



Website and CRO overview

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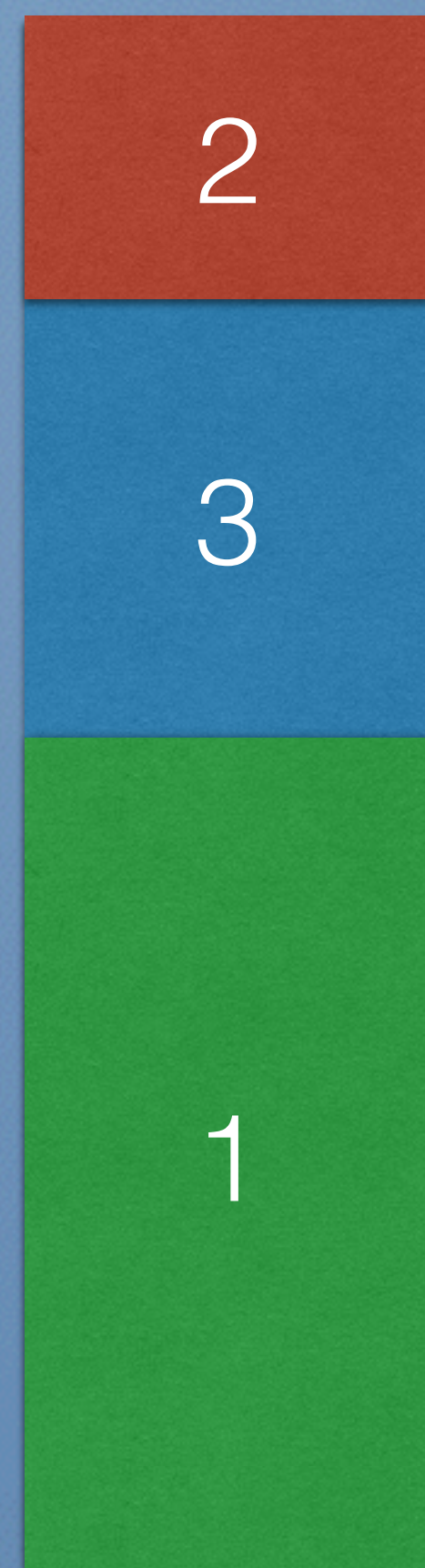
Website Goals

- Convert visitors
- Support
- Communication with community
- Gather feedback



Conversion rate optimization

$$\text{Conversion Rate \%} = \frac{(\text{Goals Completions})}{(\text{Total Visitors})}$$



- All visitors (100%):
1. Going to download
 2. Not going to download
 3. **May be yes, may be no**

