
LU7 - Website & Landing Page Conversion Optimisation

Best practises & Heuristic principles of Conversion Rate Optimisation

CRO is a great framework to follow to improve on your business' the effectiveness of your online presence converting traffic to customers, here are some rules you can apply directly without the need to measure and A/B test first!

Appearance

Avoid meaningless extra design elements

Visual Hierarchy follows Information Hierarchy

Navigation Menu should be visible and contrasted against the rest of the page

Invest in High Quality content such as photos, videos and copywriting

The screenshot shows a dark-themed web page for Campaign Monitor. At the top is a navigation menu with links: Products, Pricing, Resources, Customers, Gallery, Agencies, Contact us, Log in, and Sign up. The main heading is 'Request a live demo.' followed by the subtext 'Fill out your details to get a live demo of Campaign Monitor.' Below this is a form with the following fields: First Name, Last Name, Company Email Address, Company Name, Phone Number, Job Title, and Company Size (a dropdown menu). There is a checkbox for 'Check this box to receive helpful marketing tips from Campaign Monitor. Visit our Preference Center at any time to update your subscription settings or unsubscribe.' and a 'Submit' button. At the bottom of the form area, it says 'Visit our Privacy Statement to learn more about how we process your data and your rights as a data subject.' and 'protected by reCAPTCHA Privacy Terms'. To the right of the form is a photo of a smiling man wearing a beanie and a t-shirt with the Jaybird logo. Below the photo is a quote: 'Email Marketing is driving massive revenue for our business.' attributed to 'Brian Orlinking, CMO, Jaybird'. At the very bottom, it says 'Or call +1-888-533-8098 to speak to sales directly.'

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Copy

Use as few words as possible

Avoid superlatives and use specifics.

Avoid the use of buzzwords and jargon

Consistent tone of voice across all online channels

Bad USPs

- "We improve effectiveness and productivity."
- "Excellence in quality and service."
- "Online billing software specially designed for small and medium businesses."

Good USPs

- "Increase writing speed by 2x with our tool."
- "Our clients need excellent quality in services. That's why they hire us."
- "Professional invoices in 10 seconds."

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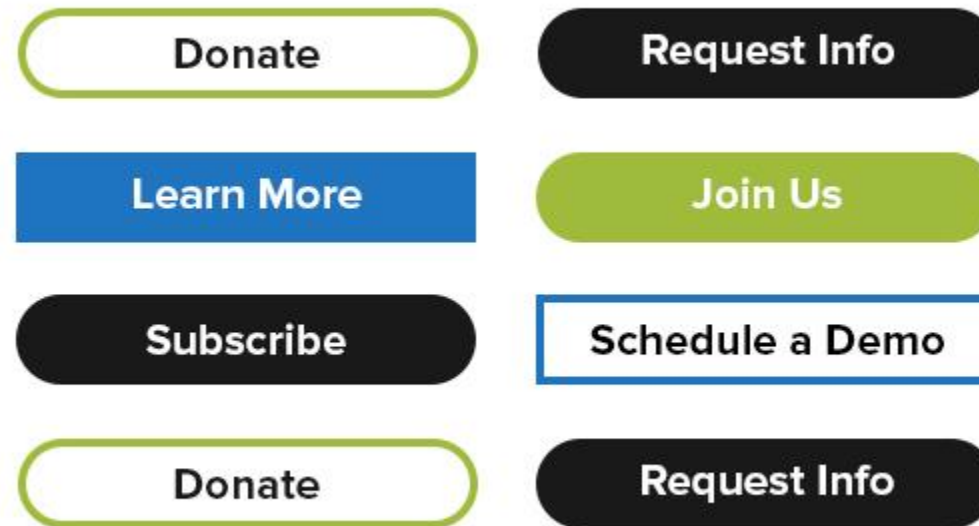
CTA & Value Proposition

CTAs must be prominent and visual buttons are better than just links

Highlight CTA with visual cues

Product Page must have a CTA button

Call-to-Action should be read and understood under 5 seconds



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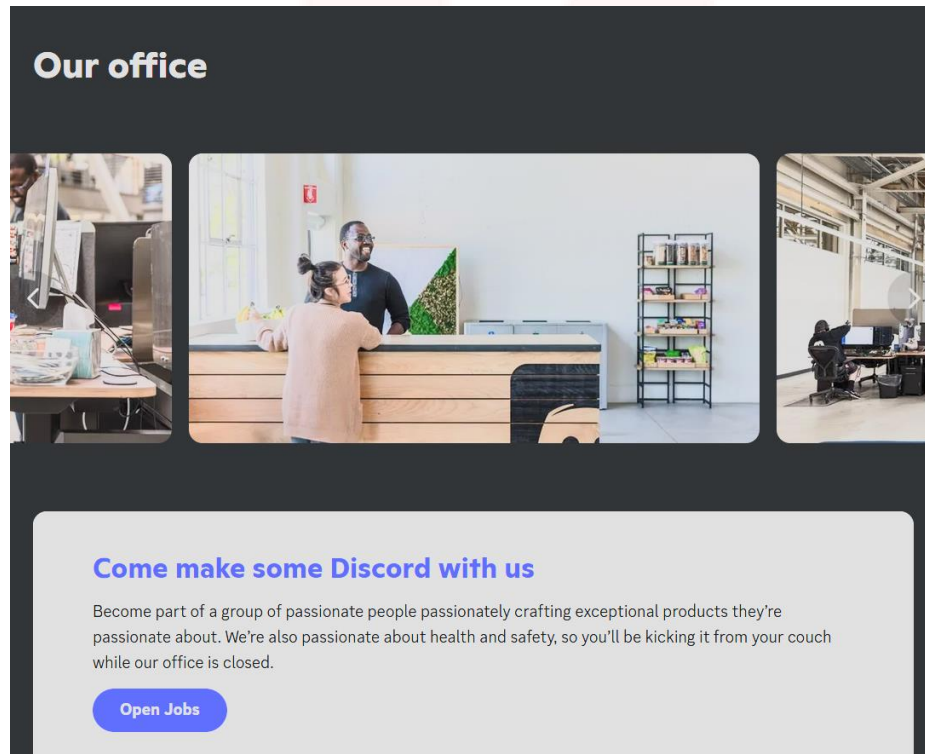
Credibility

