

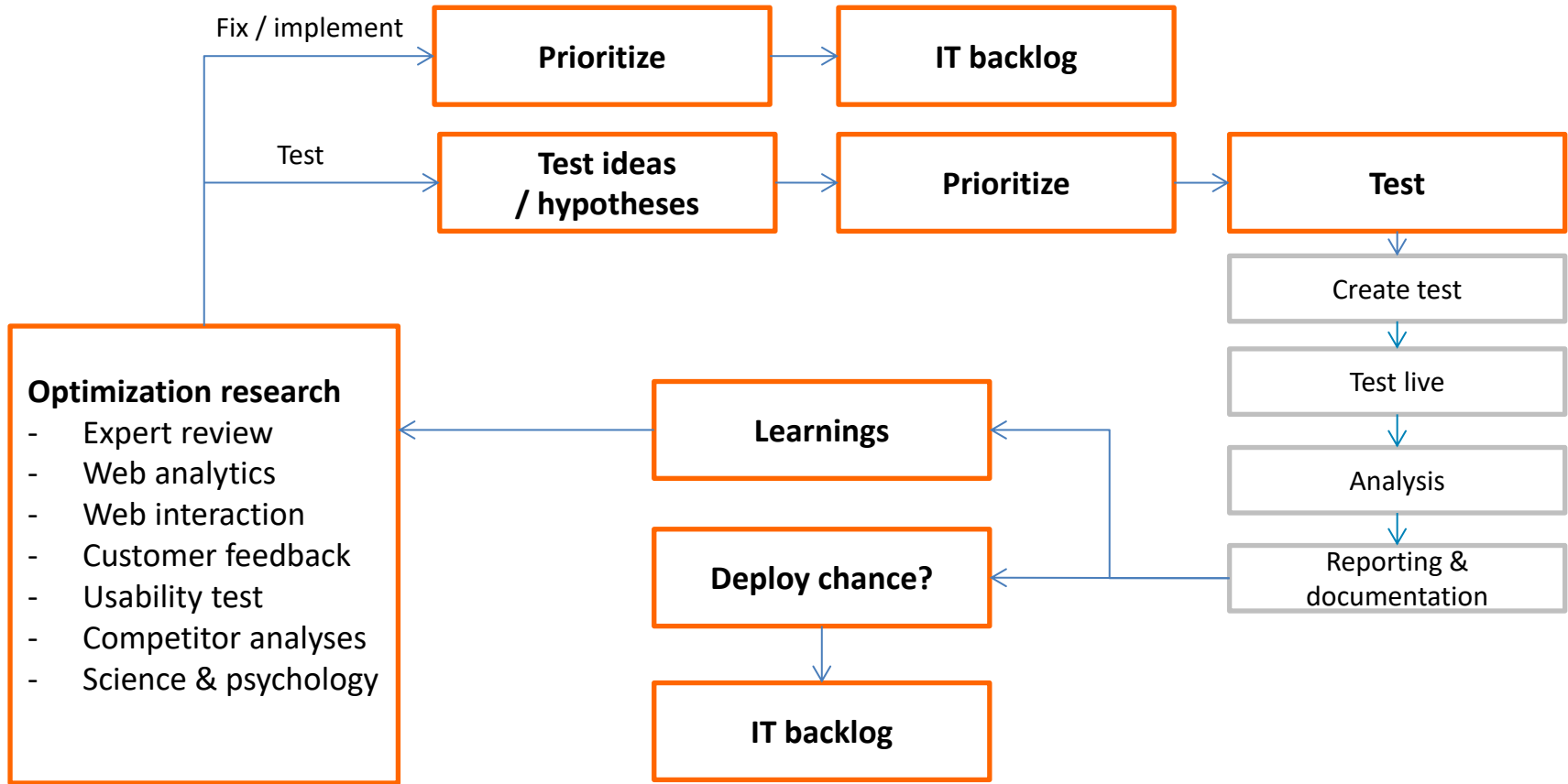


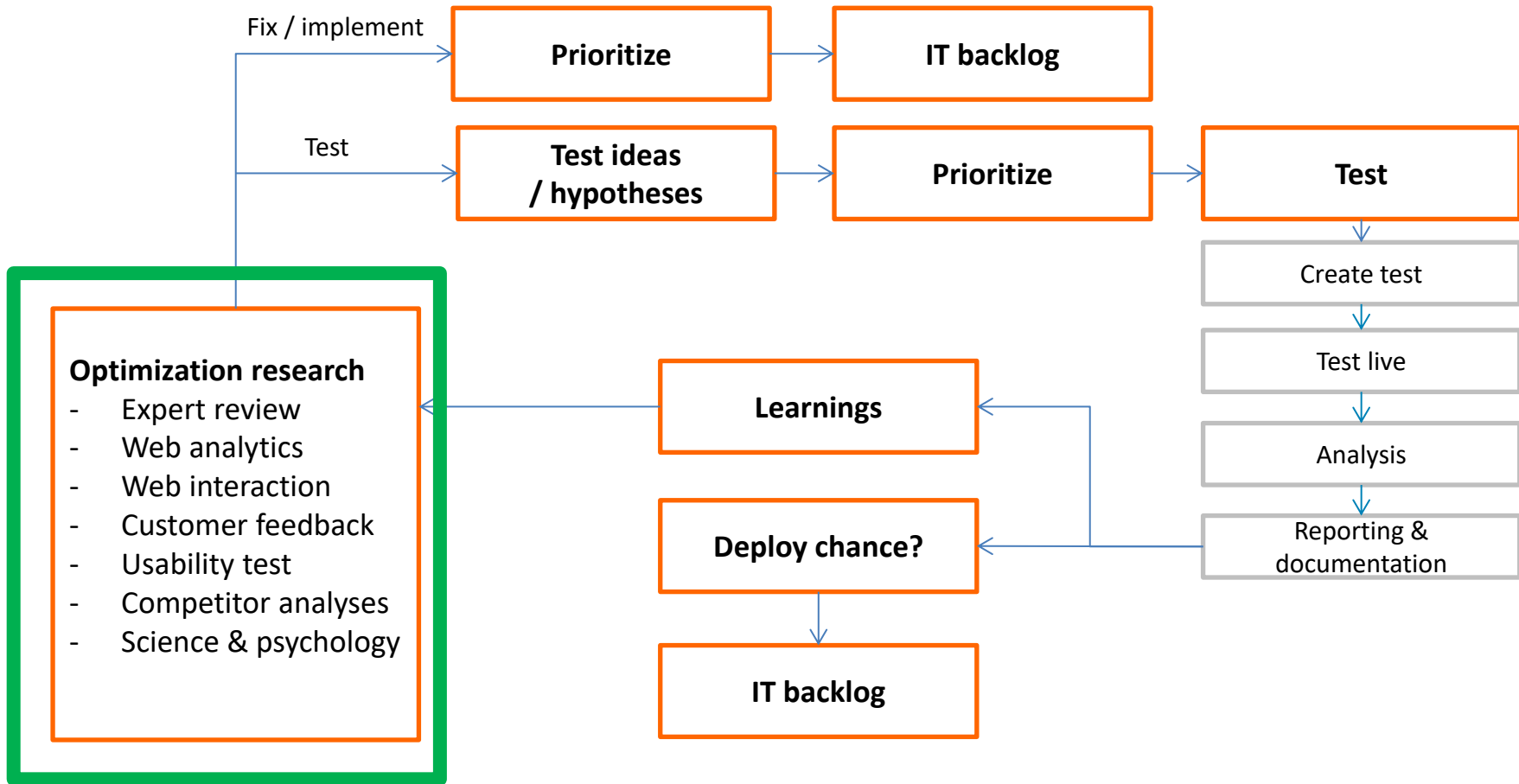
SECTION 1: INTRODUCTION

