



**PROACTIVE  
CRO**

**How to Get Results Without Testing**

# Meet Alex Suprun:

In Digital Marketing  
space since 1997



Specialty: SEM and  
Growth Hacking

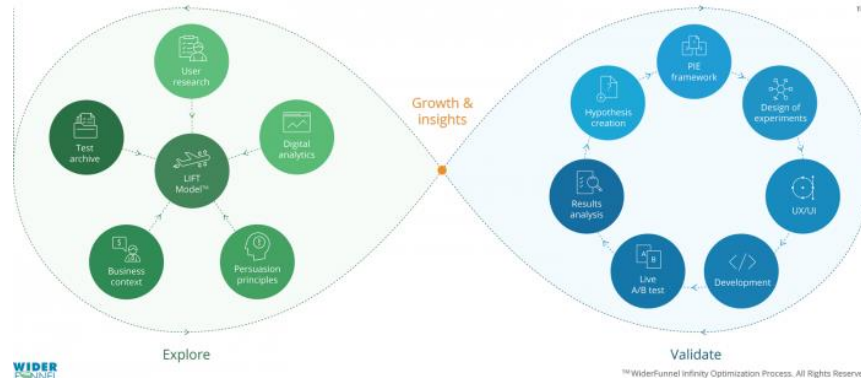
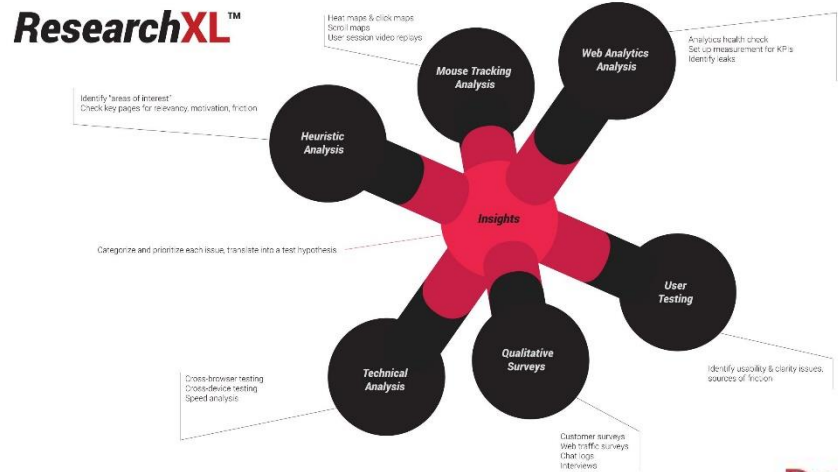


Creator of HandsFreePPC  
software

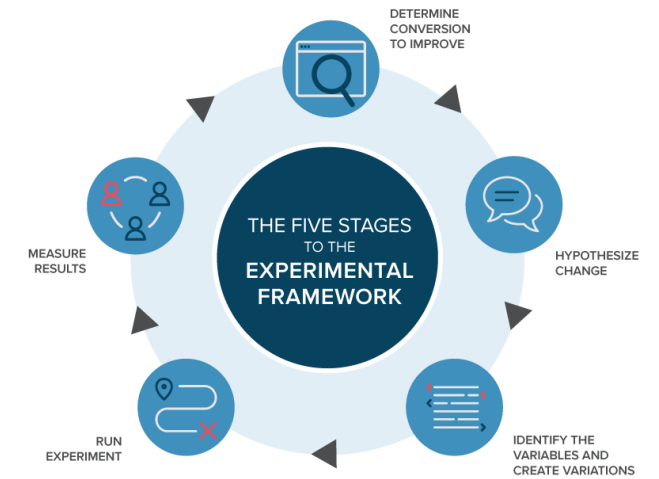
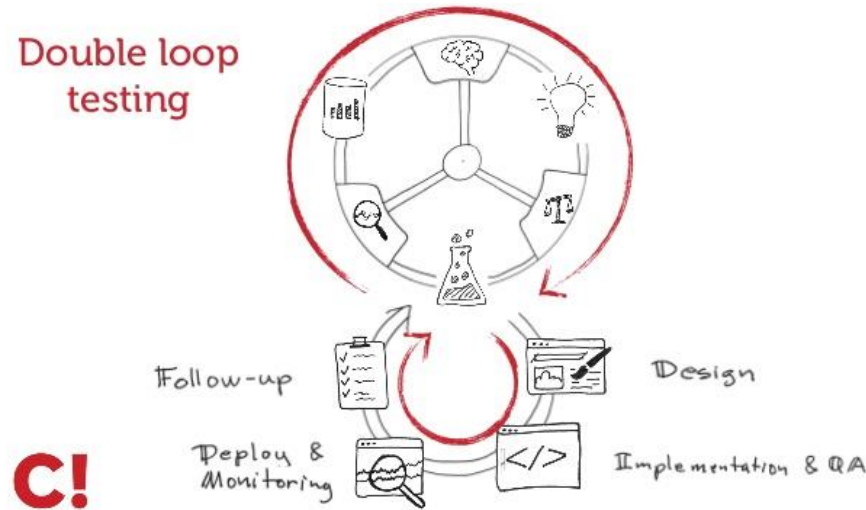


Optimized websites for  
over a decade

# For the last two years I applied many CRO models



Double loop testing





**AND REALIZED THAT MANY CLIENTS**



**can't afford waiting too long...**



I'VE LOST FOUR GOLD  
TRANSPORT PLANES ON THIS ROUTE  
SO FAR! I CAN'T AFFORD TO  
LOSE ANOTHER!

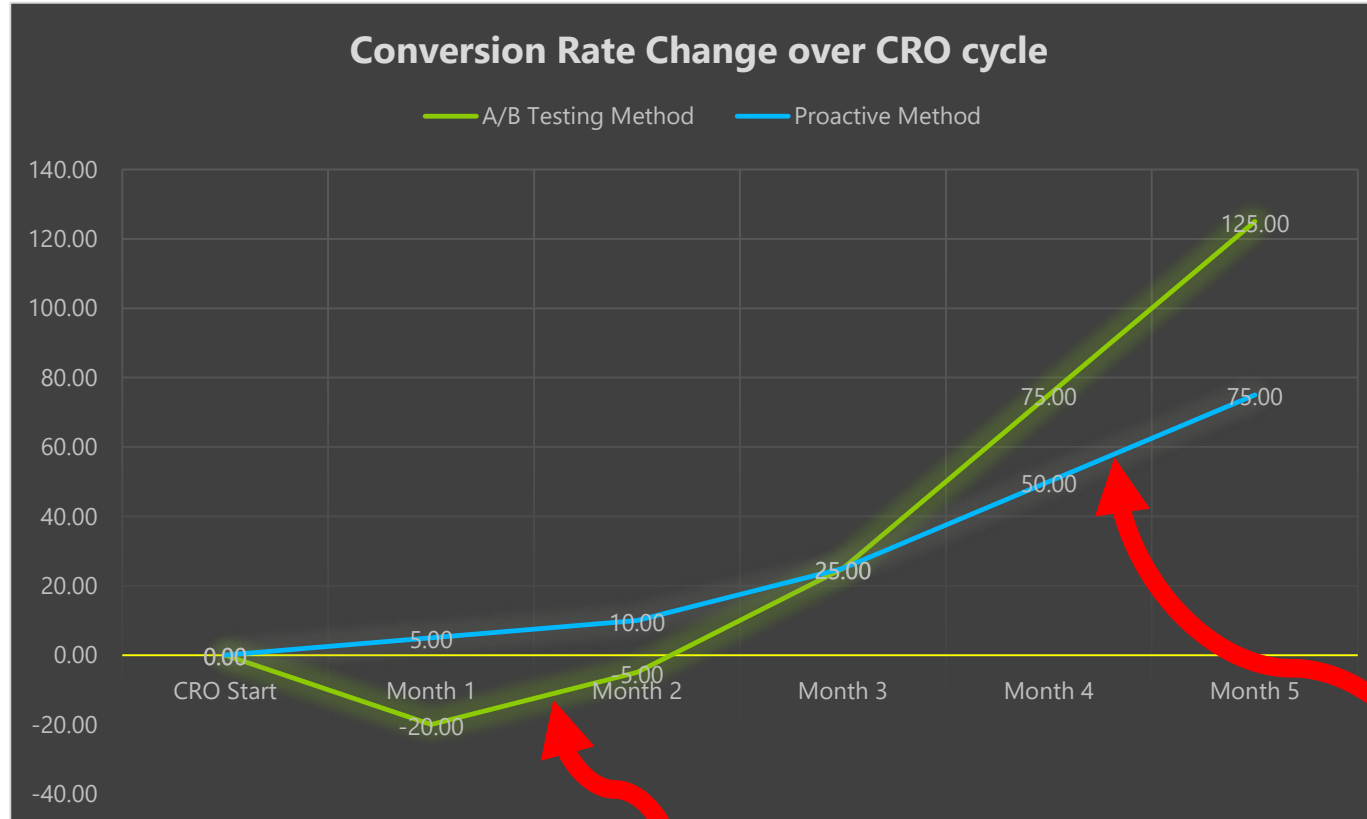


and losing potential revenue...

# For a significant uplift in conversion results...



# And here is why...



**Initial conversion rate drop = "HEATSINK" – can we avoid it - like that?**

**HELP!**





I ASKED CRO WARRIORS...



AND GROWTH HACKERS...

# One GURU said:



Ton Wesseling  
Testing.Agency

"ROAR Model -

You always start with zero conversions per month for every new test...

You have to take lots and lots of risks...

If you have less than 1000 conversions, you don't have enough data and you can't run A/B tests..."

# Another GURU said:



Ron Kohavi  
[Bing.com](http://Bing.com)

"Pitfall: Expecting Breakthrough.

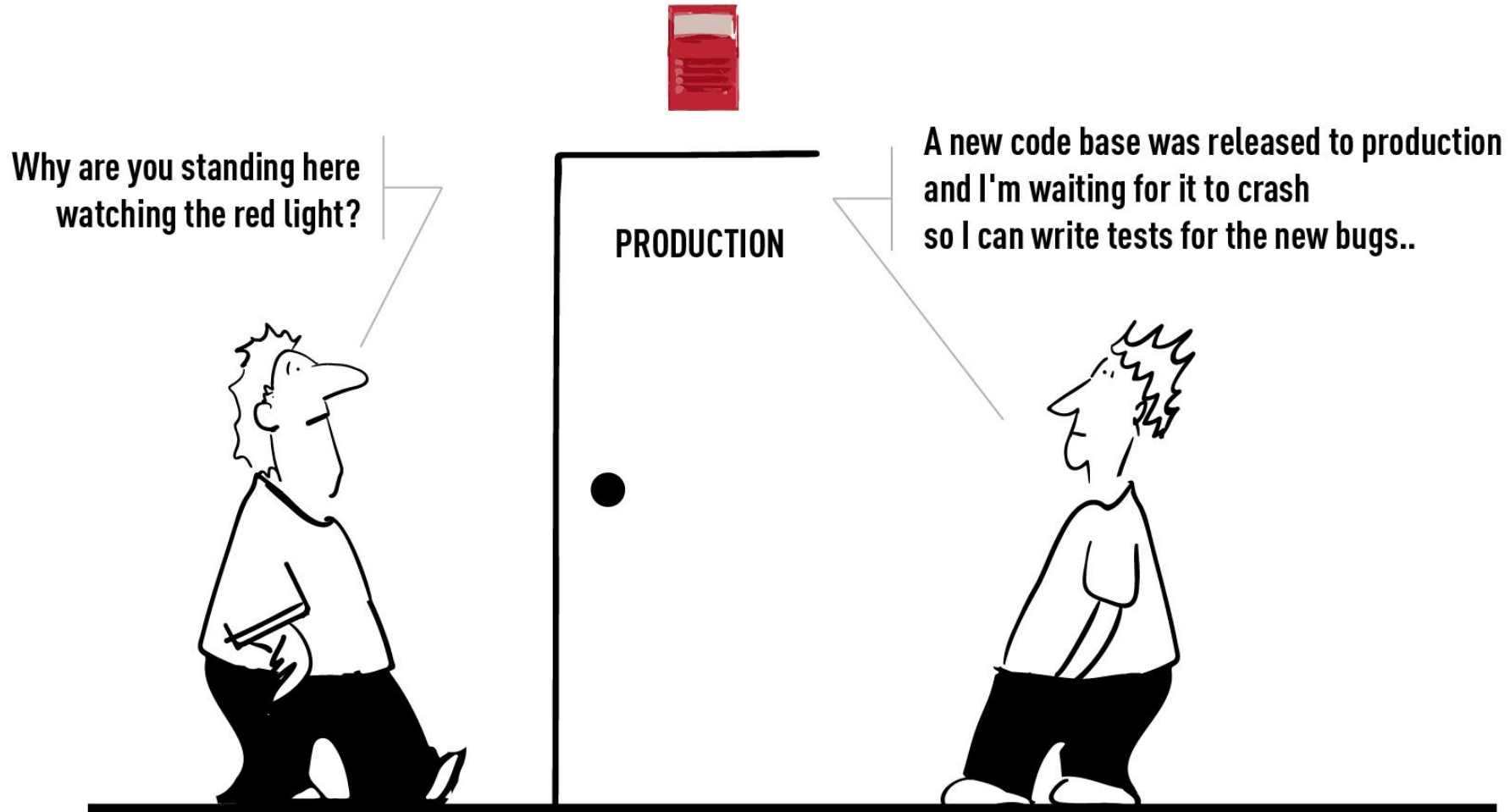
Breakthroughs are rare after initial optimizations.

