

# WEBSITE CONVERSION

A Webinar about improving the effectiveness of the existing traffic to your website.





# Analyze. Interpret. Act.

Converting website visitors is more important than driving more traffic to your website.

Let us explain.





# CALLS TO ACTION KNOW YOUR PAGES

Any page on your website generating a lead or sale.  
In most cases this is not your home page.

Contact Us

Sign-Up

Download

Pre-  
Purchase

Thank You

Call Us

# USE YOUR WEB PAGE BODY TO DIRECT VISITORS.

Best not to rely on visitors using your website's navigation.



# TECHNICAL PERFORMANCE TEST YOUR WEB PAGES

Did you know that 86% of women between 18 and 24 admit they're less likely to buy something when a webpage is slow to load?

Recommended Reading, Unbounce 2019 Article

[Slow Loads Sabotage Your Conversions: See The 2019 Page Speed Report](#)

01

Google Page  
Speed Tester

02

GT Metrix



# CONVERSION RATE OPTIMIZATION (CRO)

## RATIO OF ACTIONS TO CTA

Understanding the effectiveness of your web pages.

01

### Measure multiple data points

Website Analytics, Form Completions, Bounce Rate and more.

02

### Analysis and Interpretation

Find trends and patterns that help you come to different conclusions.

03

### Changes and Testing

Making changes may come easy. Being patient to see the results of your test can be harder.



# WEBSITE INTERACTION

## VISITOR

## UX AND UI

UX (User Experience) helps to generate an enjoyable experience through the way a user interacts with the web page.

UI (User Interface) is the way a web page is designed and laid out to the website visitor.

Recommended Reading, Harvard Business Review 2019 Article [More Isn't Always Better](#)

01

### Be Clear

What do you want website visitor to do?

02

### Visuals To Direct

Graphics, images, photos, colors, text copy, text size, and other visuals

03

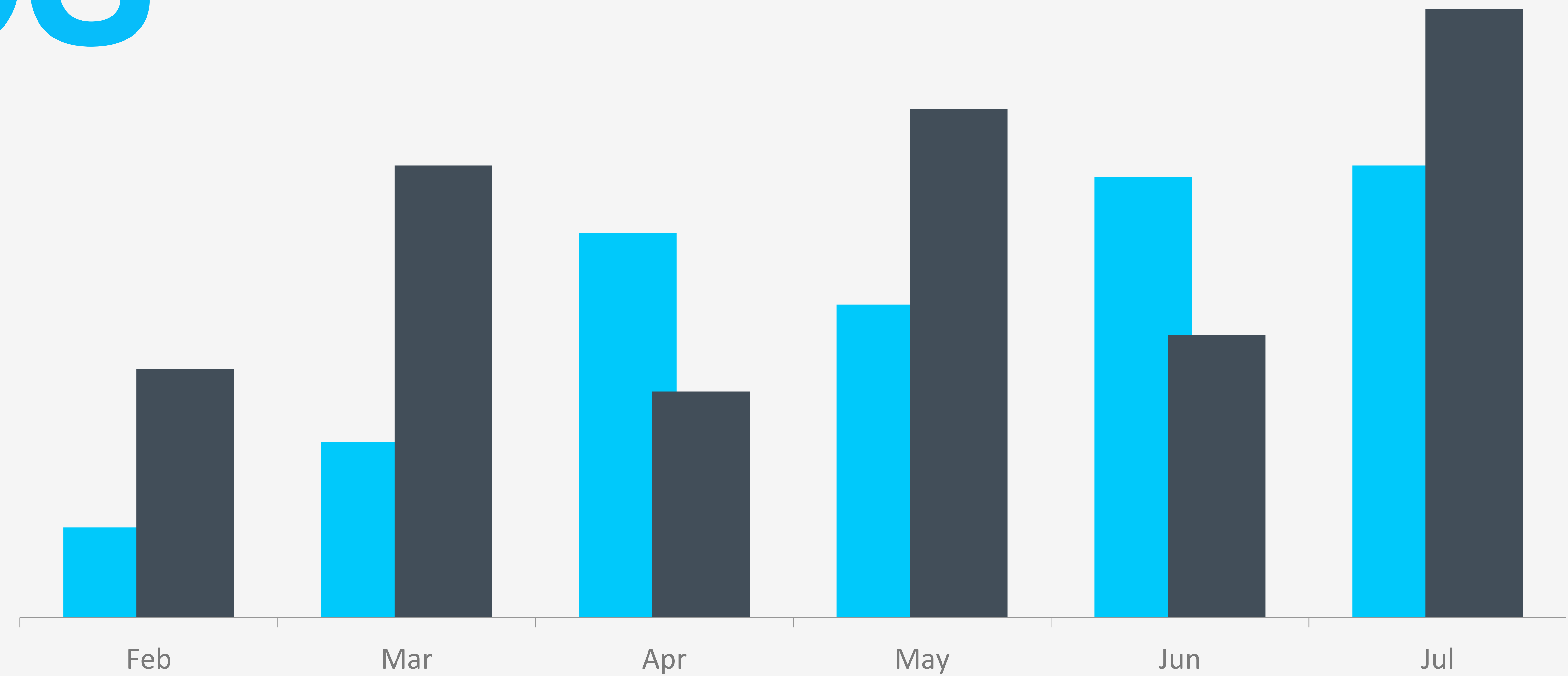
### Remove Distractions

Visuals not related to the call to action(s) need to be removed.



