



# COPYWRITING FOR MORE CONVERSIONS

Workshop by Mel Henson  
13<sup>th</sup> October 2017

# WHICH DID BETTER?

**NORTHERN Parrots**  
Everything for your Parrot

0845 345 2502  
9am - 5.30pm Mon-Fri

Shop by Bird | Food | Toys | Cages | New Arrivals | Accessories | Supplements | Special Offers

Search now – enter keyword or code  Search Over 1,400 products for Parrots in stock

**MONEY BACK GUARANTEE**  
100% refund for 30 days!

**FREE STANDARD DELIVERY**  
When you spend over £49\*

**CUSTOMERS LOVE US!**  
Read independent reviews

**Everything your Parrot needs - delivered next day**

**Find something for your Parrot**

Select your bird

What are you looking for?  
 Accessories  Food  
 Cages  Supplements  
 Toys

**Click to Find**

Choose from the UK's widest range of Parrot supplies

With over 1400 toys, foods, cages and accessories for Parrots and cockatiels, budgies, lovebirds and more, we're the UK's favorite Parrot supplies store.

You won't find a bigger range anywhere else. In fact, we have so many high quality products that many pet shops buy from us and vets regularly recommend us.

Plus, you're guaranteed fantastic service with 96.3% of UK orders delivered next day. We've also delivered abroad to 109 countries, and since we started in 1997 have made more than 220,000 birds very happy.

*"I regularly refer my clients to Northern Parrots as I know they can get whatever they need for their Parrot quickly and reliably"*

Richard Jones (BVSc MSc MRCVS)  
Avian Veterinarian  
Northwich, Cheshire

**Most Popular Products**

**L**

**+34%**

**RPV**

**NORTHERN Parrots**  
Everything for your Parrot

Home | Login / Register | Your Basket: 1 item, £5.98

Sales Hotline: 0800 488 0345

Search now – enter keyword or code  SEARCH

**Food**  
TIDYmix diets

Complete Food (53)  
Parrot Seed (75)  
Parrot Treats (108)  
Breeding / HandFeed (14)  
New Parrot Food (19)  
[View More...](#)

**Toys**

Chewable Foraging (72)  
Reusable Foraging (51)  
Swings & Climbing (44)  
Wood & Rope Toys (77)  
Willow & Palm (51)  
[View More...](#)

**Cages**

Budgie & Canary Cages (16)  
Play Top Cages (15)  
Open Top Cages (19)  
Solid Top Cages (23)

**Shop Now**

**E-Newsletter Signup**

**Tidymix diets**  
Tidymix foods & treats. Highly palatable mixtures, made from human grade ingredients.

**Parrot Diet**   
**Mixed Fruit**   
**Pulse & Rice**

**Parrot Premium Extra**   
**Foot Toy Pack**   
**Wild Bird**

**Free Standard Delivery**  
Orders over £49\*

**Free Next Day UK Delivery**  
Orders over £99\*

**Delivery across Europe**  
From £1.99

**Money Back Guarantee**

**GO**

**Request a Catalogue**

**Visit our Blog**

**BLOG**

# WHICH DID BETTER?



Talbot Raw Oak Wooden Ladder Shelf

£285.00 AVAILABILITY: In stock | H-OAKLAD

Buyer's notes

Size & Info

Delivery & Returns

Carefully crafted from raw oak, this sturdy, solid Wooden Ladder Shelf has six shelves of varying depths. This versatile display can be used for books, plants and beautiful objet and is built to last. No assembly is required, simply prop the shelf flat against the wall and begin your display.

Qty: 1

ADD TO BASKET

(Please Login)  
Add to Favourites

Print



Wooden Ladder Shelf

£275.00 AVAILABILITY: In stock | H-OAKLAD

A brilliantly versatile idea. Made from raw oak, this moveable wall ladder has six shelves of varying depths for displaying your favourite things.

H 180 x W 48 x D 36cm

Please allow up to seven days for delivery and please note express delivery options are not available on this item. As this item is delivered directly to you from the supplier please ensure you check it carefully before signing for it. Please note this item cannot be delivered outside of the UK.

Print

Like 13

Delivery Info

Read All Reviews

★★★★★ teelio™

Qty: 1

ADD TO BASKET

+62%  
RPV



# WHICH DID BETTER?

**African Slate Kilimanjaro Tile**  
350mm X 350mm, Rustic Finish  
Product Code: VT1KAS20351A

**R79.90/M<sup>2</sup>**

M2:  1,60  OR BOX:  1

1 BOX at R127.84. Total: R127.84 24.8 kg

[Tile Calculator](#) [Check Stock](#)

**Add to Quote**

**BUY ONLINE - GET IT DELIVERED**

✓ FAST DELIVERY [i](#)  
✓ EASY RETURNS [i](#)  
✓ SECURE PAYMENTS [i](#)

Print 

**African Slate Kilimanjaro Tile**  
350mm X 350mm, Rustic Finish  
Product Code: VT1KAS20351A

**R79.90/M<sup>2</sup>**

M2:  1,60  [Tile Calculator](#)

1 BOX at R127.84. Total: R127.84 24.8 kg

**Add to Basket**

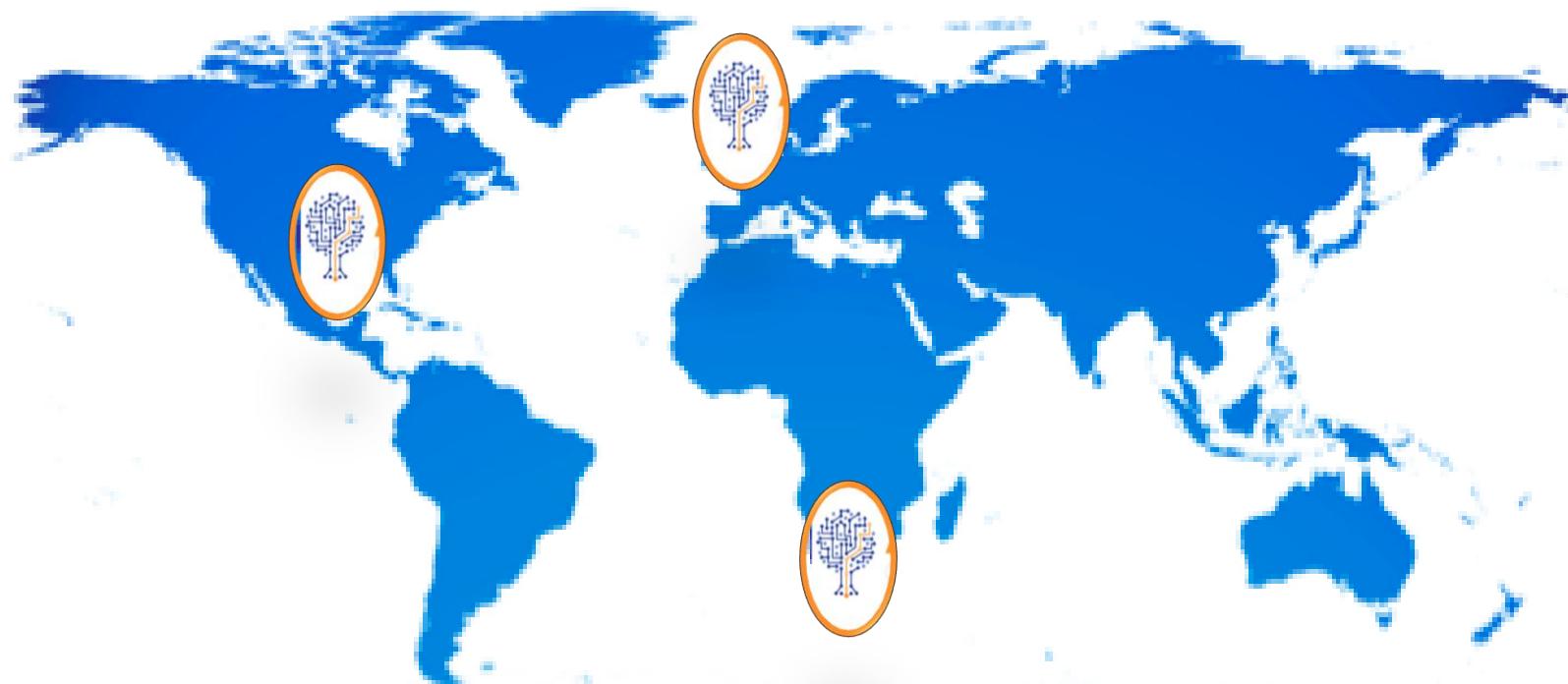
**BUY ONLINE - GET IT DELIVERED**

✓ FAST DELIVERY [i](#)  
✓ EASY RETURNS [i](#)  
✓ SECURE PAYMENTS [i](#)

Buying instore? Check stock.



# AWA digital – international conversion rate optimization agency



**Canon**  
mothercare

Interflora  
the flower experts

**T.K.maxx**

**Dunelm**

Google Analytics Certified  
**Partner**  
Services

# Conversion Rate Optimisation

## CRO

*“a **system** for influencing  
(or **converting**) a higher  
proportion of your  
visitors to buy more and  
spend more”*



