

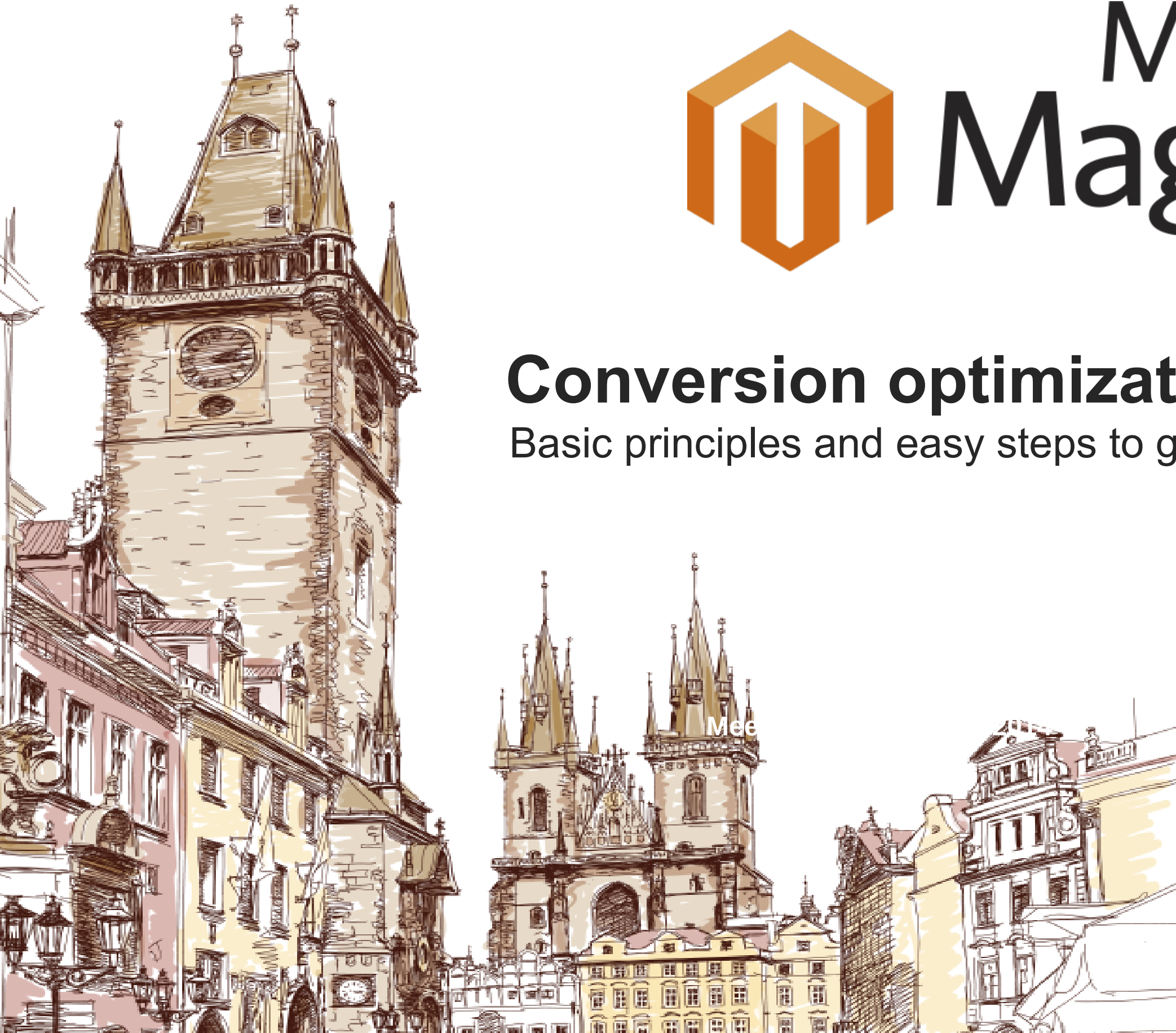


Conversion optimization with Magento

Basic principles and easy steps to get more sales online

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The background of the slide features a complex isometric geometric pattern. It consists of a grid of rhombi (diamonds) in various shades of gray, creating a 3D effect. Overlaid on this pattern is a fine, light-gray grid of small squares, similar to graph paper. The overall aesthetic is modern and technical.

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Conversion rate optimization

What's CRO (Conversion rate optimization)

Methodology of systematic and scientific increasing the percentage of visitors to a website, that convert into leads/customers or more generally take any desired action on a webpage.

