
Optimizing Your Customer Experience

CRO Audit &
Strategy

Papinelle

Presented by: Jennie Lambert

Methodology

- We use a structured approach to CRO to provide empirical insights into your customer experience and identify areas that can be improved.
- Our model is based on years of hands-on testing experience, marketing principles, psychology, and user experience research.
- Knowledge and experience-based techniques are effective in problem solving, learning, and discovering what specific variables increase conversions for a particular audience.



There is no single fix for CRO

Conversion rate optimization (CRO) involves ongoing, incremental site improvements in an effort to discover what variations resonate with your audience and results in the actions that your company defines as a “conversion.”



Process

- 01 Define KPIs
- 02 Data Analysis
- 03 CRO Audit
- 04 Strategy & Hypotheses (Roadmap)
- 05 Prioritize & Test
- 06 Evaluate Results
- 07 Record Findings & Disseminate
- 08 Leverage Findings & Repeat

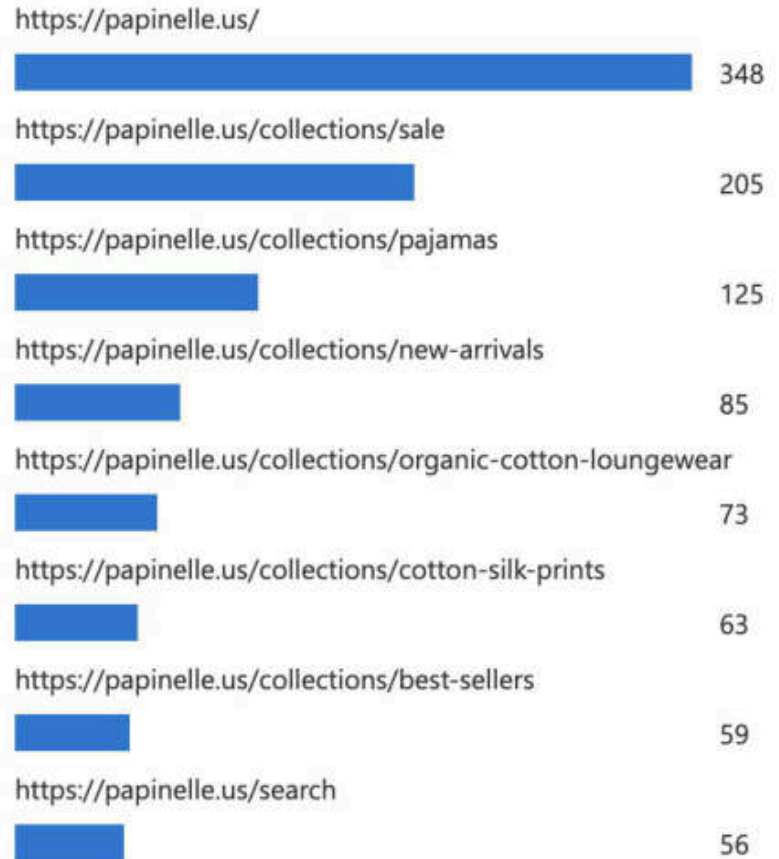


Data Analysis

01 Analytics

Most Popular Pages

- These are the pages that we recommend focusing on first



Data Analysis

01 Analytics

Top Exit Pages

1.	/		13,262 (13.20%)
2.	/collections/sale		5,223 (5.20%)
3.	/collections/loungewear		3,624 (3.61%)
4.	/collections/new-arrivals-1		2,646 (2.63%)
5.	/collections/nighties		1,812 (1.80%)
6.	/collections/silk-sleepwear		1,780 (1.77%)
7.	/checkout/thank_you		1,695 (1.69%)
8.	/collections/new-arrivals		1,436 (1.43%)
9.	/collections/women		1,392 (1.39%)
10.	/collections/sale?page=2		1,375 (1.37%)

Data Analysis

01 Analytics

Key Findings

- 10.06% of session have dead clicks

Implications:

- Users are clicking on images in anticipation of there being a link attached to it.
- This may frustrate users with a poor experience and lead to drop-off.



