US$505.00 (0.13%)	0.87%
9. /basket.html	853 (0.89%)	23.45%	200 (0.2%)	42.56%	6.99	00:04:45	140 (6.97%)	US$33,474.25 (8.80%)	16.41%
10. /google+redesign/accessories/stickers/home	831 (0.87%)	87.85%	730 (1.0%)	51.99%	4.04	00:02:13	3 (0.15%)	US$24.08 (0.01%)	0.36%

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4. User Click Tracking

Mouse Tracking and Form Analytics

- Where do they click
- How Far Down they Scroll
- Differences between devices
- Session Replays

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Session Replays

Scroll Mapping Example

Getting detailed insights into where users click and scroll and key pages of the website
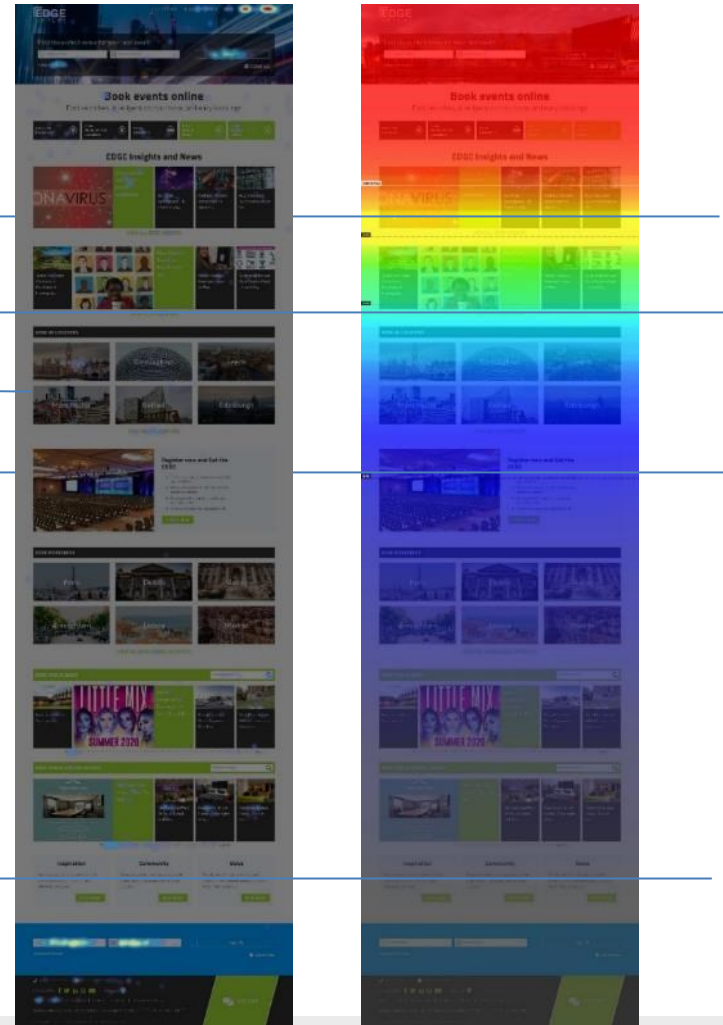

