DOOR4

The Conversion Ramp

Guide to maximising revenue and kicking off great results with Conversion Optimisation

The Door4 CRO framework

How to structure your CRO programme to get results

Research
Use an assortment of research methods to gather useful insights to know where to test.

Ideation
Develop problem statements from the research and understand what to test.

Prioritisation
Use a robust testing framework to prioritise and focus on the highest-impact tests.

Experimentation
Hypothesis-focused testing, combining research with expertise. Planning, designing and building test variants to run effective tests.
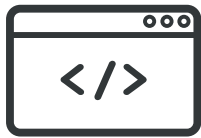
Learnings
Post-test analysis to understand the results, informing future testing strategy.
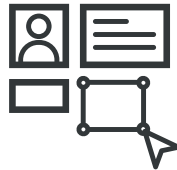
Experimentation process

A strategic approach to testing
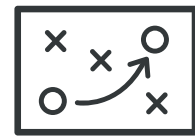
Plan
Developing an idea into a viable test

1. Problem statement
2. Hypothesis
3. Pre test analysis

Design
Creating a visual representation of the test variants

1. Wireframes
2. Prototypes
3. Feedback

Build
Bringing the designs to life on the website

1. Coding the designs
2. QA
3. Start test

Following the data to maximise your revenue

The main benefit of A/B testing your website is that it allows you to make data-driven decisions about changes to your website, rather than relying on assumptions, opinions or guesses.

Additionally, A/B testing can help you understand your customers better by providing you with data about their behaviour on your website. This can help you make more informed decisions about how to improve the user experience and increase conversions.

Teamwork makes the dream work!

The roles and skills needed for running an effective CRO team
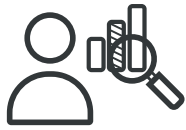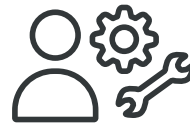
Analyst
A/B testing & statistics

Researcher
Quantitative, Qualitative, Heuristics

Creative
Visual and interaction design, copywriting

Engineer
Building test variants and implementation

Skills needed for a successful team

Soft skills:

Creativity | Problem-solving | Communication | Adaptability | Empathy

Versatility | Teamwork | Responsibility | Decisiveness

Technical skills:

Analytics | Data analysis | Copywriting | Design - UX/UI | A/B testing | Statistics

Consumer psychology | Project management | Front-end development: HTML, CSS, JS

Get equipped - CRO platforms and software

Research

To create maximum impact across a website's user journey, we need to understand how users are behaving and why - which will lead to a testing programme with greater impact.

We do this through;
✎ **Heuristics** - Best practice principles
✎ **Quantitative** - Google Analytics, Hotjar
✎ **Qualitative** - UserTesting and Maze

Google Analytics | hotjar | UserTesting

Testing tool

An A/B testing tool allows us to test different versions of our components or web pages.

The tool randomly assigns visitors to the different variants and tracks their behaviour, then uses statistical analysis to determine which variant performed better.

Optimizely | VWO | Optimize

Understanding your results

Get the results you want to make an impact

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Test results

Analyse the results of your testing tool and use an A/B test calculator to understand your results to find a winner. In order to be confident in your results, and ensure they are valid, you need to make sure the sample size is big enough.
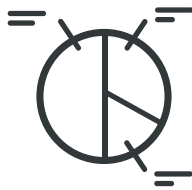
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Statistical Significance

The likelihood that the changes made in the test have a correlation with the outcome. If the results are not statistically significant, they may be caused by random factors indicating no relationship between the changes made and the test results.

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Supporting data

Use Google Analytics to analyse the data for additional insights. This will help you better understand your users, such as specific traffic segments, how they interact with your website and what other micro-goals they may complete during the journey.

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Test and learn

Not every test will be a winner, but embracing a test-and-learn culture is critical to your success. A "loss" is still a gain and no test is a waste of time. You learn from all result outcomes, which can be analysed to identify and understand the cause of the loss for future hypotheses.

Make CRO a part of your digital roadmap

Speak to Door4 if you want to discuss a robust CRO programme that will positively impact your digital performance.

If you need help with some or all of the steps in this booklet, we're here to help.

Call David Gascoyne any time: **01282 612847**

Schedule a call: **door4.com/david**

Email: **david@door4.com**