

WHAT IS CONVERSION RATE OPTIMIZATION AND WHY YOUR WEBSITE NEEDS IT



Take it from us, conversion rate optimization is not a digital marketing buzzword, and it's probably an excellent time that we should start focusing a lot of our efforts around it.

For some reason, there are times where we forget about CRO in favor of other optimizations. However, there is a lot that we can do today to improve our conversion rates.

In this article, we will be exploring the [different ways that we can improve our conversion rate](#) optimization on our web properties and how we can get improved conversions by merely understanding CRO.

What is Conversion Rate Optimization?

To put it simply, conversion rate optimization - or CRO - is the process of analyzing the data that customers are leaving on your web property to find out how to improve the performance of your website.

This is not just limited to one particular metric or a specific form of analytics, but rather the

holistic study of how you can get the right kind of customers to interact with your web property the way you want them to.

Think about it this way

CRO is the process of optimizing your website to make sure that you can meet the wants and needs of your customers to get them to go onwards with the next part of the conversion journey.

It does not also mean that you need to focus on one particular key performance indicator (KPI), but rather trying out a combination of different factors.

Related: [Essential Components of a Lead-generating Website](#)

How Useful is CRO?

CRO is handy for many reasons. First of all, it is a way of ensuring that you are efficient with the resources that you have to achieve your conversion goals. This means that you can be more frugal with the way you spend money on your campaigns, but still can obtain the maximum benefit of the rest of the optimizations.

The common sense approach to CRO is that it is a safeguard to ensuring that your potential customer, client, or visitor will not lose their patience with your site before getting them towards a specific action.

This is not just about blind optimizations, this more about getting the right type of customers that you are targeting. Most of us spend ages trying to optimize for this and that, but how many of these optimizations matter to your target market share.

Related: [Search Engine Optimization is a Continuous Process](#)

How Do I Go About Conversion Rate Optimization?

There are plenty of ways to go about CRO, but it starts with the data that you already have about your customers. There are numerous ways to extract data that will better help you identify how your customer reacts to some aspects of a web property.

After you have analyzed this data, this is where you can start determining what KPIs you should be focusing on. Most people aim to get more unique visitors, but you also have to combine this particular factor with the conversion you want to achieve.

Optimizing for maximum conversions is usually focused on the landing page of your visitor. This is where most of the action takes place, and it can involve anything from heat mapping the page to figure out where they are clicking, to hacks such as changing the colors of your call-to-action (CTA) buttons.

Another thing that can be achieved through proper CRO is reduced bounce rates. You see, sometimes we need a visitor to consume certain parts of the page for them to make that decision that will equal a conversion, but more often than not, they get distracted or lose patience and leave.

CRO allows you to optimize your page to ensure that you have user's interest and that is kept long enough for them to make whatever decision you want them to make.

Speaking of web property optimizations, learn how to turn your site into an effective lead generation tool with the help of our [15 Brilliant Web Design Hacks That Convert Traffic into Leads](#) ebook. Grab it now for free!

It is not a guarantee, but you are guaranteed to

do better!

Proper conversion optimization does not automatically make your site better nor does it mean that you will be able to make more conversions. However, it is a guarantee of more effective methods of driving traffic where it matters most.

You still have to extensive testing afterward and it is essential that you regularly monitor for changes and adapt tactics and strategies accordingly. It's the same with most of the optimizations. You still need to look out for proper feedback.

Related: [B2B Chatbots and How This Tech Can Improve Your Conversions](#)

At the end of the day, you want your user on your page for a specific reason and conversion rate optimization is one of the ways that you can make sure that you are achieving the goals that you have set out not only in an efficient manner but also in an effective one.

So check out your site today. Do you think it is optimized for conversions? Or are there other ways where you can improve the way your users interact with your website? You'll be surprised at what you'll find.

Once you have optimized your site's conversion, it is essential that you follow-through your efforts by utilizing powerful [lead nurturing](#) using various [channels](#).

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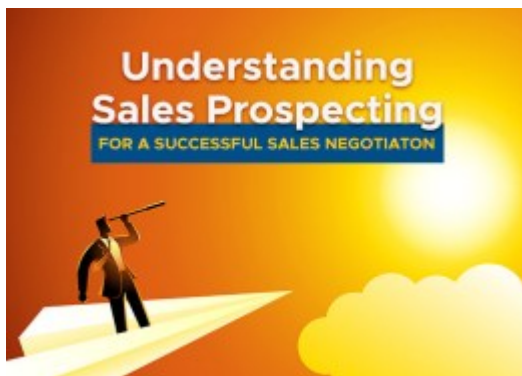
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