Average Fold

50% of users view below this
Promote these locations further up the page

25% of users view below this

15% of users reach this point
More users search at bottom of page than Top

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Heatmaps

Heatmaps

Visualize behavior – Understand what users want, care about and do on your site by visually representing their clicks, taps and scrolling behavior – which are the strongest indicators of visitor motivation and desire.
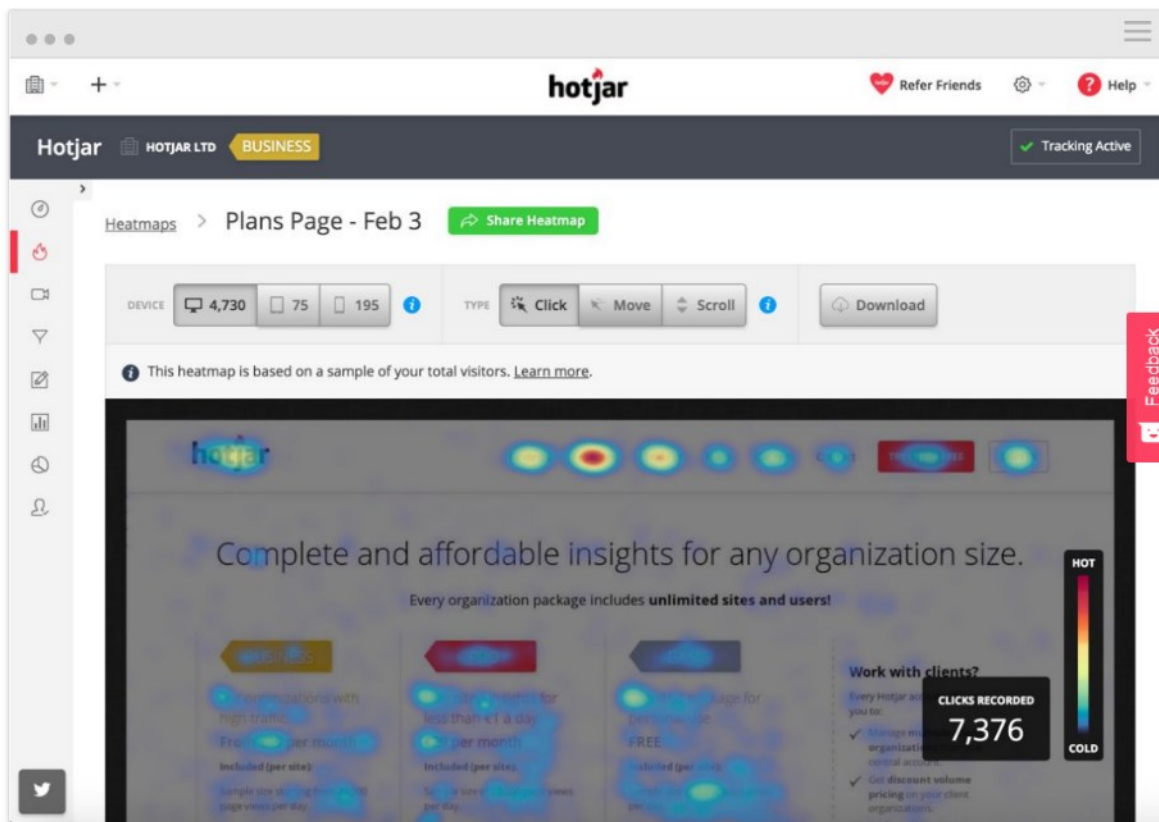
Click Heatmaps

