



"It's a mixture of science and art. Overall I'm happy with the results and pleased to get Google Analytics correctly configured on the site."

0800 Move Me Ltd

Google Qualified Individual Case Study

Landing Page Testing Increased Conversion Rate By 89% in 11 Days

0800MoveMe was established in 2006 by Julian Fearon, with the aim of bringing a high quality removals service to London. Due to the demand for their services, the company has grown year on year. They successfully carry out between 40 and 50 removals jobs per week.

At the time of the analysis they had approximately 400 visitors per month arriving at their website through a range of sources. These included natural SEO listings, 3rd referrals and Google Adwords.

Their main concern was they were spending money on attracting visitors to their site through Google Adwords; however they felt the site conversion rate needed to be improved as they were wasting money on PPC advertisements.

Analysing the Analytics and Designing the Variations

To start off we reinstalled and configured profiles and filters within Google Analytics and monitored the resulting visitor traffic for a week. After a week we then reported back our findings and suggested ideas which we felt could improve their visitor conversion.

The analytics it indicated that visitors were navigating to two other pages on the site shortly after entering the landing page. These included pricing and areas covered. This information proved useful as this content was not immediately visible to visitors arriving on the landing page.

After discussing our finding with the client we then went away to create alternative versions of the landing page, which we presented for approval. Once the alternative page layout and content had been approved we then launched the experiment.

Before



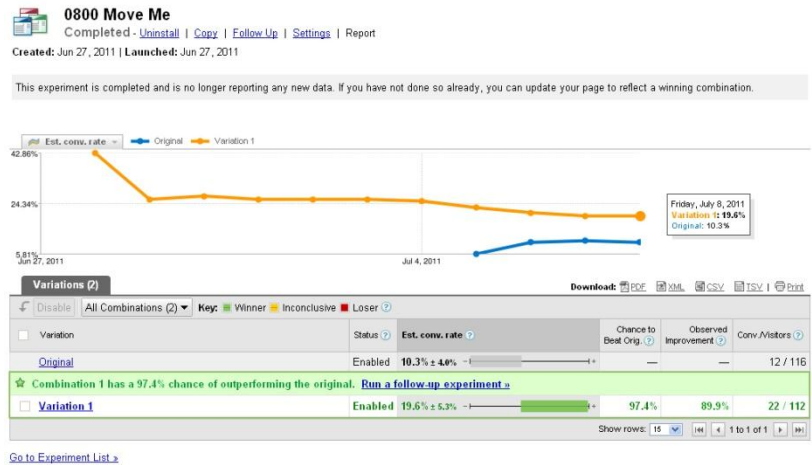
After



The Optimisation Test Results

During the initial 11 days of first round of testing, results observed an 89% increase in conversion with the alternative page delivering more visitors through to the contact us page.

Google Adwords spend has also reduced as they are now able to import cost data into Google Analytics and track which keywords deliver conversions by use of conversion tracking Java scripting.



Mr Fearon is now in the process of making the necessary changes to his site to achieve this new conversion rate long-term.