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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

ConversionMax
Maximize Results

- 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

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MarketMotive Certified Master CONVERSION OPTIMIZATION

MarketMotive Trained Practitioner CONVERSION OPTIMIZATION

MarketMotive Trained Practitioner SEO

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Picture

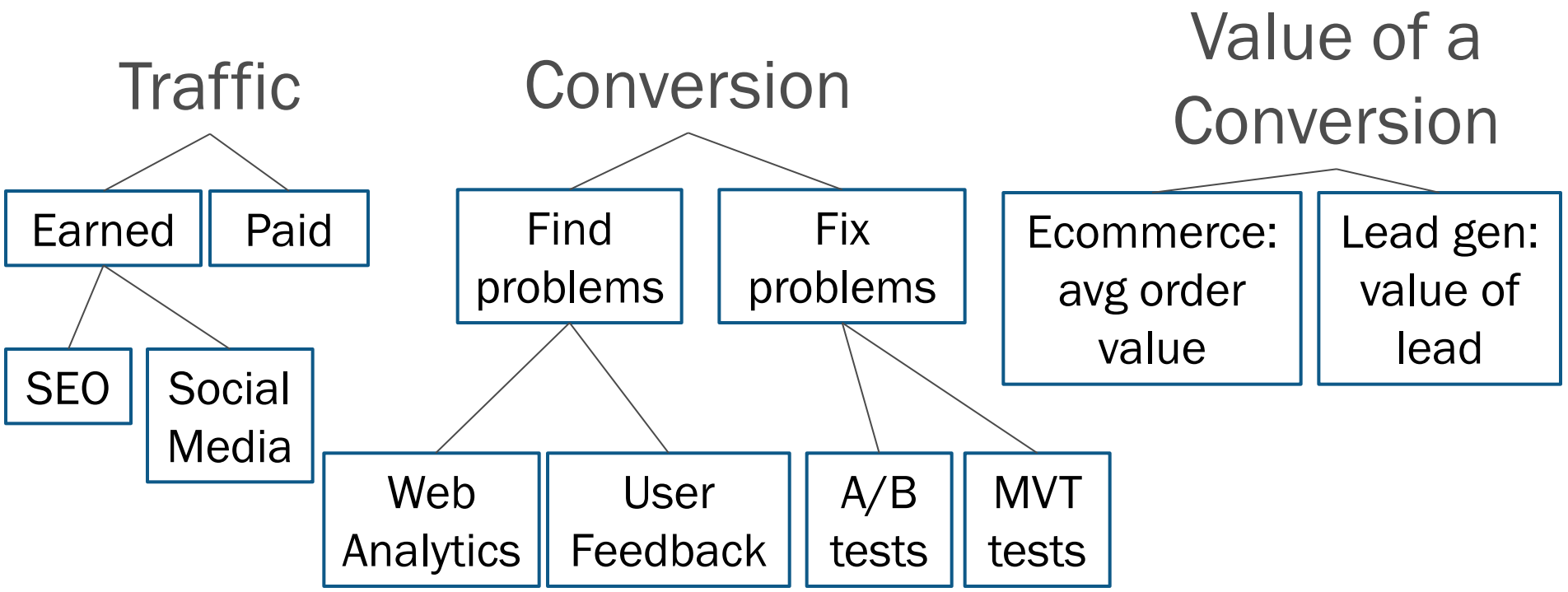
Revenue Equation

Revenue = T x CR x VC

T = Traffic

CR = Conversion Rate (%)

VC = Value of a Conversion ($)


Traffic
Conversion
Value of a Conversion
Earned
Paid
SEO
Social Media
Find problems
Fix problems
Web Analytics
User Feedback
A/B tests
MVT tests
Ecommerce: avg order value
Lead gen: value of lead

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

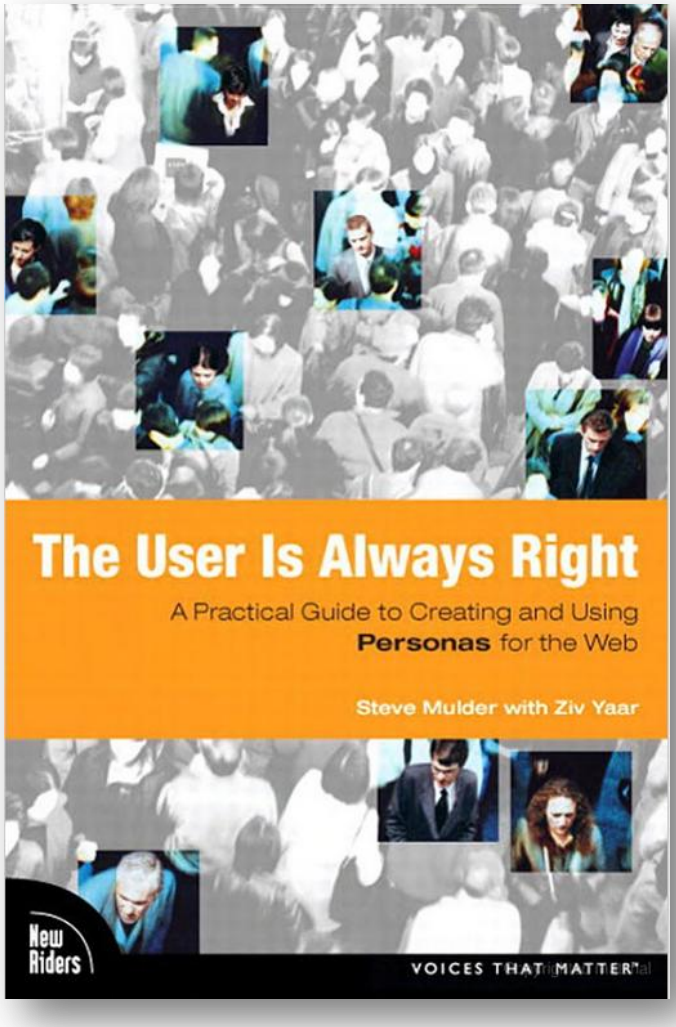
Build Customer Personas

- 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/


The User Is Always Right
A Practical Guide to Creating and Using Personas for the Web
Steve Mulder with Ziv Yaar
New Riders
VOICES THAT MATTER

\+ AYTM.com

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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

