

farotech

USABILITY CONVERSION ANALYSIS

| UNPACKING HOW **USABILITY** LEADS TO **CONVERSION** >



Usability



UNIQUE PROCESS



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Heat Mapping Analysis

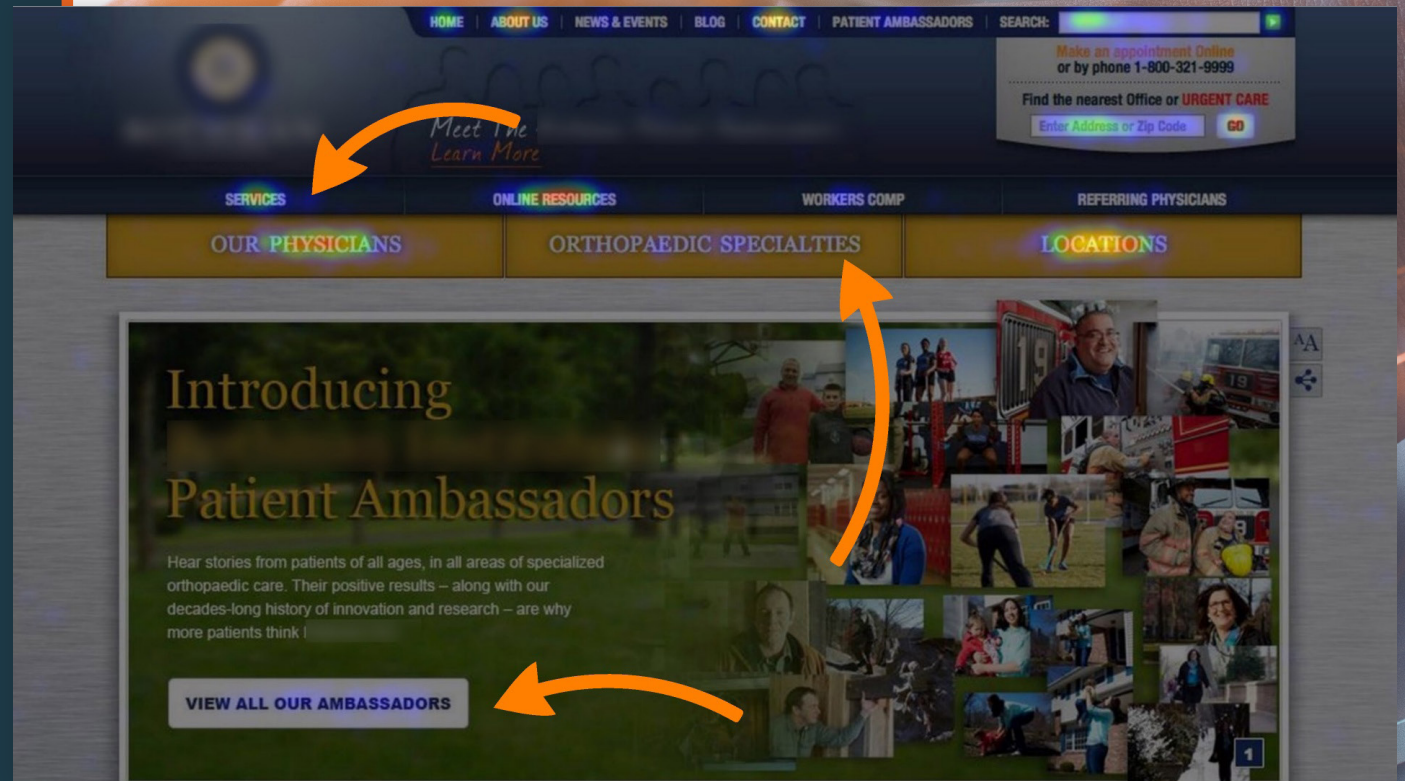
When we develop a usability conversion analysis, we are going to be measuring:

- How people engage with your website
- What parts of your usability need improvement
- How to optimize each opportunity through a / b testing, multivariate testing, and/or other research methods

What you are seeing here over to the right is what we call a **heat mapping analysis**.

