

6 BUILDING BLOCKS FOR OPTIMIZING LOW TRAFFIC SITES

A man with a beard and brown hair, wearing a grey hoodie, is looking upwards and to the right. He is holding a white satellite dish in his left hand and a small black device in his right hand. The background is a large, empty stadium with many rows of brown seats. The lighting is somewhat dim, suggesting an overcast day or late afternoon.

Marie Vaino

pipedriven



A man with a beard and a grey hoodie is holding a satellite dish. He is standing in an empty stadium with rows of seats visible in the background. The text is overlaid on the image.

6 BUILDING BLOCKS FOR OPTIMIZING LOW TRAFFIC SITES

Marie Vaino

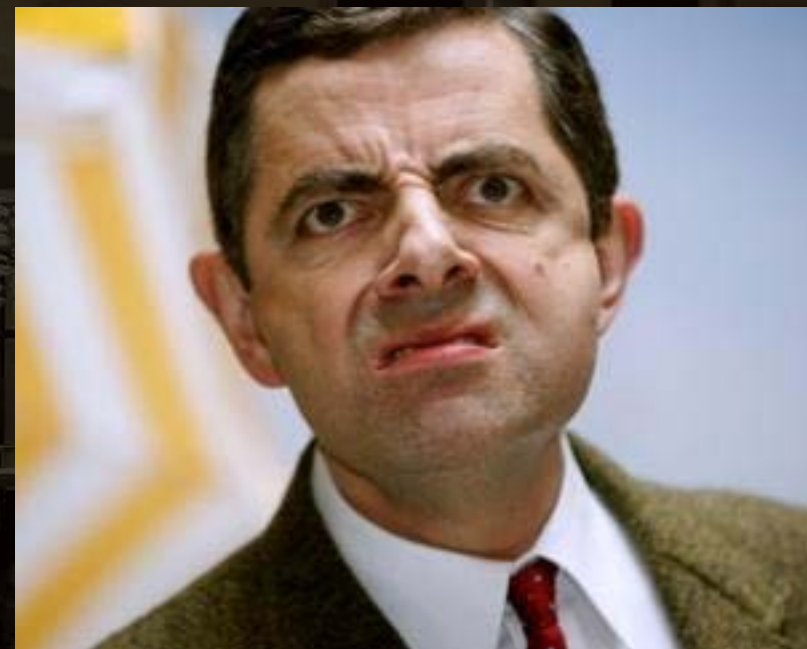
pipedriven

TESTING = OPTIMIZATION

Baseline CR
2%

Minimum detectable effect
5%

Statistical significance
95%



767 350 UNIQUE VISITORS



**I CAN'T DO ANYTHING TO
IMPROVE MY CR...**

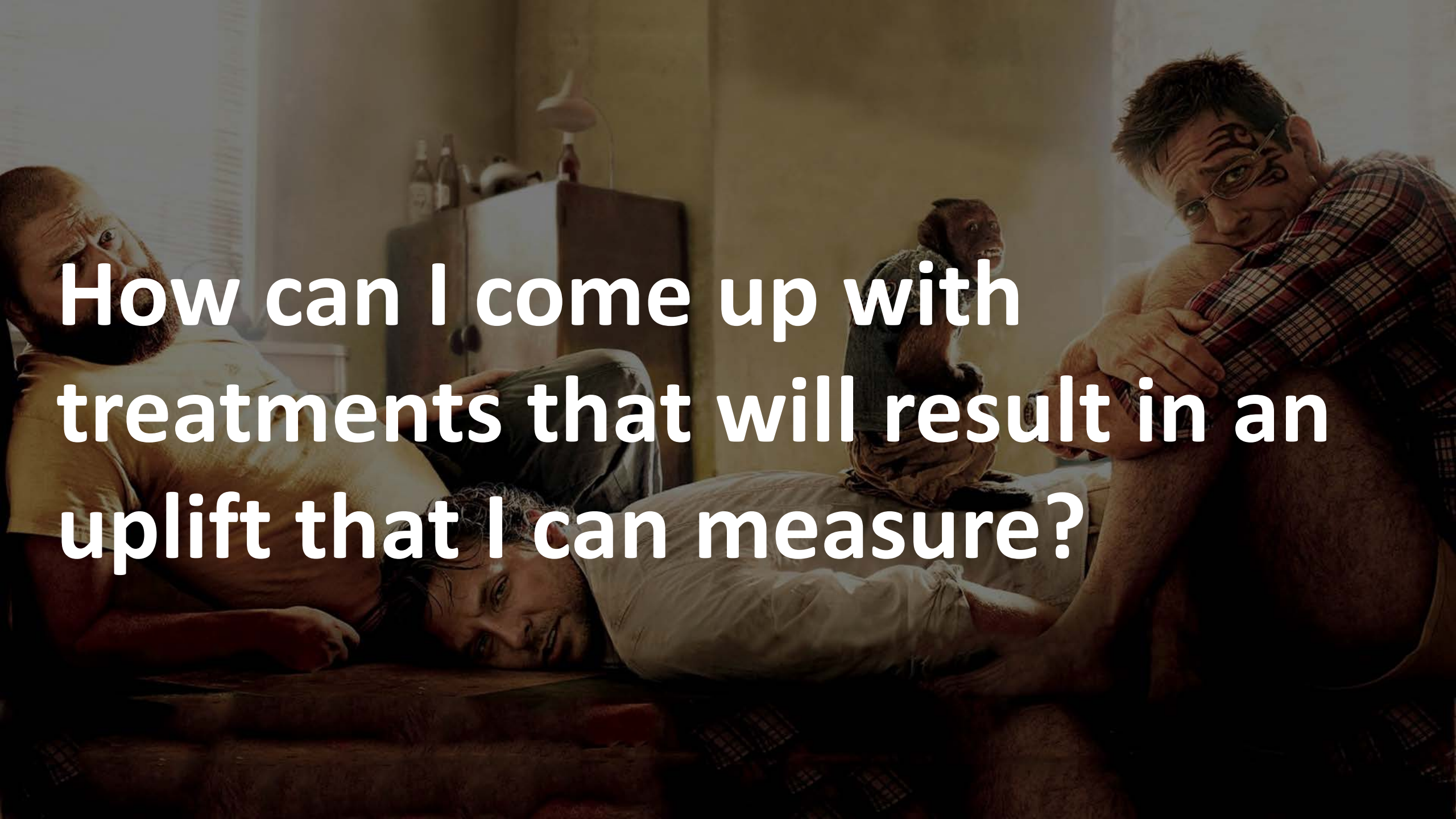


Can I optimize without testing?



TESTING

MIZATION

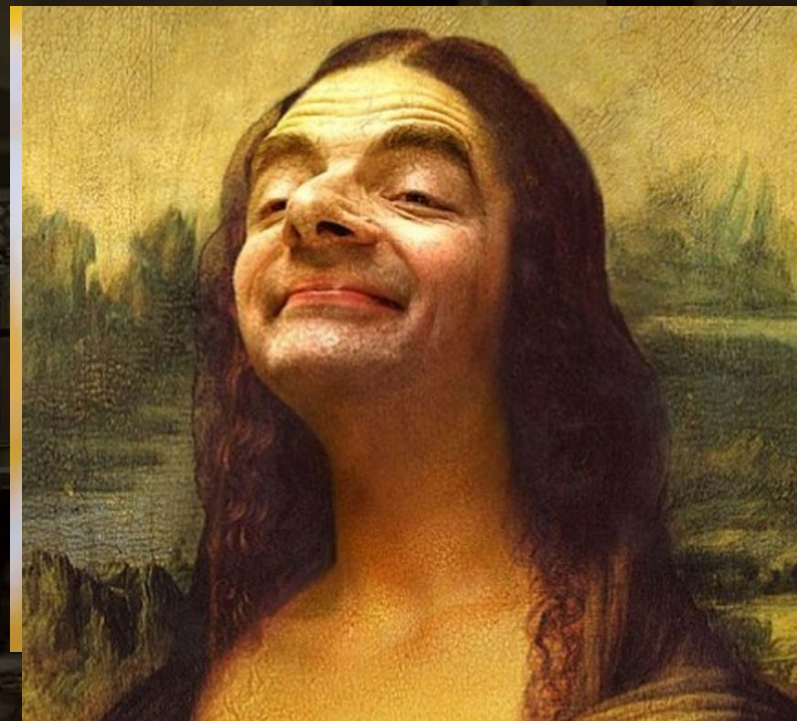


How can I come up with treatments that will result in an uplift that I can measure?