# GOOGLE ANALYTICS KEY METRICS

Know and understand the key metrics related to website conversion.



Page v. Site Visitors	Bounce Rate	Exit Rate	Time on Page	Patterns over Time	Review Acquisition Sources and Geography
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# QUESTIONS?

Quick intermission before we go on to the process of website conversion.



# GOOGLE ANALYTICS WEBSITE DATA

“Statistics” is a specific branch of knowledge that, among many other activities, includes addressing reliable ways of gathering data and making inferences based on them. ([ScienceDirect](#))

- Managing a large amount of data can be tricky.
- Look for patterns.
- Ask questions and find answers.
- Time management is important.

01

Work in small increments

02

Try different date ranges

03

Target what you want to solve



# THE WEBSITE STATS

Review Google Analytics across different date ranges and specific events for the entire website to get an idea of patterns and changes in data.

## Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users  
100.00% Users

+ Add Segment

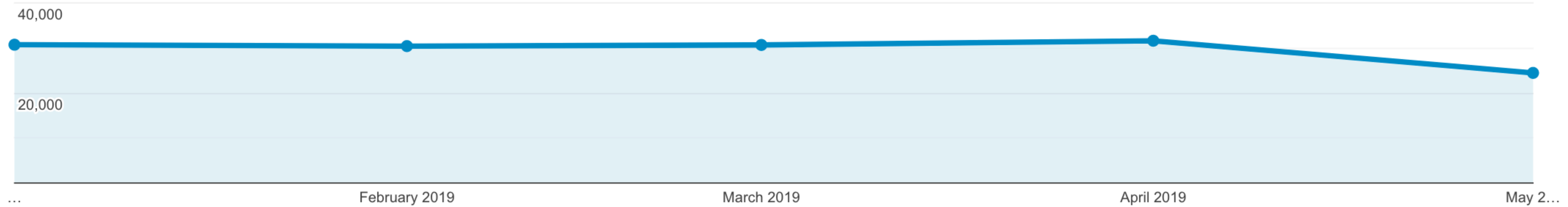
Jan 1, 2019 - May 31, 2019

### Overview

Users vs. Select a metric

Hourly Day Week Month

Users



Users

127,289

New Users

118,588

Sessions

276,539

Number of Sessions per User

2.17

Pageviews

811,707

Pages / Session

2.94

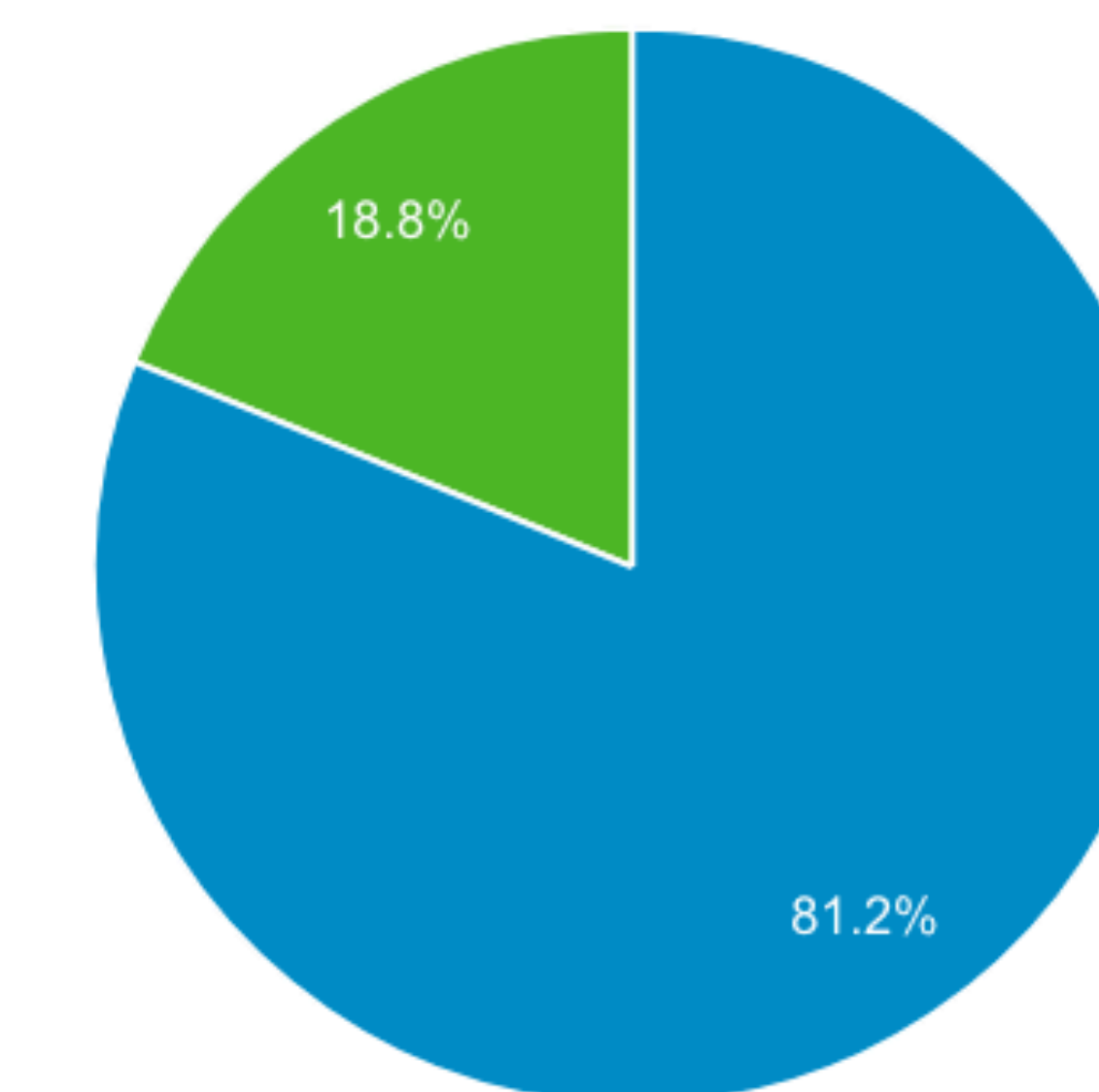
Avg. Session Duration

00:03:00

Bounce Rate

52.71%

New Visitor Returning Visitor



Please listen to the webinar recording to follow the discussion.



## Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users  
100.00% Users

+ Add Segment

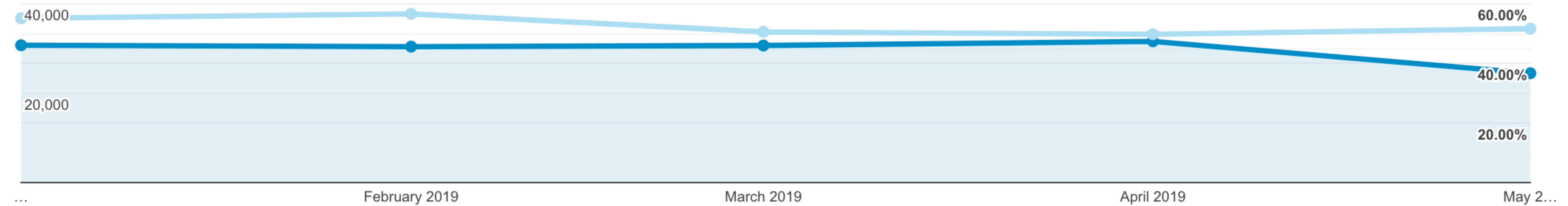
Jan 1, 2019 - May 31, 2019

### Overview

Users vs. Bounce Rate

Hourly Day Week Month

● Users ● Bounce Rate



Users

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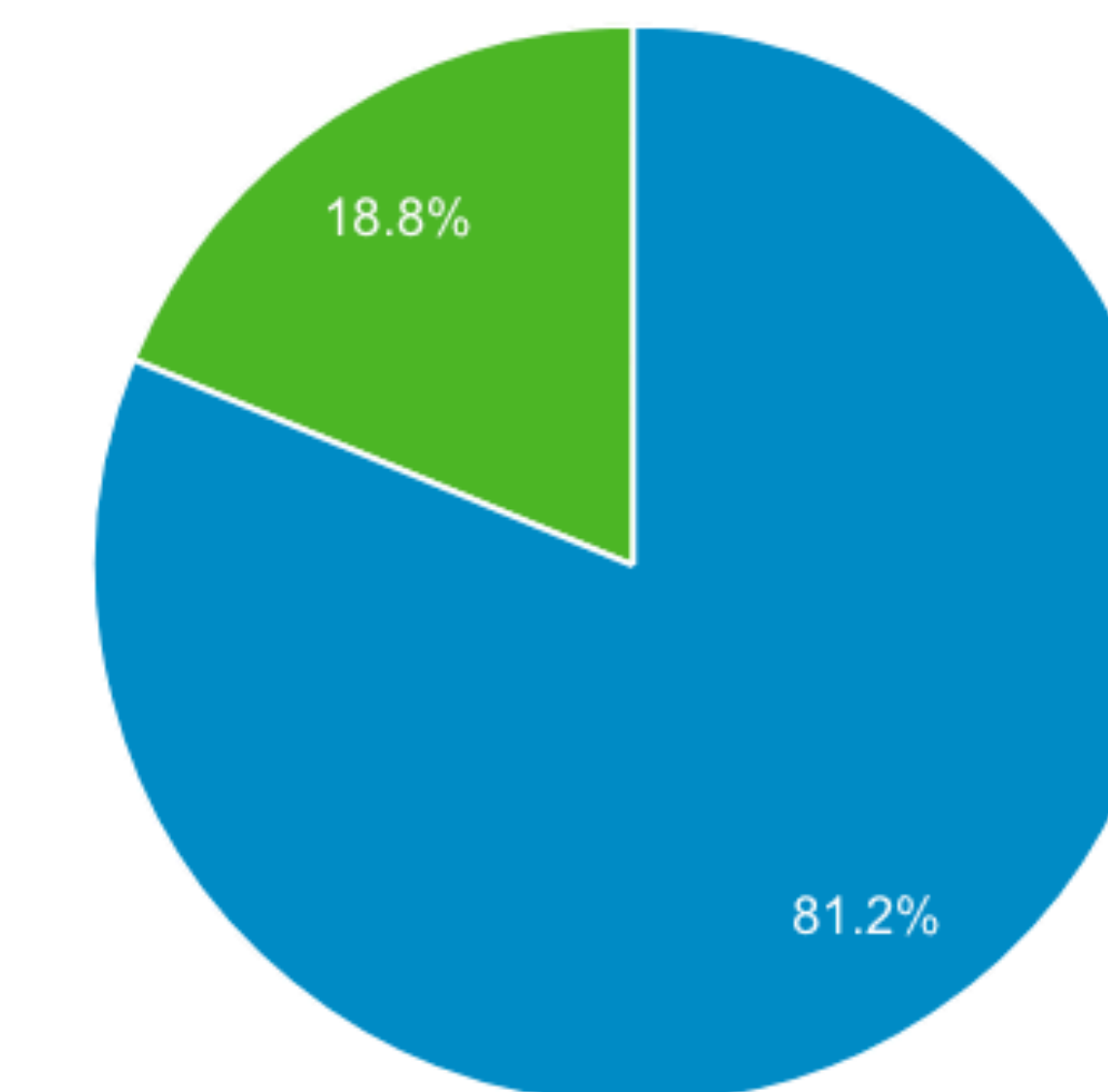
Avg. Session Duration

