A Guide to Conversion Rate Optimisation

By Michael Kashioulis - Smart Cookie Design

Hi!

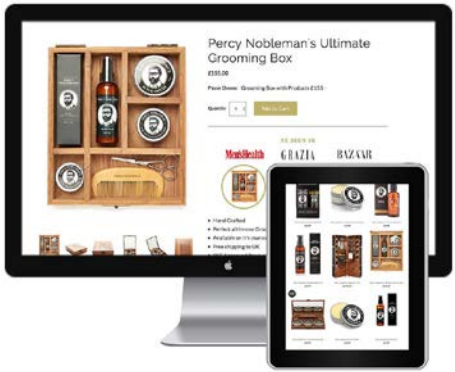
An ecommerce specialist agency based in London

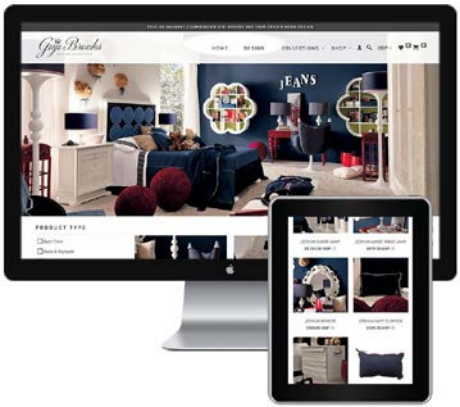
We build engaging ecommerce stores for clients in a range of industries

1 of only 8 accredited Shopify Plus Expert agencies in the UK and 1 of 15 in EMEA

Showcases our ability to build world-class ecommerce stores powered by the Shopify Framework

Through building many ecommerce stores we have seen what works when optimising conversion rates





SMART COOKIE design

shopify plus EXPERTS

Traffic is great for store owners but if visitors aren't going where you want them to what's the point?

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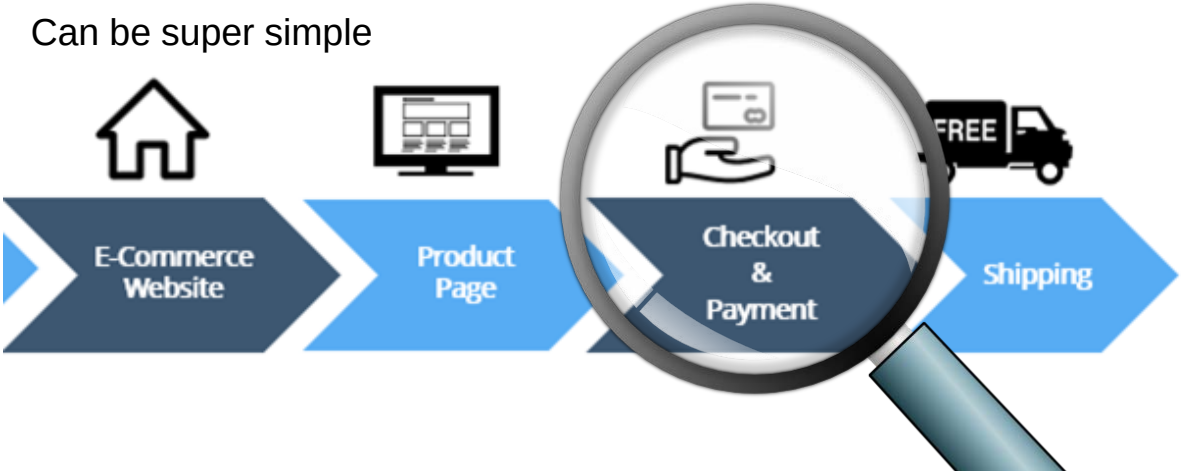
You need to examine every step of the customer journey

Exploit opportunities to make the experience more enjoyable and easy for visitors

Running A/B experiments on your visitors to see what works best and then fine-tuning this can have huge benefits