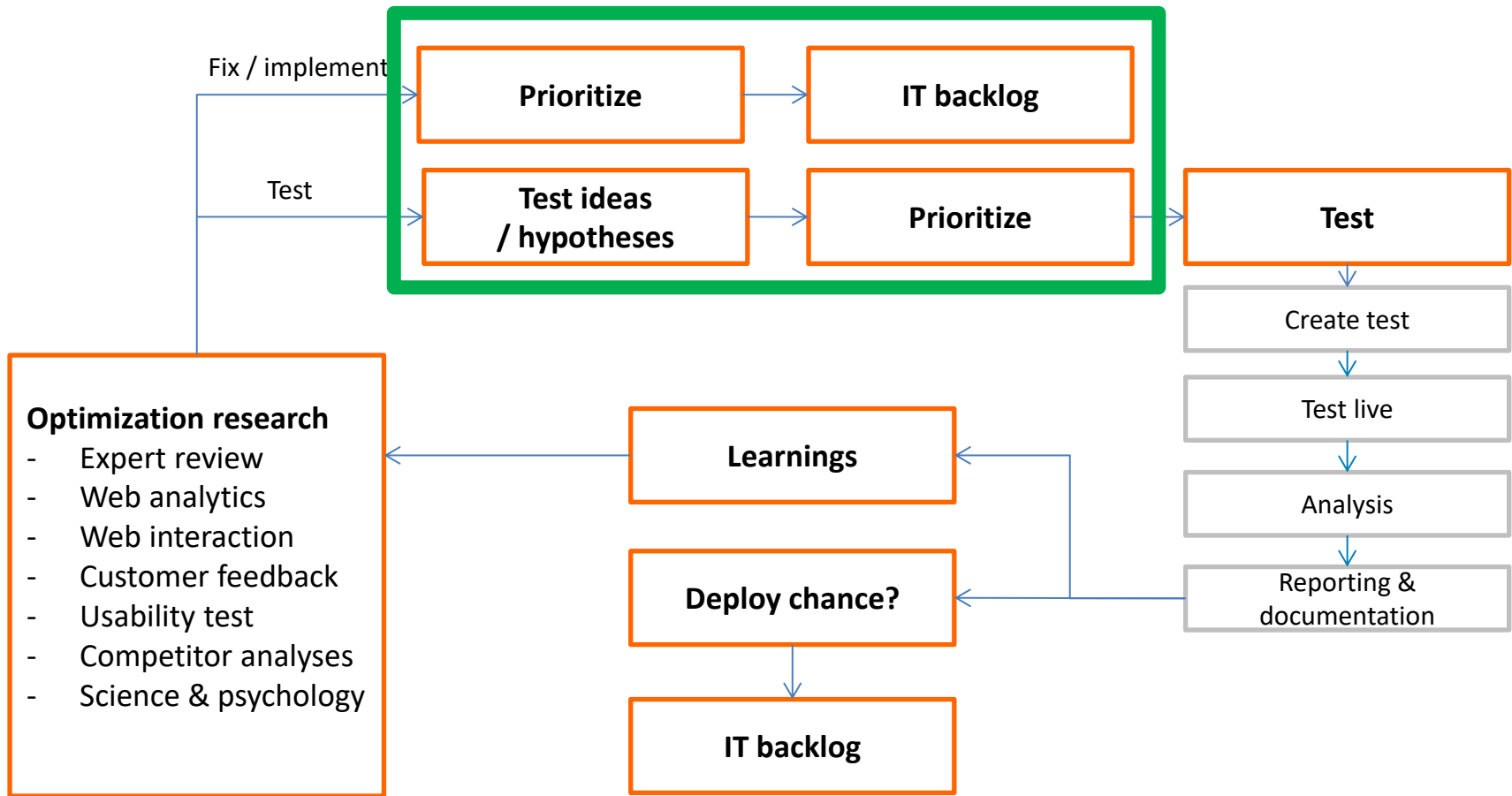
The Complete Conversion Optimization course
Ruben de Boer - conversionideas.com