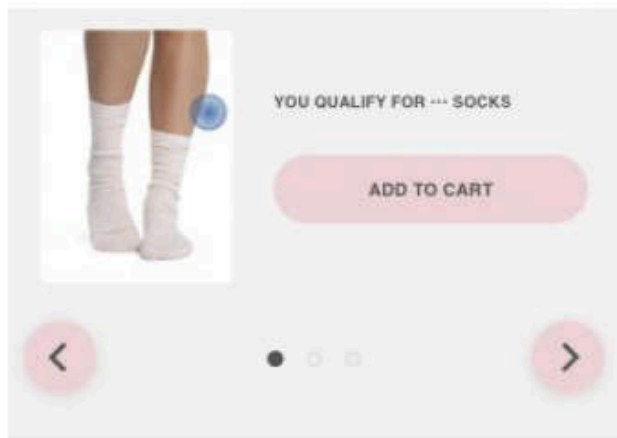
■ sessions with dead clicks

SUMMARY

10.06% of s sessions have dead clicks to area where customers expect there to be a link.

Examples

- Clicks Maps



Implications:

Consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Lorem ipsum dolor sit amet, consectetur adipiscing elit tempor incididunt ut labore et dolore magna aliqua.

Data Analysis

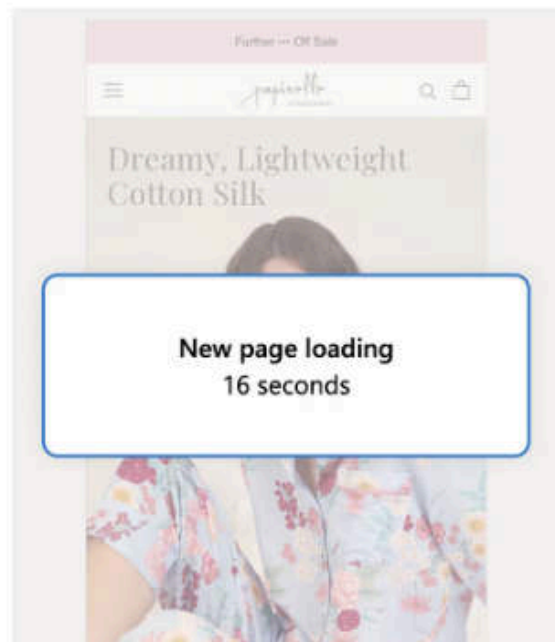
01 Analytics

JavaScript errors

7.57% of sessions have JavaScript errors



■ sessions with JavaScript errors

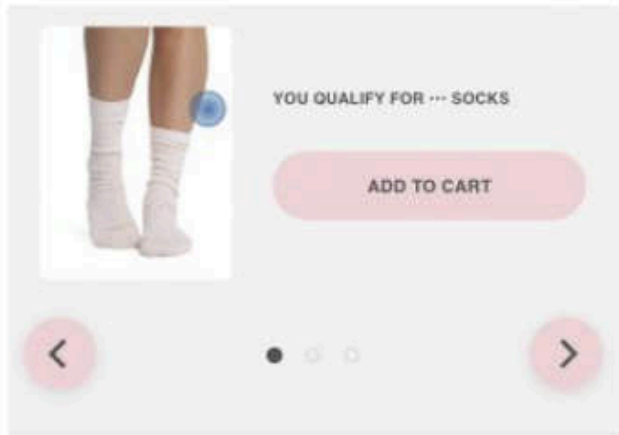


IMPLICATIONS

Javascript errors can cause interruptions to a smoother user experience such a delayed loading time

Examples

Dead Clicks



Implications:

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CRO Audit

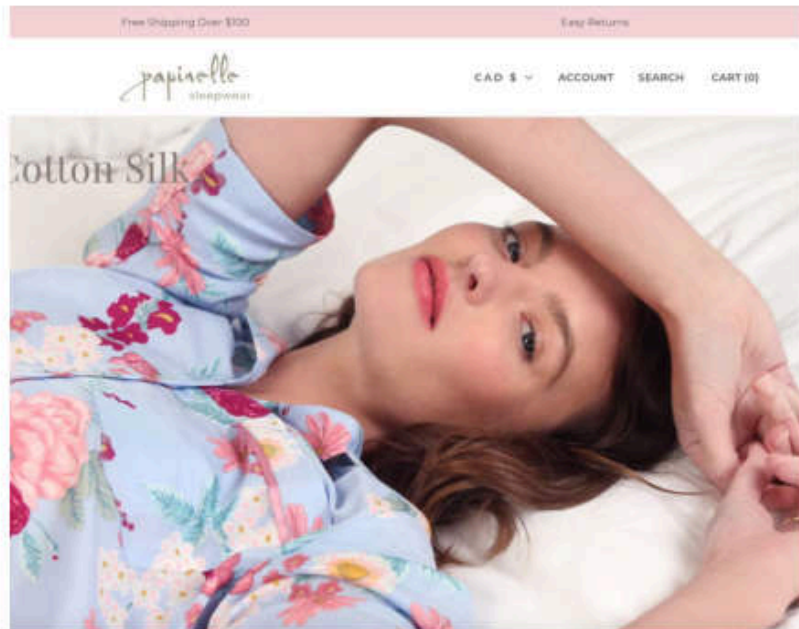
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|--------------------------|----------------------|
| 01 First Impression | 06 Conversion Points |
| 02 Site Navigation | 07 Checkout |
| 03 Content Information | 08 Interaction |
| 04 Trust and Persuasion | 09 Forms |
| 05 User Journey | 10 Search |



