



Do you have a hard time converting traffic to sales?

Are visitors not making it to specific pages on your site?

Do you have limited engagement on your site's call to action?

The second portion of the Fluid Edge is conversion optimization. Our edge is practiced and proven to increase the conversions on a site. We have what it takes to run your site through our extensive testing, implement impressive design and increase the conversion of your site.

Here is how we work our magic:

STEP 1

Part of our Fluid Edge is taking your site and applying the PIE framework. This breaks down into three sections:

- ⊕ Potential
- ⊕ Importance
- ⊕ Ease

We run pages through this framework and install heat maps to understand what is working and what can be improved for your site. We also discover the user psychology stemming from interacting with your site.

STEP 2

We take our initial analysis and review the findings from the PIE framework. We then identify what is working and consider changes to design, flow and content. Typically there are simple adjustments that can be made to headlines, for example, which only have eight seconds to capture the attention of the viewer (Interactive Marketing).

The Fluid Edge includes understanding what these changes require and applying professional design. We take this understanding and apply it to step three.

STEP 3

Once we make it this far, we begin in implement testing. We always take sites through A/B testing, which is the most used method for improving conversion (Econsultancy). We break a complicated process into steps:

Overall analysis | The Fluid team will analyze the selected pages for conversion blockages.

Developing a Fluid hypothesis | Fluid will develop our hypothesis, which will be determined by our in-house customer research tools. Some of the tools we implement are in-page analytics, user testing and surveys.

Create an experimental map | Fluid will develop an experiment map that specifies the test design details.

Complete conversion-based design and copy | Once Fluid has approval of the experiment map, our conversion-trained graphic designers and copywriters will create the test variations.

Technical installation | The Fluid development team will then take the design and add the code to match up with the design for a cohesive fit.

Launch and daily tracking | Fluid will launch the test, monitor results and track daily. Any changes for conversion will be made on a weekly basis.

STEP 4

Once your site has gone through testing, we do not consider our job done. We will continue to track the conversion of your site until our customers are satisfied.

Fluid Advertising is capable of taking your site, understanding how your customers interact with it, and applying the changes needed to improve conversion rates. Conversion optimization is the second part of the Fluid Edge, a process to put you at the top of the market and keep you there.

Are you ready to give your website the fix it needs?

For a free consultation, call 801-295-9820 or go to getfluid.com.