



CRO PHASE 2



ANALYZE

Which approach would you choose when improving your website?

1. Go in with "gut feelings" and expect (hope) conversions will increase.
2. You start by figuring out which pages cause the most friction, and drop-offs bottlenecking the flow. Once you understand where the problem is, you can move on to determine what the problems are.

Unfortunately, approach number one is more common. A DMO's optimization approach needs to focus instead on knowing what's happening and understanding WHY. Simpleview uses a 7-step research process that forms the building blocks for a solid growth optimization plan:



STEP 1

Analytics Check-up

- Analytics health check – Is everything being measured and accurate?
- Create conversion funnels as needed



STEP 2

Marketing Analysis

- Review mediums and traffic sources for poor performers
- Identify campaigns and mediums not delivering on client goals
- Check sources to find what is being tagged and attributed incorrectly



STEP 3

Technical Barrier Analysis

- Cross-browser testing
- Cross-device testing
- Conversion rate per device/browser
- Network reports (service provider dimension) – review ISPs with high bounce rates and remove gross offenders (bot traffic)
- Site Speed analysis
- Site search insights
- Content grouping



STEP 4

Heuristic "Hands-on" Analysis

- Identify areas of concern and interest
- Review top pages for friction issues



STEP 5

Visitor Flow and Fallout Analysis

- Analyze flow charts and visitor pathing across funnels
- Review high volume entry /exit pages
- Identify leaks



STEP 6

Mouse Tracking Analysis

- Heat maps
- Click maps
- Scroll maps



STEP 7

User Testing

- Web traffic surveys
- User testing
- Identify usability and clarity issues and sources of friction

TESTING ROADMAP

- Categorize and prioritize each issue using the S.I.M.P.L.E. framework™
- Translate into first test hypothesis

Score
Importance
Money
Potential
Lift
Ease

Questions?

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