Killer Conversion Tactics To Maximize Your Profits

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Fastest way to go home and make MORE money: Improve Conversions

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Most business are either:

- **Doing it wrong**
- **Think they are doing it right… but are doing it wrong**
- **Or just not doing it at all**

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Audience Survey

- ☑ **Who is currently running an a/b split test on their site RIGHT NOW?**
- ☑ **Who is currently running a multivariate test on their site right now?**
- ☑ **Who doesn't know the difference between a/b split testing and multivariate testing?**

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A/B Split Testing:

- Test new version against control
- Best place to get started
- IMPORTANT: Only change one element per test version

START HERE!

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Multivariate Testing:

- Test combinations of multiple elements at once
- A test with 3 headlines, with 3 different images with 3 different order buttons would result in 27 different versions
- More variables = longer testing period to generate high confidence score

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Adaptive Multivariate Testing:

- Quickly determines which versions are generating highest response
- Eliminates non-performing versions
- Dramatically reduces testing time
- Still relatively new.

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My Favorite Testing Tools

On A Budget:

1. Google Analytics
2. Google Website Optimizer

Pros:

- FREE
- Easy to use
- Large support community

Cons:

- No visitor segmentation or targeting
- No heat map
- No paid support

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My Favorite Testing Tools

The Cadillac:

1. Adobe Sitecatalyst (Formerly Omniture)
2. Vertster.com
3. ClickTale.com

Pros:

- Very detailed and customizable
- Visitor segmentation & targeting
- Results beyond conversion

Cons:

- Pricing models depend on volume
- Requires more technical skills to integrate

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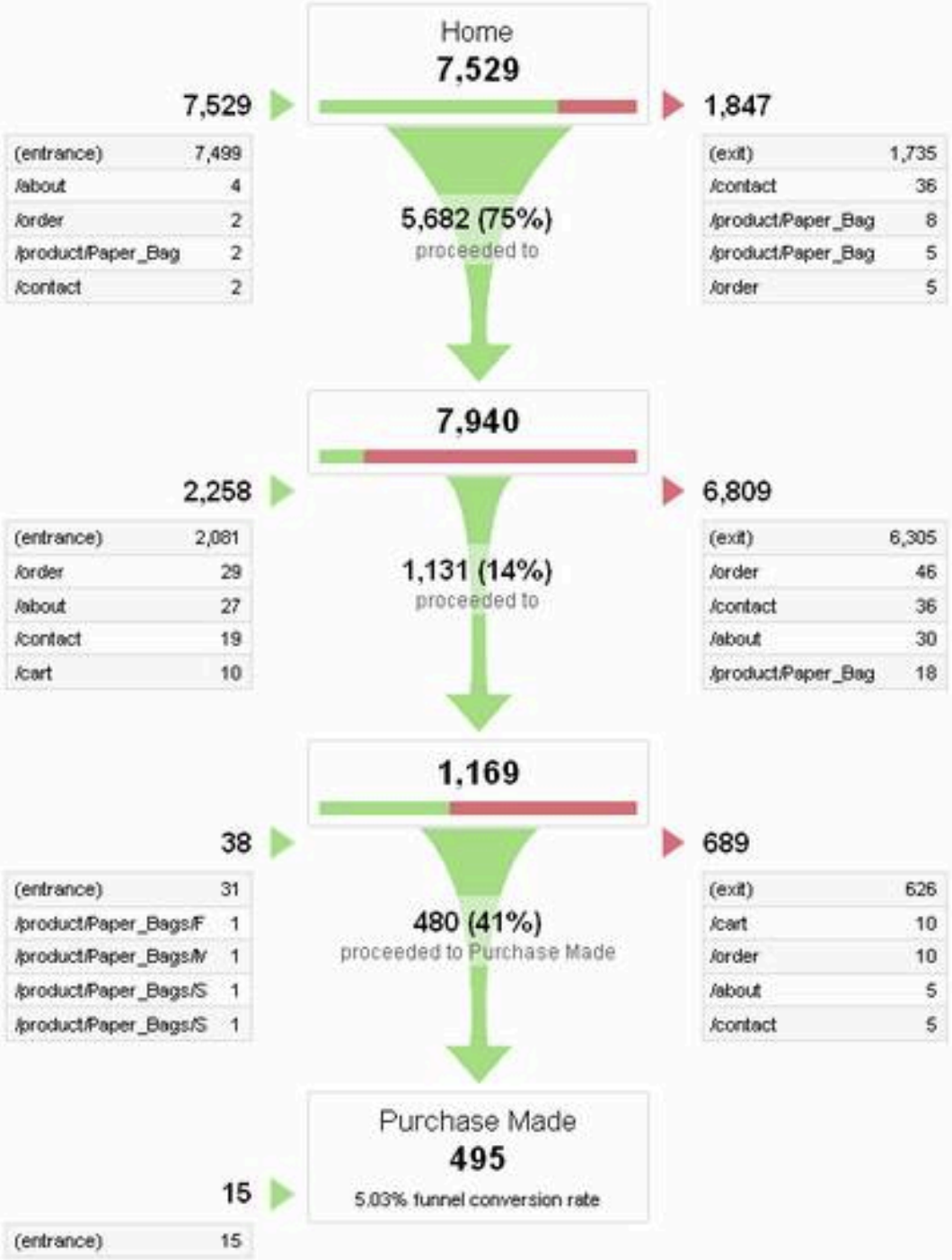
What you should be measuring...

