

GROWTH OPTIMIZATION:

From Data
to Insight
to Money

Peep Laja
follow @peeplaja

SEO is hard. PPC is expensive.



Traffic



Conversion

OPINIONS ARE LIKE AHOLES**
Everyone's got one



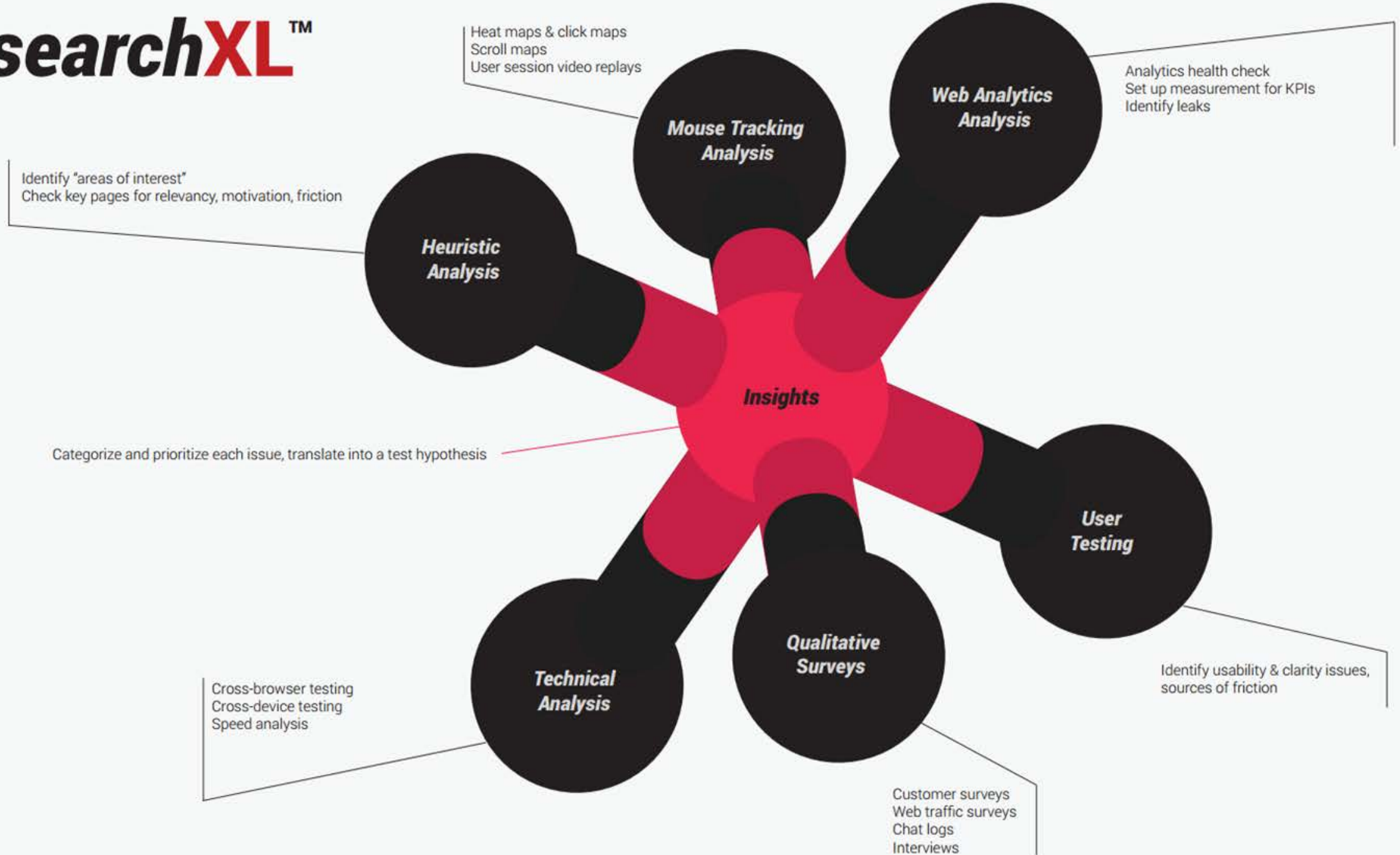
**Yet another guy
with a bunch of
data →**



...careful with your interpretations



**YOU NEED A
SYSTEMATIC
APPROACH**



Don't trust your developers too much

Browser	Segment	Conv rate
Safari	Mobile Traffic	0.79%
Internet Explorer	Desktop only	1.34%
Chrome	Desktop only	1.01%
Safari	Tablet Traffic	1.00%
Safari	Desktop only	1.28%
Firefox	Desktop only	1.20%
Android Browser	Mobile Traffic	0.31%
Safari (in-app)	Mobile Traffic	0.69%
Chrome	Mobile Traffic	0.62%
Safari (in-app)	Tablet Traffic	0.89%
Chrome	Tablet Traffic	0.84%
Opera	Desktop only	0.10%
Android Browser	Tablet Traffic	0.71%
Mozilla Compatible Agent	Mobile Traffic	0.51%

What if IE8 converts at 20% of IE9 and IE10?

Worth fixing?

Heuristic analysis

- Relevancy
- Clarity
- Motivation
- Friction
- Distraction



Shop By Category

How To Guides

Replacement Parts

Search for an item...

