

# **How to Make Your Website More Profitable – without Increasing Your Traffic**

7 Steps to Make Your Traffic Convert

March 12, 2013

# Theresa Baiocco: Conversion Analyst, Co-founder of Click Advisors



- Help mid-sized companies grow web revenues since '07
- MS in Marketing from CU
- Market Motive Master Certification in CRO
- Market Motive Trained Practitioner in SEO
- Moved to Bend May, 2011



@TheresaBaiocco



TheresaBaiocco



# Picture



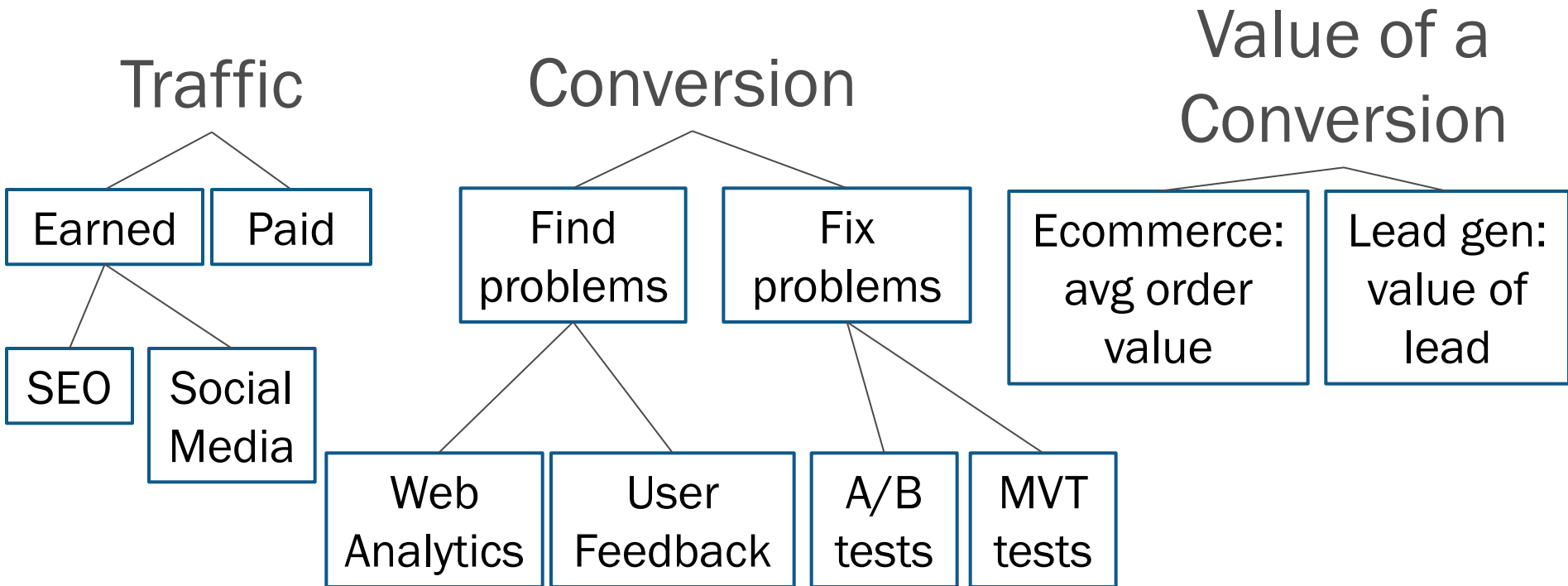
# Revenue Equation

$$\text{Revenue} = T \times CR \times VC$$

T = Traffic

CR = Conversion Rate (%)

VC = Value of a Conversion (\$)



Companies typically spend **\$92**  
to bring customers to their site

92:1

But only **\$1** to  
convert them

*Source: Market Motive*

# Conversion Myths:

1. ~~“I just redesigned my site so I don’t need to work on conversion anymore”~~
2. ~~“I just need to figure out the tools and start testing”~~
3. ~~“Will you just tell me what to fix on my site real quick to improve my conversion rate?”~~
4. ~~“My site is different because...”~~



# 7 Key Areas for Converting Traffic

1. Who are our site's visitors?
2. What are they trying to do?
3. What do we want them to do?
4. What's preventing them from doing it?
  - Analytics
  - Collect user data
5. Develop hypothesis to fix it
6. Test
7. Repeat steps 4 - 6