#1: Sales Funnel

Measure every action you want people to take!


Home
7,529
7,529
(entrance) 7,499
/about 4
/order 2
/product/Paper_Bag 2
/contact 2
1,847
(exit) 1,735
/contact 36
/product/Paper_Bag 8
/product/Paper_Bag 5
/order 5
5,682 (75%)
proceeded to
7,940
2,258
(entrance) 2,081
/order 29
/about 27
/contact 19
/cart 10
6,809
(exit) 6,305
/order 46
/contact 36
/about 30
/product/Paper_Bag 18
1,131 (14%)
proceeded to
1,169
38
(entrance) 31
/product/Paper_Bags/F 1
/product/Paper_Bags/M 1
/product/Paper_Bags/S 1
/product/Paper_Bags/S 1
689
(exit) 626
/cart 10
/order 10
/about 5
/contact 5
480 (41%)
proceeded to Purchase Made
Purchase Made
495
15
5.03% funnel conversion rate
(entrance) 15

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Key Testing Metrics:

- ☑ Conversion (Google Website Optimizer)
- ☑ Gross Revenue Per Visitor
- ☑ Average Order Value
- ☑ Net Revenue Per Visitor
  (Remove COGS: Click cost, commission, product cost)
- ☑ **Most Important:** Projected Net Revenue
  (Version A VS B projected for X period)

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WARNING: One metric alone does NOT tell the entire story

- **Conversion goes up… but average order value drops and offsets increase to a loss**
- **Conversion drops… but gross revenue per visitor increases resulting in an increase in sales**
- **MIND BENDER: Gross revenue per visitor increases… but net revenue per visitor drops because the test causes more high cost PPC traffic to convert but reduces conversion of low cost organic traffic. OUCH**

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CRITICAL: Traffic Segmentation & Targeting

- ☑ **Google Website Optimizer does not do this – MAJOR FLAW!**
- ☑ **Different traffic sources respond very differently to different content (*i.e. organic search traffic responds differently than affiliate traffic*)**
- ☑ **Vertster.com is my favorite**

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Deciding what to test:

- ✓ **Look for low hanging fruit in your sales funnel**
- ✓ **Review bounce rates on landing pages**
- ✓ **Examine how visitors interact with your site:**