Baseline CR
2%

Minimum detectable effect
~~20%~~

Statistical significance
95%

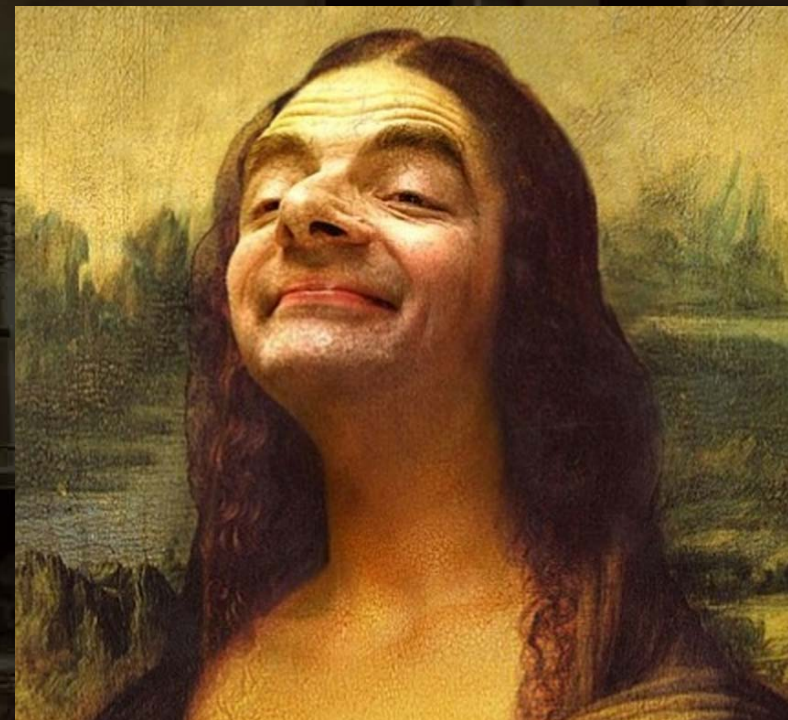


~~782 496~~ **782 496** UNIQUE VISITORS

Baseline CR
2%

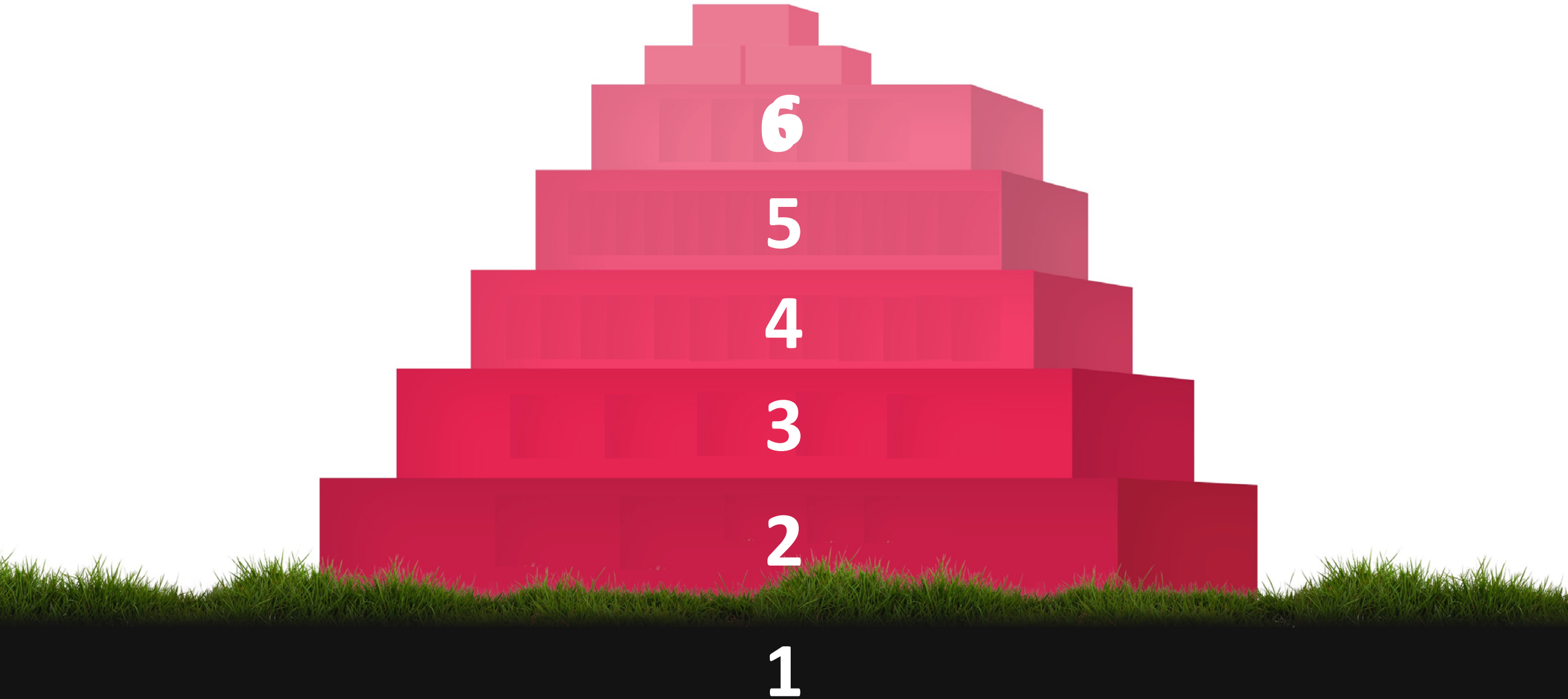
Minimum detectable effect
20%

Statistical significance
95%



~~32 890~~ 32 890 UNIQUE VISITORS

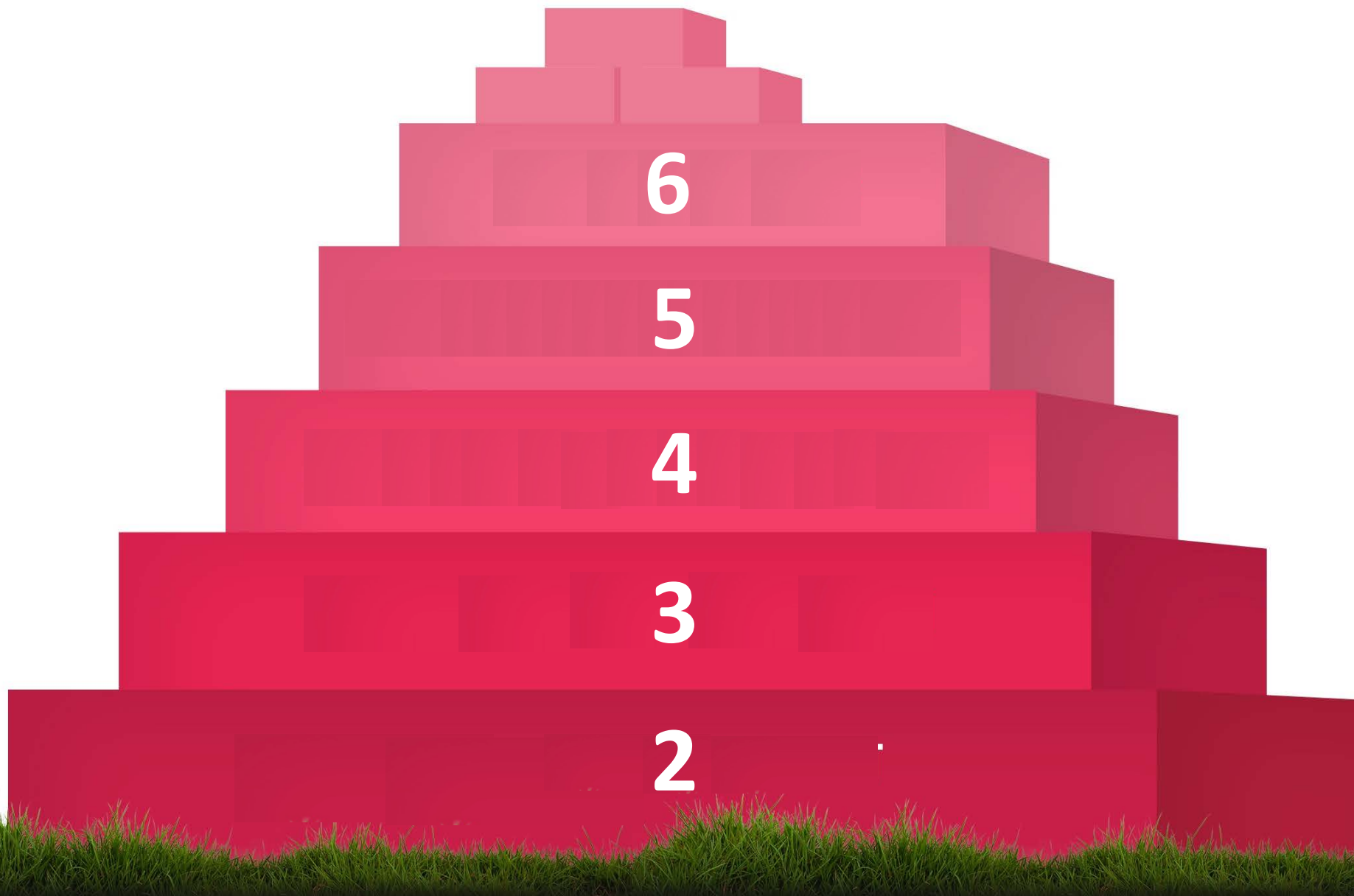
CXL Optimization Tower





1

START MEASURING EVERYTHING



START MEASURING EVERYTHING



