

# User Experience, Web Design & CRO

## Session 8

### **Tools and Tips for conversion improvement (Optimization)**



#### Contents:

1. Design accelerators for conversion
2. Tools to increase conversion: on-site and off-site tools : Landing Page & eMail tools, User Reviews, modal windows and other...
3. Voice of the Customer tools: surveys and social signals

# Session 8

## Tools & Tips for Conversion improvement (Optimization)

# Short readings

## Session 8 – Tools and Tips for conversion improvement (Optimization)

Other complementary readings are reflected in each slide of the session.

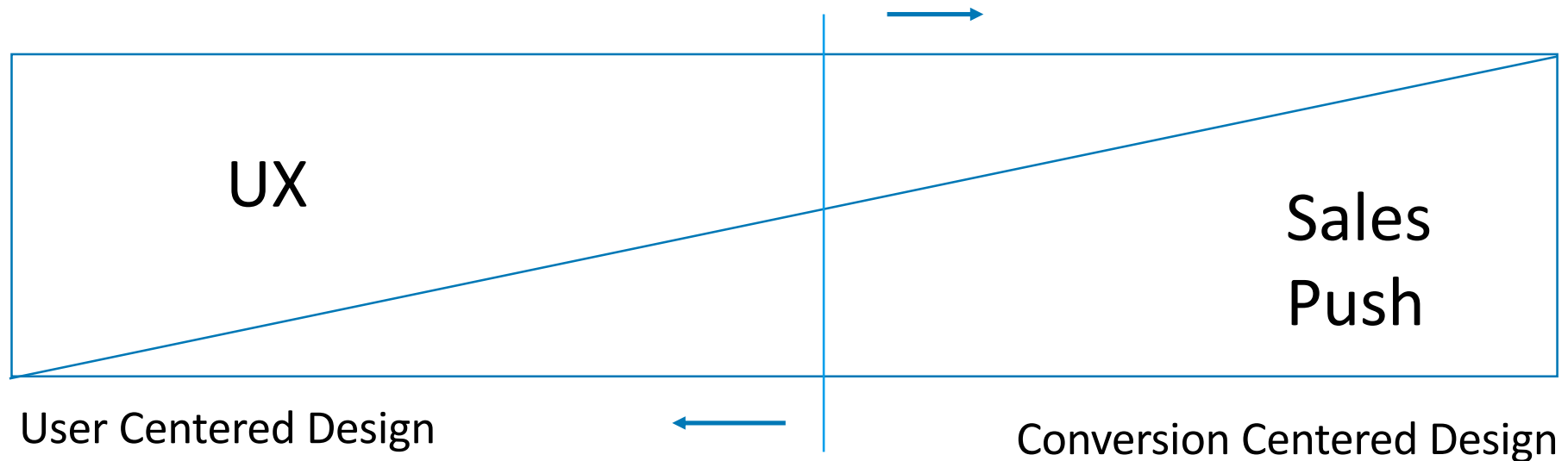
PDFs and other materials are uploaded in the Campus

1. “7 Tactics to boost your AOV (Average Order Value)”. Neil Patel.  
<https://neilpatel.com/blog/boost-average-order-value/>
2. Macro and Micro conversiones as Metrics in Analytics. Nielsen & Norman Group.  
<https://www.nngroup.com/videos/macro-microconversions-metrics-analytics/>

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# From human centric to conversion centric DESIGN



Examples of bad conversion practices

Reading: <https://www.nngroup.com/articles/shaming-users/>

Video: <https://www.nngroup.com/videos/shame-users-to-convert/>

UX and CRO hand in hand (reading): <https://icons8.com/articles/ux-cro-for-effective-content-strategy/>

# Design Accelerators for Conversion

- 1- Coherence & Consistency: Customer Map flow (from Paid Media to Sales)
- 2- Clear CTA – Gain always the next click!
- 3- Keep the KEY INFO in the first fold
- 4- Reduce funnel steps and guide through the process giving orientation
- 5- Simplify and shorten Forms
- 6- Brand Halo: brand presence + URL presence: giving security
- 7- Short copies and clear Action verbs in CTAs
- 8- Sense of urgency – Last unit / Last days / people looking at / etc...

