

Conversion Rate Optimization Process

What exactly do you understand when people talk about Conversion Rate Optimization Process? Check this infographic to find out immediately.



Define Business Goals

- Define micro and macro conversions Of your business.
- Determine your business objectives.

Gather Users Data

- Track user metrics & segment users to understand behaviour.
- Know your customers through surveys, interviews, etc.

Insight Phase

- Segment data based on its relevance to the goals.
- Analyze all the data to identify problems.
- Make decisions based on its ability to increase revenue.

List Hypothesis

- Define what changes need to be tested considering
- Objectives and goals

Who are we testing?

Where are we testing?

Design Hypothesis

Develop wireframe

Determine technical doability

Test Hypothesis

Implement test hypothesis

Run proper A/B test

Review Hypothesis

Was statistical significance reached?

Scale results if hypothesis Was correct

Learn if hypothesis wasn't correct

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