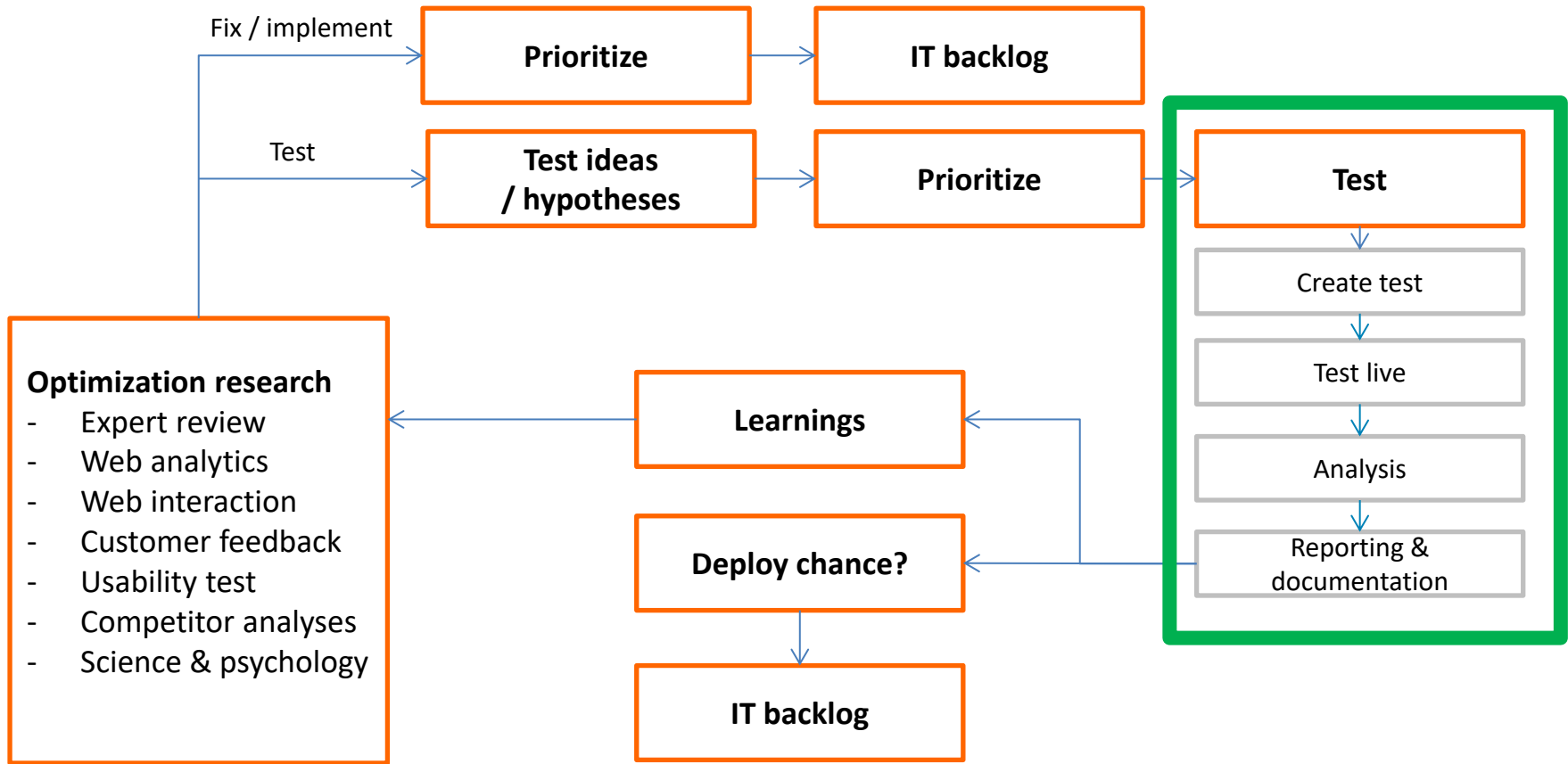


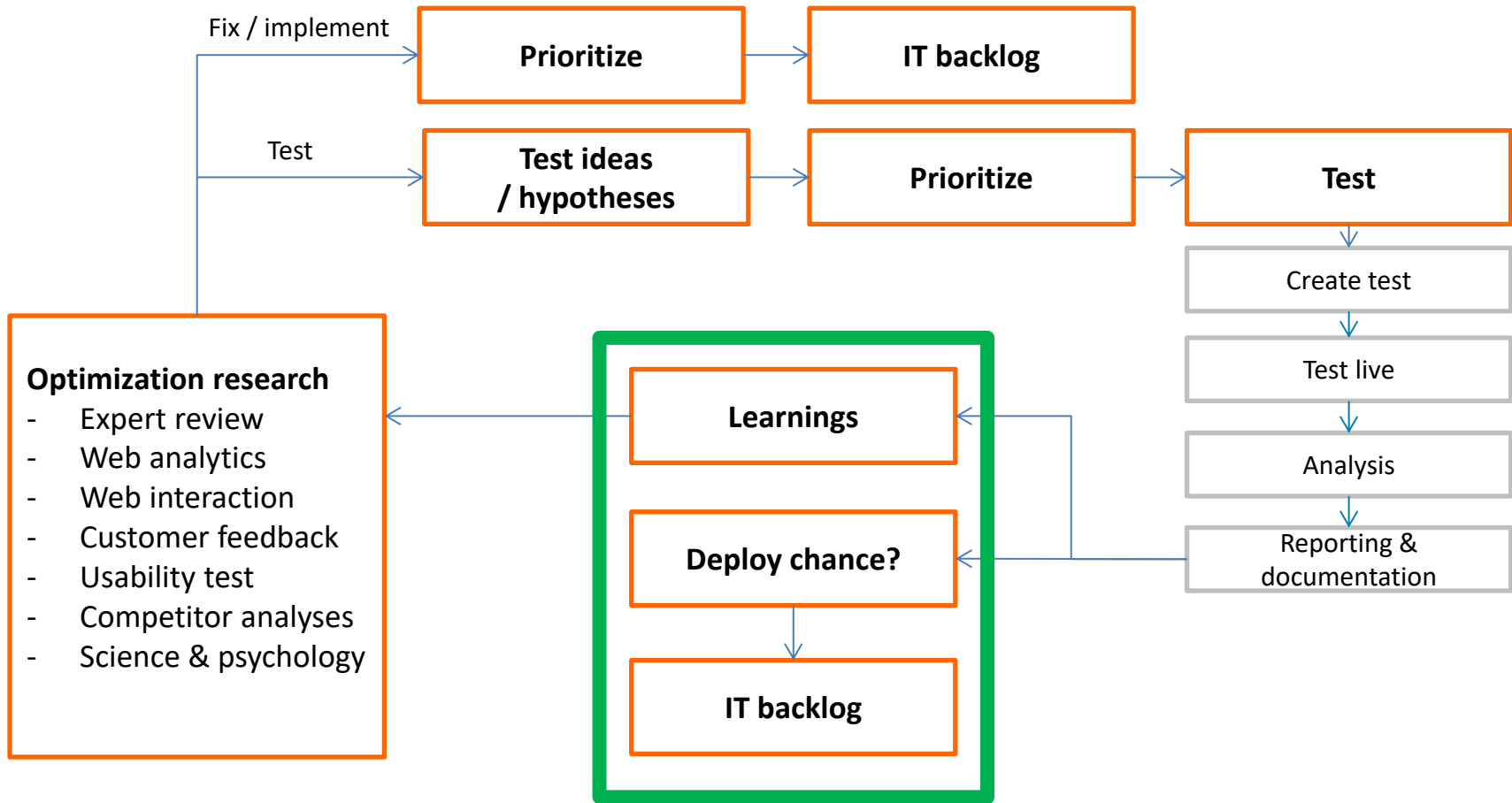
COURSE GOALS AND BENEFITS











10 years ago

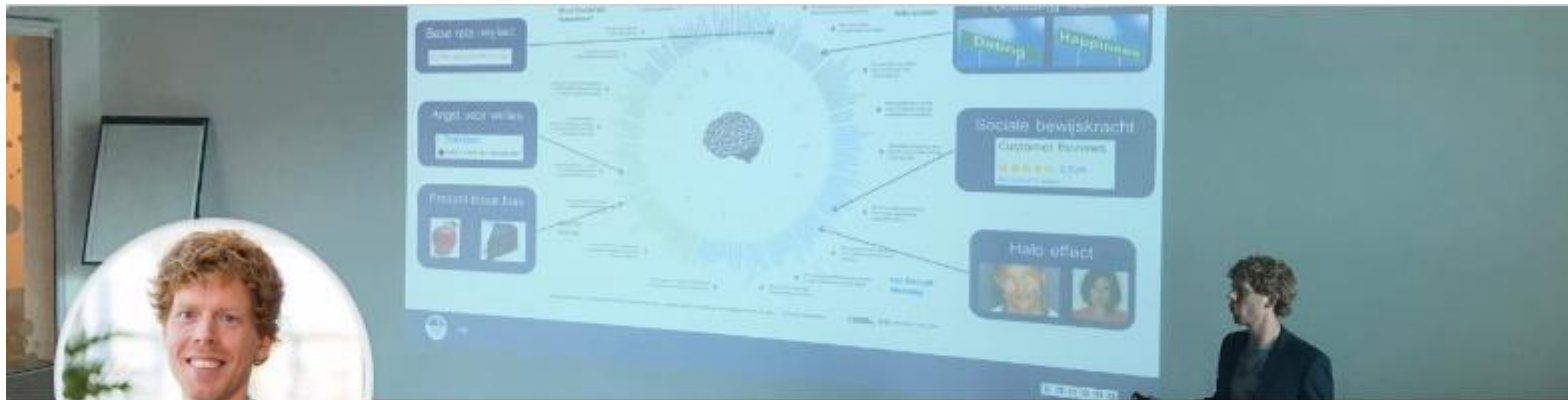
“If we can change the behavior of people offline,
how can we do this online?”

sanoma



Afgifte →
Goederen

<https://www.linkedin.com/in/rgdeboer/>



Ruben de Boer

✓ Head of CRO and UX at Sanoma

Amsterdam Oud-West, North Holland Province, Netherlands



WHY CONVERSION OPTIMIZATION

Conversion rate optimization

“a systematic approach to increase the number of website visitors taking the desired action”

Conversion rate optimization

100 visitors - 1 conversion



Conversion rate optimization



100 visitors - 2+ conversions

Conversion rate optimization

Through Conversion optimization:

- Increase conversion rates
- Gather knowledge about your website visitors

Conversion rate optimization

“A systematic approach to give your website visitors the best possible experience, learn from their behavior, share your knowledge with the business and help making it future proof while increasing conversion rates”



WHAT IS AB TESTING