Google Analytics

Qualaroo

HEAP

User Testing



Adobe Analytics

DECIBELINSIGHT

SessionCam

fullstory hotjar

2

PICK LOW HANGING FRUIT

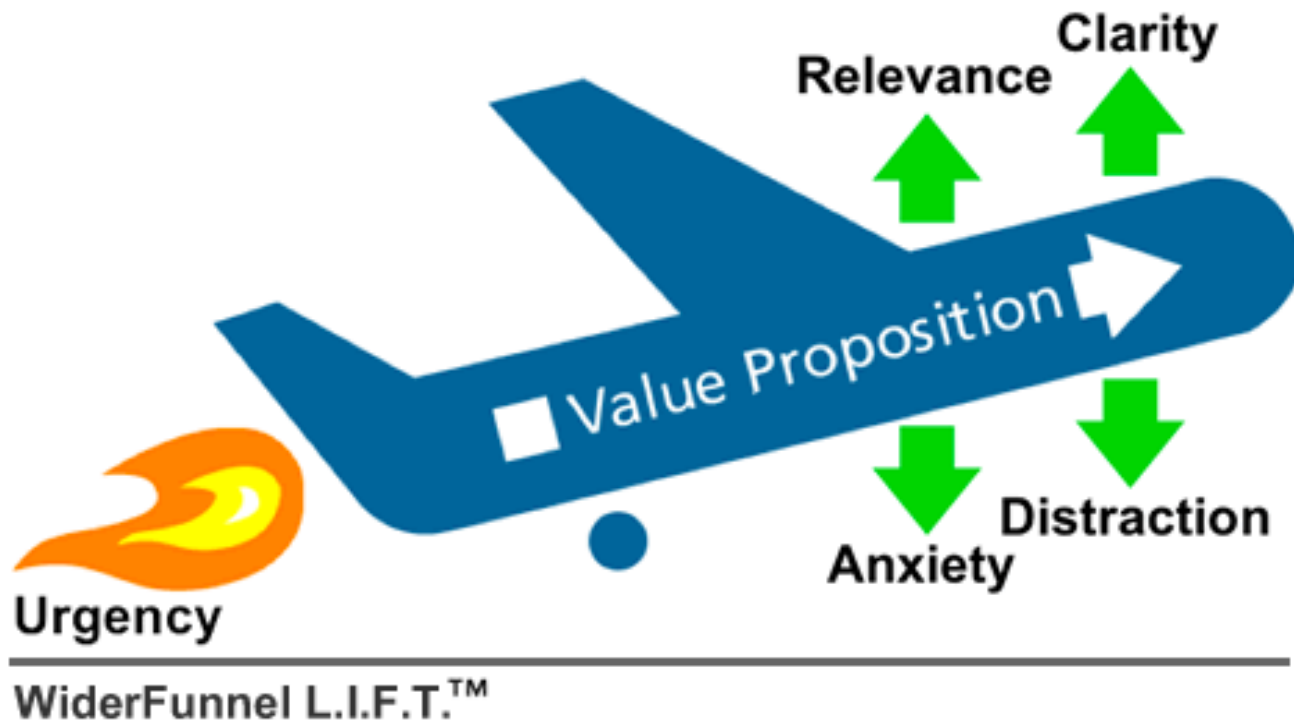


START MEASURING EVERYTHING

**There is no substitute
to human-lead
evaluation**

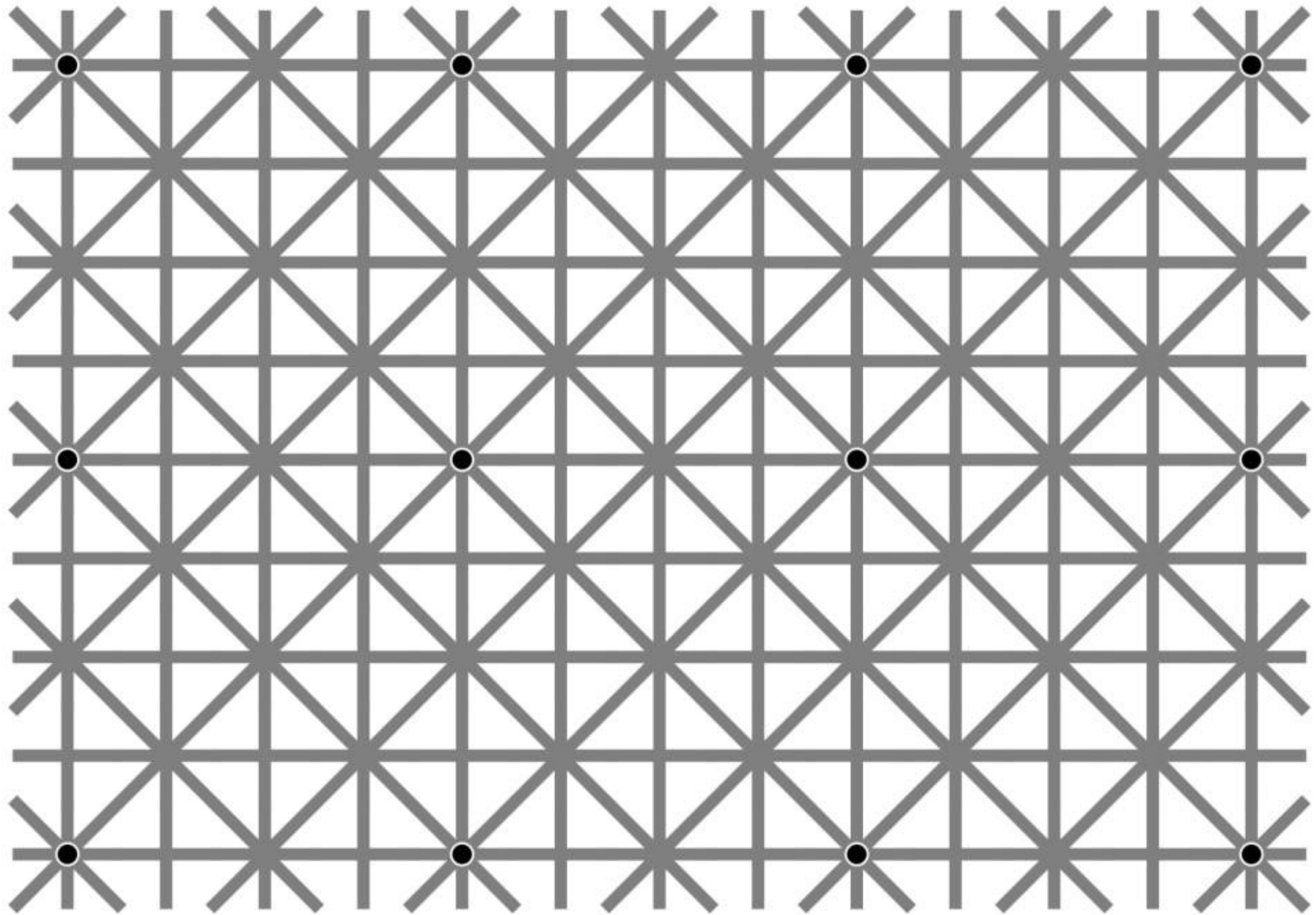


Conversion frameworks



Andre Morys, Web Arts AG

Distraction. Is anything unnecessarily drawing attention? If it's not motivation, it's distraction!