Move Heatmaps

Scroll Heatmaps

Download and share Heatmaps
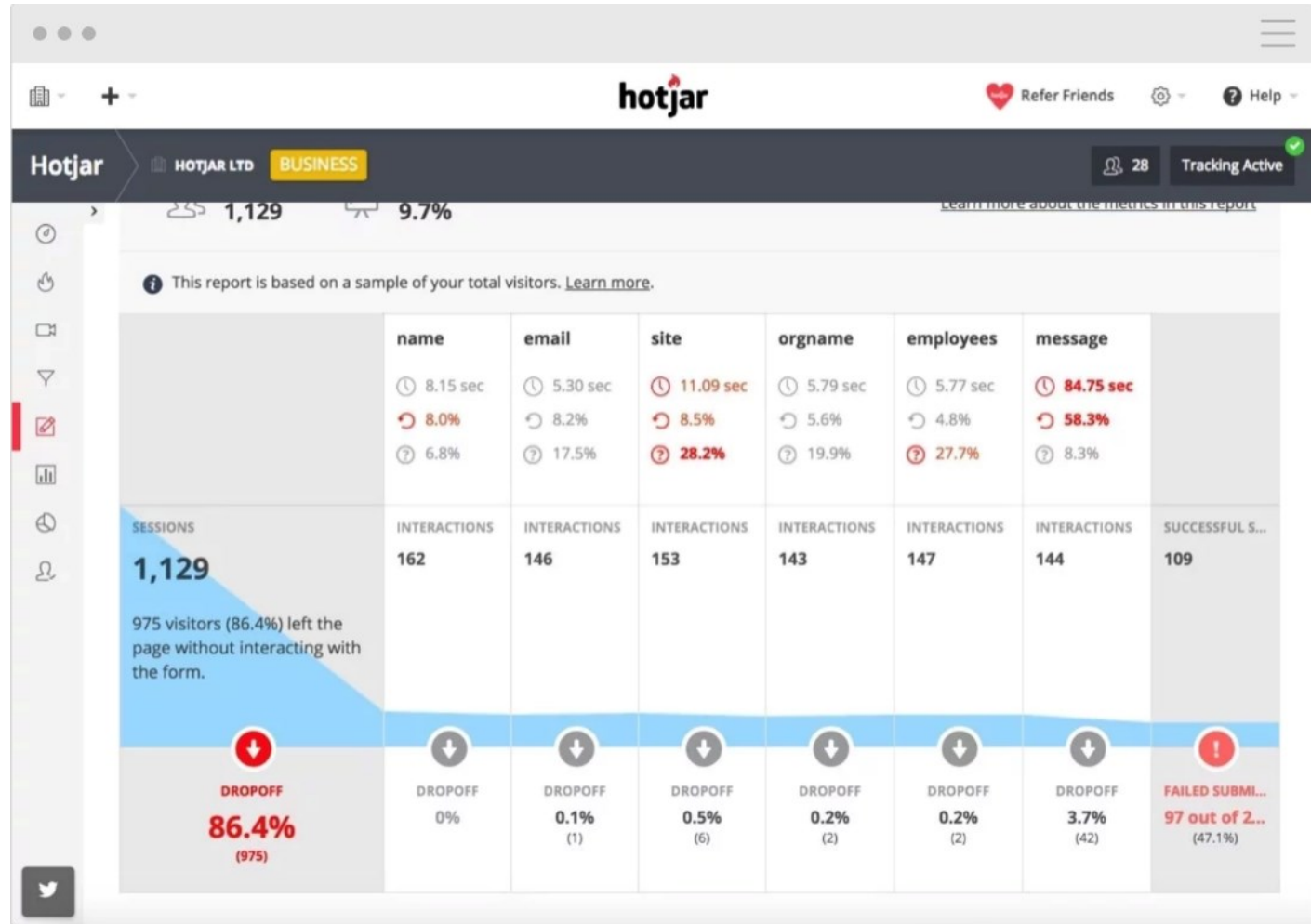
Heatmaps split by device type

View sample Heatmap
Documentation
The Hotjar Heatmap guide

Form Analytics

Find where users are abandoning on forms

5. Qualitative Surveys

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Polls & Surveys Surveys

- Onsite Surveys (Prospects)
- Exit Surveys (Abandoners)
- Post Purchase Surveys (Customers)

Use a combination of closed and open ended questions

BRIK

BRIK Customer Survey

Answer the 11 questions below to enter your chance to win an iPad Mini with BRIK.

Please be BLUNT and DIRECT in your feedback – it's the only way we can improve BRIK further. It's also impossible to offend us!

Questions marked with an * are required.

In one sentence describe yourself e.g. I am for watches. *

Please type here...

Have you ever used similar services to BRI

○ No

○ Yes (please specify...)

• what else do they

Help us improve our site and earn a $20 Amazon Gift Voucher.

We are looking for visitors to participate in a usability test. To qualify simply fill in the short form below. If you are selected, you will be contacted by a member of our team.