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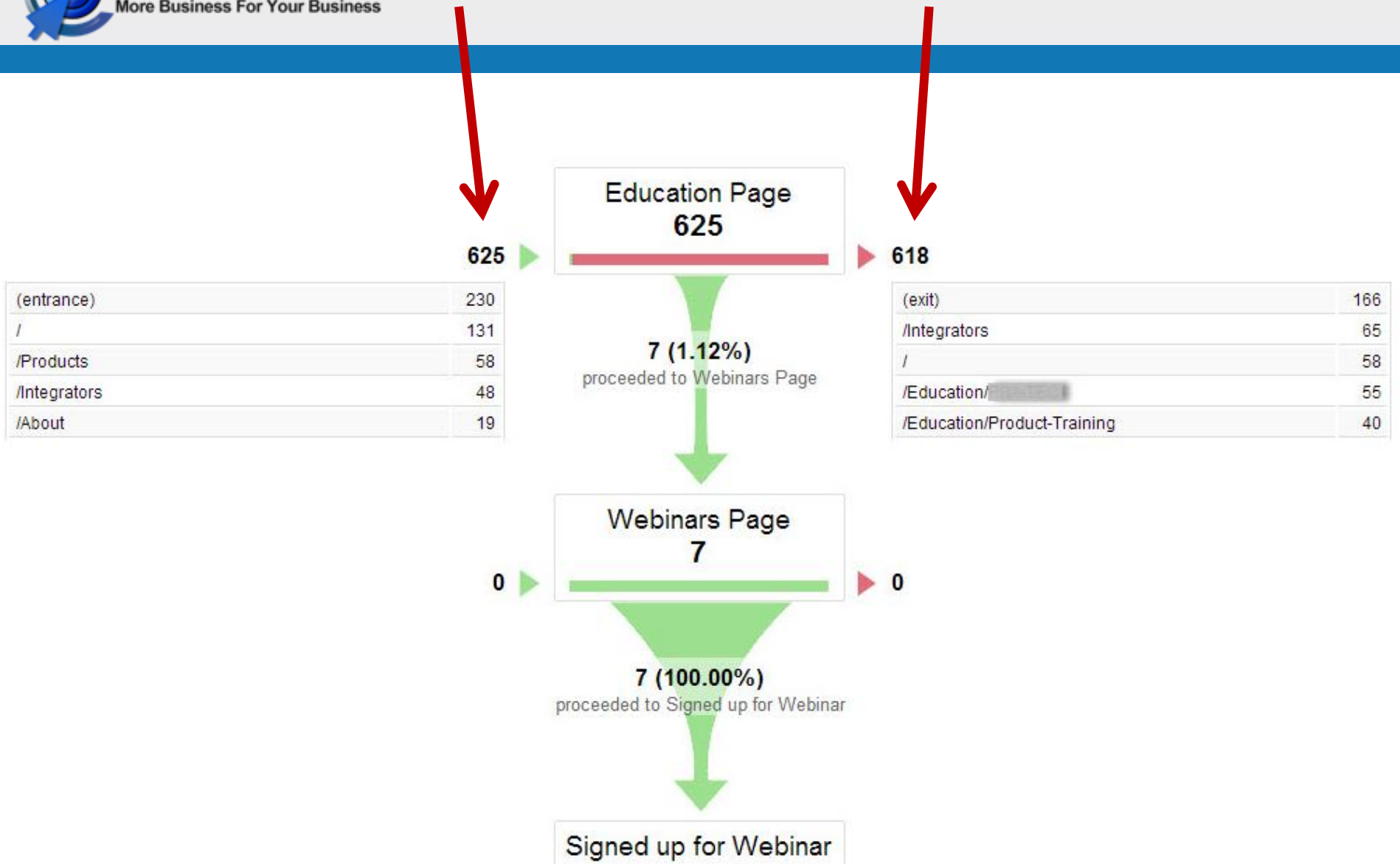
Education Page
625
625
618
(entrance) 230
/ 131
/Products 58
/Integrators 48
/About 19
(exit) 166
/Integrators 65
/ 58
/Education/ 55
/Education/Product-Training 40
7 (1.12%)
proceeded to Webinars Page
Webinars Page
7
0
0
7 (100.00%)
proceeded to Signed up for Webinar
Signed up for Webinar

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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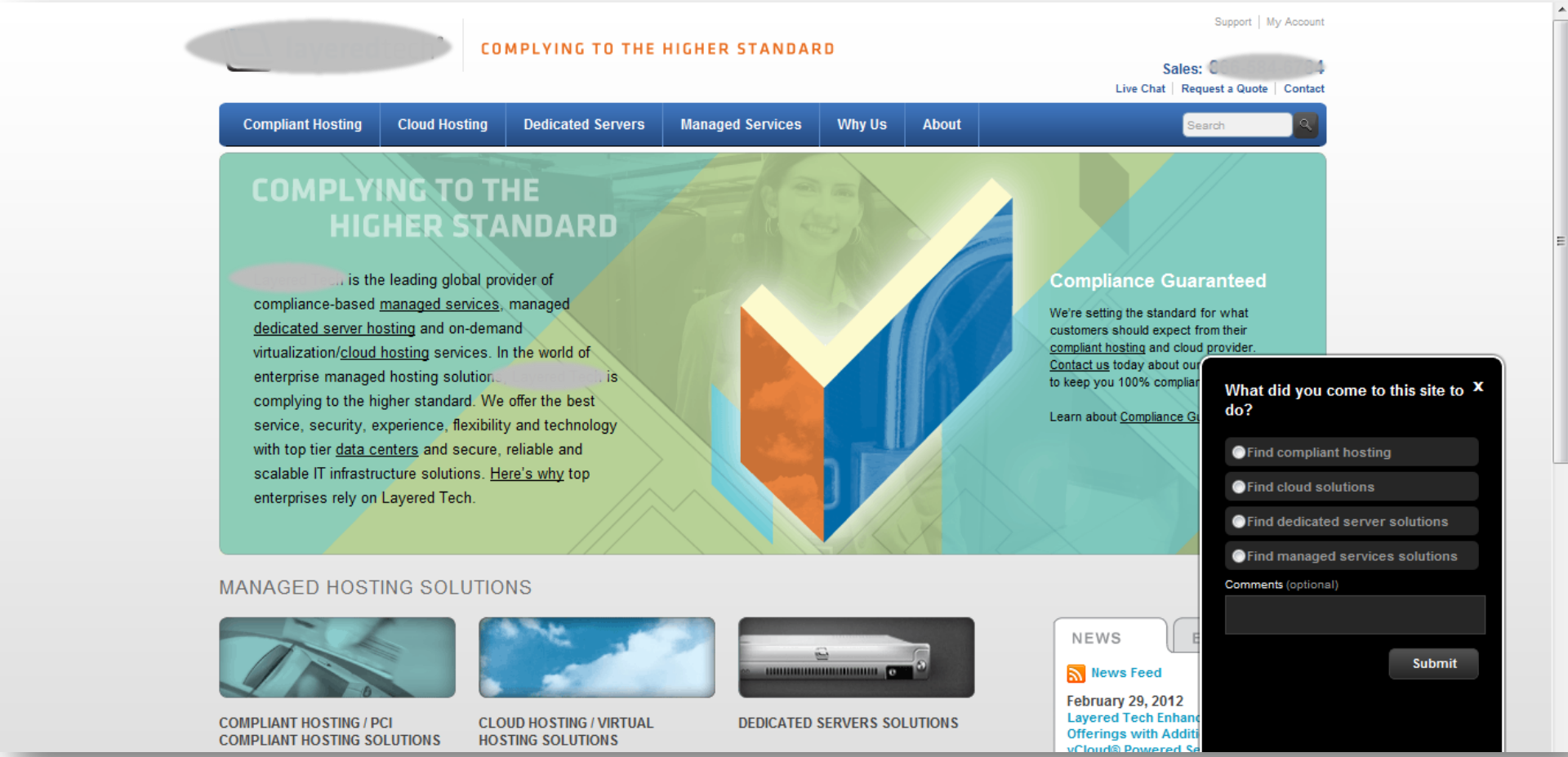