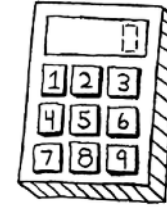


Friction. What on this page is causing doubts/
hesitations? What makes the process difficult?

Distraction. Is anything unnecessarily drawing
attention? If it's not motivation, it's distraction!

No contract. No tie-in. No risk.

- 100% no-quibbles refund any time in the first two months
- Move up and down between our levels any time with no penalty



help & feedback

	Standard	Premium	Professional	Enterprise
US Dollar	always free	\$16 per month	\$48 per month	\$144 per month
	Get Your Account	Get Your Account	Get Your Account	Get Your Account
Five minute set up				
Links directly to a Google Calendar				
Match your booking page style to your branding				
Set the schedule for the week				
Configurable booking forms				
Fully international				
Password protection				
SMS / text messages				
Units per slot				

NO CTA's

Value. Is it communicating value to the user?

Friction. What on this page is causing doubts/ hesitations? What makes the process difficult?

Distraction. Is anything unnecessarily drawing attention? If it's not motivation, it's distraction!



The Smaller Picture- a closer look at the Children who inspire us

In our latest Annual Review, discover stories of change for the individual children we reach.

[Explore more »](#)

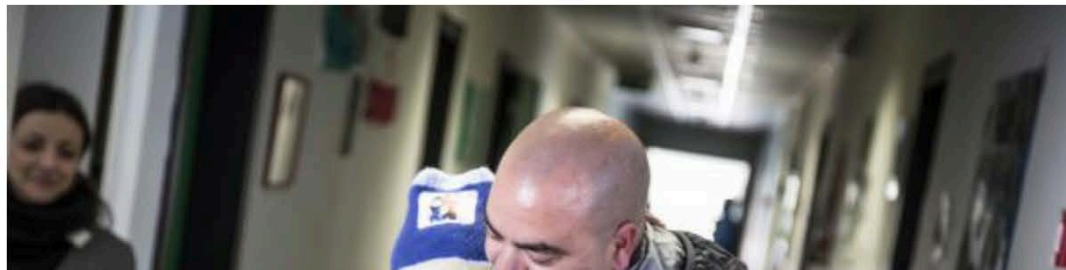


SAVE THE CHILDREN

Save the Children believes every child deserves a future. Around the world, we give children a healthy start in life, the opportunity to learn and protection from harm.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

In 2017, we reached over 49 million children directly through our and our partners' work. Follow this link to read our latest [Save the Children Annual Review](#).



Visit a member website

Save the Children comprises Save the Children International and 28 member organisations working to deliver change for children in 120 countries.

Select a country:

Please choose...

[Go to member site »](#)

CEO blog

Read the latest blog posts from our CEO Helle Thorning-Schmidt.

[View Helle's blog](#)

[Home](#) / [What We Do](#)

WHAT WE DO

Our name tells our story: Save the Children saves children's lives. We fight for children's rights and help them fulfil their potential.



Children play at a child-friendly space in an informal tented settlement for Syrian refugees in the Bekaa region, Lebanon. Save the Children

Around the world, we:

- provide lifesaving supplies and emotional support for children caught up in disasters like floods, famine and wars
- campaign for long-term change to improve children's lives
- improve children's access to the food and healthcare they need to thrive
- secure a good quality education for the children who need it most
- protect the world's most vulnerable children, including those separated from their families

Visit a member website

Save the Children comprises Save the Children International and 28 member organisations working to deliver change for children in 120 countries.

Select a country:

Please choose...

[Go to member site »](#)

Twitter updates



[SaveChildrenYE](#) " المدرسة تعلمنا كيف نقرأ " ونكتب، والتي تقيدينا في المستقبل " ابرار ١٢ سنة من صعدة #تعليمي مستقبلي
<https://t.co/kliUMoDLdm>

5 minutes ago



[savechildrenuk](#) Raising a family is a struggle for millions of parents across the UK due to rising childcare bills, high housing co...
<https://t.co/h1IE1KTnG3>

22 minutes ago



[SaveChildrenEs](#) NP- #Filipinas: Más de un millón de niños sin acceso a educación tras el paso del "súper" #tifón Mangkhut...
<https://t.co/NPW3ha7PIU>

27 minutes ago



[SaveUKNews](#) "In the morning, we saw that our house was gone. It was completely blown away" - 40 yr old

[Follow us on Twitter](#)

Clarity. Is the content/offer on this page clear?

Value. Is it communicating value to the user?

Friction. What on this page is causing doubts/hesitations? What makes the process difficult?

Distraction. Is anything unnecessarily drawing attention? If it's not motivation, it's distraction!

Relevancy. Does the page meet user expectation?

Clarity. Is the content/offer on this page clear?

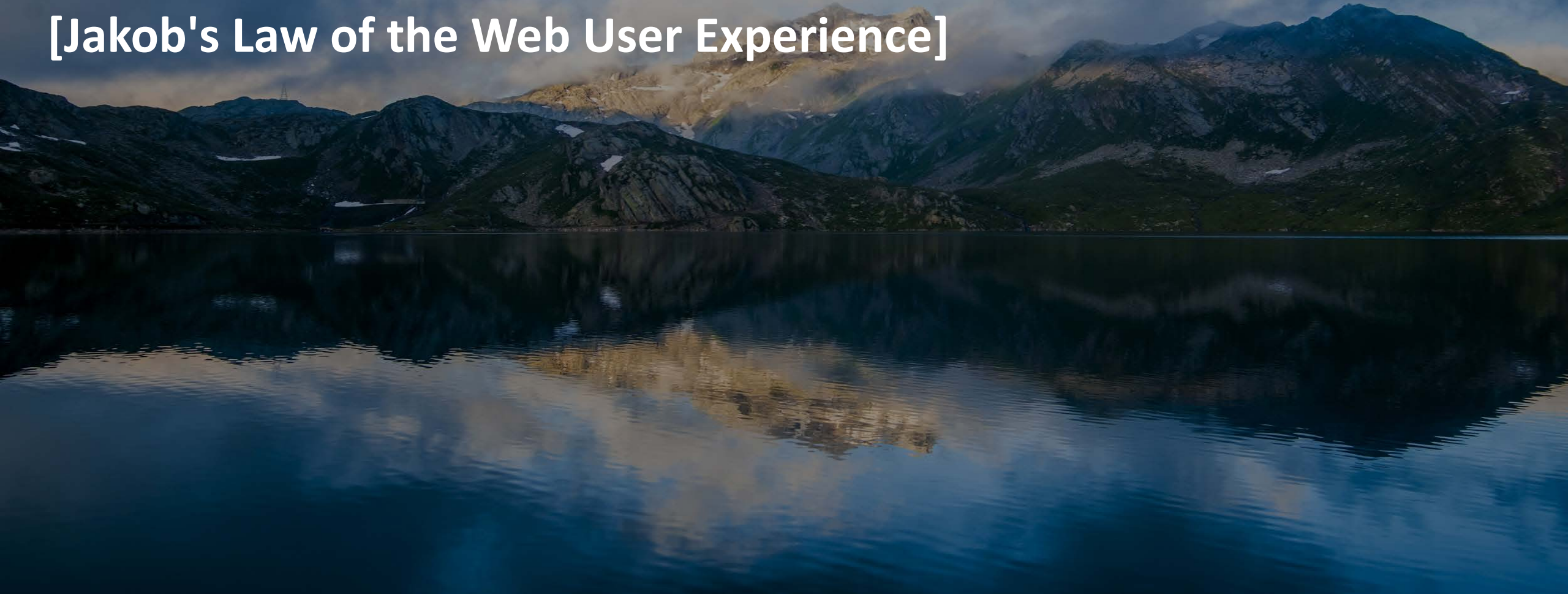
Value. Is it communicating value to the user?

Friction. What on this page is causing doubts/ hesitations? What makes the process difficult?