At Bing (well-optimized) 80% of ideas fail to show value..."



**NO, PLE-E-E-ASE !!!**

# We want to live in the ideal CRO world...



We are just not there yet!





**BUT**



**To increase  
conversions**



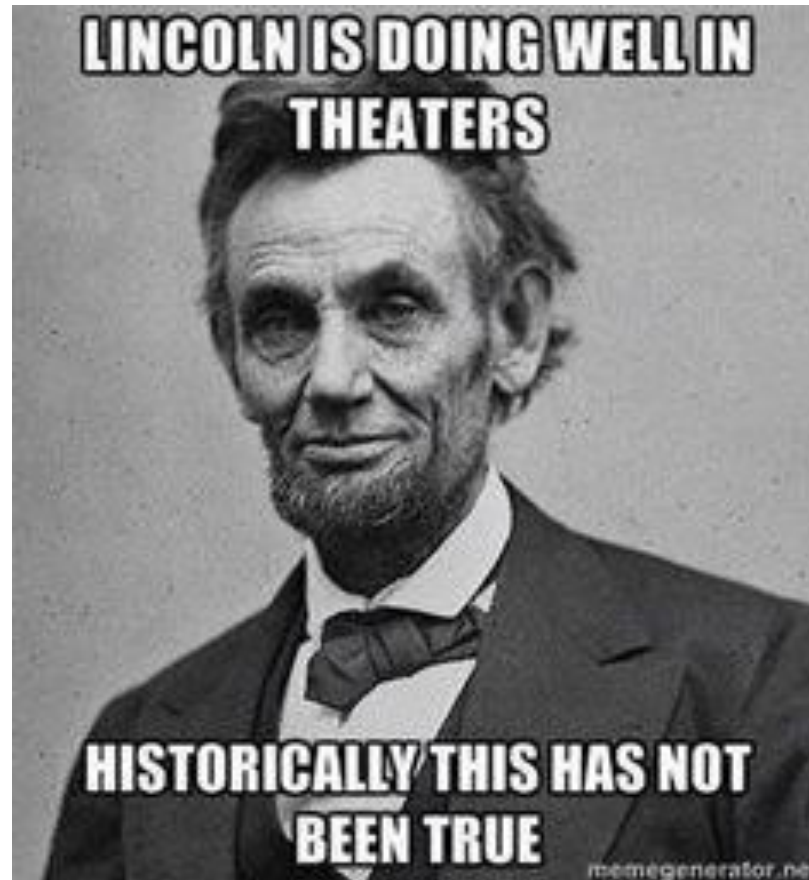
**From Day 1**



...and not depend on my testing capacity...



...or poor optimization hypothesis...



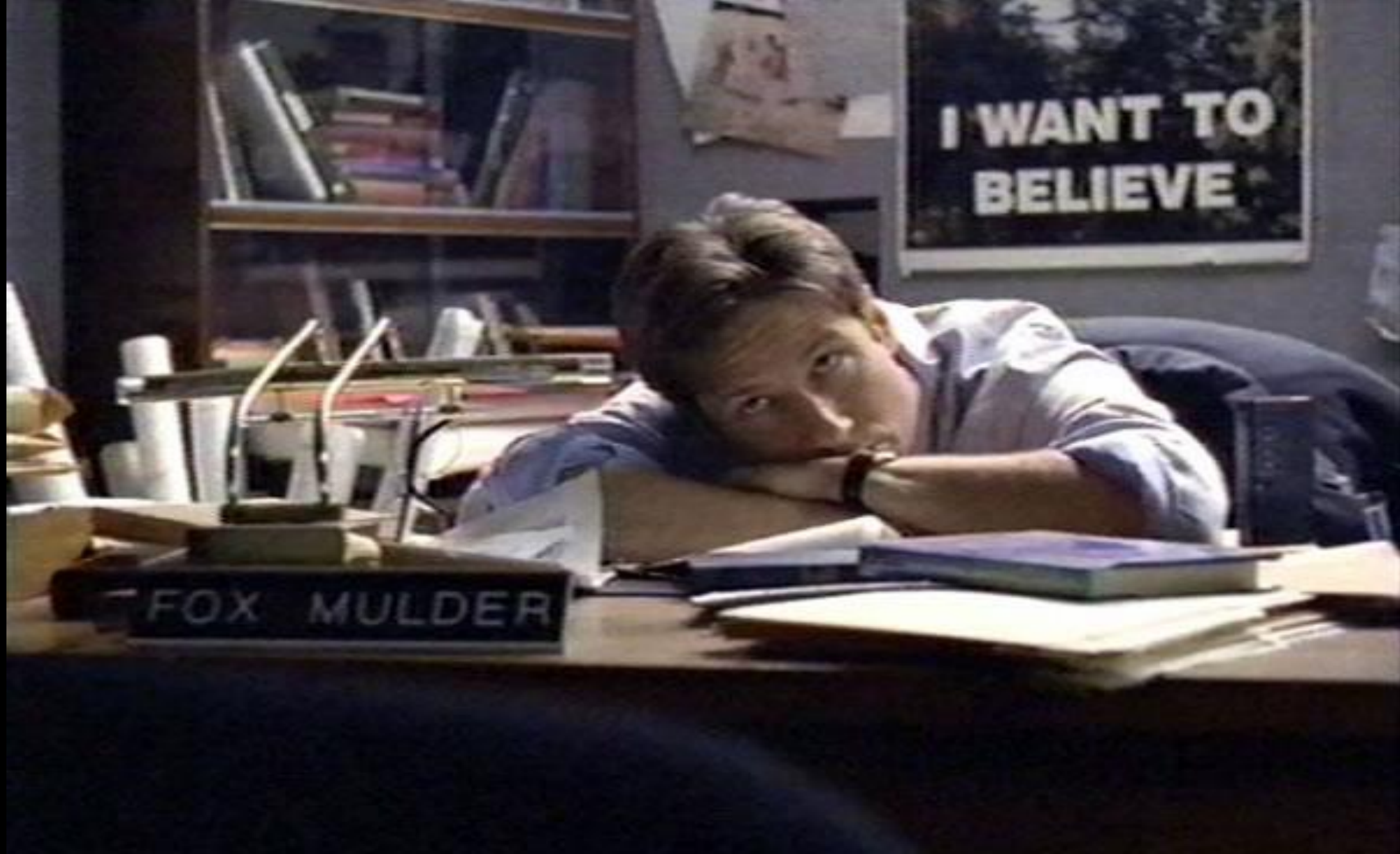
...or wasted test results...





**WTF, Man?**

**Are you mad?**



**THE TRUTH IS OUT THERE, BRO**

**AND IT IS TINY - GET OVER IT!**

So, I learned a lot from Analytics experts,

Annie Cushing

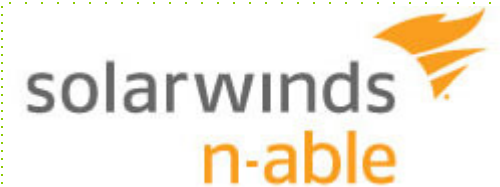
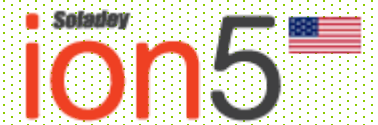


**ANNIELYTICS**

Yehoshua Coren



from our toughest clients,



...and finally built the Proactive CRO Model,

which can be applied to any website, small or big,



and guarantees results without A/B testing

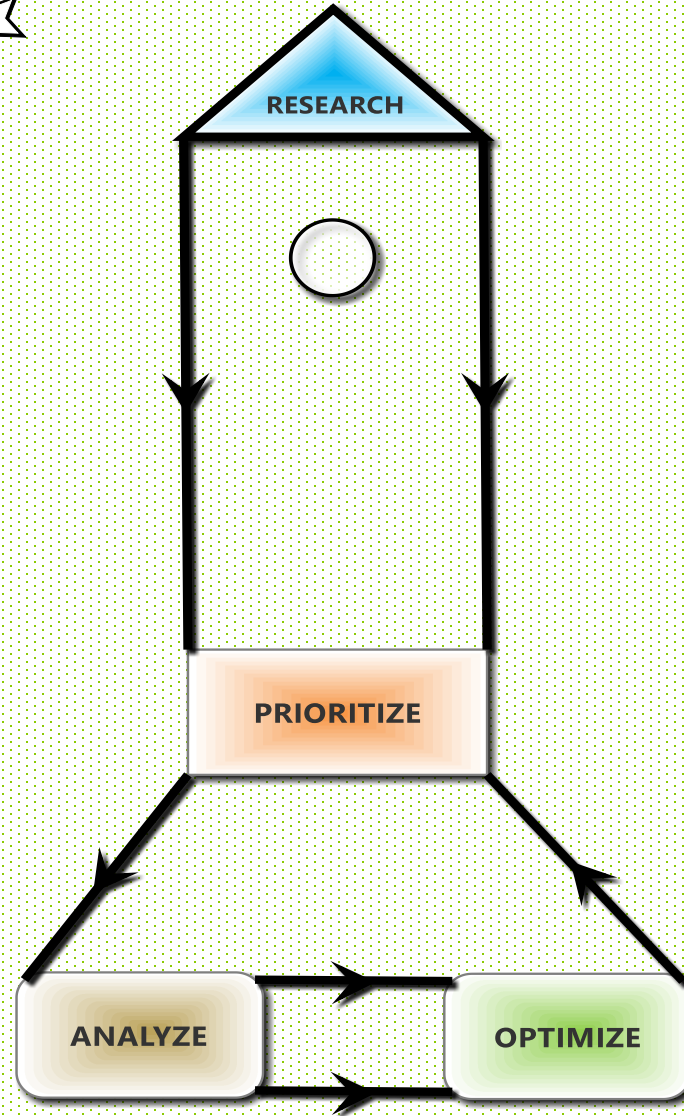
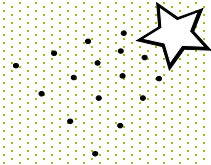
We called it