Full name

Age

City

Email

Phone number

○ Male   ○ Female

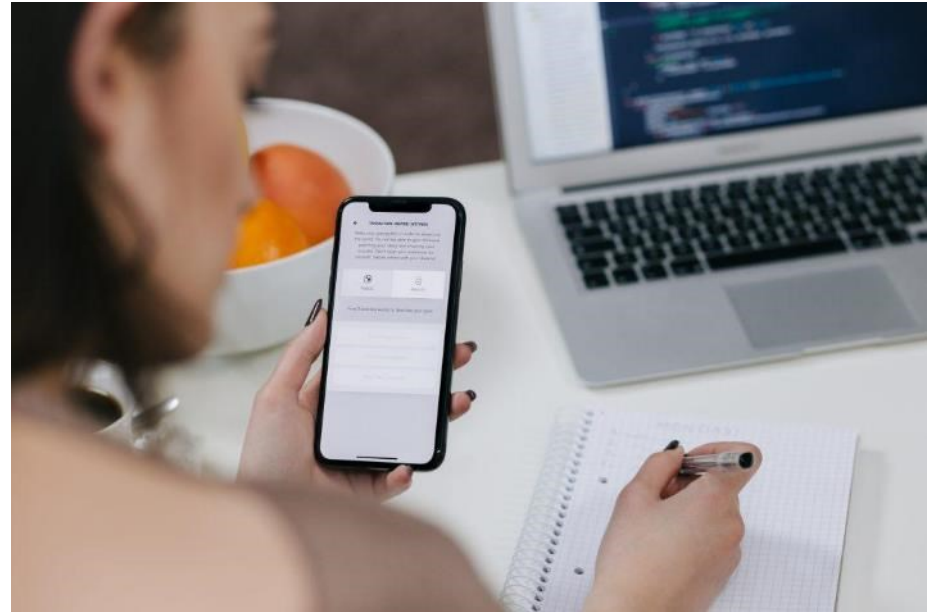🔥 Not using Hotjar yet?   Send >