Heatmaps & Click Tracking

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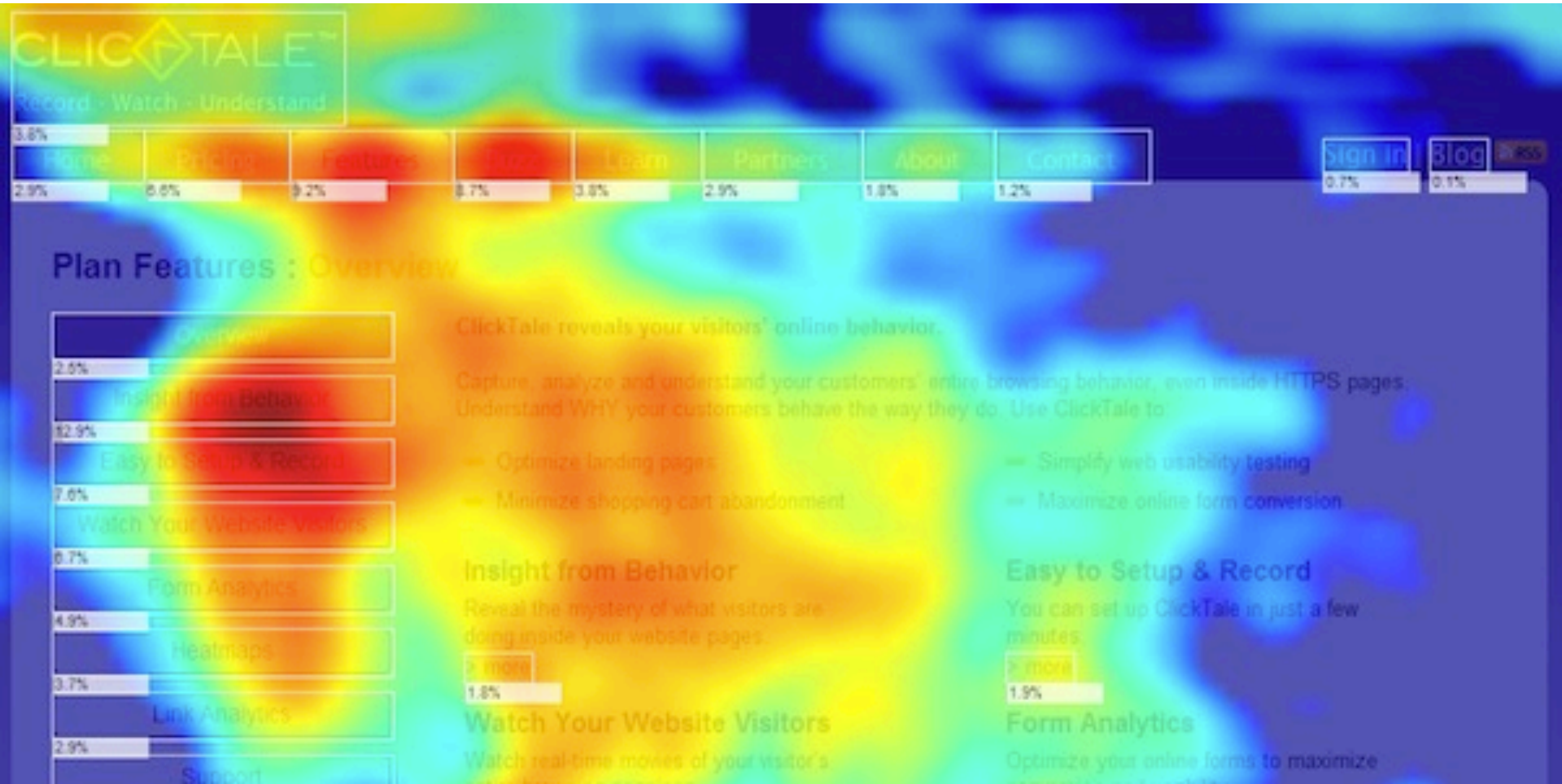
ClickTale.com: Heatmaps

(Almost eye tracking)