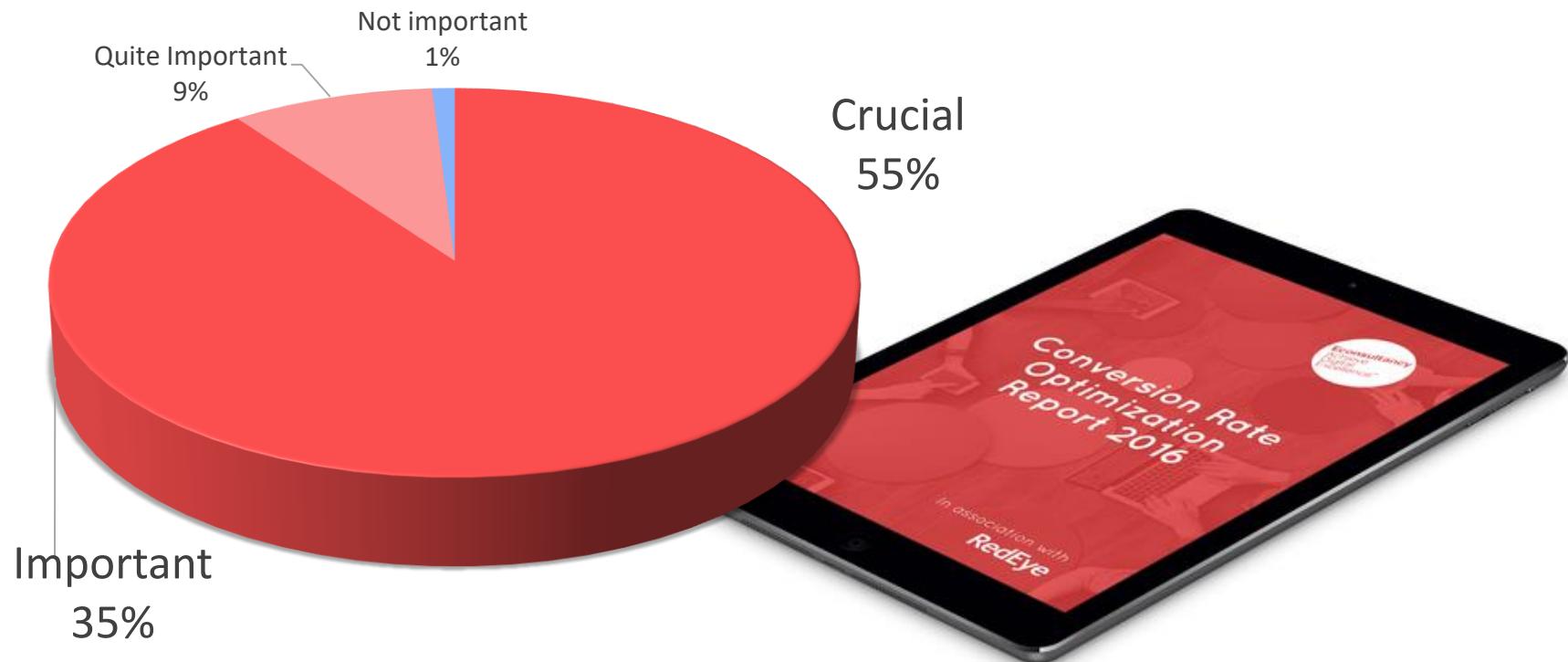
Dan Croxen-John and Johann van Tonder  
CEO and COO of AWA digital and authors of  
Ecommerce Website Optimization



# Conversions are specified goals

- Making a sale
- Increasing Average Order Value
- Selling higher volumes
- Generating a lead
- Viewing a specific page
- Downloading a file
- Installing an app

# How important is CRO?



Source Econsultancy <https://econsultancy.com/reports/conversion-rate-optimization-report/>

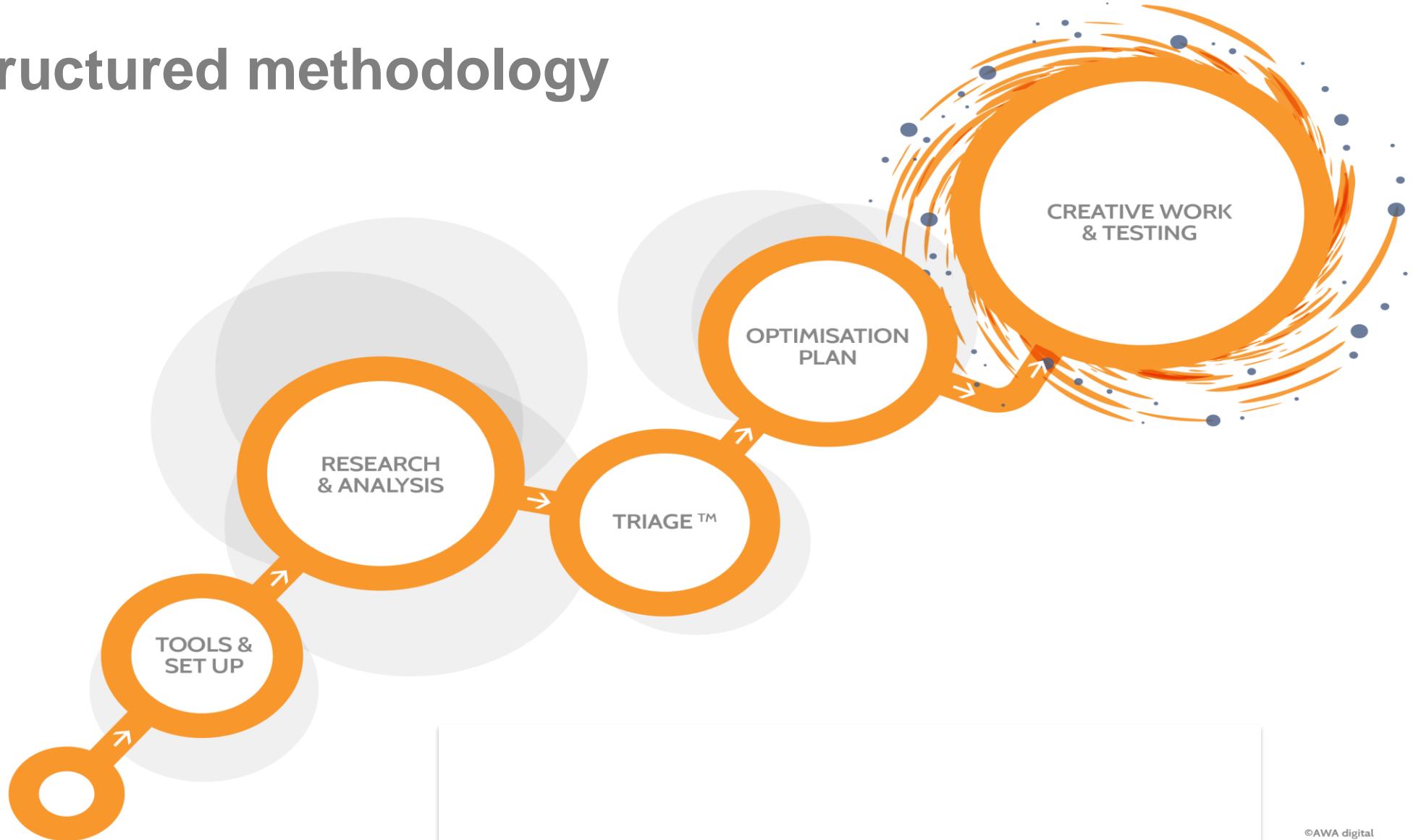


*“without optimization  
your decision making  
won’t be as effective,  
objective or decisive as  
it needs to be”*



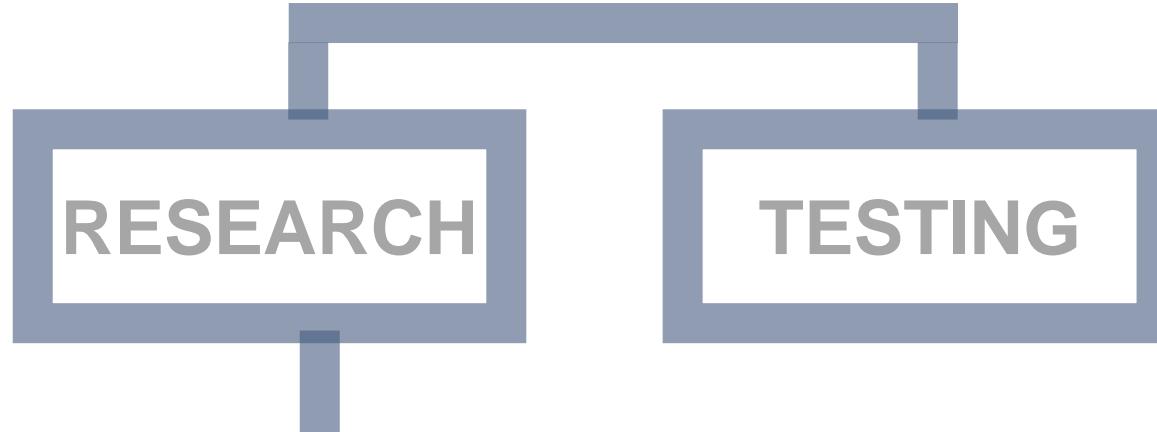
Dan Haarman  
VP Global Strategy & Operations  
[HP.com](http://HP.com)

# CRO – structured methodology

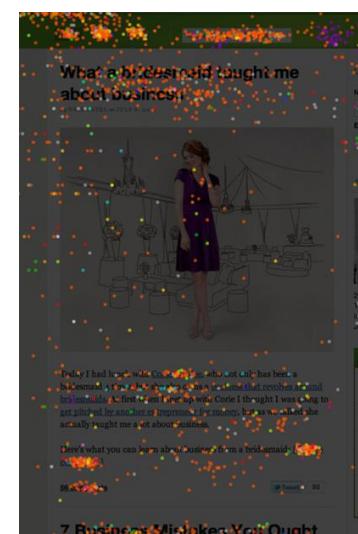
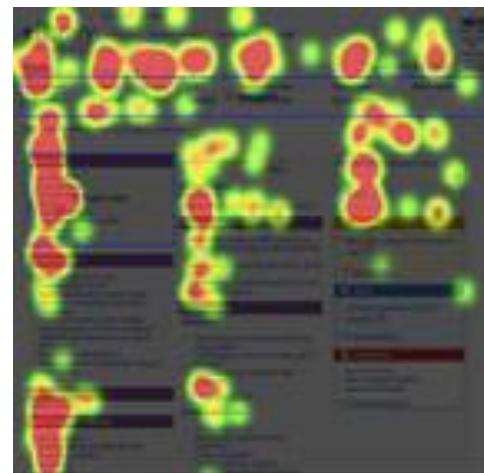
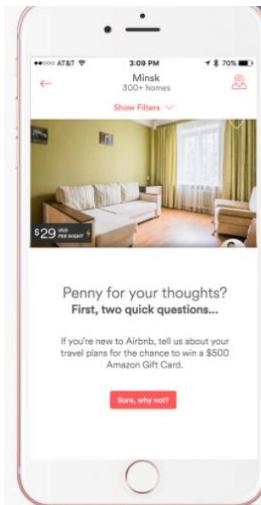


©AWA digital

# STEP 1 – Tools



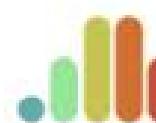
A screenshot of a mobile survey interface. The question is: "How disappointed would you be if you could no longer use this website?". The options are: "Very disappointed", "Somewhat disappointed", and "Not disappointed". Below the question is a text input field labeled "Explain why you chose your answer:". At the bottom are buttons for "Powered by KISSinsights" and "SUBMIT".