Maintain a modern relevant design

NO Copywriting Errors

Refund, Refund & Shipping policies should be visibly displayed

Show the “real” company & people behind the site



Discord shows the inside of their offices, and their collaborative environment they work in.

This helps to increase confidence in users who are first discovering

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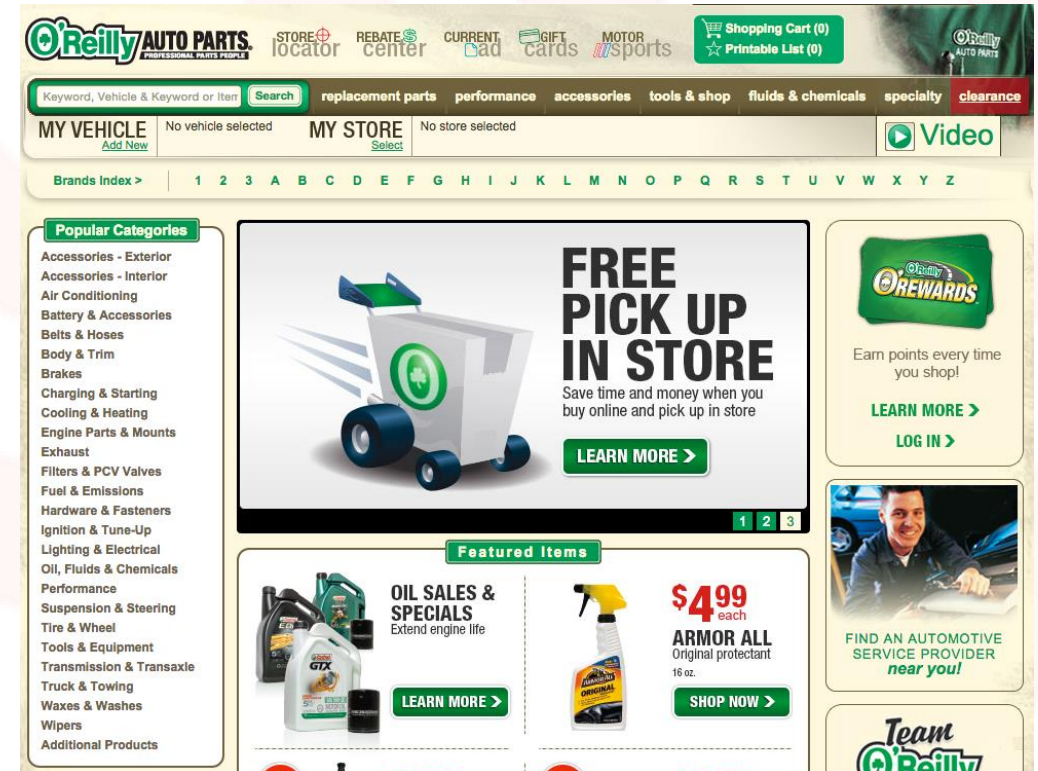
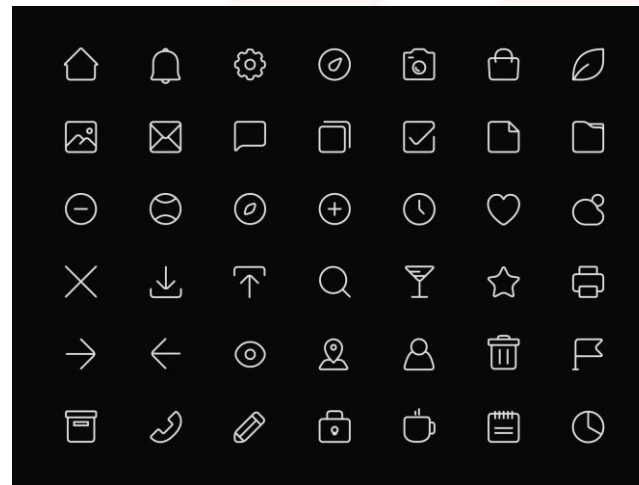
Usability

Use universally accepted icons

Logo must be on top left corner of page

Logo must be clickable and always leads to home

Limit Navigation options to 1-2 words



Evaluating digital marketing campaign setup to determine probability of conversions

#1 Mindset of an Optimizer

Accept this hard truths:

- Your opinion doesn't matter
- You don't know what will work
- There are no magic templates for higher conversions

Evaluating digital marketing campaign setup to determine probability of conversions

