

Increase your conversion rate - today



Website owners across the world are measuring conversion – the number of visitors *who took action* on a website, divided by the total number of visitors. Those in the former category have **converted** from being merely visitors to being leads, or customers, or whatever action you set out for them.

Unfortunately, that awful sexist quote about statistics being like bikinis is true – what they reveal is suggestive, but what they conceal is vital. Conversion rates are just averages, and they conceal a wealth of information.

Maybe your site has a conversion of 2.5%. On average. How many people are average? Are you?

If your average conversion is 2.5%, that means that some visitors are converting at a rate of 10%. Some are converting at 45%. Others are converting at .003%. If you figure out who those 45% converters are, you are on your way to increasing your conversion rate – today.

To learn about the high converters, you'll need three pieces of data:

- 1) A basic understanding of your web analytics package.
- 2) Your conversion rate. For every hundred visitors, how many hold up their hand and say, 'I'm interested!'"? That's your conversion rate.
- 3) The ability to segment that conversion rate. To segment the data is to allow only certain kinds of visitors into the ratio you've calculated.

For example: How does the conversion rate change if only Google visitors are allowed into the ratio – does it increase or decrease? Next, try segmenting on entry page (in fact, you should segment by every important entry page on your site, and then try a few not-so-popular pages.) Segment by search term (look at your web analytics to get ideas, or your on-site search.)

If your software allows you to create customized dashboards, create a dashboard of just segmented conversion rates. Initially, you may just do the analysis and say, "This is so cool." But eventually, you'll go back to that analysis and say, "Now how do we increase our (sales/leads/advertising) using this data?"

Here are a few ideas for you to use when you are ready to start increase your sales or leads or advertising dollars on site:

- If some search engines are performing better than others, optimize for those engines and spend your paid search money on those platforms.
- If certain entry pages are converting better than others, try to get those to be entry pages more often by asking for links to those specific pages, or doing more paid search to those pages.
- If certain products (if you have products, that is) are converting better than others, give them prominent placement. Get your best converters onto your home page.
- If non-product, non-category pages (like on-site search, and "About Us") are converting poorly, ask yourself some hard questions. Do you have an ironclad, 100% no holds barred guarantee? (And if not, is that the reason that visitors to your Company Policy page are not

converting?) Is your on-site search always giving a manageable number of answers to every question?

There are many more ways to increase your conversion rate. (Shorten your forms. Fill in information for the customers. Reassure the visitor that you never sell your email names, right next to the email box. Offer free shipping. We could go on and on.) But for starters, find out what makes someone convert at a 45% rate. We're sure you have a small segment that converts at a really, really high rate.

Here's some final advice on analytics packages and filtering:

- Can't find the filter button on your web analytics package? Call the software company and ask their advice.
- Don't have a filter button on your web analytics package? Consider getting Google Analytics (for free) where you will have some great segmentation capabilities.
- Is your site hosted elsewhere? Don't settle for their free package – after all, Google Analytics are free, too, and are great (full disclosure, we are a Google Analytics Authorized Consultant and we love them.)

Good luck!

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