00:03:00

Bounce Rate

52.71%

■ New Visitor ■ Returning Visitor



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All Users  
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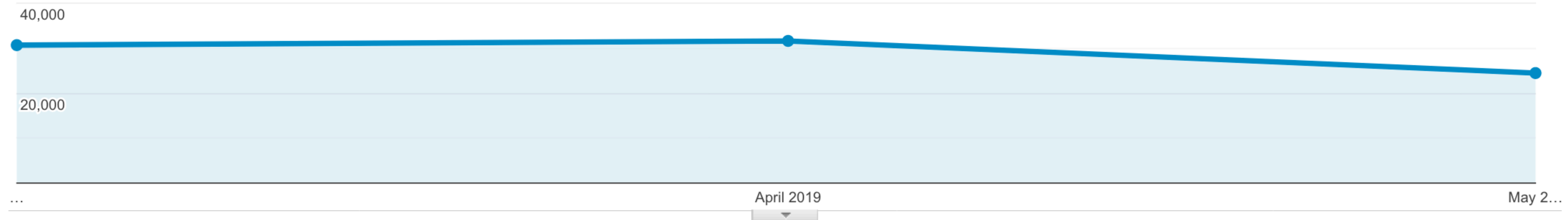
Mar 1, 2019 - May 31, 2019