This can mean making the smallest alterations to improve conversion rates

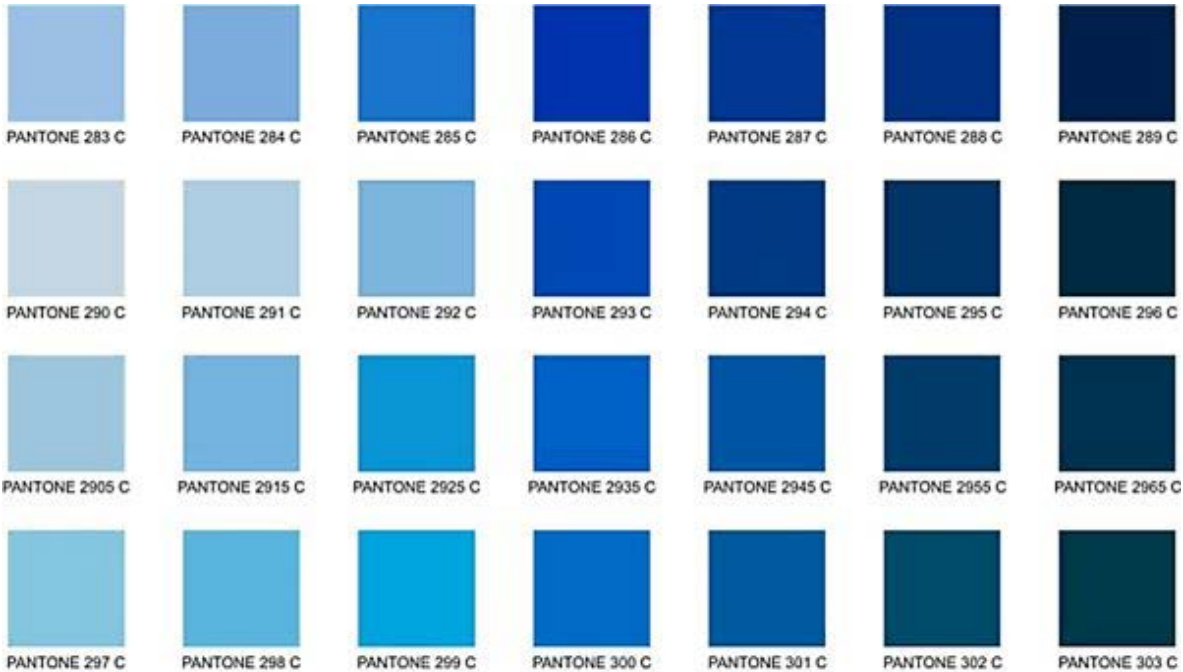
Can be super simple



GOOGLE

Google 41 shades of blue on Gmail text ads split testing

$200m increase in revenue a year - Dan Cobley, Google UK MD



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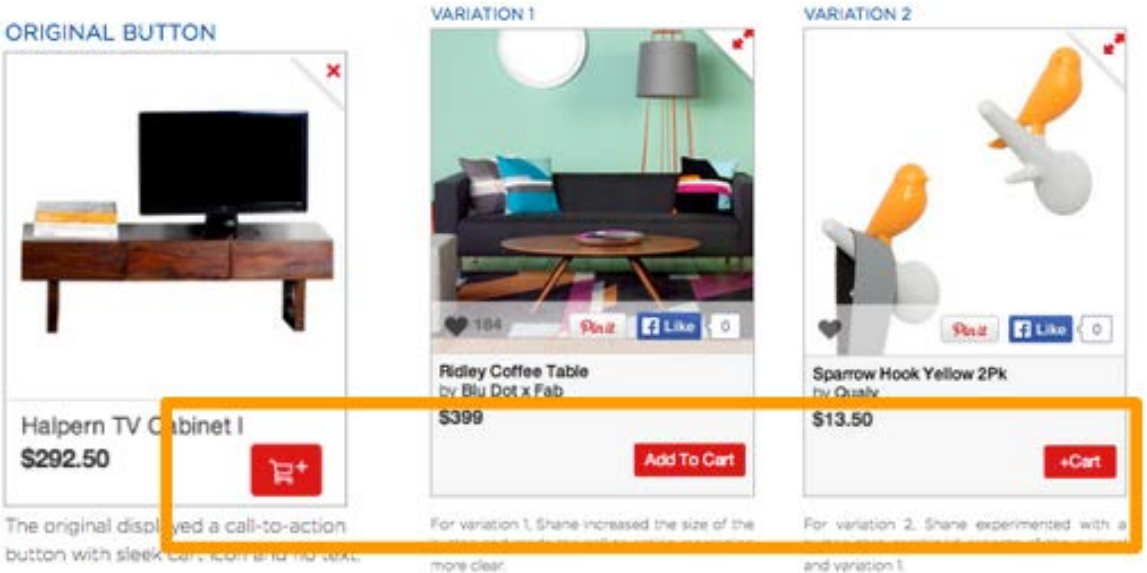
FAB