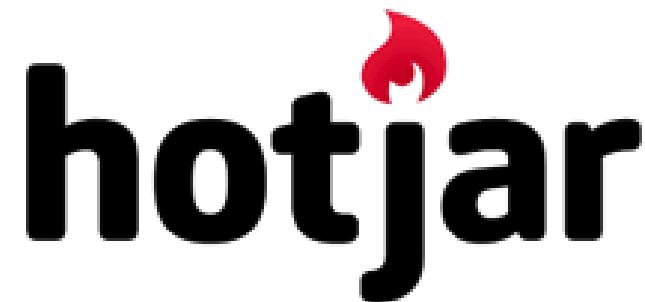


Google Analytics



 eyequant

The eyequant logo features a series of vertical bars in various colors (green, yellow, red, orange) of decreasing height from left to right, followed by the word "eyequant" in a lowercase sans-serif font.

 hotjar

The hotjar logo features the word "hotjar" in a large, bold, black sans-serif font. A small, stylized flame or fire icon is positioned above the letter "t".

 FORESEE®

The foresee logo consists of the word "FORESEE" in a bold, red, sans-serif font. To the right of the text is a red right-pointing triangle with a white outline. A small registered trademark symbol (®) is located at the top right corner of the triangle.

 Qualaroo

The qualaroo logo features the word "Qualaroo" in a green, lowercase, sans-serif font. A green wavy line starts from the end of the 'Q' and sweeps upwards and to the right, ending with a small tail-like shape.

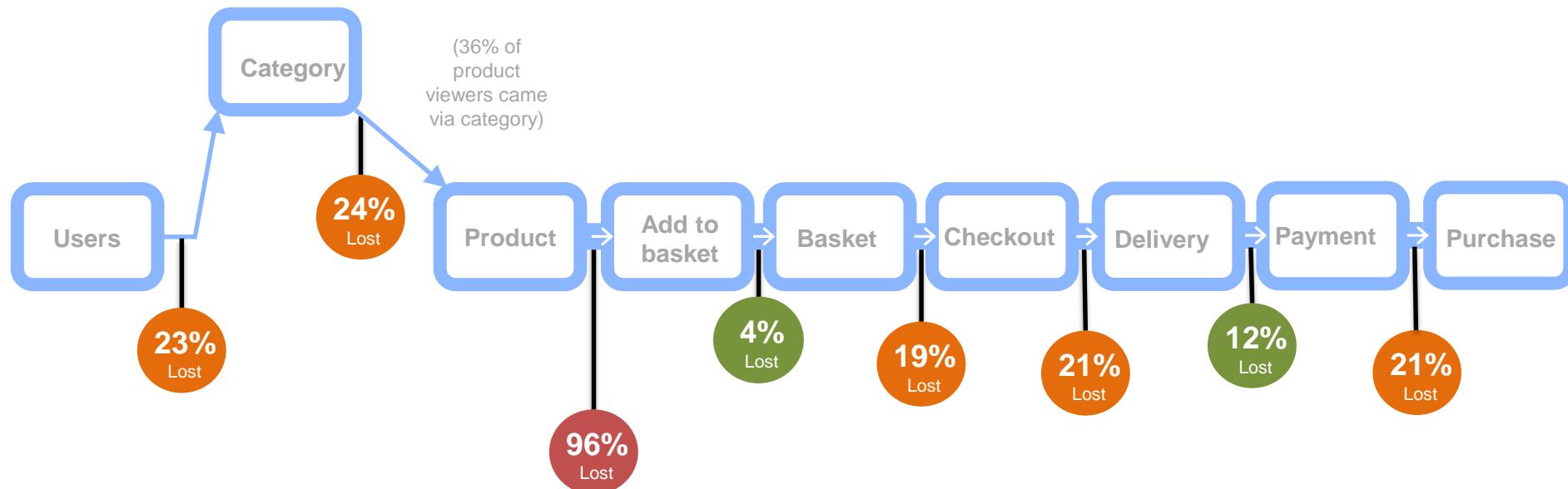
 CLIC<sup>TALE</sup>®

The clicktale logo features the word "CLIC" in purple and "TALE" in orange, separated by a diamond-shaped icon containing a smaller diamond. A registered trademark symbol (®) is located at the top right of "TALE".

 crazyegg™

The crazyegg logo features the word "crazyegg" in a large, bold, black sans-serif font. Above the letter "e", there is a green hot air balloon icon with a white "C" inside the basket. A trademark symbol (™) is located at the bottom right of "egg".

# Google Analytics to plot the customer journey



Dave Mullen (Consultant / Optimiser AWA digital)

## STEP 2 – Research and Analysis



**12,685,000** Google Analytics visits

**600 minutes** of usability research

**20,000** customer mouse movement/patterns

**400** email survey responses

**12,000** exit survey responses

**5** customer immersions

# Copy and Research



[Email Sign Up](#) | [Log In](#) | [Contact Us](#) | [Blog](#)

**Call 0845 600 1919**  
We are open from 8.30am until 6.30pm Monday to Friday  
and from 8.30am until 5pm on Saturdays

Search for a product...

[0 Items](#) | £0 | [Checkout](#)

[BESTSELLERS](#) | [CHRISTMAS](#) | [CAKES](#) | [GIFTS & HAMPERS](#) | [CHOCOLATES](#) | [BISCUITS](#) | [TEA](#) | [COFFEE](#) | [CORPORATE](#) | [OUR CAFÉ TEA ROOMS](#) | [NEW](#)

Please note last order dates for the EU and Rest of the World have now passed. Please ring our Customer Services team for advice.

**CHRISTMAS GIFT BOX HAMPERS**  [VIEW FULL RANGE](#)

**CHRISTMAS PUDDINGS** 

Shop online now - from our bakery to your door [1](#) | [2](#) | [3](#)

Fresh from our bakery to

 [Luxury Christmas Gift Box](#) £150.00 [FIND OUT MORE](#)

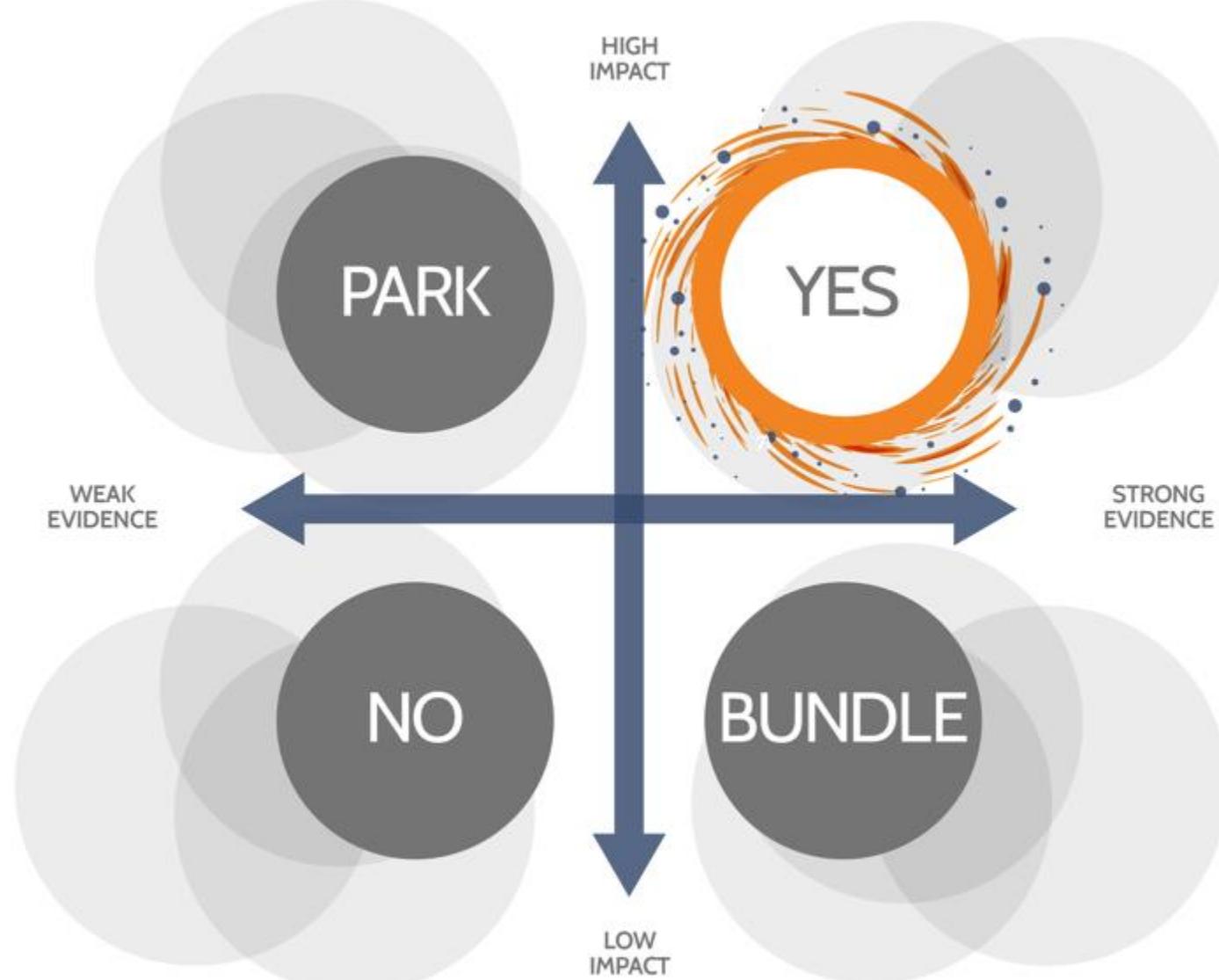
 [Champagne Truffles](#) £15.95 [FIND OUT MORE](#)

 [Chocolate Connoisseur's Gift Box](#) £50.00 [FIND OUT MORE](#)

 [“They look as good as they taste”](#) GREAT BRITISH FOOD

**18%**  
**INCREASE  
IN SALES**

## STEP 3: Triage



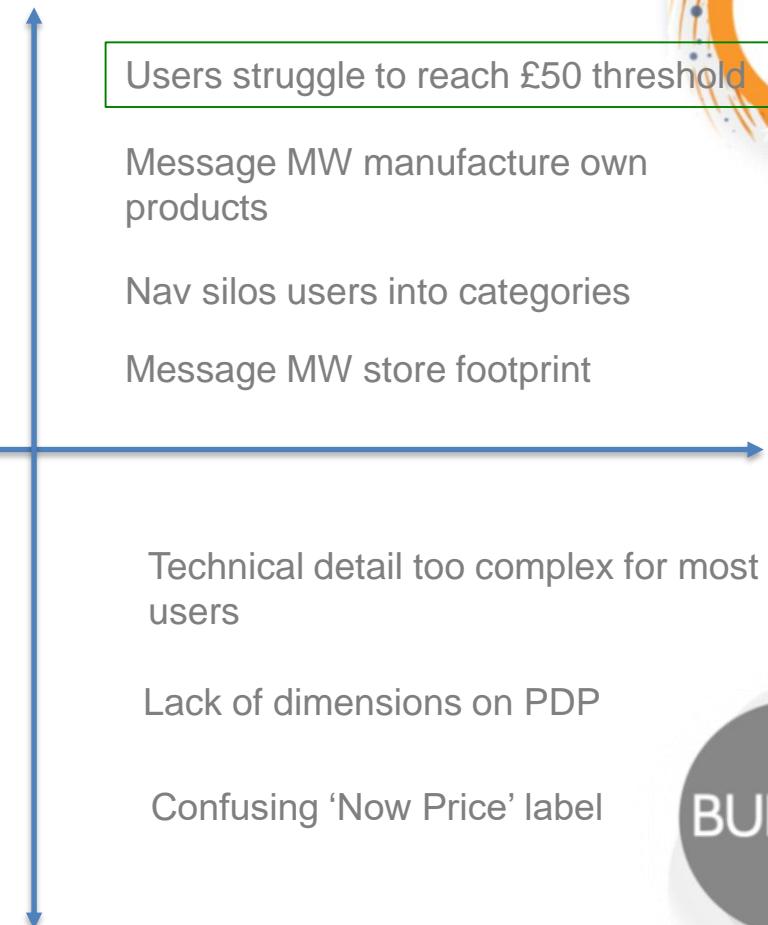
WA digital



Promote MW story - British, independent etc  
Redundant colour options  
Clothing not shot on model