Back your guesses with data to become educated hypotheses

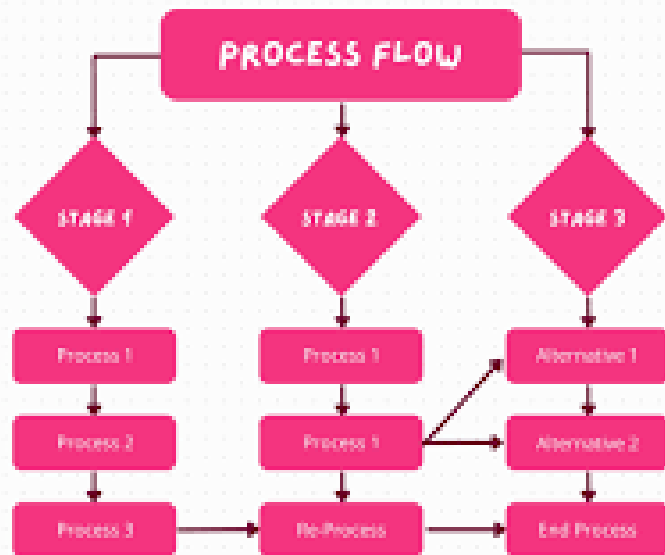
- Set goals
- → Set up measurement and gather data
- → Analyze data
- → Turn data into insights
- → Turn insights into prioritized hypotheses
- → Test your hypotheses
- → Get data from tests
- → Back to data analysis.
- Repeat *Ad Nauseum*

Conversion Research

Step 1. Technical analysis	Step 2. Heuristic analysis	Step 3. Web analytics analysis	Step 4. Mouse tracking analysis
<ul style="list-style-type: none">• Cross-browser testing• Cross-device testing• Conversion rate per device / browser• Speed analysis	<ul style="list-style-type: none">• Identify “areas of interest”• Check key pages for relevancy, motivation, friction issues	<ul style="list-style-type: none">• Analytics health check: is everything being measured, is everything accurate• Set up measurement for KPIs• Identify leaks	<ul style="list-style-type: none">• Heat maps & click maps• Scroll maps• User session video replays

Step 5. Qualitative research / surveys	Step 6. User testing	Step 7. Copy testing
<ul style="list-style-type: none">• Customer surveys• Web traffic surveys• Chat logs• Interviews	<ul style="list-style-type: none">• Identify usability & clarity issues, sources of friction	<ul style="list-style-type: none">• Copy is the biggest driver of conversions in most cases.

Google Analytics for Conversion Optimisation



Determine the actions you want a a user to take. E.g.

- Click on 'add to cart',
- change sort order from 'featured' to 'best-selling',
- narrow down product selection via price filters,
- use site search,
- join email list

Google Analytics for Conversion Optimisation

Create custom explorations to using these actions as metrics & split by segments

The screenshot shows the Google Analytics 'Free-form 1' exploration interface. The left sidebar contains the following configuration:

- EXPLORATION NAME:** Untitled exploration
- DATE RANGE:** Last 30 days (9 Feb - 9 Mar 2024)
- SEGMENTS:** (Empty)
- DIMENSIONS:** Session source/medium, Screen resolution
- METRICS:** Items added to cart
- ROWS:** Session source/medium
- START ROW:** 1
- SHOW ROWS:** 10
- NESTED ROWS:** No
- COLUMNS:** Screen resolution
- START COLUMN GROUP:** 1

The main table displays the following data:

	393x852	430x932	390x844	428x926	1920x1080	Totals
Screen resolution						
Session source/medium	Items added to cart	Items added to cart	Items added to cart	Items added to cart	Items added to cart	Items added to cart
Totals	346 15.0% of total	319 13.8% of total	318 13.8% of total	187 8.1% of total	135 5.8% of total	2,311 100.0% of total
1 google / cpc	45	46	71	45	40	56
2 google / organic	90	40	56	30	38	51
3 (direct) / (none)	80	44	56	25	28	37
4 facebook / cpc	67	57	47	40	0	35
5 Klaviyo / campaign	8	67	34	6	7	14
6 (not set)	35	21	13	15	1	10
7 l.instagram.com / referral	10	10	25	20	0	6
8 m.facebook.com / referral	2	10	2	4	0	2
9 Klaviyo / flow	1	5	3	0	0	2
10 bing / organic	0	0	0	0	7	1

Create a checklist to find where performance is particularly poor

- Check the funnel performance
- Check conversions per browser version
- Check conversions and bounce rate per device
- Identify high traffic & high bounce / high exit rate pages
- High traffic / High bounce / Low conversion Landing Pages
- Which screen resolution boosts bounce rates?
- High traffic / Low speed Pages
- Check user flows
- Look at conversions per traffic source
- Analyze new vs returning

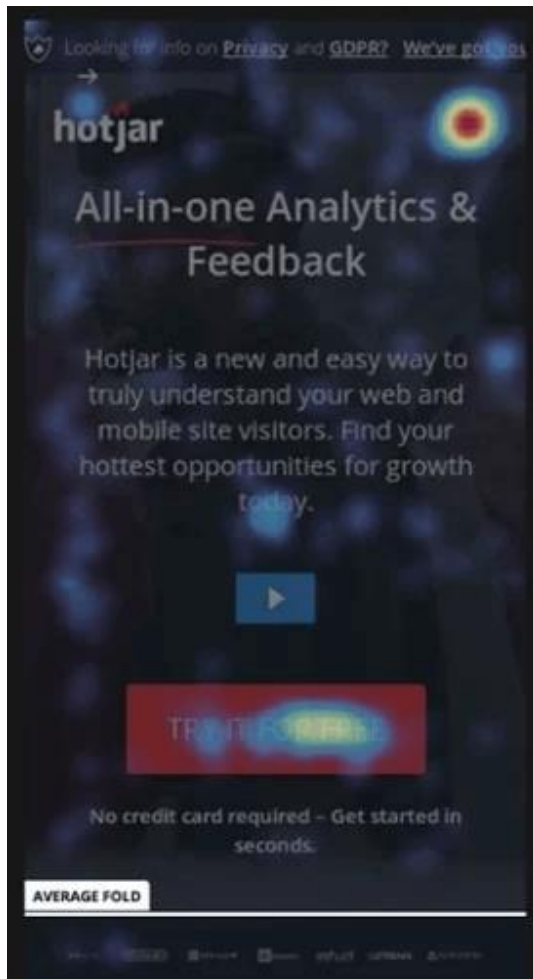
Understanding Mouse Tracking and Heat Maps

- Mouse tracking and heat maps provide insights into user behavior on your website by visualizing their interactions.
- Different tools may use different terminology, so it's crucial to understand the specific features and definitions used by each tool.
- For meaningful results, ensure a sufficient sample size, typically 2000-3000 pageviews per design screen.