Fab’ an online retail community where most people have been found to add products to cart directly from the collection page

Increased add to carts from collection pages by 49% more than the original version

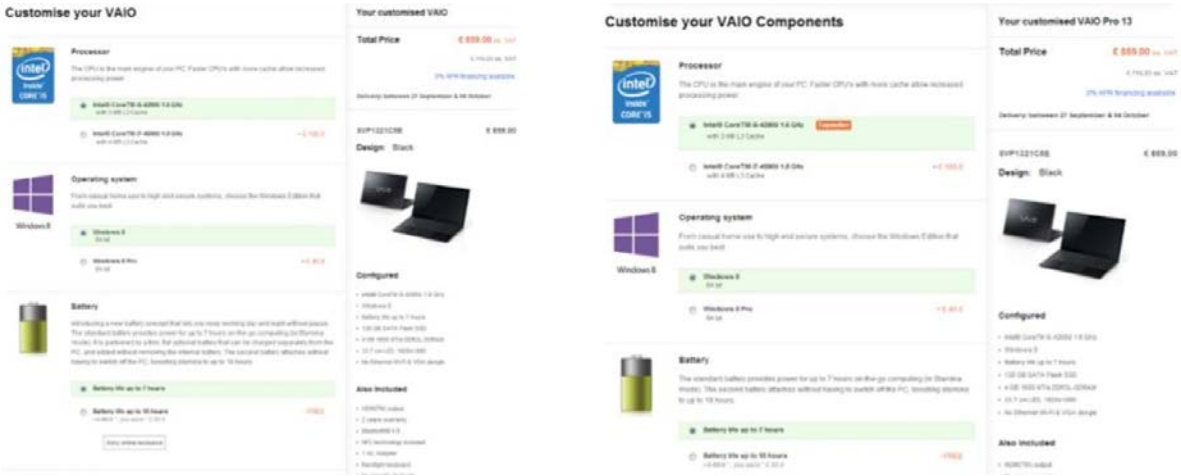


SONY

Sony saw a higher bounce rate in the checkout funnel

Tested original checkout vs a shorter version, more digestible descriptions, adding ‘popular’ icons and made promotions prominent.

