



What is Conversion Optimisation?

digital business podcast range

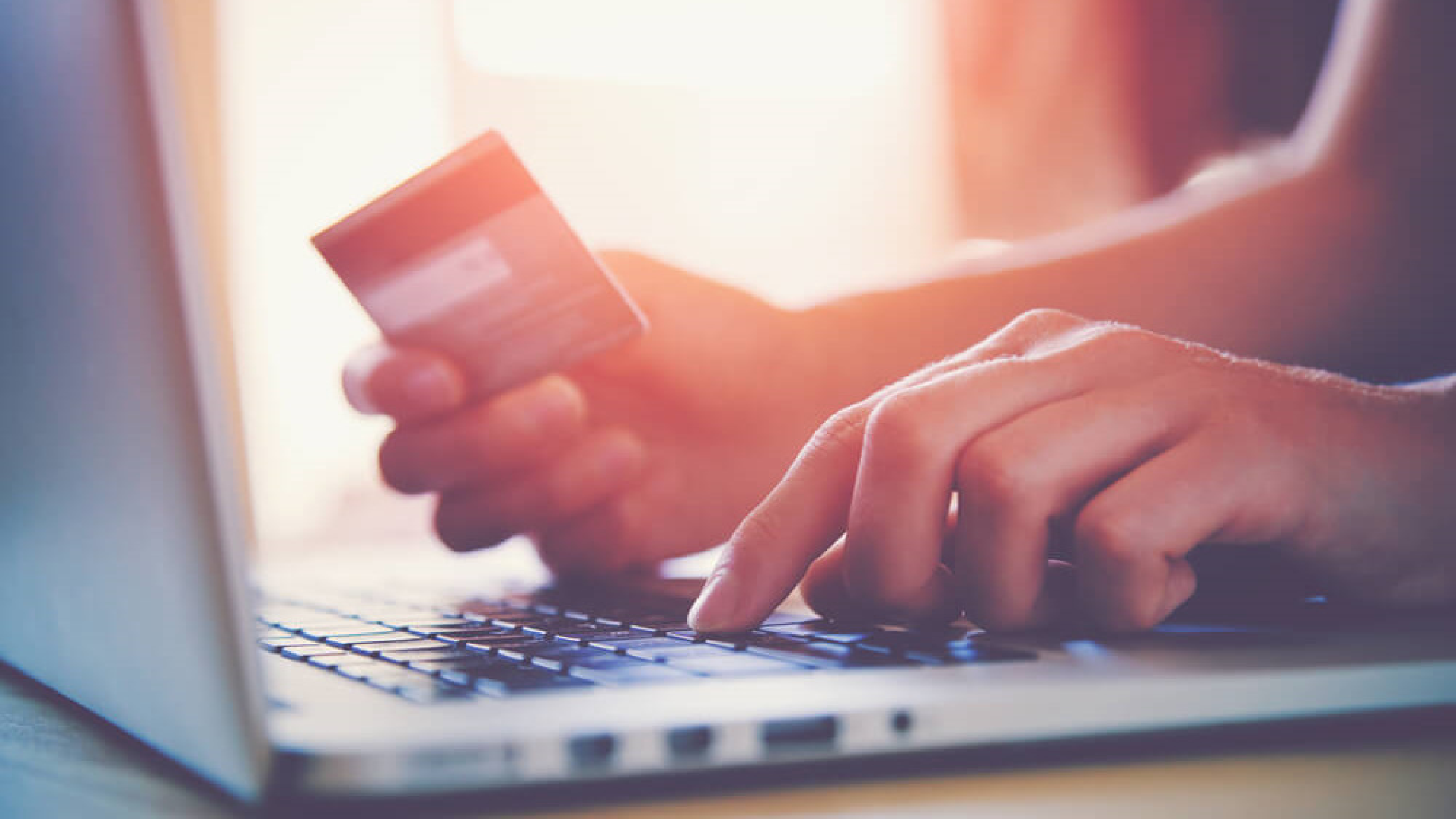


