

User Experience, Web Design & CRO

Session 7

The CRO model: continuous improvement process



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Contents:

1. Components of the CRO model: DATA at the core
2. The CRO process: application of the process to upper, middle and lower funnel
3. Upper Funnel: Traffic channels optimization
4. Middle Funnel: Homepages, Landing Pages, Product List, Product Detail Pages, Basket and Checkout process
5. Lower Funnel: operational Conversion

Short readings

Session 7 – The CRO model: continuous improvement process

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

PDFs and other materials are uploaded in the Campus

1. The SEO gadget Guide to Conversion Rate Optimization. Moz blog.

<https://moz.com/blog/seogadget-guide-conversion-rate-optimization>

2. Key Digital Marketing metrics: <https://instapage.com/blog/key-advertising-metrics>

3. The 7 Principles of Conversion Centered Design. Unbounce. (pdf)

4. “How to create a Successful Landing Page”. Instapage.

<https://www.youtube.com/watch?v=qYIFFuvMLzg&list=PL1bT4q7jjYiLSrjOyBLFWLkMjWLrT2W7w&index=2>

5. Vodafone Internal Search Case Study. Empathy Brokers (pdf)

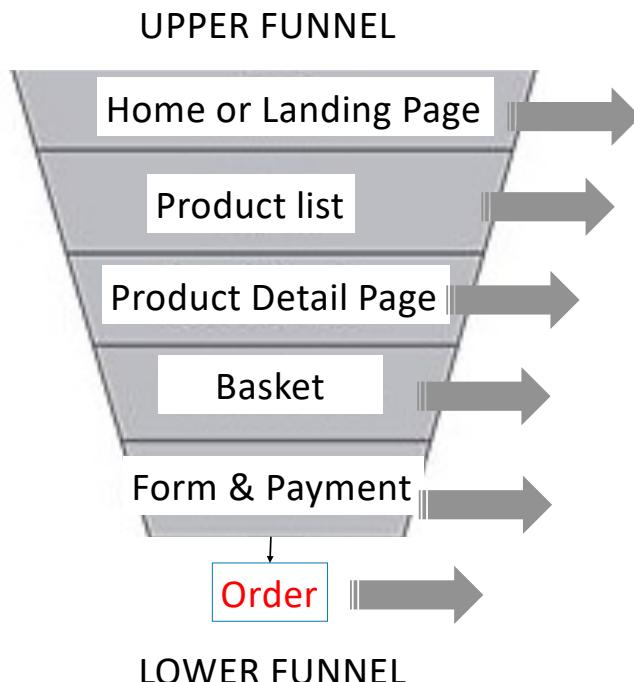
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CRO – Conversion Rate Optimization

