



Conversion Rate Optimization

4 Phases of CRO

One of the most crucial metrics that DMOs should monitor is conversions. For destination marketers this doesn't always mean a sale, but does indicate that a visitor completed some action that pushes them further down the funnel. No matter how well your site is designed or how many visitors it receives, it's likely you could make the conversion process easier and more efficient, leading to better results for your site. Simpleview approaches each engagement with a 4-phase process: **TARGET, ANALYZE, TEST, and REPORT.**



1. TARGET

Before any test begins you need to decide on what the goal for your conversion optimization tests will be. Conversion goals for DMOs typically fall into one of four buckets:

- **INCREASE SALES**
(attractions passes, tickets, "book now" click through's, etc.)
- **INCREASE LEADS** (meetings RFP, e-Newsletter sign-ups, etc.)
- **INCREASE REFERRALS**
(clicks to partner sites)
- **INCREASE ENGAGEMENT** (more time on site, more pages per visit, etc.)



2. ANALYZE

Next is the analyze phase where we audit audiences and traffic based on your account goals, and determine the appropriate strategy in developing your new conversion campaign. This phase is done using our 7-step research process where we do the following:

- **ANALYTICS CHECK-UP**
- **MARKETING ANALYSIS**
- **TECHNICAL ANALYSIS**
- **HEURISTIC ANALYSIS**
- **VISITOR FLOW & FALLOUT ANALYSIS**
- **MOUSE TRACKING ANALYSIS**
- **USER TESTING & SURVEYS**

All of this is then compiled into a findings report and Testing Roadmap which provides a guide for future testing activities.



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3. TEST

After formulating a clear hypothesis testing can begin. There are 2 types of tests we typically conduct: A/B and Multivariate. The best type of test to use varies on what you are testing. That said, typically you test one of three website components: page, page elements (headers, sidebar, widgets) or sub-elements (phrases, copy length, image placement, etc).

Testing takes the guesswork out of site optimization and uses data to make informed decisions rather than “I feel” decisions. Tests should run until enough data has been collected to reach statistical significance. Only then should you report that a change is/isn’t worth implementing.

PRO TIP: Make sure to run each test to a minimum of 95% statistical significance.



4. RESULTS

No matter how well your landing pages or site may be doing, they can always be doing better. That said, not all split tests will be successful. On average 1 in 7 will improve conversion rates, however, each test will give you new baselines and data to learn from. Over time you should see a considerable increase in website and conversion performance.

Results and KPIs will vary from DMO to DMO but some common examples of items to measure performance are: number of conversions, conversion rate lift, revenue increase, value per visitor, cost per conversion to name a few.

Questions?

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