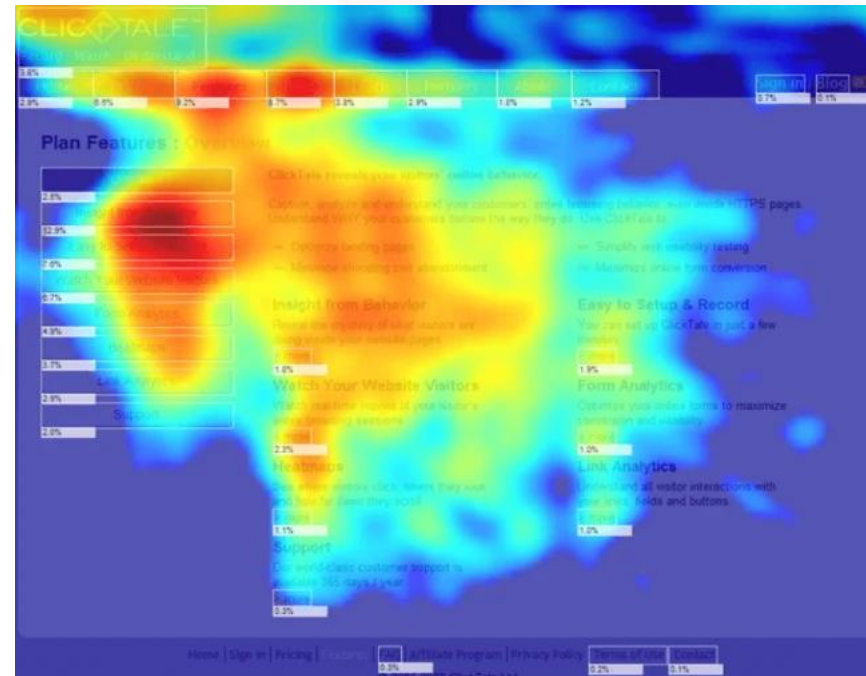
Types of Heat Maps and Their Uses

- Heat Maps: Represent data with colors indicating levels of activity; however, their accuracy, especially for hover maps, can be questionable.

Heat maps



Heat Maps: Represent data with colors indicating levels of activity; however, their accuracy, especially for hover maps, can be questionable.



Click Maps: Show aggregated data of where users click, revealing potential areas for improvement, including identifying non-link elements that receive clicks.



ScrollMaps: Highlight areas viewed the most, considering screen sizes and scrolling, useful for assessing design effectiveness.

Learning from Customers (Qualitative Surveys or Primary Research)

How to get feedback from people?

- Start with online surveys to gather their profiles
- Select those matching ideal customer profile and interview them for more in-depth information
- Ideally get 100 survey responses and about 5-10 interviews

Asking the right questions

- What can you say about yourself? Watch how they self-identify. Get the demographical & lifestyle data, and see if there are any trends (e.g. generational socioeconomic, etc). If you've got a B2B business, ask about their industry and position in the company (and who makes the decision!)
- What are you using [your product] for? What problem does it solve for you? Here you want to make sure you understand their problem. You might discover some unintended uses as well.
- How is your life better thanks to it? Which tangible improvements in your life or business have you seen? This will tell you the end-benefit your product provides in the words of your customers. If some say really nice things, hit them up for testimonials or case studies afterwards.

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- What are you using [product] for? What problem does it solve for you?
- How is your life better thanks to it? Which tangible improvements in your life or business have you seen?

Motivate more survey responses

- Coffee Gift cards or cash equivalent vouchers helps compensate them for their time







Google Ads Best Practises

Search Ads for Search Only



To avoid running
search only ads on Google Display
Network, skip objectives and
choose Search Campaign type

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

 Sales Drive sales online, in app, by phone or in store	 Leads Get leads and other conversions by encouraging customers to take action	 Website traffic Get the right people to visit your website
 Awareness and consideration Reach a broad audience and build interest in your products or brand	 Local store visits and promotions Drive visits to local shops, including restaurants and dealerships.	 Create a campaign without a goal's guidance Choose a campaign type first, without a recommendation based on your objective.