Search

All Categories

Above Ground Pools

Cartridges & Grids

Chemicals

Chlorinators

Cleaners

Cleaning Accessories

Covers

Filters

Heaters

Lighting

Liners

Motors

Pumps

Replacement Parts

Salt Chlorinators

Waterfalls

LOWEST PRICES GUARANTEED SAFE & SECURE EXPERT SERVICE

POOL REPLACEMENT PARTS

over 40,000 parts available



SEARCH
OUR DATABASE!

✓ Free shipping on all part
orders over \$25!

✓ We carry over 40,000 parts!

FIND YOUR PART NOW



KEEPING YOUR POOL UP AND RUNNING IS OUR TOP PRIORITY

Pool Pumps



Salt Generators



Pool Parts



Filter Cartridges





What's wrong
with this
picture?

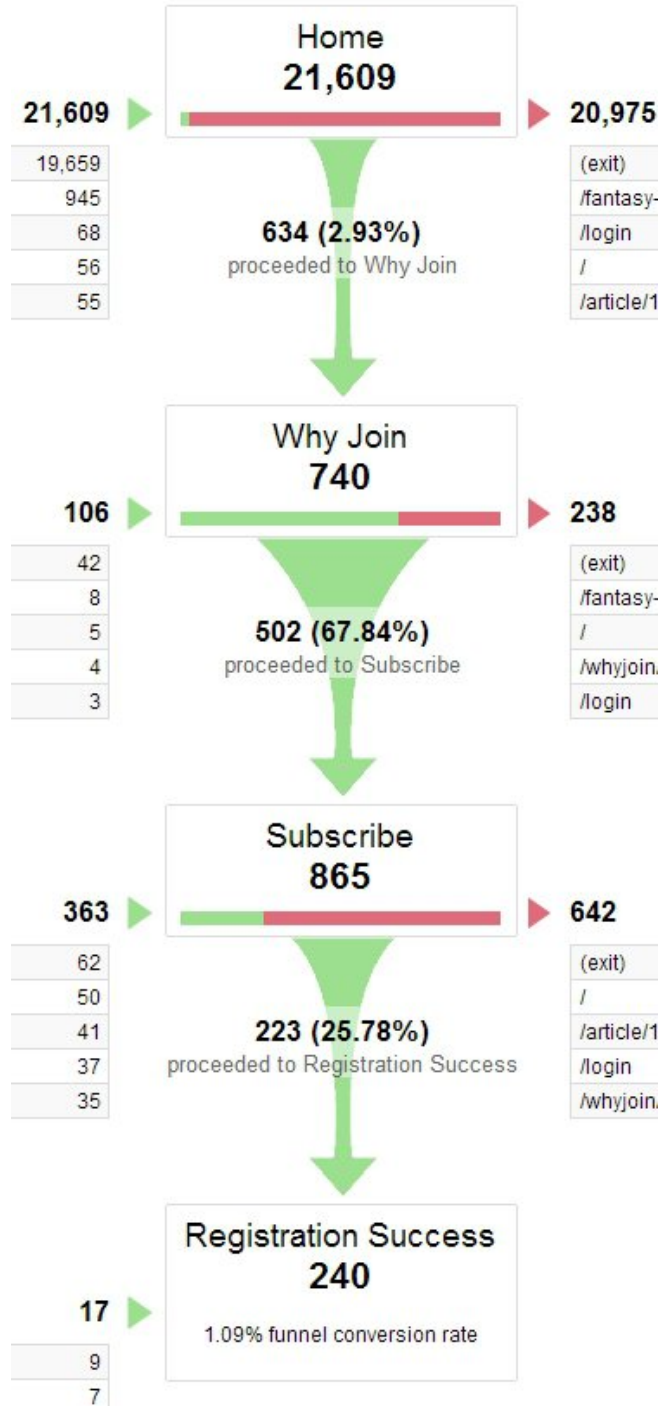
Web Analytics

- Is everything being measured?
- Can we trust it?
- Where is it leaking money?



■ New Visitor ■





Primary Dimension: Page		Page title		Order			
Plot Rows		Secondary dimension		Sort Type: Default		/prod/ <input type="button" value="advanced"/>	
<input type="checkbox"/>	Page ?	Pageviews ?	Unique Pageviews ?	Avg. Time Page ?	Entrances ?	Bounce Rate ?	% E
		72,521	57,266	00:01:46	22,482	72.08%	34
		% of Total: 31.59% (229,541)	% of Total: 35.65% (160,649)	Site Avg: 00:01:07 (57.22%)	% of Total: 43.52% (51,660)	Site Avg: 56.31% (28.00%)	
<input type="checkbox"/>	1. /prod/ -kit-re	1,926	1,476	00:02:42	887	68.69%	
<input type="checkbox"/>	2. /prod/ proof-	1,753	1,211	00:01:46	84	51.19%	
<input type="checkbox"/>	3. /prod/ ers-be	1,584	1,071	00:02:00	125	58.40%	

write down this number

type URL structure here

Secondary dimension		Sort Type: Default		Click 'comparison'	
Page		Pageviews		Bounce Rate	(compared to site average)
		20,661,935		40.28%	Site Avg: 40.28% (0.00%)
1.		1,892,367		-7.28%	
2.		1,854,740		-15.37%	
3.		1,573,201		-7.19%	
4.		1,364,290		12.06%	
5.		1,194,157		-30.45%	
6.		732,223		15.72%	
7.		720,976		7.79%	
8.		692,950		8.93%	
9.		571,255		19.33%	
10.		470,043		-74.35%	
11.		440,021		-32.10%	
12.		389,341		26.92%	
13.		342,197		-57.70%	
14.		290,700		19.55%	
15.		266,178		17.48%	
16.		260,003		28.33%	
17.		193,063		-51.40%	
18.		151,426		23.34%	
19.		134,971		23.76%	
20.		130,708		34.00%	
21.		130,350		22.80%	
22.	/checkout/	128,675		-18.70%	