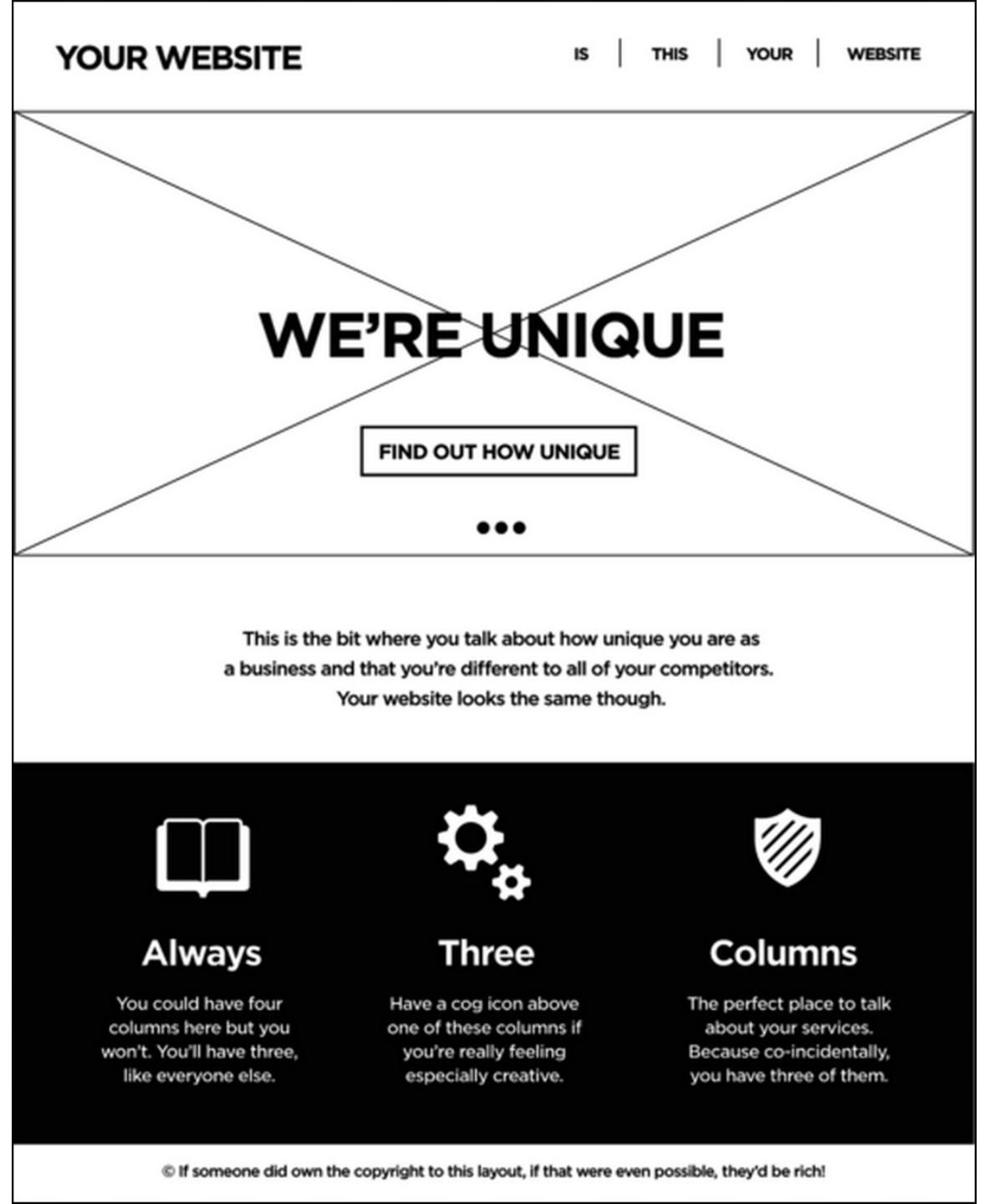
Distraction. Is anything unnecessarily drawing attention? If it's not motivation, it's distraction!

**“Users spend most of their time
on other websites.”**

[Jakob's Law of the Web User Experience]

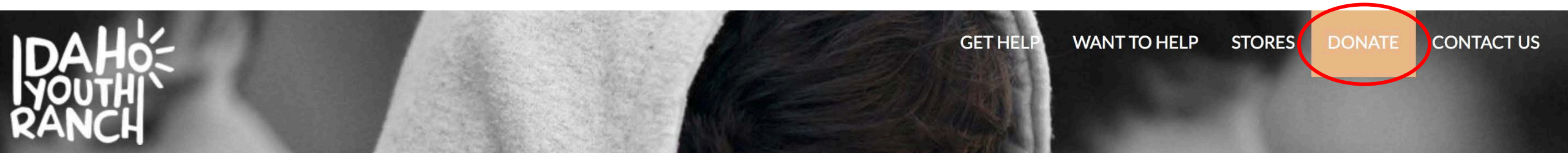


This is what every website looks like.

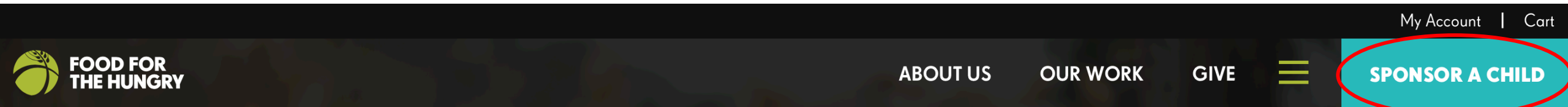


<http://ranveld.soup.io/post/608404560/Bild>

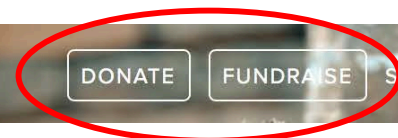
Headers



- BIBLE STUDY
- BROADCASTS
- APPS
- ABOUT
- CONTACT
- WHO IS JESUS?
- STORE



- charity: water
- WHY WATER?
- OUR WORK
- ABOUT US





ABOUT THE COMPANY

TERMINALS

TEAM

MEDIA

OUR TECHNOLOGY

TENDERS

SUBMIT YOUR INQUIRY

CONTACT

CLIENT AREA

EN | RU | ET

STEVEDORES AT THE GATES OF BALTIC

TRANSIIDIKESKUSE AS is a successful company established in 1996 offering complete stevedoring services. The main activity of the stevedoring service of Transiidikeskuse AS is concentrated on the container and general goods terminals operating in the free zone of Muuga Harbour of the Port of Tallinn.

TK IN NUMBERS

20

YEARS
OF EXPERIENCE



13,5^{KT}



AMOUNT OF REFRIGERATED GOODS
THAT CAN BE SIMULTANEOUSLY
STORED

600 000



ANNUAL TECHNOLOGICAL CAPACITY
OF CONTAINER TERMINAL

CAMPAIGN

Lugupeetud Klient,

Alates 01.01.2015 kuni 31.12.2015 kehtib meie terminalides kaalumise sooduskampaania:

- > ühekordne kaalumine – 13,00 €
- > kahekordne kaalumine – 19,00 €
- > kaalumine terminali vahenditega (kliendi tellimuse alusel) – 66,00 €*⁺

* sisaldab tösteid

Töötellimus palume saata e-aadressile kaalumine@tk.ee

TENDERS

> Puidu ostuhange

[Lisa_1_hankekirjeldus_ja_tingimused](#)

[Lisa_2_puiduhanke_mahu_ja_maksumuse_kokkuvõte](#)

> Poolhaagise ostuhange

[Tingimused](#)

> Autorehvide ostuhange

[Tingimused](#)

[Maksumus](#)

CLIENT AREA LOGIN

LOGIN

CONTAINER ISSUANCE

Name	CONMAR BAY
Line	OOCL
Date	26.08.2015
Time	17:00
Name	GRETE SIBUM
Line	CMA CGM
Date	27.08.2015
Time	19:00
Name	A LA MARINE
Line	UNIFEDER
Date	28.08.2015
Time	16:30

TERRITORY ACCESS

> [Online form to enter the territory](#) [Open online form](#)

> [Paper form to enter the territory](#) [Download PDF](#)



Visual hierarchy. Does the page use text expansion?
Does the page use text expansion?

information on the page stand out?

Clarity. Is the content/offer on this page clear?

Value. Is it communicating value to the user?

Friction. What on this page is causing doubts/
hesitations? What makes the process difficult?

Distraction. Is anything unnecessarily drawing
attention? If it's not motivation, it's distraction!