# Build Customer Personas

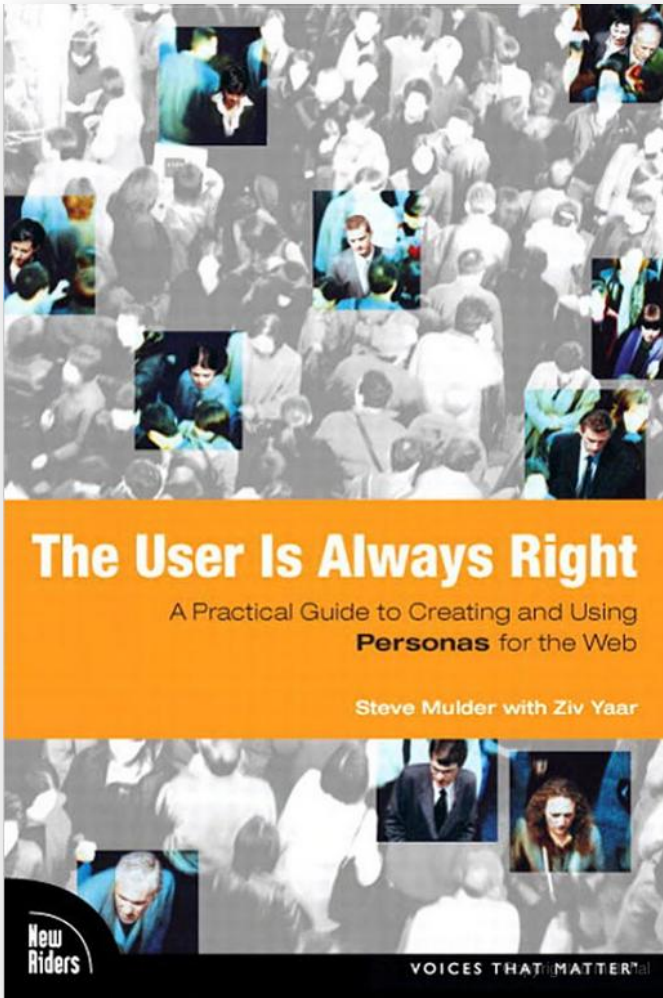
- Story of a typical customer type
- Psychographics are more important than demographics
- Common marketing practice

# My Step-by-Step Process

<http://www.crescentinteractive.com/1st-step-marketing-website/>

<http://www.ppcassociates.com/blog/featured/underutilized-classic-lessons-on-converting-traffic/>





+ AYT.M.com



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# 7 Key Areas for Converting Traffic



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# What do we want visitors to do?

- Call you
- Fill out a form
- Buy something on the site
- Subscribe to your newsletter
- Click on an ad
- Go to your brick and mortar store
- etc

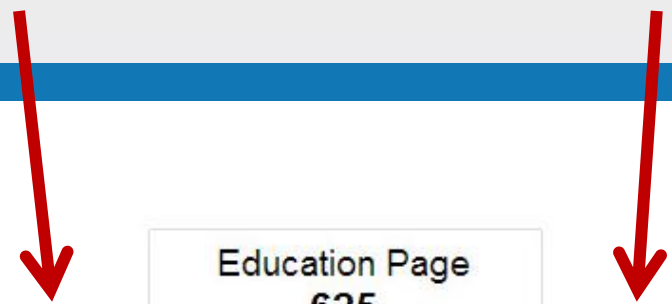
# What do we want visitors to do?

- Define your KPIs based on **business objectives**
- Configure macro and micro conversions in analytics

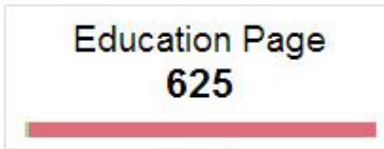
# 7 Key Areas for Converting Traffic

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625



618

(entrance)	230
/	131
/Products	58
/Integrators	48
/About	19

7 (1.12%)  
proceeded to Webinars Page

(exit)	166
/Integrators	65
/	58
/Education/	55
/Education/Product-Training	40

0



0

7 (100.00%)  
proceeded to Signed up for Webinar

Signed up for Webinar



# Analytics

Are your goals configured correctly?

Is the right tracking code installed on every page?

Are you sure?

Do you know what data to look at, to make decisions?



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What did you come to this site to do? ✕

- Find compliant hosting
- Find cloud solutions
- Find dedicated server solutions
- Find managed services solutions

Comments (optional)

Submit

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Question 1 : What does this company sell?

### Top Keywords



### Raw Response Data

Library services.