# Design accelerators for Conversion

1- Keep consistent the Customer Journey flow (from Paid Media to end conversion)

2- Clear CTA – Gain always the next click (may have primary and secondary CTA)

“cheap car rental barajas– (SEM)”

The screenshot shows the Rentalcars.com website with a search form for car hire at Madrid Airport. The form includes fields for Pick-up Location (Madrid Airport (MAD), Madrid, Spain), Drop-off Date (Sat 11 Jan 2020), and Drop-off Time (10:00). It also features a grid of car rental brands like Alamo, Avis, Budget, Dollar, Enterprise, Europcar, Firefly, Flizzr, Goldcar, Hertz, InterRent, Keddy, OK, Rhodium, and Sixt. A prominent green 'Search' button is at the bottom right of the form.

The screenshot shows the eDreams website with a flight search form for London (LON). The form includes fields for Return (One-way, Multi-city), From (London), To (London), Departure, and Return. It also features a 'Search Flights' button and a 'Search Flight + Hotel' button.

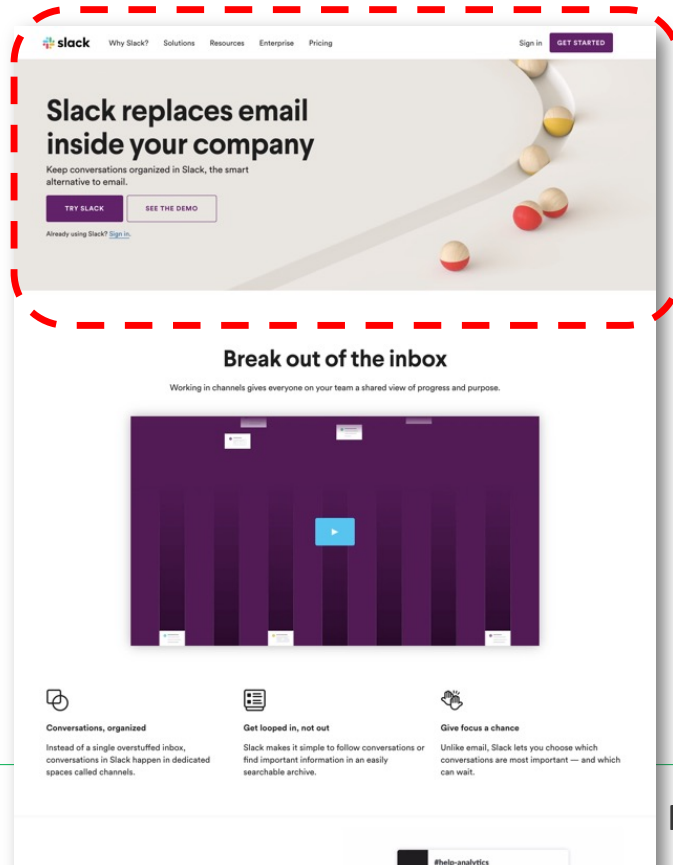
The screenshot shows the Rentalcars.com website with a search form for car hire at Heathrow Airport. The form includes fields for Pick-up Location (Heathrow Airport (LHR), London, United Kingdom), Drop-off Date (Thu 9 Jan 2020), and Drop-off Time (12:00). It also features a grid of car rental brands like Alamo, Avis, Budget, Enterprise, Europcar, Firefly, Flizzr, Goldcar, Hertz, InterRent, Keddy, OK, Rhodium, and Sixt. A prominent green 'Search' button is at the bottom right of the form.

The screenshot shows the Airbnb website with a search form for homes, hotels, and more. The form includes fields for WHERE (Anywhere), CHECK-IN (mm/dd/yyyy), CHECKOUT (mm/dd/yyyy), ADULTS (1 adult), and CHILDREN (0 children). It also features a prominent red 'Search' button and a 'Become a Host' link.