Difficult to compare items  
Confusing stock messaging in basket  
Endless scrolling on PDP



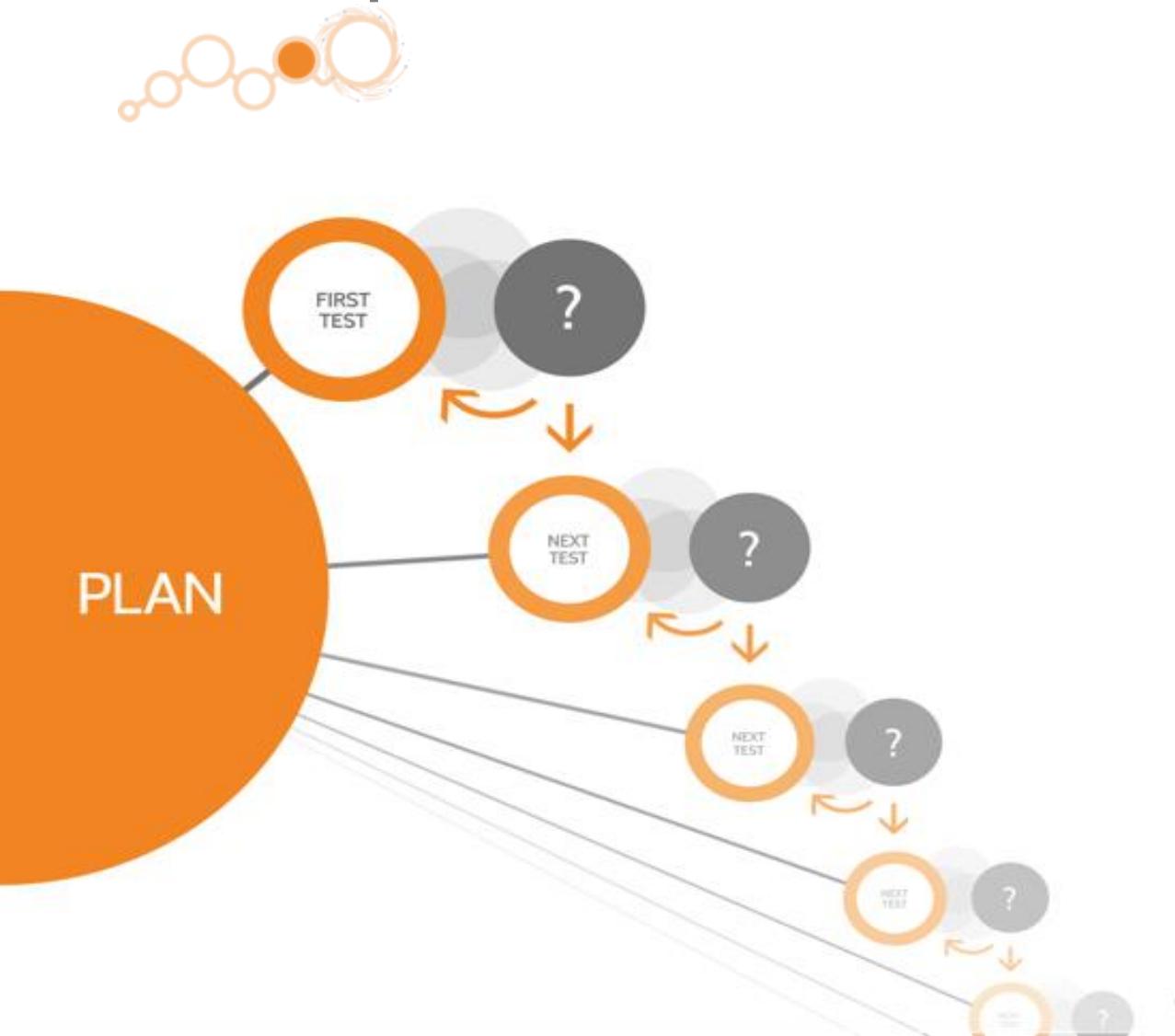
Adventurer Womens Waterproof Boots

**Now £29.99**

Was £59.99 Save up to 50%



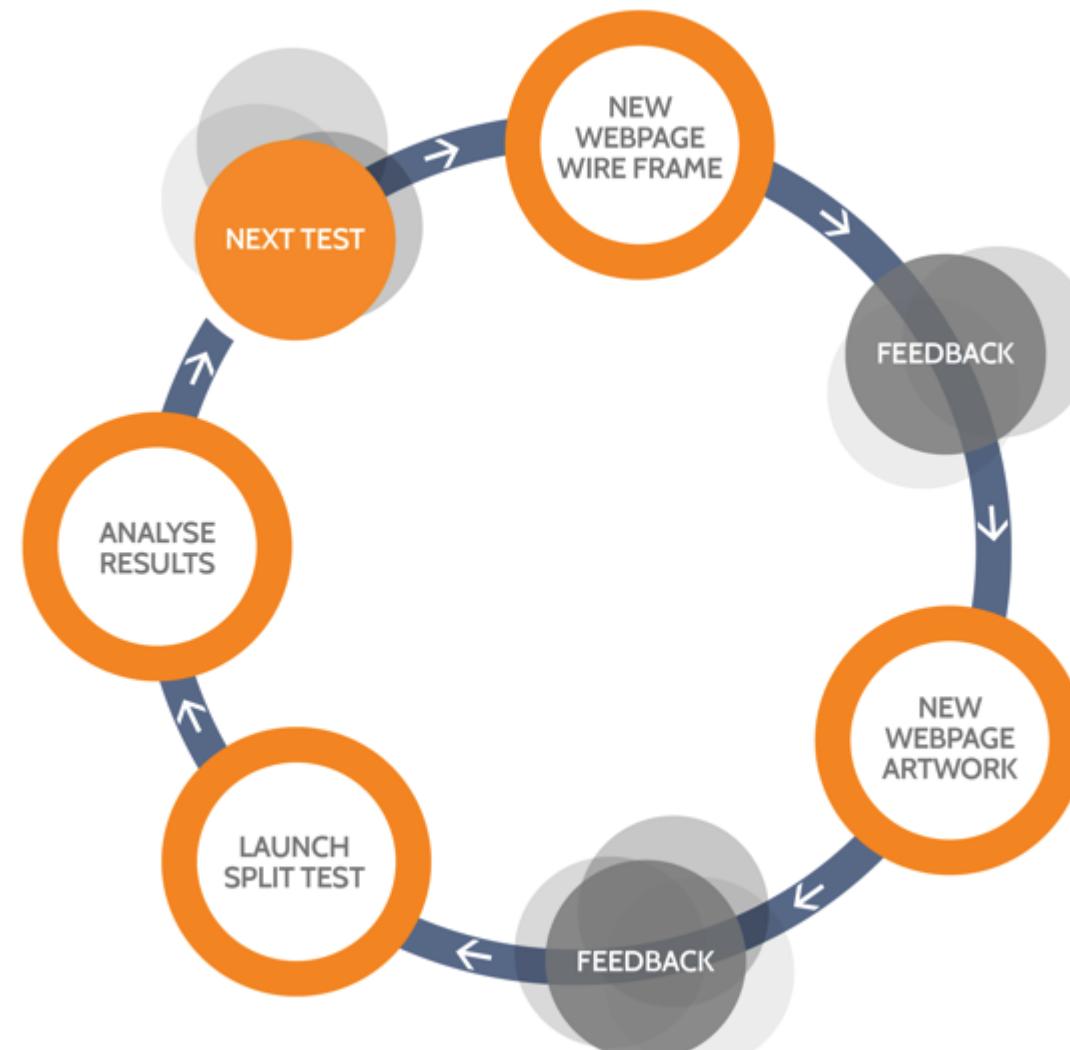
# STEP 4 Optimisation Plan



## Hypothesis

Because we observed \_\_\_\_\_  
we believe that doing \_\_\_\_\_  
for this group of people \_\_\_\_\_  
will result in this outcome \_\_\_\_\_

# STEP 5 – Creative work and testing



# Step 5 – wireframe



**IPS'L**  
Interior Panel Systems

- [Commercial Panels >](#)
- [Domestic Panels >](#)
- [Flexible PVC >](#)
- [Customer Service - Get a Free Brochure >](#)

Call For Free Samples | Call For Free Samples | Free Delivery On Orders Over £100 | 10 Year Guarantee

**PROCLAD WALL & CEILING CLADDING**

Strong, hygienic and easy to install (no wet trades). Used in thousands of commercial properties including:

- Food preparation
- Kitchens
- Healthcare
- Retail spaces
- Wetrooms
- Custodial facilities
- Hospitals
- Leisure facilities

**WATERPROOF • FIREPROOF • SCRATCH RESISTANT • IMPACT RESISTANT • LOW MAINTENANCE**

**BESTSELLER**

ALL COMMERCIAL PANELS ARE 12.2m wide AND 2.44m OR 3.05m high

Thickness	2.5mm	2.5mm	3mm	10mm	2.5mm	3mm
Structure	Solid uPVC	Solid uPVC	Form core uPVC	Solid uPVC	Solid uPVC	Solid polystyrene
Temperature range	-20 to 60 deg C	-20 to 60 deg C	-6 to 60 deg C	-6 to 60 deg C	-20 to 60 deg C	-25 to 110 deg C
Fixing method	PU adhesive	PU adhesive	PU adhesive	PU adhesive	PU adhesive	Plastic rivets
Fire rating	D class 1 & Class 0 (best)	D class 1 & Class 0 (best)	Class 1	TBC	Class 1	None
Finish	Satin/Gloss	High	Gloss	TBC	Satin	Gloss
Toughness	High	Medium	Medium	TBC	High	Very High
Panel Price per sq m (without fixings)	£14.30	£17.67 to £37.03	£14.30	£17.67	£11.44	£11.44

[Get a quote >](#) [Get a quote >](#)

All of our commercial panels:

- ✓ Meet hygiene regulations
- ✓ Are non shedding and grout free
- ✓ Are easy to install and maintain
- ✓ Are waterproof and fireproof
- ✓ Are scratch free and impact resistant

Concerned about installation? IPSL's inhouse team can swiftly and neatly install any of our panels. Call 0114 332 7311 to discuss your requirements, or get a quote.

