

SEM Coaching 66

Conversion Rate Analysis Optimization



Introduction

- Conversion rate refers to the number of visitors who respond to a specific 'call-to-action'. The higher the conversion rate, the more successful and profitable an online campaign
- How well a campaign converts primarily depends on the strength of the 'call-to-action' or offer
- However, other elements can also affect conversion:
 - Offer Headline and Benefits
 - Images
 - Landing page layout
 - Type and No. of Form Fields etc.



GetHotJar – Conversion Optimization & Analytics Tool





Reviews

Features

Ideal For

Plans

Contact

SIGN UP NOW

SIGN IN

All-in-one Analytics and Feedback.

Hotjar is a new and easy way to truly understand your web and mobile site visitors.
Identify your hottest opportunities for improvement using:



HEATMAPS



RECORDINGS



FUNNELS



FORMS



POLLS



SURVEYS



RECRUITERS

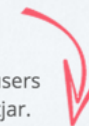
SIGN UP NOW (It's free!)

No credit card required.

From startups to million-dollar companies...
45,396 Organizations in 174 countries improve their sites with Hotjar.



See what our users
say about Hotjar.



<http://www.gethotjar.com>

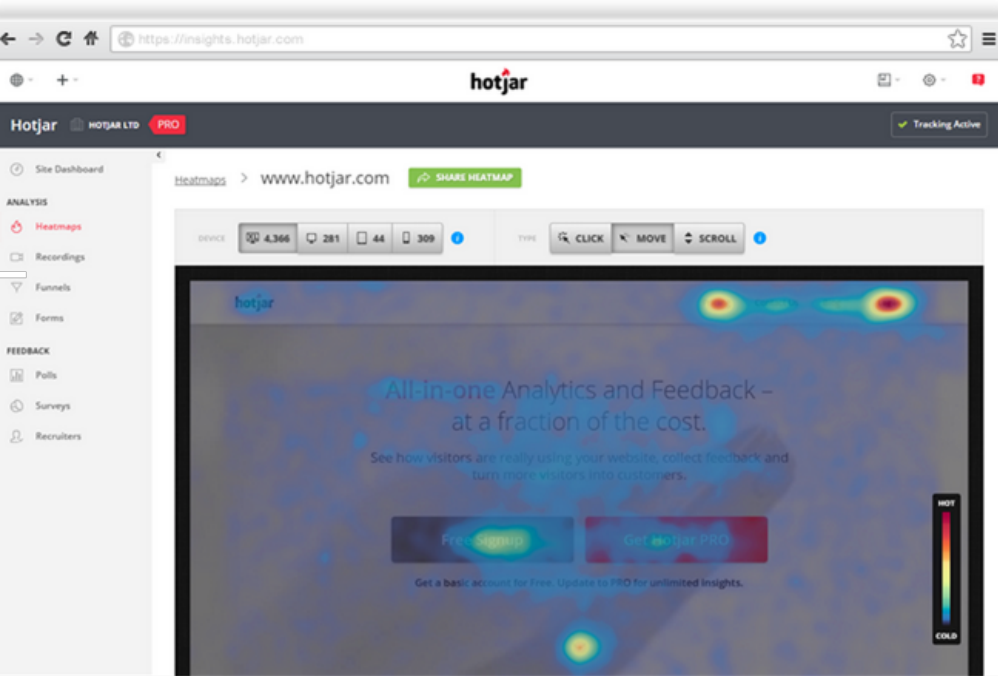


GetHotJar – Major Features



Heat Map

Everything you need in one unified platform.



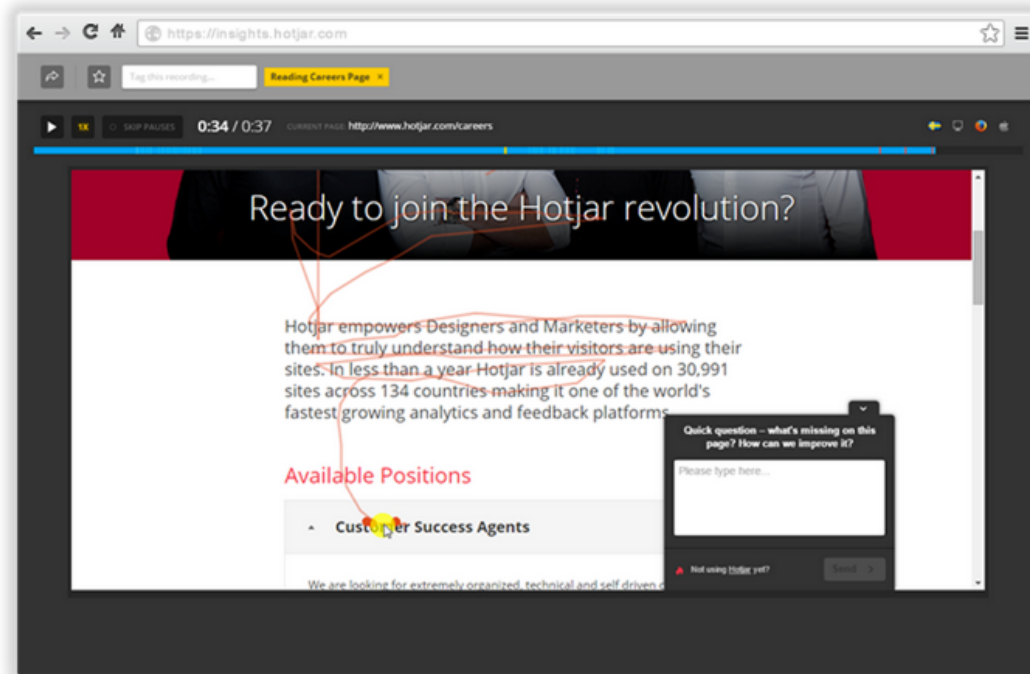
Heatmaps

Understand what users want, care about and do on your site by visually representing their clicks, taps and scrolling behavior - which are the strongest indicators of visitor motivation and desire.