Rocket CRO Model



**EXPLORE THE INFINITY SPACE**

# ROCKET CRO MODEL



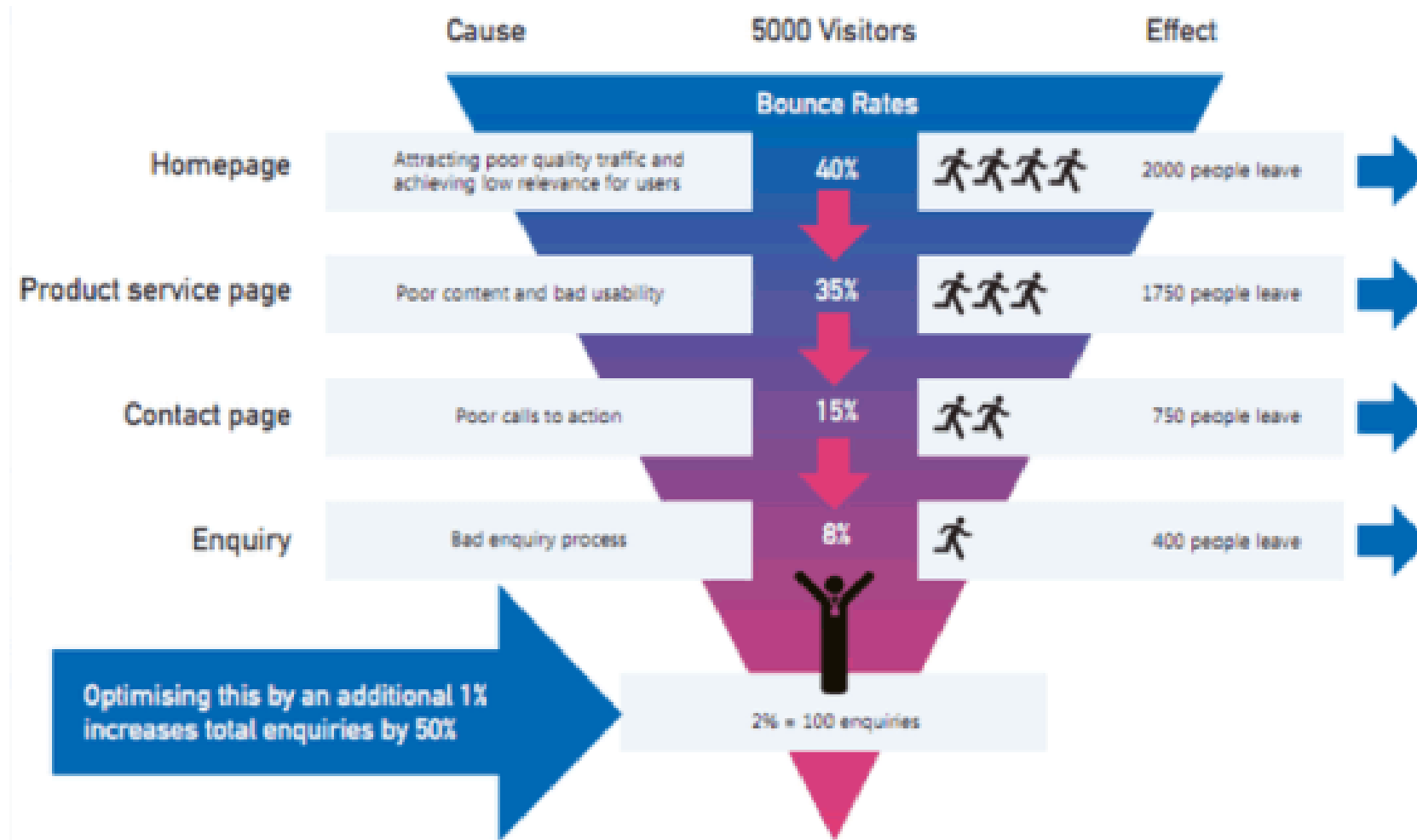
**1. RESEARCH**

**2. PRIORITIZE**

**3. ANALYZE**

**4. OPTIMIZE**

# The idea is to optimize for your CONVERTING visitors first



Because you cannot sell to ALL your site visitors



# Website Funnel



 **And those who bought your products...**

 **Are your best customers...**

 **By default!**

# 1. RESEARCH



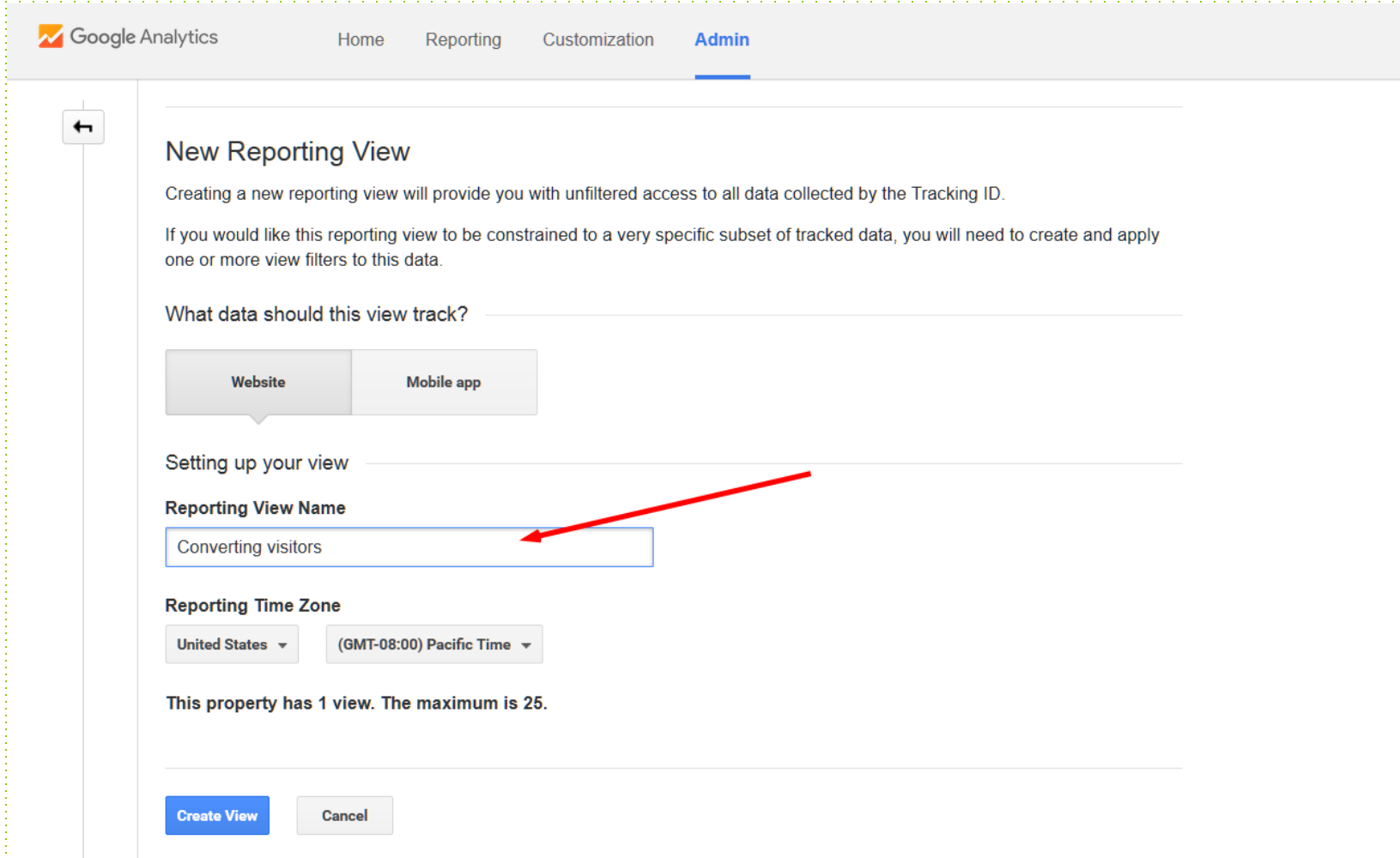
GOAL:

**Define and segment relevant conversion analysis**

## a) In Google Analytics create the new segment for all-time converting visitors

The screenshot displays the Google Analytics Admin interface for creating a new segment. The breadcrumb trail at the top reads: Administration > Unified Segments > New Segment. The main heading is 'Converting Visitors', with 'Save' and 'Cancel' buttons. The left sidebar shows the 'Segments' menu item highlighted. The central panel is divided into categories: Demographics, Technology, Behavior, Date of First Session, Traffic Sources, Ecommerce, and Advanced. The 'Advanced' section is expanded, showing 'Conditions' with a '1' indicator. The 'Conditions' section includes a filter configuration: 'Filter Users Include' with a condition 'Order Confirmation (Goal 1 Completions) per user > 0'. The '+ Add Filter' button is visible below the condition.

## b) Assign a dedicated Analytics view for it



Google Analytics Home Reporting Customization **Admin**

←

### New Reporting View

Creating a new reporting view will provide you with unfiltered access to all data collected by the Tracking ID.

If you would like this reporting view to be constrained to a very specific subset of tracked data, you will need to create and apply one or more view filters to this data.

What data should this view track?

Website Mobile app

Setting up your view

**Reporting View Name**

Converting visitors

**Reporting Time Zone**

United States (GMT-08:00) Pacific Time

This property has 1 view. The maximum is 25.

Create View Cancel

c) Define the most useful KPI for your analysis

RECOMMENDED:

**Conversion Rate or Revenue per Visitor**

# d) Setup Google Tag Manager to measure clicks on all clickable elements (links or images)

The screenshot displays the Google Tag Manager interface for a container. The left sidebar shows navigation options: Overview, Tags, Triggers, Variables, and Folders. The main content area is titled "Onpage Clicks" and shows a configuration checklist with three completed steps: "Choose Product" (Google Analytics), "Choose a Tag Type" (Universal Analytics), and "Configure Tag". The "Configure Tag" section includes the following settings:

- Tag Type: Universal Analytics
- Tracking ID: UA-35... (partially obscured)
- Enable Display Advertising Features: True
- Track Type: Event
- Category: onpage clicks
- Action: {{Element}}
- Label: {{Click URL}}
- Non-Interaction Hit: True

The "Fire On" section is partially visible, showing a button labeled "Internal Onpa...".

## e) Run Analytics custom report (via API) segmented by:

- **previous/next page path**
- **device category**
- **screen resolution**
- **browser type**

### RECOMMENDED:

- ✓ **Include as many GA metrics as possible (do not forget conversion metrics!)**
- ✓ **If your site has substantial traffic, segment further - by device type and browser version**

Page URL address	Device Category	Browser	Next Page Path	Previous Page Path	Screen Resolution	Avg. Time on Page (sec)	Bounce Rate %	Page Entrances	All Goal Completions	Goal Conversion Rate
http://www.Boutiqueh.com	tablet	Safari	/	(entrance)	768x1024	62.21	0	3109	7	0.23%
http://www.Boutiqueh.com	mobile	Safari	/mobile/	(entrance)	320x568	158.20	0	2649	23	0.87%
http://www.Boutiqueh.com	mobile	Safari	/mobile/	(entrance)	320x568	90.23	0	2123	33	1.55%
http://www.Boutiqueh.com	tablet	Safari	/new-york-city/	(entrance)	768x1024	173.55	0	1854	3	0.16%
http://www.Boutiqueh.com	desktop	Safari	/	(entrance)	1440x900	73.19	0	1381	10	0.72%
http://www.Boutiqueh.com	desktop	Safari	/	(entrance)	1280x800	71.06	0	1235	10	0.81%
http://www.Boutiqueh.com	mobile	Safari	/mobile/	(entrance)	320x480	169.27	0	869	0	0.00%
http://www.Boutiqueh.com	desktop	Chrome	/	(entrance)	1366x768	170.22	0	662	7	1.06%
http://www.Boutiqueh.com	desktop	Safari	/	(entrance)	1920x1080	46.58	0	649	0	0.00%
http://www.Boutiqueh.com	desktop	Chrome	/	(entrance)	1920x1080	86.48	0	646	0	0.00%
http://www.Boutiqueh.com	mobile	Chrome	/mobile/	(entrance)	360x640	116.92	0	636	0	0.00%
http://www.Boutiqueh.com	desktop	Chrome	/	(entrance)	1440x900	143.41	0	636	17	2.67%
http://www.Boutiqueh.com	desktop	Safari	/new-york-city/	(entrance)	1440x900	166.35	0	609	3	0.49%
http://www.Boutiqueh.com	desktop	Safari	/new-york-city/	(entrance)	1280x800	167.32	0	602	3	0.50%
http://www.Boutiqueh.com	tablet	Safari	?pk_campaign=Google	(entrance)	768x1024	66.27	0	553	7	1.26%
http://www.Boutiqueh.com	mobile	Chrome	/mobile/	(entrance)	360x640	78.68	0	509	0	0.00%
http://www.Boutiqueh.com	desktop	Internet Explorer	/	(entrance)	1280x1024	93.08	0	496	0	0.00%
http://www.Boutiqueh.com	desktop	Internet Explorer	/	(entrance)	1920x1080	41.13	0	479	3	0.63%
http://www.Boutiqueh.com	desktop	Internet Explorer	/	(entrance)	1366x768	119.08	0	479	7	1.46%
http://www.Boutiqueh.com	mobile	Safari	/mobile/	(entrance)	320x480	88.53	0	439	3	0.68%
http://www.Boutiqueh.com	mobile	Safari	/mobile/new-york-city/	(entrance)	320x568	125.24	0	429	0	0.00%
http://www.Boutiqueh.com	desktop	Chrome	/new-york-city/	(entrance)	1920x1080	157.43	0	429	0	0.00%
http://www.Boutiqueh.com	mobile	Safari	/mobile/london/	(entrance)	320x568	38.63	0	423	0	0.00%
http://www.Boutiqueh.com	desktop	Chrome	/	(entrance)	1280x800	86.81	0	413	3	0.73%
http://www.Boutiqueh.com	tablet	Safari	/south-beach/	(entrance)	768x1024	132.64	0	399	3	0.75%
http://www.Boutiqueh.com	desktop	Safari	/new-york-city/	(entrance)	1920x1080	176.60	0	386	0	0.00%
http://www.Boutiqueh.com	desktop	Chrome	/	(entrance)	1280x1024	102.08	0	373	10	2.68%
http://www.Boutiqueh.com	tablet	Safari	/	(entrance)	320x568	73.22	0	355	0	0.00%

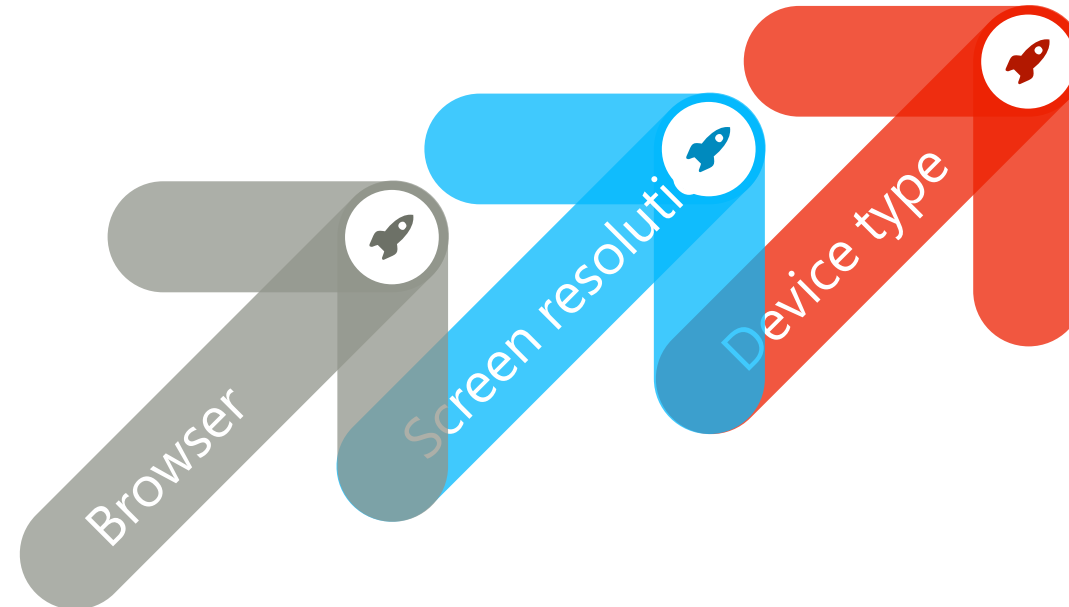
f) Calculate (for the last 365 days):