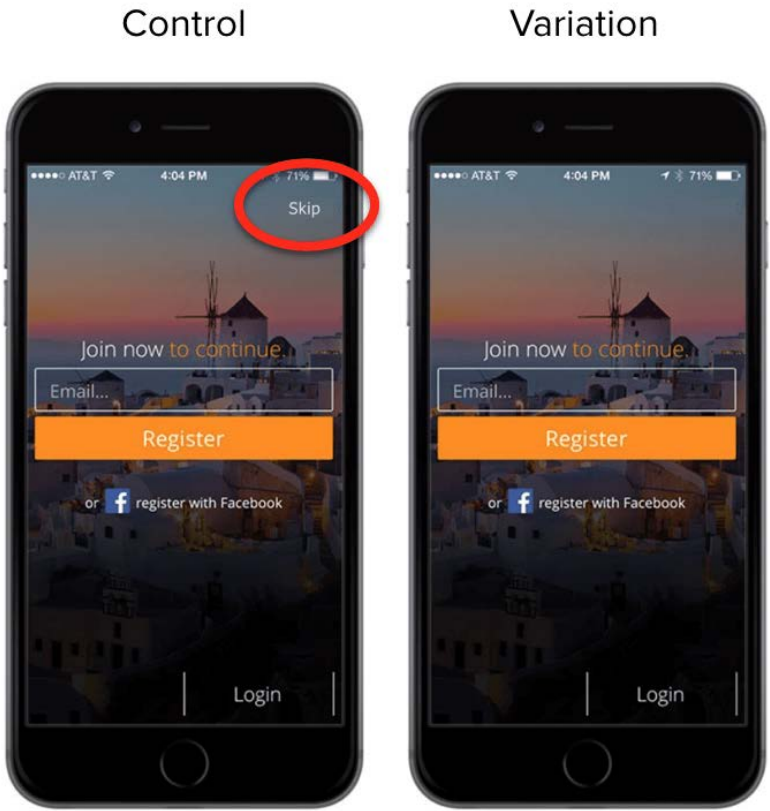
The results showed the new design increased people reaching the order complete page by 20.6%.



SECRET ESCAPES

Ran a simple A/B test. Skip signup or force signup?

Found that by not having the skip sign up button signups doubled without any negative reviews or comments.



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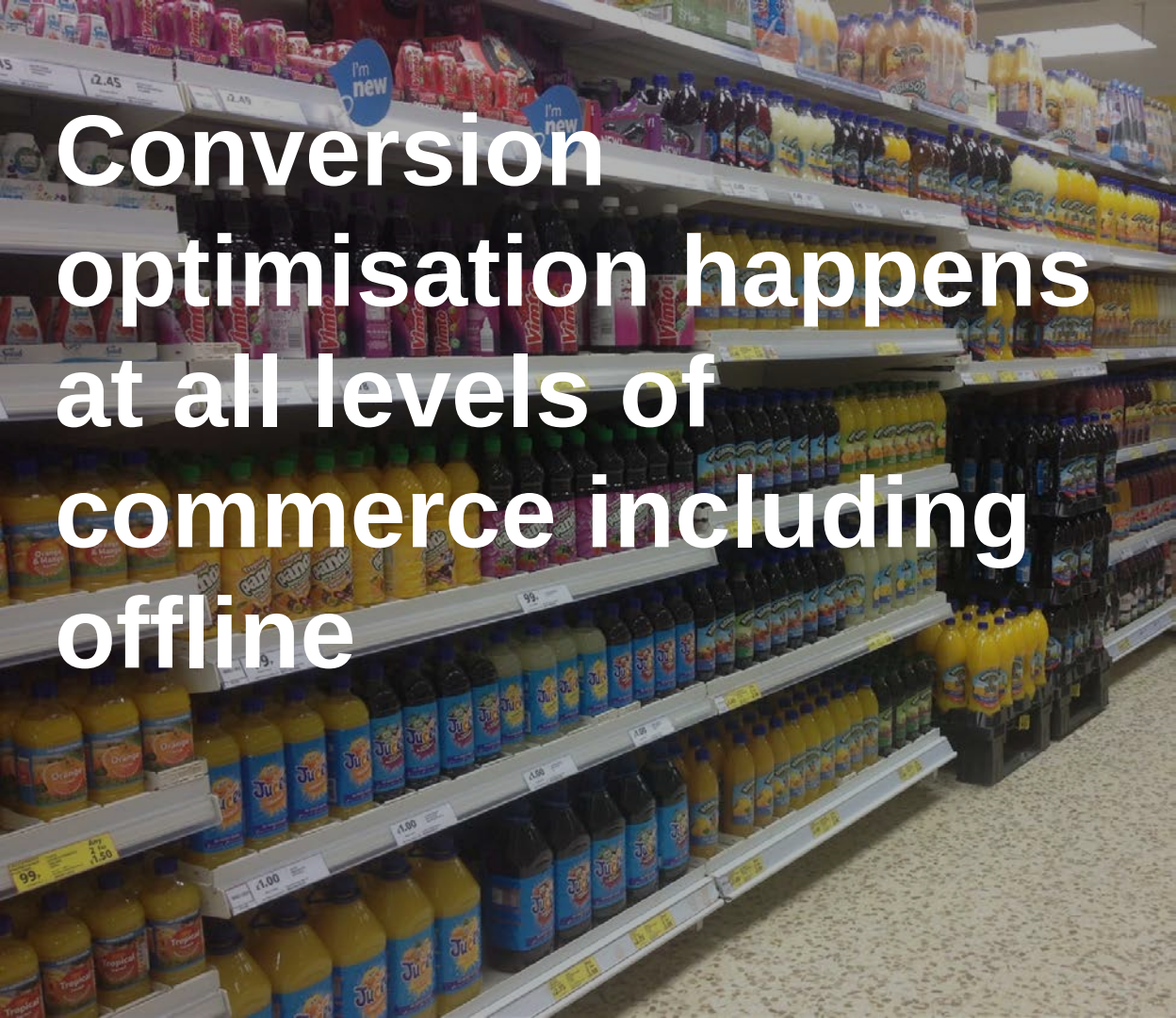
Conversion is not just about people buying