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6. User Testing

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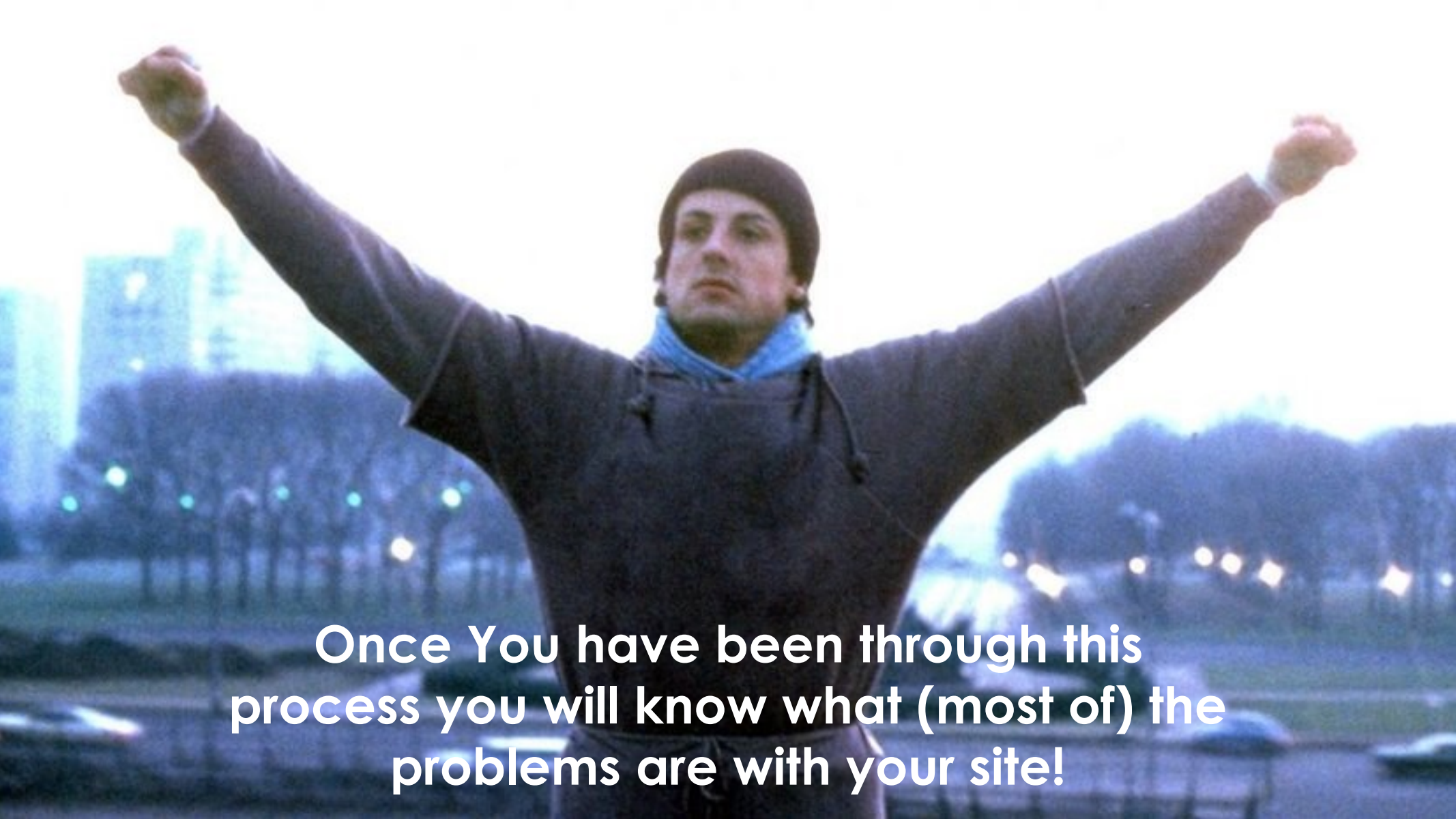# User Testing