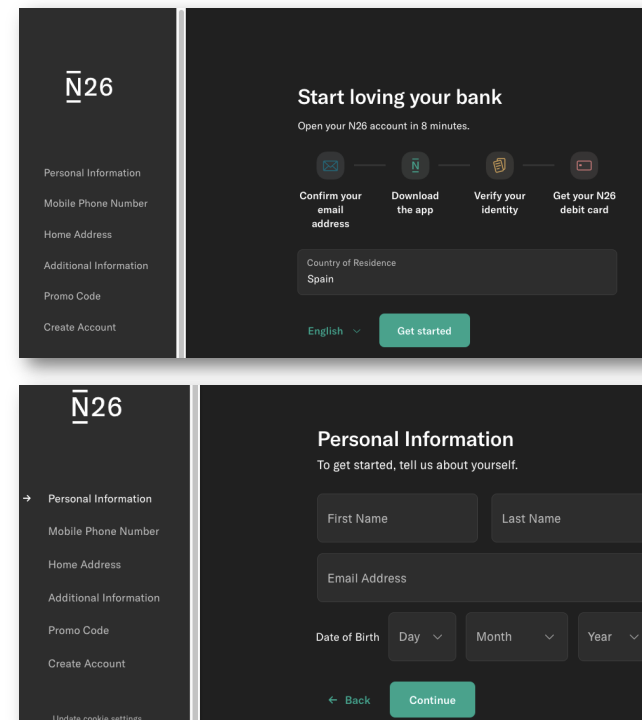
# Design accelerators for Conversion

## 3- Keep most of it in the first fold

“Slack website”



## 4- Reduce funnel steps and guide through the process giving orientation (N26)



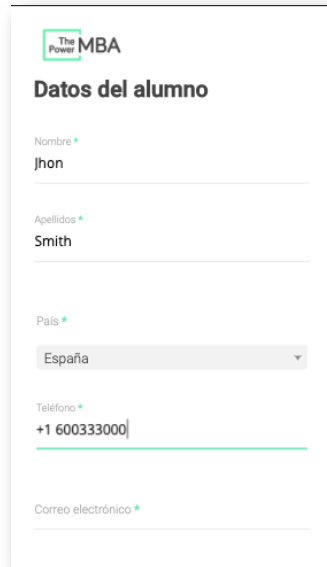
“N26 – overview of registration”

“N26 – step by step registration process”



# Design accelerators for Conversion

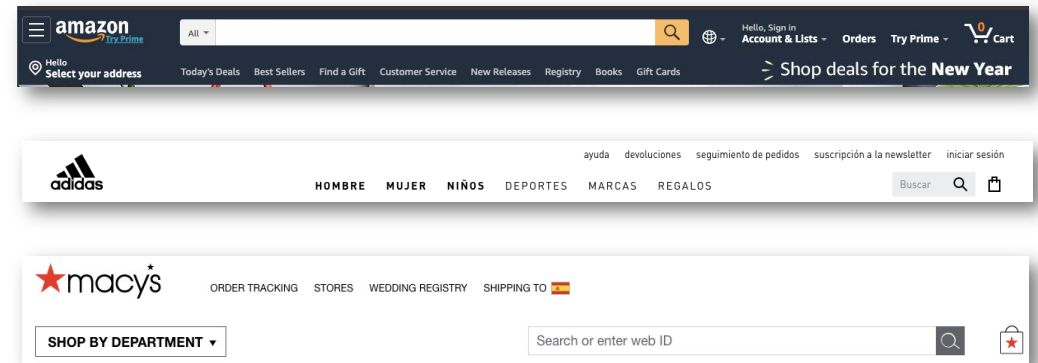
## 5- Simplify and shorten Forms “The Power MBA registration form”



The screenshot shows a registration form titled 'The Power MBA' with the subtitle 'Datos del alumno'. The form includes the following fields: 'Nombre' (First Name) with the value 'Jhon', 'Apellidos' (Last Name) with the value 'Smith', 'País' (Country) with a dropdown menu showing 'España', 'Teléfono' (Phone Number) with the value '+1 600333000', and 'Correo electrónico' (Email). Each field has a small green asterisk indicating it is required.

## 6- Brand Halo: brand presence + URL presence: giving security

“Amazon, Nike, Macys”