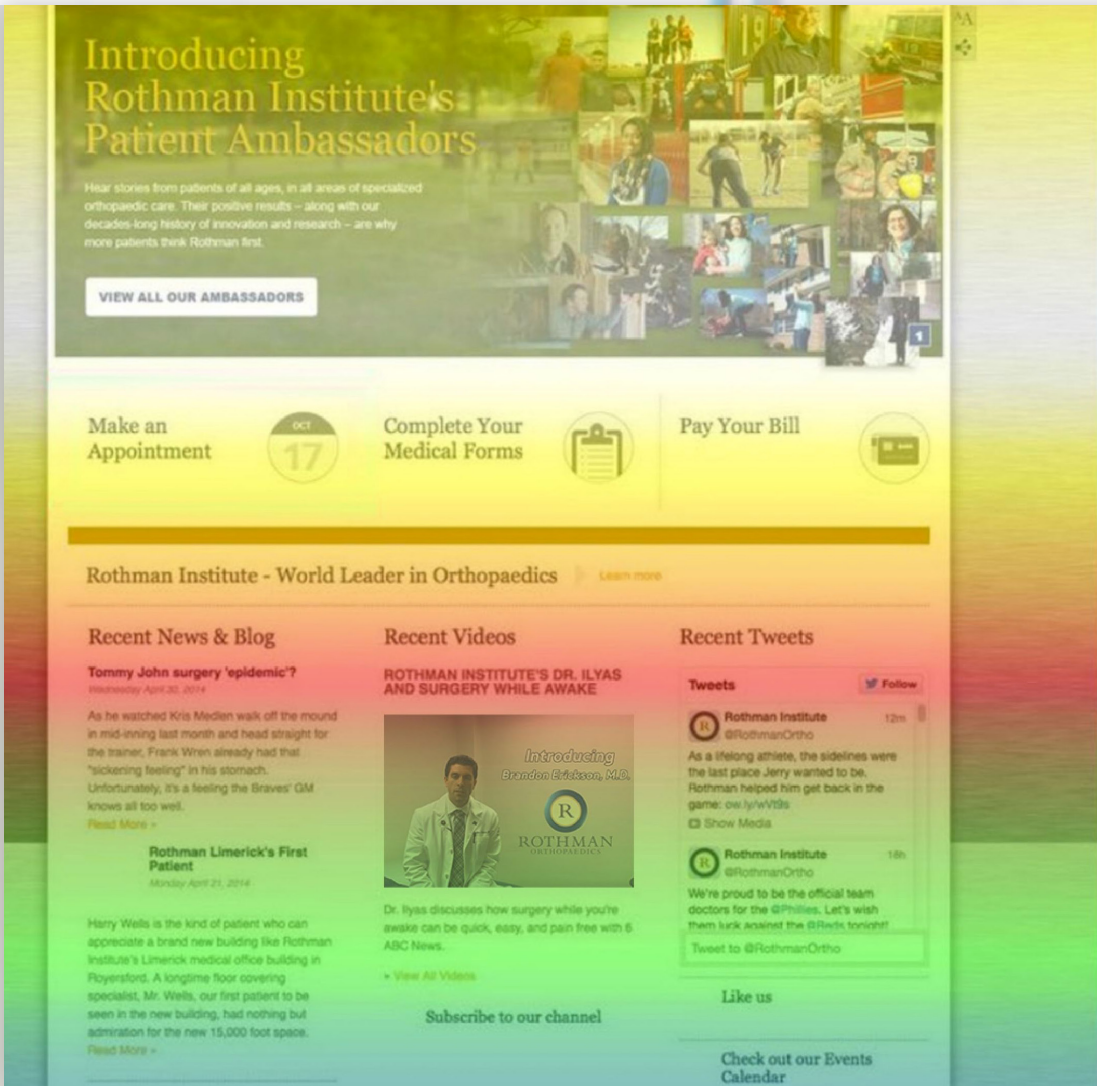
On this particular website, the organization assumed that the large majority of their audience would be going to the button called Orthopedic Specialties.

The reason they believed that was because the most important information on the entire website was located there. However, what the heat mapping shows is that the large majority of the audience was **confused** and actually went to the services page instead.





Scroll Mapping Analysis



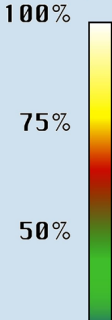
Scroll Mapping Analysis

Scroll Mapping Analysis

Down at the bottom, there is a video that we believed would bring a lot of value to potential site visitors. However, only 45% of their audience scrolled down far enough to engage with that video.

While each industry and website is unique, tracking user engagement is the number one way across the board to maximize conversion.

We do all of this same exact testing on mobile devices as well.