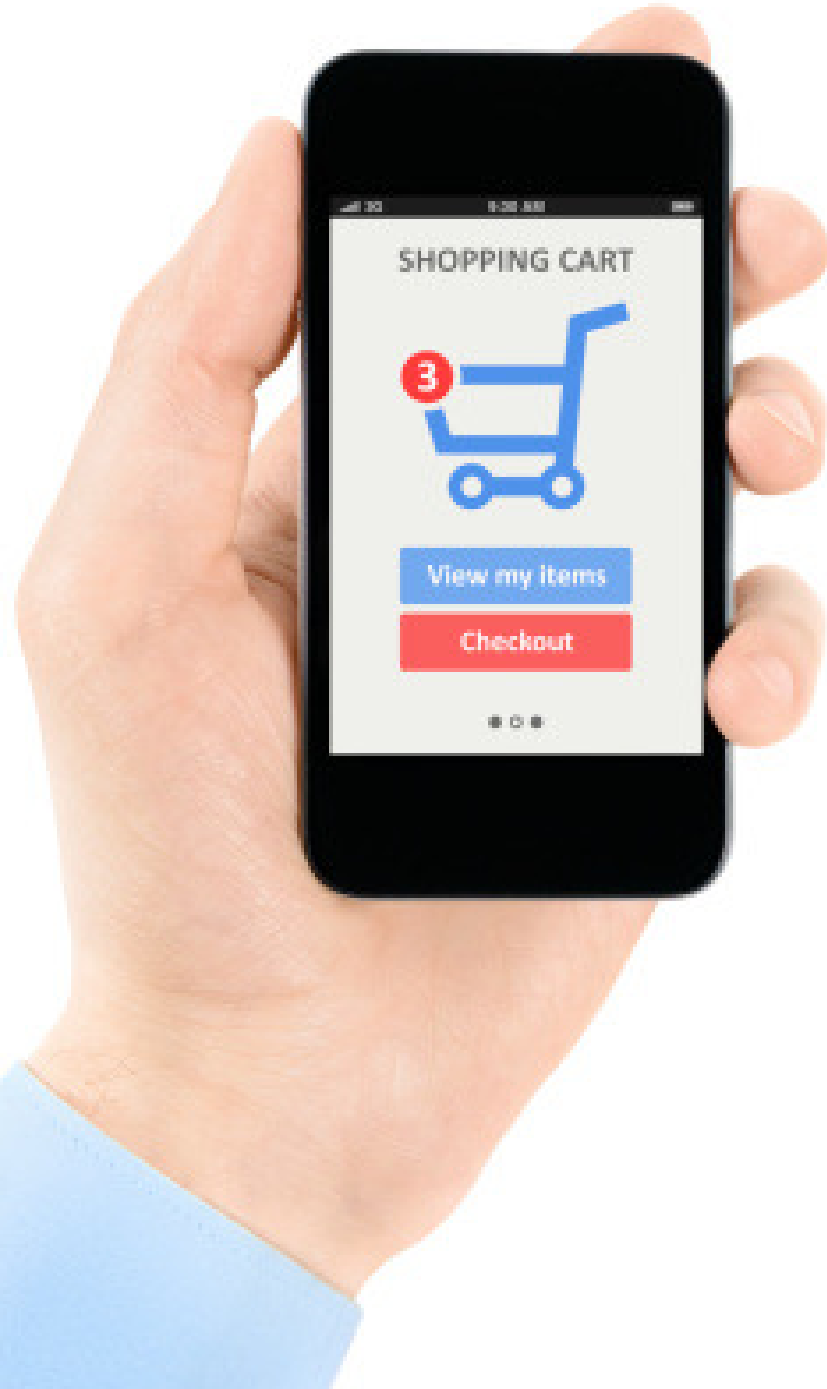
What is Conversion Optimisation?