01 | First Impressions

Good areas

- ✓ Imagery, design or written information that support the proposition.
- ✓ Website representative of offline brand.
- ✓ Cue's that show the website is current.
- ✓ Amount of clutter and white space on website.
- ✓ Clarity on homepage of where to go or what to do next.



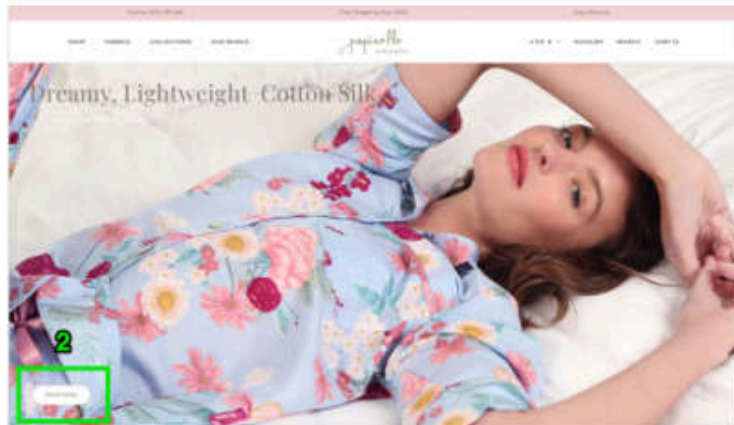
01 | First Impressions

Areas to improve

1. Effective use of prime real estate
 - a. Can make better use of space on your desktop and mobile pages, which means a header that is visible but doesn't dominate the entirety of the page. Good example: /new-arrivals page.
 - b. Sites that "breathe" typically convert significantly better.
2. CTA button should be more prominently placed with a contrasting color rather than below the fold.



Good Example



SHOP

FABRICS

COLLECTIONS

OUR WORLD

02 | Site Navigation

Good areas

- ✓ Logical hierarchy of categories or pages.
- ✓ Categories/Menus are mutually exclusive and contain the expected information.
- ✓ Conciseness of content.

FEATURED

New Arrivals

Best Sellers

Bundle Buys

Monogramming

SALE

CATEGORIES

Pajama Sets

Separates

Nightgowns

Robes

Loungewear

Underwear

Slippers & Socks

Accessories

Shop All



02 | Site Navigation

Areas to improve

- ! Icons provide expected information or actions.
- ! Legibility of written information.



03 Content

Good areas

- ✓ Logical order of content presented.
- ✓ Consistency of fonts, colours, icons, layout and links.
- ✓ Conciseness of content.
- ✓ Content is unique per page.
- ✓ Information and terms used are familiar.
- ✓ Ability to quickly locate information.
- ✓ Localisation of content.
- ✓ Photographic quality.
- ✓ Customer needs focused content.



03 Content | Information

Areas to improve

- ! Icons provide expected information or actions.
- ! Legibility of written information.
 - Text size is rather small for today's user

DESCRIPTION

Our beautiful new kaftan tunic dress is the perfect piece to lounge in luxury in. Can be worn inside and outdoors.

- V-neckline
- Pleated front
- Cropped length sleeves
- Loose fitting
- Cold hand wash

04 Trust & Persuasion

Good areas

- ✓ Content to remove apprehensions when providing personal information.
- ✓ An easy to read privacy policy.
- ✓ Ease of finding company contact details.
- ✓ Presence of SSL certificate.
- ✓ Additional company information and reference to real people to add trust.
- ✓ Staggered levels of investment/commitment.