### Overview

Users vs. Select a metric

Hourly Day Week Month

Users



Users

77,789

New Users

68,525

Sessions

163,645

Number of Sessions per User

2.10

Pageviews

506,530

Pages / Session

3.10

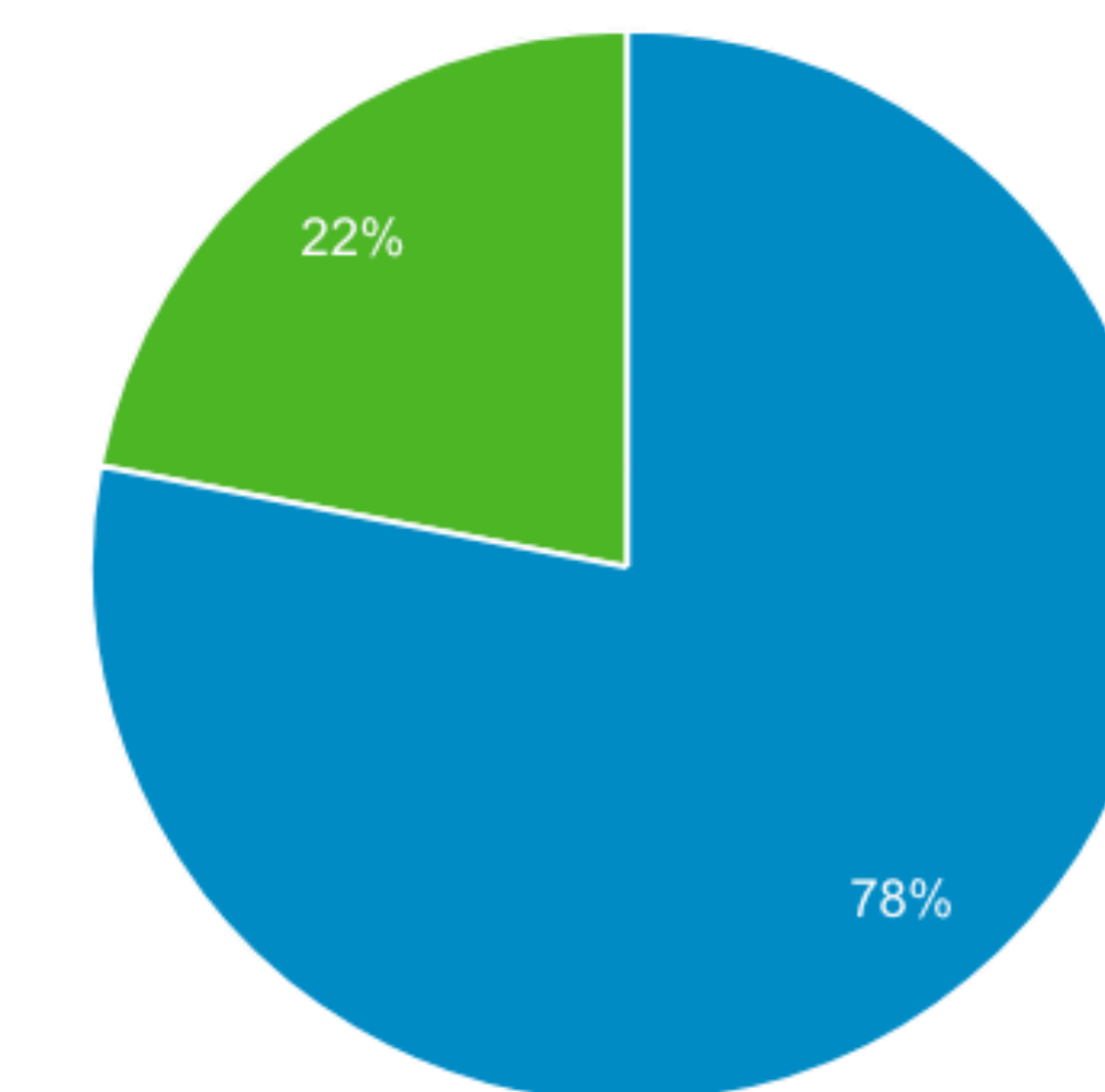
Avg. Session Duration

00:03:02

Bounce Rate

50.55%

New Visitor Returning Visitor



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## Audience Overview ✓

SAVE EXPORT SHARE INSIGHTS

All Users  
100.00% Users

+ Add Segment

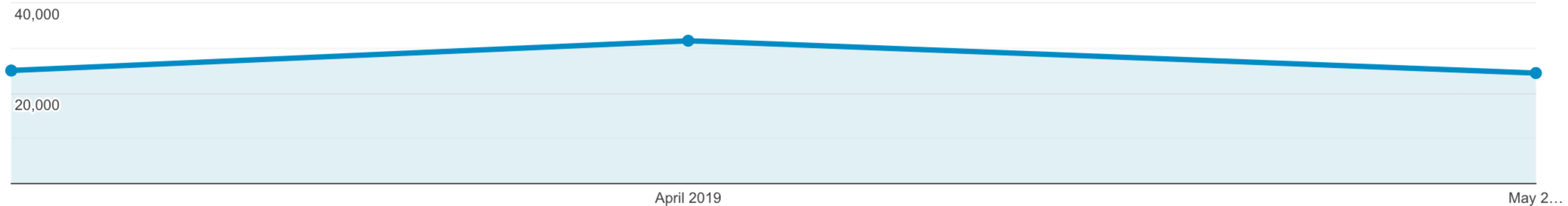
Mar 8, 2019 - May 31, 2019

### Overview

Users vs. [Select a metric](#)