That's just one conversion metric to look at...

What actions do you want users to perform?


Conversion optimisation happens at all levels of commerce including offline

Lifestyle › Health & Families

This dad used A/B testing to find what makes his babies sleep longer

More sleep for babies = more sleep for parents

Rachel Hosie | @rachel_hosie | Friday 6 January 2017 | 3 comments

36 shares

Like Click to follow Indy Lifestyle Online

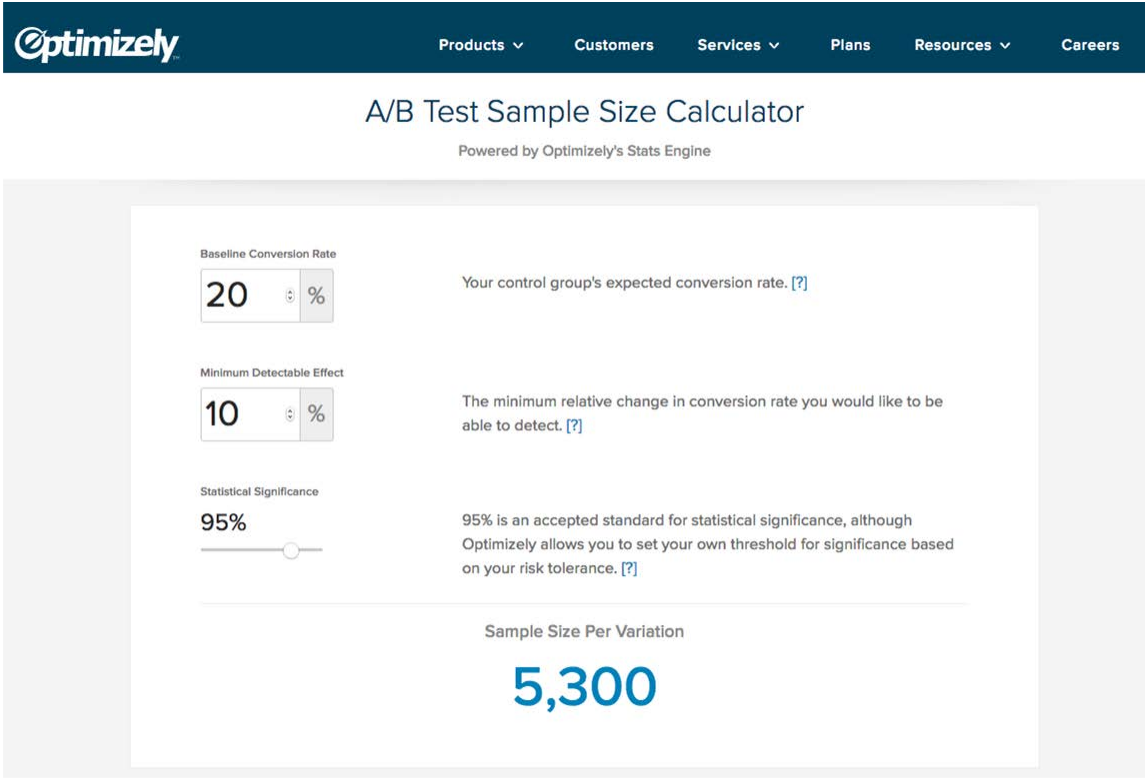
Where do you start

Sample Size

- Do you have enough traffic to make A/B testing worthwhile?
- Should your focus be more on traffic?
- You need data first before experimenting

Optimizely Free Tool

What sample size is right to experiment on?



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Run Simple A/B Testing