- number of all combination rows on the report
- number of all goal conversions for each combination row
- average conversion rate for the whole converting audience
- number of rows with conversion rate below the average

AVERAGE FOR ALL CONVERTING AUDIENCE:					5	4	67%	2.
TOTAL PAGE ENTRANCES:					307187			
TOTAL GA DIMENSIONS COMBINATIONS:					528840			
AVERAGE THRESHOLD VALUES:					52	3	86.59%	2.
DESIRED CONVERSION INCREASE (IN %):								
30%								

## 2. PRIORITIZE

GOAL:



**Find specific pages/screen resolutions/browsers/devices you need to optimize first**

## Prioritization process:

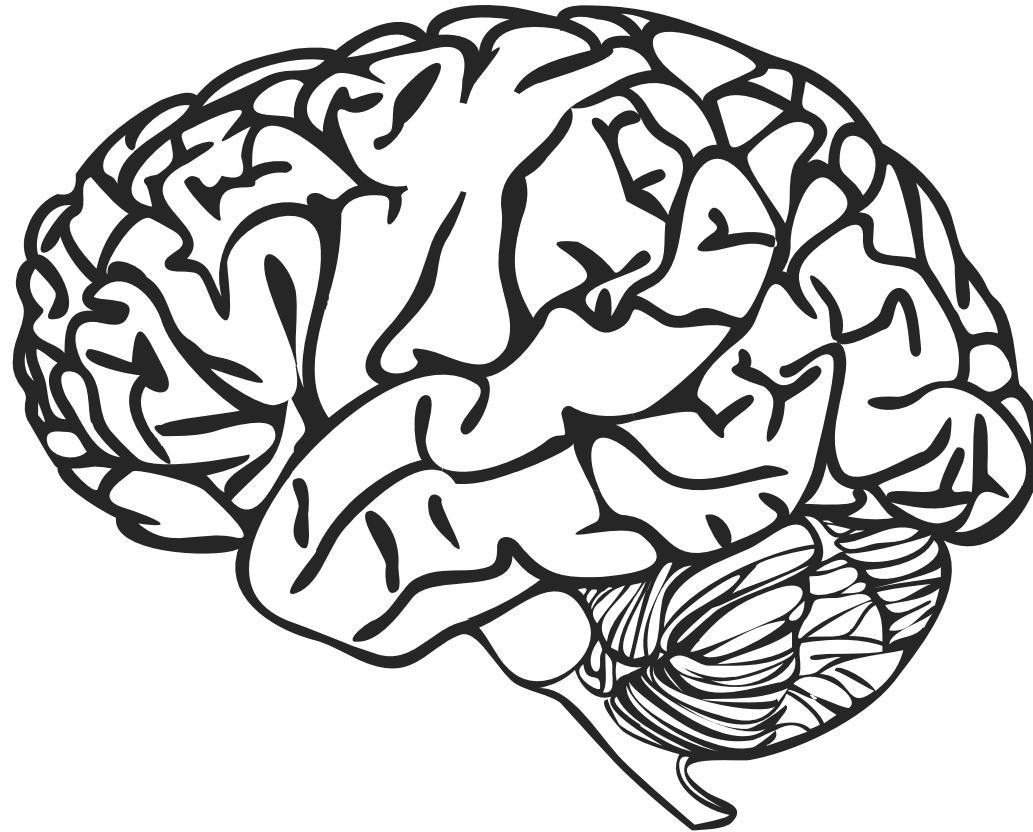
- **a) Define the desired conversion uplift in %**
- **b) Sort all combination rows descending by number of conversions**
- **c) Calculate the number of combination rows you need to optimize for the desired conversion uplift**
- **d) Leave only the rows filtered as above for further analysis**

GOOGLE ANALYTICS DIMENSIONS							GOOGLE ANALYTICS CONVERSION OPTIMIZATION METRICS				
	Page URL address	Device Category	Browser	Next Page Path	Previous Page Path	Screen Resolution	% Exit Rate (from the page)	% On-Site Search Exits	Avg. Page Load Time (sec)	Av	
268	http://www.Boutiquehotels.com/	desktop	Safari	/new-york-city/?+Boul	(entrance)	1920x1080	6%	0%		0	
269	http://www.Boutiquehotels.com/	mobile	Safari	/mobile/san-diego/hot	(entrance)	320x568	13%	0%		0	
270	http://www.Boutiquehotels.com/	mobile	Internet Explorer	/mobile/new-york-city	(entrance)	480x800	6%	0%		0	
271	http://www.Boutiquehotels.com/	desktop	Internet Explorer	/san-francisco/	(entrance)	1920x1080	0%	0%		0	
272	http://www.Boutiquehotels.com/	desktop	Safari	/san-francisco/	(entrance)	1440x900	0%	0%		0	
273	http://www.Boutiquehotels.com/	desktop	Chrome	/south-beach/	(entrance)	1680x1050	0%	0%		0	
274	http://www.Boutiquehotels.com/	desktop	Safari	/	(entrance)	1440x900	0%	0%		0	
275	http://www.Boutiquehotels.com/	desktop	Chrome	/washington-dc/	(entrance)	1920x1080	0%	0%		0	
276	http://www.Boutiquehotels.com/	desktop	Safari	/cms/	(entrance)	1440x900	0%	0%		0	
277	http://www.Boutiquehotels.com/	desktop	Internet Explorer	/	(entrance)	1920x1080	6%	0%		0	
278	http://www.Boutiquehotels.com/	mobile	Safari	/mobile/new-york-city	(entrance)	320x568	70%	0%		0	
279	http://www.Boutiquehotels.com/	desktop	Chrome	/south-beach/	(entrance)	1440x900	13%	0%		0	
280	<b>AVERAGE FOR ALL CONVERTING AUDIENCE:</b>						75%				
282	<b>TOTAL PAGE ENTRANCES:</b>										
283	<b>TOTAL GA DIMENSIONS COMBINATIONS:</b>										
284	<b>AVERAGE THRESHOLD VALUES:</b>						52.18%				
285	<b>DESIRED CONVERSION INCREASE (IN %):</b>										
286	30%										
287											
288											

d)

a)

# 3. ANALYZE



GOAL:

Analyze and dissect the main CRO issues

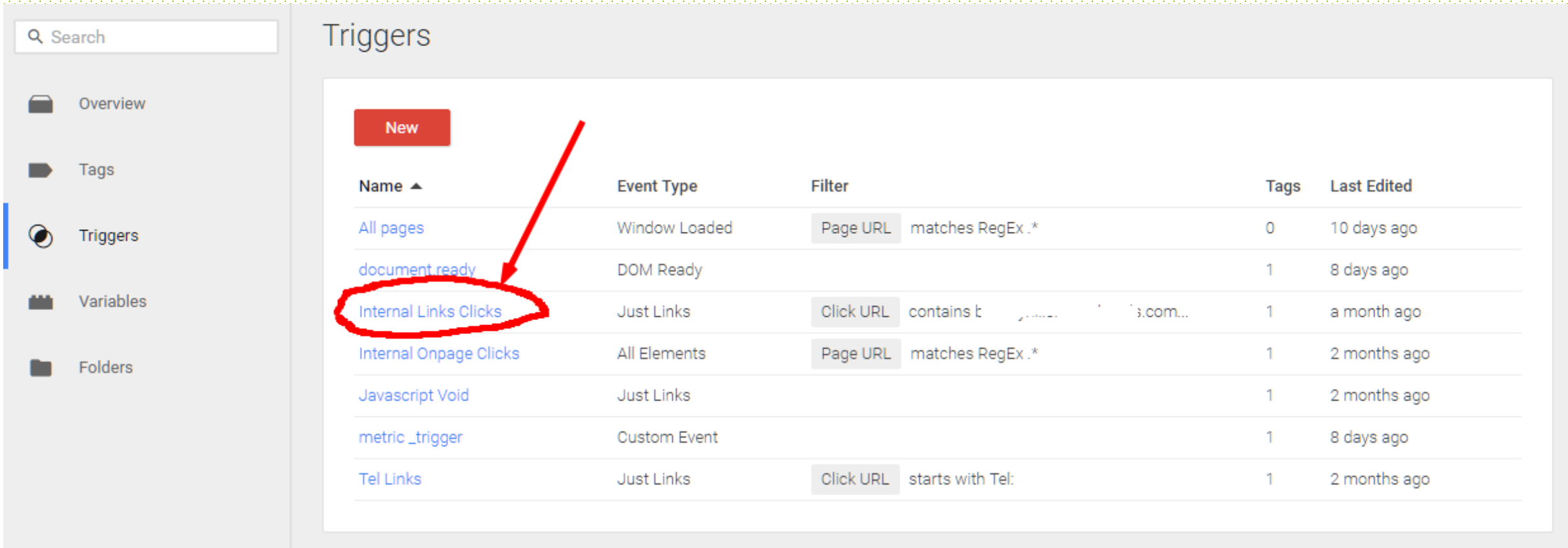
# a) Run detailed technical analysis of all filtered pages

(use SEOTools for Excel, URL Profiler or similar software)

1	Page Title	Title Length	URL	Page Path	Description	Description Length	Word Count	Sentence Count	Header Count	Paragraph Count	Reading Time
2	Enhance Your Hotel Experience - Boutiq	54	http://www.Boutiqueh/		N/A	0	371	69	24	41	01:51
3	- Boutique Hotels	24	http://www.Boutiqueh/		N/A	0	106	13	4	5	00:31
4	- Boutique Hotels	24	http://www.Boutiqueh/		N/A	0	162	18	5	6	00:48
5	- Boutique Hotels	24	http://www.Boutiqueh/		N/A	0	107	14	5	5	00:32
6	- Boutique Hotels	24	http://www.Boutiqueh/		N/A	0	106	13	4	5	00:31
7	1 Hotel South Beach - Boutique Hotels	44	http://www.Boutiqueh/south-beach/		N/A	0	404	46	15	19	02:01
8	1 Hotel South Beach - Boutique Hotels	44	http://www.Boutiqueh/south-beach/1-hotel		N/A	0	341	134	99	31	01:42
9	1 Hotel South Beach - Boutique Hotels	44	http://www.Boutiqueh/south-beach/1-hotel		N/A	0	178	26	9	13	00:53
10	1 Hotel South Beach - Boutique Hotels	44	http://www.Boutiqueh/south-beach/1-hotel		N/A	0	253	32	11	14	01:15
11	70 Park Avenue Hotel - Boutique Hotels	45	http://www.Boutiqueh/new-york-city/		N/A	0	452	50	16	22	02:15
12	70 Park Avenue Hotel - Boutique Hotels	45	http://www.Boutiqueh/new-york-city/70par		N/A	0	256	77	49	21	01:16
13	70 Park Avenue Hotel - Boutique Hotels	45	http://www.Boutiqueh/new-york-city/70par		N/A	0	198	29	9	13	00:59
14	70 Park Avenue Hotel - Boutique Hotels	45	http://www.Boutiqueh/new-york-city/70par		N/A	0	396	44	15	17	01:58
15	Ace Hotel Downtown Los Angeles - Bout	55	http://www.Boutiqueh/los-angeles-and-area		N/A	0	432	41	13	13	02:09
16	Ace Hotel Downtown Los Angeles - Bout	55	http://www.Boutiqueh/los-angeles-and-area		N/A	0	222	62	41	14	01:06
17	Ace Hotel Downtown Los Angeles - Bout	55	http://www.Boutiqueh/los-angeles-and-area		N/A	0	175	20	6	7	00:52
18	Ace Hotel Downtown Los Angeles - Bout	55	http://www.Boutiqueh/los-angeles-and-area		N/A	0	238	26	8	8	01:11
19	Acqualina Resort and Spa - Boutique Hot	49	http://www.Boutiqueh/miami-beach/		N/A	0	451	49	16	19	02:15
20	Acqualina Resort and Spa - Boutique Hot	49	http://www.Boutiqueh/miami-beach/acqual		N/A	0	250	82	54	22	01:15
21	Acqualina Resort and Spa - Boutique Hot	49	http://www.Boutiqueh/miami-beach/acqual		N/A	0	178	28	9	13	00:53
22	Acqualina Resort and Spa - Boutique Hot	49	http://www.Boutiqueh/miami-beach/acqual		N/A	0	239	33	11	14	01:11
23	Andaz Fifth Avenue - Boutique Hotels	43	http://www.Boutiqueh/new-york-city/		N/A	0	438	49	16	20	02:11
24	Andaz Fifth Avenue - Boutique Hotels	43	http://www.Boutiqueh/new-york-city/andaz		N/A	0	328	113	79	27	01:38
25	Andaz Fifth Avenue - Boutique Hotels	43	http://www.Boutiqueh/new-york-city/andaz		N/A	0	211	29	9	13	01:03
26	Andaz Fifth Avenue - Boutique Hotels	43	http://www.Boutiqueh/new-york-city/andaz		N/A	0	424	48	16	17	02:07
27	Andaz Maui at Wailea - Boutique Hotels	45	http://www.Boutiqueh/hawaii/		N/A	0	426	46	16	19	02:07
28	Andaz Maui at Wailea - Boutique Hotels	45	http://www.Boutiqueh/hawaii/andaz-maui-a		N/A	0	324	128	94	30	01:37
29	Andaz Maui at Wailea - Boutique Hotels	45	http://www.Boutiqueh/hawaii/andaz-maui-a		N/A	0	178	28	9	13	00:53

## b) Run on-page internal links CTR report for each page

(use "Internal Links" GA dimension - previously configured in Google Tag Manager)



The screenshot shows the Google Tag Manager interface for configuring triggers. On the left is a sidebar with navigation options: Overview, Tags, Triggers (selected), Variables, and Folders. The main area is titled 'Triggers' and contains a 'New' button and a table of existing triggers.

