

FORTHEA

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What is CRO?

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Conversion Rate Optimization (CRO)

This is the process of evaluating user behavior, site flow, and goals to determine which areas, processes, and functions need improvement. Most often, conversion rate is most closely related to website form submissions or phone calls prompted by a website visit.

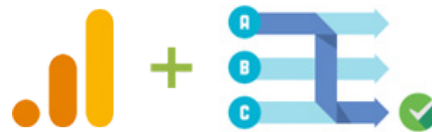
Our philosophy is that a website is like a living, breathing thing—we prefer not to just launch a website and let it sit there. Instead, we continuously improve on the performance of the website by evaluating, testing, and developing new content and components with user experience (UX) and conversion rate in mind.

Our CRO toolbox.

To go about optimizing a website's conversion rate, we apply several tools to help in our research, testing, and implementation, as well as lean on years of experience and proven techniques.

Google Analytics + Content Experiments

We utilize Content Experiments through GA, allowing maximum efficiency for connecting user session and conversion data to and A/B test. GA Content Experiments enable us to test anything from a single page to specific templates to global elements.



Hotjar

This 3rd-party tool allows us to gather detailed user behavior data at the page level, including heat/scroll/click maps, funnel and form analysis, and video recordings. The power of Hotjar gives us a clear picture of where users are getting stuck or confused, which helps shape our recommendations for change.



Visual Website Optimizer

We feed VWO conversion rate and traffic data to determine estimated experiment duration, number of variations we can support, or if an experiment is even likely to provide valid data before implementation.



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