- What's difficult to understand
- What's difficult to do?
- What goes wrong?

- Interviews and Focus Groups
- In-Person or Remote

User Testing®

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Once You have been through this process you will know what (most of) the problems are with your site!

How Categorise Problems

- Test
- Instrument
- Hypothesise
- Just Do It
- Investigate

Issue	Bucket	Background	Action	Rating
Google Analytics bounce info is wrong	Instrument	Google Analytics script is loaded twice! Line 207 and 506 of the home page both contain GA code, as do all the other pages.	Remove the double entry	★★★★★
Conversions are low for IE9.	Investigate	Possible cross-browser issues.	Conduct cross-browser testing.	★★★
People don't know how to use category pages	Hypothesize	Too many options, unfamiliar information architecture & layout.	Re-think the category page layout	★★★★
Missing value proposition on the home page	Test	Add a compelling value proposition in the header of your website that states what your website is about, what can they do here and why should they do it	Add prominent value proposition	★★★★★
Content is very hard to read	JFDI	Font size 11px is too small	Increase font size	★★★

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Plan Your Test Hypothesis

Finding the Right Solutions

- Headlines and Sub-headlines
- Page Copy
- Design & Layout
- Call to Action
- Navigation
- Forms
- Value Proposition
- Page Length
- Testimonials & Reviews
- Photography
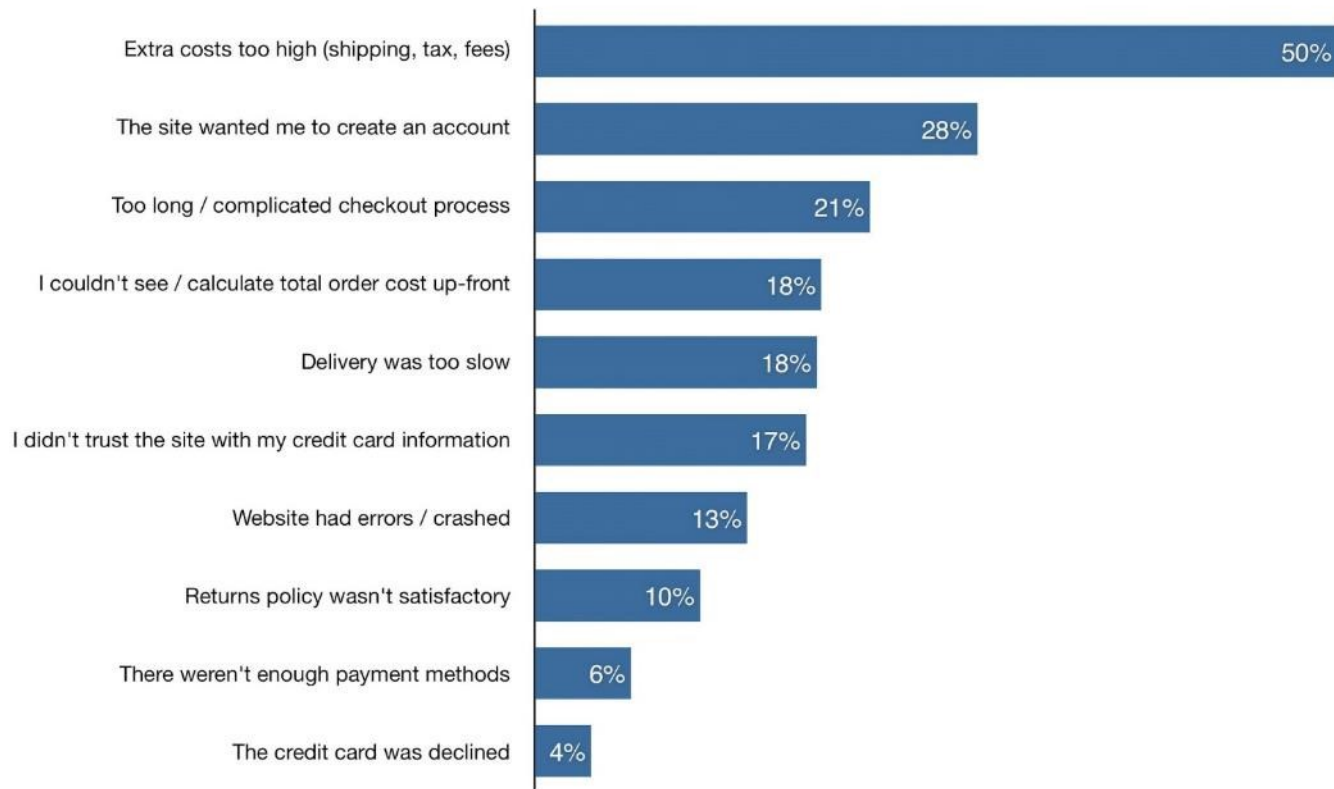- Offers
- Live Chat

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Reasons for Abandonments During Checkout

4,560 responses · US adults · 2020 · © baymard.com/research

"Have you abandoned any online purchases during the checkout process in the past 3 months? If so, for what reasons?"
*Answers normalized without the 'I was just browsing' option*

Reason	Percentage
Extra costs too high (shipping, tax, fees)	50%
The site wanted me to create an account	28%
Too long / complicated checkout process	21%
I couldn't see / calculate total order cost up-front	18%
Delivery was too slow	18%
I didn't trust the site with my credit card information	17%
Website had errors / crashed	13%
Returns policy wasn't satisfactory	10%
There weren't enough payment methods	6%
The credit card was declined	4%