So you have enough traffic - now what? Run simple A/B tests.

Show some visitors 1 version and others a 2nd version

What are the results… Examine!

Implement winning strategy

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Tools To Help

There are lots of tools at your disposal so use them before making big changes across your site to avoid negative unforeseen impacts

Using tools like Optimizely allows you to conduct careful experiments before committing

Do not make site wide changes before experimenting...

CONTENT EXPERIMENTS

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Simple tests to try and consider

SEARCH EXPERIMENTS

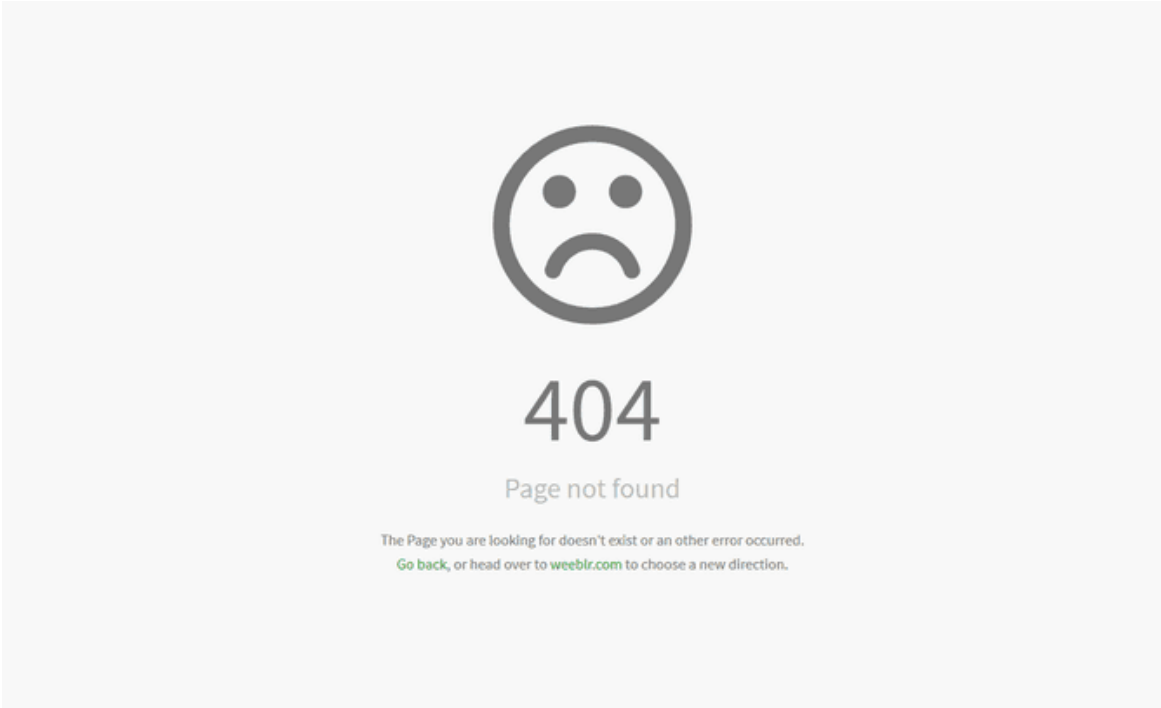
Do you have lots of products with many collections and does using the search bar help visitors journey on your store?

