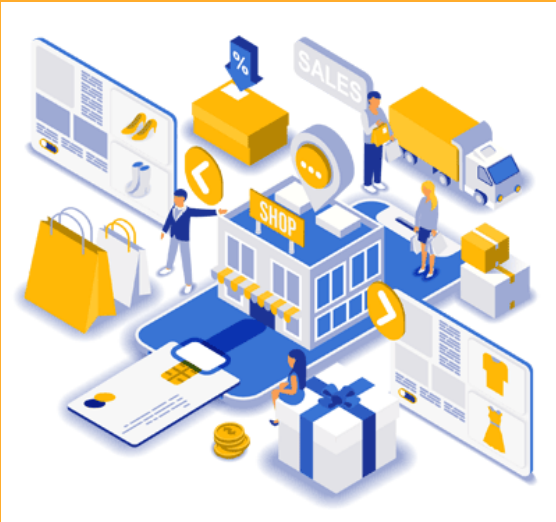


SMALL

BUSINESS

CONVERSION RATE OPTIMIZATION



OUR AGENDA

WHAT IS CONVERSION RATE OPTIMIZATION

EXAMPLES

TECHNIQUES

CONVERSION RATES

What is Conversion Rate Optimization?



CONVERSION RATE OPTIMIZATION

Identify conversions

- Find the business operations where one thing converts to another thing

Optimize conversions

- Look for ways to make the conversion more effective or more frequent



- [illegible]

CONVERSION RATE **OPTIMIZATION**

Educate customer better to
improve conversion rate

Provide methods without your
involvement



Examples





MARKETING

- Website visitors
 - Internet paid advertising
 - Home Services websites
 - Social Media accounts
 - Review websites
-



LEADS

- Website quotes
- Phone calls
- Emails



SALES

- Appointments made
- Products sold
- Shipping processes
- Service processes

Techniques



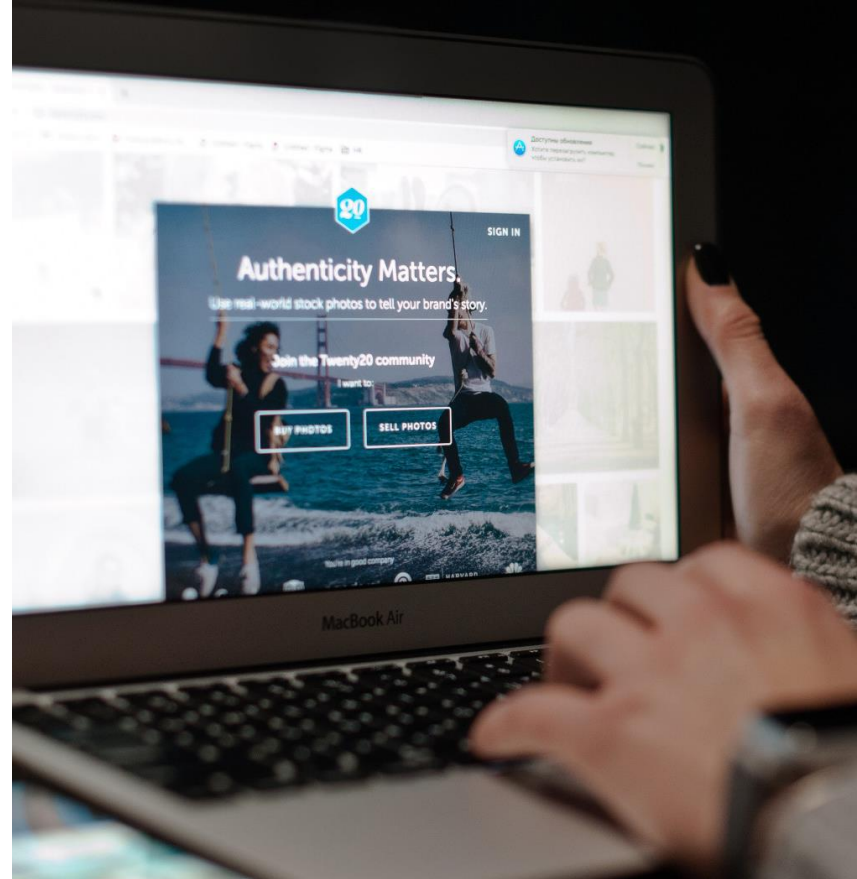
WEBSITE **FORM**

- Capture information needed without involving employees
- Can include multiple steps
- Can include conditional actions



WEBSITE **LANDING PAGE**

- Dedicated website page to just one purpose
- Simplified web page
- Call-to-action



TELEPHONE CALL TRACKING

- On website, provide a pool of phone numbers to track website visitor
 - On other places, provide tracking for the source of the phone call
-



Conversion Rates





WEBSITE VISITORS

- Source
- Location
- Device Type
- Campaign
- Pages
- Goals



PHONE CALLS

- Source
 - Organic
 - Paid
- Time
- Employee who answered



WEBSITE QUOTES

- Source
 - Organic
 - Paid



INTERNET ADS

- Platform
 - Campaign
 - Ad
 - Click through rate
 - Cost per click
 - Conversions
-



SALES

- Product or service
- Quantity
- Amount
- Source
- Employees involved

Conclusions





BENEFITS of CONVERSION RATE OPTIMIZATION

- 1 Record data
- 2 Data to optimize
- 3 Help customers learn
- 4 Methods without involvement