4Qsurvey.com
LuckyOrange.com

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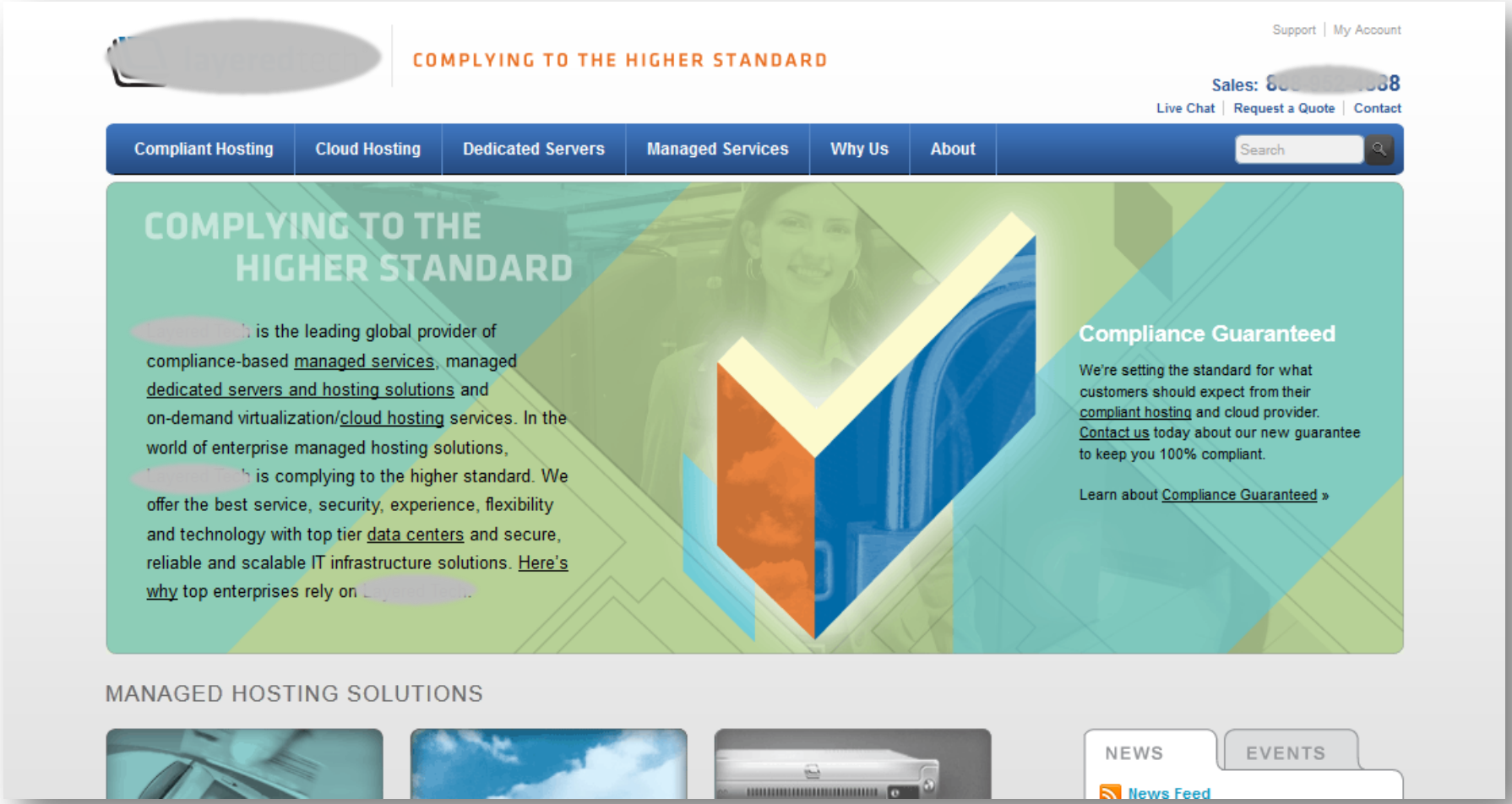
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is the leading global provider of compliance-based managed services, managed dedicated servers and hosting solutions and on-demand virtualization/cloud hosting services. In the world of enterprise managed hosting solutions, is complying to the higher standard. We offer the best service, security, experience, flexibility and technology with top tier data centers and secure, reliable and scalable IT infrastructure solutions. Here's why top enterprises rely on
Compliance Guaranteed
We're setting the standard for what customers should expect from their compliant hosting and cloud provider. Contact us today about our new guarantee to keep you 100% compliant.
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Question 1 : What does this company sell?

Top Keywords

Raw Response Data

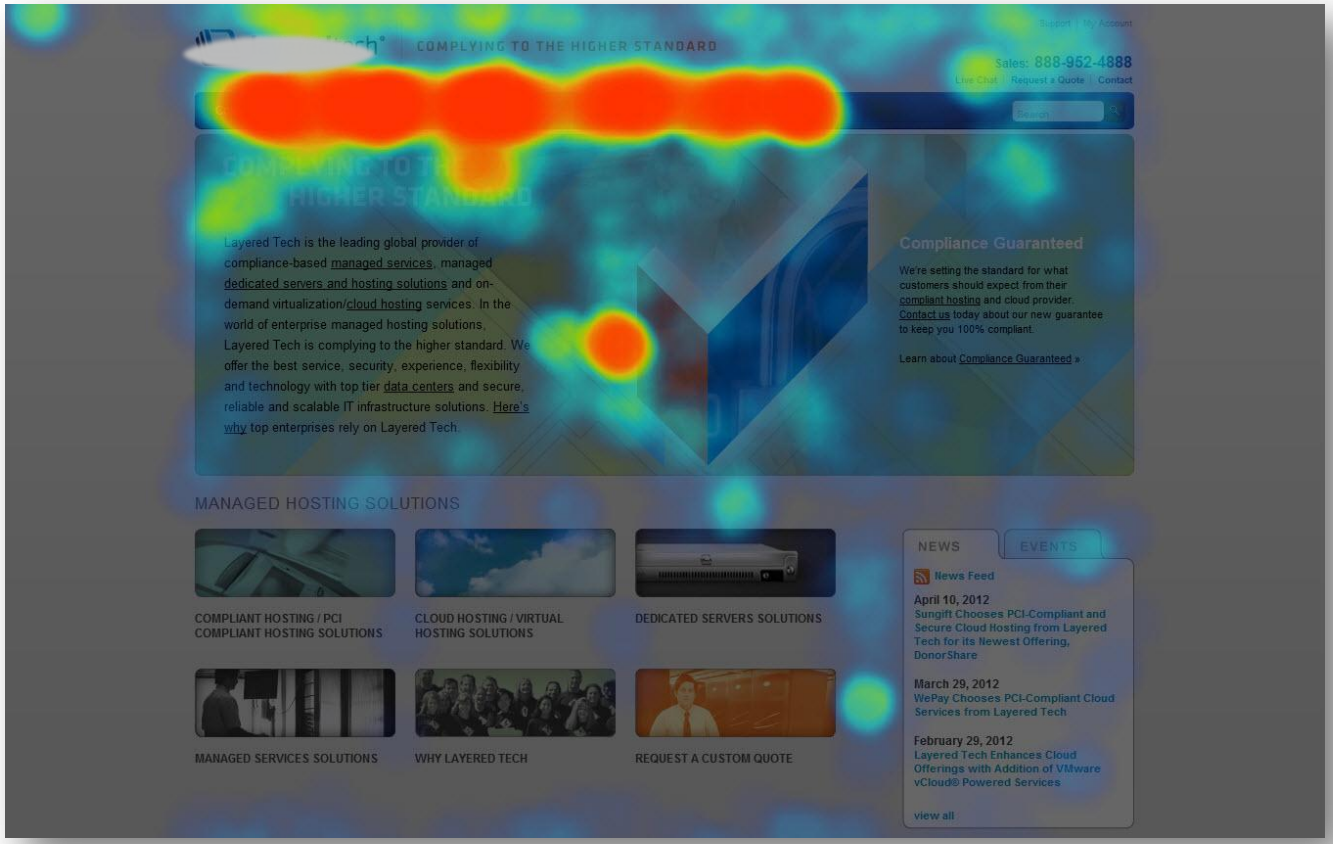
Library services.
Anonymous delete response