Why a/b testing

- To analyse what works on your website
- Learn from your visitors' behavior

Conversion rate optimization

50% visitors



A

Bookabus

Locaties Gelegenheden Wagenpark 085 888 3875

Bus of touringcar huren in Nederland

Wilt u een bus of touringcar huren? Bespaar 15% - 40% door te boeken via Bookabus

Enkele reis **Retour** Meerdere bestemmingen

Van: adres en/of stad

Naar: adres en/of stad

Vertrekdatum 12:00

Retourdatum 12:00

Passagiers

ONTVANG OFFERTE

Krijg direct een prijsindicatie en ontvang gratis offertes

Welkom aan boord!

50% visitors



B

Bookabus

Locaties Gelegenheden Wagenpark 085 888 3875

Bus of touringcar huren in Nederland

Wilt u een bus of touringcar huren? Bespaar 15% - 40% door te boeken via Bookabus

Enkele reis **Retour** Meerdere bestemmingen

Van: adres en/of stad

Naar: adres en/of stad

Vertrekdatum 12:00

Retourdatum 12:00

Passagiers

ONTVANG OFFERTE

Krijg direct een prijsindicatie en ontvang gratis offertes

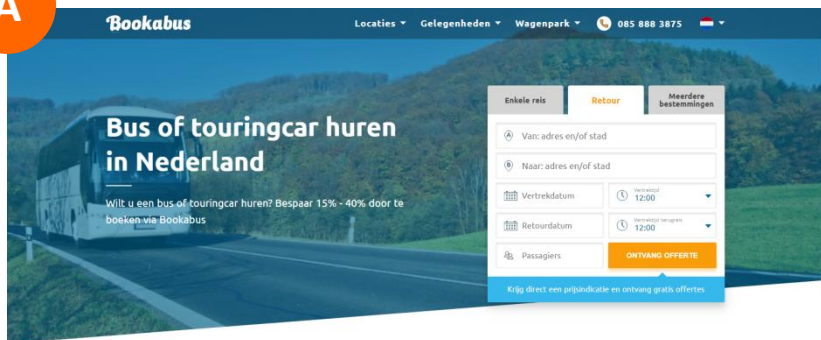
Welkom aan boord!

Conversion rate optimization

50% visitors



A



Welkom aan boord!