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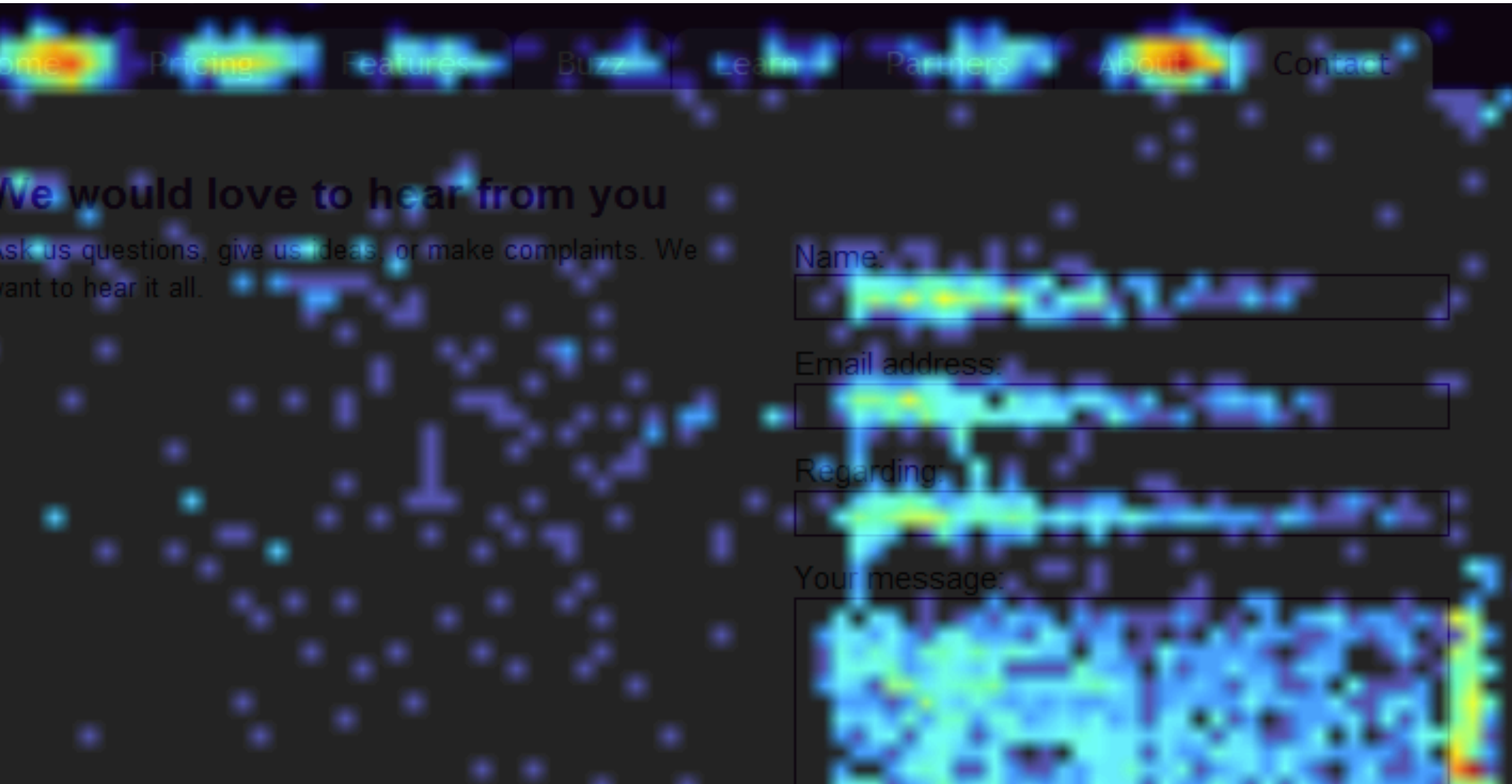
ClickTale.com: Click Maps

(Almost eye tracking)



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ClickTale.com: Visitor Recording (Almost eye tracking)

- Watch visitors surf your site – LIVE
- Don’t make hasty decisions based on just a few visitors

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Testing Ideas…

Will these work on everyone's site?