Anonymous

[delete response](#)

no idea

Anonymous

[delete response](#)

Web hosting services

Anonymous

[delete response](#)

something to do with compliance

FiveSecondTest.com



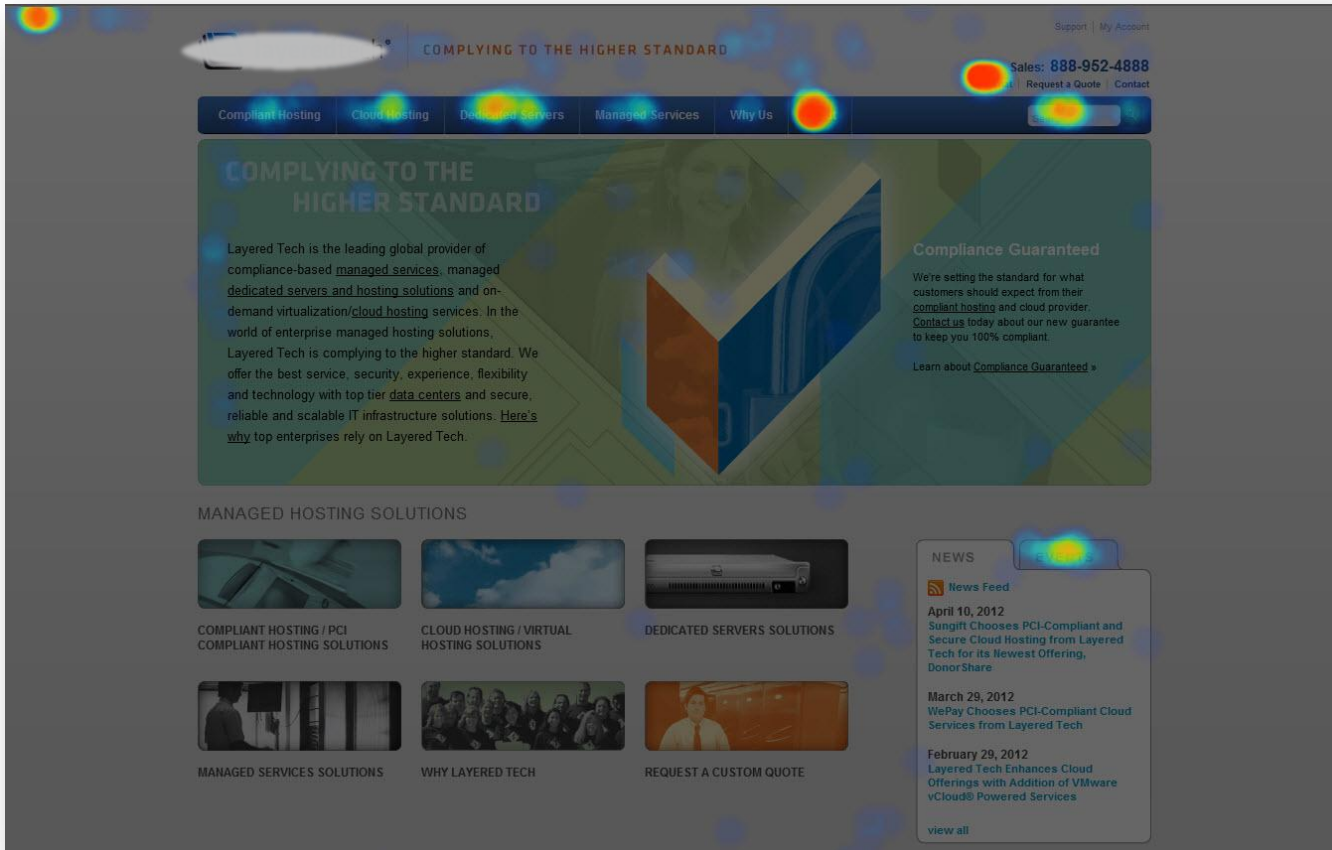
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*Contact Information*

\* First Name:

\* Last Name:

\* Email:

Phone:

Company:

Country:

*Solution Details*

In which service(s) are you interested?

<input type="checkbox"/> Compliant Hosting	<input type="checkbox"/> Colocation
<input type="checkbox"/> Cloud Computing	<input type="checkbox"/> Load Balancing
<input type="checkbox"/> Dedicated Servers	<input type="checkbox"/> Firewalls/Security
<input type="checkbox"/> Managed Services	

Monthly budget:

When do you need to implement?