Landing Page		Sessions	Ecommerce Conversion Rate (compared to site average)	
		12,701,205 % of Total: 100.00% (12,701,205)	7.62% Site Avg: 7.62% (0.00%)	
1.	/	7,551,112		15.53%
2.	<div></div>	1,127,445	-45.20%	
3.			-44.15%	
4.		1,211,241		12.73%
5.		1,53,341	-79.62%	
6.		1,51,500	-83.97%	
7.		1,31,836	-81.17%	
8.		1,10,202		48.59%
9.		73,734	-82.25%	
10.		54,488	-68.15%	

Sub-optimal landing pages

Primary Dimension: [Browser](#) [Operating System](#) [Screen Resolution](#) [Screen Colors](#) [Flash Version](#) [Other](#)

Plot Rows

Secondary dimension

Sort Type:

Default

Q

advanced



	Screen Resolution ?	Acquisition			Behavior			Conversions eCommerce		
		Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
		797,247 % of Total: 100.00% (797,247)	57.98% Site Avg: 57.85% (0.23%)	462,254 % of Total: 100.23% (461,202)	42.77% Site Avg: 42.77% (0.00%)	3.35 Site Avg: 3.35 (0.00%)	00:02:35 Site Avg: 00:02:35 (0.00%)	41,010 % of Total: 100.00% (41,010)	\$1,846,357.99 % of Total: 100.00% (\$1,846,357.99)	5.14% Site Avg: 5.14% (0.00%)
<input type="checkbox"/>	1. 320x568	147,304 (18.48%)	51.57%	75,968 (16.43%)	48.87%	2.81	00:02:07	5,638 (13.75%)	\$243,708.97 (13.20%)	3.83%
<input type="checkbox"/>	2. 360x640	78,983 (9.91%)	42.51%	33,576 (7.26%)	51.33%	2.95	00:02:14	3,158 (7.70%)	\$141,047.36 (7.64%)	4.00%
<input type="checkbox"/>	3. 1366x768	72,152 (9.05%)	60.64%	43,752 (9.46%)	34.98%	4.20	00:03:38	6,139 (14.97%)	\$264,148.98 (14.31%)	8.51%
<input type="checkbox"/>	4. 1024x768	70,509 (8.84%)	94.26%	66,459 (14.38%)	14.99%	2.35				1.02%
<input type="checkbox"/>	5. 320x480	67,723 (8.49%)	52.09%	35,277 (7.63%)	51.01%	2.65				3.66%
<input type="checkbox"/>	6. 768x1024	50,320 (6.31%)	48.56%	24,433 (5.29%)	45.66%	3.71	00:03:19	3,632 (8.86%)	\$176,251.2 (9.55%)	7.22%
<input type="checkbox"/>	7. 1280x800	45,139 (5.66%)	71.38%	32,220 (6.97%)	45.84%	3.46	00:02:52	2,957 (7.21%)	\$147,101.6 (7.97%)	6.55%
<input type="checkbox"/>	8. 720x1280	34,005 (4.27%)	45.92%	15,615 (3.38%)	53.70%				\$179,771.7 (9.73%)	3.01%
<input type="checkbox"/>	9. 1920x1080	27,548 (3.46%)	66.12%	18,215 (3.94%)	37.04%	4.46	00:03:21	2,425 (5.91%)	\$104,077.27 (5.64%)	8.80%
<input type="checkbox"/>	10. 1600x900	25,390 (3.18%)	62.20%	15,793 (3.42%)	34.82%	4.41	00:03:23	2,181 (5.32%)	\$98,687.37 (5.34%)	8.59%

Seems like high screen resolution users convert better.

And lower resolution bombs



Ecommerce Conversion Rate

All Sessions

8.13%



No course directory

8.94%



Visits course directory

5.50%



Transactions

All Sessions

745,914



No course directory

745,914



Visits course directory

94,576



Revenue

All Sessions

\$16,527,849.8

7



No course directory

\$16,527,849.8

7



Visits course directory

\$1,984,879.62



Average Order Value

All Sessions

\$22.16



No course directory

\$22.16



Visits course directory

\$20.99



FREE SHIPPING ON ALL ORDERS OVER \$150 ... FLAT \$7.99 SHIPPING RATE ON ORDERS UP TO \$150



Search by product name or item #



YOUR CART () \$0.00

Free shipping from \$150

Find Relief From

Dust Mites
Sensitive Skin
Mold & Mildew
Bacteria & Germs
Pet Dander
Fragrances & Odors
Dust Allergies
Sinus Trouble
Bed Bugs
Asthma
Pollen

1000's of allergy relief products to enhance your quality of life

Thousands of doctors from around the country have instructed their patients to find a suitable product for allergy relief from National Allergy