- ▶ Mainly used by e-commerce marketers to improve website's performance.
- ▶ Improving website's user experience and trust. Surveys and Usability Testing.
- ▶ Using website analysis tools (data collection) to create hypothesis and specific optimization goal.
- ▶ Using a champion/challenger frameworks to test your hypothesis and get a winner with statistical significance (e.g. well known A/B testing).

Buzz-words you should know (or explore with Google)

CRO, KPI, ROI, SEO, UX, A/B testing, inbound ...

- ▶ Conversion rate optimization
- ▶ Key performance indicators
- ▶ Return of investment
- ▶ User experience
- ▶ Comparing two versions of a web page to see which one performs better
- ▶ Content marketing methodology
- ▶ Search engine optimization



1

Before creating any new website

Think first and analyze a lot

You need a strategy, good starting point

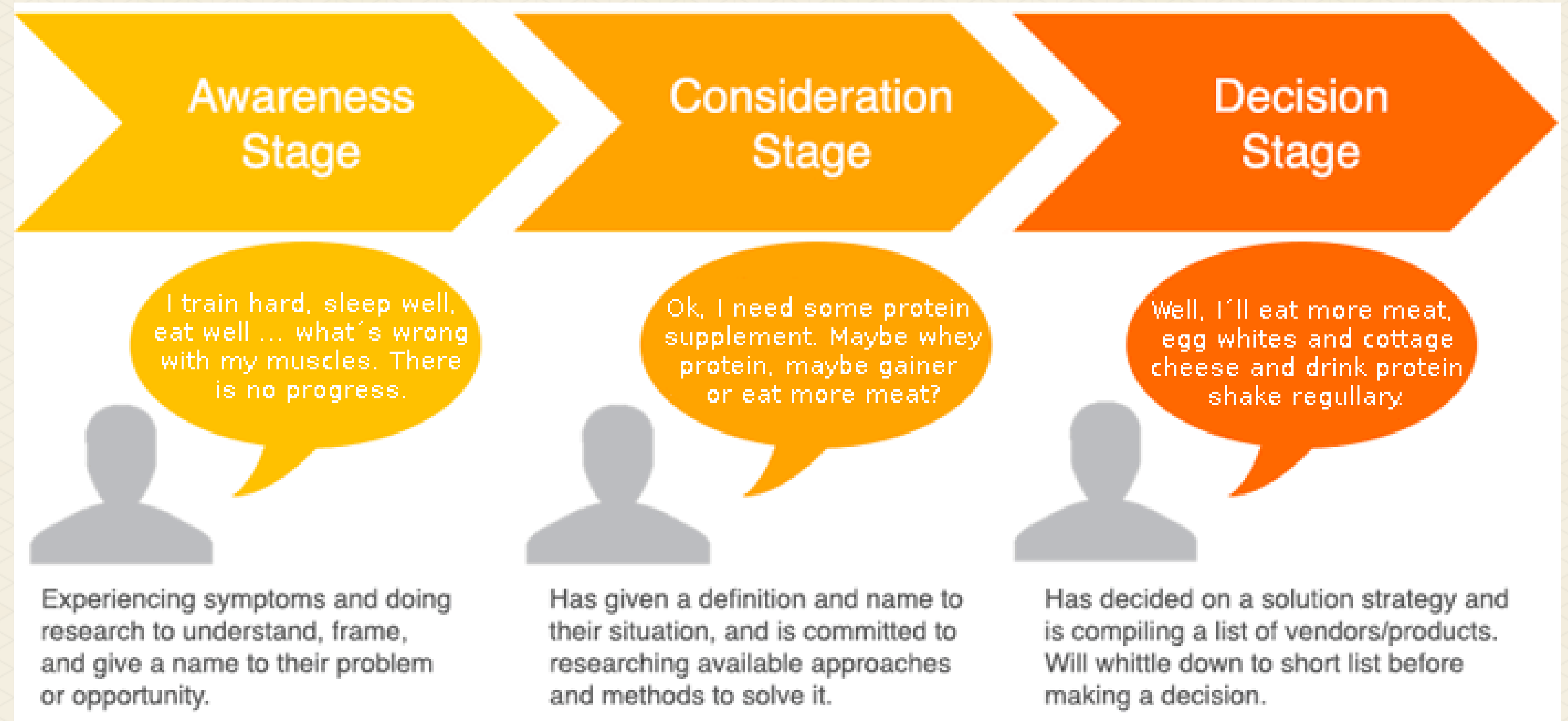
1. You need to know your audience > prepare buyer personas and buyer's journey. Take a long long time to think about that.
2. Explore your competitors > their strength and yours? (design / business weaknesses / SEO / copy ...)
3. What are your benefits in a competitive environment? Prepare your value proposition.
4. Prepare content for your customers, not for you and especially about you and not for search engines primary. (always think customer centric)
5. Prepare wire frames for your homepage / category page / product page / cart / checkout

Buyer personas

Semi-fictional representations of your ideal customer based on real data and some select educated speculation about customer demographics, behavior patterns, motivations, and goals.