Need a panel for:

Commercial kitchens	Shower facilities	Food & drink	Healthcare	Retail Space	Education	Custodial & prison
---------------------	-------------------	--------------	------------	--------------	-----------	--------------------

Find out more Find out more

Our panels are unbeatable quality, that's why they have a 10 year guarantee.

10 YEARS  
WARRANTY

Contact Us / Free Brochure / Free Quotation / Delivery / Reviews / Installation / Q&A / T&Cs / Contracts / T&CPhyco / Consumers / Help & Advice: 0114 332 3754

Search store here. Search

**IPS'L**  
Interior Panel Systems

COMMERCIAL PANELS BATHROOM PANELS SHOWER WALL KITS CEILING CLADDING TRIMS & FIXINGS FLOORING FLEXIBLE PVC

Call For Free Samples | Free Delivery On Orders Over £100 | 10 Year Guarantee

Home / Commercial Panels

**Proclad Wall & Ceiling Cladding**

IPS'L - the UK's No. 1 Specialist In Wall Cladding

Strong, hygienic and easy to install (no wet trades). Used in thousands of commercial properties including:

**Food Preparation** **Healthcare** **Retail Spaces** **Wetrooms** **Custodial Facilities** **Hospitals**

**Paul Clinton, product advisor**

- ✓ Supply only, or full installation service
- ✓ Free delivery on orders over £100
- ✓ Free installation helpline and product advice
- ✓ Free no obligation site surveys
- ✓ 100% guaranteed - 10 year warranty

**Waterproof** **Fireproof** **Scratch Resistant** **Impact Resistant** **Low Maintenance**

**All commercial panels are 1.22m wide and 2.44m or 3.05m high**

Thickness	2.5mm	2.5mm	3mm	10mm	2.5mm	3mm
Structure	Solid uPVC	Solid uPVC	Foam core uPVC	Solid uPVC	Solid uPVC	Solid polystyrene
Temperature Range	-20 to 60 deg C	-20 to 60 deg C	-6 to 60 deg C	-6 to 60 deg C	-20 to 60 deg C	-25 to 110 deg C
Fixing Method	PU Adhesive	PU Adhesive	PU Adhesive	PU Adhesive	PU Adhesive	Plastic Rivets
Firing Rating	Classes 1 & 0 (best)	Class 1	Class 1	Class 1	Class 1 & 0 (best)	None
Finish	Satin	Satin/Gloss	Gloss	TBC	Satin	Gloss
Toughness	High	High	Good	TBC	High	Very High
Panel Price per m <sup>2</sup> (without fixings)	£14.30	£17.67 - £37.03	£14.30	TBC	£17.17	£11.44

[Get a Quote >](#) [Get a Quote >](#)

**All of Our Commercial Panels:**

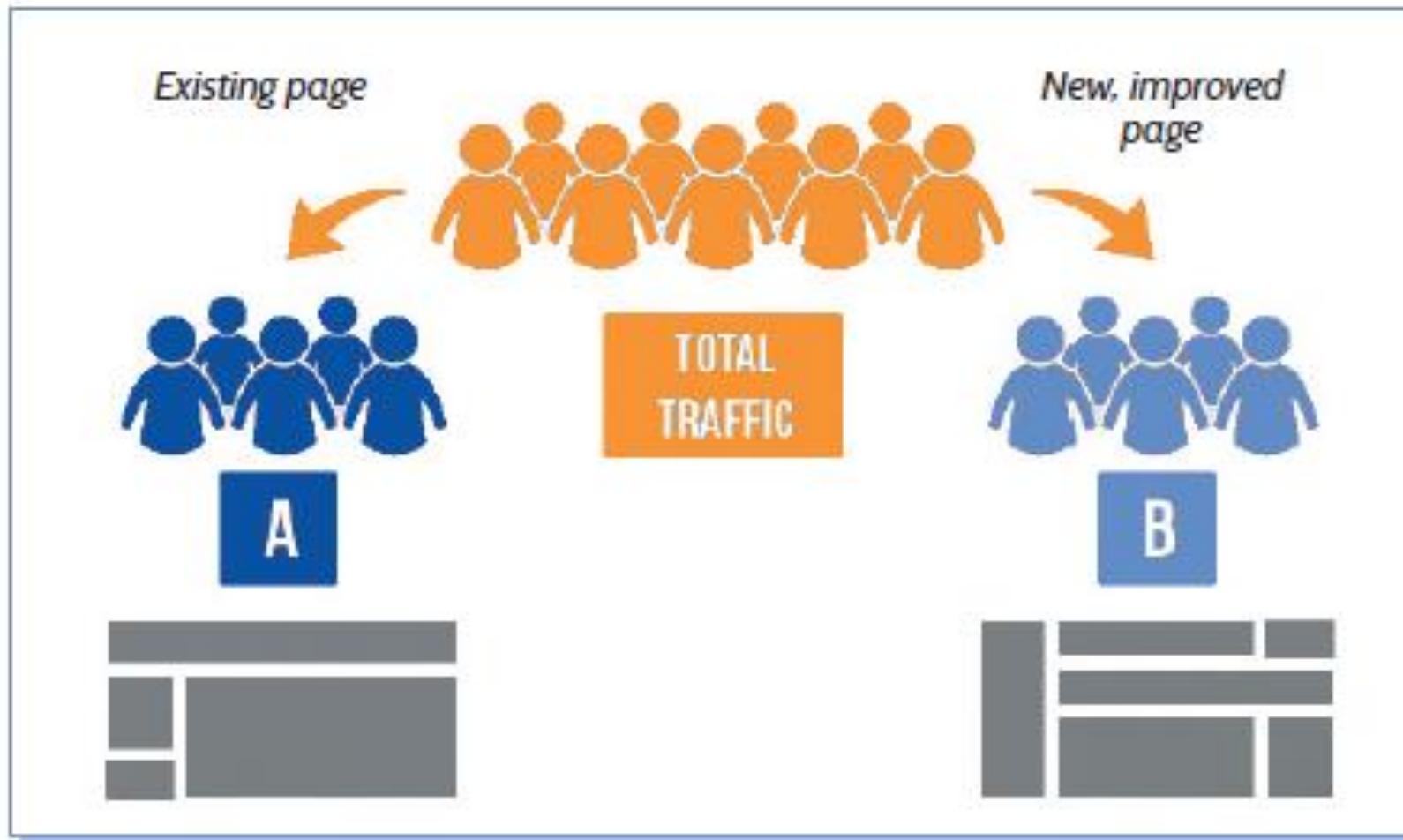
- ✓ Meet hygiene regulations
- ✓ Are non shedding and grout free
- ✓ Are easy to install and maintain
- ✓ Are waterproof and fireproof
- ✓ Are scratch free and impact resistant

**Concerned About Installation?**

IPSL's in house team can swiftly and neatly install any of our panels for you. Call 0114 332 3754 to discuss your requirements, or get a quote.

Need a Panel For:

# Step 5 Split Testing



Visual Website Optimizer

**optimizely**

**Qubit.**

 **maxymiser®**  
Optimizing Every Customer Experience

# Canon Ink finder – category & product page

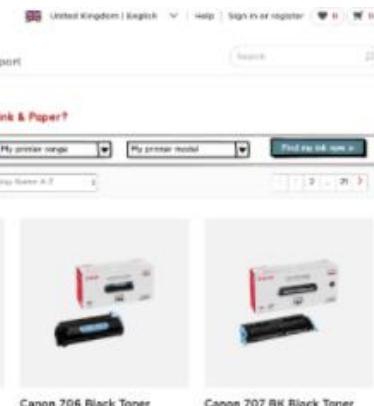


Control



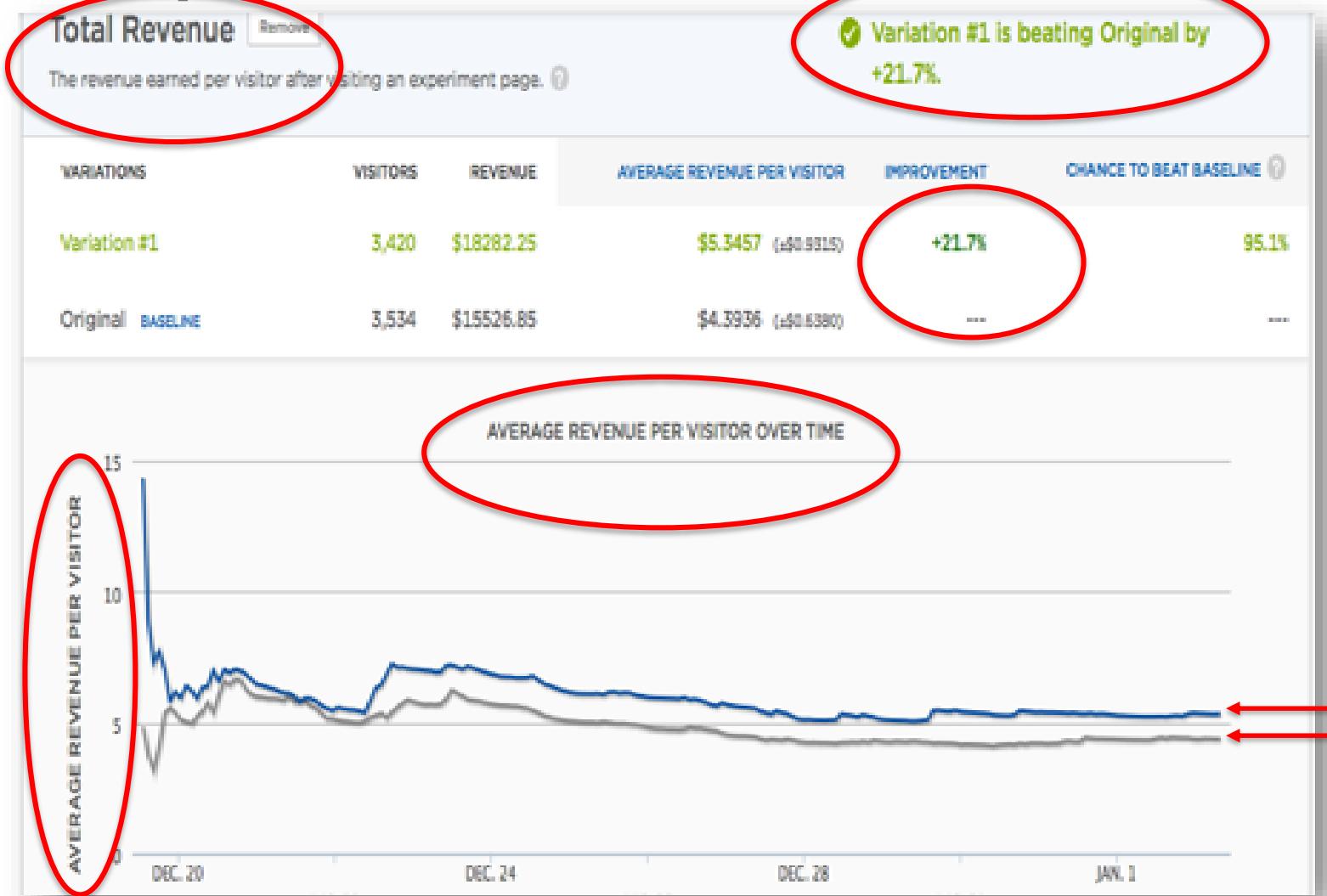
Variation – Category Page

IN USABILITY  
TESTING MANY  
VISITORS  
EXPRESS A  
CONCERN  
ABOUT  
CHOOSING THE  
RIGHT INK



Variation – Product Page

# Split test results



Metric:

Revenue Per Visitor (RPV)

+21.7%

Seen by 34% of visitors  
Site-wide revenue is 7.4%

(ie: 34% of 21.7% = 7.4%)

# CRO COPYWRITING v TRADITIONAL



Distribution of market share among the major industry players

According to recent survey findings, the major industry players (ABC, XYZ, and PQR) control 45%, 30%, and 25% of market share, respectively. In addition, there is a significant increase in market share for the established companies, particularly for ABC, which is projected to reach 50% by 2025.

Projected sales of main products in 2025



# Microcopy

## Why buy direct from Canon?



Extensive range of genuine Canon products ✓



Minimum 2 year guarantee ✓



Free delivery - easy returns ✓

Control

4.9%

INCREASE  
IN UK  
ORDERS

6.4%

INCREASE  
IN GERMAN  
ORDERS

OFFICIAL STORE SERVICES & APPS GET INSPIRED SUPPORT

Cameras Lenses Camcorders Printers & Office Accessories Ink, Toner & Paper Buying Guides Offers

Home > Store > Cameras > Wi-Fi Cameras > Canon PowerShot G7 X Mark II

## Canon PowerShot G7 X Mark II #1066C011

A connected expert compact for beautifully crisp stills and videos. Get creative, be in full control

**Highlights**

- The power of crisp, clear, steady shots in your pocket
- Connect, share and backup your memories easily via Wi-Fi and NFC
- A range of creative functions for professional style results

[View specifications](#)

**IN STOCK**

£ 565.99

Quantity  ▾

[ADD TO BASKET](#)

[ADD TO WISHLIST](#)

✓ Min. 2 year guarantee included

✓ FREE delivery on orders of £ 30.00 and more, and 30-day returns

✓ Extensive range of genuine Canon products

# Copywriting Vocabulary – to impress your optimizer!



- Present tense



Dogs ~~will~~ love the meaty taste



- AIDA
- Present tense
- Perspective - Second person singular

So if you're not happy, we will give you account credit for the amount you paid.

Almost all of you are lovely people and will see this as helpful, but there will be a few rotten apples who might look on this as an opportunity to refresh their wardrobe for free each season

Anyone repeatedly trying to do this will get spotted, and a dim view will be taken, probably resulting in us parting company.

If you are a pathological chancer and simply can't help yourself, we recommend trying it on with our competitors instead.



- AIDA
- Present tense
- Second person singular
- Embedded commands / assume the sale



You want that drink to to  
be ice cold....



- Present tense
- Second person singular
- Embedded commands / assume the sale
- Features and benefits v differentiation

# Differentiation v features & benefits





- Present tense
- Second person singular
- Embedded commands / assume the sale
- Features and benefits
- Differentiation
- Tone of voice

# Creating imagery and emotion through words

- Keep warm and dry on wet boggy walks, shoots or stalking
- Seam-free and cushion soled for maximum comfort
- In yummy bonbon shades for feet by the fire moments

# Copywriting and Neuroscience



- Present tense
- Second person singular
- Embedded commands / assume the sale
- Features and benefits
- Differentiation
- Tone of voice

- Purchasing decision hierarchy (AIDA)
- Choice architecture

Contact Us / Free Brochure / Free Quotation Delivery Reviews Installation Q&A T&Cs - Contracts T&Cs/Privacy - Consumers

**Help & Advice:**  0114 332 0561

**IPS**  
Interior Panel Systems

**COMMERCIAL PANELS** **BATHROOM PANELS** **SHOWER WALL KITS** **CEILING CLADDING** **TRIMS & FIXINGS** **FLOORING** **FLEXIBLE PVC**

 Call For Free Samples  Free Delivery On Orders over £100  10 Year Guarantee

Home / Commercial Panels

## Proclad Wall & Ceiling Cladding

Strong, hygienic and easy to install (no wet trades). Used in thousands of commercial properties including:

- Food Preparation
- Healthcare
- Retail Spaces
- Wetrooms
- Custodial Facilities
- Hospitals

 Paul Clinton, product advisor

**Request a Quote >**

- Supply only, or full installation service
- Free delivery on orders over £100
- Free installation hotlines and product advice
- Free no obligation site surveys
- 100% guaranteed - 10 year warranty

Waterproof Fireproof Scratch Resistant Impact Resistant Low Maintenance

All commercial panels are 1.22m wide and 2.44m or 3.05m high

Thickness	2.5mm	2.5mm	3mm	10mm	2.5mm	3mm
Structure	Solid uPVC	Solid uPVC	Foam core uPVC	Solid uPVC	Solid uPVC	Solid uPVC
Temperature Range	-20 to 60 deg c	-20 to 60 deg c	-5 to 60 deg c	TBC		
Fixing Method	PU Adhesive	PU Adhesive	PU Adhesive	PU Adhesive		
Flame Rating	Classes 1 & 0 (best)	Class 1	Class 1	TBC		

**Best Seller**  
Proclad Premium Durable and hygienic with a satin finish. Ideal for most applications

Proclad Premium Colours Premium specification. Wide range of colours in satin and gloss

Proclad Plus Medium strength, lightweight & hygienic for areas of low traffic

Proclad 10 Tough, rigid & hygienic. Extra thick to install on uneven surfaces

Proclad Hyper High strength and antimicrobial for sterile medical areas

Proclad Low Temp (standard) Very tough with a gloss finish for cold stores & freezer rooms

No obligation consultation

Contact us today for your FREE Quotation or site survey. There is absolutely no obligation to make a purchase, and you can

Ideal for

- ✓ No Wet Trades as with Tiles
- ✓ Commercial Kitchens
- ✓ Shower Areas



+27% RPV  
(4% Sitewide)

# Copywriting Principles



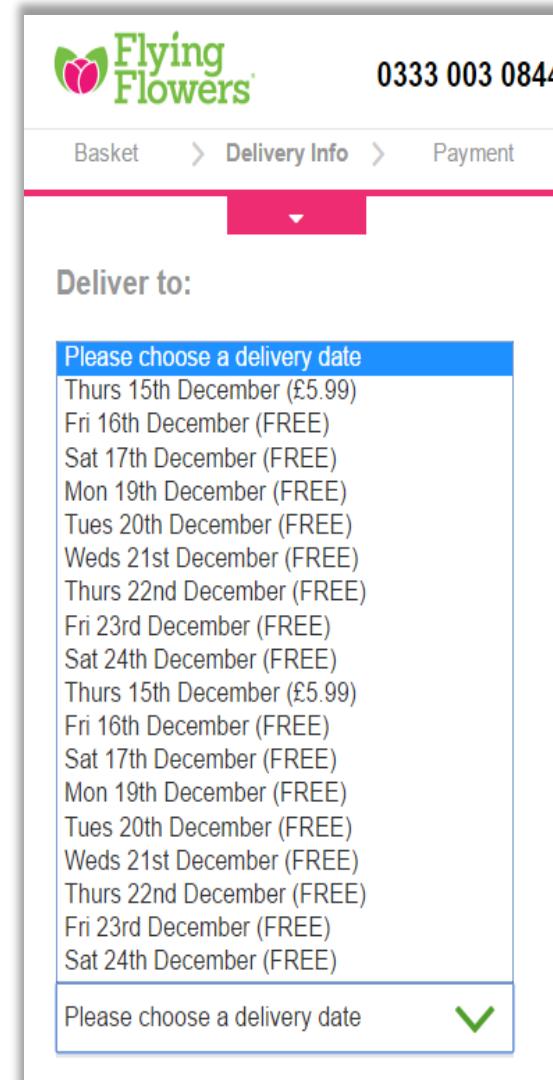
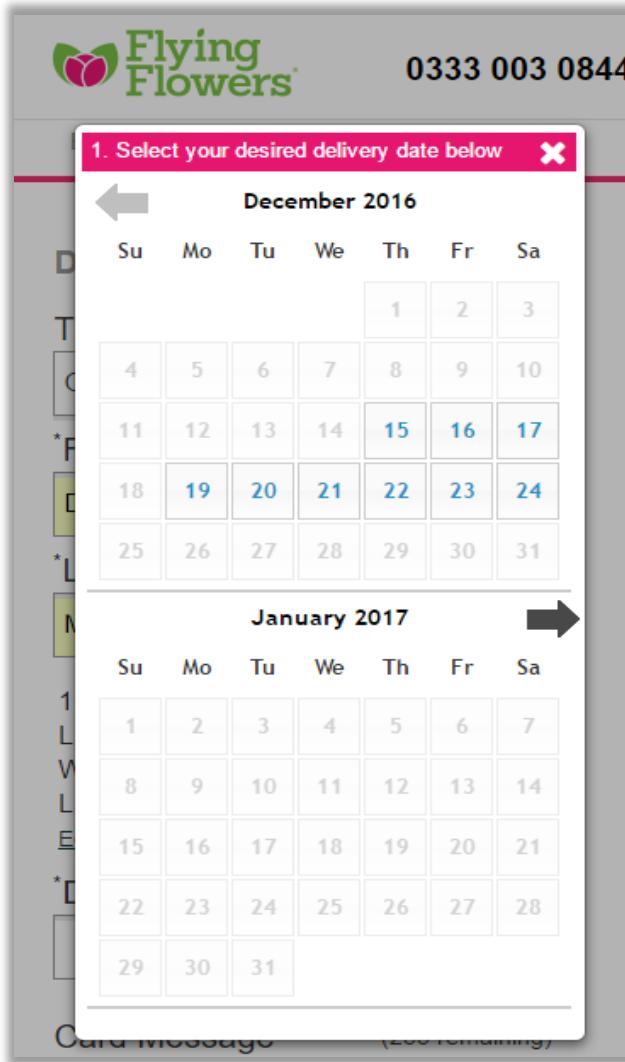
- AIDA
- Present tense
- Second person singular
- Embedded commands / assume the sale
- Features and benefits
- Differentiation
- Tone of voice