From Session 6

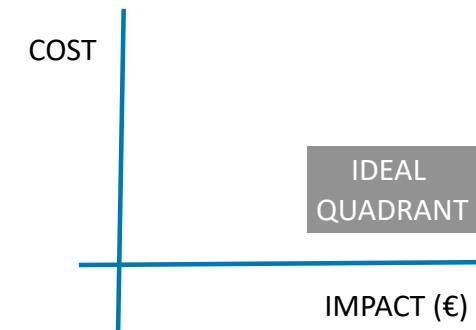
1- Analyse traffic leakages



2- Identify mitigation actions



3- Prioritize actions



How to prioritize actions:
SALES (Revenue) = T x CR x AOV

T: Traffic

CR: Conversion Rate

AOV: Average Order Value

And considering the cost of attracting Traffic

Focus on analysis and prioritization of behavioural DATA and financial DATA

CRO – Definition

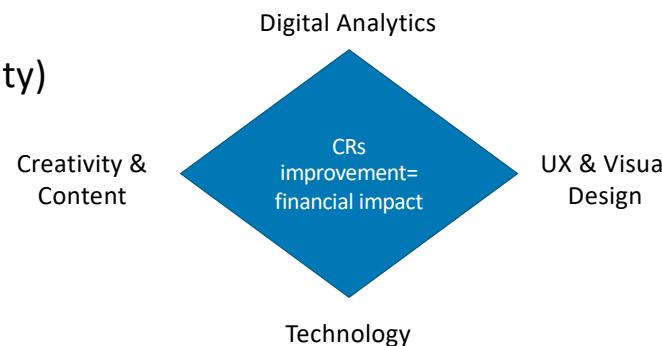
From Session 6

Methodology and techniques to increase Funnel Conversion Rates

Convert VISITS into ORDERS

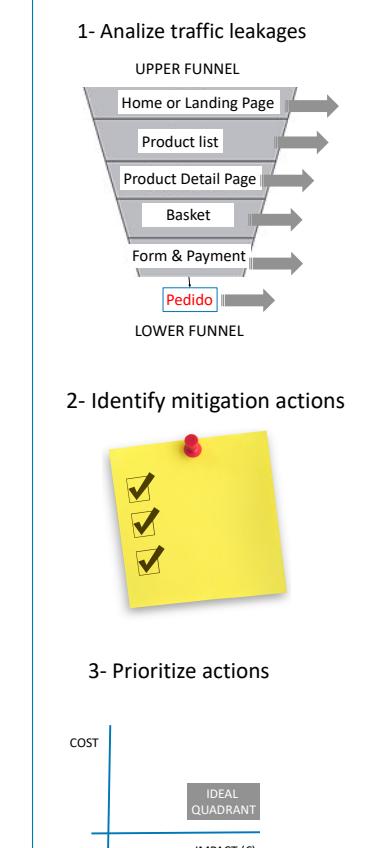
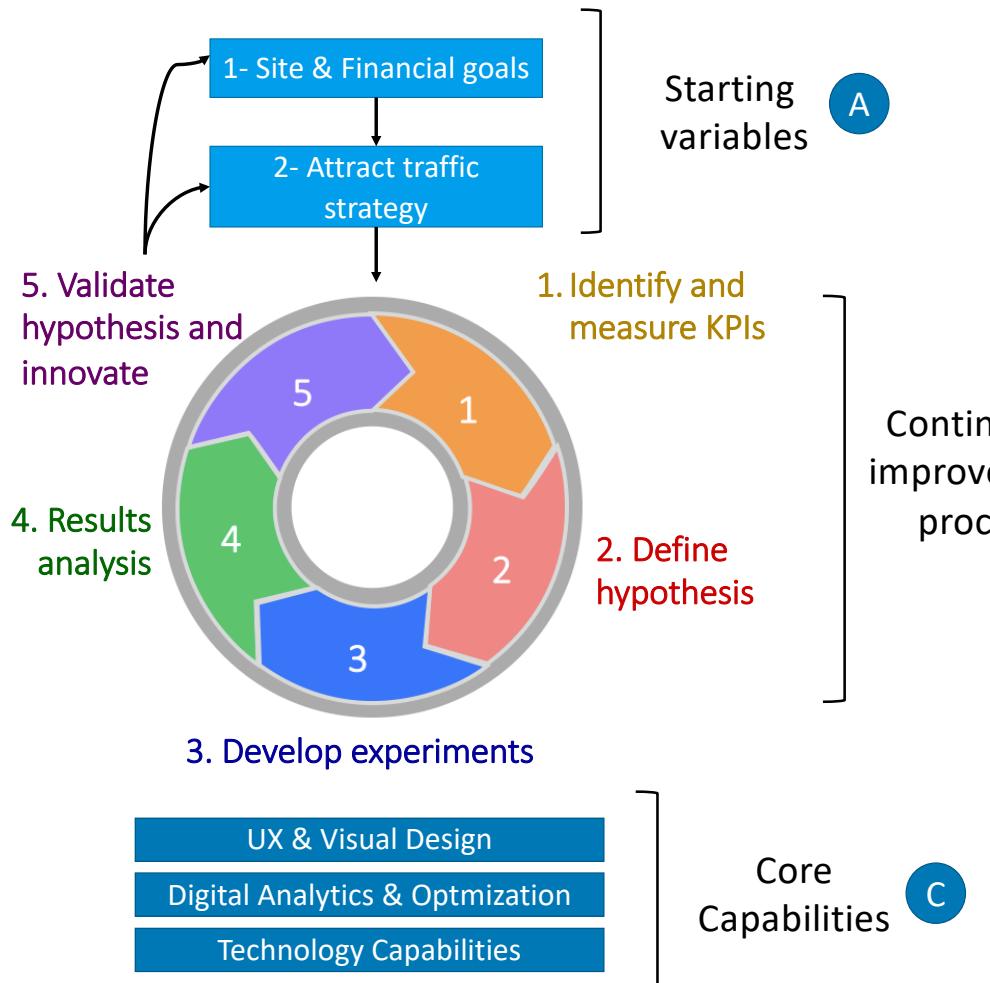
- Focus on **incremental**, continuous improvement not on big redesigns
- Requires strong **attention to detail**
- Means to persuade the user to make **one and “only one”** thing in the Digital Product (less is more)
- Requires **different disciplines**:

- Marketing (Product)
- UX & DESIGN (Persuasion and security)
- Creativity (attractive design)
- Digital Analytics (DATA analysis)
- Technology (performance)

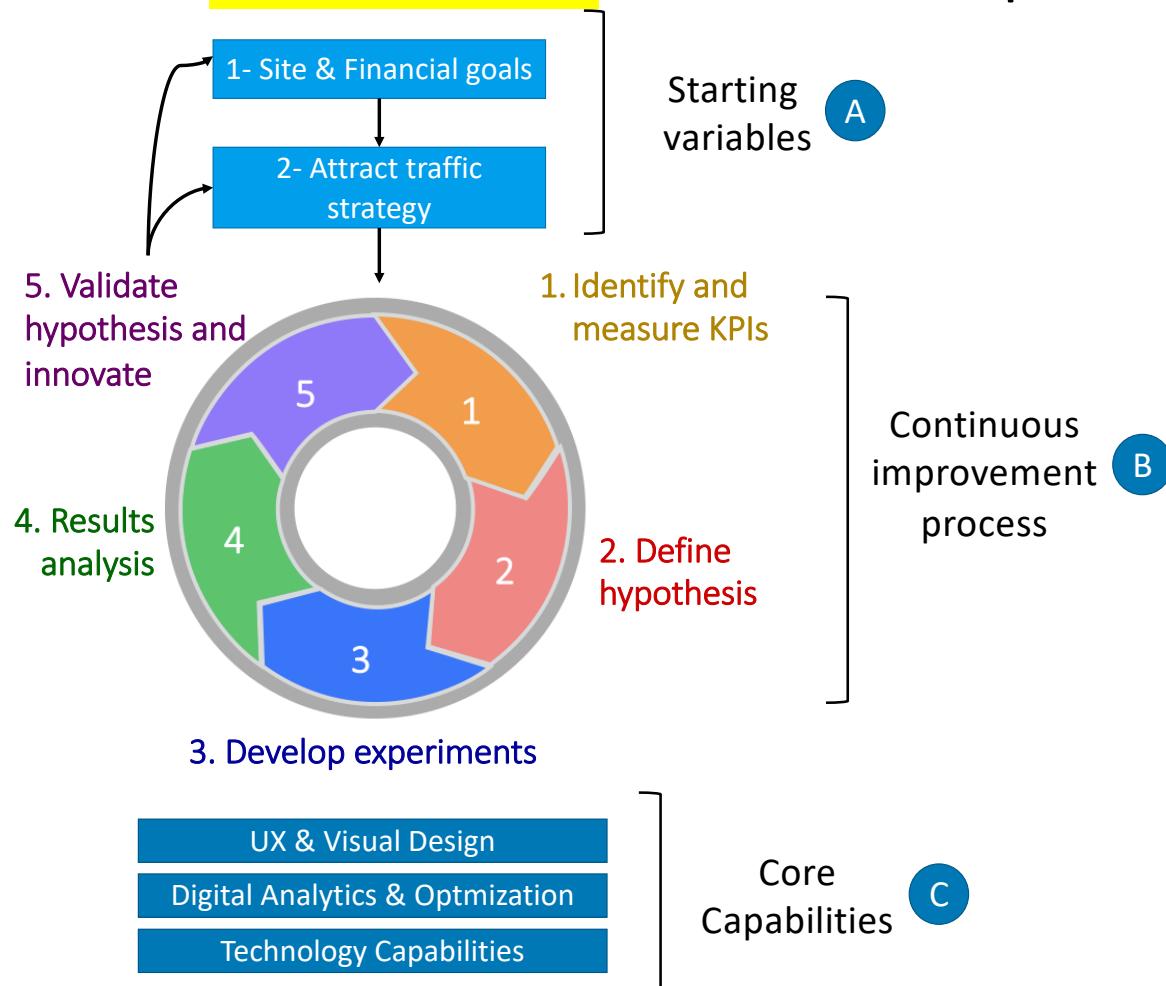


- Requires a **well defined organization** with resource dedication and shared goals