Check out the Kickstarter for our commercial version of our growing shoes – [Expandals!](#)



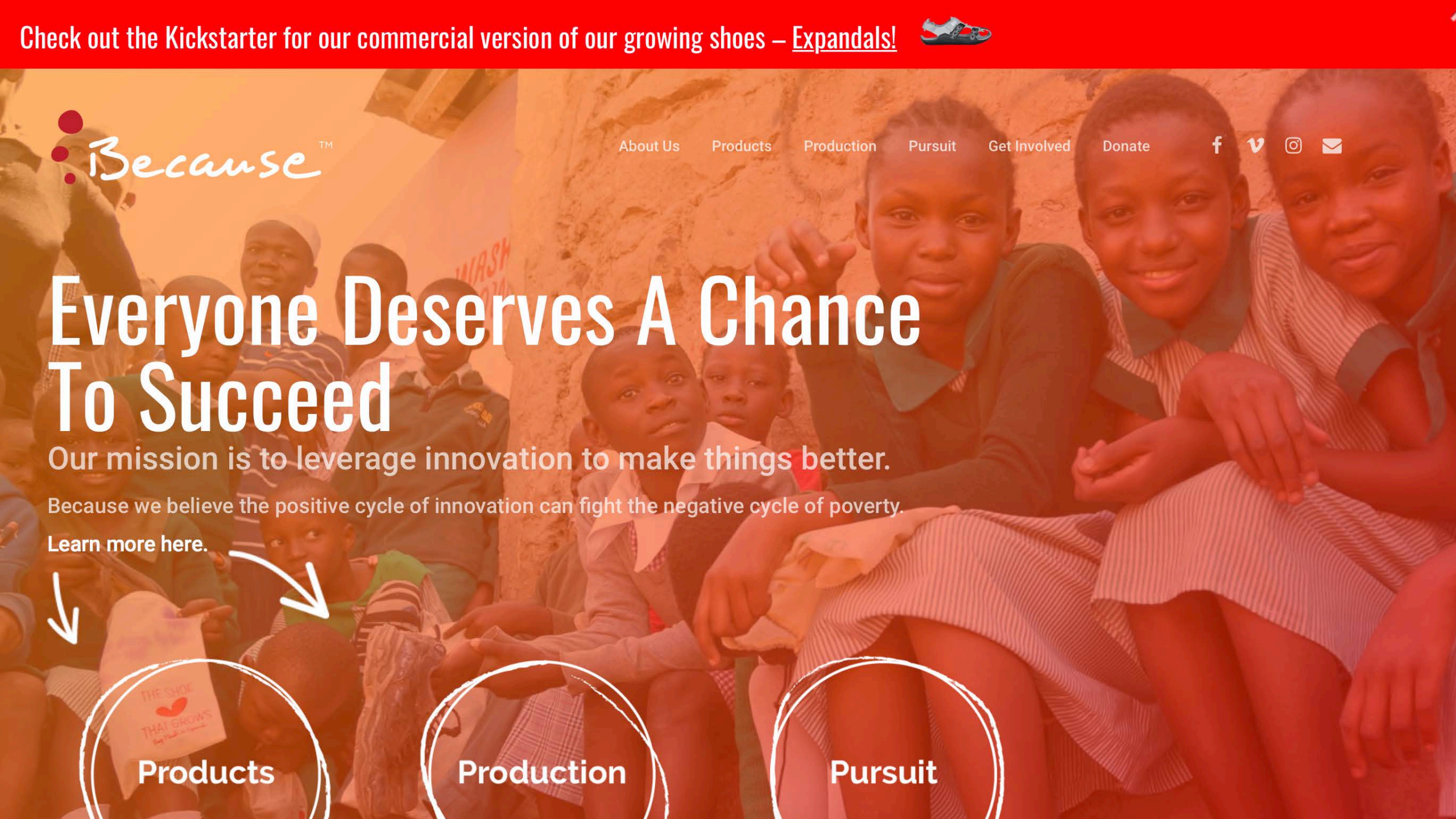
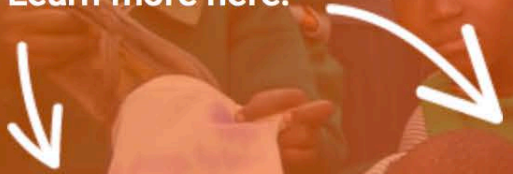
[About Us](#) [Products](#) [Production](#) [Pursuit](#) [Get Involved](#) [Donate](#) [f](#) [v](#) [@](#) [✉](#)

Everyone Deserves A Chance To Succeed

Our mission is to leverage innovation to make things better.

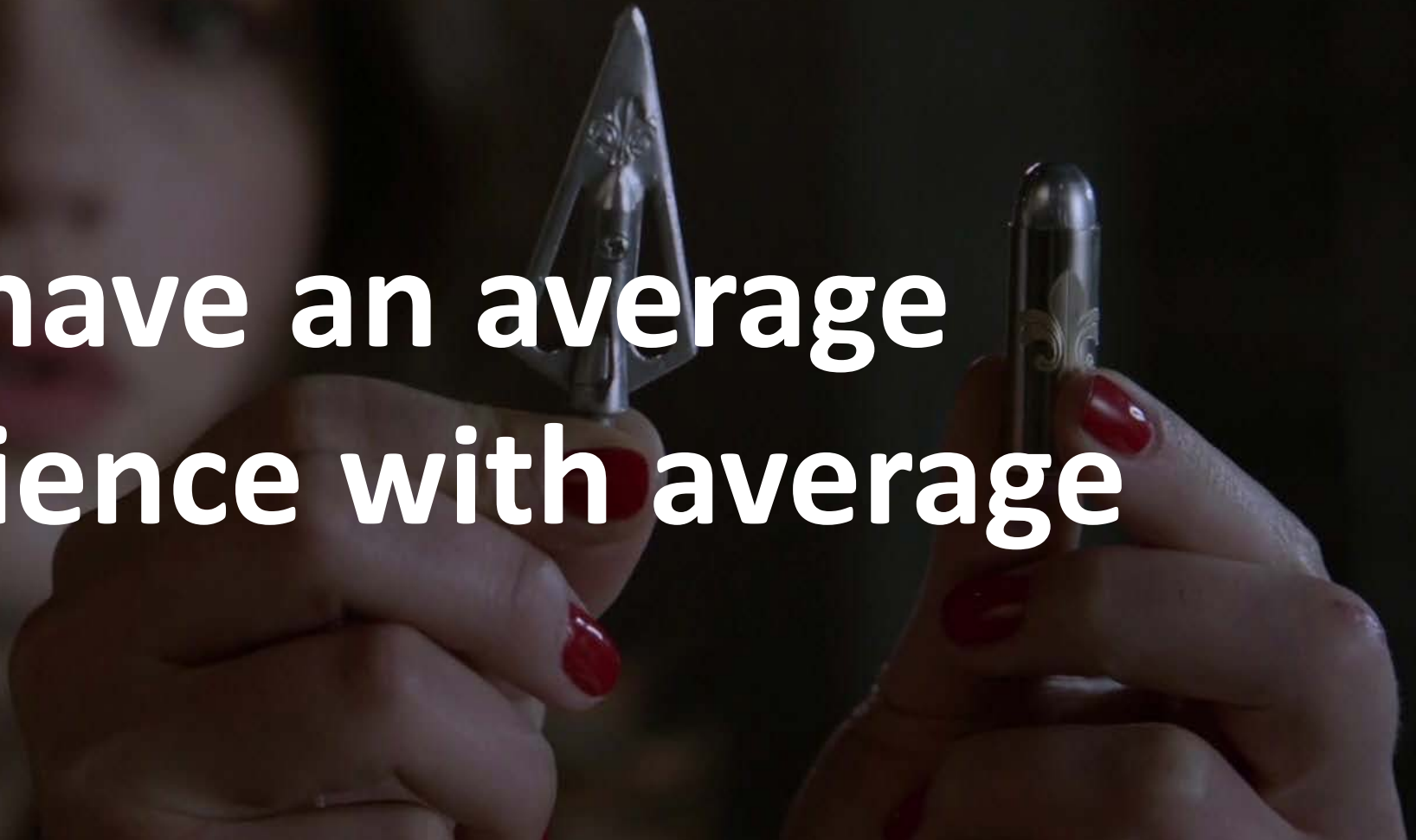
Because we believe the positive cycle of innovation can fight the negative cycle of poverty.

Learn more here.



There are no silver bullets.

**You don't have an average
target audience with average
needs.**



3

QUALITATIVE RESEARCH



6

5

4

DO QUALITATIVE RESEARCH

PICK LOW HANGING FRUIT

START MEASURING EVERYTHING

Customer survey

Talk to your recent customers & learn what makes them tick

- What matters to them the most when purchasing your product/service?
- Why they choose you over alternative suppliers?
- Which doubts and hesitations did they have during the purchasing process?

User testing

Give detailed scenarios for people who have not seen the site before, but fit your target audience.

User Testing



4

QUANTITATIVE RESEARCH

*Assuming you did start measuring everything and have enough data to analyze. Be aware of seasonality.