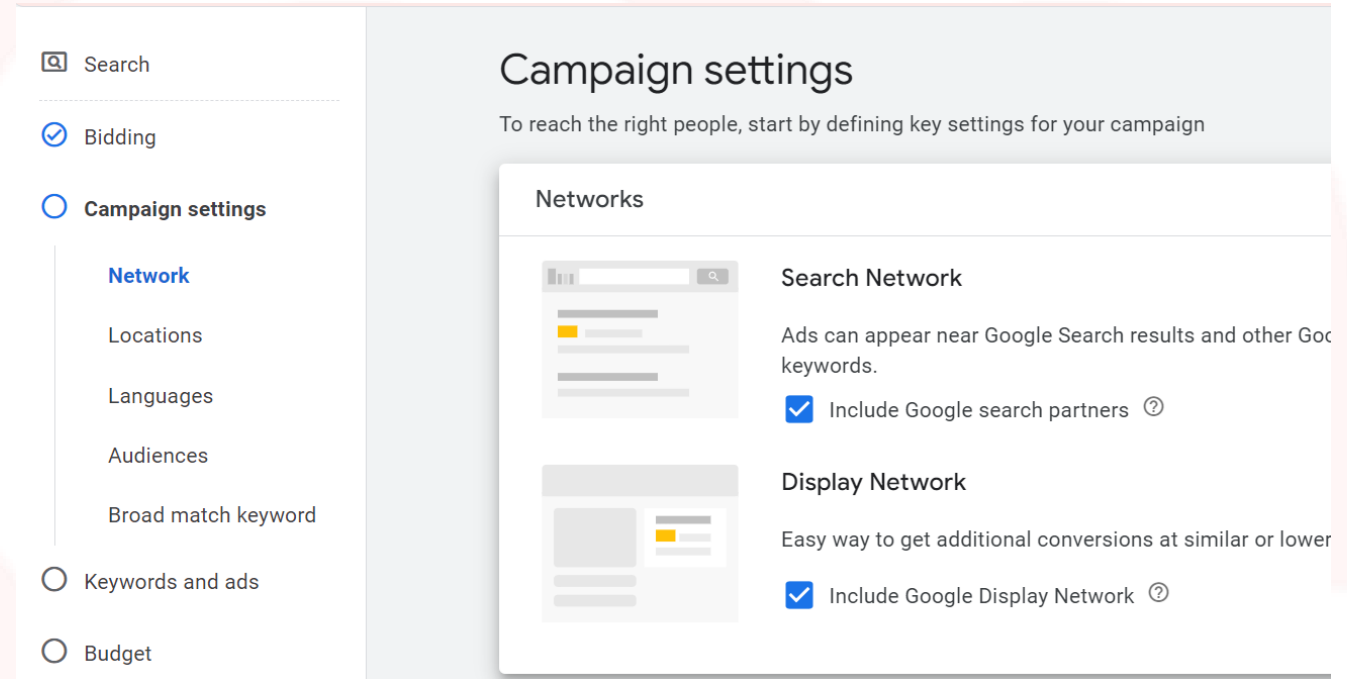
Select a campaign type

 Search Get in front of high-intent customers at the right time on Google Search	 Perform Reach au Google w how it works
--	---

Search Ads for Search Only

Also uncheck Include Google Search Partners

& Google Display Network (again)



Campaign settings
To reach the right people, start by defining key settings for your campaign

Search

- ☒ Bidding
- ☐ Campaign settings
 - Network**
 - Locations
 - Languages
 - Audiences
 - Broad match keyword
- ☐ Keywords and ads
- ☐ Budget

Networks

Search Network
Ads can appear near Google Search results and other Google keywords.
☒ Include Google search partners ⓘ

Display Network
Easy way to get additional conversions at similar or lower cost.
☒ Include Google Display Network ⓘ

Location Targeting – Singapore Only

If you are marketing to Singapore, unhide Location Options to change Presence only as there's way too much people interested in Singapore but not your customers

Locations

Select locations to target ?

☐ All countries and territories

☒ Singapore

☐ Enter another location

^ [Location options](#)

Target ?

☐ Presence or interest: People in, regularly in or who've shown interest i

☒ Presence: People in or regularly in your targeted locations

Audience Segments

- DO NOT use them for brand awareness, when you have insufficient data to create meaningful customer segments or is exploring/testing

Audience segments

Select audience segments to add to your campaign. You can create new Your

Search

Browse

Who they are
(Detailed demographics)



What their interests and habits are
(Affinity)



What they're actively researching or planning
(In-market)



How they've interacted with your business
(Your data segments)



Your combined audience segments
(Combined segments)



Audience Segments

- DO use them when;
- You have a specific segments in mind
- You have a lot of existing customer base
- You are targeting specific interests

Audience segments

Select audience segments to add to your campaign. You can create new Your

Search

Browse

Who they are
(Detailed demographics)



What their interests and habits are
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What they're actively researching or planning
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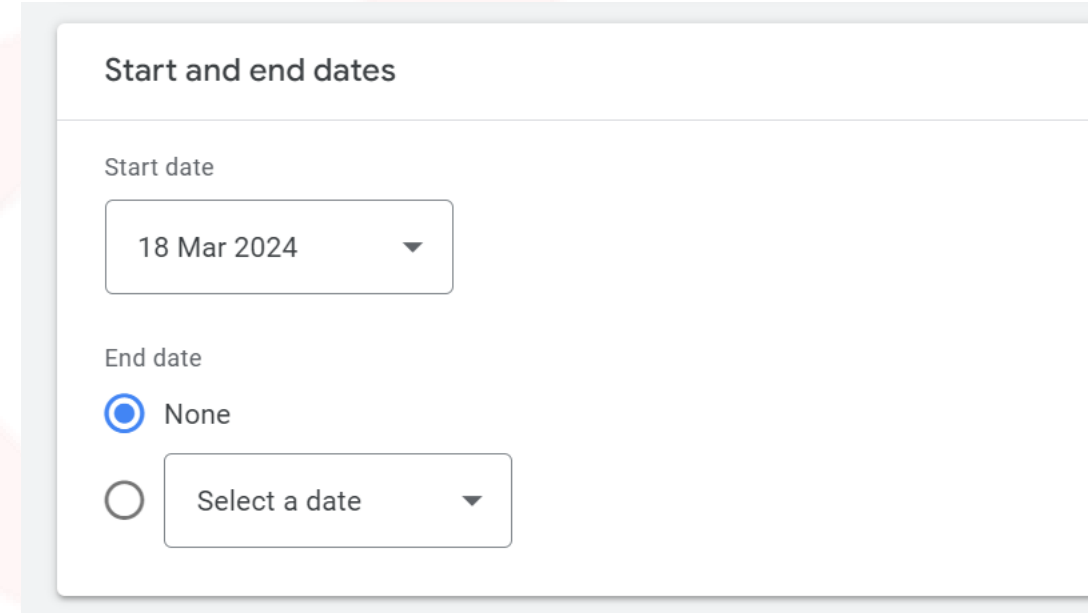
Your combined audience segments
(Combined segments)