# Design accelerators for Conversion

7- Short copies and clear Action verbs in CTAs

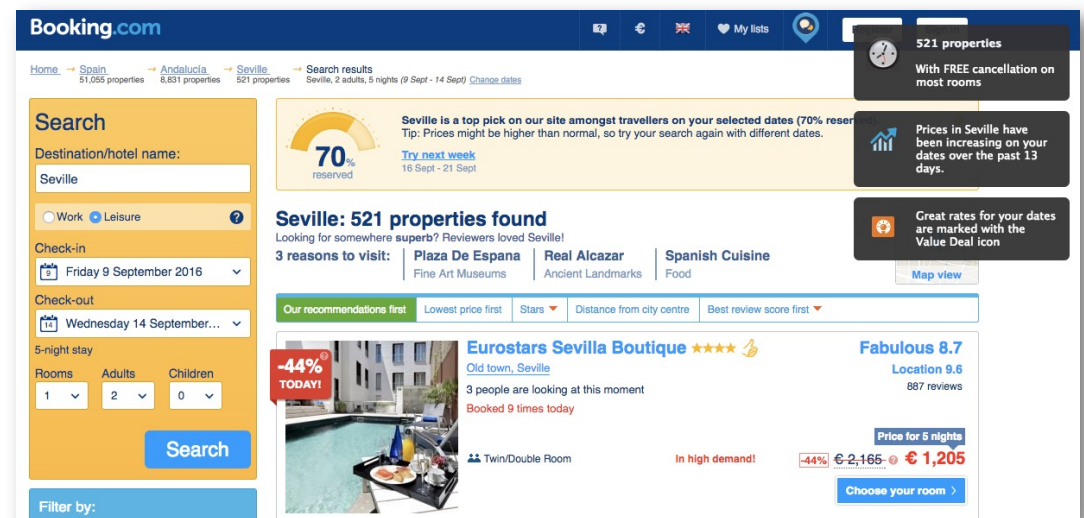
“100 Call to action keyword”

1. Act Now
2. Add to your
3. Apply today
4. Be sure to
5. Book now
6. Buy and Save
7. Buy Now
8. Call today
9. Check our
10. Check out
11. Check this out
12. Choose your
13. Click button
14. Click for more
15. Click Here
16. Come see our prices
17. Compare prices
18. Contact us
19. Contact us today
20. Discover
21. Do not buy unless
22. Don't forget to
23. Don't miss
24. Don't wait
25. Download now

26. Find Items
27. Find out more
28. Find savings
29. Find yours
30. Follow this
31. Get a quote
32. Get Free
33. Get it here
34. Get More Info Here
35. Get the Best
36. Get your
37. Give a gift
38. How to
39. Hurry
40. Investigate
41. Join today
42. Join us
43. Learn more
44. Learn to
45. Look at
46. Need more
47. No obligation to try
48. Now you can
49. Order Now
50. Order Your

8- Sense of urgency – Last unit / Last days / people looking at / etc...

“Booking”



Source “Beacontechologies Blog”

<https://www.beacontechologies.com/blog/2009/12/100-call-to-action-keywords-for-ad-campaigns/>

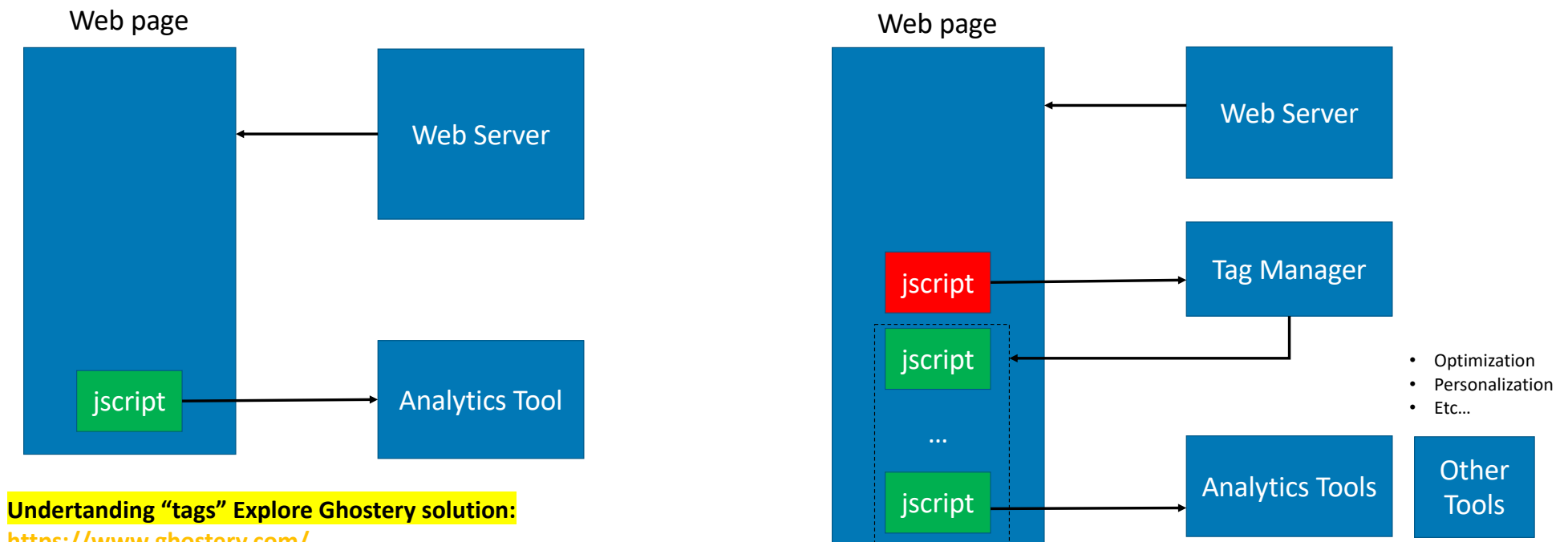
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# Background info: Tags and Tags Managers