CRO – DATA DRIVEN Continuous improvement process components



CRO – DATA DRIVEN Continuous improvement process components



CRO accelerators x4:

1. Offer
2. Brand halo impact in conversion
3. SEO and Content Marketing
4. Technical performance

Reading: MOZ.com infographic:
<https://moz.com/blog/seogadget-guide-conversion-rate-optimization>

CRO – DATA DRIVEN Continuous improvement process

Example of KPIs to improve

- CRs (Conversion Rates) in funnel Steps with traffic leakage or high abandon rates
- Add to Cart rates
- Abandonment Rates in order forms
- Abandonment Rates in the payment step
- Cart abandonment rates or Cart Recovery rates (users that left personal data on an abandoned cart)
- Bounce Rates on Campaign Landing Pages or Product Pages
- Increase the Average Order Value via Cross or Up Selling
- Reduction of number of calls to Call-centres
- User registrations to amplify our audience (newsletters or private areas)
- App installs
- App engagement (app frequency of use)
- Premium registration (moving users from freemium to premium)
- % of users who get a product review

Reading: “7 tactics to boost your AOV”

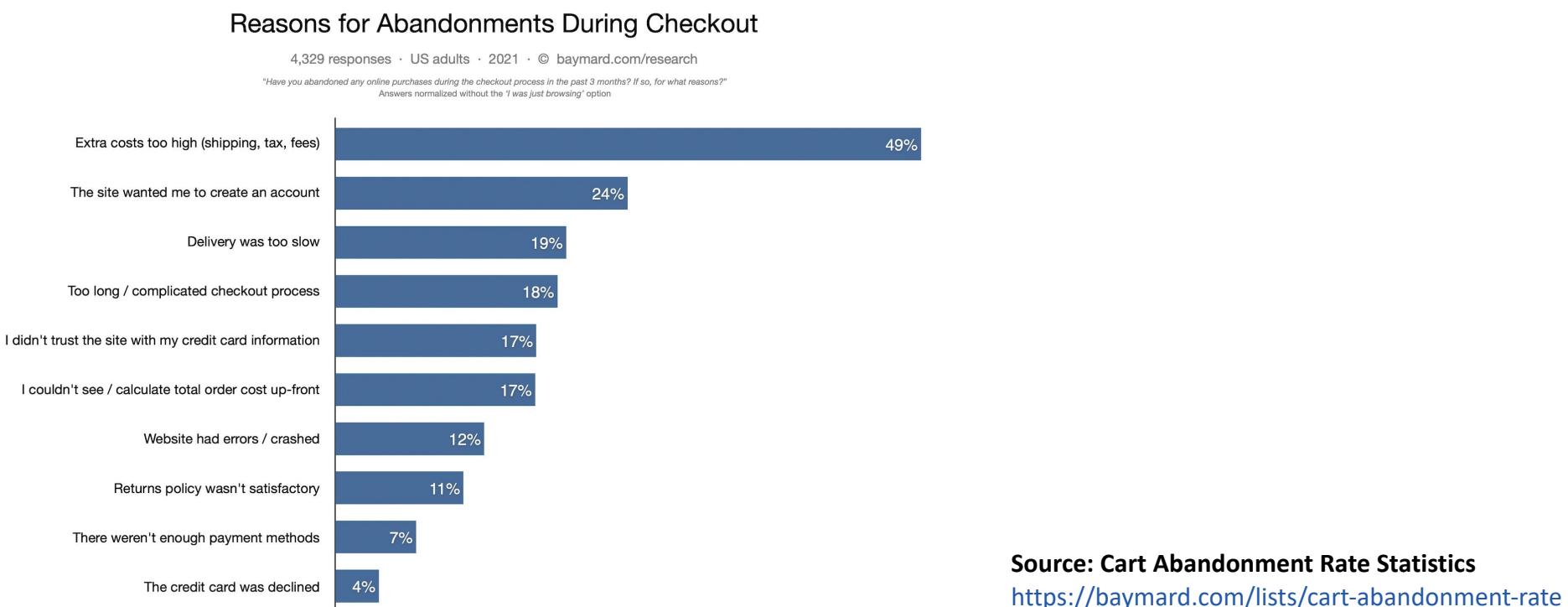
<https://neilpatel.com/blog/boost-average-order-value/>

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The CRO Process: Upper, Middle and Lower Funnel

The continuous improvement process includes all steps of the funnel, from UPPER FUNNEL (communication and traffic attraction strategy) to MIDDLE (eCommerce) and LOWER (Logistics, Fraud, Scoring, Call-center, etc...)

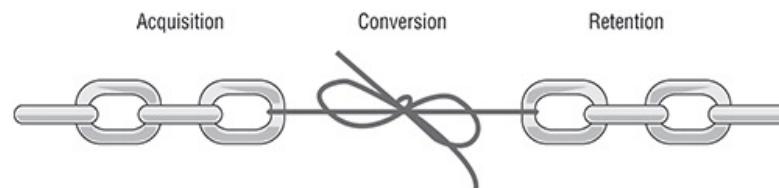
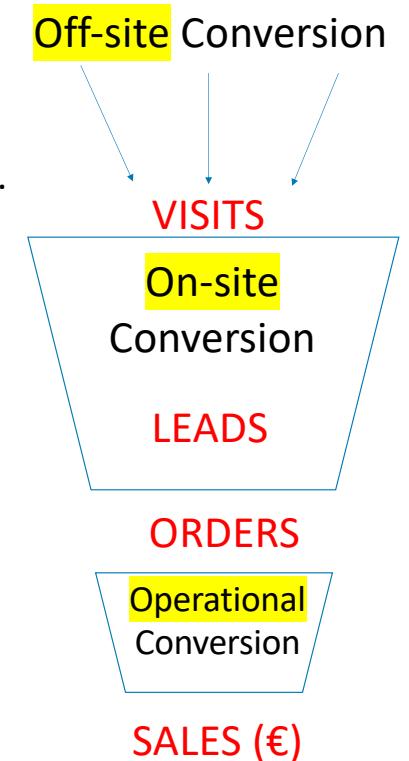


From Session 6

CRO – Definition: Action Areas

Three main CRO Action Areas:

1. **Off-site Conversion (UPPER FUNNEL)**: What is the communication strategy?. Channel traffic analysis. What type of traffic do I need to attract to the site?, what is the most profitable?
2. **On-site Conversion on-site (MIDDLE FUNNEL)**: What is my UX&Design strategy?, are the navigation paths optimized for Conversion?, how do I convert visits into Leads and Orders?
3. **Operational Conversion (LOWER FUNNEL)**: How do I convert my orders into Sales?, is my logistic optimized, do I minimize returns?, how is my fraud and credit scoring ratios versus my competitors?