Hourly Day Week **Month**

● Users



Users

72,366

New Users

63,423

Sessions

152,835

Number of Sessions per User

2.11

Pageviews

470,929

Pages / Session

3.08

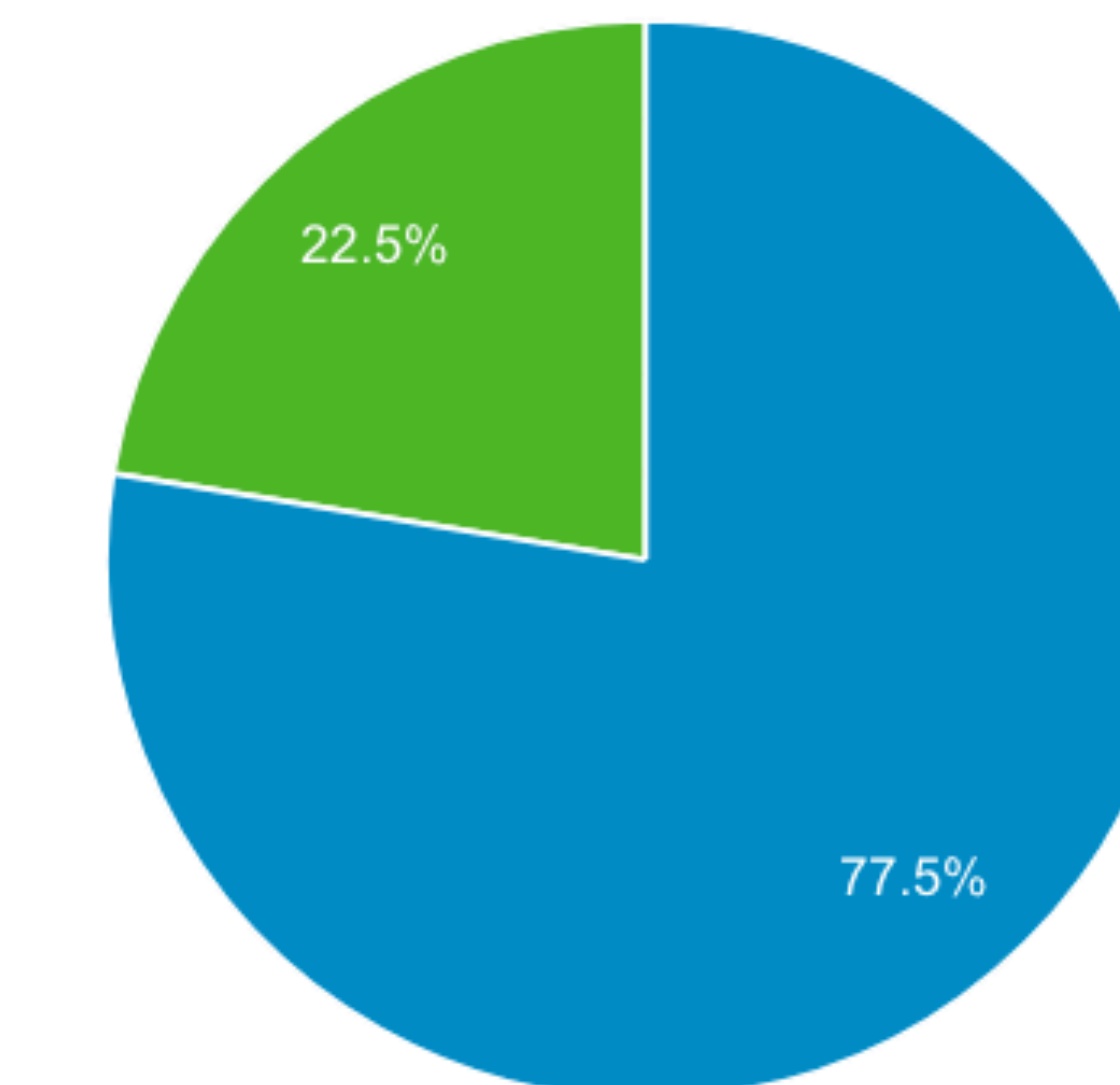
Avg. Session Duration

00:03:01

Bounce Rate

50.36%

■ New Visitor ■ Returning Visitor



Please listen to the webinar recording to follow the discussion.

# THE WEB PAGE STATS

Let's review and analyze Google Analytics for the Contact Us page.



Pages ✓

SAVE EXPORT SHARE INSIGHTS

ALL » PAGE: /online/contact/

Mar 8, 2019 - May 31, 2019

All Users  
0.04% Pageviews

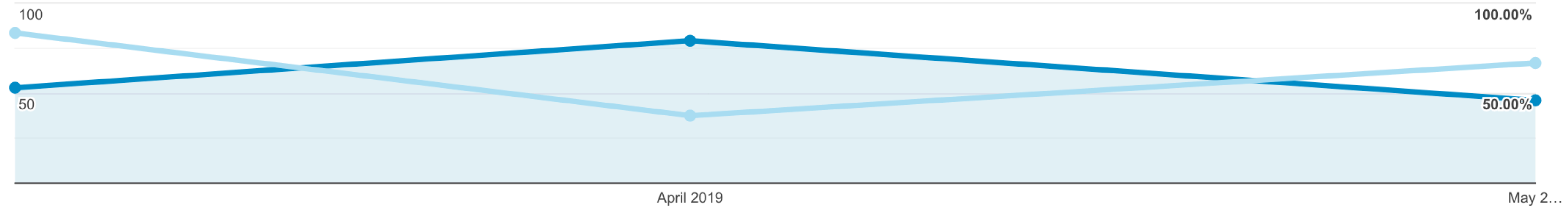
+ Add Segment

Explorer Navigation Summary

Pageviews vs. Bounce Rate

Day Week Month

Pageviews Bounce Rate



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	178 % of Total: 0.04% (470,929)	133 % of Total: 0.04% (341,528)	00:01:12 Avg for View: 00:01:27 (-17.18%)	20 % of Total: 0.01% (153,797)	60.00% Avg for View: 50.36% (19.14%)	23.03% Avg for View: 32.66% (-29.47%)	\$3.07 % of Total: 73.99% (\$4.15)
1. /online/contact/	178(100.00%)	133(100.00%)	00:01:12	20(100.00%)	60.00%	23.03%	\$3.07(100.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

Please listen to the webinar recording to follow the discussion.