Name ▲	Event Type	Filter	Tags	Last Edited
<a href="#">All pages</a>	Window Loaded	Page URL matches RegEx .*	0	10 days ago
<a href="#">document ready</a>	DOM Ready		1	8 days ago
<a href="#">Internal Links Clicks</a>	Just Links	Click URL contains t...s.com...	1	a month ago
<a href="#">Internal Onpage Clicks</a>	All Elements	Page URL matches RegEx .*	1	2 months ago
<a href="#">Javascript Void</a>	Just Links		1	2 months ago
<a href="#">metric_trigger</a>	Custom Event		1	8 days ago
<a href="#">Tel Links</a>	Just Links	Click URL starts with Tel:	1	2 months ago

## Goal URLs

Customize Email Export Add to Dashboard Shortcut



Sessions with Conversions  
100.00% Goal Completions



+ Add Segment

Goal Option:

Goal 5: Internal clicks

### Explorer

Internal clicks (Goal 5 Completions)

VS. Select a metric

Internal clicks (Goal 5 Completions)

2,000

1,000

Thursday, May 19, 2016

Primary Dimension: Goal Completion Location

Secondary dimension

Goal Completion Location ?	Internal clicks (Goal 5 Completions) ?
<b>Sessions with Conversions</b>	<b>1,990</b> % of Total: 100.00% (1,990)
1. /	159 (7.99%)
2. /weekly-specials/?+Luxury+Newsletter=	131 (6.58%)
3. /mobile/weekly-specials/?+Luxury+Newsletter=	113 (5.68%)
4. (entrance)	56 (2.81%)

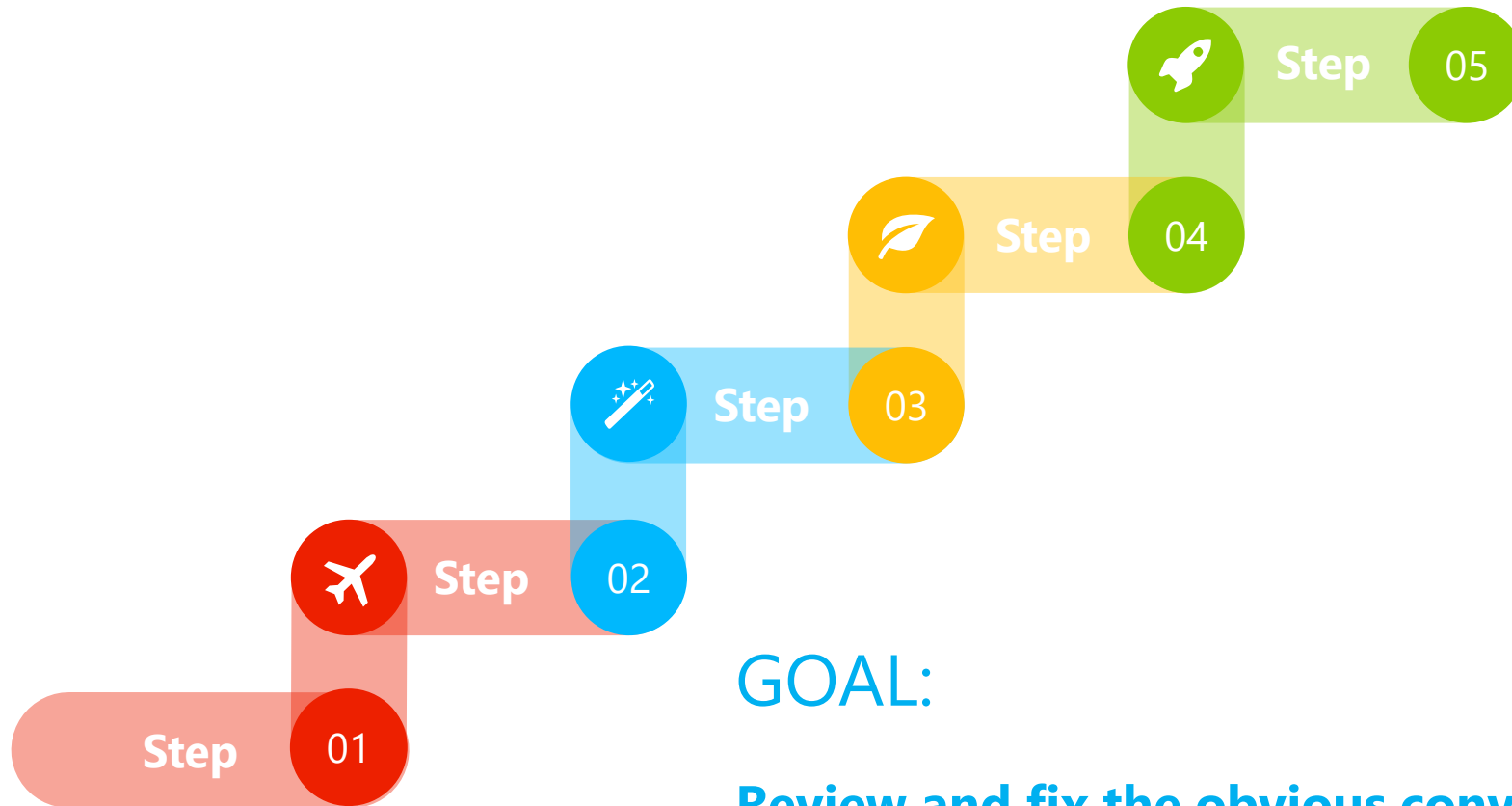
	A	B	C	D	E
1	Page	Page Path	Navigation link clicked	Clicks	% of all navigation clicks on the page
+ 7669	(entrance) Total	(entrance)		300815	100%
+ 8683	/ Total	/		45889	100%
+ 8689	/about.aspx Total	/about.aspx		16	100%
+ 8702	/autumn-sale-2015/ Total	/autumn-sale-2015/		36	100%
+ 8744	/black-friday-2015/ Total	/black-friday-2015/		308	100%
+ 8805	/boston/ Total	/boston/		2150	100%
+ 8823	/boston/alternate/ Total	/boston/alternate/		86	100%
+ 8841	/boston/battery-wharf-hotel Total	/boston/battery-wharf-hotel		157	100%
+ 8846	/boston/battery-wharf-hotel/ Total	/boston/battery-wharf-hotel/		28	100%
8847		/boston/battery-wharf-hotel/location/	/boston/battery-wharf-hotel/rooms/	8	57%
8848		/boston/battery-wharf-hotel/location/	/boston/	2	14%
8849		/boston/battery-wharf-hotel/location/	/boston/battery-wharf-hotel	2	14%
8850		/boston/battery-wharf-hotel/location/	/boston/battery-wharf-hotel/location/	2	14%
- 8851	/boston/battery-wharf-hotel/location/	/boston/battery-wharf-hotel/location/		14	100%
+ 8853	/boston/battery-wharf-hotel/policies/	/boston/battery-wharf-hotel/policies/		2	100%
+ 8865	/boston/battery-wharf-hotel/rooms/	/boston/battery-wharf-hotel/rooms/		75	100%
+ 8896	/boston/boston-harbor-hotel Total	/boston/boston-harbor-hotel		345	100%
+ 8898	/boston/boston-harbor-hotel/ Total	/boston/boston-harbor-hotel/		2	100%
+ 8901	/boston/boston-harbor-hotel/location/	/boston/boston-harbor-hotel/location/		14	100%
+ 8903	/boston/boston-harbor-hotel/policies/	/boston/boston-harbor-hotel/policies/		2	100%
+ 8919	/boston/boston-harbor-hotel/rooms/	/boston/boston-harbor-hotel/rooms/		125	100%
+ 8935	/boston/colonnade-hotel-boston Total	/boston/colonnade-hotel-boston		138	100%
+ 8939	/boston/colonnade-hotel-boston/	/boston/colonnade-hotel-boston/		8	100%
+ 8944	/boston/colonnade-hotel-boston/location/	/boston/colonnade-hotel-boston/location/		14	100%
+ 8947	/boston/colonnade-hotel-boston/policies/	/boston/colonnade-hotel-boston/policies/		6	100%
+ 8962	/boston/colonnade-hotel-boston/rooms/	/boston/colonnade-hotel-boston/rooms/		54	100%
+ 8980	/boston/copley-square-hotel-boston	/boston/copley-square-hotel-boston		162	100%

## b) Run navigational links CTR report for all site pages

(site-wide summary of the above report)

1	Navigation link clicked	Clicks	% of all navigation link clicks sitewide
2	(entrance)	300815	24.391%
3	/mobile/site-nav.html	70503	5.717%
4	/	45889	3.721%
5	/mobile/	28476	2.309%
6	/new-york-city/	21500	1.743%
7	/mobile/search	11815	0.958%
8	/miami/	11771	0.954%
9	/mobile/new-york-city	7251	0.588%
10	/mobile/new-york-city/hotel/theplaza-hotel-new-york	7199	0.584%
11	/search	6455	0.523%
12	/mobile/miami	6214	0.504%
13	/las-vegas/	6077	0.493%
14	/mobile/las-vegas	5445	0.442%
15	/los-angeles/	5272	0.427%
16	/chicago/	5181	0.420%
17	/mobile/new-york-city/	5142	0.417%
18	/mobile/las-vegas/hotel/aria-resort-casino-hotel-las-vegas	3999	0.324%
19	/mobile/new-york-city/hotel/trump-soho-hotel-new-york	3595	0.291%
20	/new-york-city/theplaza-hotel-new-york	3491	0.283%
21	/san-francisco/	3348	0.271%
22	/weekly-specials/	3048	0.247%
23	/mobile/las-vegas/hotel/aria-resort-casino-hotel-las-vegas/deluxe-room	2832	0.230%
24	/new-york-city/trump-soho-hotel-new-york	2799	0.227%
25	/hawaii/	2796	0.227%
26	/mobile/chicago	2784	0.226%
27	/miami/setai-hotel-south-beach-miami	2783	0.226%

# 4. OPTIMIZE

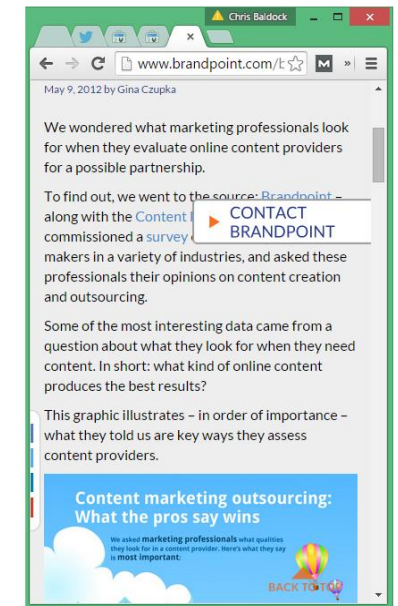
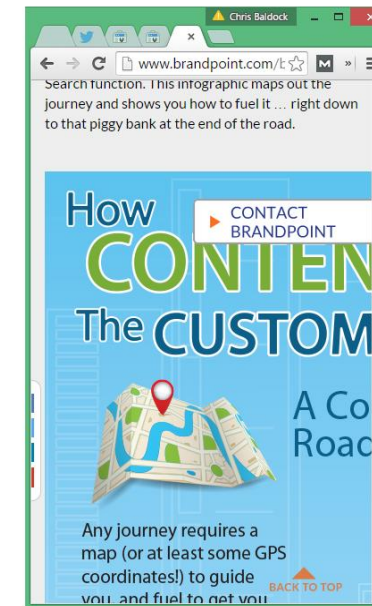
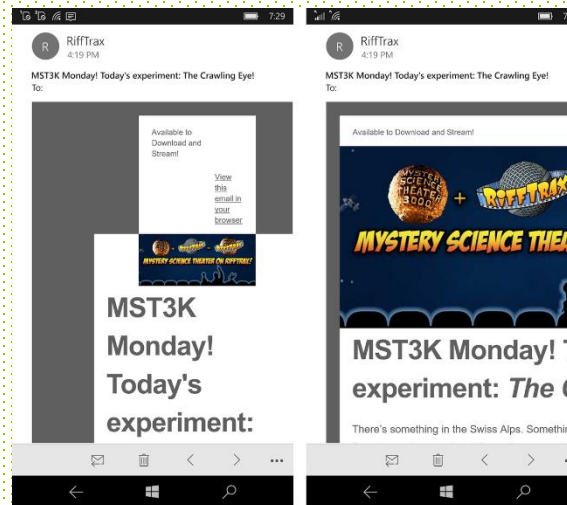
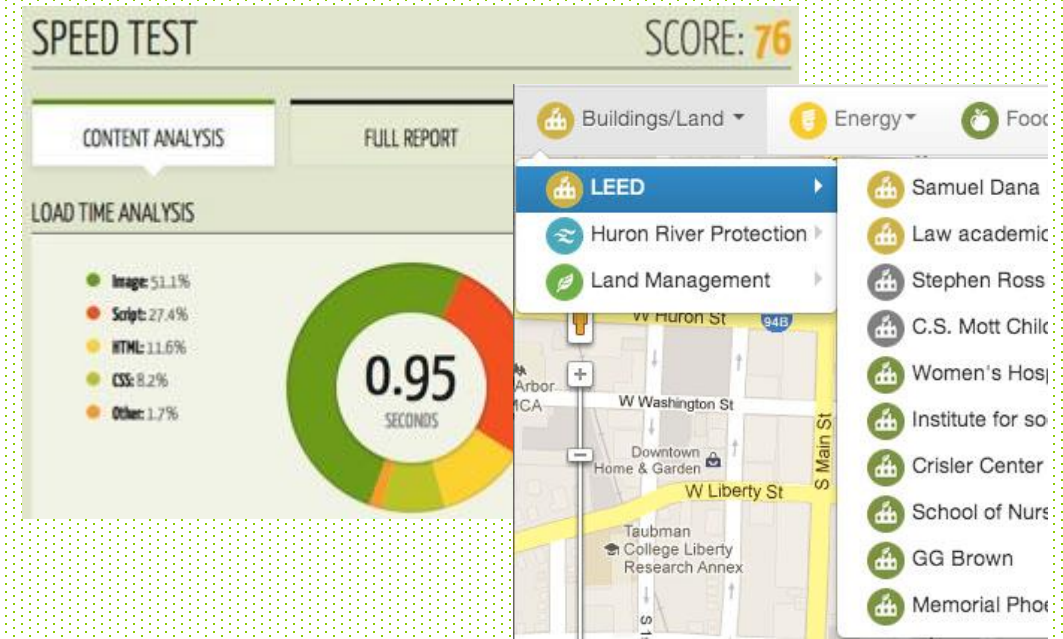