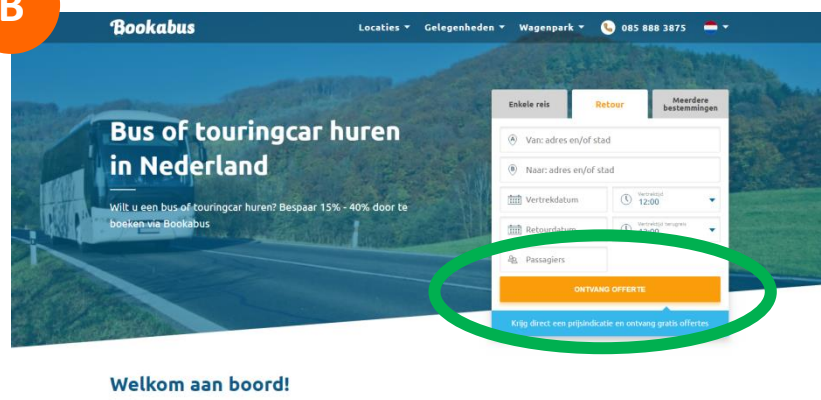
20% conversion rate



50% visitors



B

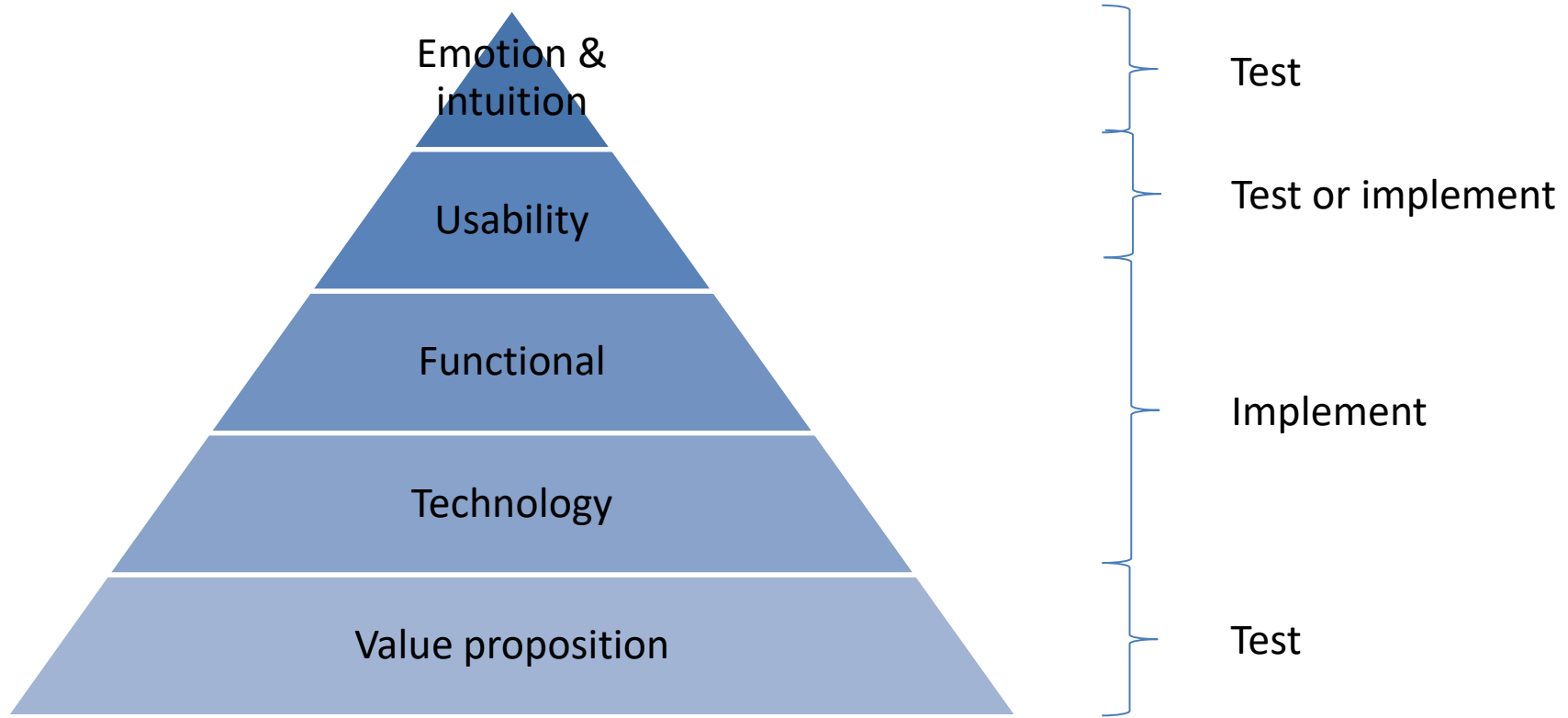


Welkom aan boord!

24% conversion rate



Conversion optimization pyramid



A / b testing

- Splitting visitors over different variations of the same page(s) and analyzing the impact on your KPI's



Conversion Ideas

Become a Conversion Optimization expert

TWO TIPS TO START YOUR CRO SUCCESS

Two tips for success

1. Get your research right

- Real insights come from your users, data & science
- The most successful A/B test ideas come from combining those insights

Two tips for success

1. Get your research right

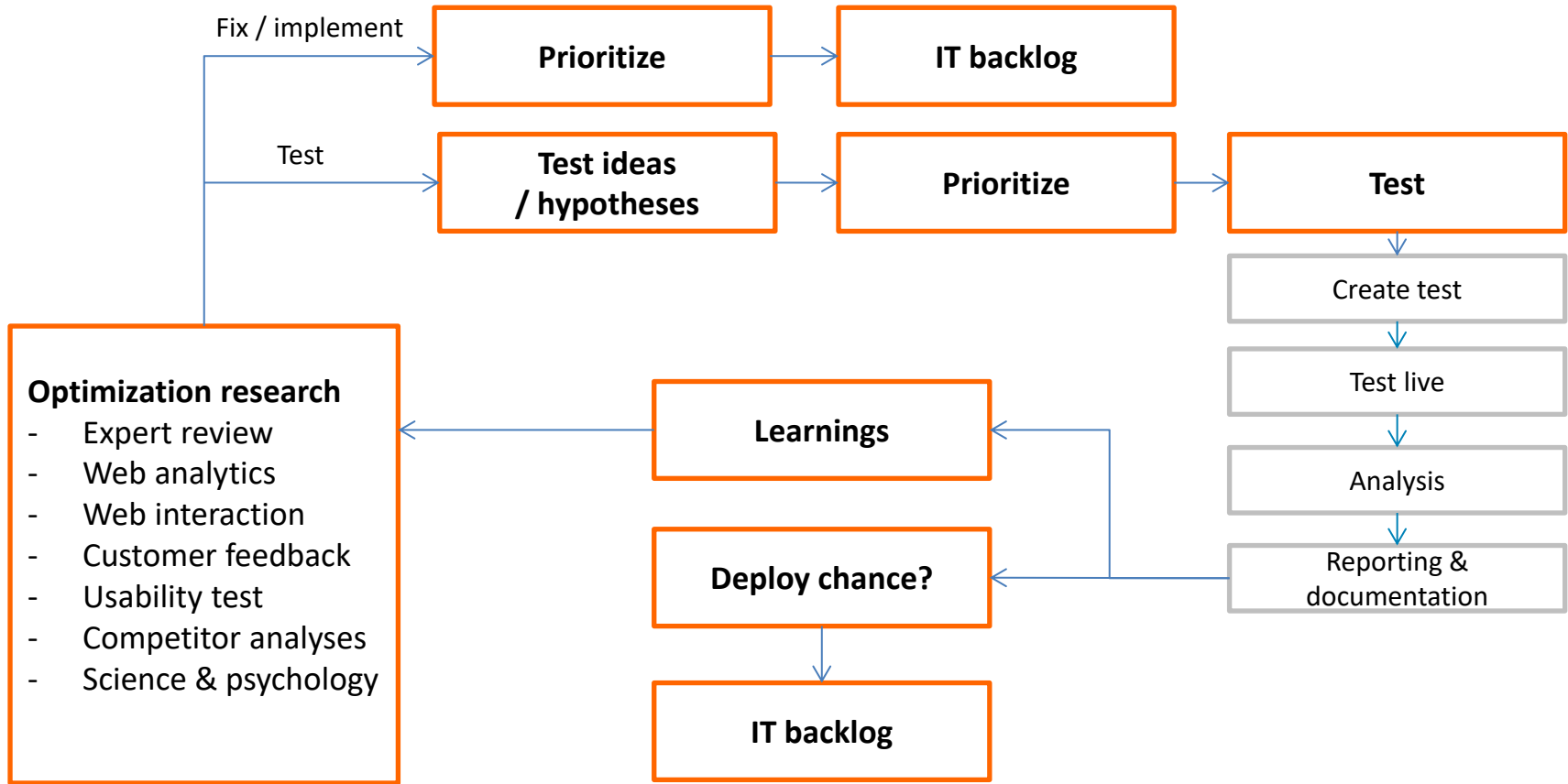
- Real insights come from your users, data & science
- The most successful A/B test ideas come from combining those insights