NO – That's why it's called 'testing.'

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Most important part of your website:

First Fold

Get more of the right people to stay

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Headline tests:

- ☑ Target headline to different traffic sources
- ☑ Different lengths
- ☑ Different benefits & hot buttons
- ☑ Different colors
- ☑ 'How To...'
- ☑ Measurable results
- ☑ Negative gets attention

NOTE: All landing pages regardless of format should have a compelling headline – UNLESS the site is a major recognized brand (i.e. Amazon.com)

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First fold split tests:

Video VS Graphical VS Text

(After headline!)

- ☑ **Certain markets respond to different formats**
- ☑ **Graphics can be used to explain simple concepts quickly**
- ☑ **Video works better with 'warm visitors' – i.e. affiliate referrals, past customers, subs.**

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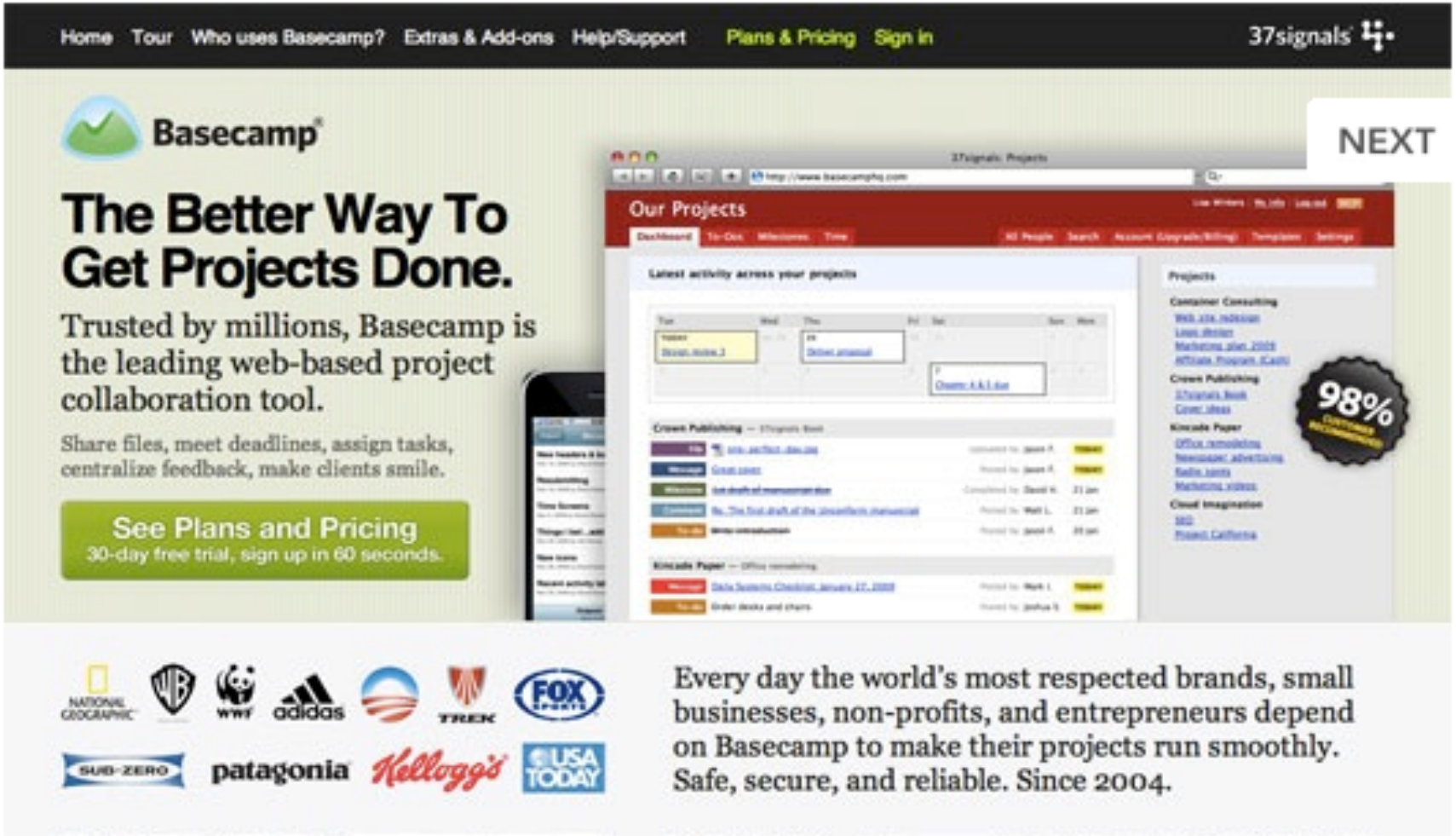