GOAL:

**Review and fix the obvious conversion problems**

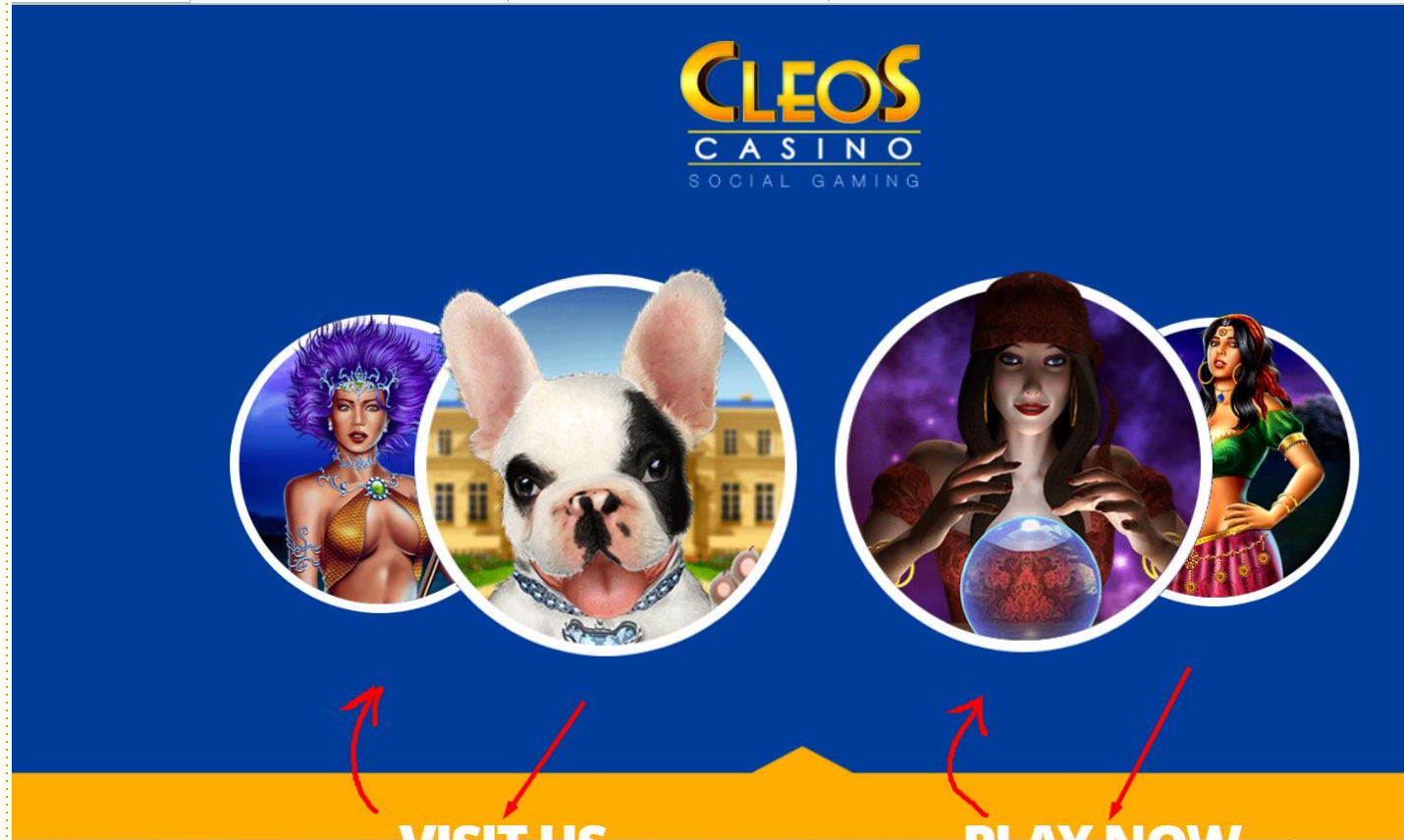
## a) Fix the major technical issues:

- specific resolution layout faults
- device rendering problems
- site navigation issues
- slow page speed
- link errors



## b) Enhance or fix CTA position

(check how the page looks like in the most problematic resolution first):



# c) Improve content relevancy

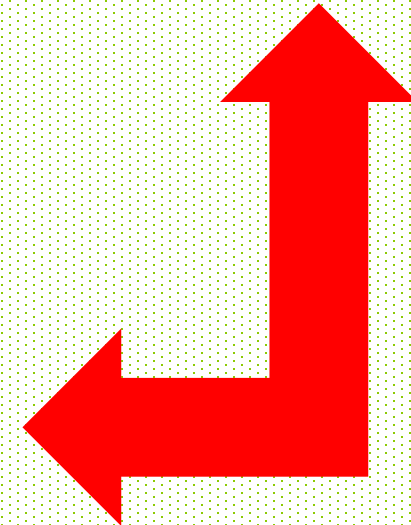
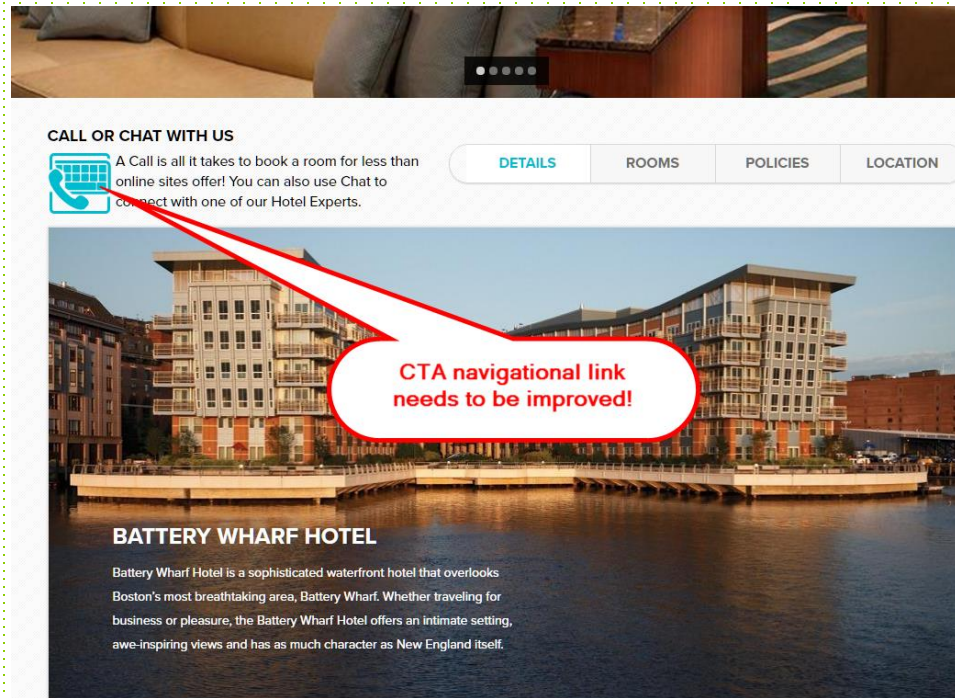
(check the page's readability indexes from the technical CRO report)

1	Page Title	Title Length	URL	Page Path	Content Word 4	Content Word 5	Sentiment	Sentiment Score	Dale-Chall Score	Flesch Kincaid Grade Level	Flesch Kincaid
2	Enhance Your Hotel Experience - Boutiq	54	http://www.Boutiqueh/		collection	hand-picked	Positive	37	11	6	
3	- Boutique Hotels	24	http://www.Boutiqueh/		Boutique	hotels	Positive	8	9	5.6	
4	- Boutique Hotels	24	http://www.Boutiqueh/		beaches	miami	Positive	25	9.2	5.3	
5	- Boutique Hotels	24	http://www.Boutiqueh/		Boutique	hotels	Positive	8	9	5.2	
6	- Boutique Hotels	24	http://www.Boutiqueh/		Boutique	hotels	Positive	8	9	5.6	
7	1 Hotel South Beach - Boutique Hotels	44	http://www.Boutiqueh/south-beach/		stars	rates	Positive	29	9.2	4.6	
8	1 Hotel South Beach - Boutique Hotels	44	http://www.Boutiqueh/south-beach/1-hotel		technology	miscellaneous	Positive	11	10	6.5	
9	1 Hotel South Beach - Boutique Hotels	44	http://www.Boutiqueh/south-beach/1-hotel		rates	south	Positive	11	8.9	3.7	
10	1 Hotel South Beach - Boutique Hotels	44	http://www.Boutiqueh/south-beach/1-hotel		rates	south	Positive	16	9.3	4.7	
11	70 Park Avenue Hotel - Boutique Hotels	45	http://www.Boutiqueh/new-york-city/		complimentary	stars	Positive	59	9.8	6.5	
12	70 Park Avenue Hotel - Boutique Hotels	45	http://www.Boutiqueh/new-york-city/70par		technology	miscellaneous	Positive	27	10	5.5	
13	70 Park Avenue Hotel - Boutique Hotels	45	http://www.Boutiqueh/new-york-city/70par			hotels	Positive	27	9.6	4.3	
14	70 Park Avenue Hotel - Boutique Hotels	45	http://www.Boutiqueh/new-york-city/70par		stars		Positive	38	9.8	5.8	
15	Ace Hotel Downtown Los Angeles - Bout	55	http://www.Boutiqueh/los-angeles-and-area			hotels	Positive	47	10	6.7	
16	Ace Hotel Downtown Los Angeles - Bout	55	http://www.Boutiqueh/los-angeles-and-area		overview	bathroom	Positive	19	10.2	6.3	
17	Ace Hotel Downtown Los Angeles - Bout	55	http://www.Boutiqueh/los-angeles-and-area		hotels	rates	Positive	19	9.8	6.1	
18	Ace Hotel Downtown Los Angeles - Bout	55	http://www.Boutiqueh/los-angeles-and-area		hotels		Positive	32	10.4	7	
19	Acqualina Resort and Spa - Boutique Hot	49	http://www.Boutiqueh/miami-beach/		pool	stars	Positive	42	10.1	6.4	
20	Acqualina Resort and Spa - Boutique Hot	49	http://www.Boutiqueh/miami-beach/acqual		technology	miscellaneous	Positive	11	10.9	6.4	
21	Acqualina Resort and Spa - Boutique Hot	49	http://www.Boutiqueh/miami-beach/acqual		resort		Positive	11	9.9	4.1	
22	Acqualina Resort and Spa - Boutique Hot	49	http://www.Boutiqueh/miami-beach/acqual		hotel	sunny	Positive	13	9.9	4.8	
23	Andaz Fifth Avenue - Boutique Hotels	43	http://www.Boutiqueh/new-york-city/			andaz	Positive	52	10.2	6.2	
24	Andaz Fifth Avenue - Boutique Hotels	43	http://www.Boutiqueh/new-york-city/andaz		technology	miscellaneous	Positive	21	10.7	6	
25	Andaz Fifth Avenue - Boutique Hotels	43	http://www.Boutiqueh/new-york-city/andaz		hotels	rates	Positive	21	9.6	4.7	
26	Andaz Fifth Avenue - Boutique Hotels	43	http://www.Boutiqueh/new-york-city/andaz		stars		Positive	33	10.1	5.8	
27	Andaz Maui at Wailea - Boutique Hotels	45	http://www.Boutiqueh/hawaii/		hotel		Positive	42	10.8	6.3	
28	Andaz Maui at Wailea - Boutique Hotels	45	http://www.Boutiqueh/hawaii/andaz-maui-c		technology	miscellaneous	Positive	11	10.5	6.5	

# d) Analyze navigational links CTR

(if people click more on FAQ page than on CTA link - you have a problem!)