CRO is about 3rd group

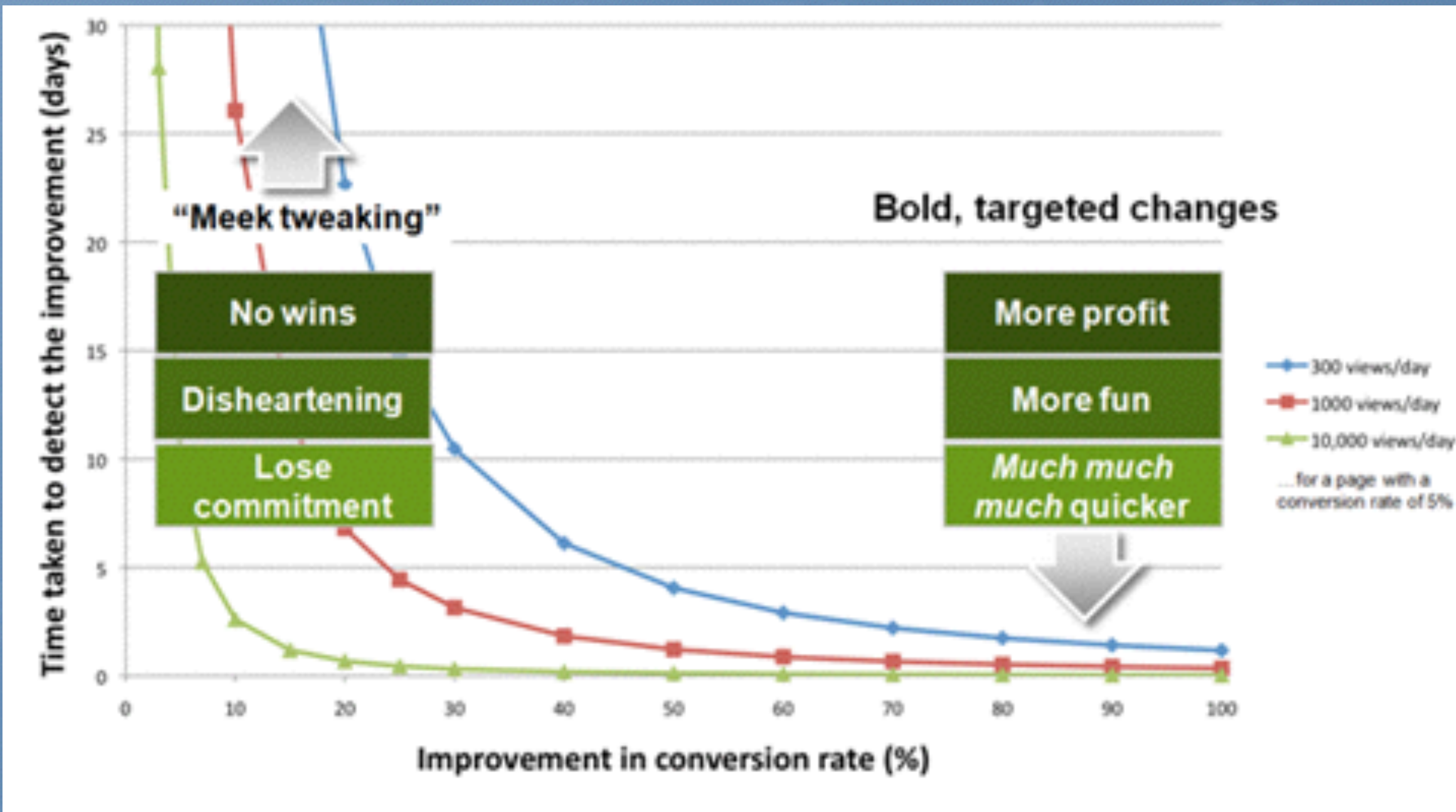
How people makes decisions

	Fast	Slow
Rational	Technical description Product overview Features list supported technologies	Full features descriptions Documentation How-to guides ROI predictions
Irrational	Product messaging Social proof Customers testimonials Number of users Press coverage	3rd party reviews Success Stories Video case studies Blogs

- Attention span
- 2-20-2-20 rule
- Short pages vs long pages
- Source matter

CRO Process:

- Define goals and how to measure success
- Find weaknesses in existing flow
- Hypothesis
- A/B or multivariate test
- Transfer results to other channels/products





Few tips:

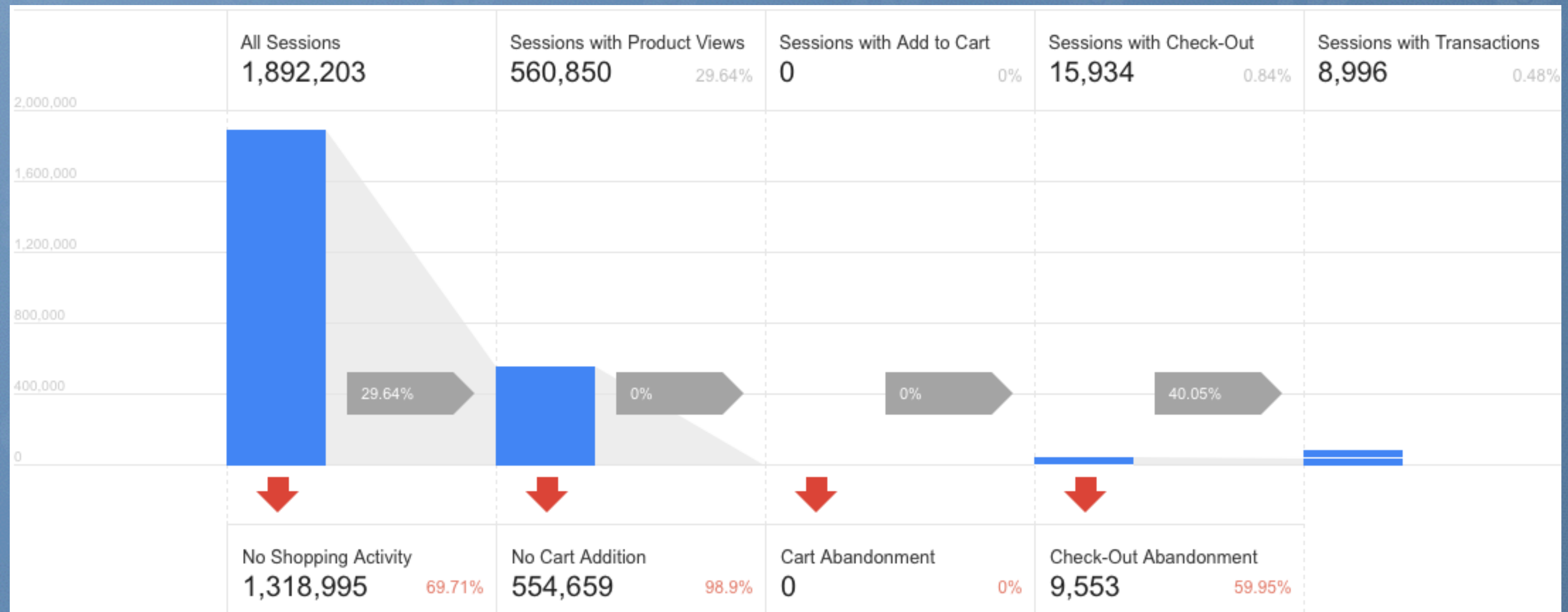


Always check side effects and end-to-end results

Variation	Experiment Sessions	Conversions	Conversion Rate	↓ Compare to Original	Probability of Outperforming Original
<input checked="" type="checkbox"/> ● Original	66,657	15,119	22.68%	0%	0.0%
<input checked="" type="checkbox"/> ● Tiles w/o links	67,977	15,174	22.32%	↓ -2%	42.1%
<input checked="" type="checkbox"/> ● Tiles w/ links	67,969	15,104	22.22%	↓ -2%	35.9%

Variation	Experiment Sessions	↓	Revenue	Transactions	Average Order Value	Ecommerce Conversion Rate	Per Session Value
<input checked="" type="checkbox"/> ● Original	66,657		\$177,836.66	270	\$658.65	0.41%	\$2.67
<input checked="" type="checkbox"/> ● Tiles w/o links	67,977		\$96,812.46	226	\$428.37	0.33%	\$1.42
<input checked="" type="checkbox"/> ● Tiles w/ links	67,969		\$105,655.06	245	\$431.25	0.36%	\$1.55

Focus on valuable steps





Thank you! Questions?