WEBSITE CRO PACKAGES

PACKAGE 1

ONE TIME CRO OPTIMIZATION

This is a basic CRO optimization for those who know their site could be converting better, but don't have the traffic or budget to support in depth testing. Oozle Media will run an analysis and make recommendations based on current best practices, making it easier for visitors to convert.

WHAT'S INCLUDED:

- Heat map tracking
- Call tracking (additional cost)
- Conversion tracking
- Analytics analysis
- Interviews
- Data analysis

TIMEFRAME:

4 months with suggestions given after analysis/research

THE COST:

$2,000 one time fee for analysis/research
($500/month for 4 months)

List of suggestions based on research and analysis provided, implementation of suggestions comes at a separate cost

PACKAGE 2

A/B TESTING

Take your CRO testing to the next level with A/B testing. Oozle Media will run an analysis & put together suggestions for improvement. With continual analysis, we'll run A/B tests on our findings, building the website that converts the best. This package can also include a launchpad website at an additional cost.

WHAT'S INCLUDED:

- Analytics analysis
- Heat map tracking
- Conversion tracking
- Survey customers
- Homepage website analysis
- A/B testing on homepage
- Data analysis
- Interviews
- add call tracking *(additional cost)*

TIMEFRAME:

- 1-2 months for initial research
- 6 months per treatment

THE COST:

$2,000 setup + $1,000/month for continual analysis
Launchpad website build (optional) $4,000-$10,000+

PACKAGE 3

FULL CRO

LAUNCHPAD WEBSITE BUILT
and/or website moved to Wordpress prior to tests

WHAT'S INCLUDED:

- Multi-iterations
- Multi-page tests
- Analytics analysis
- Map out funnel paths
- Listen to phone recordings
- Heat map tracking
- Conversion tracking
- Interviews within the company
- Surveys for customers
- In depth analysis of surveys
- Full website analysis
- A/B testing on important pages
- Multi-iterations
- Multi-page tests
- Analytics analysis

TIMEFRAME:

- 3-4 months for initial research
- 4-8 weeks per treatment
- 3-5 months launchpad website build

THE COST:

$4,000-$10,000 + for launchpad website build

$6,000 for initial tests & $2,000 for each treatment
(treatments usually run 4-8 weeks)

TREATMENTS DONE ON YOUR OWN WEBSITE

WHAT'S INCLUDED:

- Multi-iterations
- Multi-page tests
- Analytics analysis
- Map out funnel paths
- Listen to phone recordings
- Heat map tracking
- Conversion tracking
- Interviews within the company
- Surveys for customers
- In depth analysis of surveys
- Full website analysis
- A/B testing on important pages

TIMEFRAME:

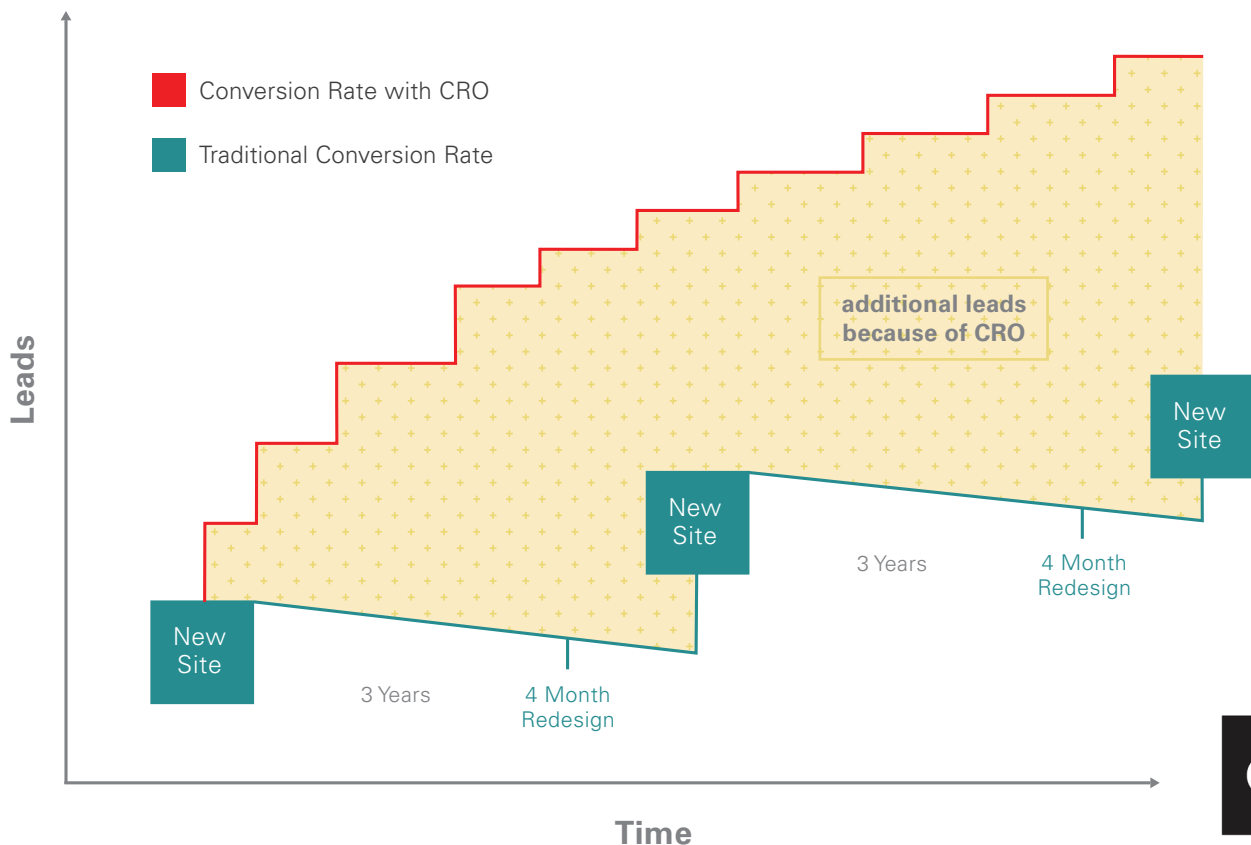- 3-4 months for initial research
- 4-8 weeks per treatment

THE COST:

$6,000 for initial tests & $2,000 for each treatment
(treatments usually run 4-8 weeks

* prices based on Wordpress website. Custom quote required for websites on other platforms.

USEFUL TIPS FOR CRO

Conversion Rate Optimization can bring a serious lift in leads, but where do you start? Learn more about converting customers at a higher rate on your site with these useful tips.

- In one word, CRO is all about clarity. If you have a "cute" way to say something and a clear way, the one with clarity will almost always win out

- It's not only "how" to convey something clearly that matters, but "what" should be conveyed clearly

- Make it clear on each page who the intended audience is, what you can do for them (a clear value proposition that actually matters to them), and why they should choose you over anyone else

- Have empathy for your end user, understand what is valuable to them and how you will provide that value

- Empathy comes from understanding and understanding comes through research

- Avoid bringing your own biases, they are most likely different from what your end user really wants

- Learn the fears, concerns, and doubts of your customers, and ease their minds

- Find patterns in your customers, this will tell you what your website/landing page needs to say

Leads vs. Time chart:

- Conversion Rate with CRO
- Traditional Conversion Rate
- additional leads because of CRO
- New Site — 3 Years — 4 Month Redesign
- New Site — 3 Years — 4 Month Redesign
- New Site

Leads (y-axis), **Time** (x-axis)