- ▶ Buyer personas must be based off of actual research, not assumptions.
- ▶ Buyer persona tells you what prospective customers are thinking and doing as they weigh their options to address a problem that your company resolves.
- ▶ People you need to influence. Actionable buyer personas reveal insights about your buyer's decisions — the specific attitudes, concerns and criteria that drive prospective customers to choose you or your competitor.

Buyer's journey





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Faster wins

Speed matters

Nearly half of web users expect a site to load in 2 seconds or less, and they tend to abandon a site that isn't loaded within 3 seconds. 79% of web shoppers who have trouble with web site performance say they won't return to the site to buy again.

- ▶ Slow site forms bad first impressions, which is crucial for success.
- ▶ Slow loading pages degrades site's ranking in Internet search engines.
- ▶ It is necessary to analyze the weaknesses related to speed of your website and perform the appropriate action.

Page speed tests and load time analyzers

1. Google PageSpeed Insights
<https://developers.google.com/speed/pagespeed/insights/>
2. Gtmetrix
<https://gtmetrix.com/>
3. Pingdom (Website Speed Test)
<http://tools.pingdom.com/fpt/>

Lot of other tools. Just use what's good for your needs.

What to do with website performance

- ▶ Use webserver's output compression (GZIP), minimize HTTP requests, swap Apache for NginX or Lightspeed.
- ▶ Minify and merge your Javascript/CSS (online using some Magento module or manually/offline), minify HTML if necessary
- ▶ Optimize product images and banners (Riot, OptiPNG or jpegtran)
- ▶ Magento configuration (flat catalog, caching, compilation, JS/CSS merging, logging, uninstall/disable unused modules)
- ▶ Magento template tips (use lightweight template, specify image dimensions, use CSS sprites, use block cache and HTML output)
- ▶ Caching (Magento native caching, full page caching, Memcached, Redis, Varnish, ...)



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Security matters

SSL / HTTPS

A way to secure the experience for your shoppers. You want your potential customers to feel safe and to know that their data isn't going to fall into the wrong hands.

- ▶ SSL on its own it is a protocol used to secure and protect transactions between destinations on a network.
- ▶ In August of 2014, Google announced that website security would be added as a “lightweight ranking signal” for results in its search engine.
- ▶ What type of SSL / Secure Certificate do I need? Domain validated, company validated or even EV (extended validation) certificate?
- ▶ SSL is one of the most important elements of security proof to your audience.

Security patches and regular audits

Take regular security audits, not only on CMS level. Check for news in Magento Security Center regularly.

- ▶ Magento security patches are a must.
- ▶ Use services like [MAGEREPORT.COM](https://mageresport.com) to scan your online store
- ▶ Be sure to have latest security patches also for your OS, database, PHP, webserver and custom scripts used in your store (JS, libs ...)
- ▶ Follow Magento security best practises written by Piotr Kaminski
- ▶ Use security tools like Google's safe browsing checker + Webmaster tools (Search Console), Securi SiteCheck, IsItHacked.com etc.
- ▶ Secure your domain and emailing (domain blacklists, spam databases, use SPF / DKIM)

Security proof

If visitors to your site do not feel safe, they'll probably leave the site soon without buying anything.

- ▶ SSL (secured communication between your site and customers)
- ▶ Use security badges (SSL, antivirus – most trusted are logos and brands in this area are Norton Secure – formerly VeriSign and McAfee Secure, homemade badges like 100% MONEY BACK GUARANTEE)
- ▶ Google Trusted Stores (US, Germany, Japan, France, Australia, United Kingdom)
- ▶ Dedicated CMS pages with content on your store security + PROTECTION OF PERSONAL DATA + COOKIES (EU cookie law)



4

First impression

First impression

It takes about 50 milliseconds for users to form an opinion about your website that determines whether they like your site or not, whether they'll stay or leave.

- ▶ Good first impression leads to longer visit duration. Make sure main elements on webpage look great (logo, navigation menu, search box, main image or banner, written content, footer). MATTER OF TRUST
- ▶ First impressions are 94% design related. Make sure above the fold area rocks.
- ▶ Visually appealing websites make good use of color and easy-to-read fonts. High quality photographs and images help catch the eye and show you are a professional business instead of an amateur.
- ▶ Websites with simple designs allow the reader to focus on the message.

