

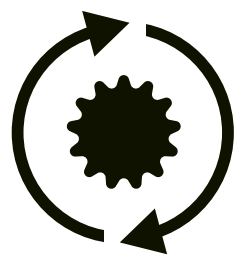
Conversion Rate Optimisation



Conversion rate optimisation is the process of improving and optimising user experience with the outcome of improved sales or leads.

CRO provides laser-focused insights into your store's problems without the pain of trawling through masses of data.

What we focus on



Systems

Stability issues, opportunities for best practice improvement, on-site SEO, accessibility and speed.



Journeys

Mapping the most used and engaged journeys across your website to understand why users 'do what they do' and turning this into a model that can be applied across your entire site.



Seek & Search

How do users find what they want?
What's the best way to get people to the products they are looking for and the ones they don't know they need yet?



Deliverables

How do your products or services perform on your website?
How are they affected by things such as messaging, stock figures and pricing?
Do they believe in the value proposition you are presenting?



STATISTICS

TW Wholesale & Superstore

22.5%

Uplift in conversion rate over 3 months

TW Wholesale is a hand and power tool specialist based in Derbyshire, supplying both trade and DIY customers.

By running our 12 week CRO Primer phase we validated Google Analytics and Magento data tracking, exposed and tested 10 burning issues affecting conversion rate and provided a roadmap to unlock faster revenue growth.

hello@kanukadigital.com
01785 279985

GET YOUR FREE GROWTH GAUGE REPORT TO EXPOSE THE REVENUE POTENTIAL IN YOUR WEBSITE.

kanukadigital.com/growthgauge