

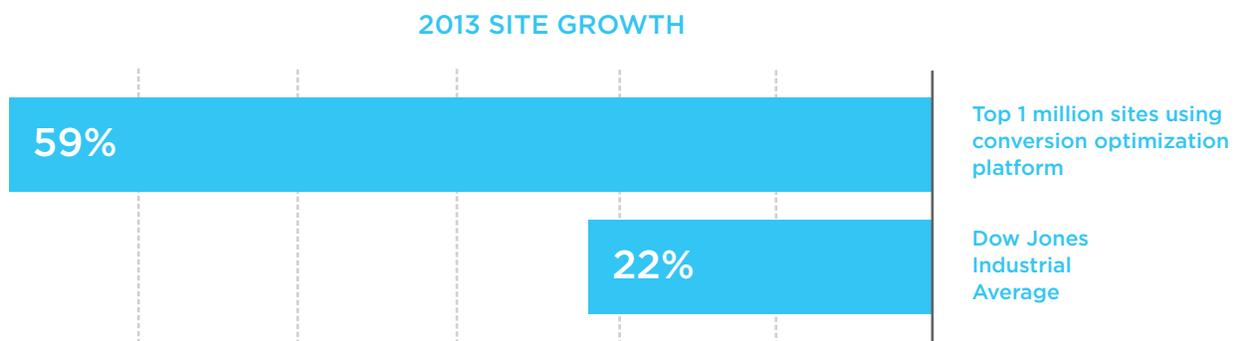
# CONVERSION OPTIMIZATION



***Once your site has gone through the process of performance optimization, it's time to start considering the second phase of the Fluid Edge: How well it's converting into sales.***

Much more goes into setting your site up to convert than one might think. Considering even the smallest details can equate to better numbers. Conversion optimization, the method of creating an experience on a website for a visitor with the goal of increasing the percentage of visitors into conversions, when done successfully, improves the amount of revenue a site generates. Through careful testing and design changes, it's possible to exponentially improve how well a site converts.

The percentage of the top 1 Million sites using conversion optimization platform grew by a massive 59% in 2013. By comparison, the Dow Jones Industrial Average had a breakout year and grew by only 22%. Conversion Optimization is here, and if you haven't taken the time to learn about it, now is the time.



There are several things that you need to think about when looking into conversion optimization.

The first thing Fluid takes into consideration with each site is existing data. Without this information, there's no way to plan productive tests later in the process. This is also important because it helps establish an understanding of your audience.

Understanding your target audience allows you to be more focused in your efforts to improve design. Really understanding your target audience also includes knowing what makes them tick. This understanding allows marketers to create a sense of desire and ultimately cause a natural urge to purchase.

Once you have analyzed existing data and developed an understanding of target audiences and markets, it becomes more possible to create conversion-centered design. Things to consider are the images, calls to action, use of landing page, and the overall flow of your site.

To set this process up, Fluid takes a look at heat maps, which indicate where users are clicking and how long they spend on certain pages. They effectively demonstrate what is garnering user attention and what is going unnoticed. The best way to compare results is through A/B testing to see which design changes will convert best.



# Landing Pages

We should start by saying that the implementation of landing pages is a must when it comes to improving conversion rates. There is some debate about how long to make landing pages; ultimately that is determined on a site by site basis through A/B testing. The content will determine length. Featured content, inclusion of videos, trust images and logos all play individual parts here.

Longer landing pages have the ability to build more trust. They also provide more time for sites to create a sense of urgency and convince viewers to take action. The process a user would go through to scroll to the bottom of a longer page and engage with a call to action is also a solid lead. While your leads will be of higher quality, they will be less frequent. This method of give and take is important to consider as a landing page is built and optimized for conversions.

On the other hand, shorter landing pages generally lead to a higher number of overall leads. These pages feature less information and, in turn, less content to build credibility. Some viewers, however, will have a “less is more” mentality. Free offers thrive on shorter landing pages, as it takes less to convince consumers to try a free product.

**Regardless of length, your landing page should include five key elements, according to Oil Gardner, co-founder of Unbounce:**

- 1 *Your unique selling proposition (USP)*
  - » A major headline
  - » A subhead that supports the headline
  - » A reinforcement statement or testimonial
  - » An argument that concludes the page
- 2 *Hero image or video*

*This gives your product or service some personality and defines the benefit or use to the customer. Ultimately this creates more validity.*
- 3 *Concise benefits of your products*

*A list of benefits that can easily be read quickly*
- 4 *Social proof*

*This offers validity and creates desire*
- 5 *An effective call to action*

## Call to Action

Just as there is debate about the length of landing pages, there is similar debate regarding the location of calls to action. Many argue that above-the-fold calls to action lead to better conversion rates, but again, the best way to make this determination is through an understanding of demographics and testing.

Effective calls to action allow users to easily click through to a form or result. We look to make a button look more clickable by adding more white space or contrasting colors. Additionally, your call to action should probably be larger than the rest of the text. Fluid takes all of these into consideration when designing sites and landing pages.

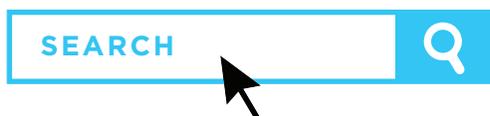
**CLICK ME**



# Ease of Navigation

Neil Patel, of KISSmetrics and CrazyEgg, calls this eliminating friction. Consumers, by nature, are resistant to purchasing or agreeing to a service. This is a large part of what makes conversation difficult. So what can sites do to counter this? Start by taking a look at sites from the user perspective. Is there anything glaringly wrong? Are there portions that feel out of place or are too blatantly a sale? Does the design flow or is it difficult to navigate?

Another easy way to help users navigate sites is with a working search function. This allows users to easily navigate the site in a way that meets their specific needs, and prolongs the time they are likely to spend on your site.



## This is the Fluid Edge.

*We bring with us a profound ability to take the results our initial analysis and implement impressive design improvements and changes.*

Once you have solid designs, it is time to implement your thoughts into testing. The most effective way is through A/B testing. This is the easiest way to compare the design elements listed above and analyze the results. The results will give validation to the proper design for your site users.

This test requires two versions of one page. It is important to have a goal or set of goals in mind once before you analyze the test results. For example, if you want to engage users more, you might want to test the results of two separate calls to action.

As the New York Times bestselling author Bryan Eisenberg said, “Where there is friction there is opportunity. Either you solve it for your customers today or a competitor will do it tomorrow.” Here at Fluid Advertising, we follow the mantra **“solve for the customer.”** Conversion optimization will get your website running on all cylinders. It will solve for your customer and lead to more sales.

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To learn more about the Fluid Edge and conversion optimization, call Fluid Advertising today for a free conversion analysis.