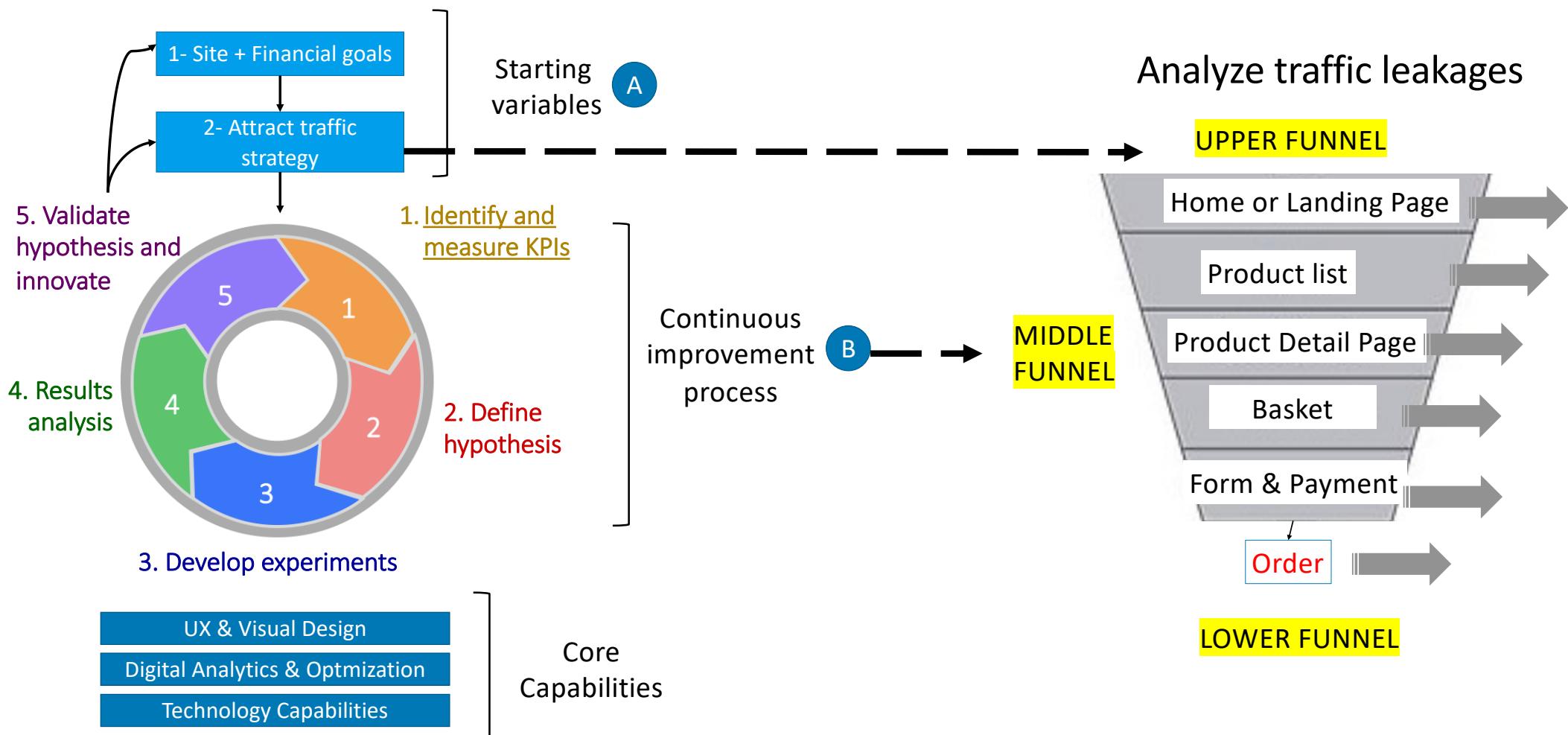


Source: *Landing Page Optimization: The Definitive Guide to Testing and Tuning for Conversions*. Wiley Publishers. 2012. Tim Ash

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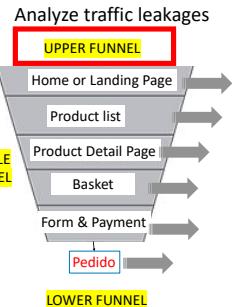
UPPER – MIDDLE – LOWER FUNNEL Optimization

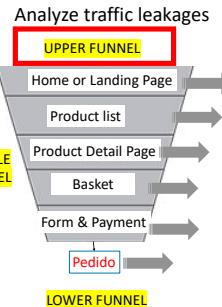


UPPER Funnel: Traffic Channels Optimization

What is the best strategy to attract traffic in a world of Pretzel type Customer Journeys?