6

5

DO QUANTITATIVE RESEARCH

DO QUALITATIVE RESEARCH

PICK LOW HANGING FRUIT

START MEASURING EVERYTHING

Technical analysis

Conversion per browser

Browser ?	Users ?	↓ Transactions ?	E-commerce Conversion Rate ?
	93,468 % of Total: 100.00% (93,468)	4,987 % of Total: 100.00% (4,987)	2.80% Avg for View: 2.80% (0.00%)
1. Safari	29,691 (32.79%)	1,385 (27.77%)	2.25%
2. Chrome	24,781 (27.37%)	1,204 (24.14%)	2.56%
3. Internet Explorer	20,159 (22.26%)	1,555 (31.18%)	4.00%
4. Firefox			3.53%

Average CR=2.80%
IE CR=4.00%

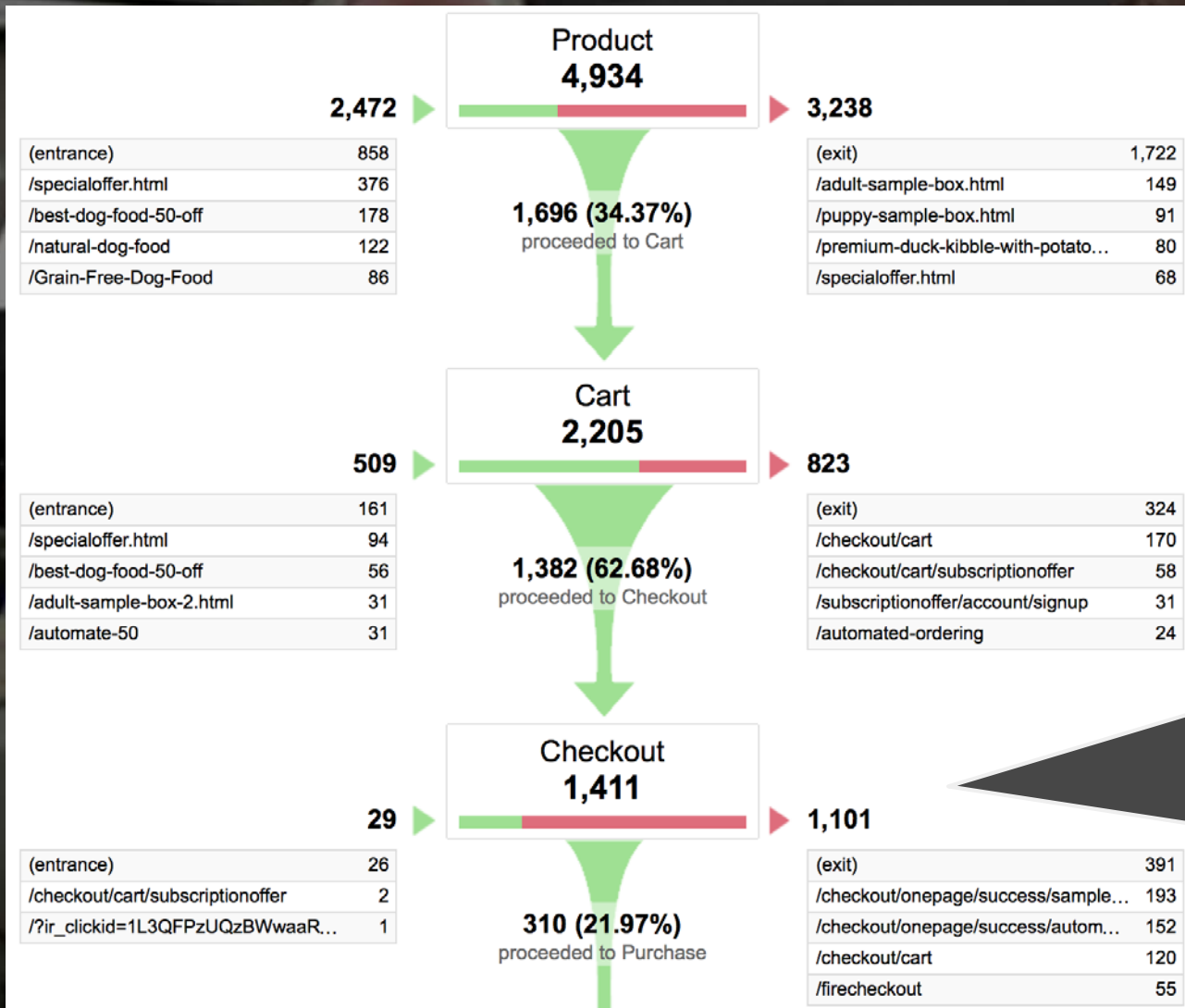
Analytics analysis

**Search converts 3x higher.
Make search bar more visible.**

Site Search Status ?	E-commerce Conversion Rate ↓	Transactions
1. Visits With Site Search	6.30%	2,365 (47.42%)
2. Visits Without Site Search	1.86%	2,622 (52.58%)

6.30% vs. 1.86%

Analytics analysis



Checkout dropoff is the highest at 88%. Hence you should start optimizing there.

Mouse tracking analysis



The search bar gets significantly more clicks than any other area.



5

PRIORITIZE HYPOTHESIS



6

PRIORITIZE HYPOTHESES

DO QUANTITATIVE RESEARCH

DO QUALITATIVE RESEARCH

PICK LOW HANGING FRUIT

START MEASURING EVERYTHING

Implementation cost & Uplift potential

Issue	Bucket	Background	Action	Rating
Automate order page does not add additional value.	test	Remove the automate now page or pop-up entirely from the funnel. 2 pages that have the same content and purpose do not add additional value.	Rewrite the copy for the automate now page or pop-up and test a version where only 1 page with more comprehensive copy is shown.	*****
It is not possible to analyze the performance of the automate now pop-up.	instrument	Create a separate URL for the pop-up in order to set up a funnel in GA to monitor its performance. This assumes the pop-up is the chosen content page for automated ordering.	Set up a virtual pageview to see the dropoff rate of the pop-up in GA. You should add this code to your shopping cart. It should only be triggered when the popup is shown. <code>ga('send', 'pageview', '/checkout/cart/subscriptionoffer');</code>	*****
Automate now pop-up has poor visual hierarchy.	test	CTA buttons on the automate your order pop-up look equally important. Making the preferred CTA stand out lead to an increase in conversion rate.	Test a redesigned pop-up where the eyeflow is made to lead to the "automate now" CTA.	*****
Homepage header lacks visual hierarchy.	test	Too many elements in the header create confusion. Every page of the site has 1 goal and the header should not draw the customers attention away but at the same time support easy navigation.	Test a less dominant header that gives more color, space and attention to navigational elements. Treatment in progress, may need a follow-up treatment that would go live together with the value proposition.	****

Low traffic:

Implementation cost < Uplift potential

Issue	Bucket	Background	Action	Rating
Automate order page does not add additional value.	test	Remove the automate now page or pop-up entirely from the funnel. 2 pages that have the same content and purpose do not add additional value.	Rewrite the copy for the automate now page or pop-up and test a version where only 1 page with more comprehensive copy is shown.	*****
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Will everyone visiting notice the test?

ORIGINAL


The original website header features the Blast Zone logo on the left, the tagline "Millions of happy kids worldwide!" with a BBB logo on the right, and a shopping cart icon labeled "Cart (1)". The navigation menu includes "HOME INFLATABLES", "COMMERCIAL", and "INFO", along with a search icon. Below the header is a white promotional banner with four icons: a truck for "FAST FREE DELIVERY SHIPS SAME DAY", a dollar sign for "COST EFFECTIVE SAVE BY OWNING", a gear for "PREMIUM QUALITY 2 YEAR PROMISE", and a character for "Chat Online or CALL! 877-889-4685".


VARIATION 1


Variation 1 features a search bar with the placeholder text "Search" and a search icon. The navigation menu is expanded to include "Commercial Inflatables" and "Info" in addition to "HOME INFLATABLES", "COMMERCIAL", and "INFO". Below the navigation is a list of categories: "Home Inflatables: ALL | BOUNCE HOUSES | WATER PARKS | SLIDES | COMBOS | ACCESSORIES". The promotional banner at the bottom is identical to the original, featuring the same four icons and contact information.

Will everyone visiting notice the test?

Order online or call 800-558-6887

 Sign in to your account

 Need help?

 Your Cart

Nuts.com

A FAMILY BUSINESS
SINCE 1929...
[Read our story](#)

Search for a product

Search

Looking for Organic, Raw, Sugar-free or Gluten-free?