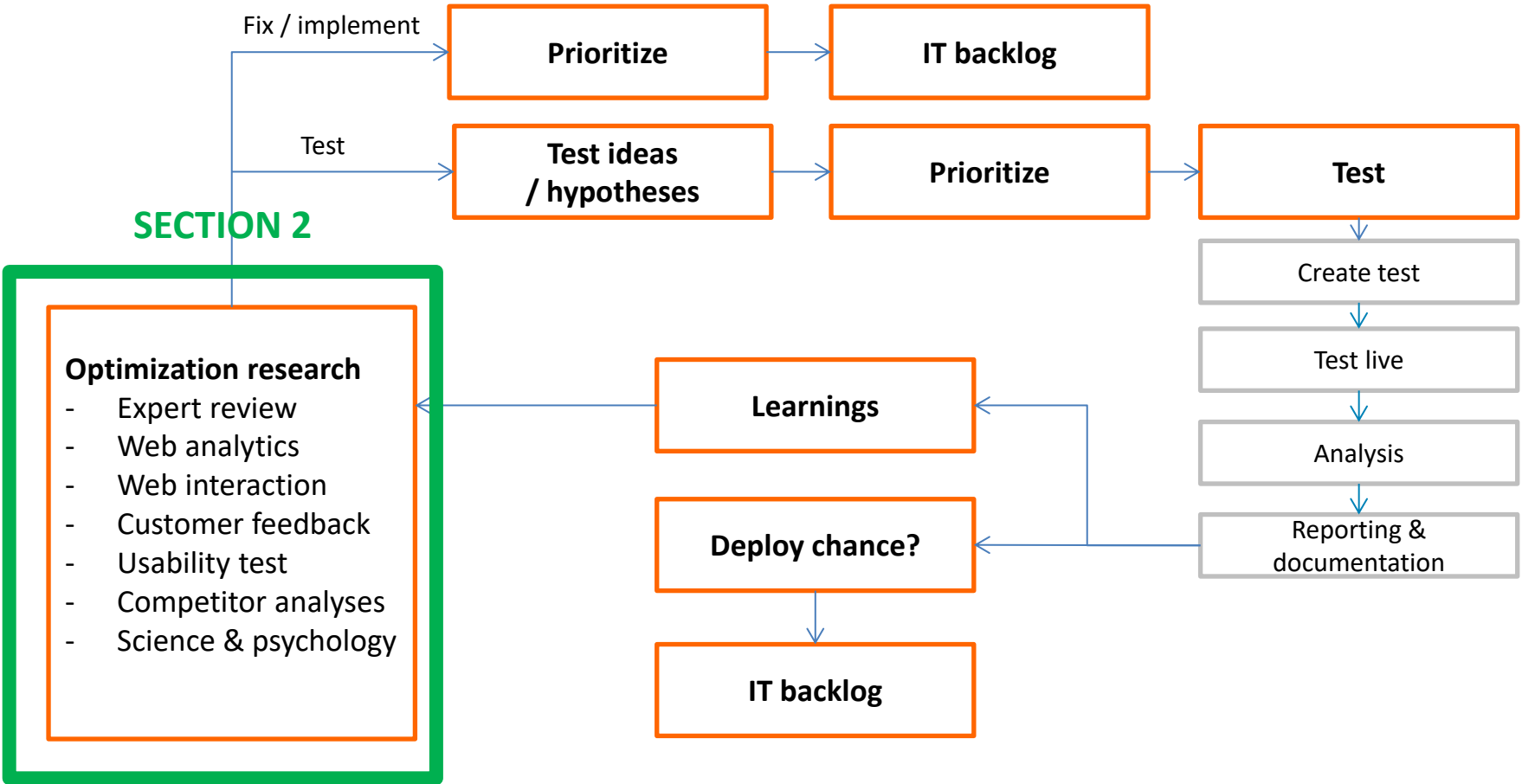
2. Get your data & statistics right

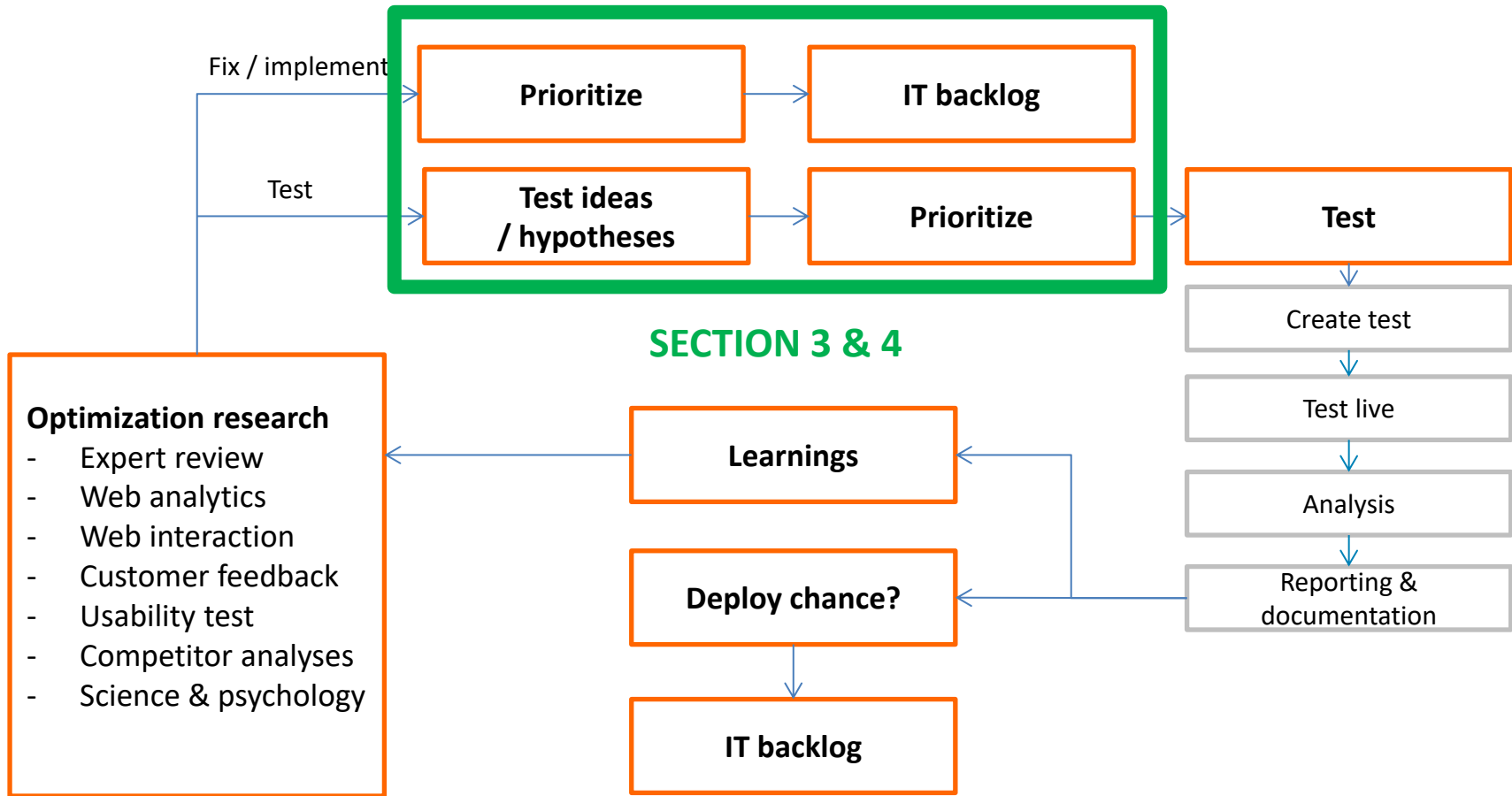
- Draw the right conclusions and learnings from your A/B tests
- Keep increasing your success