Pages ✓

SAVE EXPORT SHARE INSIGHTS

ALL » PAGE: /online/contact/

Jan 1, 2019 - May 31, 2019

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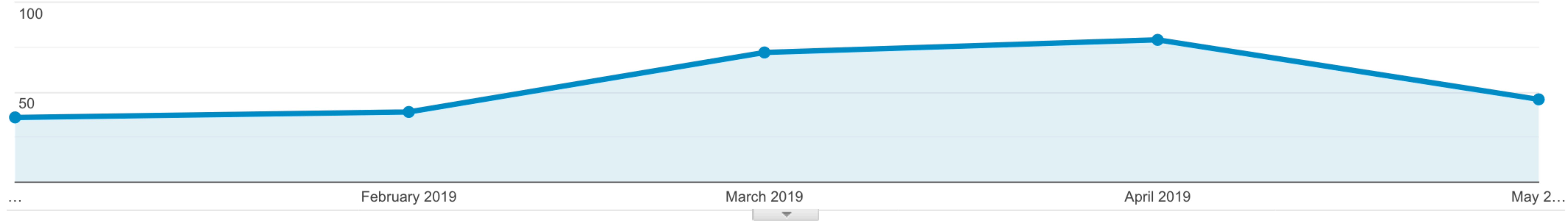
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Explorer Navigation Summary

Pageviews vs. Select a metric

Day Week Month

Pageviews



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	272 % of Total: 0.03% (811,707)	205 % of Total: 0.03% (603,182)	00:01:25 Avg for View: 00:01:33 (-8.84%)	38 % of Total: 0.01% (277,693)	57.89% Avg for View: 52.71% (9.84%)	25.37% Avg for View: 34.21% (-25.85%)	\$2.93 % of Total: 71.54% (\$4.09)
1. /online/contact/	272(100.00%)	205(100.00%)	00:01:25	38(100.00%)	57.89%	25.37%	\$2.93(100.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

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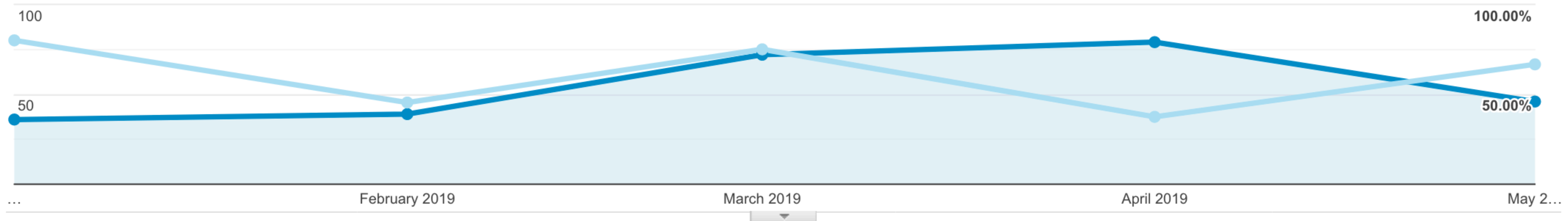
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Explorer **Navigation Summary**

Pageviews vs. Bounce Rate

Day Week Month

● Pageviews ● Bounce Rate



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
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Pages ✓

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0.04% Pageviews

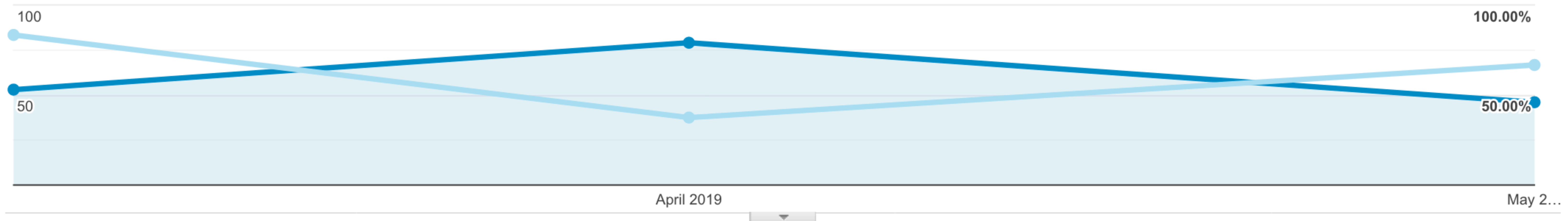
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Explorer **Navigation Summary**

Pageviews vs. Bounce Rate

Day Week Month

● Pageviews ● Bounce Rate



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1. /online/contact/	178(100.00%)	133(100.00%)	00:01:12	20(100.00%)	60.00%	23.03%	\$3.07(100.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