Please provide any additional details:

\* Indicates required fields

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\* First Name:

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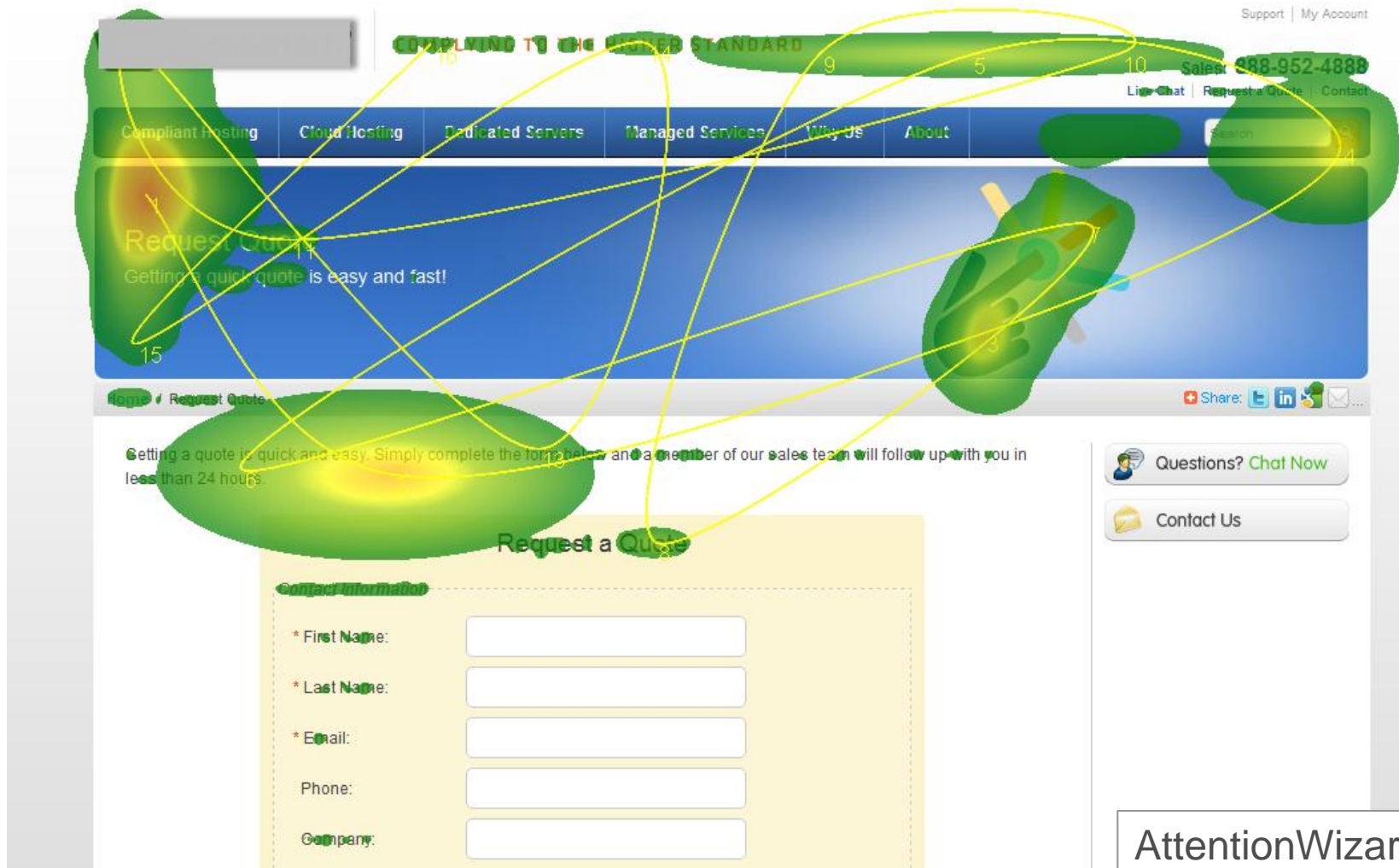
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\* Email:

Phone:

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AttentionWizard.com  
Feng-Gui.com

When I'm  
online, I  
NEVER...

I think...

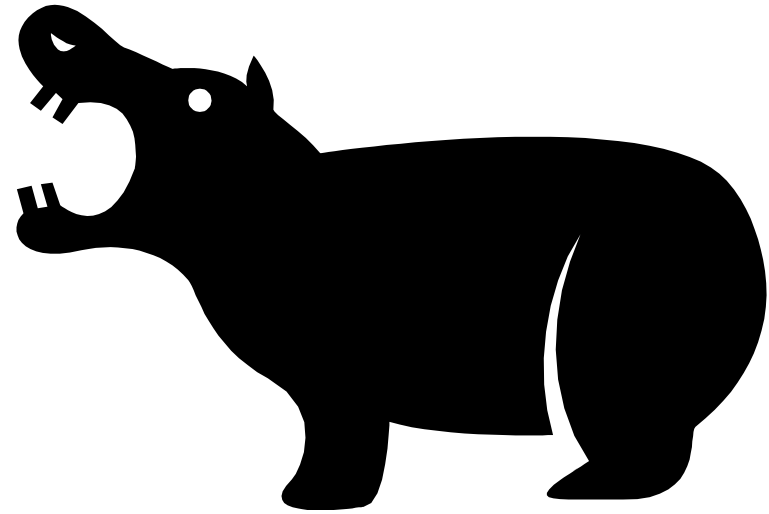
When I'm  
online, I  
ALWAYS...