- Customers are no longer following a linear conversion sequence
- Brands need to decide where to invest money to attract traffic:
 - Owned Media (my own Digital Product)
 - Paid Media (SEM, Instagram, Display, etc...)
 - Earned Media (Social Networks)
- Analyse digital analytics and other qualitative data to understand your CUSTOMER MAP is KEY
- It increases CRs and improve your Paid Media investment ROI
 - Example: a customer in the Awareness phase may not react to a very aggressive communication generating high bounce rates. The customer is still in the “upper funnel” phase exploring other type of content

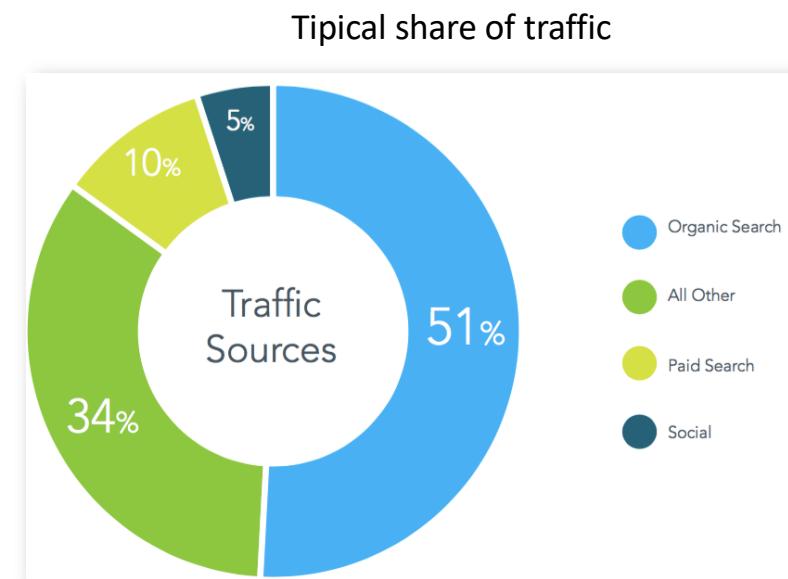




UPPER Funnel: Traffic Channels Optimization

Main traffic channels:

1. Direct and SEO traffic: Content Marketing
2. SEM – Paid Search – Google Ads
3. Google Display and YouTube Ads
4. Social Networks: Facebook, Instagram, TikTok, ...
5. Affiliation Networks and Product comparison tools
6. eMail Marketing
7. ATL or offline communication

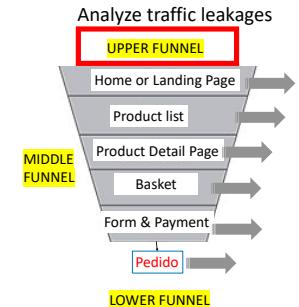


Fte. iProspect & BrightEdge

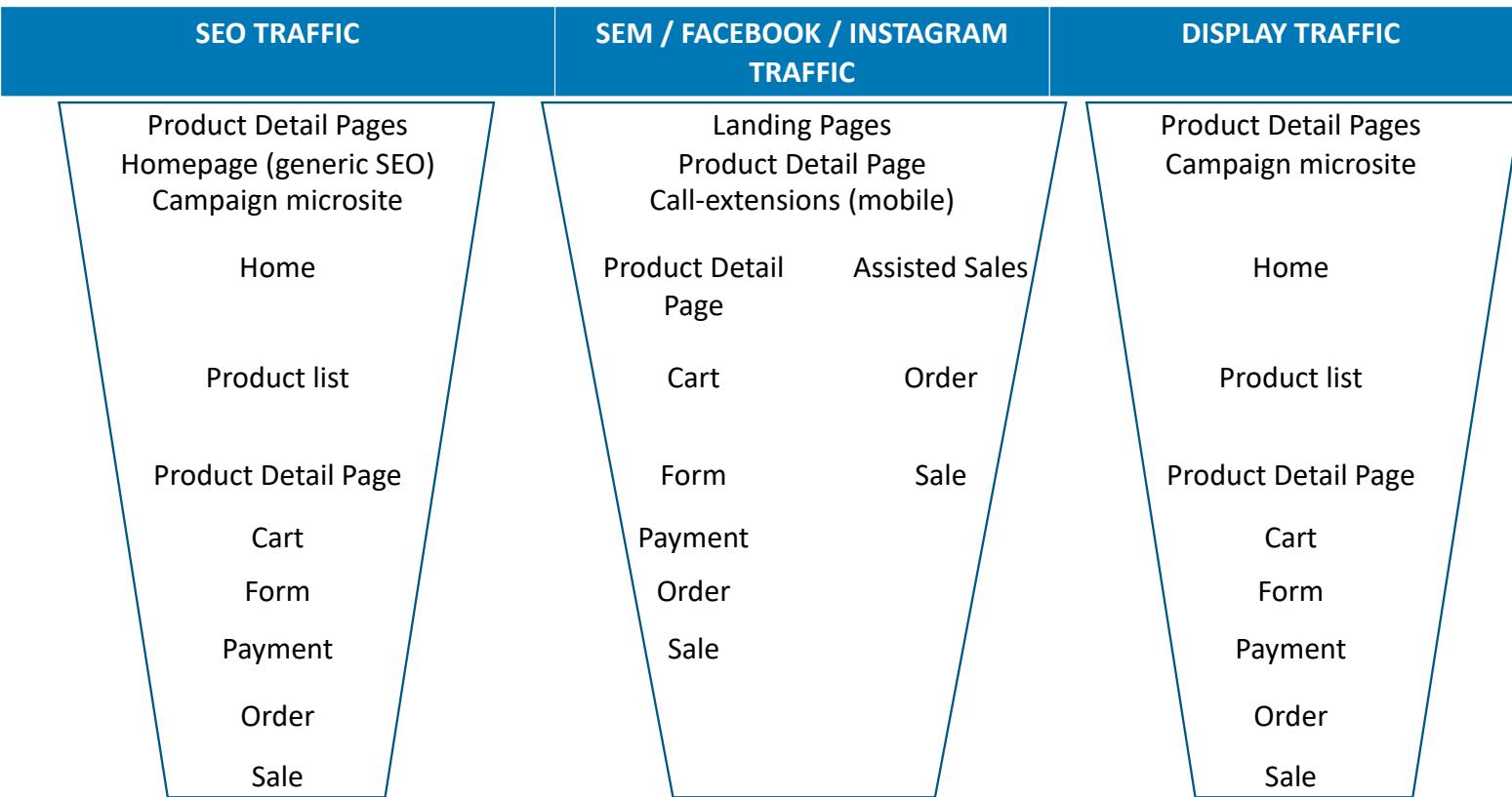
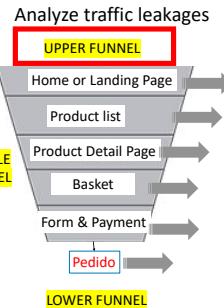
UPPER Funnel: Traffic Channels Optimization

Type of campaigns / traffic and typical destination pages:

- a) Brand campaigns or Brand Keywords: Homepage (Brand SEM) and/or Campaign Microsite --> Key for Retargeting strategy
- b) “Performance” campaigns: Landing Pages and Product Detail Pages
- c) SEO: it depends on SEO positioning: Distributive pages, Product Category pages, Product list pages, Product detail pages, etc...