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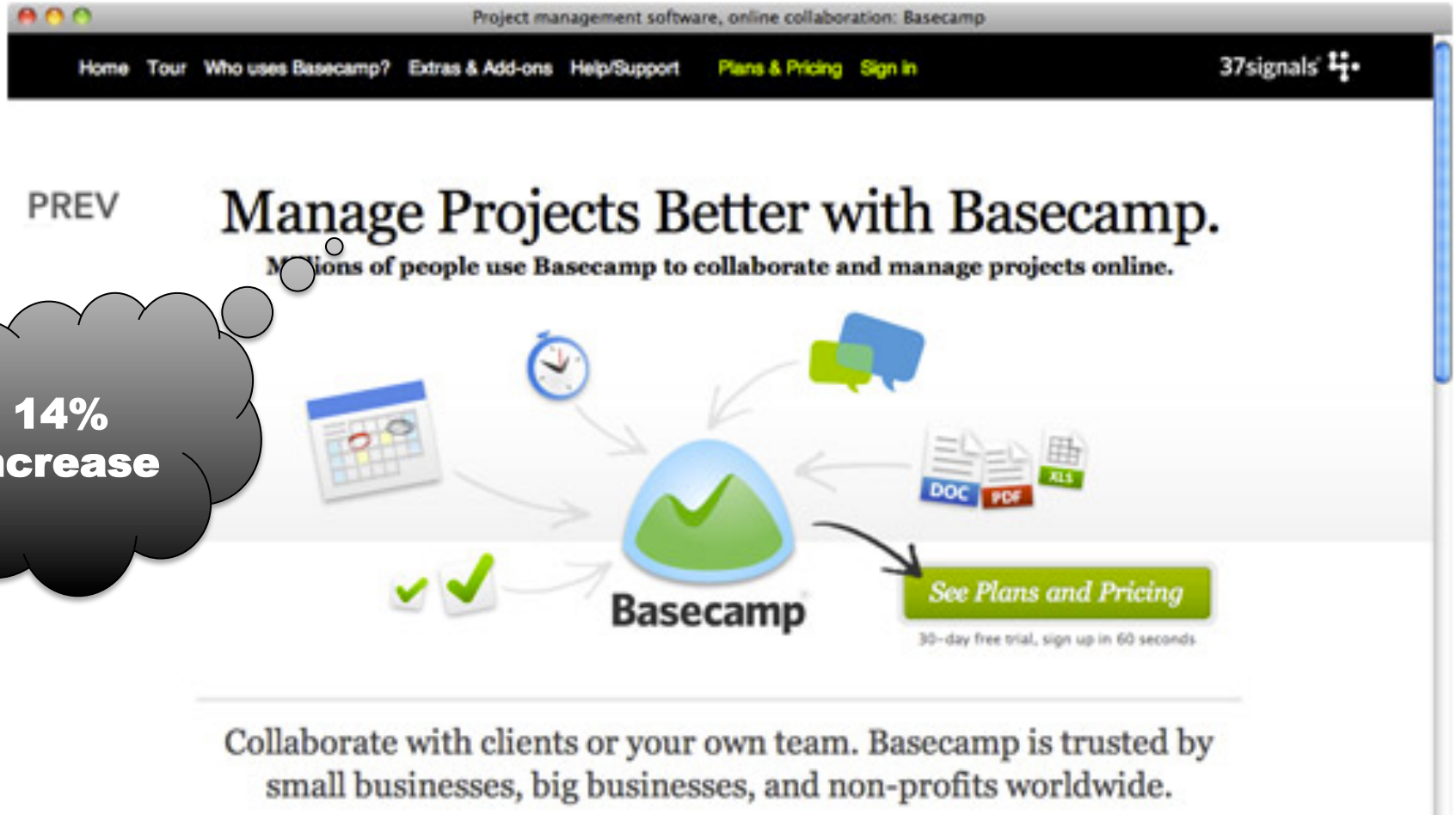