Always set an end date for campaigns

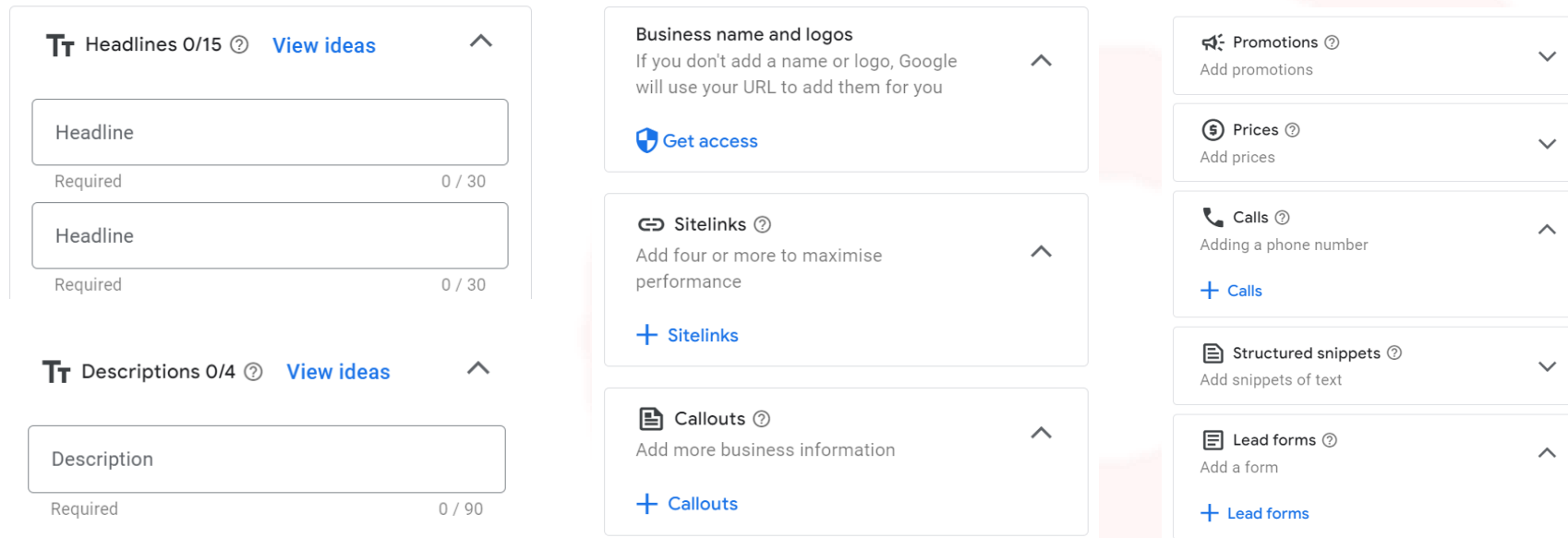
Even for evergreen campaigns, a specific end date ensures you don't forget and overrun.

You can also check the ad results when updating end date
This is under More Settings below Broad Match Keyword




The screenshot shows the 'Start and end dates' configuration panel in Google Ads. It includes a 'Start date' dropdown menu set to '18 Mar 2024' and an 'End date' section with two options: 'None' (selected with a blue radio button) and 'Select a date' (unselected with a grey radio button).

Google Ads Best Practises



The screenshot displays the Google Ads asset creation interface, organized into three main columns. The left column contains 'Headlines' (0/15) and 'Descriptions' (0/4) sections, each with a 'View ideas' link and a 'Required' status indicator. The middle column features 'Business name and logos', 'Sitelinks' (0/4), and 'Callouts' (0/4) sections, each with a 'Get access' or '+ Callouts' link. The right column includes 'Promotions', 'Prices', 'Calls', 'Structured snippets', and 'Lead forms' sections, each with a '+' link to add the respective asset. The background of the interface is a light pink color with a large, faint, stylized 'A' logo.


Headlines 0/15 [View ideas](#) 

Headline

Required 0 / 30


Headline

Required 0 / 30

Descriptions 0/4 [View ideas](#) 


Description

Required 0 / 90

Business name and logos 


If you don't add a name or logo, Google will use your URL to add them for you

[Get access](#)

Sitelinks 


Add four or more to maximise performance

[+ Sitelinks](#)


Callouts 

Add more business information


[+ Callouts](#)

Promotions 

Add promotions


Prices 

Add prices


Calls 

Adding a phone number

[+ Calls](#)

