**Conversion Rate Optimisation**

Are you struggling to convert visitors to your website into paying customers? Do you want more email address sign-ups from your visitors?

Getting visitors to your site takes time and effort to do and, unfortunately, visitors don’t always equal sales. Without an amazing landing page and the perfect mix of content, media and calls to action, you could be leaving money on the table without realising it.

***How our conversation rate optimisation service can help your business…***

Our optimisation service will provide you with a comprehensive series of tests that will incrementally deliver increased conversions over time. We’ll trial different copy and images, test button text & colours as well as layout changes to really help drive your visitors to buy your product or sign up for your service.

The way that we do this is through a/b testing – what this means is serving different versions of the same webpage and testing which performs better (e.g. version 1 of your home page is shown to 50% of your visitors and your current home page is shown to the other 50%). We’ll utilise Google Analytics to figure out which users are interacting best with each version and use that information to further enhance our testing.

This process can take some time due to the need to have a reasonable number of visitors before we can declare one variation more successful than the other but this is a fantastic way to ensure you’re getting the most out of the visitors you’re already getting to your site.

For high traffic sites it may be more practical to a/b/c test which enables us to test out 2 new variations of versus the current page. The process is identical of course but this time each page is show to approximately 33% of your site visitors.

Once enough data has been gathered and a clear winner has been determined we’ll be in a position to share results and the improvements we’ve made. At this point we can continue to test further iterations or if you’re happy with the current conversions rates we can leave it there.