

CONVERSION MACHINE

MODULE 1

Profit Optimization

VIDEO 2 Transcript
CRO Process

CRO Process

This is the exact step by step process I've created for increasing conversions and profits for my clients and my businesses over the last years at my agency Whole Design Studios.

Now when it comes to conversions just like with any marketing efforts, what people tend to do is just try things and see what works.

They'll run an ab test, then they'll try to optimize a title or some button copy.

And unsurprisingly this seldom gets sustainable results.

Just like any business activity conversion optimization needs a process, the process must have business goals, and you must measure the success of your process.

This allows you to learn and iterate on your process and your customer theory.

Let's walk through the big picture process for CRO.

You'll go over all these steps in greater detail later in the course so don't worry if somethings are new or if you have lots of questions.

Step 1: Business Objectives

The first step is deciding what your business objectives are.

What's important is even if you do not have a clear idea about what to expect, you still create relevant metrics for measurement.

After the first cycle of the conversion process you will then have a benchmark to help in creating your next set of business objectives and metrics.

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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 you think of data to collect you instinctively think about analytics, this is the first type of data, quantitative data.

This data tells you what happened, on which page, how much did they spend.

The second type is qualitative data and this is collected through an exploration of user behaviour.

It 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.

Because as you learned in video 1 of module 1. Conversions is about increasing profits through a deeper understanding of your customer, your customer theory.

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, looking for patterns and insights.

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Step 4: Hypotheses & Customer Theory

The fourth step is to create your list of hypotheses, these 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 all 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, 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.

As suggested before this 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. First is copywriting, then wireframing and finally visual design. This is when the research is turned into marketing material and the basic structural 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 integrated with your website and analytics properly.

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

Step 7: Testing

In step 7 you test your ideas, the hypothesis you created in the order you prioritized them. This can include ab testing and multivariate testing.

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 not one and done. It is an iterative process that should never end.

How long does the process take?

Now you're probably wondering, how long does this process take?

The length of the process really depends on which data points you collect and the volume of your traffic.

Data collection and testing that take days on high traffic sites and can takes months on low traffic sites.

Some conversion projects, like low traffic websites, use only qualitative data.

You'll learn which parts of the process are recommended for you later in the course.

The process generally takes at least two months.

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Hierarchy of Conversions

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

2. Accessible

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

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

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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 prospects journey to purchase in their mind?

Does it match the visitors buying process?

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

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

5. Persuasive

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

Does the page speak to the user emotionally?

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Do they truly understand if it fulfills their need or solves their problem?

Now you have an understanding of the complete conversion process and hierarchy, in the next video you'll learn about key terminology in conversion optimization and what it means.