NUTS

DRIED
FRUIT

CHOCOLATES
& SWEETS

SNACKS

COFFEE
& TEA

COOKING
& BAKING

GIFTS

ORIGINAL

Search for a product

Search

Looking for Organic, Raw, Sugar-free or Gluten-free?

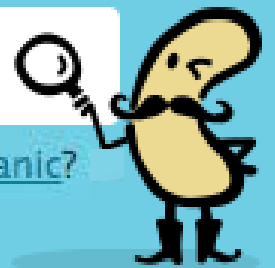


VARIATION 1

Search for a product

Search

Looking for Almonds, Cashews, Walnuts or Organic?





6

START A/B TESTING

*min: ~500 conversions /mo



START TESTING

PRIORITIZE HYPOTHESES

DO QUANTITATIVE RESEARCH

DO QUALITATIVE RESEARCH

PICK LOW HANGING FRUIT

START MEASURING EVERYTHING

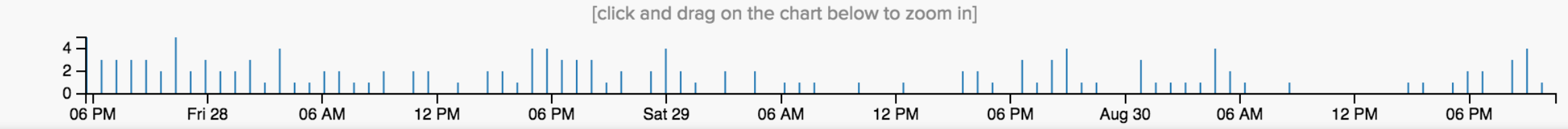
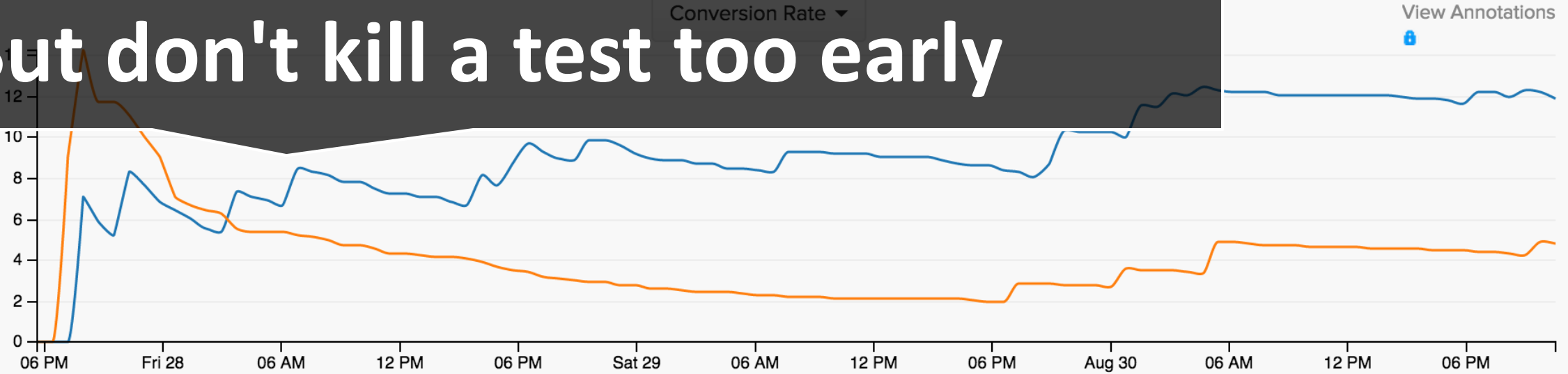
Kill the weakling early

Check your test 2 weeks in.

Original	60
Variation 1	17

CR= -230.7%

But don't kill a test too early



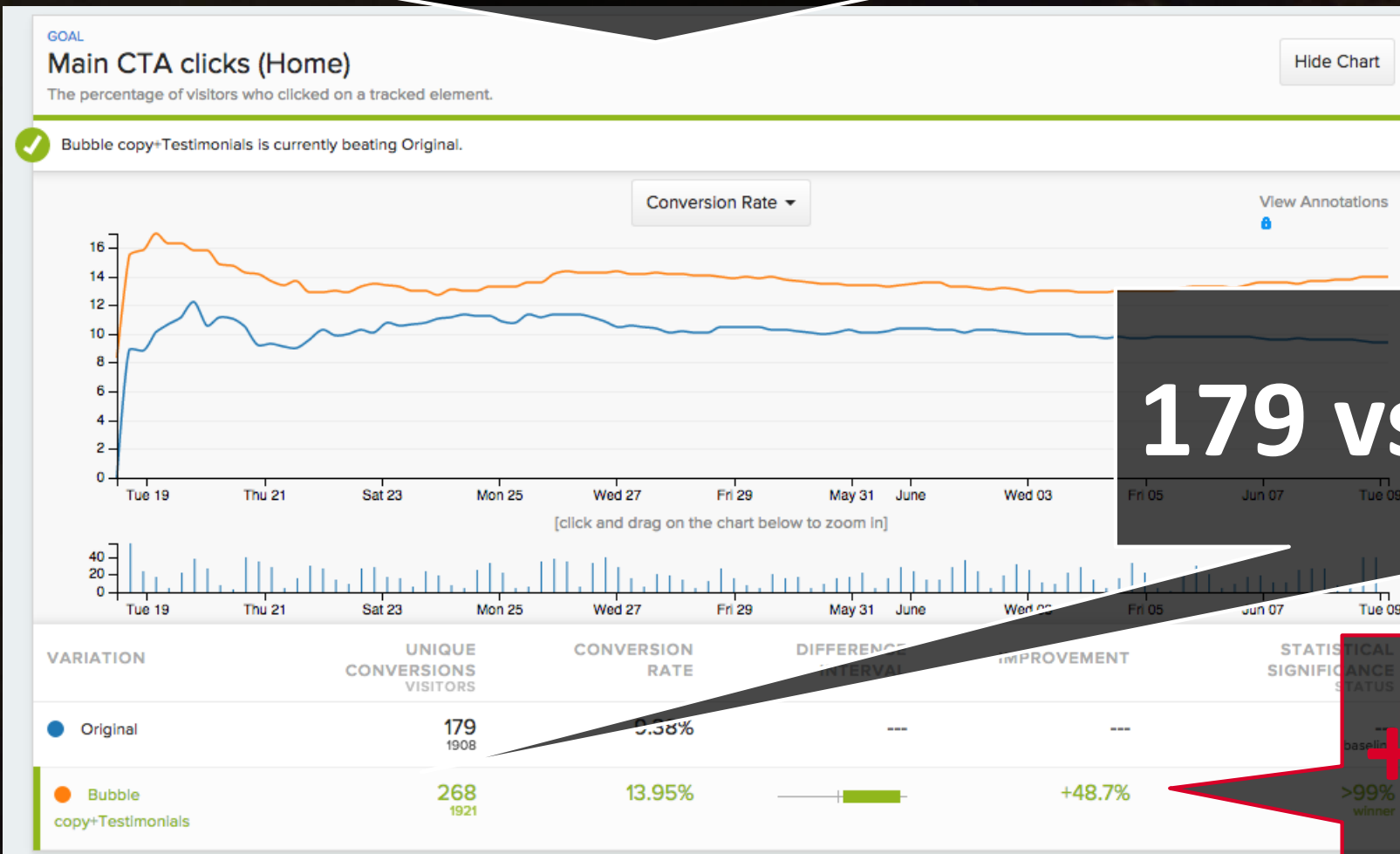
VARIATION	UNIQUE CONVERSIONS VISITORS	CONVERSION RATE	DIFFERENCE INTERVAL	IMPROVEMENT	STATISTICAL SIGNIFICANCE STATUS
Original	18 151	11.92%	---	---	--- baseline
Different value prop	7 145	4.83%		-59.5%	81% < 100 visitors remaining.

3 days only

18 vs. 7

-59.5%

Has any of the micro goals reached stat. sign. in the same direction?



179 vs. 268 clicks.

+48.7% (>99%)

Has the CR difference stayed stable during the whole testing period?



What if I lower statistical significance?

2%

Minimum detectable effect

5%

Statistical significance

80%



~~888~~ 398 UNIQUE VISITORS

CXL Optimization Tower



THANK YOU!

Super profitable conversion optimization
know-how.

Sign up to ConversionXL Institute.

goo.gl/BnJNrz

Marie Vaino

pipedrive