no idea
Anonymous delete response

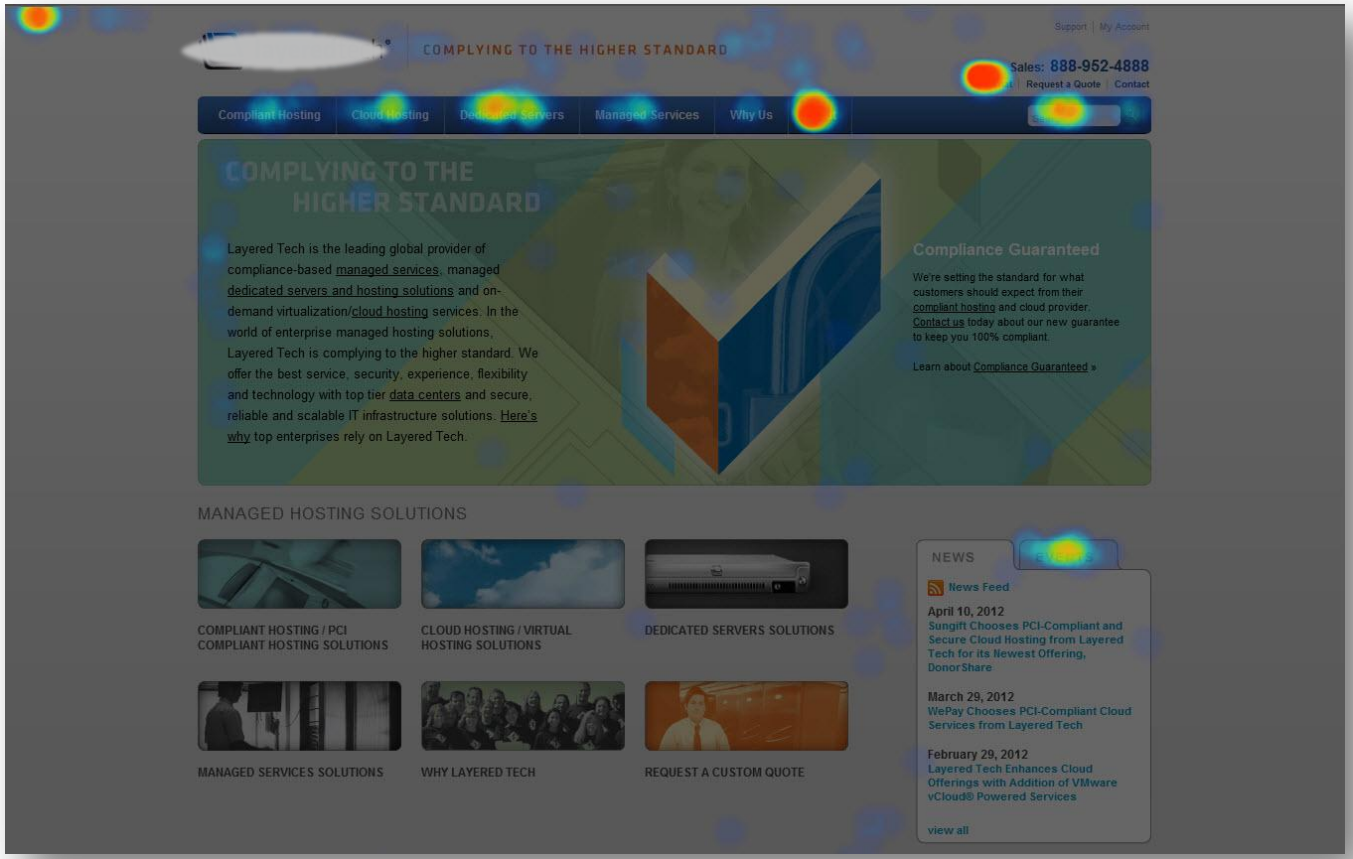
Web hosting services
Anonymous delete response

something to do with compliance

FiveSecondTest.com



CrazyEgg.com
LuckyOrange.com



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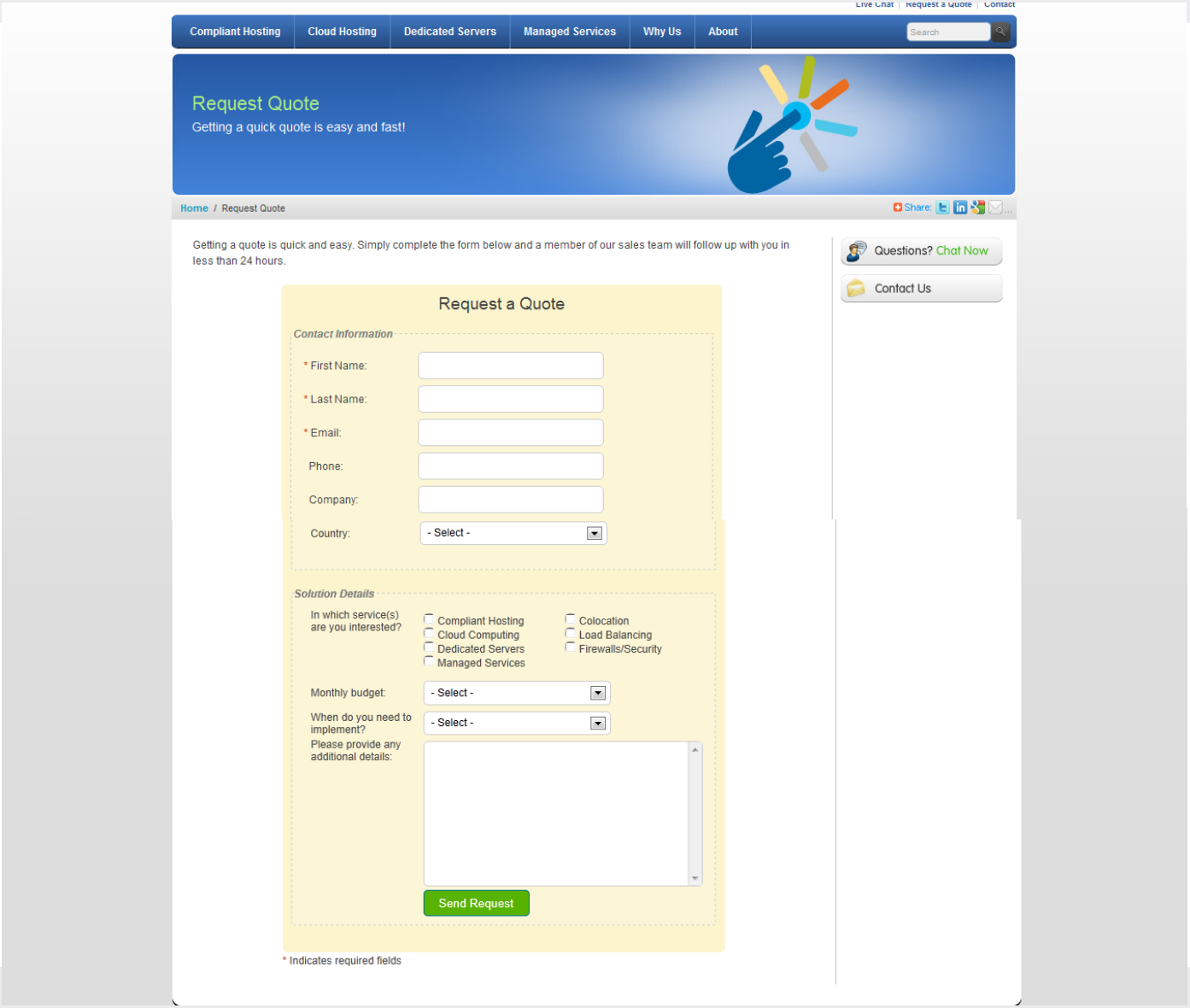

