Conversion Optimisation Report - Sample

by Michael Hayes

Headline Recommendations

Site Improvement

a. High checkout abandonment on mobile and some screen resolutions suggests that further usability testing and gathering visitor feedback would be beneficial.

b. Improve /item-2 and / item-3 load speeds. For more reliable page speed data, either change GA tagging to increase sample rate, or use an alternative tool to benchmark load speeds. Use this data to improve identify other slow pages, focusing on checkout.

Marketing

c. Target abandoned baskets using ad targeting or emails. Use same approach to encourage return visitors.

d. Increase marketing of item 4, as once added to basket it converts twice as often as other items.

e. Tag email campaigns so its visitors can be tracked.

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Findings and Recommendations

End to End Conversion Analysis.

Overall end to end stats (06-Oct-2012 - 07-Nov-2012)

End to End Process

	Landing Page	*Bounce Rate*	Second Page		Basket Add	*Basket Abandonment*	Checkout	*Checkout Abandonment*	Item Purchase
% Traffic	**100%**		**41%**		**3.8%**		**2.6%**		**0.4%**
Abandonment (% of previous step)		*59%*		*91%*		*30%*		*87%*	

Checkout process

All visits

	Checkout Details		Checkout Confirmation		Order Confirmation		Order Summary		Item Purchase
% Traffic	**100%**		**55%**		**69%**		**37%**		**17%**
Abandonment (% of previous step)		*45%*		*-25%*		*46%*		*54%*	

1. The highest abandonment rate is after the Basket Checkout Details page. The second highest is after the Order Confirmation (Payment) Page.

   Recommendation: Reduce number of fields in forms. E.g. Why not just ask for address on payment page? And why ask UK visitors for state/province?

2. *Recommendation:* Target abandoned baskets using ad targeting or emails. Adwords targeting uses GA data to target specific visitor segments e.g. those who have added an item to your basket but not bought anything.

3. Returning visitors have a 2.7% add to basket rate compared to 0.96% for new visitors.

   They also have only a 33% abandonment rate compared to 50% for new visitors.

   This means every returning visitor is worth approximately 4 times as much revenue as each new visitor.

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Recommendation: Find ways to encourage users to return e.g. capture more email addresses, use ad targeting. Further analysis may reveal more details regarding which visitors should be targeted.

Traffic Sources

4. Paid search visits have a high bounce rate (75%), a high basket abandonment (56%), and a high checkout abandonment (65%) compared to the site average.

   The following sources have high basket add rates compared to the site average: organic (3.2%), flyer (7.7%), print (2.6%) and journal (4.76%). All these sources have a high proportion of returning visitors so this may also contribute to their success.

   Note that sample size for the last 3 sources is small, so this data is indicative only.

   Recommendation: Paid Search isn't providing users with what they are expecting, the other sources are. Sales message, keyword targeting and the item covered by these sources should be reviewed and compared.

Platform

5. 82% of visitors with Screen Resolution 320x480 bounce. Only 0.11% add to basket compared to a site average of 1.4%. These visitors are almost exclusively iPads and iPhones.

   Recommendation: Review the site on iPhone at this screen size, looking for opportunities to improve the user experience.

6. Visitors using tablet/mobile perform similarly to other visits except during the checkout process – checkout abandonment is 72% compared to a site average of 51%. The main difference to average is the abandonment on the 2 payment pages.

   This data is an average over all mobile platforms, but only iOS users are adding items to basket (mainly iPad users with resolution 768x1024).

   Recommendation: the mobile checkout process user experience should be improved, by at least testing on the iPad with this resolution, focusing on the two payment pages.

7. Visitors with Screen Resolution 1280x1042 has double the average conversion rate, due to a 2.5% basket add rate compared to a site average of 1.4%. And of those, 63% reach the checkout compared to 49% average.

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Recommendation: Review the site at this resolution on this platform, focusing on the checkout process, particularly the basket checkout details page. Use the better performing screen resolutions as a benchmark for comparing the user experience.

8. 1280x800 resolution visits have a higher than average abandon rate from the order confirmation and order summary pages.

   Recommendation: Test on resolutions of 800 or less to see if this is an issue.

   Products

9. Item 4 has a significantly lower basket abandonment and checkout abandonment rate than the other items – so 32% of basket adds result in a purchase, compared to a 14% for other items. This is only based on 7 purchases.

   Recommendation: Increase marketing efforts for this product: if high conversion rate holds, then analyse further to see if there are insights which can be applied to improve marketing strategy.

Traffic and Landing Pages

10. A number of direct visits could be from untagged sources such as email campaigns.

    Recommendation: These should also be properly tagged so their individual performance can be assessed, as it appears that some emails have performed well, but more visibility is needed to draw definite conclusions.

11. Item 5 ad group has a 0.76% conversion rate

    Recommendation: Boost spend on this ad group and see if this results in more converting visits.

12. An example: most visits from the Item 1 are sent to the /item-1 page. However this has the highest bounce rate of all the Item 1 pages (79%). /items/item-1 has the lowest bounce rate.

    Recommendation: Run an Adwords split test with two identical ads, one sending traffic to the usual /item-1 page, the other to the /items/item-1 page. See which ones ends up with the best conversion rate after both landing pages have received 100-200 visits.

    After that, start testing alternative landing pages with Adwords traffic to see which ones work best. Bounce rate should be used as a guide to identify good candidates.

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Keywords

13. Promising keywords that have conversions, assisted conversions or basket adds in organic or paid search, include:

    - Keyword 1

    - Keyword 2

    - Keyword 3

    - Keyword 4

    Recommendation: Test them by targeting them with paid search exact match ad groups to get 50-200 visits. Target high performing keywords with broader match ad groups and SEO.

Testing

14. Adwords is great for testing different marketing strategies and finding out what your target market is interested in. Later in this section I suggest tests for keywords and landing pages. Adwords can also be used to test headlines and sales copy to see what your target market responds to best.

    Recommendation: Test out some headlines using Adwords: pick some alternative headlines for an underperforming item page, run a set of ads in Adwords which are identical except for the various headlines, see which ones gets the highest CTR, and then split test the headline on the item page to see if it results in higher basket adds.

    You can also test page copy using ad headlines/ad copy: consider testing instant gratification type sales copy: instant access, no shipping costs, free trial right now etc.

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Trial visits

15. I compared visits including the trial pages to all visits:

	Visits	Conversion Rate	Checkout Rate	Checkout Abandonment
All visits	46,980	0.41%	0.7%	42%
Trial visits	5,999	2.08%	2.9%	29%

Trial visits make up 11% of overall visits and 39% of conversions.

Item 1, item 2 and item 3 all have below average basket add rates on the main page, but intro pages do much better. This might be page speed related, but is very likely due to the visitor having trialled the item.

Recommendation: Encourage more visitors to visit trial pages. Perhaps test an Adwords campaign advertising the free trial, see how many visitors convert.

Also make it clearer that on pages like /items/item-1 that there's a free trial available in the introduction – currently the 'trial' label is pretty subtle.

Page Speed

16. The slowest loading pages have higher bounce rates and exit rates, and lower conversion rates:

- /item-2 averages 11.62s and has a bounce rate of 70% and a conversion rate of 0.13%.

- /item-3 averages over 6s and has a bounce rates of 69% and a conversion rate of 0.05%.

Item 2 shows higher conversion rates on other pages, such as the introduction item pages.

Recommendation: Look for ways to speed up load time on these pages and see how much this affects bounce and conversion rates. Then apply elsewhere based on impact.

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