1	2	3	A	B	C	D	E	F
1	Page	Page Path	Navigation link clicked	Clicks	% of all navigation clicks on the page			
8846	/boston/battery-wharf-hotel/ Total	/boston/battery-wharf-hotel/	CTA page link - lowest CTR	28	100%			
8847		/boston/battery-wharf-hotel/rooms/		8	57%			
8848		/boston/battery-wharf-hotel/location/		2	14%			
8849		/boston/battery-wharf-hotel/location/		2	14%			
8850		/boston/battery-wharf-hotel/location/		2	14%			



# e) Optimize content for top previous and next page path

(check the page's content relevancy to its visitors search funnel)

1	Page URL address	Page Title	Device Category	Previous Page Path	Next Page Path	% New Visitor Sessions	Avg. Time on Page (sec)	All Goal Completions	Goal Conversion Rate
2	http://www.Boutiquehotels.com/Boutique-Hotels-Vacations	Boutique Hotels - Vacations	desktop	(n (entrance))	/	47.67%	82	101	0.66%
3	http://www.Boutiquehotels.com/Boutique-Hotels-Vacations	Boutique Hotels - Vacations	tablet	(n (entrance))	/	52.24%	62	8	0.21%
4	http://www.Boutiquehotels.com/Enhance-Your-Hotel-Experience	Enhance Your Hotel Experience	desktop	(n (entrance))	/	43.76%	90	8	0.43%
5	http://www.Boutiquehotels.com/New-York-City-Boutique-Hotels	New York City Boutique Hotels	desktop	(n (entrance))	/new-york-city/?+Boutique	46.09%	133	13	0.92%
6	http://www.Boutiquehotels.com/New-York-City-Boutique-Hotels	New York City Boutique Hotels	desktop	(n (entrance))	/	73.47%	182	13	1.11%
7	http://www.Boutiquehotels.com/Boutique-Hotels-Enhance-Your-Experience	Boutique Hotels - Enhance Your Experience	desktop	(n (entrance))	/	52.09%	69	0	0.00%
8	http://www.Boutiquehotels.com/South-Beach-Boutique-Hotel	South Beach Boutique Hotel	desktop	(n (entrance))	/	83.61%	131	8	0.84%
9	http://www.Boutiquehotels.com/Boutique-Hotels-Vacations	Boutique Hotels - Vacations	desktop	(n (entrance))	/	46.35%	74	0	0.00%
10	http://www.Boutiquehotels.com/New-York-City-Boutique-Hotels	New York City Boutique Hotels	mobile	(n (entrance))	/mobile/new-york-city	53.56%	82	0	0.00%
11	http://www.Boutiquehotels.com/Enhance-Your-Hotel-Experience	Enhance Your Hotel Experience	tablet	(n (entrance))	/	43.71%	77	8	1.60%
12	http://www.Boutiquehotels.com/Black-Friday-Cyber-Monday	(not set)	mobile	(n (entrance))	/mobile/black-friday-2014	53.39%	91	0	0.00%
13	http://www.Boutiquehotels.com/Boutique-Hotels-Vacations	Boutique Hotels - Vacations	desktop	(n (entrance))	?+Boutique+Newsletters	57.78%	58	0	0.00%
14	http://www.Boutiquehotels.com/New-York-City-Boutique-Hotels	New York City Boutique Hotels	tablet	(n (entrance))	/new-york-city/?+Boutique	49.32%	103	8	2.18%
15	http://www.Boutiquehotels.com/Chicago-Boutique-Hotels-Vacations	Chicago Boutique Hotels - Vacations	desktop	(n (entrance))	/chicago/?+Boutique+Vacations	48.90%	126	4	1.10%
16	http://www.Boutiquehotels.com/Hollywood-Boutique-Hotels-Vacations	Hollywood Boutique Hotels - Vacations	desktop	(n (entrance))	/	88.59%	149	0	0.00%
17	http://www.Boutiquehotels.com/South-Beach-Boutique-Hotel	South Beach Boutique Hotel	desktop	(n (entrance))	/south-beach/?+Boutique	41.74%	163	4	1.20%
18	http://www.Boutiquehotels.com/Hawaii-Boutique-Hotels-Vacations	Hawaii Boutique Hotels - Vacations	desktop	(n (entrance))	/hawaii/?+Boutique+Vacations	49.85%	175	0	0.00%
19	http://www.Boutiquehotels.com/South-Beach-Boutique-Hotel	South Beach Boutique Hotel	tablet	(n (entrance))	/	82.18%	161	0	0.00%
20	http://www.Boutiquehotels.com/San-Francisco-Boutique-Hotels-Vacations	San Francisco Boutique Hotels - Vacations	desktop	(n (entrance))	/san-francisco/?+Boutique	49.14%	212	8	2.75%
21	http://www.Boutiquehotels.com/San-Diego-Boutique-Hotels-Vacations	San Diego Boutique Hotels - Vacations	desktop	(n (entrance))	/san-diego/?+Boutique	52.13%	120	0	0.00%
22	http://www.Boutiquehotels.com/Boutique-Hotels-Vacations	Boutique Hotels - Vacations	mobile	(n (entrance))	/	39.57%	142	4	1.44%
23	http://www.Boutiquehotels.com/Boutique-Hotels-Enhance-Your-Experience	Boutique Hotels - Enhance Your Experience	tablet	(n (entrance))	/	48.56%	71	4	1.44%
24	#N/A	Black Friday/Cyber Monday	desktop	(n (entrance))	/black-friday-2014/?+Black-Friday	41.51%	149	0	0.00%
25	http://www.Boutiquehotels.com/New-York-City-Boutique-Hotels	New York City Boutique Hotels	tablet	(n (entrance))	/	82.38%	164	13	4.98%
26	http://www.Boutiquehotels.com/South-Beach-Boutique-Hotel	South Beach Boutique Hotel	mobile	(n (entrance))	/mobile/south-beach/?+Boutique	62.84%	45	0	0.00%
27	http://www.Boutiquehotels.com/London-Vacations	London - Vacations	desktop	(n (entrance))	/london/?+Boutique+Vacations	49.00%	104	4	1.61%
28	http://www.Boutiquehotels.com/Chicago-Boutique-Hotels-Vacations	Chicago Boutique Hotels - Vacations	desktop	(n (entrance))	/	75.42%	192	0	0.00%

f) Fix incompliance with any of the Unbounce Principles of Conversion Design (if your time & budget allow)

Download the free Unbounce ebook here:  
<http://unbounce.com/conversion-centered-design-guide/>

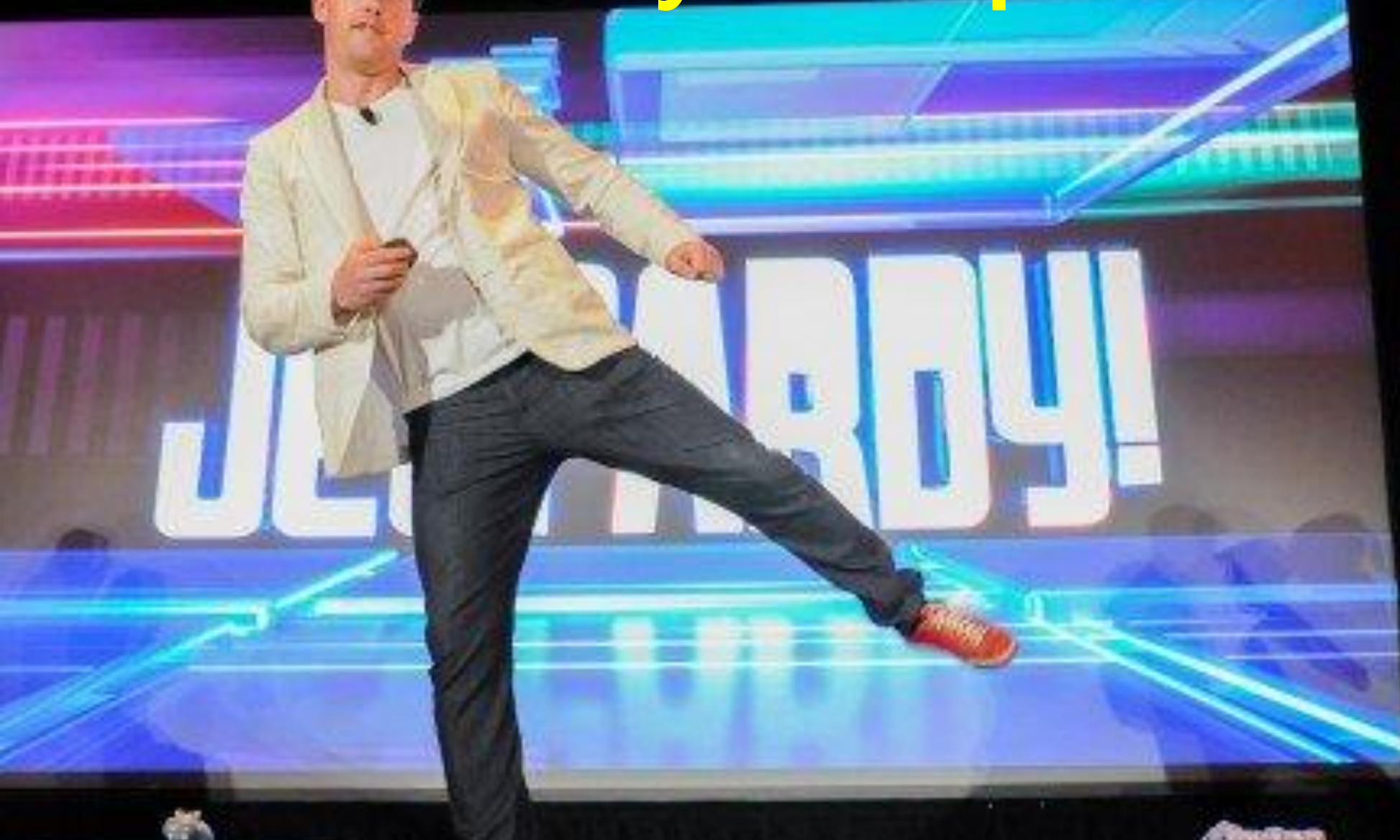
GOOGLE ANALYTICS DIMENSIONS						Conversion Design Principles Applied ?							
Page URL address	Device Category	Browser	Next Page Path	Previous Page Path	Screen Resolution	Direction	Motion	Affordance	Contrast	Nesting	Highlighting	Whitespace	Anomal
http://www.Boutiquehotels.com/desktop		Safari	/new-york-city/?+Bou	(entrance)	1920x1080	NO	YES	YES	YES	YES	YES	NO	YES
http://www.Boutiquehotels.com/mobile	mobile	Safari	/mobile/san-diego/hot	(entrance)	320x568	NO	NO	YES	YES	YES	YES	YES	NO
http://www.Boutiquehotels.com/mobile		Internet Explorer	/mobile/new-york-city	(entrance)	480x800	YES	YES	YES	NO	NO	NO	YES	NO
http://www.Boutiquehotels.com/desktop		Internet Explorer	/san-francisco/	(entrance)	1920x1080	NO	NO	NO	NO	NO	NO	NO	NO
http://www.Boutiquehotels.com/desktop		Safari	/san-francisco/	(entrance)	1440x900	NO	YES	NO	YES	YES	YES	NO	NO
http://www.Boutiquehotels.com/desktop		Chrome	/south-beach/	(entrance)	1680x1050	YES	NO	NO	YES	NO	NO	NO	NO
http://www.Boutiquehotels.com/desktop		Safari	/	(entrance)	1440x900	YES	YES	YES	YES	YES	NO	YES	YES
http://www.Boutiquehotels.com/desktop		Chrome	/washington-dc/	(entrance)	1920x1080	NO	NO	YES	NO	NO	YES	YES	NO
http://www.Boutiquehotels.com/desktop		Safari	/cms/	(entrance)	1440x900	NO	NO	NO	NO	NO	NO	NO	YES
http://www.Boutiquehotels.com/desktop		Internet Explorer	/	(entrance)	1920x1080	NO	NO	YES	YES	NO	YES	YES	YES
http://www.Boutiquehotels.com/mobile	mobile	Safari	/mobile/new-york-city	(entrance)	320x568	NO	NO	NO	NO	YES	YES	YES	NO
http://www.Boutiquehotels.com/desktop	desktop	Chrome	/south-beach/	(entrance)	1440x900	YES	YES	YES	NO	YES	NO	NO	YES

## NOW - RINSE & REPEAT



- To increase conversion rate **further** - go back to Step 2
- Prioritize and optimize next pages' batch
- Loop this process until **all site pages are optimized**
- The process can be customized for your specific KPI