In my  
opinion...



# HiPPPO

Highest  
Paid  
Person's  
Opinion



## Quick Poll:

Which page generated 31% more sign ups through the form?

(does a “chat now” button increase leads or is it a distraction?)

*From WhichTestWon.com*



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No Monthly Fees No Commitments \$5 credit/voice message \$25 credit/standard message	500 Express Messages or 200 Standard Messages 1 Payment anytime additional credit/voice message \$25/credit/voice message	1,000 Express Messages or 2,000 Standard Messages 1 Payment anytime additional credit/voice message \$25/credit/voice message	2,000 Express Messages or 4,000 Standard Messages 2 Payments anytime additional credit/voice message \$25/credit/voice message	3,300 Express Messages or 6,600 Standard Messages 3 Payments anytime additional credit/voice message \$25/credit/voice message	5,500 Express Messages or 11,000 Standard Messages 4 Payments anytime additional credit/voice message \$25/credit/voice message

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To make sure that you're a human! Seriously though, when you'll start your free trial a confirmation code to your mobile phone. Standard messaging rates apply to the confirmation text. Once you enter that code on the following page, we'll start your free trial.

From WhichTestWon.com

**Does this mean you'll get 31% more sign ups if you add a chat button?**

No.

But it's worth testing





# 7 Key Areas for Converting Traffic

- ✓ 1. Who are our site's visitors?
- ✓ 2. What are they trying to do?
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ONTARIO SYSTEMS

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Tony Reisz, CEO  
Ontario Systems


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*Solution Details*

In which service(s) are you interested?

<input type="checkbox"/> Compliant Hosting	<input type="checkbox"/> Colocation
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<input type="checkbox"/> Dedicated Servers	<input type="checkbox"/> Firewalls/Security
<input type="checkbox"/> Managed Services	

Monthly budget:

When do you need to implement?

Please provide any additional details:

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\* Indicates required fields

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(Check all that apply)

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<input type="checkbox"/> Dedicated Servers	<input type="checkbox"/> Firewalls/Security
<input type="checkbox"/> Managed Services	

**I need to implement:**

**My monthly budget is:**

**\* Name:**







**\* Email:**  *We respect your privacy*

**Tell us about your project:**

[Send Request](#)

\* Required

**Just a Few [Redacted] Clients**








[Redacted] deep expertise and capabilities with both dedicated and compliant/cloud environments made them an easy choice. Their ability to custom-design an enterprise-grade infrastructure and their desire to be part of our team have made [Redacted] instrumental in helping us focus on our core business and expand our Collect Savvy SaaS offering.\*

-Tony Reisz, CEO  
Ontario Systems

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When do you need to implement?

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I need to implement:

My monthly budget is:

\* Name:

\* Email:  We respect your privacy

Tell us about your project:

\* Required

Just a Few Clients

cresecure jda W WePAY pentap North Plains

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PCI SSC PARTICIPATING ORGANIZATION  
HIPAA COMPLIANT  
SSAE 16 TYPE 2 AUDIT COMPLETED  
VMware Partner

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# What Can This Mean for YOU?

$$\text{Revenue} = T \times \text{CR} \times \text{VC}$$

$$T = 10,000 \text{ Visitors/mo}$$

$$\text{CR} = ~~2\%~~ \text{ 4\%}$$

$$\text{VC} = \$500$$

$$10,000 \times ~~2\%~~ \text{ 4\%} \times \$500 = ~~\$100,000/\text{mo}~~ \text{ \$200,000}$$



# What Can This Mean for YOU?

$$\text{Revenue} = T \times \text{CR} \times \text{VC}$$

$$T = ~~10,000~~^{15,000} \text{ Visitors/mo}$$

$$\text{CR} = 4\%$$

$$\text{VC} = \$500$$

$$~~10,000~~^{15,000} \times 4\% \times \$500 = ~~\$200,000~~^{\$300,000}/\text{mo}$$

# Keep the Conversation Going:



@TheresaBaiocco



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Theresa@ConversionMax.com