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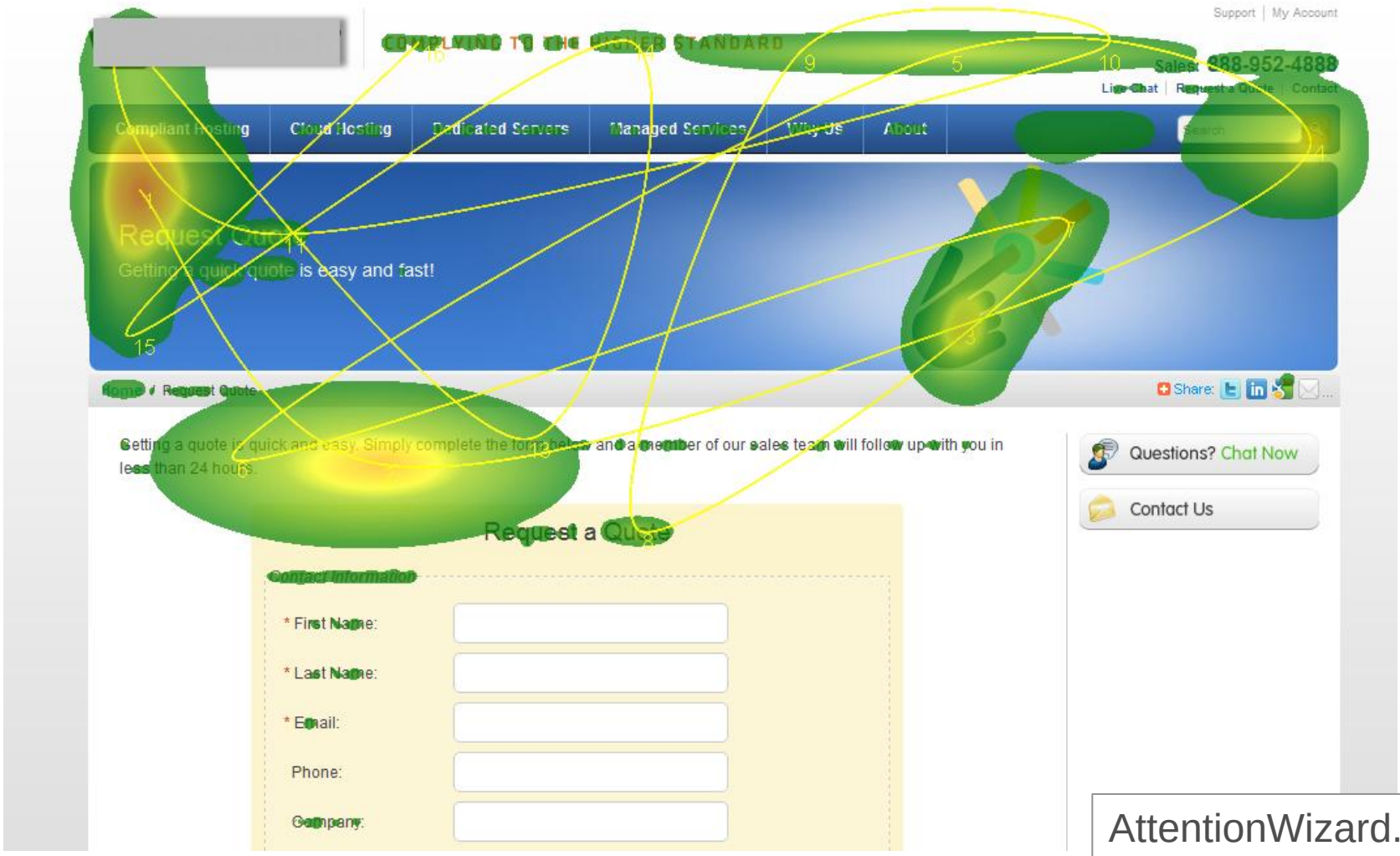

AttentionWizard.com
Feng-Gui.com

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When I'm online, I NEVER…

When I'm online, I ALWAYS…

I think…

In my opinion…

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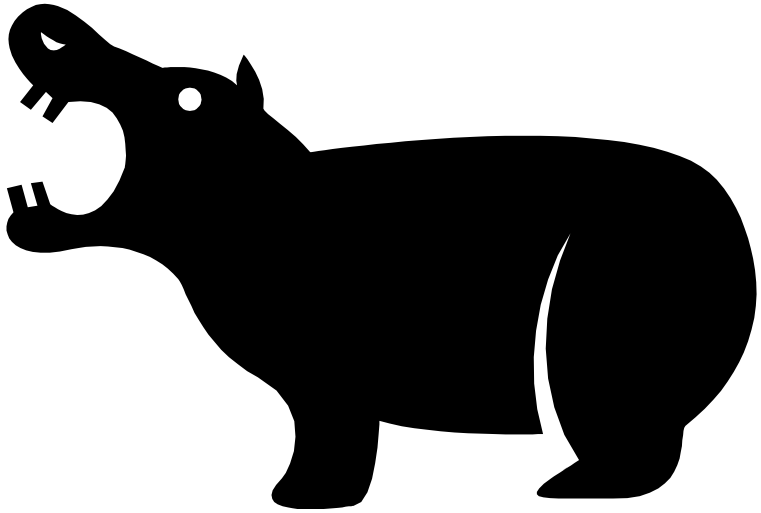
HiPPO