UPPER Funnel: Traffic Channels Optimization



More info on key Metrics: <https://instapage.com/blog/key-advertising-metrics>

- KEY Metrics:**
- CPC (Cost per Click)
 - CPA/O (Cost per Acquisition, Order)
 - ROAS (Return on Ad Spend)
 - Bounce Rate
 - Abandonment Rate
 - Conversion Rates
 - Average Order Value
 - Life Time Value or ARPU
 - Visit and Sale recurrence

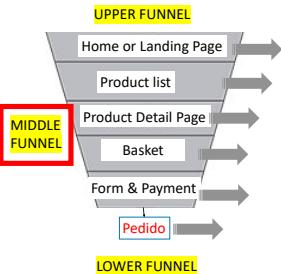
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Middle Funnel: Owned Media Optimization

Homepage

Analyze traffic leakages



Are you “Booking” or “Apple”?



My lists



Properties

Sign in

521 properties

Home → Spain
51,055 properties

→ Andalucía
8,831 properties

→ Seville
521 properties

→ Search results
Seville, 2 adults, 5 nights (9 Sept - 14 Sept) [Change dates](#)

Search

Destination/hotel name:

Seville

Work Leisure



Check-in

Friday 9 September 2016

Check-out

Wednesday 14 September...

5-night stay

Rooms: 1 Adults: 2 Children: 0

Search

Filter by:



Seville is a top pick on our site amongst travellers on your selected dates (70% reserved).

Tip: Prices might be higher than normal, so try your search again with different dates.

[Try next week](#)

16 Sept - 21 Sept



Prices in Seville have been increasing on your dates over the past 13 days.

Seville: 521 properties found

Looking for somewhere superb? Reviewers loved Seville!

3 reasons to visit:

Plaza De Espana

Fine Art Museums

Real Alcazar

Ancient Landmarks

Spanish Cuisine

Food

Great rates for your dates are marked with the Value Deal icon

[Map view](#)

[Our recommendations first](#)

[Lowest price first](#)

[Stars](#)

[Distance from city centre](#)

[Best review score first](#)



Eurostars Sevilla Boutique ★★★★

[Old town, Seville](#)

3 people are looking at this moment

Booked 9 times today

Twin/Double Room

In high demand!

Fabulous 8.7

Location 9.6

887 reviews

Price for 5 nights

~~€ 2,165~~ **€ 1,205**

[Choose your room >](#)

[Mac](#)[iPad](#)[iPhone](#)[Watch](#)[TV](#)[Music](#)[Support](#)

Evaluate COVID-19 symptoms and understand next steps >

[Shop online](#) and get Specialist help, free no-contact delivery, and more.

iPhone 12

Blast past fast.

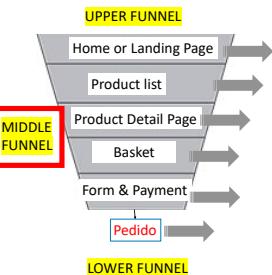
From \$29.12/mo. or \$699 before trade-in.¹

Buy directly from Apple with special carrier offers.

[Learn more >](#) [Buy >](#)

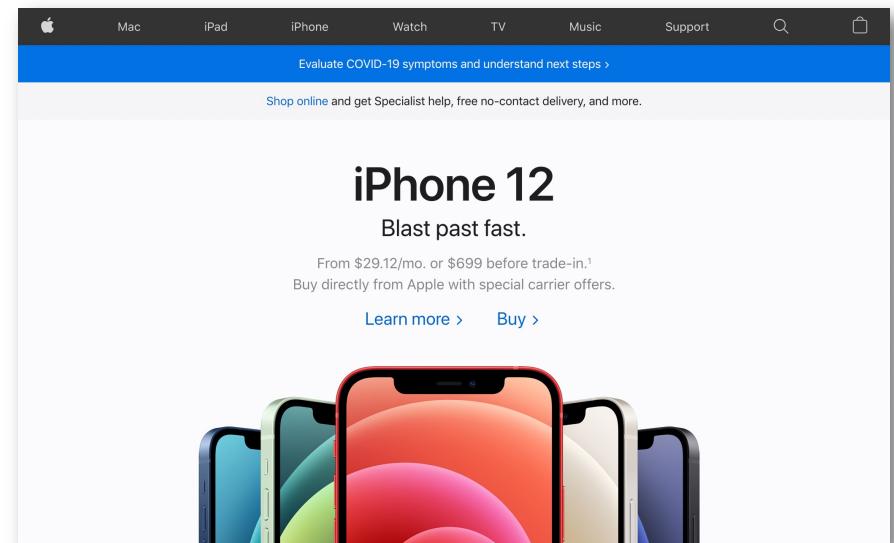


Analyze traffic leakages

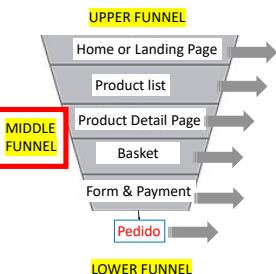


MIDDLE Funnel: Owned media optimization

Homepage (Brand campaigns / generic SEO)



Analyze traffic leakages



MIDDLE Funnel: Owned media optimization

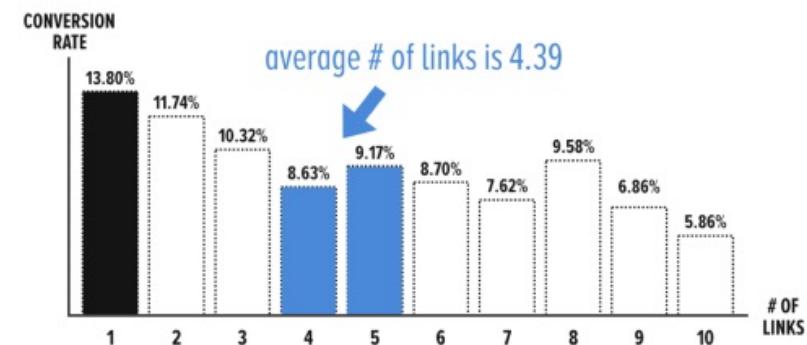
Landing Pages: Attention ratio and number of links