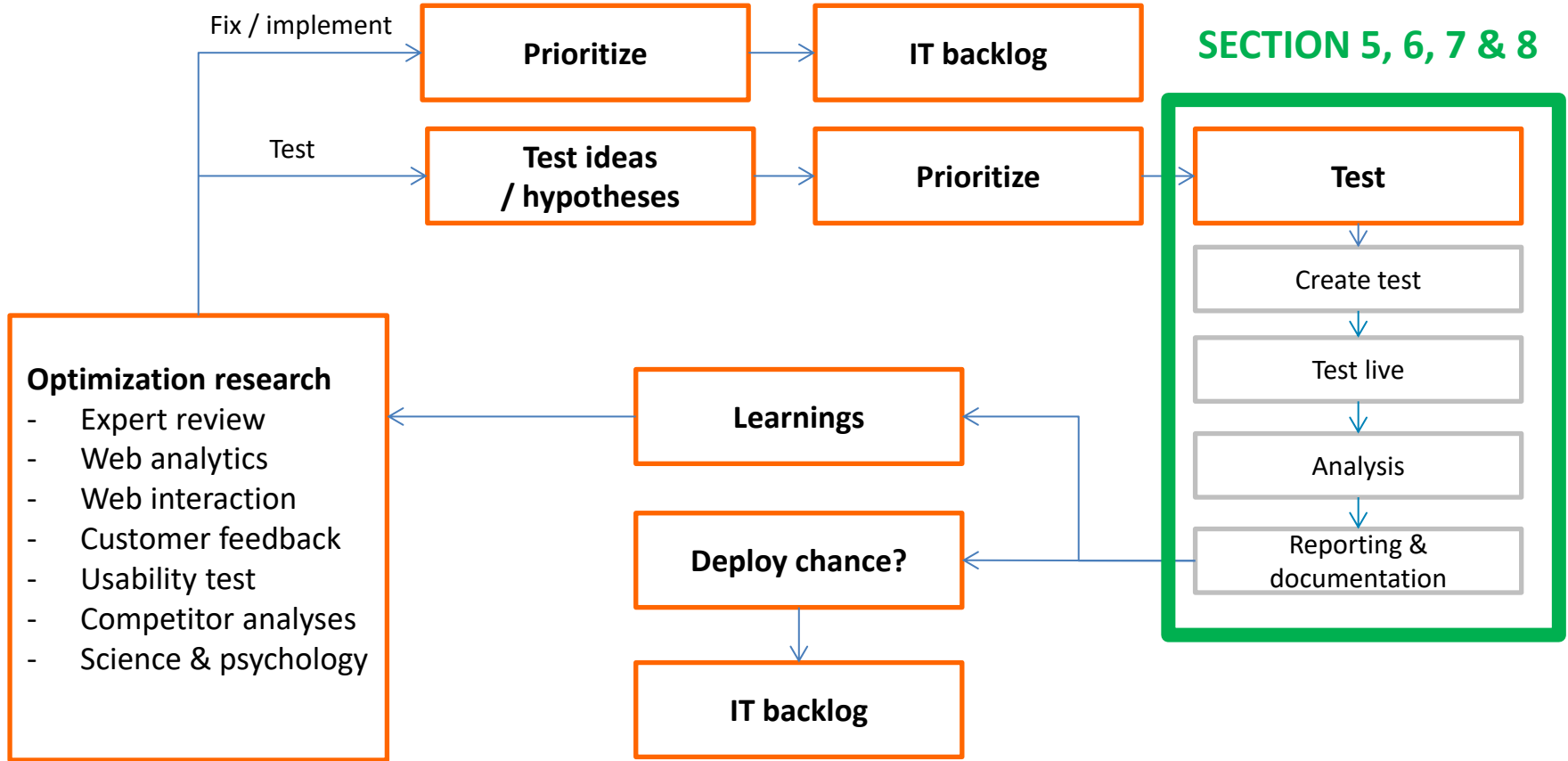


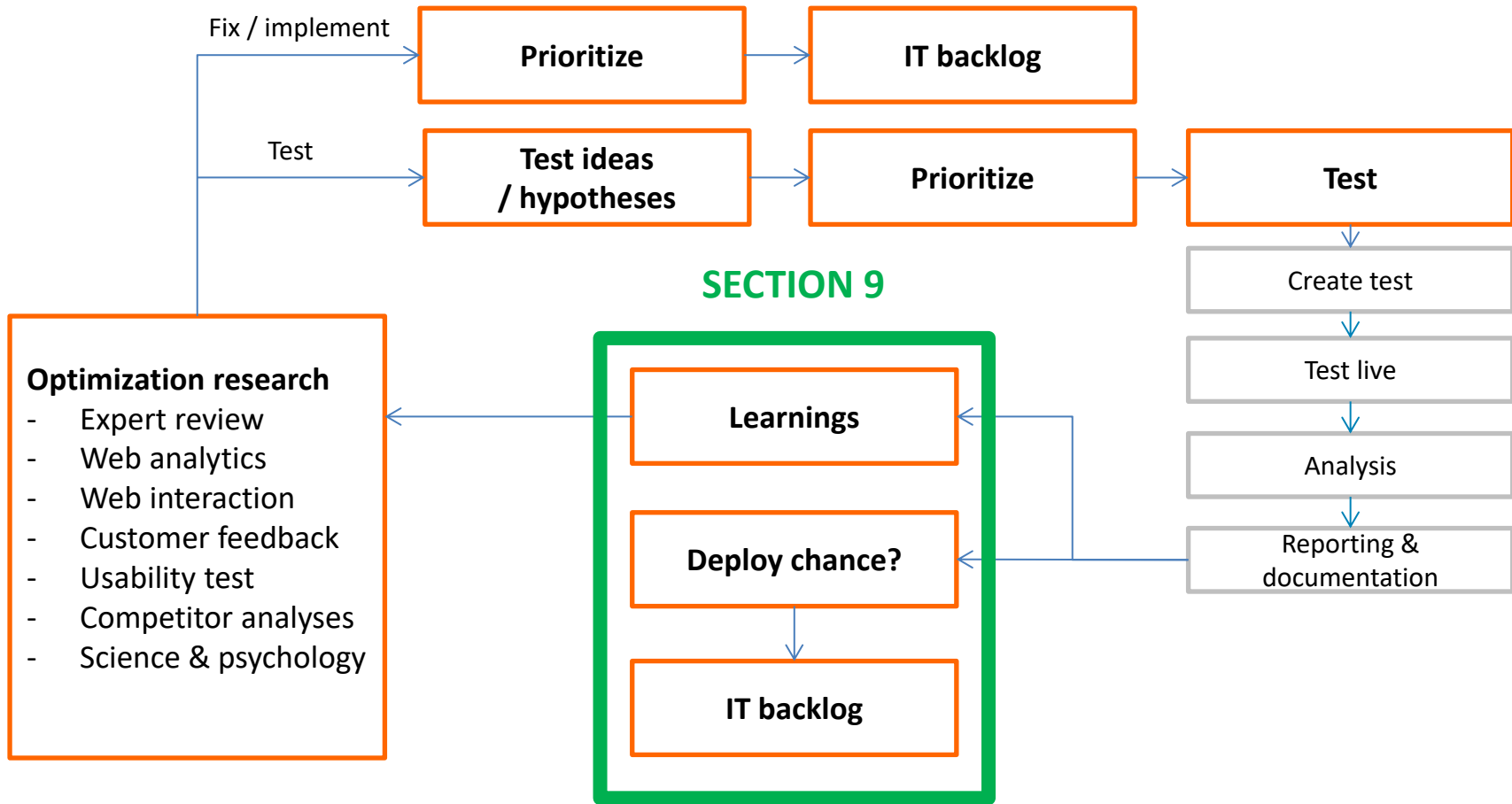
COURSE STRUCTURE

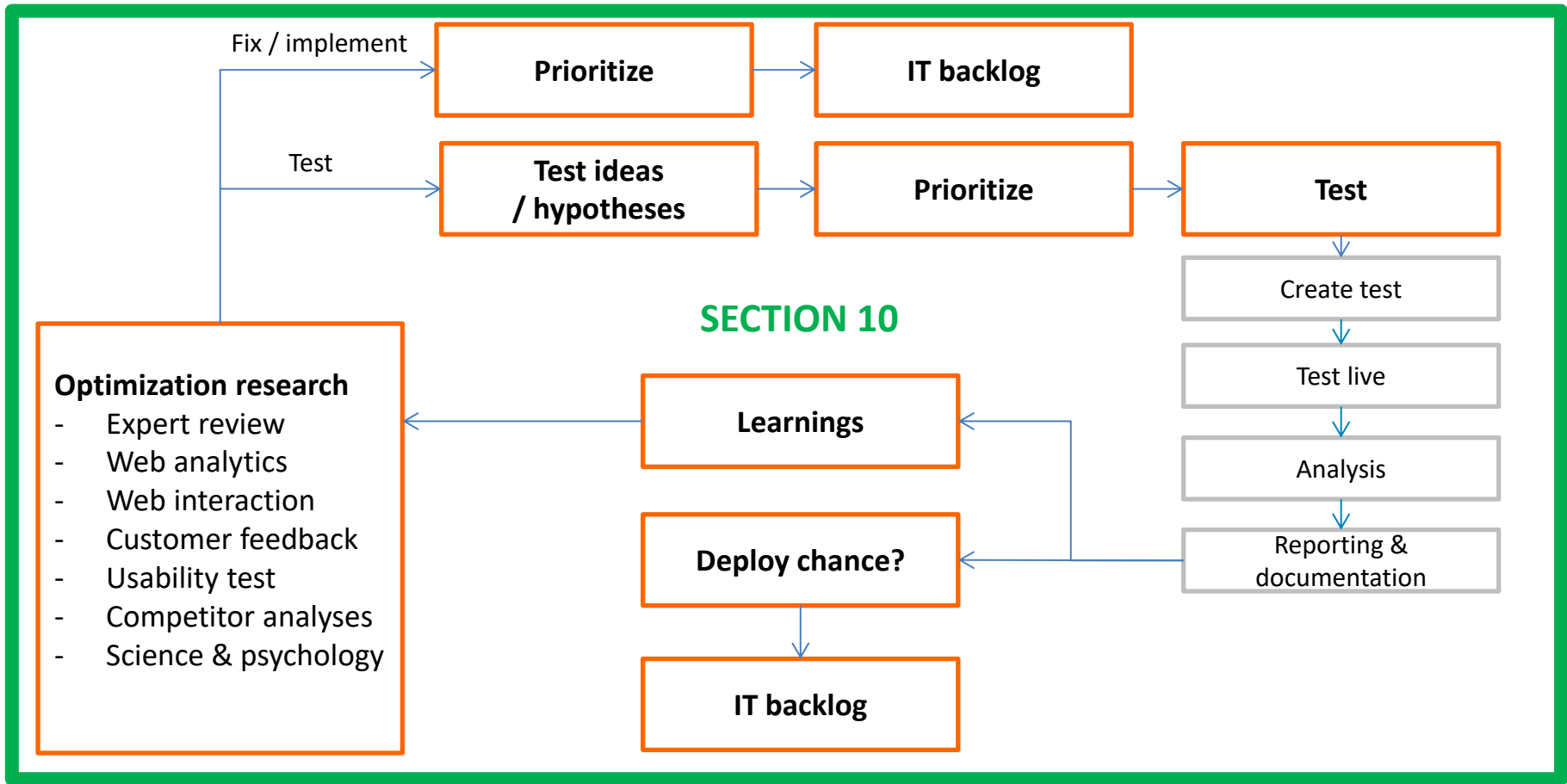












The course

- Goal: Together create a successful test plan for your website
- The course includes:
 - Videos
 - Screen recordings
 - Lecture slides
 - Checklists
 - Useful (free) tools
 - Google Analytics reports
 - Quizzes
 - In depth articles

The course

If you have any questions during or after the course,
please feel free to contact me.