Highest
Paid
Person's
Opinion

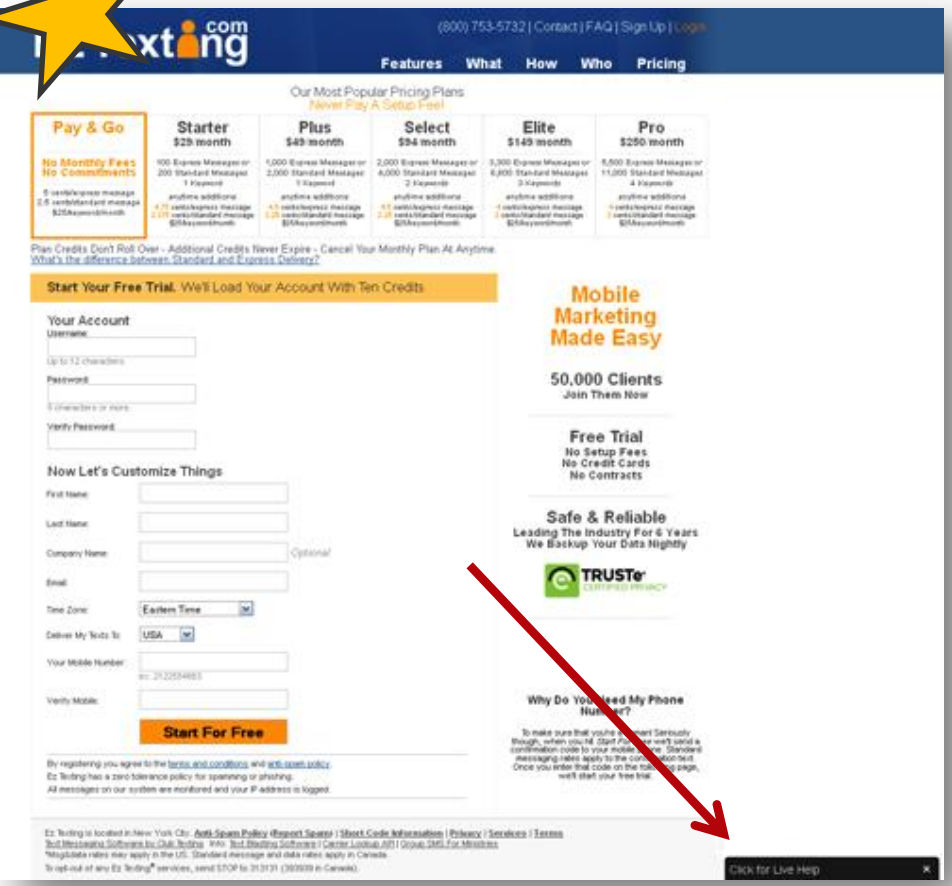


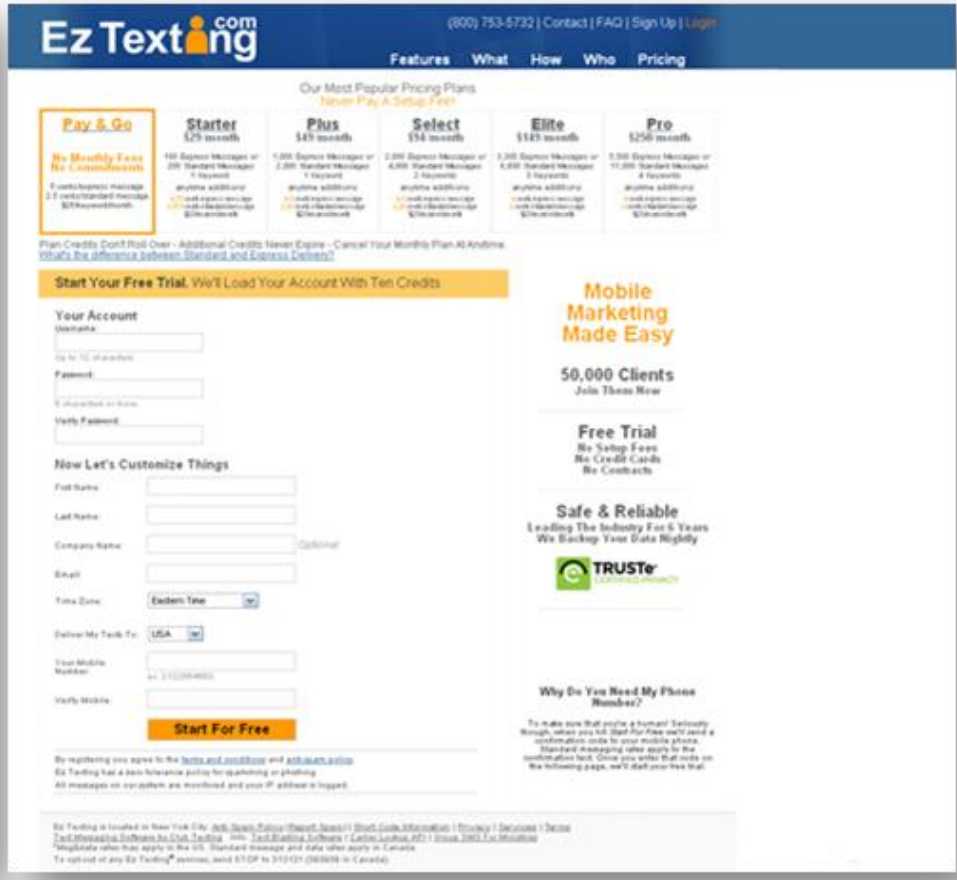
Quick Poll:

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





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

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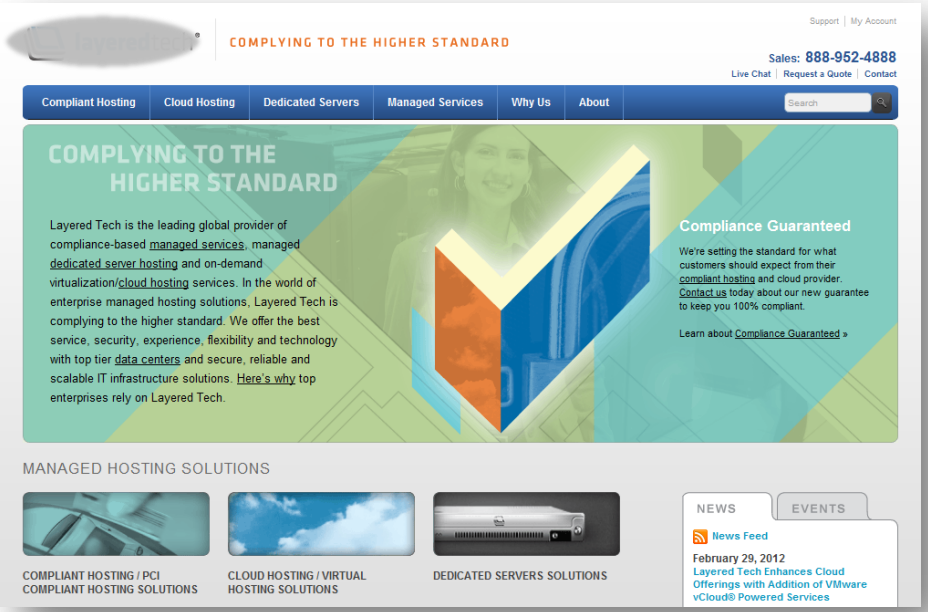