Structured snippets 

Add snippets of text

Lead forms 

Add a form

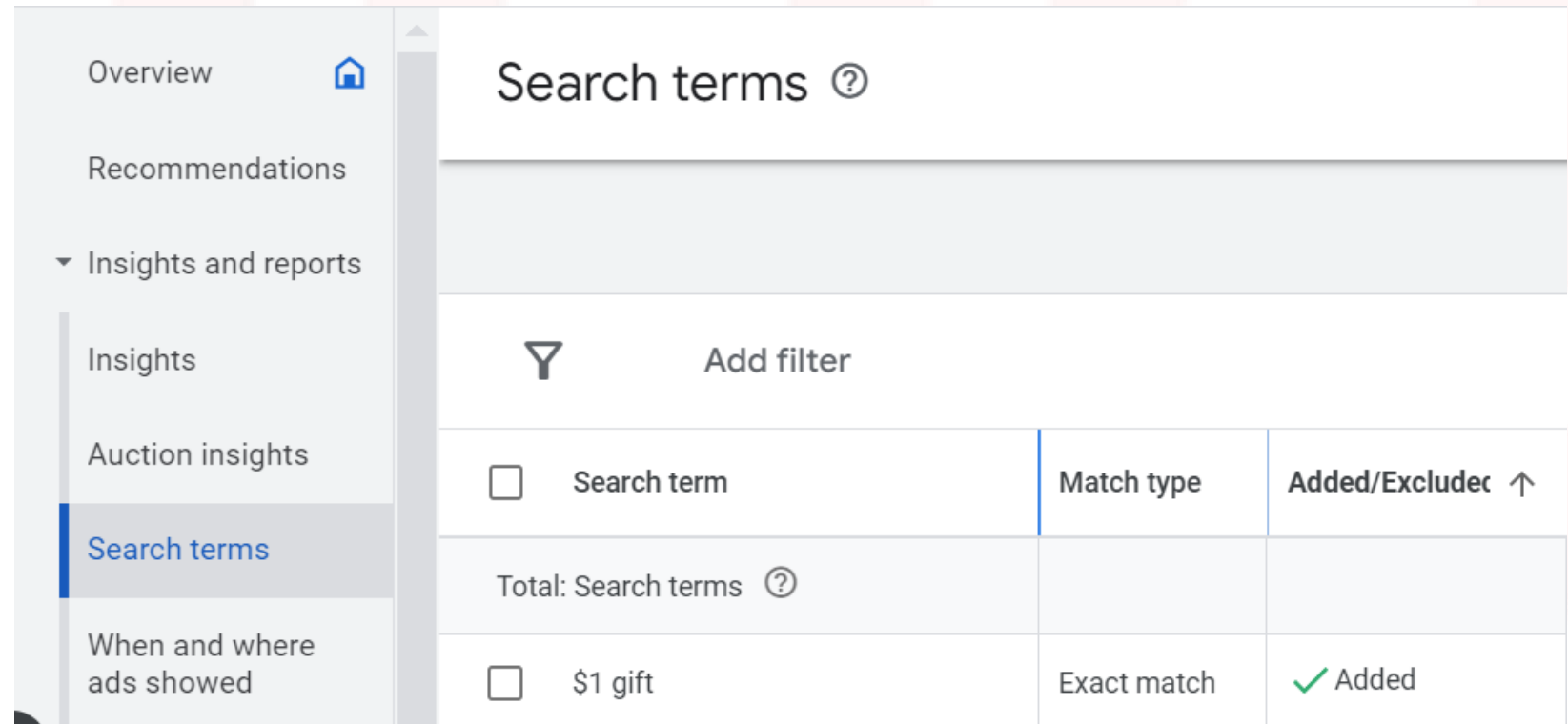
[+ Lead forms](#)

Maximize all assets

- On top of using responsive ads, use all the available options
- Use all 15 headlines, 4 descriptions and fill all possible assets
- This gives Google ability to create more combinations from your assets to maximise clicks

Review Search Terms

- Search Terms are what traffic actually key in
- Review to remove unwanted regularly
- Add relevant ones as keywords



The screenshot shows the Google Ads 'Search terms' interface. On the left is a sidebar with navigation options: Overview, Recommendations, Insights and reports (expanded), Insights, Auction insights, Search terms (selected), and When and where ads showed. The main area is titled 'Search terms' with a help icon. Below the title is a filter icon and the text 'Add filter'. A table displays the search terms data.