Which page has a higher attention ratio?
(HP: Homepage; IP: Internal Page; LP: Landing Page)



The higher the number of links the lower the Conversion Rates

Conversion Rate vs. Number of Links on the Page

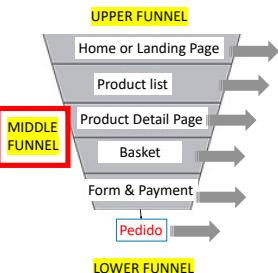


Reading: The 7 principles for Conversion Centered Design. Instapage

Video "How to create a Successful Landing Page"

<https://www.youtube.com/watch?v=qYIFFuvMLzg&list=PL1bT4q7jYiLSrjOyBLFWLkMjWLrT2W7w&index=2>

Analyze traffic leakages



MIDDLE Funnel: Owned media optimization

Landing Pages (Display, SEM, specific SEO keywords)

“Cheap flights London- (SEM)”

<https://www.edreams.com/flights/london/LON/>

Flights > International Flights > United Kingdom > London

Cheap tickets to London (LON)

Flights Hotels Flight + Hotel Car rental EN | EUR

Where from? London

Departure Return

1 adult Only direct

Search Flights Search Flight + Hotel

Why book with eDreams

- Choose from 660+ airlines
- Choose from more than 60,000 flight routes
- Flights starting at €12

“cheap car rental heathrow– (SEM)”

<https://www.rentalcars.com/en/airport/gb/lhr/>

Rentalcars.com

CAR HIRE UK LONDON HEATHROW AIRPORT

Car Hire at Heathrow Airport

Search and compare deals on economy, luxury, 7-9 seater cars and more

Let's find your ideal car

Pick-up Location: Heathrow Airport (LHR), London, United Kingdom

Drop car off at different location

Pick-up Date: Thu 9 Jan 2020

Drop-off Date: Sun 12 Jan 2020

12 00

12 00

Driver aged between 30 – 65

Purpose of rental (optional): Business Leisure

No credit card fees
No amendment fees
24/7 phone support

Search

Rentalcars.com connects you to the biggest brands in car hire.

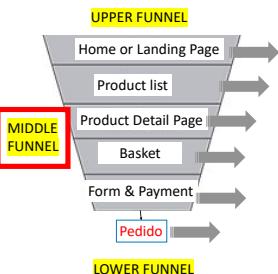
Alamo AVIS Budget Enterprise

Europcar Hertz

Sixt Thrifty

keddy

Analyze traffic leakages

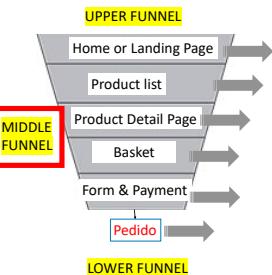


MIDDLE Funnel: Owned media optimization

Product Detail Page (Display, SEM y SEO with very specific keywords)

The screenshot shows an Amazon Product Detail Page for a BENGOO G9000 Stereo Gaming Headset. The product is a black and blue over-ear headset with a microphone. The title is "BENGOO G9000 Stereo Gaming Headset for PS4, PC, Xbox One Controller, Noise Cancelling Over Ear Headphones with Mic, LED Light, Bass Surround, Soft Memory Earmuffs for Laptop Mac Nintendo Switch Games". It has a 4.5-star rating from 11,659 reviews and is labeled as "#1 Best Seller in PC Game Headsets". The price is \$24.99, with an additional \$18.81 for shipping and import fees. A coupon is available to save an extra 8%. The item is in stock and can be added to the cart or bought now. It is sold by Bengoo Inc. and fulfilled by Amazon.

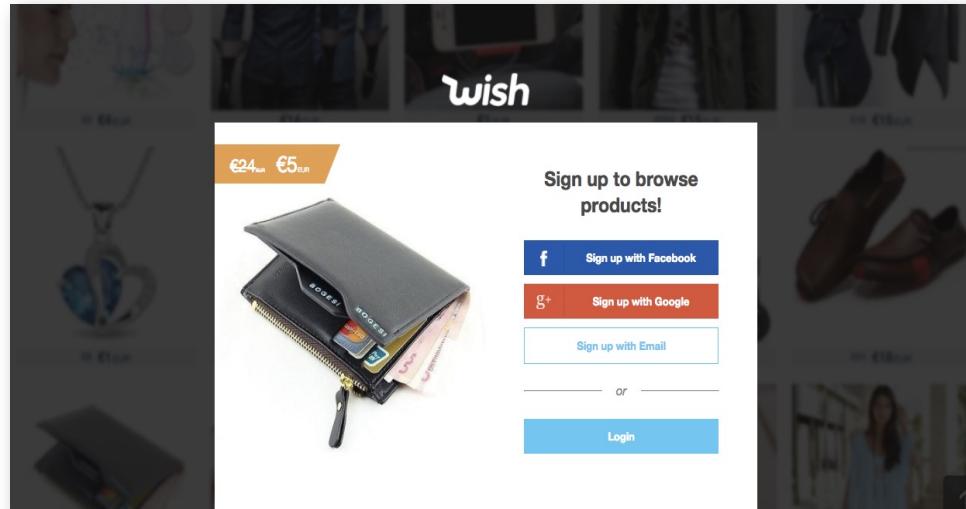
Analyze traffic leakages



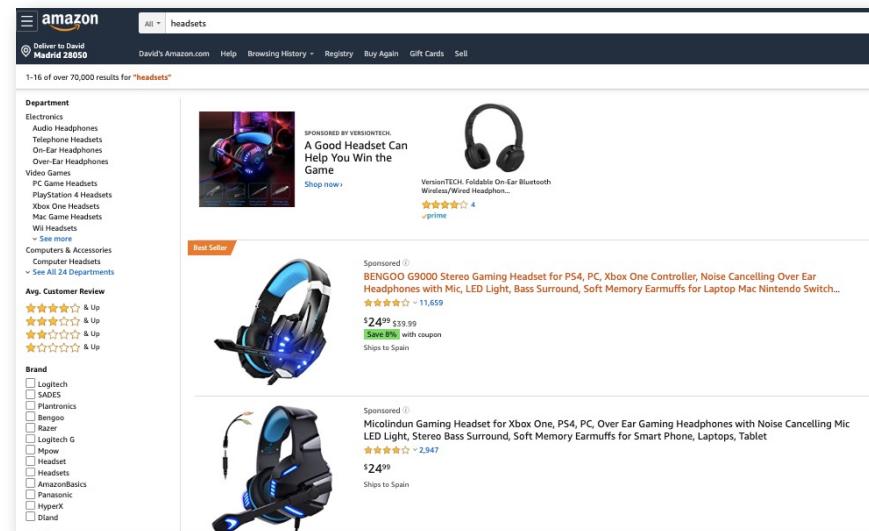
MIDDLE Funnel: Owned media optimization

Product list page (SEO category searches)