14% Increase

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First fold split tests:

- ✓ **Eliminate & reduce options – What is the #1 thing you want them to do**
- ✓ **Feature "Social Proof" in first fold**
- ✓ **Identify their location using IP:**
  - ✓ Free Shipping to [YOUR CITY]

NOTE: Avoid dynamic slow loading content in first fold of landing pages targeting 'cold visitors'

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Order button placement test:

- ☑ End of salesletter only – forced through sales process
- ☑ Through key points in sales letter (trial close)
- ☑ Order button in top right header
- ☑ Bright & Loud

NOTE: Always restate benefits, discounts, guarantee at top of order page.

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Pricing: Unless you are selling a commodity item you should be price testing annually:

- ☑ **Sell less for more – premium!**
- ☑ **Sell more for less – value!**
- ☑ **Add payment plan options**
- ☑ **Create more expensive product bundles**

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Guarantee:

- ☑ **Increase length of guarantee: 90 day – 12 month – lifetime**
- ☑ **Offer guarantee on bigger orders only!**
- ☑ **Use graphical guarantee seal:**
- ☑ **Highlight guarantee in following:**
  - ☑ First fold
  - ☑ Right before call to action
  - ☑ Order page

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Social Proof:

- ☑ Facebook 'Like' Button

- ☑ Tweet Button

- ☑ Digg Button

(Use the ones that show a count and make sure it's not zero!)

- ☑ Testimonials: Video > Photo > Written
- ☑ Industry Celebrity Endorsement

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Security Seals:

- ☑ **McAfee, Hackersafe, etc. (*no names work as well in certain markets*)**
- ☑ **BBB Site Seal**
- ☑ **Testing shows site seals only make a difference on the order page**

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Opt-In Offer:

- ☑ Test entry pop-up - PopupDomination.com
- ☑ Test opt-in in first fold (left or right margin)
- ☑ Newsletter VS Free One Time Offer
- ☑ Headline/Copy
- ☑ Submit button

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Video Tests: (Always Auto Play)

- ☑ VideoSpokesmodel.com
- ☑ SundaySky.com – Multi-SKU eCommerce Sites
- ☑ Video salesletter VS traditional salesletter
- ☑ Video salesletter followed by traditional salesletter
- ☑ Test length: Different markets = different attention spans (under 20 min)
- ☑ PPT Salesletter VS Infomercial Style

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Other Random Tests:

- ☑ Free shipping
- ☑ Shipping insurance (InsureShip.com)
- ☑ Product image for all electronic products or bonus items (i.e. ebook cover, software box)
- ☑ Sans-serif Fonts
- ☑ Light/white background colors (no patterns)

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Other Random Tests:

- ☑ Add real, believable dollar value to anything you give away free
- ☑ Add as much detail as possible about testimonials – Name, City, Etc.