100%
MONEY-BACK
SATISFACTION
GUARANTEE

1127340
SATISFIED CUSTOMERS
since 1988

FREE
SHIPPING
ON ALL ORDERS
OVER \$150

POPULAR PRODUCTS

SPECIAL OFFERS

NEW ARRIVALS

ALLERGY INFORMATION



Hypoallergenic Fleece Blankets

by BedCare

★★★★★ (1)
Sale Price: \$17.99

SEE PRODUCT



All-Cotton Allergy Mattress Covers

by BedCare

★★★★★ (5)
Sale Price: \$52.99

SEE PRODUCT



All-Cotton Mite-Proof Pillows

by BedCare

★★★★★ (3)
Sale Price: \$25.00

SEE PRODUCT



AllerTech Laundry Detergent 64-oz Bottle

by AllerTech
Sale Price: \$16.95

SEE PRODUCT

Find an allergist



Find your nearest allergist from 11000 certified allergists across the United States

Visit our Learning Library



Explore archives of valuable articles that will help you avoid common allergens.

[Get Our Product Catalog »](#)[See Stories From Other People »](#)[Get Product Comparison Charts »](#)

Allergy Help Center

Need Expert Advice?
Want To Order By Phone?

Call 1.800.522.1448

Mon.-Fri. 9am to 5:30pm EST

Your questions are answered by:



Deborah



Judy



Omron MicroAir NE-U22V



Free & Clear Shampoo and



Allergen Barrier Comforters



Luxury Mattress Pads

Ecommerce Overview

Email Export ▾ Add to Dashboard Shortcut

All Sessions
100.00%

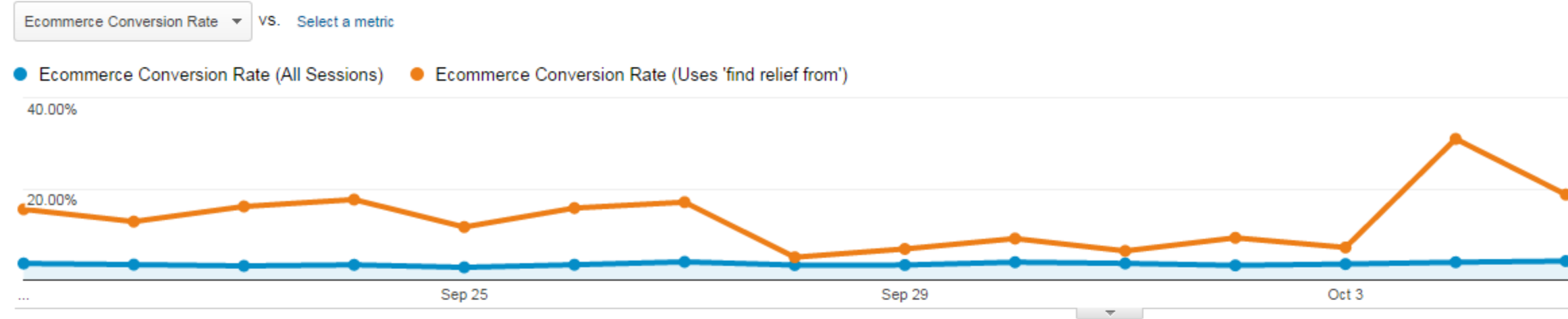
▾

Uses 'find relief from'
10.80%

▾



Overview



Ecommerce Conversion Rate

All Sessions

3.52%

Uses 'find relief from'

13.95%

Transactions

All Sessions

1,514

Uses 'find relief from'

129

Revenue

All Sessions

\$175,932.02

Uses 'find relief from'

\$16,990.15

Average Order Value

All Sessions

\$116.20

Uses 'find relief from'

\$131.71

Unique Purchases

All Sessions

3,077

Uses 'find relief from'

348

Quantity


All Sessions

5,999

Uses 'find relief from'

648

Mouse tracking, session replays, form analytics

--Select One--

Personal References

Please Enter Three People You Would Like To Use As Personal References. At Least One Person Must Be A NON-Family Member.

▪ Name:

▪ Relationship:

▪ Phone Number:

▪ Name:

▪ Relationship:

