

# Case Study: VA Green-Conversion Rate Optimization (CRO)

## 38% Increase in Online Conversions

### Scenario:

Virginia Green is a locally owned and operated lawn care company that services the greater Richmond and Williamsburg areas. Having been in business for over ten years, Virginia Green has created a strong and reputable presence in the lawn care services industry. Despite being widely considered the go-to local lawn service company, their website form conversion rate was considered low by industry averages. The immediate answer was to scrap the existing website in favor of a more contemporary design, but WebStrategies opted for a more methodical approach.

During the discovery phase of the engagement, WebStrategies found the existing site ranked well in the search engines, and our test subjects found their user experience was positive overall. The risk of sacrificing the website's strong attributes in favor of improving a single conversion metric was deemed too risky. Evolving and optimizing the current website was a more favorable strategy.

WebStrategies identified several potential opportunities to improve user experience, navigation and conversion rates. We also established a set of metrics by which changes to improve the site's conversion rate would be measured. Ultimately, the goal was to improve the number of sales leads coming from the website.

### Marketing:

WebStrategies commenced a 90-day project that was divided into three phases. Phase 1 began with analyzing the online audience and their goals once they got to the website. This was done by way of a series of online and offline consumer surveys. Competitor research was then utilized to identify a number of key opportunities.

Phase 2 consisted of content and format changes within the website.

WebStrategies focused on key areas of the website that could potentially lift online conversion rate through improved design and messaging. An alternative page was created to improve usability while adding more clear calls-to-action.

Phase 3 included testing and measurement. A split test was developed to compare the old design with the new one. The two different pages ran simultaneously for 30 days to obtain statistically relevant results.

### Results:

WebStrategies' approach resulted in a 38% increase in online conversions. Because these results are tied to website performance and not traffic volume,

Virginia Green will continue to feel the positive impact of a better performing website for years to come.