Tags: small piece of code (js) inserted into the page's source code. It allows third party tools to track activity (analytics) and to trigger actions from third party tools

Tag managers: cloud based tool to manage tags from a single interface, inserting a single piece of code in the web page



Understanding "tags" Explore Ghostery solution:  
<https://www.ghostery.com/>

## 2- Tools to increase conversion

- a. Landing page and eMail Marketing tools
- b. Modal windows: pop-up and follow-me
- c. User reviews

## a. Landing page and eMail Marketing tools

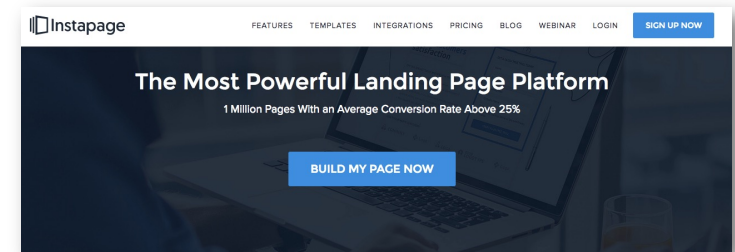
a1 - Landing Page generation:

Three main types: “Click-through”, “Lead Capture” and “Start a process”

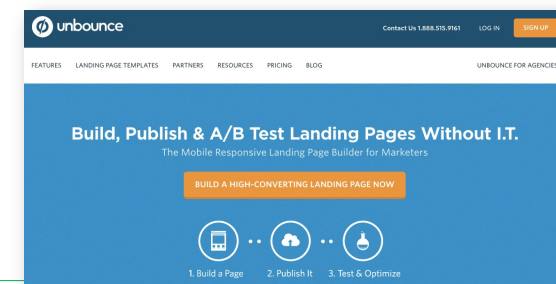
There are several “easy-to-use” and affordable tools to create efficient Landing Pages

- Easy Landing Page creation
- Lead data registration
- Campaign retargeting
- A/B testing in premium versions
- Hosting included