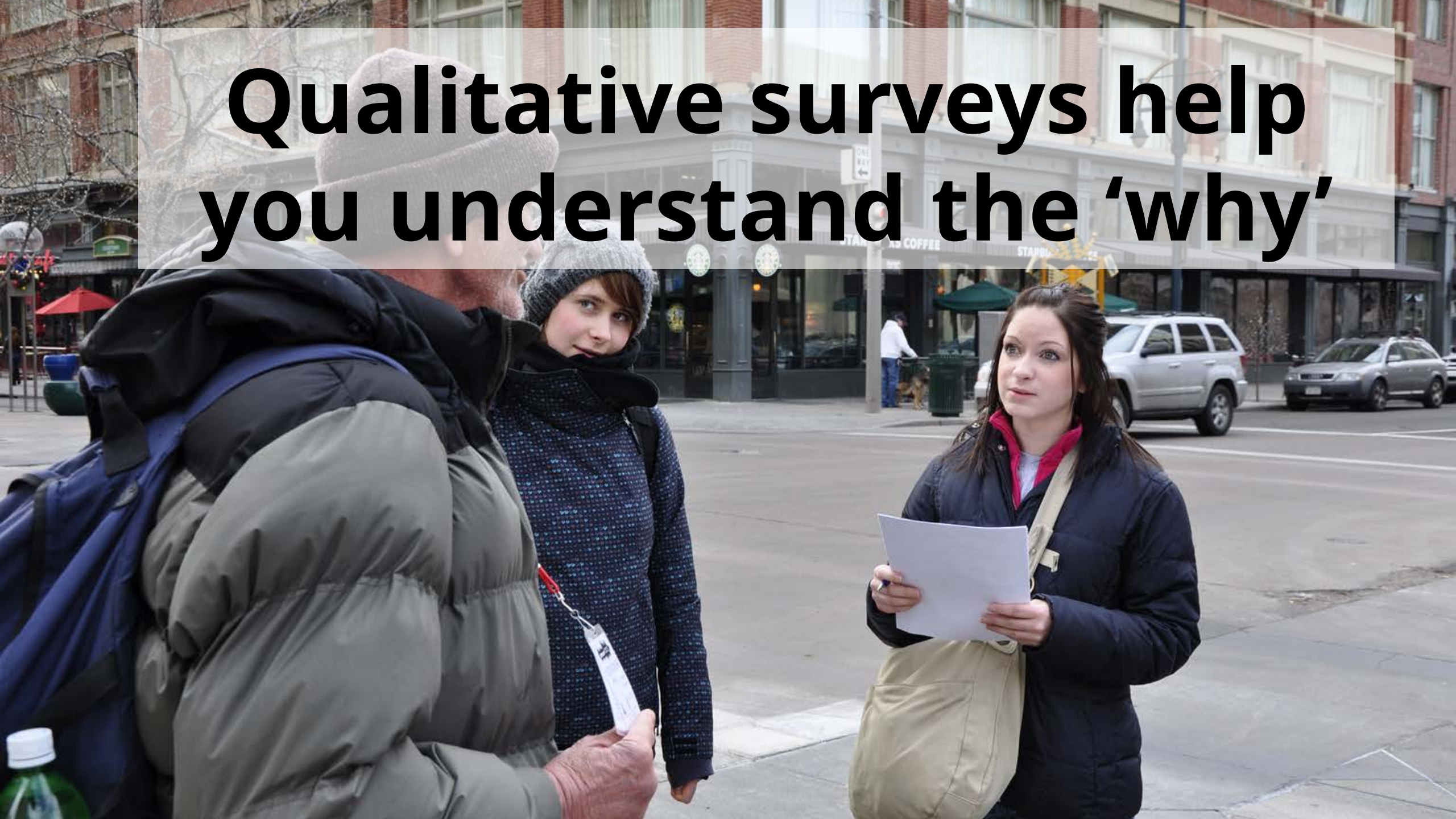
▪ Phone Number:

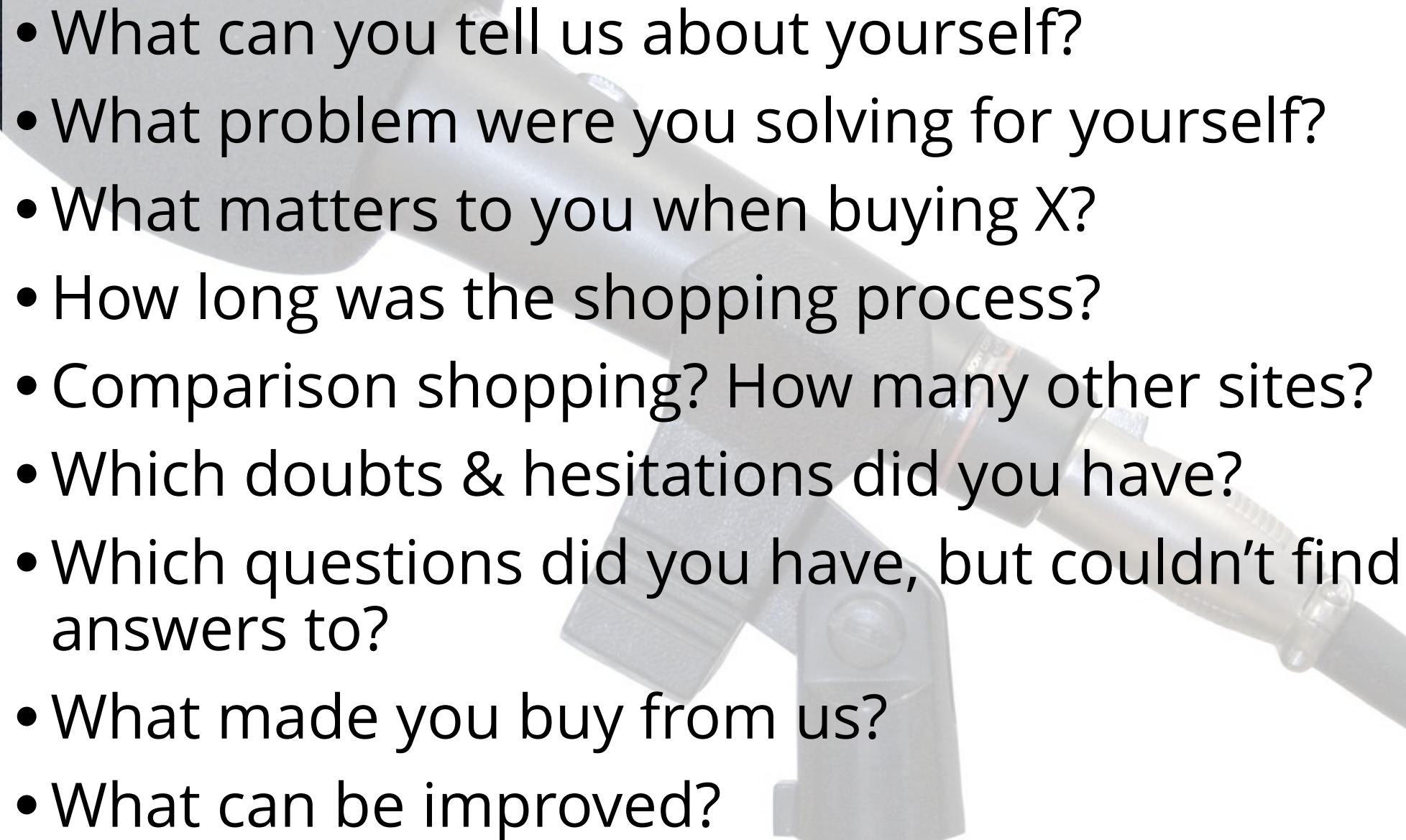
▪ Name:

▪ Relationship:

▪ Phone Number:

**Qualitative surveys help
you understand the 'why'**



- 
- What can you tell us about yourself?
 - What problem were you solving for yourself?
 - What matters to you when buying X?
 - How long was the shopping process?
 - Comparison shopping? How many other sites?
 - Which doubts & hesitations did you have?
 - Which questions did you have, but couldn't find answers to?
 - What made you buy from us?
 - What can be improved?

Shop By Category

How To Guides

Replacement Parts

Search for an item...

Search

All Categories

Above Ground Pools

Cartridges & Grids

Chemicals

Chlorinators

Cleaners

Cleaning Accessories

Covers

Filters

Heaters

Lighting

Liners

Motors

Pumps

Replacement Parts

Salt Chlorinators

Waterfalls

LOWEST PRICES GUARANTEED SAFE & SECURE EXPERT SERVICE

POOL REPLACEMENT PARTS

over 40,000 parts available



SEARCH
OUR DATABASE!

✓ Free shipping on all part
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✓ We carry over 40,000 parts!

FIND YOUR PART NOW



KEEPING YOUR POOL UP AND RUNNING IS OUR TOP PRIORITY

Pool Pumps



Salt Generators



Pool Parts



Filter Cartridges



Main demographic

A photograph of two men standing outdoors. On the left is a middle-aged man with a shaved head, wearing a light blue button-down shirt under a grey jacket. He is gesturing with his right hand. On the right is an elderly man with a mustache, wearing a grey fedora, a blue and white checkered shirt, and a brown V-neck sweater. He is adjusting his hat with his right hand. The background is a blurred outdoor setting with a building.

- 75% men
- Mostly 50 to 75 yrs old, often retired



How did you choose which item to buy?

- Needed a specific part (#1)
- Called a rep to discuss (#2)
- Price
- Reviews
- Shipping (incl international)
- Product description
- Quality

**Fear of choosing
the wrong part**

A woman on the left is wearing a bright red, sleeveless, high-necked dress with a full, flared skirt. She has long brown hair and is looking slightly to the left. A woman on the right is wearing a black, sleeveless, high-necked dress with a full, flared skirt. She also has long brown hair and is looking slightly to the left. The background is a plain, light gray.

Comparison shop?

85% Yes.

Most look at 4 sites,
some as many as 15

Why buy from InyoPools?

- Only place where I could find it
- Price
- Shipping
- Fast + good support
- How-to videos, instructions



**Can call for instructions after
I buy**

Sources of friction

$$f \cos \theta + \frac{mv^2}{r} - N \sin \theta = 0$$

$$v^2 = \frac{r N \sin \theta - f \mu N \cos \theta}{\mu \cos \theta + \sin \theta}$$

- Shipping confusing and/or expensive
- Poor category pages
- Not sure if I have the right part
- Am I paying too much?
- Is this site legit? Missing address
- Handling fee
- Return
- Payment plans?