- Purchasing decision hierarchy (AIDA)
- Choice architecture
- Cognitive biases & psychological influences



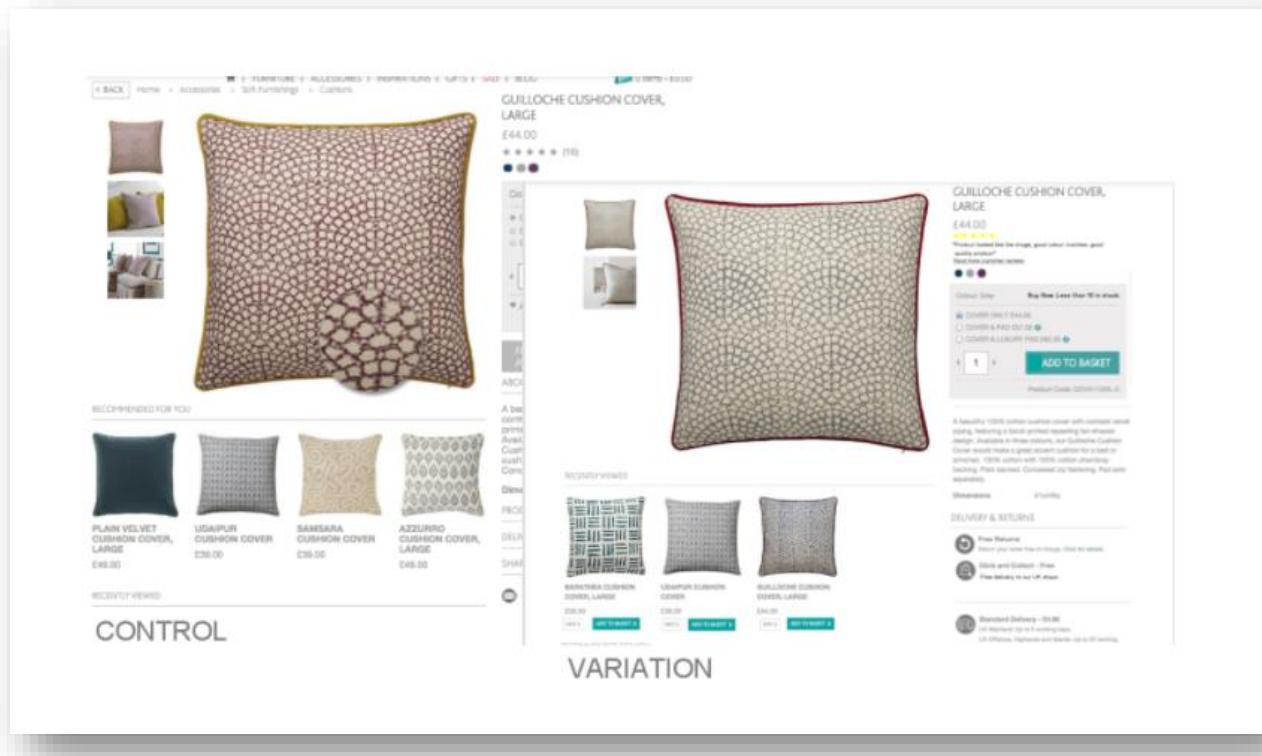
**Authority** fairness decoy  
anchoring Ikea  
availability  
reciprocity  
**bandwagon** nudge  
**proofs** scarcity  
**Yes/No**



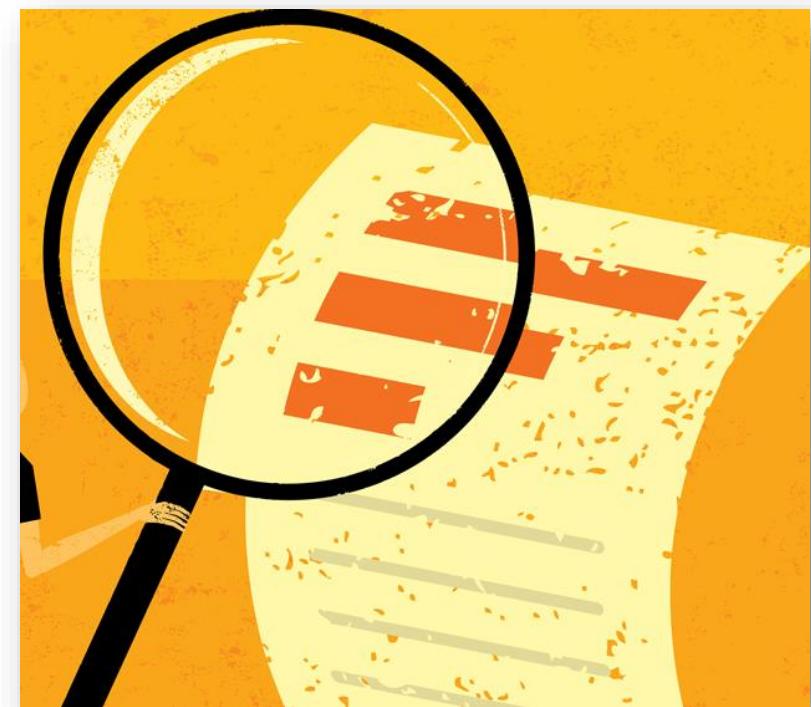
19%  
INCREASE  
IN RPV

# SUPPLYING CRO COPY

## Comments and snippets



## Copy Review





Search by product name, code or brand

Search

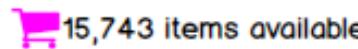
2 items

£27.98



Checkout

Office Supplies | Paper & Mailing | Ink & Toner | Technology | Furniture | Catering & Cleaning | Workplace & Warehouse



15,743 items available



Free next day delivery for orders over £50



Free returns



Low Price Promise

uplift

coming to the site with only one or two items in mind, this might add the feeling of being swamped and having to wade through a mass range. By Jonny Green



Search by product name, code or brand

Search

No items



Checkout

Office Supplies

Paper & Mailing

Ink & Toner

Technology

Furniture

Catering & Cleaning

Workplace & Warehouse



FREE NEXT DAY DELIVERY for orders over £50



Free Returns



Massive Choice



Low Price Guarantee

Start planning 2018 today

Ink & Toner Finder  
PRINTERS



Your Path: Home >> Bedding >> Bedding Sets

## Aylesbury bed and comforter set

★★★★★



Double Duvet Size chart

Neutrals are right on trend this season and Aylesbury adds a touch of glamour. A gorgeous contrasting quilt with intricate, scalloped edges adds an extra layer of stylish luxury. [Read more](#)

[9 piece](#) duvet cover, 2 x standard pillow, 2 continental pillow cases  
order # 12345 4 piece unlined curtain set [View set](#)

[12 piece](#) 9 piece set + Easybed fitted sheet/night frill +2x embroidery  
standard pillowcases [View set](#)

[17 piece](#) 12 piece set + 3 piece taffeta quilt set + 2 free scatter cushions with inners [View set](#)

R799 Cash

From R79/month

Save R100

Add to basket

SECURE SHOPPING  
Your details are safe and fully protected.

What security measures are taken with my order?



How does delivery work?

Details

Delivery

Neutrals are right on trend this season and Aylesbury adds a touch of glamour. A gorgeous contrasting quilt with intricate, scalloped edges adds an extra layer of stylish luxury.

- 8 looks in 1
- Comfy flat sheet and extra standard pillowcases featuring heavily embroidered detail
- 3-piece reversible, taffeta quilt
- Matching tab-top curtains for easy reversing and hanging
- Innovative EasyBed - fitted sheet with night frill attached
- Reversible continental pillowcases
- Treated with our 'Soft Touch' process for silky, extra-soft comfort
- 50/50 polycotton allows your skin to breath and minimizes ironing
- Unique international design

You'll also love



Aylesbury towel and bathroom set  
From only R59 a month!



NEW  
Aylesbury curtain set  
From only R49 a month!



NEW  
Aylesbury comfy flat sheet  
From only R25 a month!



Aylesbury curtain set  
From only R49 a month!

- GA shows a product to basket drop off of 92%.
- Moderated user testing showed three key behaviours of each customer when they came to a product page:
  - 1) Can I afford it?
  - 2) Where is the deal? (i.e. is there a price reduction or am I getting something else with it?)
  - 3) What do I get? (what is included in the bedding set?)

In terms of why people buy from HomeChoice, 45% of paying users cited the quality (while 13% said they had concerns about quality).

Fears amongst prospects were very much those of inexperienced online purchasers: (23% cited fraud, 12% were worried about their order looking like what they ordered, 13% were worried about their personal information and 11% had general online purchasing worries)

Delivery was cited as the biggest area of concern for paying users (and was next after the above concerns for prospects). Heatmaps showed a lot of clicking on images.

I have made fairly sweeping changes:

- 1) I have taken the most used size and class and made them default (double duvet accounts for 40% of all sales). I have moved the size guide in close proximity to them.
- 2) I have moved part of the product copy above the fold
- 3) I have moved the different sized sets above the fold and made them radio buttons. Instead of listing each element I have made them cumulative based on the previous set (i.e. the 12 sets is 9 set +). By clicking on "view set" you'll see a lightbox with the image of the specific set.
- 4) I have made the images larger.
- 5) I have moved the choice of how long you would like to purchase the goods to an interstitial lightbox (in the comments)
- 6) I have added in copy about security and delivery with a text link to a modal pop-up

# Copy Review Process



Sign up for our offers

example@email.com

# Cox & Cox

unique, eclectic, beautiful

Search...