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☑ **Use hand drawn graphics:**

CopyDoodles.com

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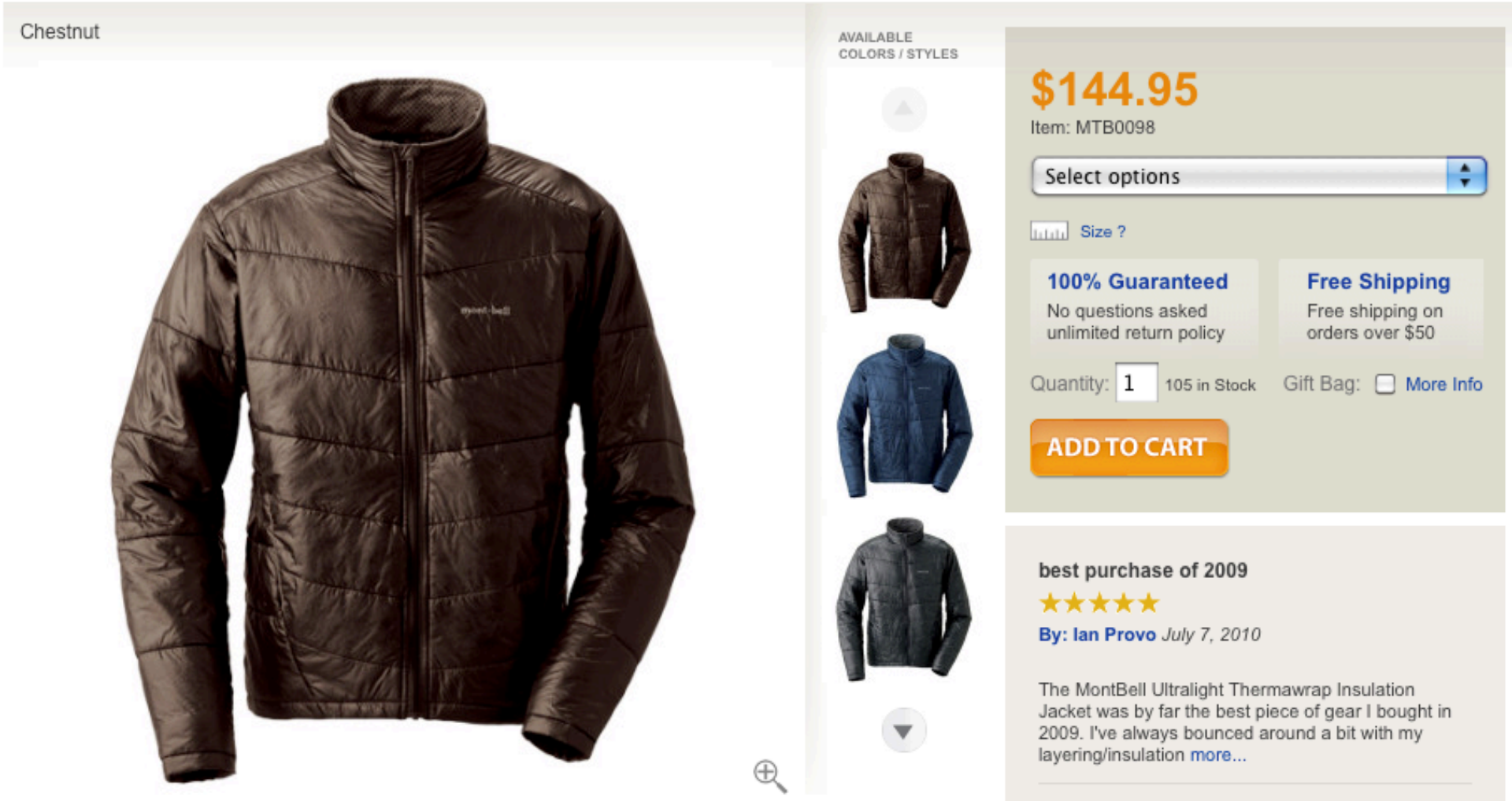
If you sell multiple variations of same product, display all:



Conclusion:

- ☑ When in doubt test.
- ☑ Just cuz it worked for them doesn't mean it will work for you.
- ☑ Never stop testing!