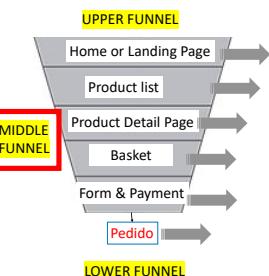
“wish.com” register / login to access the catalogue



“Bluetooth Headsets”



Analyze traffic leakages



MIDDLE Funnel: Owned media optimization

Campaign or Product microsites or very specialized: to support awareness campaigns, content marketing or Product SEO keywords

“Vodafone Unlimited Data Plans”

<https://www.vodafone.co.uk/unlimited-data-plans/>

Personal Business Find a store Network Status Checker

Mobile Broadband My Vodafone Help & information 5G

Unlimited Data Plans
Imagine a world without limits...
Make it real

It's time to be Unlimited

It's true – our Unlimited data plans really do give you unlimited data, minutes and texts – from only £23 a month.

“Microsoft Axure”

<https://azure.microsoft.com/en-gb/>

Microsoft Azure

Contact Sales Search My account Portal DAVID

Overview Solutions Products Documentation Pricing Training Marketplace Partners Support Blog More Free account >

We're in this together. Explore Azure resources and tools to help you navigate COVID-19 >

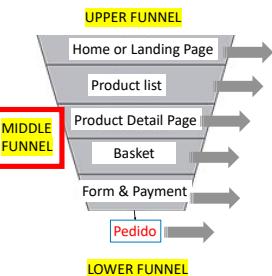
INVENT WITH PURPOSE

What will you create this year?

Build personalised, future-ready experiences today that don't need to be rebuilt as your needs evolve. Sign up for an Azure free account and get free AI services – and a £150 credit.

Try Azure for free

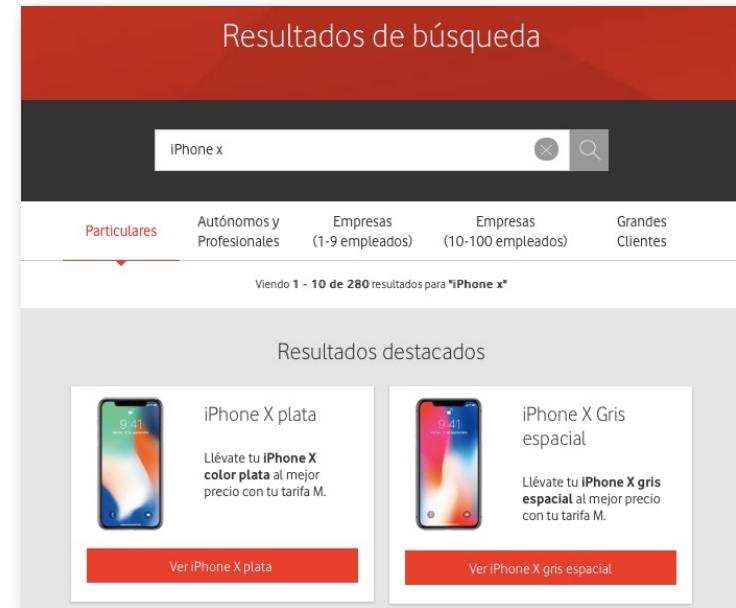
Analyze traffic leakages



MIDDLE Funnel: Owned media optimization

Internal site Search: key strategy to reduce Bounce Rates

- Bounce Rate: % of users leaving the site immediately
- On average 5-7% of visits use the internal search (depends on Industry Amazon 95%)
- The Internal Search plan is the same SEO plan
- Internal Search benefits from the SEO efforts
- It provides key Digital insights on what users search in our Digital Product
- It requires a dedicated team and resource allocation



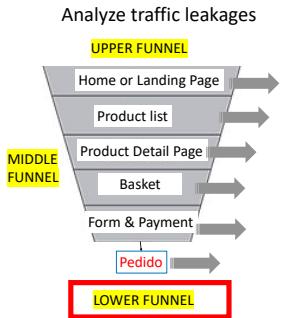
Case Study: Vodafone Search Engine with Empathy Brokers (pdf)

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LOWER Funnel: business process optimization

Covers the optimization of the following process to ensure the SALE is success, minimizing SALES early CHURN and RETURNS



- CRM integrations – accurate Product catalogue eCommerce integration
- Anti fraud validation – minimizing blocked orders
- Credit Scoring checks – minimizing blocked orders
- Stock management – ensure available stock or provision of services
- Logistics – ensure fast delivery (same day / within time frames etc...)
- Reverse Logistics – ensure easy returns (i.e.: Nike return process)

Key Takeaways from Session 7

1. CRO is a DATA DRIVEN continuous improvement process with three areas of application: upper, middle and lower funnel through the optimization of different assets
2. The CRO process starts by defining a very specific business goal to be improved in short improvement cycles along with a strategy to bring traffic to the funnel
3. The CRO process include a continuous improvement process. It also requires three core capabilities: UX and Design, Digital Analytics and Technology
4. In the Upper funnel customers are no longer following a linear conversion sequence, they follow a “pretzel” type customer journey. It is key to understand the Customer Map to succeed in CRO
5. In the Upper Funnel traffic channels and media investment is the basic of the optimization. The goal is to bring the most qualified traffic (for conversion) at a minimum cost
6. Middle Funnel optimization: with focus on pure eCommerce funnel: Homepages, Landing Pages, Product List, Product Detail Pages, Basket and Checkout process
7. Lower Funnel optimization: with focus on business process improvement to minimize SALES early Churn: logistics, returns, fraud and scoring checks, ...