CONVERSION **MACHINE**

MODULE 1   Profit Optimization

LESSON 2 Worksheet

CRO Process

CRO Process

Step 1: Business Objectives

The first step of CRO is deciding what your business objectives are.

What's important to realize is that even if you do not have a clear idea of what outcomes to expect, you are still creating relevant metrics for measurement as after the first cycle of the conversion process you will then have benchmark figures to help in determining future business objectives and metrics.

Remember to keep your objective focused and trackable! Make sure your whole team agrees with and understands these objectives.

Step 2: Collect Data

The second step is data collection. The data you collect during the CRO process can be categorized into two subsets. Qualitative and quantitative data.

Now when we first think of data to collect, we instinctively think about analytics. This is the first type of data:

   1. Quantitative data
Quantitative data tells you what happened, on which page, how much the user spent, how long they stayed, etc.

The second type of data is collected through an exploration of user behaviour, otherwise known as:

   2. Qualitative data
Qualitative data helps you gain an understanding of the reasons, feelings and motivations your customers have throughout their path to conversion along your sales funnel.

In my experience qualitative data can bring about the biggest increases in conversion rate.

Step 3: Data Analysis

The third step is to collect and collate all your data from the different sources and analyse it.

You do this using software for quantitative data and by aggregating qualitative data with a variety of both hands on and passive techniques to find patterns and insights.

Step 4: Hypotheses & Customer Theory

The fourth step is to create your list of hypotheses. Hypotheses are ideas you've come up with about your customer after studying the data; ideas you would like to test to see if they improve your conversion rate and profits.

The focus here is on prioritizing your test ideas in order to understand what to test first.

This is done by scoring your hypotheses. Factors taken into account when scoring include, potential *business impact* (in profit), *cost* to implement, and *time* to implement.

You'll also create a formal version of your customer theory. This is not a fake customer example, but a real customer theory made from your data.

Your customer theory is made up of your brand positioning statement, value proposition and customer persona.

Step 5: Design

The fifth step is design, the design phase encompasses three main steps:
    1. Copywriting   2. Wireframing   3. Visual design

CRO Process

This is part of the process is when the research and datate are turned into marketing material and basic layouts are turned into beautiful designs.

Step 6: Build

Step six is when you integrate the new designs into your websites. Coding. Whether it is simple colour and copy changes or a radical redesign.

Now you won't be learning how to code but you will learn how to setup testing software and make sure it is properly integrated with your website and analytics.

You'll also learn about best practices you can build into your development processes.

Step 7: Testing

In step 7 you will test your ideas, the hypotheses you created in the order you prioritized them. This can include a/b testing and multivariate testing.

With each of your hypothesis you will produce data through testing to make informed decisions with.

Step 8: Learning & Improvement

Step 8 is where you find out if your ideas or assumptions around the customer where correct or not. You interpret the test results, look for statistical significance and try to improve and iterate on your customer theory.

The process then starts all over again.

Remember conversion rate optimization is never one and done. It is an iterative process that should never end.

Hierarchy of Conversions

Just like Maslow's hierarchy of needs, conversion optimization has it's own hierarchy.

This means that in conversion optimization there is an order and a priority for different types of conversion work.

The top of your totem pole of conversion needs can only be met once the lower levels are taken care of.

Let's take a look at Bryan Eisenberg's conversion hierarchy and study the levels.

1. Functional

The bottom and first step in improving conversions is making sure you've got the basics right. Does the site function correctly across browsers and devices.

Now this doesn't need to mean all the browsers and devices so don't panic.

Later in the course you'll look at your data and work out exactly which devices and browsers your visitors use and what to optimize for. I'll also recommend which software to use and a simple step by step process to follow.

Fixing bugs is what you call 'low hanging fruit' in the conversions world. This means you can get quick and easy conversion increases.

Hierarchy of Conversions

2. Accessible

Are you taking care of users of all skill levels and handicaps?

Readability of fonts and contrast is always important here and don't forget people who are disabled need your services too.

You'll cover this in detail in the accessibility evaluation video in module two.

3. Usability

Is your website easy to use? Can users get to any page and take any action they need to without trouble?

Usability focuses on how easy and clear your website is to use.

You'll go through a 247 point usability checklist and usability evaluation in module two.

4. Intuitive

Is your website intuitive to use? Does the customer journey through your site (your sales funnel) match the prospect's journey to purchase in their mind?

Does the structure of the site match the visitors buying process?

To conquer this level you need to understand the motivations and behaviours of your visitors.

This is through customer development and other forms of customer research you'll learn in module two.

Hierarchy of Conversions

5. Persuasive

The final step and top of the pyramid is the persuasion layer.

In the persuasion layer you can employ persuasive marketing techniques, for example: Cialdini's principles.

Does the page speak to the user emotionally?

Do visitors truly understand if your product or service fulfills their need, or solves their problem?

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Now you have an overview and understanding of the complete conversion process and hierarchy!