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Pages ✓

SAVE EXPORT SHARE INSIGHTS

ALL » PAGE: /online/contact/

Mar 8, 2019 - Apr 30, 2019

All Users  
0.04% Pageviews

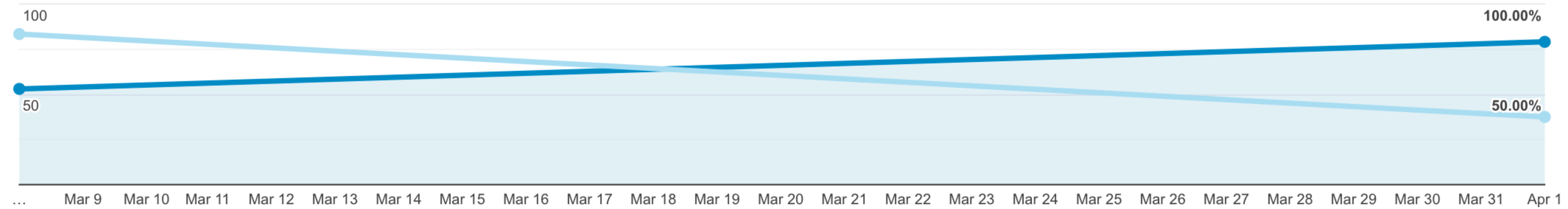
+ Add Segment

Explorer Navigation Summary

Pageviews vs. Bounce Rate

Day Week Month

Pageviews Bounce Rate



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	132 % of Total: 0.04% (337,607)	95 % of Total: 0.04% (243,186)	00:01:19 Avg for View: 00:01:28 (-10.59%)	14 % of Total: 0.01% (109,164)	57.14% Avg for View: 49.86% (14.62%)	20.45% Avg for View: 32.33% (-36.74%)	\$2.91 % of Total: 69.17% (\$4.20)
1. /online/contact/	132(100.00%)	95(100.00%)	00:01:19	14(100.00%)	57.14%	20.45%	\$2.91(100.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

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Pages ✓

SAVE EXPORT SHARE INSIGHTS

ALL » PAGE: /online/contact/

Apr 8, 2019 - Apr 30, 2019

All Users  
0.05% Pageviews

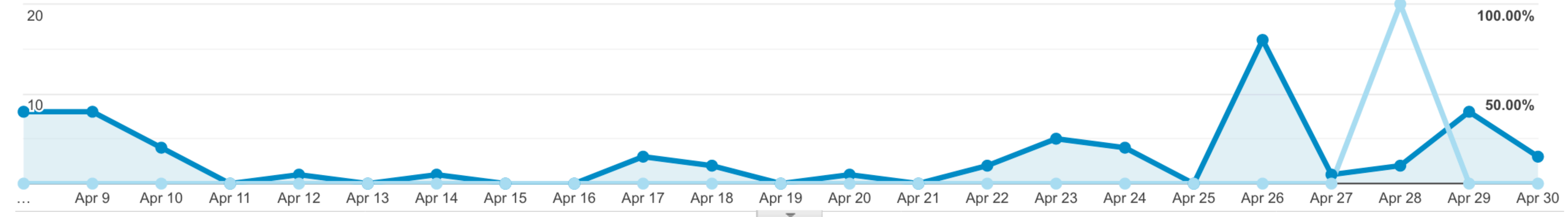
+ Add Segment

Explorer Navigation Summary

Pageviews vs. Bounce Rate

Day Week Month

Pageviews Bounce Rate



Primary Dimension: Page Other

Plot Rows Secondary dimension Sort Type: Default

advanced

Page	Pageviews	Unique Pageviews	Avg. Time on Page	Entrances	Bounce Rate	% Exit	Page Value
	69 % of Total: 0.05% (144,422)	44 % of Total: 0.04% (103,918)	00:01:13 Avg for View: 00:01:32 (-20.25%)	5 % of Total: 0.01% (48,153)	20.00% Avg for View: 49.89% (-59.91%)	17.39% Avg for View: 33.34% (-47.84%)	\$2.18 % of Total: 50.45% (\$4.33)
1. /online/contact/	69(100.00%)	44(100.00%)	00:01:13	5(100.00%)	20.00%	17.39%	\$2.18(100.00%)

Show rows: 10 Go to: 1 1 - 1 of 1

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# LEAD RESULTS

Web page changes and improvements are great.  
Google Analytics looks great.  
Does this translate into lead results?

	<b>2018</b>	<b>2019</b>
<b>Jan</b>	11	9
<b>Feb</b>	8	14
<b>Mar</b>	7	7
<b>Apr</b>	14	20
<b>Total</b>	<b>40</b>	<b>50</b>

Website changes on  
March 8, 2019

Web page changes on  
April 8, 2019

Percentage Increase: 43%

Percentage Increase: 25%



# JOIN THE CONVERSATION

Final questions as we finish our webinar presentation.



# ABOUT US

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SmartFinds Internet Marketing is a web marketing agency centered around helping customers understand web marketing and web advertising world through education and consultation.

The execution of the marketing process is managed through contemporary marketers who manage new ideas and incorporate early adoption of new strategic technologies.





# CONTACT US

Please stay in touch with us using any of the below contact options to reach us.



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*creative online marketing strategies*

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<https://twitter.com/meliho>



<https://www.facebook.com/smartfinds/>



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