Value proposition

A value proposition is a promise of value to be delivered. It's the primary reason a prospect should buy from you.

- ▶ Explains how your product solves customers' problems or improves their situation (relevancy), delivers specific benefits (quantified value) and tells the ideal customer why they should buy from you and not from the competition (unique differentiation).
- ▶ Value proposition is the #1 thing that determines whether people will bother reading more about your product or hit the back button.
- ▶ What's one reason why your ideal prospects need you? Are you displaying that to your visitors?
- ▶ Capture a visitors attention before you lose them forever. Keep them engaged with an introductory video if possible.

Responsive webdesign

Flexible, liquid layout that adapts to fit various screen sizes, resolutions and devices.

- ▶ The process of trying to buy something from a desktop design site with a smartphone can be summed up with one word – pain.
- ▶ Google is a strong advocate for responsive design (one website to build and manage / one website indexed in search engine / one complete view of all the traffic in analytics)
- ▶ Keep in mind when optimizing responsive design for mobile conversions: Focus on the important / Make your CTA-s stand out and in accordance with mobile behavior / Make use of photographs and videos / Cut down your forms / Use expandable content or tabs to avoid mobile scrolling.



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Optimize for your audience using A/B testing

CRO and A/B testing (split testing)

Conversion rate optimization is not A/B testing.

- ▶ Maybe you don't have the traffic for optimization using split testing. That doesn't mean you can't optimize your site.
- ▶ A/B testing is a method of comparing two versions of a webpage against each other to determine which one performs better. A/B testing uses data & statistics to validate new design or content changes and improve your conversion rates.

A/B Testing Process

A/B testing framework you can use to start running tests

- ▶ **Collect Data** (use Magento reporting, Google Analytics, whatever...)
- ▶ **Identify Goals** (reduce cart abandonment or reduce bounce rate ...)
- ▶ **Generate Hypothesis** (unknown shipping prices increase cart abandonment)
- ▶ **Create Variations** (show / do not show shipping prices on product detail pages)
- ▶ **Run Experiment** (use Google Analytics Experiments for free or services like Optimizely, Visual Website Optimizer, Convert or simply some Magento extension like A/B Testing by Amasty)
- ▶ **Analyze Results**



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CRO tips for Magento stores

Homepage

- ▶ Show your bestsellers on homepage.
- ▶ If you have banner slider on homepage, analyze the need of that and test conversion rates when removing slider.
- ▶ You have sales, specials or discounted products? Show these on homepage.
- ▶ You have free shipping? Declare and promote it on homepage above the fold (banner, static block).
- ▶ Give them an ever-present Search Box (simple search) in header and optimize it (described later on).
- ▶ Announce location and phone number.
- ▶ Convey value proposition straight up.

Internal site search

Quick search in Magento is not perfect.

- ▶ Test your search for accuracy (internal search results in Magento, configure internal site search in Google Analytics too).
- ▶ If a product is not shown in the search results as it should be, you can add product tags by hand at Catalog > Tags > Add a new Tag (Magento backend), change product description or add a custom attribute used only for searching.
- ▶ Give them more relevant search results using modules like Catalog Search Refinement FREE from Activo.
- ▶ Try to implement AJAX based search autocomplete and suggest.
- ▶ Implement an intelligent search using Apache SOLR or ElasticSearch.

Product detail

- ▶ Use only high quality product images.
- ▶ Use short description for your product key features, benefits and value proposition.
- ▶ Use product videos at least for top selling products.
- ▶ Price should be shown in large, bold formatting or different colors.
- ▶ If you have additional cost in checkout process, show it in product detail (shipping, taxes, payment fee).
- ▶ Show the count of product stock. **Urgency** is one of the most used CRO tools.
- ▶ Test showing the product delivery time.
- ▶ Test social media icons with numbers of interaction as a social proof.
- ▶ Test reviews for bought products using Review Reminder module.

Checkout process optimization

- ▶ Make sure that you have some analytics tool for Ecommerce Funnels (e.g. Google Analytics, Kissmetrics,).
- ▶ Activate persistent shopping cart (Customers often add products to shopping cart, but they do the checkout some days later.).
- ▶ Remove “Clear Shopping Cart” button from /checkout/cart.
- ▶ Coupon codes functionality in cart is not optimized out of the box. If you haven't coupon codes, remove it. If you have coupon codes, prepare a strategy of showing current codes directly in cart (good point to get more newsletter subscribers / regular customers ...)
- ▶ Reduce the needed fields in one page / one step checkout as much as possible.
- ▶ Offer a guest checkout if it is possible.

Q & A



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