Topshop visitors who used search converted to purchased 10x more

- 4 different versions
- Increased conversion of use of search bar by 5.8%

Instant Search?

404 PAGE EXPERIMENTS



REVIEW POSITION EXPERIMENTS

Roll over image to zoom in

Amazon Echo, Black

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by Amazon

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Price: £149.99 Prime

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Note: This item is eligible for **click and collect.** Details

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£149.99 Prime

£149.99 Prime

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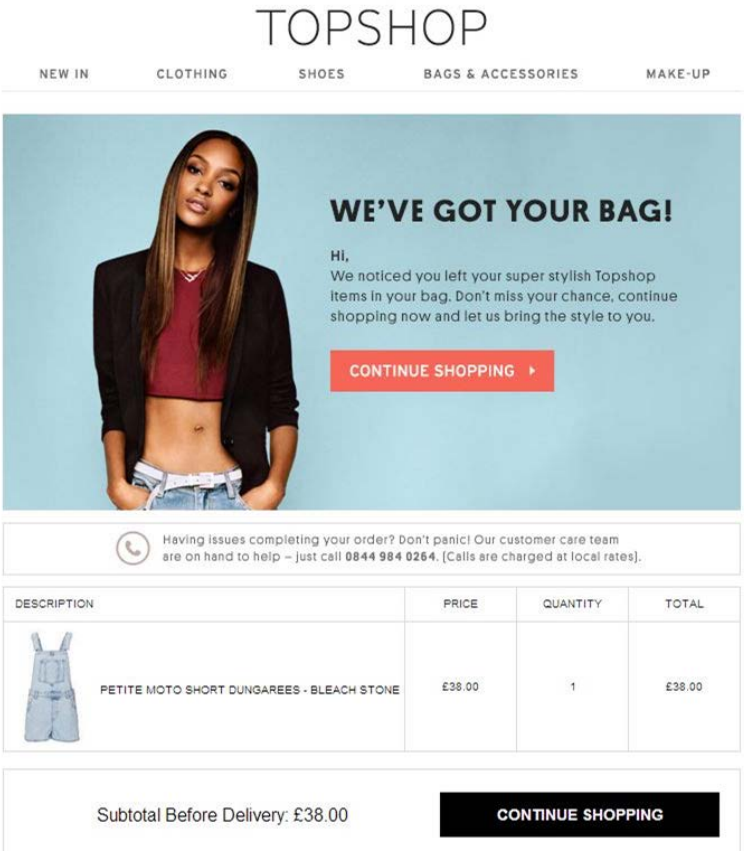
- Fills the room with immersive, 360° omni-directional audio
- Allows hands-free convenience with voice control
- Hears you from across the room with far-field voice recognition, even in noisy environments or while playing music
- Answers questions, reads audiobooks, reports news, traffic and weather,