Instapage - <https://instapage.com/>



Unbounce – <http://unbounce.com/>

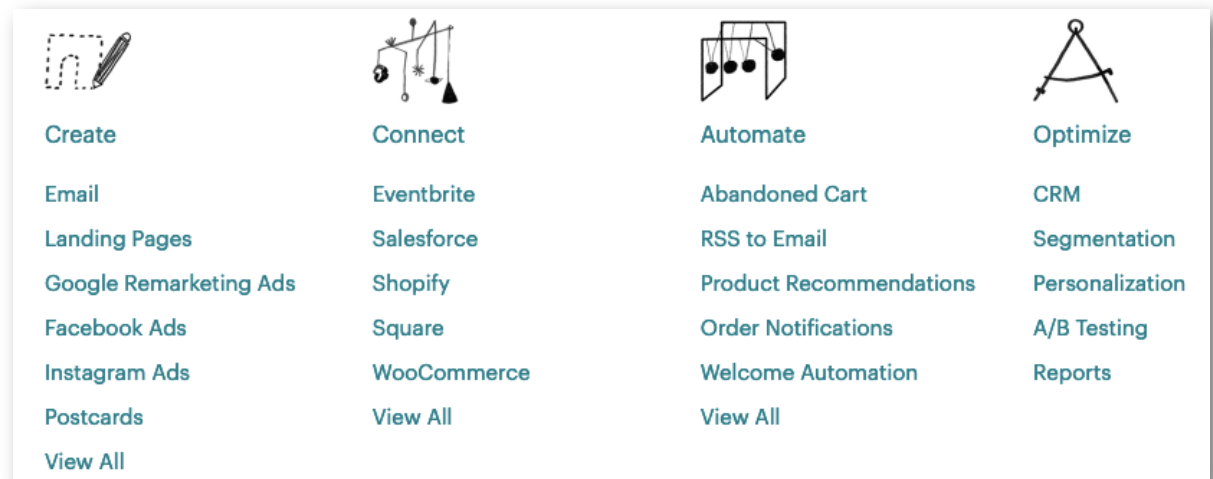


## a. Landing page and eMail Marketing tools

### a2 - From eMail Marketing to Marketing Cloud Solutions



- eMail management:
  - Cart recovery strategy
  - Product recommendation
  - Order confirmation
  - New customer onboarding
- Landing page generation
- Google / Facebook retargeting
- Lead capturing
- CRM, eShops integration



MailChimp. Explore Marketing Cloud Solution: <https://mailchimp.com/>

HubSpot CRM (Marketing Hub): <https://www.hubspot.com/>

## a. Landing page and eMail Marketing tools

### a3 – Typeform: form generation tool

- Conversational type forms to capture data
- Multiple templates:
  - Newsletter registration
  - Contact us
  - Feedback forms
  - Data capture

A screenshot of a Typeform interface. The background is dark with a blue and green gradient. The text reads: "3 → Roger that. Now what's your email, \_\_\_\_?" followed by "We'll use this to send you exclusive offers, top tips, and our monthly newsletter. Nothing more, nothing less." Below this is a large text input field with the placeholder "Type your email here...". To the left of the input field is a red button with "OK ✓" and the text "press ENTER" to its right. At the bottom left, it says "0 of 3 answered". At the bottom right, it says "Powered by Typeform" next to two small red buttons with up and down arrows.

Explore Typeform: <https://www.typeform.com/>



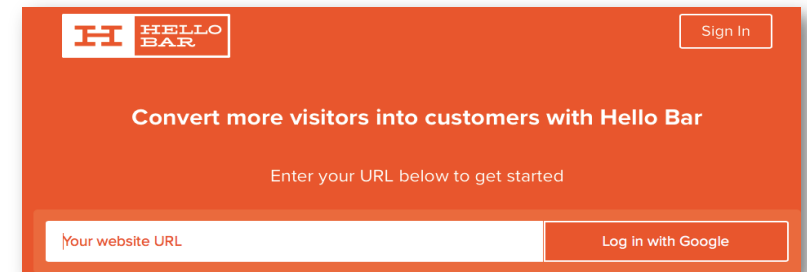
## b. Modal Windows: pop-up and Follow-me

They are controversial, can be very intrusive but well used they increase the Conversion Rates

Tools to generate bars, pop-ups and floating widgets.

- Floating bars or small CTA windows
- A/B testing included in premium versions
- Basic data lead capture
- Hosting included

Hello Bar– <https://www.hellobar.com/>



**Discussion:** are pop-ups effective for Conversion?

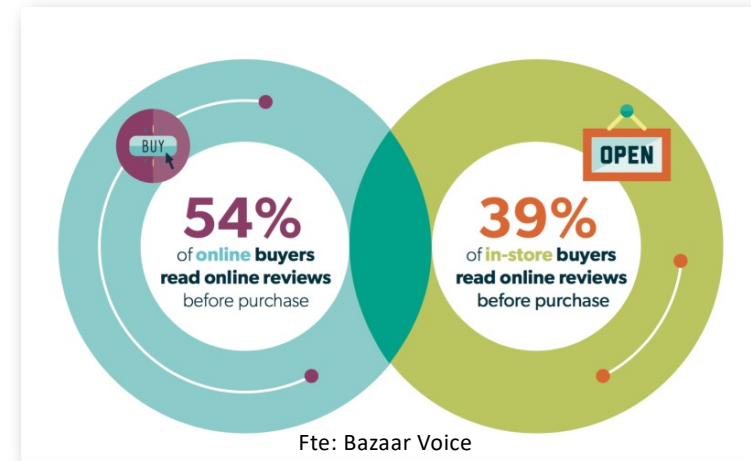
## c. User Reviews

- 90% of surveyed users who read user reviews said they were influenced by them
- 86% did not buy a product based on user reviews

Source: Dimensional Research

- Not only the **average rating but the volume** of reviews increase the number of orders