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AB Testing in Action

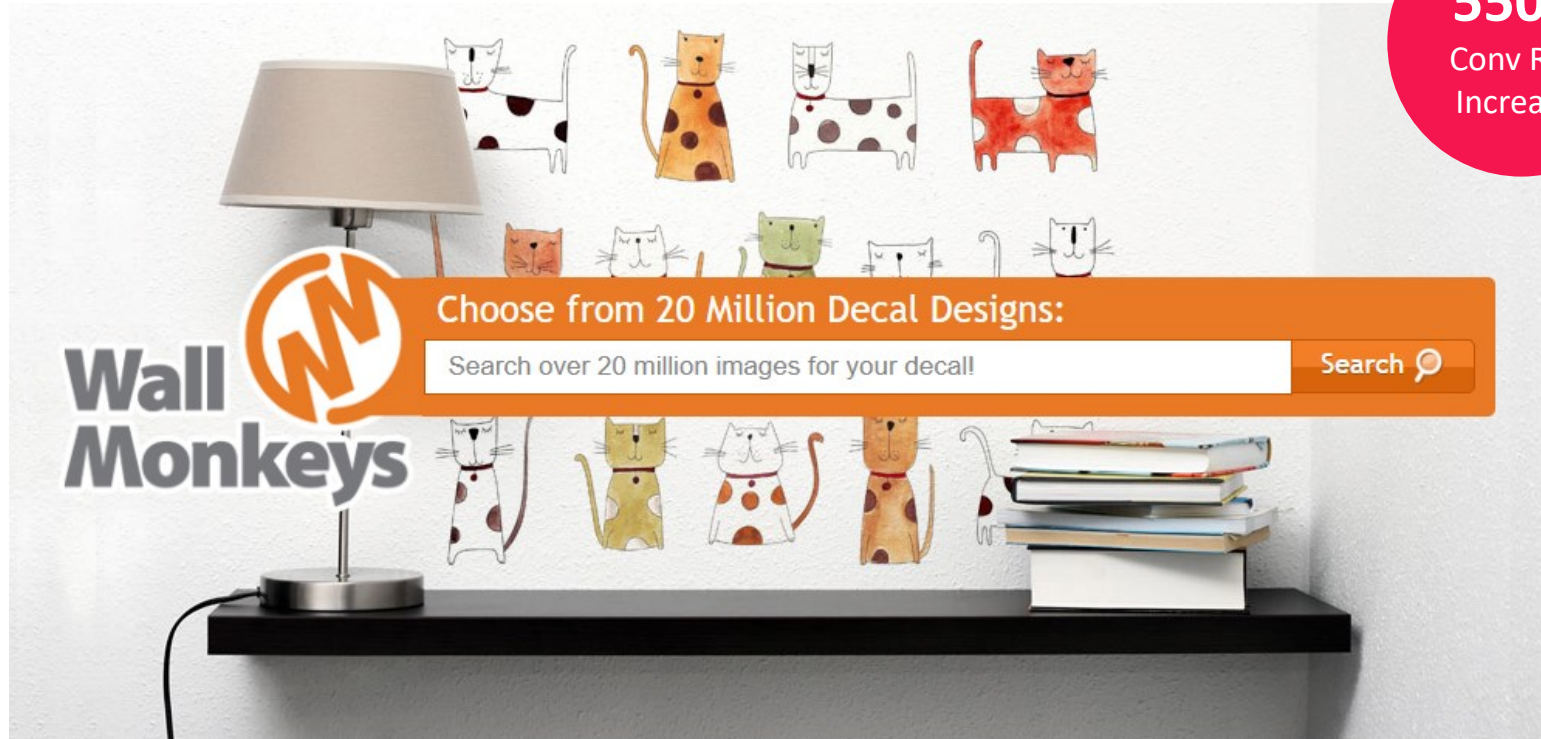its original homepage, featuring a stock-style ima with a headline overlay.