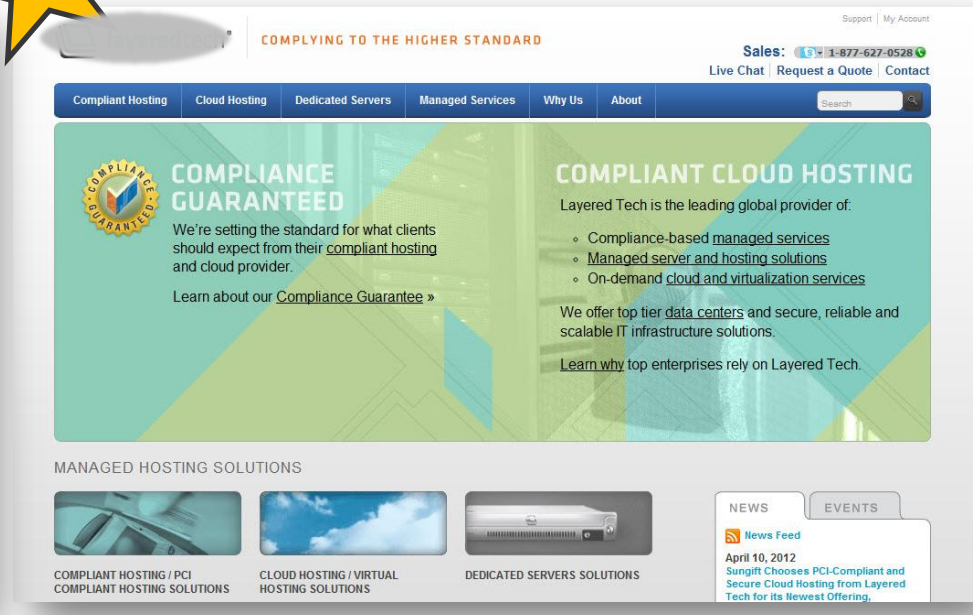

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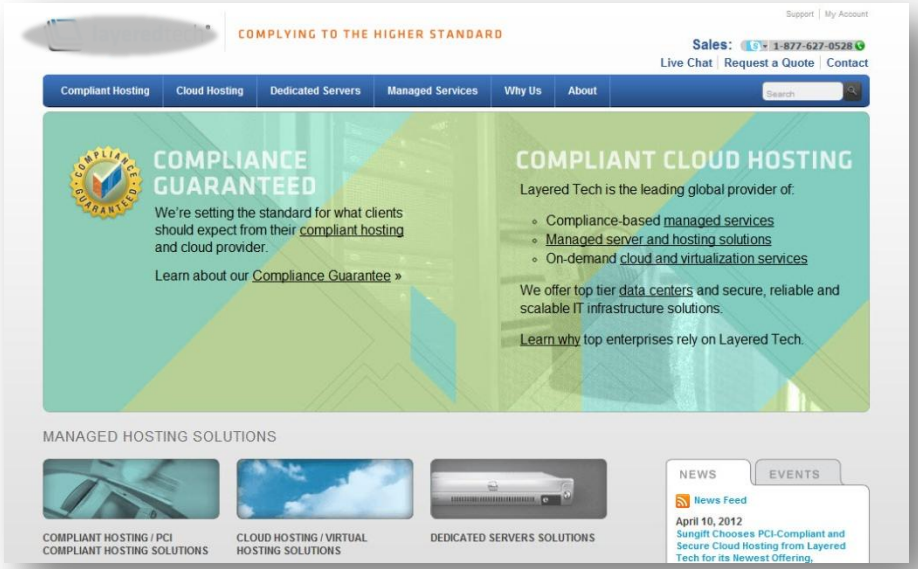

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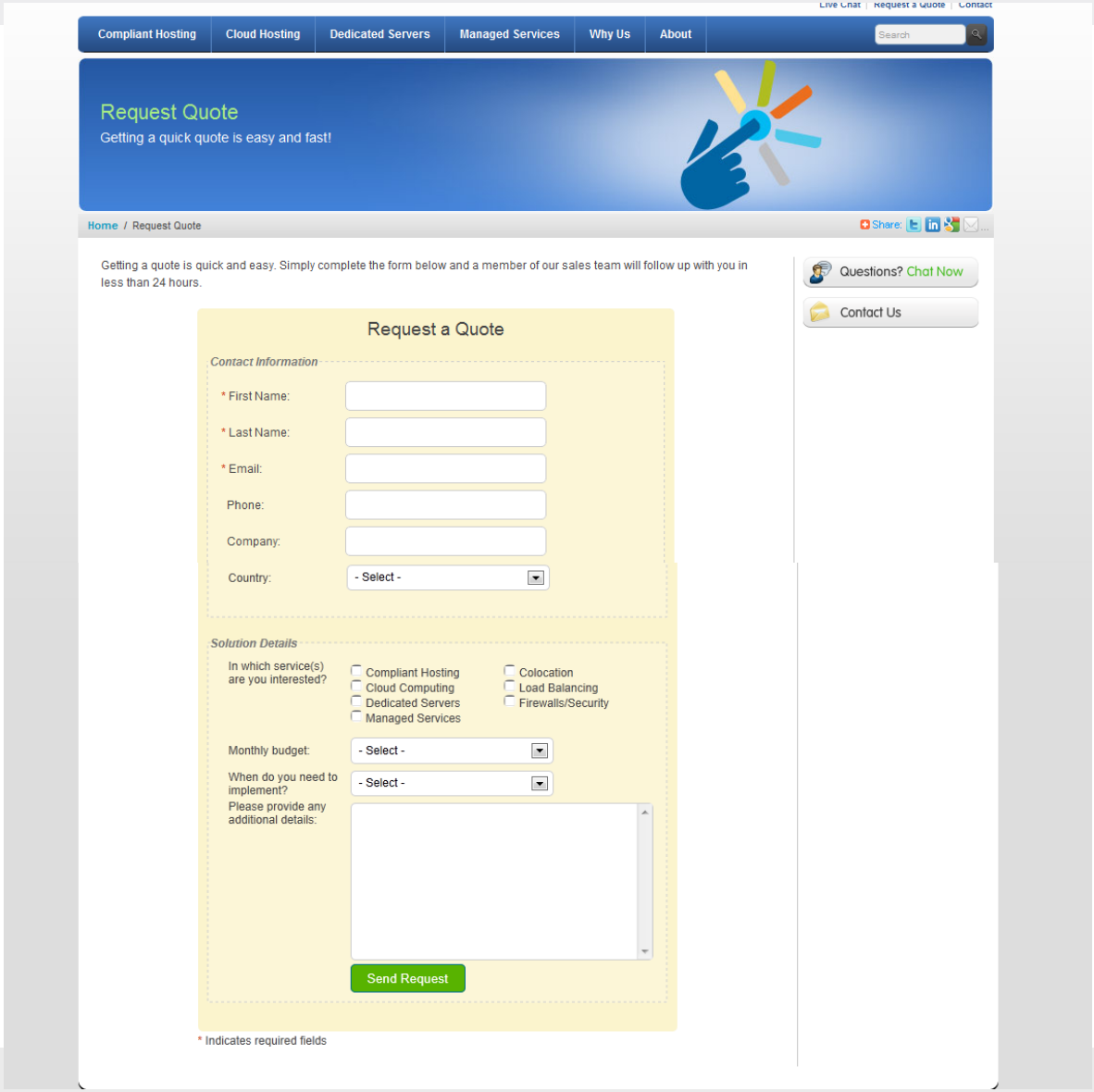