HOME FURNITURE LIGHTING OUTDOOR LIVING TRENDS 2014 BESTSELLERS NEW IN 2014 SALE ROOM

INTRODUCING OUR PROVENCE OUTDOOR FURNITURE LET OUR LIGHTS TRANSFORM YOUR HOME

Home > Outdoor Living > Provence Outdoor Dining Set

A photograph of a Provence Outdoor Dining Set. It includes a rectangular wooden table with four matching chairs, a matching bench, and two hanging light fixtures. The furniture is set against a dark wooden wall.

**Provence Outdoor Dining Set NEW  
(AVAILABLE MID MAY)**

£600.00

AXXESSIVITY: Item can be returned within 14 days of receipt.

Our Gorgeous Provence Outdoor collection brings a touch of French style to your alfresco dining area. Made from painted pine wood in a subtle grey, our Provence outdoor furniture is suitable for both indoors and out and can be used all Summer long.

Perfect for everyday outdoor dining or those big family get-togethers, our elegant wooden table and chair style benches exude French living and looks stunning in any indoor or outdoor space. Made from painted pine wood.

Bring indoors for long periods of inclement weather. Some assembly required, easy to dismantle for Winter storage. Includes a table and two low benches.

Please note the Provence Under Bench is not included in the set, but can be bought separately.

Table: H 75 x W 1.8m x D 78cm

Bench: H 42 x W 1.45m x D 32cm

The standard delivery charge for this item is £60.00 for mainland UK postcodes. Our customer service representatives will be in touch to advise you of a delivery date once the order is placed.

This item is delivered using a two man delivery service. We will deliver the item to a room of your choice and the delivery team will take care to minimise any damage to your home. Please note that due to account any tight spaces or narrow hallways, please contact us for delivery details. Please see our delivery page or contact 0754.

Please note this item takes 2-3 weeks for delivery.

+34% RPV

Our Gorgeous Provence Outdoor collection brings a touch of French style to your alfresco dining area.

Made from painted pine wood in a subtle grey, our Provence outdoor furniture is suitable for both indoors and out and can be used all Summer long.

Traditional French style table and benches in solid pinewood, painted a subtle shade of grey.

# Purchasing Decision Hierarchy



## Wooden Ladder Shelf

£275.00 AVAILABILITY In stock | H-OAKLAD

A brilliantly versatile idea. Made from raw oak, this moveable wall ladder has six shelves of varying depths for displaying your favourite things.

H 180 x W 48 x D 36cm

Please allow up to seven days for delivery and please note express delivery options are not available on this item. As this item is delivered directly to you from the supplier please ensure you check carefully before signing for it. Please note this item cannot be delivered outside of the UK.



Read All Reviews



Qty: 1

ADD TO BASKET

More Views



## Talbot Raw Oak Wooden Ladder Shelf

£285.00 AVAILABILITY: In stock | H-OAKLAD

Buyer's notes

Size & Info

Delivery & Returns

Carefully crafted from raw oak, this sturdy, solid Wooden Ladder Shelf has six shelves of varying depths. This versatile display can be used for books, plants and beautiful objet and is built to last. No assembly is required, simply prop the shelf flat against the wall and begin your display.

Qty: 1

ADD TO BASKET

(Please Login)  
Add to Favourites



# Strengths & Weaknesses

## Charm & Personality

*“...decorative filament bulbs  
ignite feelings of nostalgia”*

*“...willow climber frames are  
terribly pretty...”*

## Constructive proposals

Some self-assembly required

• Easy self assembly

Baskets are plastic lined

• Baskets have a waterproof  
plastic liner

# THE PERIODIC TABLE OF CRO SUCCESS FACTORS

Conversion Rate Optimisation is the continuous process of improving a website to gain higher revenues and a better customer experience. That sounds simple in theory, but putting it into practice can be complex, as there are many different factors involved. Here we give an overview of the main elements involved in successful website optimisation.

## RESEARCH AND ANALYSIS

Essential elements to gain the insights that lead to successful projects

### ON-SITE TOOLS & SET UP

Ts	SURVEY TOOLS	Can you ask questions at key points in the customer journey?
Tm	MAPPING TOOLS	Can you see where your visitors look, click and scroll?
Tt	SPLIT TEST TOOLS	Can you test different web pages and web experiences without your visitors knowing?
Th	HEURISTICS	Have you used a framework to guide your assessment of a web experience?
Te	EXISTING DATA	Quantitative and qualitative research may have already been done. Are you using it?

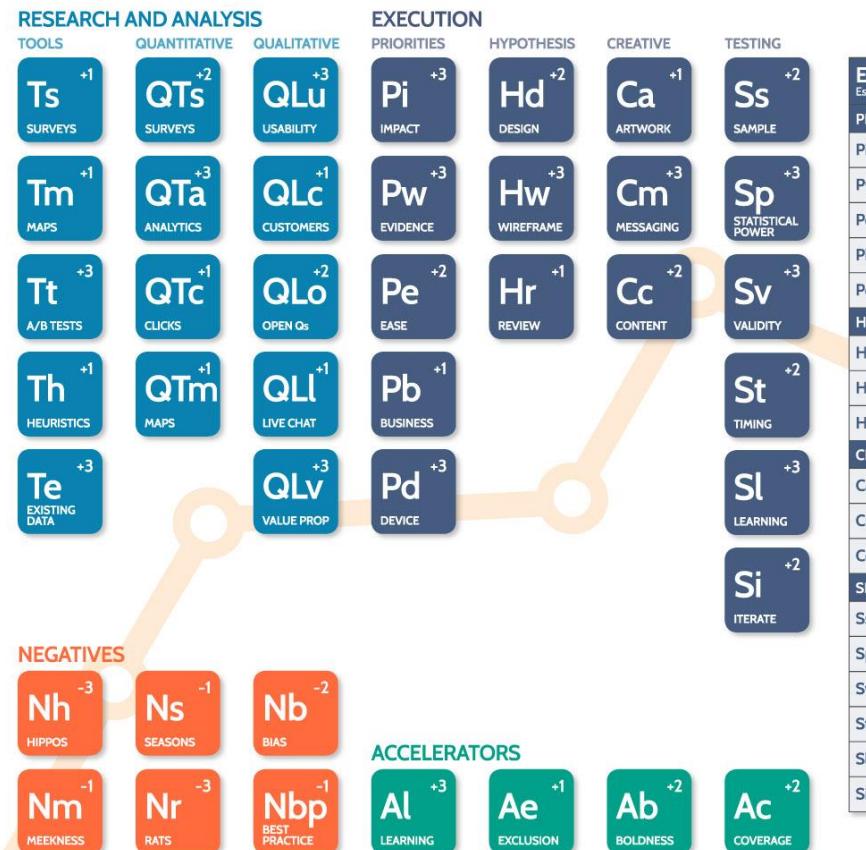
### QUANTITATIVE RESEARCH

QTs	SURVEYS	Have the right questions been asked to quantify and validate observations?
QTa	ANALYTICS	Are your analytics configured correctly?
QTC	CLICK ANALYSIS	What do your visitors actually do when they're on the site?
QTM	MAPS	Are you using heat, click and scroll maps to understand behaviour?
QTE	EXISTING DATA	

### QUALITATIVE RESEARCH

Avoid these pitfalls that can harm your CRO efforts

Nh	HIPPOS	The Highest Paid Person's Opinion - only testing counts!
Ns	SEASONALITY	Be wary of false test results caused by seasonal trading patterns.
Nb	INTERPRETATION BIAS	Try to remain objective and make decisions based on evidence.



EXECUTION		
Essential elements to prioritise tests and improve conversion		
<b>PRIORITISATION</b>		
Pi LIKELY IMPACT Which of the issues identified are likely to bring the best returns?		
Pw WEIGHT OF EVIDENCE What is the evidence that treating this issue will make a difference?		
Pe EASE OF IMPLEMENTATION If the test is complex, is the cost justified? If it wins, can the business act on it?		
Pb BUSINESS URGENCY Is there a pressing commercial need to focus on one area first?		
Pd DEVICE How does behaviour differ across devices? How is this reflected in your testing?		
<b>HYPOTHESIS DEVELOPMENT</b>		
Hd HYPOTHESIS DESIGN Does it state the intervention, the anticipated behaviour change and the target group?		
Hw WIREFRAME Does it address the issues identified by data, so that it can be split tested?		
Hr PEER REVIEW Has the wireframe had feedback from the wider team?		
<b>CREATIVE EXECUTION</b>		
Ca ARTWORK Does the artwork reflect the wireframe and brand guidelines?		
Cm MESSAGING Does the copy address the issues? Is it clear, compelling and persuasive?		
Cc CONTENT AND STRUCTURE Do the graphic elements and words flow easily and work together?		
<b>SPLIT TESTS AND MVT TESTS</b>		
Ss SAMPLE SIZE Have you got enough visitors to get meaningful results?		
Sp STATISTICAL POWER Is there sufficient data to extrapolate the outcome to the entire population?		
Sv STATISTICAL VALIDITY Have you observed a statistically significant difference between variation and control?		
St TIMING Has the test run over two complete commercial cycles?		
Sl REPORTING AND LEARNING Do you document all tests and learn from them, including negative uplifts?		
Si ITERATIONS Do you run variations to learn from negative uplifts as well as positive ones?		

### NEGATIVES

Nh	HIPPOS	-3
Ns	SEASONS	-1
Nb	BIAS	-2
Nm	MEEKNESS	-1
Nr	RATS	-3
Nbp	BEST PRACTICE	-1

### ACCELERATORS

Al	LEARNING	+3
Ae	EXCLUSION	+1
Ab	BOLDNESS	+2
Ac	COVERAGE	+2

### ACCELERATORS

Adopt these to turbo-charge your CRO programme

Al	LEARNING CULTURE	Be open and curious to discover what really needs to change on your website.	Ab	BOLD TESTS	Bold tests based on valid research and robust processes can bring big results.
Ae	EXCLUSION TESTS	Use tests to find out what to test. Some you win - some you learn. Both have value.	Ac	COVERAGE	Identify how many testing slots are available and aim to fill as many as possible.



[www.awa-digital.com/cro-success-factors](http://www.awa-digital.com/cro-success-factors)

Download for free at:

<https://www.awa-digital.com/cro-success-factors>

**Want to work for AWA?**

Send an email to

[johann.van-tonder@awa-digital.com](mailto:johann.van-tonder@awa-digital.com)





A close-up photograph of a typewriter carriage. A dark, textured metal roller is visible on the left, and a ruler is positioned horizontally above the carriage, showing markings from 0 to 50. The background is a plain, light-colored surface.

50

THANK YOU!





Presented by Mel Henson

[www.awa-digital.com](http://www.awa-digital.com)

[mel.henson@awa-digital.com](mailto:mel.henson@awa-digital.com)

07946 474110

[www.linkedin.com/in/mel-henson-9a83397/](http://www.linkedin.com/in/mel-henson-9a83397/)