**Now you can proceed...**

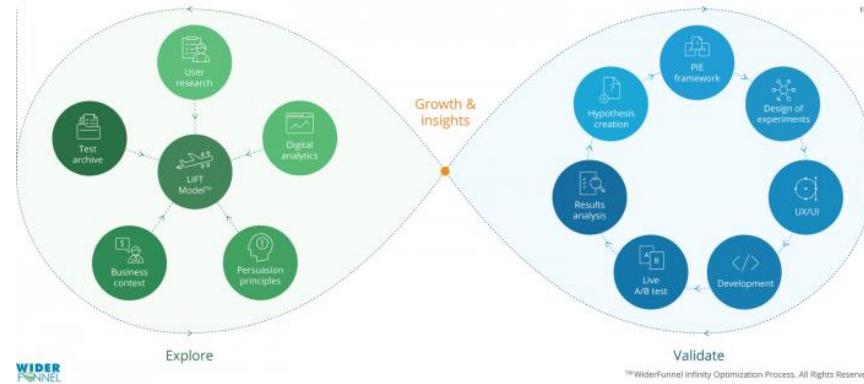
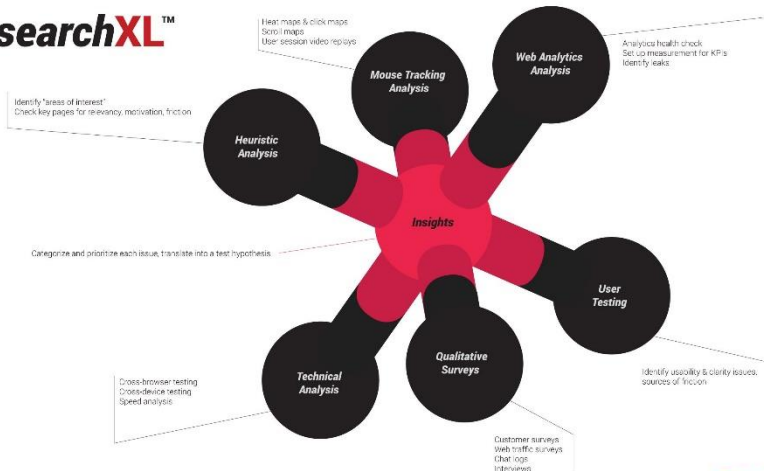


**WITH MORE CRUCIAL CHANGES !**

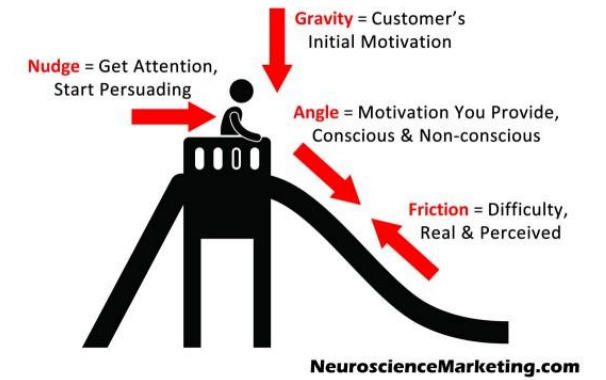


# AND YOUR FAVORITE A/B TESTING MODEL

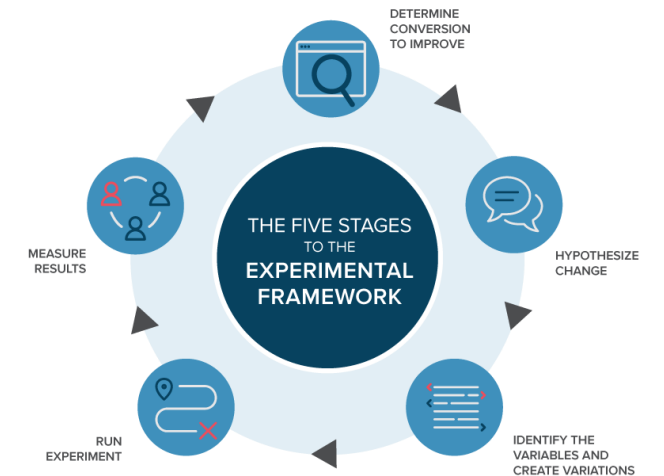
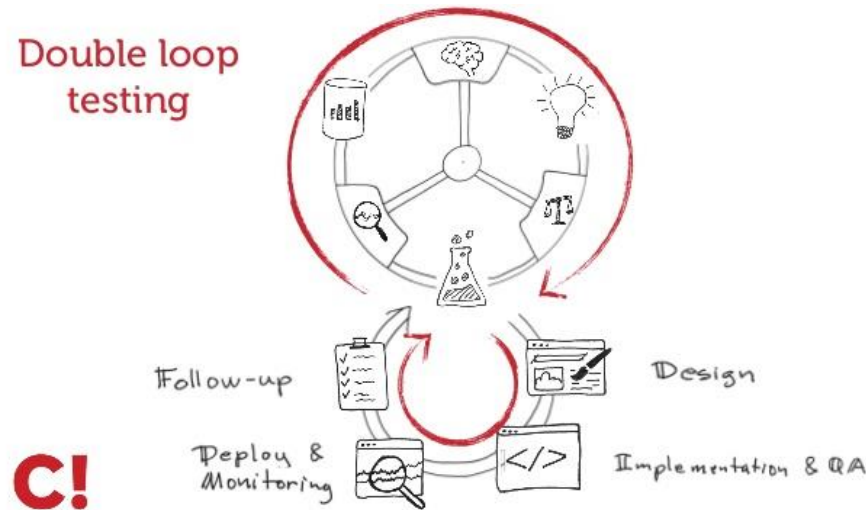
**ResearchXL™**



## The Persuasion Slide™



## Double loop testing





**REMEMBER: Proactive CRO is only the first step!**  
**It helps minimize risks but will not replace testing process!**



**Rather, think of it as the primary stage of the...**

STAGE 1:  
PROACTIVE CRO

STAGE 2:  
A/B TESTING

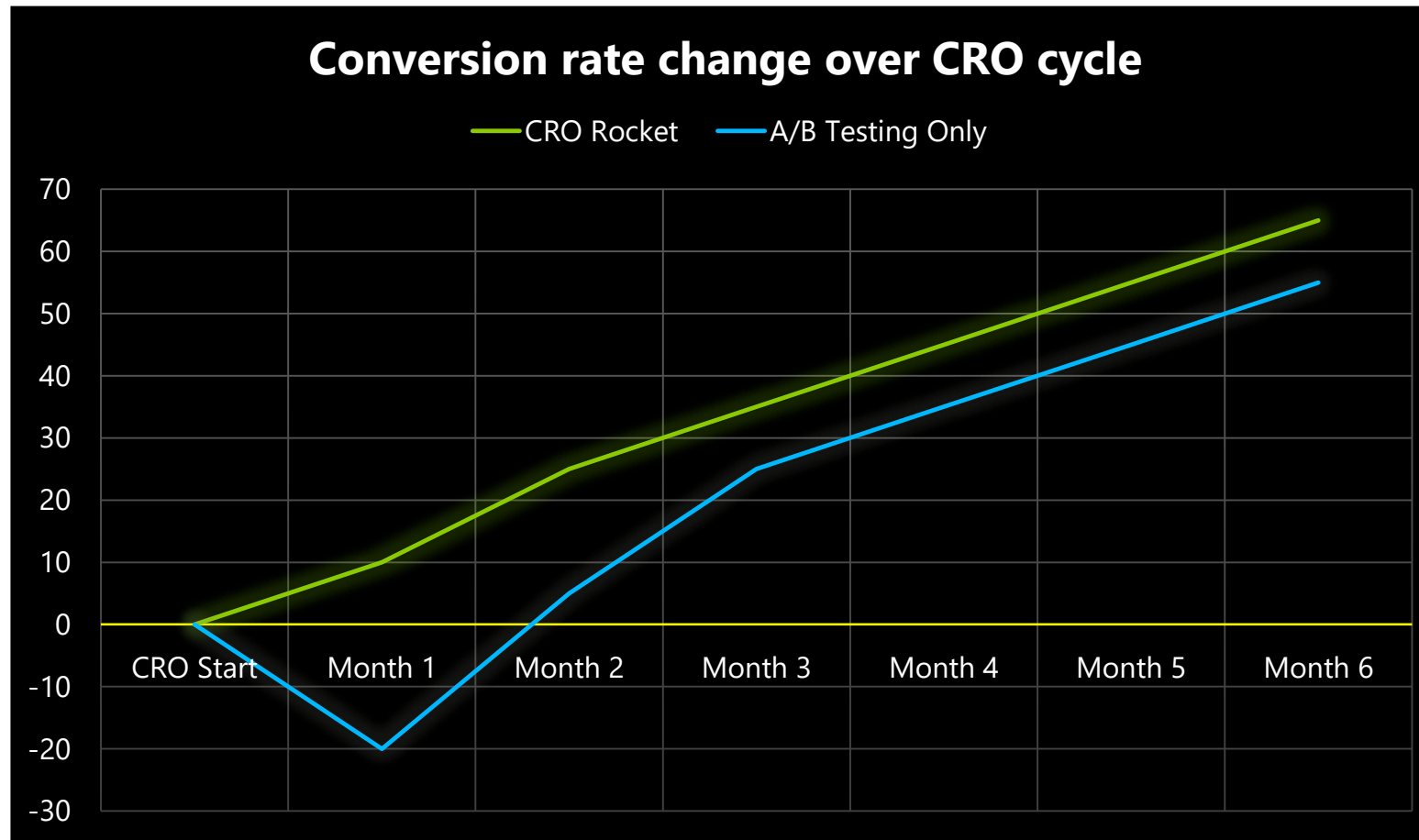
# CRO ROCKET LAUNCH



Bring your A/B testing shuttle  
to the conversion orbit first!

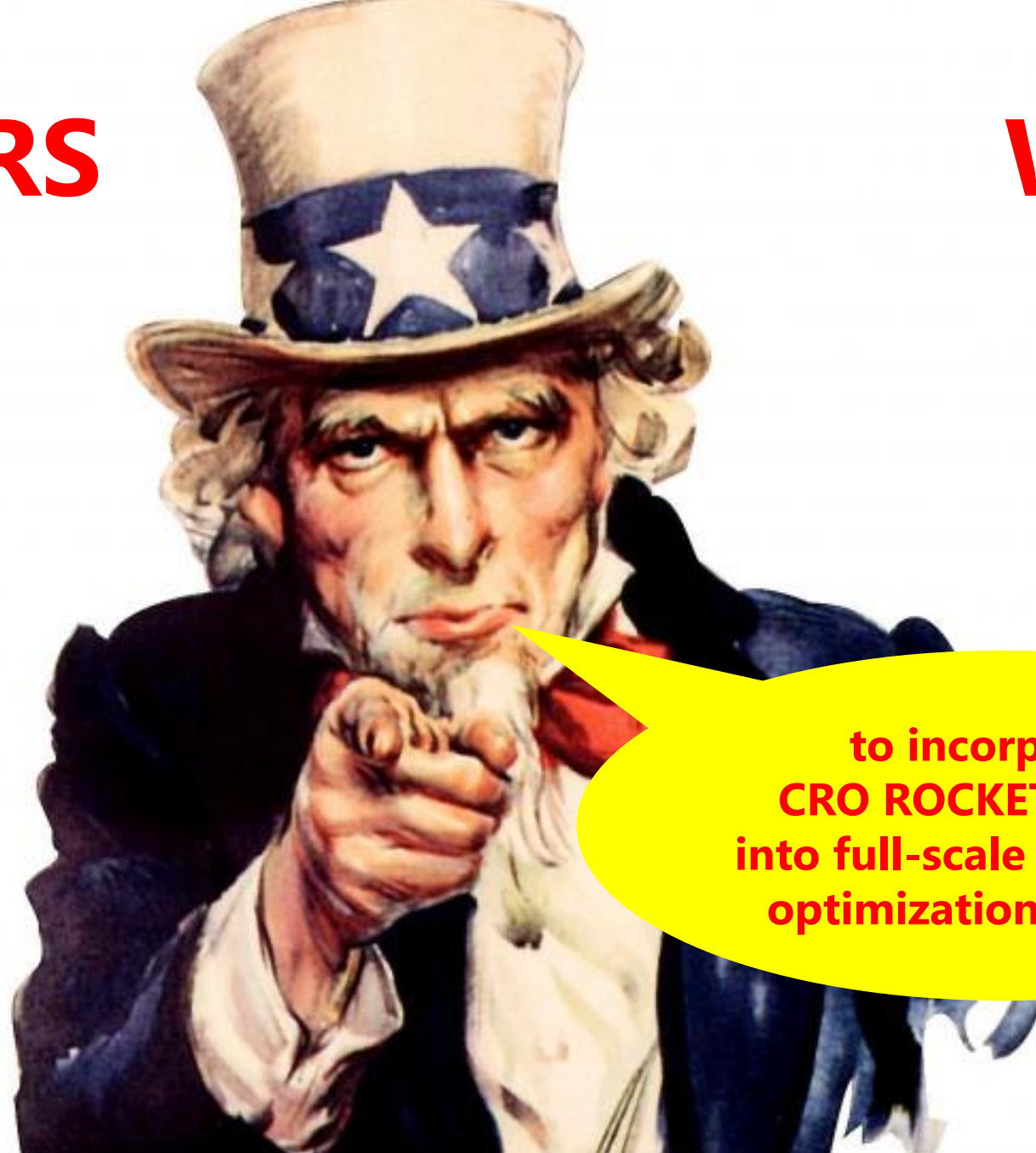


So you have no conversion drops anymore:



**PARTNERS**

**WANTED**



**to incorporate  
CRO ROCKET MODEL  
into full-scale conversion  
optimization software**

**YOUR SUGGESTIONS**



**ARE ALWAYS WELCOME**

**THANK  
YOU !**