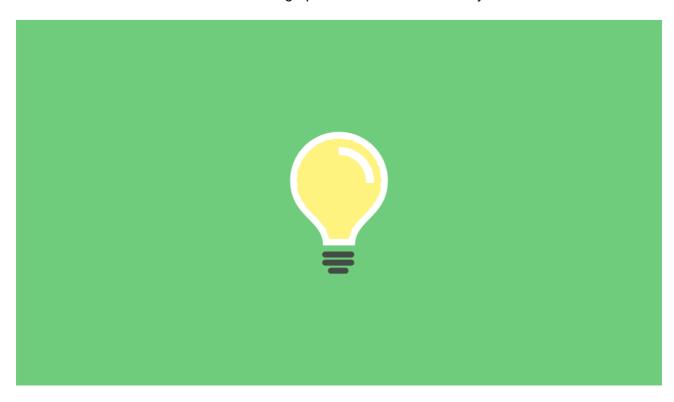
## **Conversion Rate Optimization Process**

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	Make and Share Free Checklists checkli.com