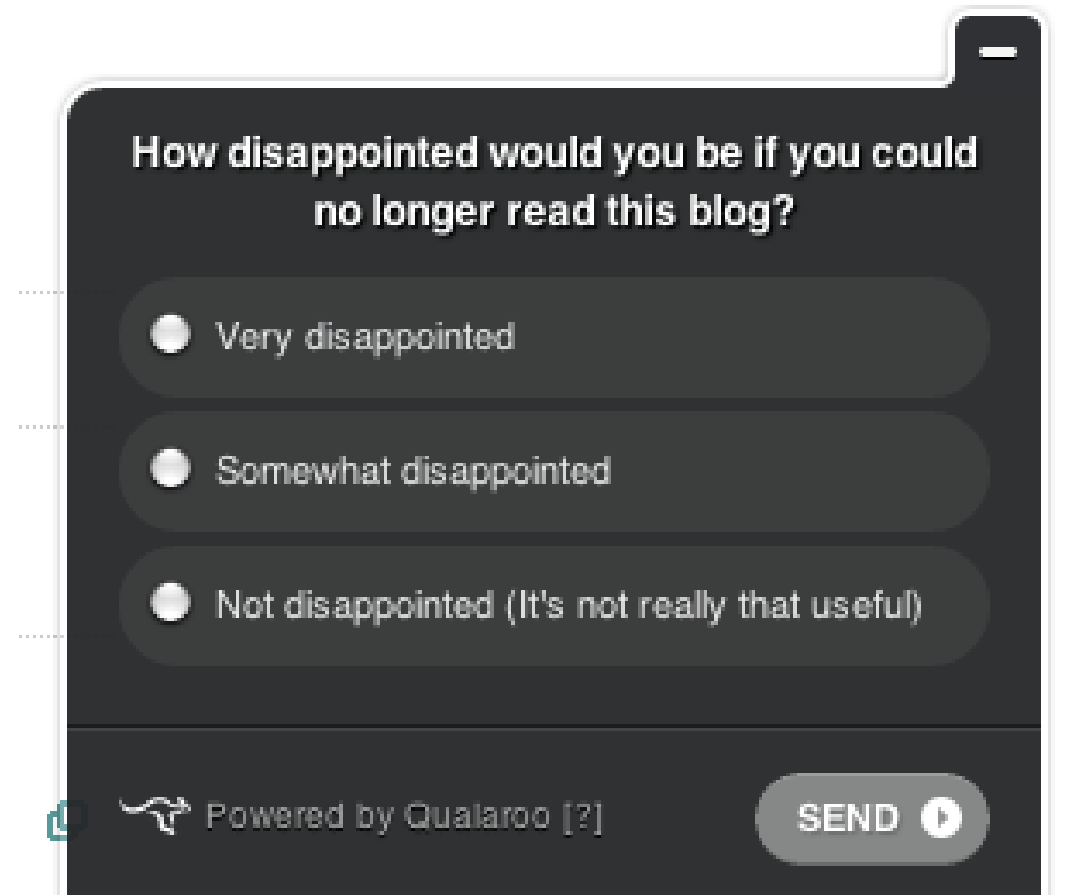
$$\frac{r \sin \theta - f \mu \cos \theta}{\mu \cos \theta + \sin \theta}$$

$$v_{in}^2 = \frac{g r (\sin \theta - \mu \cos \theta)}{\mu \cos \theta + \sin \theta}$$

**Help people identify
the right part**

Exit / web surveys

- Qualaroo :)





How disappointed would you be if you could no longer read this blog?

☐ Very disappointed

☐ Somewhat disappointed

☐ Not disappointed (It's not really that useful)

 Powered by Qualaroo [?]

SEND 

The image shows a dark-themed exit survey modal. At the top, it asks 'How disappointed would you be if you could no longer read this blog?'. Below the question are three radio button options: 'Very disappointed', 'Somewhat disappointed', and 'Not disappointed (It's not really that useful)'. At the bottom, there is a footer with the Qualaroo logo, the text 'Powered by Qualaroo [?]', and a 'SEND' button with a right-pointing arrow icon.

Is there anything holding you back from making a purchase today?

Do you have any questions you can't find answers for?

Is there anything holding you back?

- 47.9% yes, response rate 2.58%
- Price is high
- Shipping costs / handling fee
- Not sure if the product is right for me
- Competitor has cheaper price / shipping
- Can't find the model I need

Do you have any questions?

- 34.8% yes, response rate 4.8%
- Is this the right part for my thing?
- What's the right product for my needs?
- Delivery speed

User testing

Broad tasks

Specific tasks

Funnel completion



Choose from **11 hotels** across **5 brands** in **United Arab Emirates**

These are search results for **United Arab Emirates**

Search instead for: [United Kingdom](#) [New York, USA](#) [New Hampshire, USA](#) [New Jersey, USA](#)
[New Mexico, USA](#)



The Ritz-Carlton Abu Dhabi, Grand Canal
PO Box 91888, Al Maqta Area Abu Dhabi, United Arab Emirates

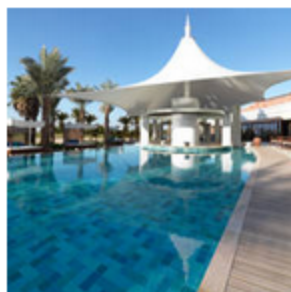
Airport shuttle
 Fitness center

Full Service Spa
 Pool



From
950 AED/night

[View Rates](#)



The Ritz-Carlton, Dubai
P.O. Box 26525 Dubai, United Arab Emirates

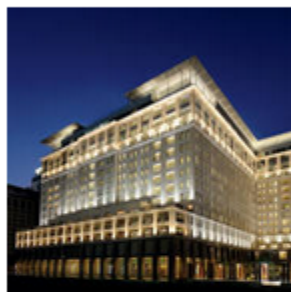
Airport shuttle
 Fitness center

Full Service Spa
 Pool



From
2,500 AED/night

[View Rates](#)



The Ritz-Carlton, Dubai International Financial Centre
PO Box 482032, Gate Village, DIFC Dubai, United Arab Emirates

Full Service Spa
 Pool

Fitness center
 Meeting event space



From
1,125 AED/night

[View Rates](#)

Edit Your Search

City/airport • [Near an address](#)

* Location

United Arab Emirates

☐ My dates are flexible

Check-in

10/31/14

Check-out

11/01/14

Rooms

1

Guests/room

1

REWARDS NUMBER

☐ Use Rewards points [What's This?](#)

Rewards number

SPECIAL RATES & AWARDS

[Update](#)

Filter Results

☒ CITY



☒ BRANDS





☒ AMENITIES

☐ High-speed Internet (11)