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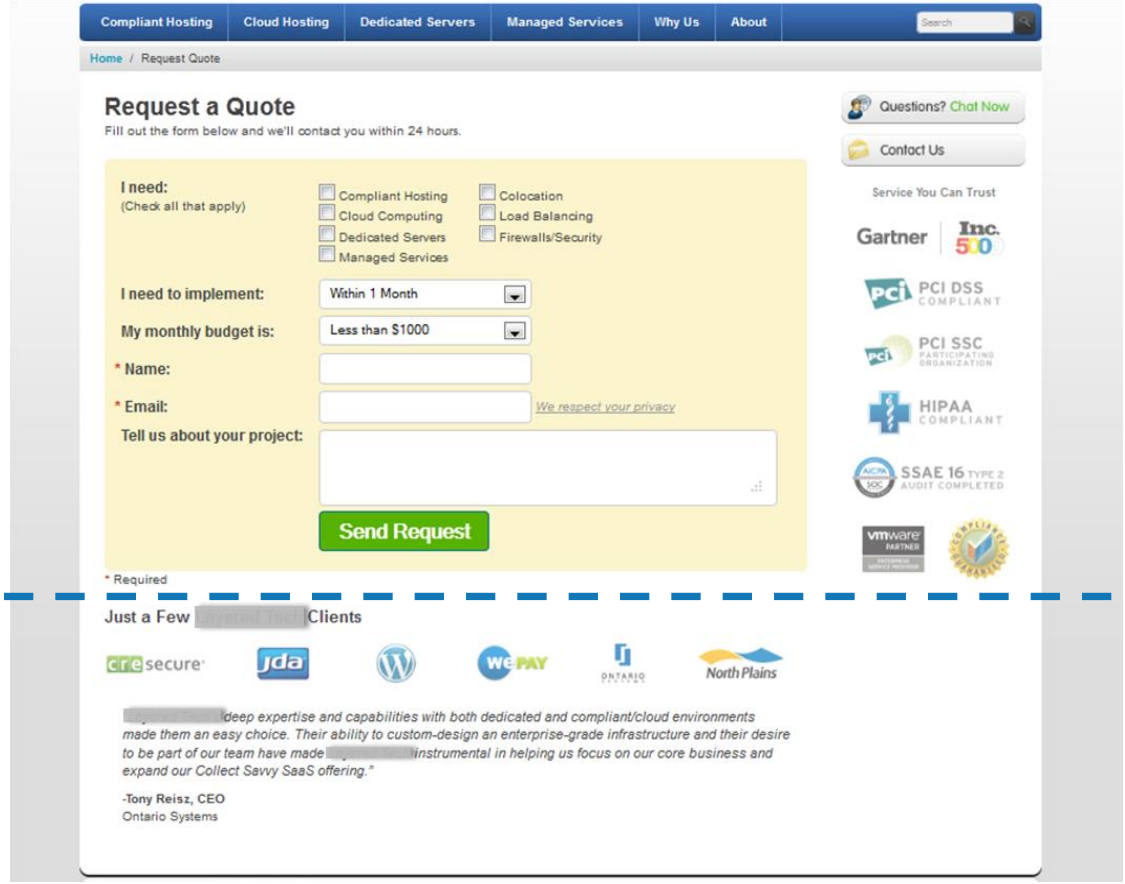

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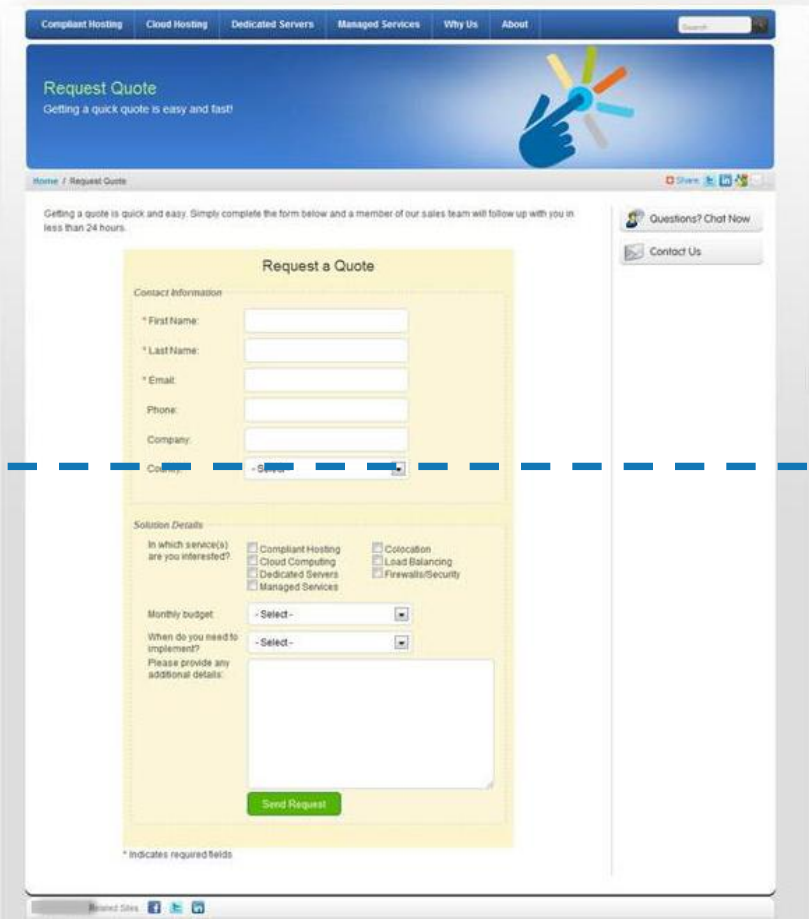

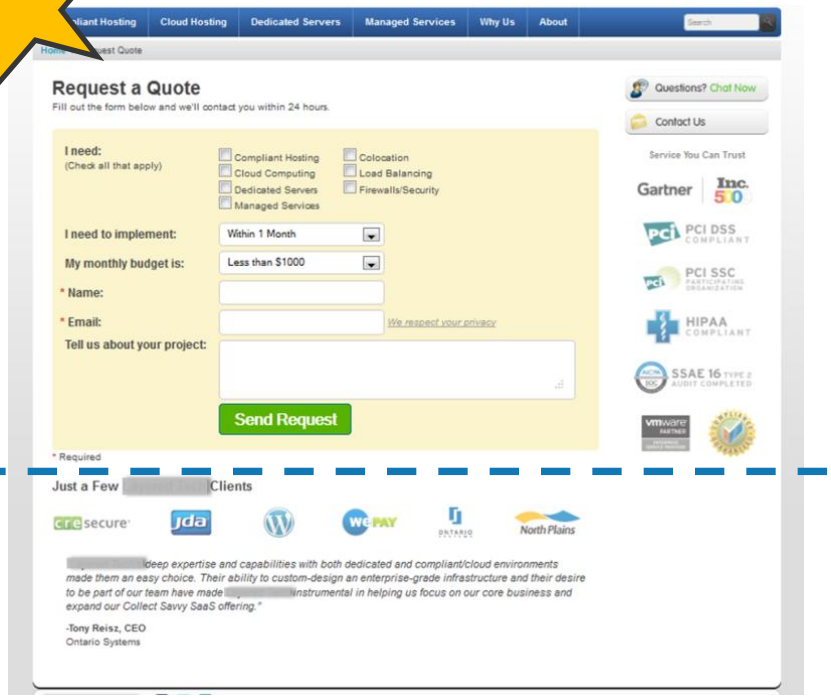

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What Can This Mean for YOU?

Revenue = T x CR x VC

T = 10,000 Visitors/mo

CR = ~~2%~~ 4%

VC = $500

10,000 x ~~2%~~ 4% x $500 = ~~$100,000/mo~~ $200,000

What Can This Mean for YOU?

Revenue = T x CR x VC

T = ~~10,000~~ 15,000 Visitors/mo

CR = 4%

VC = $500

~~10,000~~ 15,000 x 4% x $500 = ~~$200,000/mo~~ $300,000

Keep the Conversation Going:

@TheresaBaiocco

TheresaBaiocco

Theresa@ConversionMax.com