



Conversion Rate Optimization

CRO (Conversion Rate Optimization) is the process of making sure that every bit of your content and marketing is optimized for converting interest into a sale.

Why you should care

Performance isn't static. Getting the greatest ROI from your website content and marketing activities requires constant optimisation. That's where we can help with our 7-step optimisation process. We take your data, apply our best-practice methodology and deliver increases in your conversion rate, enabling greater ROI.

The Velocity Spin Cycle™ is our framework for the transformation to data-driven performance marketing.



CRO in action

SkillSurvey

Tech-driven reference and credential gathering experts SkillSurvey started counting performance boosts in first three months.

- 27.3% increase goal completions
- 14.3% conversion rate increase
- 3.6% abandonment reduction

[Learn more](#)



How it works

CRO is a 7-step, looped process that's always switched on for learning. Let's dig down a little deeper into how that works with another handy graphic (because we know how much you love graphics).



Qualitative analysis

We go beyond the quantitative analytics, using qualitative tools (ie. on-page surveys) to assess user journeys.

Hypothesise

Users tell you a 'variable' is an issue. Change 'variable' to 'alternate variable' to drive conversions. Science

Build / test variations

This is where you put your hypothesis to the test with AB or multi-variant versions of your experience.

Analyse performance

You run tests until a statistical significance of 95% is reached (or not) Proof, meet pudding.

Report on testing

Results, Learnings, Changes.

Repeat

Just 'cause you've got to the end doesn't mean you stop. Apply your learnings, and always be optimizing.

Getting started

Who doesn't want awesome increases in site conversions? Give us a call to get them.

Email info@velocitypartners.com or pick up the phone +44 (0)208 940 4099