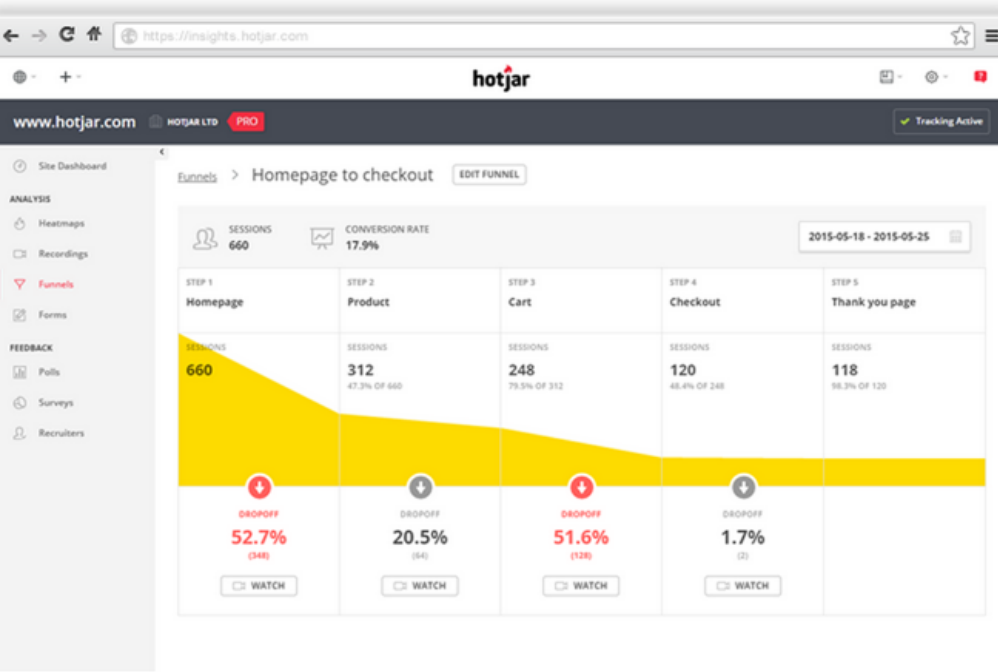
Visitor Recordings

Visitor Recordings

Eliminate guesswork with recordings of real visitor behaviour on your site. By seeing your visitor's clicks, taps, mouse movements you can identify usability issues on the fly.



Conversion Funnel Analysis



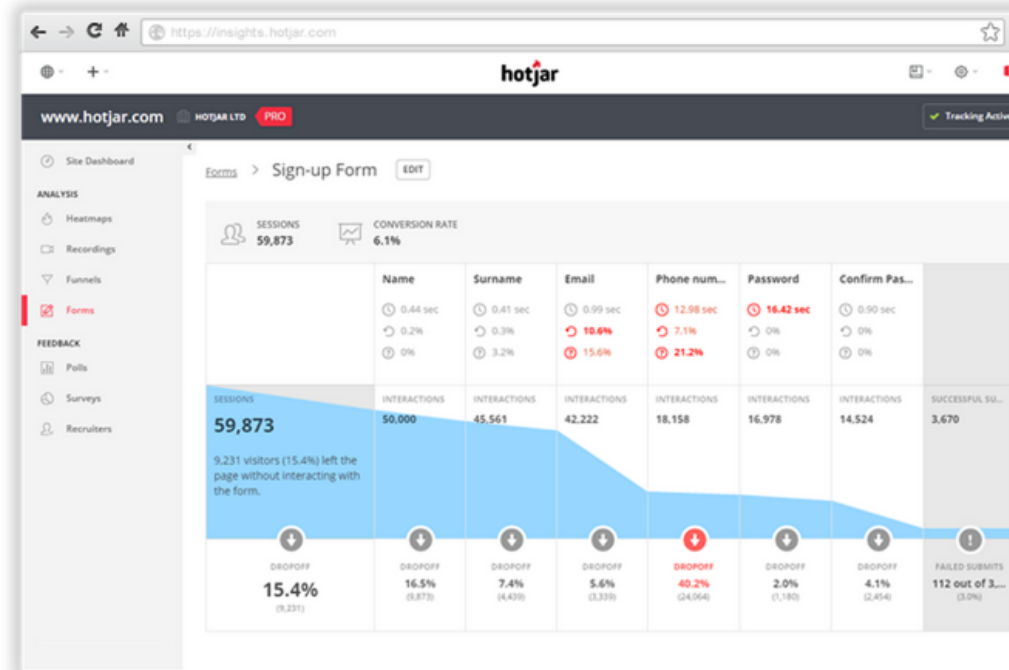
Conversion Funnels

Find the biggest opportunities for improvement and testing by identifying on which page and at which step most visitors are leaving your site.

Form Analytics

Form Analytics

Improve online form completion rates by discovering which fields take too long to fill, which are left blank, and why your visitors abandon your form and page.



'Live' Demo



Questions?