04 Trust & Persuasion

Areas to improve

- ! Persuasive social proof is missing
 - Example: Reviews, media coverage, awards, testimonials, social feeds
- ! User-generated content, such as Instagram
 - User-generated content, like Instagram photos and rich-media reviews (that include customer videos and images) carry a large amount of credibility and social proof. Consider including them somewhere on your product pages if you are able to. They will help to build engagement and bolster the positive effects of good reviews.
- ! Chat function
 - A live chat feature often works well on pricing and product pages to catch potential customers who have a pre-purchase question

05 User Journey

Areas to improve

- ! A FAQs section will help quickly answer customer questions and overcome objections
 - To craft an effective FAQ page/section, you can predict inquiries and also look at competitors to see what questions they answer on their websites.
- ! Full guidance at each step
 - When visitors are unsure about how your checkout process works, they are more likely to leave.
 - Give them direction to the next steps, and they will be more likely to make a purchase.



06 Conversion Points

Areas to improve

- ! The CTA button on the homepage hero is not visible
 - A visible CTA here is a must. It is currently on the bottom left which requires users to scroll.
 - Place CTA-button above the fold and use a contrasting color compared with background and elements around it,



07 Checkout

Good areas

- ✓ Checkout for fields are simple and intuitive
- ✓ Cart page is clean and uncluttered design for the Cart page



08 Interaction

Good areas

- ✓ Responsive design and functionality.
- ✓ Ease of repeated actions.

Areas to improve

- ! Visual cues to demonstrate the website is responsive to an action.



09 Forms

Good areas

- ✓ Clarity of information required in form fields.
- ✓ Clarity of what format is required in form fields.
- ✓ Necessity of information requested.
- ✓ Error message location.
- ✓ Validation of information to avoid errors.
- ✓ Shortcuts for inputting information.



09 Forms

Areas to improve

- ! Real time notification of form field errors would be helpful to the user
- ! Show the error message immediately and as close to the source of the problem as possible.

Email address

ivan.illich@gmail;com

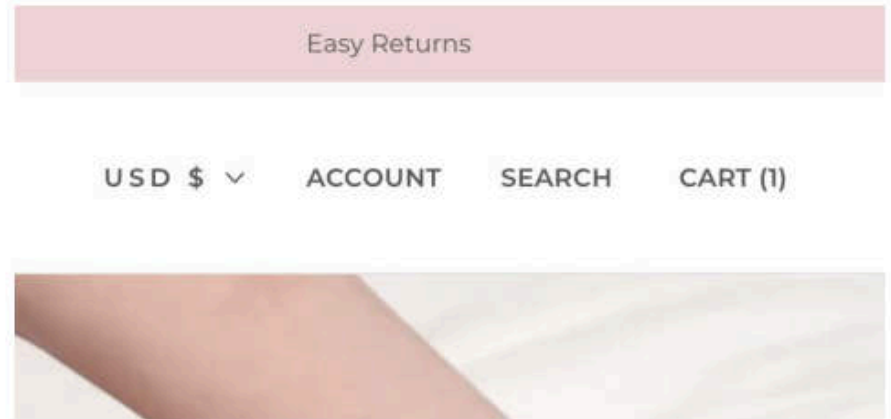
! Did you mean gmail.com?



10 Search

Good areas

- ✓ Visibility of search box
- ✓ Advanced search features
- ✓ Ability to undo or remove advanced search features



10 Search

Areas to improve

- ! Iconography for the search feature will help users identify it more effectively
- ! Consider a background image for search page



What's Next?

- We recommend that you think about implementing all of the tactics described here - or at least the majority of them - but not all at once.
- Start with the ones that stand to make the greatest impact.
- Test each improvement to determine its impact on your bottom line.
- Insights can also be used to keep a record of what resonates with your audience and shared throughout the company for optimizing other marketing efforts.



Testing Strategy

- Begin experimenting on your highest traffic pages
- Focus on areas of lower performance and high user drop-off
- Use a testing roadmap with hypotheses designed to make an impact so that you can learn from them and build upon every experiment



Testing Roadmap Recommendations

Hypothesis 1:

- A homepage variation with a more strategically positioned hero CTA button in a contrasting color will perform better than the the current control.

Hypothesis 2:

- A homepage variation with a shorter hero image and more persuasive value proposition will lead to increased conversions.



Thank you!

Presented by: Jennie Lambert