The ability to improve your website in order to convert more business.

What is classed a conversion?

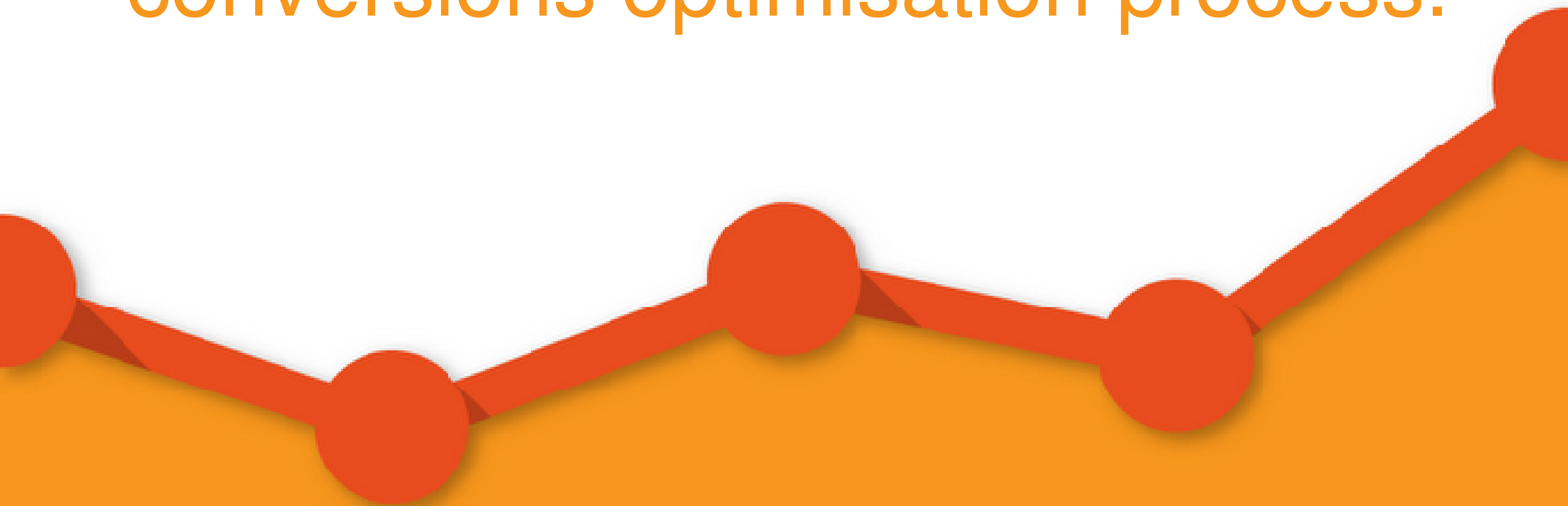
- Online Sale
- A Download
- Form Submission
- Newsletter Sign-up
- Reading an article
- Sharing on Social Media
- Website Traffic
- Generate a Lead





Conversion Optimisation
allows businesses that
sell online to improve the
sales they can achieve
through their website.

Accessing & understanding your website **Analytics** is a key part of the conversions optimisation process.



Conversion Optimisation
is now a key part
of any online
strategy.



THAT'S A DEAL!



Increasing Website Conversions

- Looking in detail at the **Analytics of their website**.
- Really **understanding the trends** on your site.
- Understand **what's working on your site** and what's not..
- Start **plugging the holes** on your site to prevent drop-offs.
- Look at **repeating this cycle** to improve conversions.

Analytics. Great First Step..

Getting Google Analytics installed is a great first step for businesses to take, in their quest to improve their online conversions.

www.google.co.uk/analytics





Common mistakes businesses make when it comes to conversion optimisation..

1. Don't assume

Don't assume you know what is going on with your site. Use the data !!

2. No A-B Testing

Carry out some A-B testing to learn what works and what doesn't.



www.umisconsultancy.com