Example Data Gathering
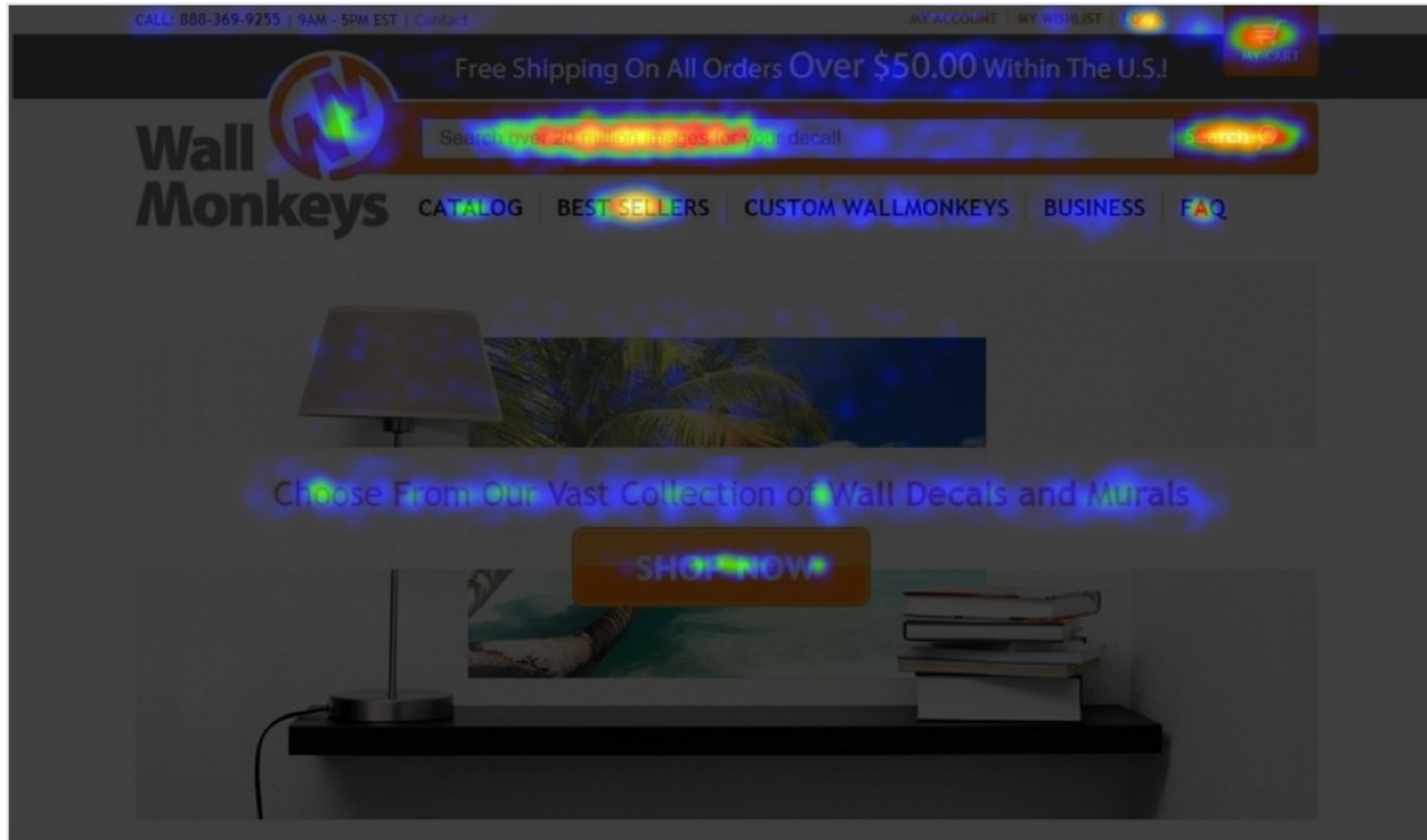
As you can see, there was lots of activity on the headline, CTA, logo, and search and navigation bar.

Test Design

Main slider replaced with a prominent search bar

550%
Conv Rate Increase!

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The CRO Process (In a Nutshell)

Measure

Measure & Track Web Activity

Conduct Research

Technical Analysis, User Insight Surveys, Heat Mapping, GA Analysis

Plan & Design

Prioritise hypothesis according to potential impact changes may have

Test

A/B Testing & Multivariate

Feedback of Findings

Analyses

Analysis of findings and results

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"Everybody wants a lift, but nobody wants to do the heavy ass conversion research"

Peep Laja

From Data to Customers:

1. Processes instead of tactics

2. The discovery of what matters is the basis for all

3. Start with questions, then seek data

4. Iterative testing ftw

5. Do the heavy ass lifting

Free resources from Anicca

https://anicca.co.uk

https://academy.anicca.co.uk

Next webinar – Friday 14th August 9:00 – 10:30 am

Raising Finance to Fund your Marketing or Growth - Top Tips for Non-Finance Managers

- This webinar is designed for owners, directors and managers who want to release or increase cash in their business to fund their marketing, business growth (or even survival)

- This could be to raise working capital to help you run your business, or grants and loans to invest in equipment, marketing, new IT systems etc. to grow again

- We have invited 5 local financial experts to share their top-tips on raising finance to fund your marketing or growth

Free Digital Marketing Webinars Every Friday

Friday 14th August (9:00 -10:30)

"Raising Finance to Fund your Marketing or Growth - Top Tips for Non-Finance Managers

Thank You
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