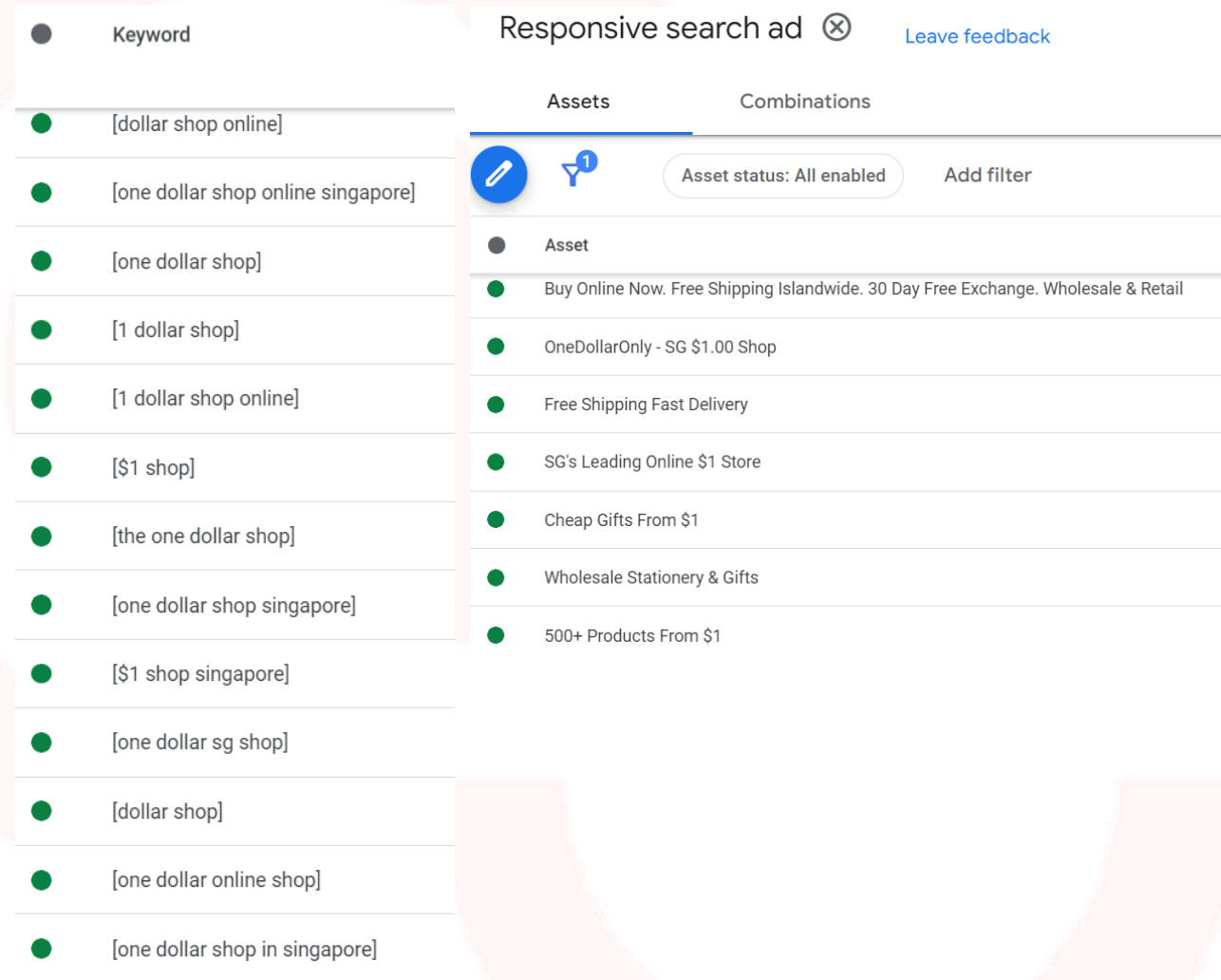
<input type="checkbox"/>	Search term	Match type	Added/Excluded ↑
Total: Search terms ?			
<input type="checkbox"/>	\$1 gift	Exact match	✓ Added

- Quality Score (QS) determines relevancy of ads to click-through traffic
- Low QS keywords can be optimised with better ad copy & custom landing pages
- High QS reduces ad cost by up to 4x competition

25

SKAG – Single Keyword Adgroup

- Create an adgroup for each top performing keyword
- This lets you create specific and more relevant ad copy to answer the keyword



The screenshot displays the Google Ads interface for a Responsive search ad. On the left, a list of keywords is shown under the heading "Keyword". On the right, the "Responsive search ad" configuration is visible, including tabs for "Assets" and "Combinations".

Keyword List:

- [dollar shop online]
- [one dollar shop online singapore]
- [one dollar shop]
- [1 dollar shop]
- [1 dollar shop online]
- [\$1 shop]
- [the one dollar shop]
- [one dollar shop singapore]
- [\$1 shop singapore]
- [one dollar sg shop]
- [dollar shop]
- [one dollar online shop]
- [one dollar shop in singapore]

Responsive search ad Configuration:

- Assets:** A list of ad assets is shown, including "Buy Online Now. Free Shipping Islandwide. 30 Day Free Exchange. Wholesale & Retail", "OneDollarOnly - SG \$1.00 Shop", "Free Shipping Fast Delivery", "SG's Leading Online \$1 Store", "Cheap Gifts From \$1", "Wholesale Stationery & Gifts", and "500+ Products From \$1".
- Combinations:** The "Asset status: All enabled" button is visible, along with an "Add filter" option.

Separate Google Search & Display Networks

- Traffic's intent on Google Search is very different from Display Ads
- Most impressions and clicks on Display Networks are on irrelevant apps and games requiring click through to carry on gaming

Best Practises for Google Display Ads

Use Responsive Display Ads

- Responsive Display Ads uses individual logo, photo collaterals to generate ads suitable for various dimensions
- This improves experience and increase places where ads are shown

Example of your image ad at 160x600



General Contracting Services



Starting A New Project?
Contact Our
Commercial
Construction Team For
A Free Quote Today.



Example of your native ad at 480x120



Industrial Builders Is The
Region's Industrial &
Commercial Construction...

Ad Industrial Builders, Inc.

Learn More

Example of your image ad at 300x250



General Contracting Services



Starting A New Project? Contact
Our Commercial Construction
Team For A Free Quote Today.



Example of your text ad at 300x250

Industrial Builders, Inc.

Industrial Builders, Inc.

Industrial Builders Will Beat Your
Budget, Meet Your Deadlines, &
Exceed All Expectations.

LEARN MORE

Example of your image ad at 728x90



General Contracting Services

Starting A New Project?
Contact Our Commercial
Construction Team For A
Free Quote Today.



Best Practises for Google Display Ads

Only focus on 1 message per image

- Focusing on one clear message & utilizing concise content to create compelling and effective Google Ads banners that drive user engagement and encourage click-throughs to your landing page.



Best Practises for Google Display Ads

Add a CTA button

- Whilst not technically an actual button, this visual aid greatly increases CTA