Source: Bazaar Voice / Internet Retailer



## c. User Reviews

Cloud based solutions with integration into your eCommerce (mainly Product Detail Pages)

- Independent platform covering expert reviews (from magazines) and end user reviews
- B2C: independent and free reviews open to any users in their websites
- B2B: Cloud based integration with eCommerce
- User reviews are very **healthy for SEO** since they are original and fresh content

**Discussion:** are user reviews effective for Conversion?

Alatest - <https://www.alatest.co.uk/b2b/overview.html>



Bazaar Voice - <http://www.bazaarvoice.com/>

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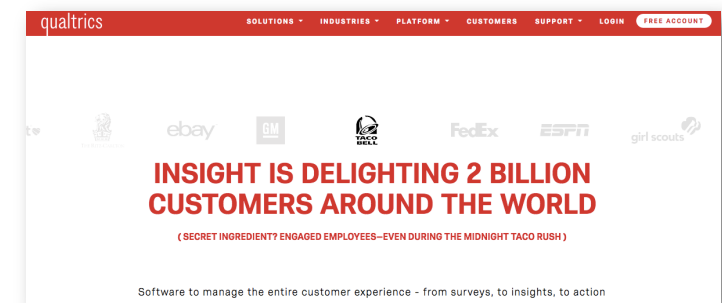
### 3- Voice of the Customer tools: surveys

The voice of the customer allows to track customer satisfaction over time helping to identify conversion problems

Cloud based tools to trigger surveys in specific events or based on the user behaviour (leaving a process, making a query, in the buy confirmation page, etc...)

- Light integration via tag managers
- Requires resources to monitor results and get insights
- The value comes of trend analysis not from a specific point in time data
- Also very useful to monitor ad-hoc functional changes, redesigns or new functionalities in our Digital Product

Qualtrics - <https://www.qualtrics.com/>



**Discussion:** How comparable are satisfaction and NPS scores among countries

### 3- Voice of the Customer tools: social signals

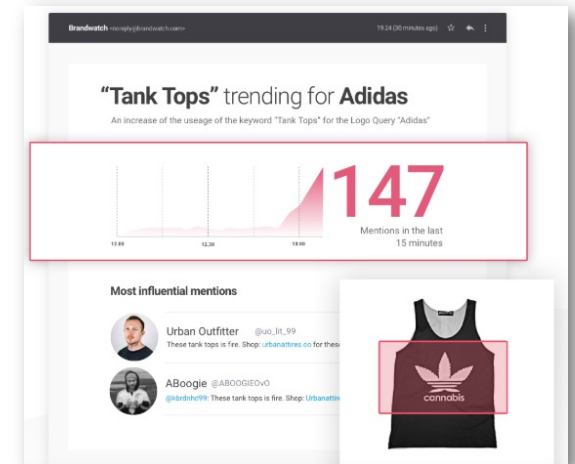
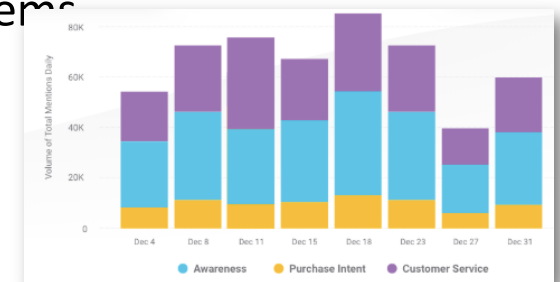
Social Intelligence: Analysis of Social Signals (quantitative and qualitative) at scale allows to get early warnings of conversion problems

Capturing feedback from customers via Social Networks in their own words to identify using AI and Social Network scraping tools and APIs:

- Pain Points
- Brilliant basics
- Frustrations and Needs
- Business Opportunities
- Competitor signals
- Brand reputation threats

Explore "Brandwatch"

<https://www.brandwatch.com/blog/voice-of-the-customer/>



# Key Takeaways from Session 8

1. Coherence & Consistency, Clear CTA, KEY INFO in the first fold, reduce funnel steps, simplify forms, Brand Halo, short copies, clear CTAs and sense of urgency
2. There are tools that helps to boost Conversion Rates: on-site and off-site tools : Landing Page & eMail Marketing tools, User Reviews, modal windows among others
3. Voice of the customer tools allow the CRO team to identify reasons of friction and actual conversion problems
4. Social signals from Social Networks give the CRO team early warnings of conversion problems