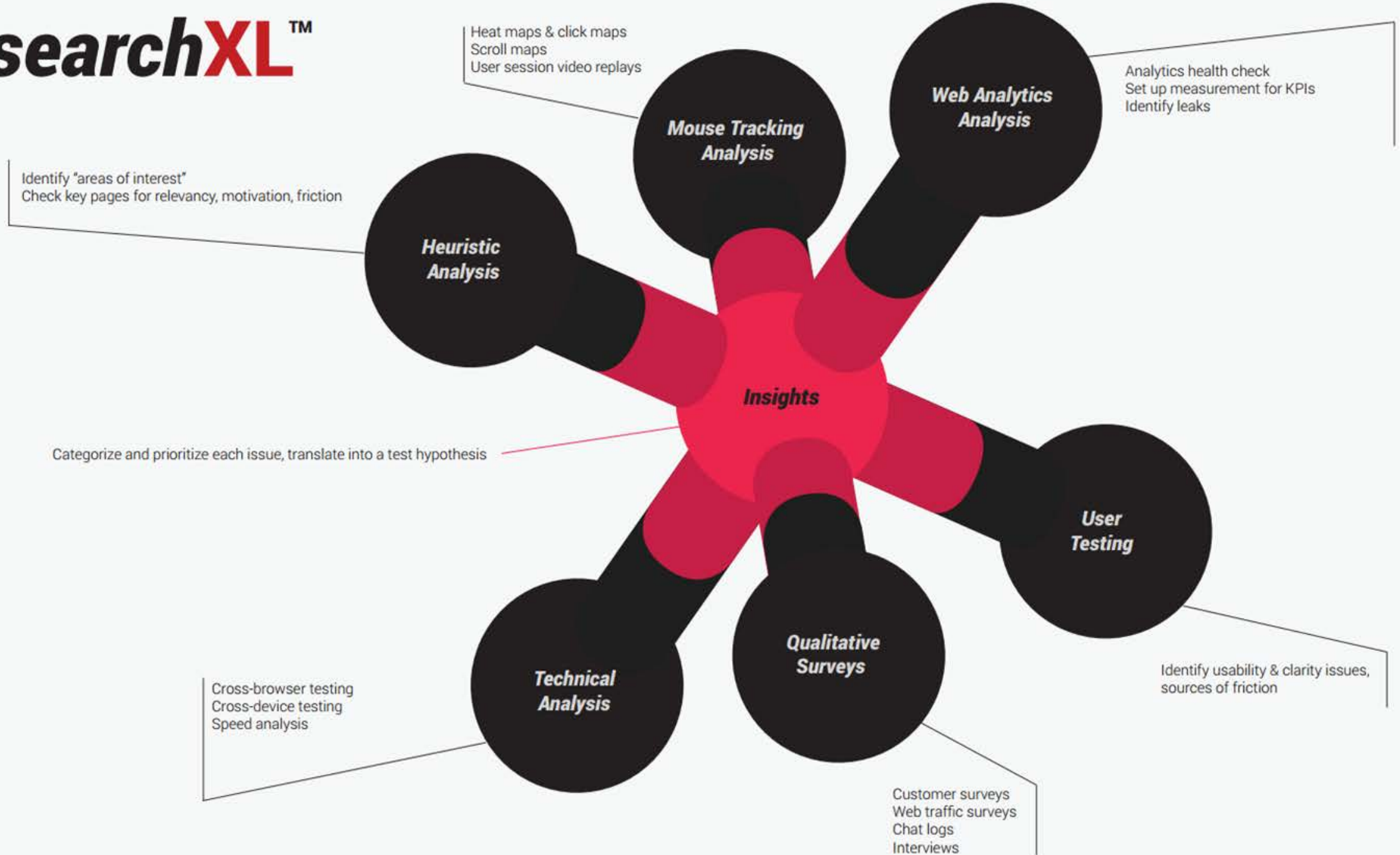
Issue	Bucket	Background	Action	Rating
Google Analytics bounce info is wrong	Instrument	Google Analytics script is loaded twice! Line 207 and 506 of the home page both contain GA code, as do all the other pages.	Remove the double entry	★★★★★
Conversions are low for IE9.	Investigate	Possible cross-browser issues.	Conduct cross-browser testing.	★★★
People are unsure where to go next from the home page	Hypothesize	Too many options create hesitations, paradox of choice.	Come up with a single prominent CTA.	★★★
Missing value proposition on the home page	Test	Add a compelling value proposition in the header of your website that states what your website is about, what can they do here and why should they do it	Add prominent value proposition	★★★★★
Content is very hard to read	JFDI	Font size 11px is too small	Increase font size	★★★

TESTING: YOU'RE DOING IT WRONG

Variations ? ⇅	Conversion Rate Range ? ▾		Percentage Improvement ⇅	Chance to Beat Original ? ⇅	Conv/Visitors ⇅
Control	8.66% ±3%		-	-	11 / 127
Variation 1	0.91% ±1%		-89.50%	0%	1 / 110
Average Case	5.06% ±2%	-	-	-	12 / 237

Variations ? ⇅	Conversion Rate Range ? ▾		Percentage Improvement ⇅	Chance to Beat Original ? ⇅	Conv/Visitors ⇅	Action ⇅
Control	13.66% ±2%		-	-	87 / 637	 ▾
👍 Variation 1	17.10% ±2%		+25.18%	95%	106 / 620	 ▾
Average Case	15.35% ±1%	-	-	-	193 / 1257	-

**“What if I don’t
have a lot of
traffic?”**



Read my blog

ConversionXL.com

Peep Laja

@peeplaja