ABANDONED CART EMAIL EXPERIMENTS



PAYMENT OPTIONS EXPERIMENTS

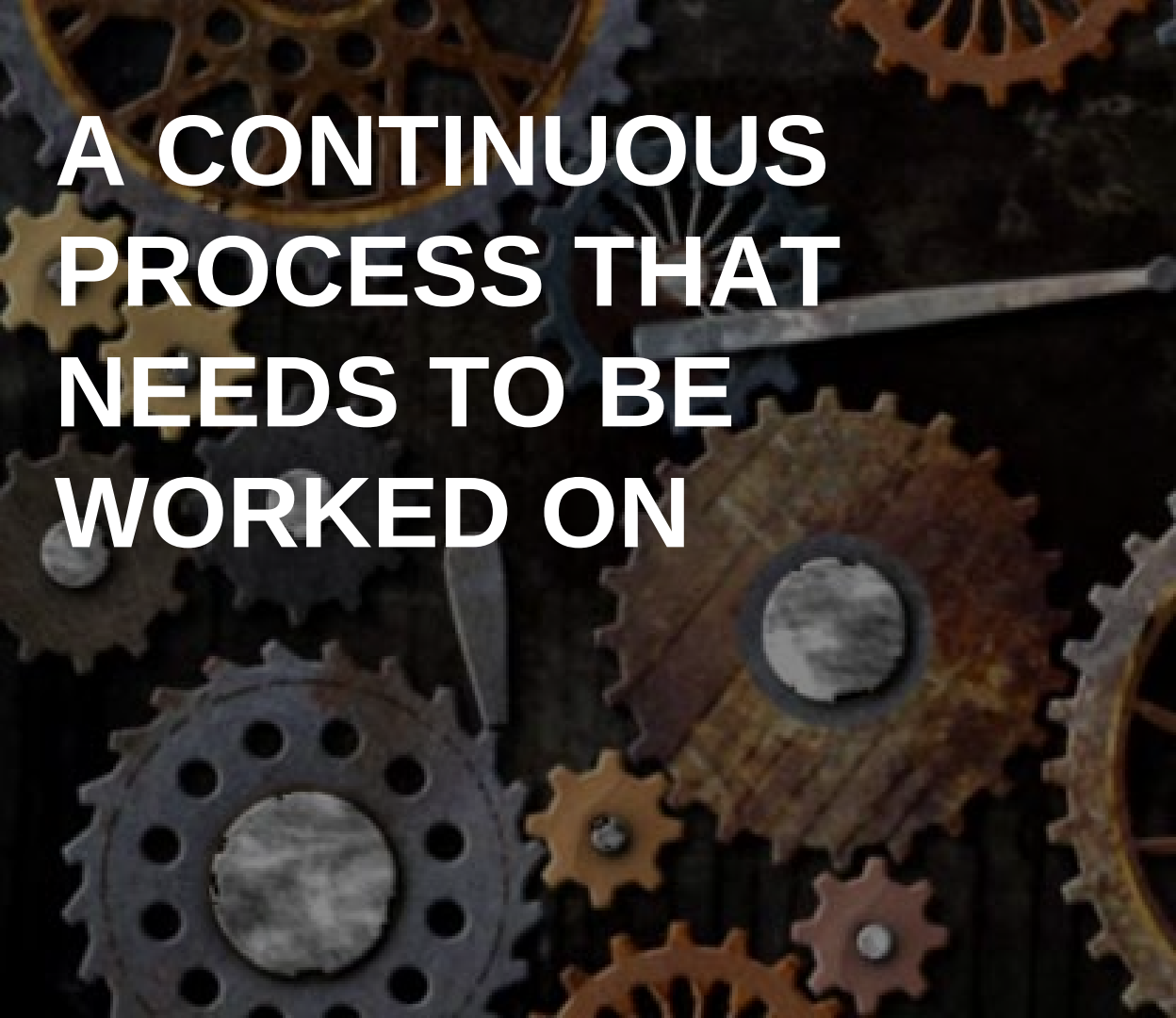
My Cart

Product	Price	Qty	Remove	Price
Percy Nobleman Signature Fragrance (eau-de-toilette) - 50ml	£37.00	1	✖	£37.00

Subtotal £37.00

Update Cart | Check Out

Checkout with PayPal


A CONTINUOUS
PROCESS THAT
NEEDS TO BE
WORKED ON

THANK YOU

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