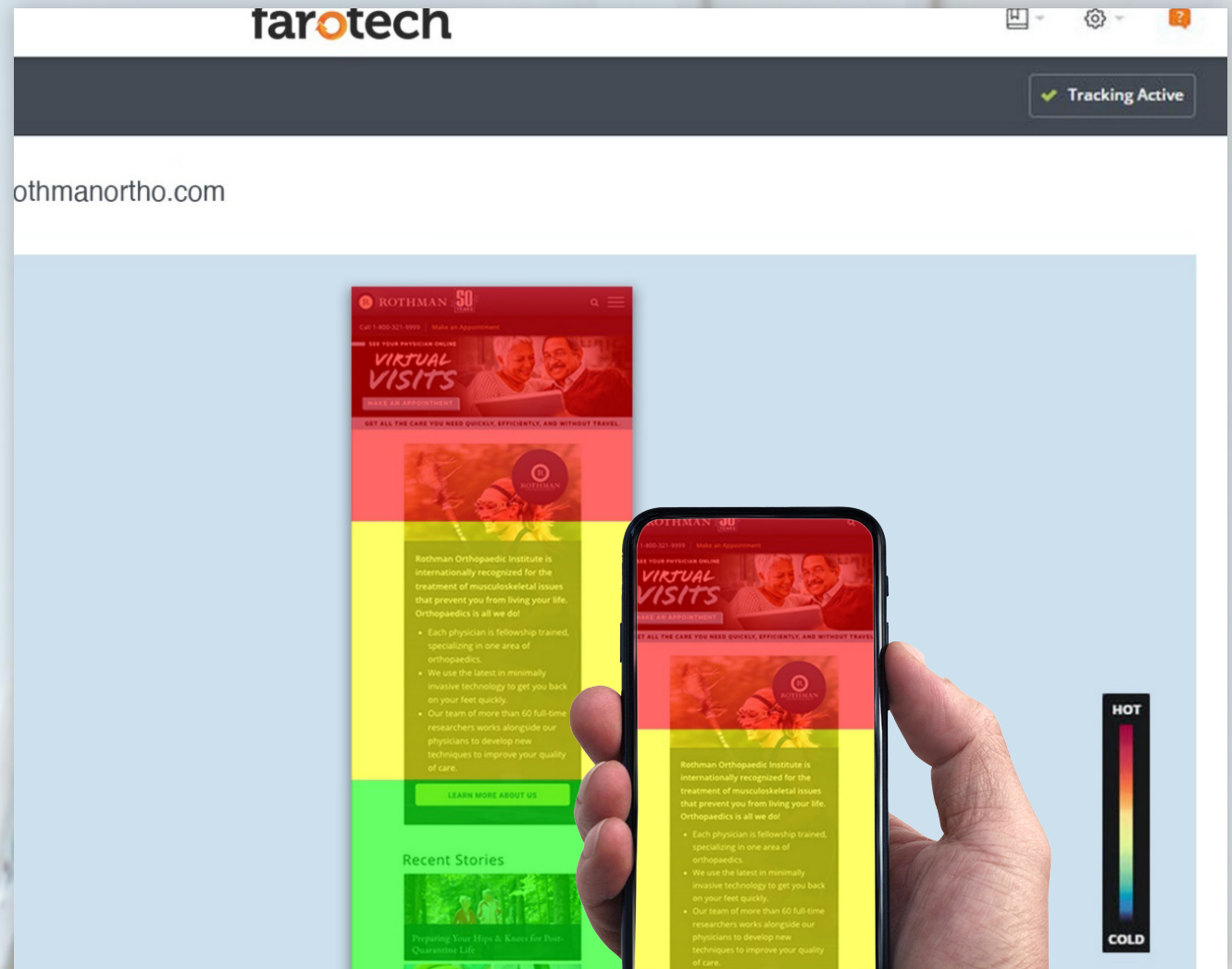


Mobile Scroll Mapping Analysis

This next graphic below shows a process we call scroll mapping. We use this tool to analyze how far visitors are scrolling down on the page and what part of the website is red hot.

The rule of thumb is that your most critical call to action should go in the white hot area of the scrollmap.

For this client, we were graded on one thing alone—how many appointments we could acquire. As you can see here, the slightly yellow shade means that 15% of the audience didn't even scroll down far enough to find this button!





Now, let's talk about click mapping.

With this functionality, we can monitor **every single click** that happens on our clients' websites.

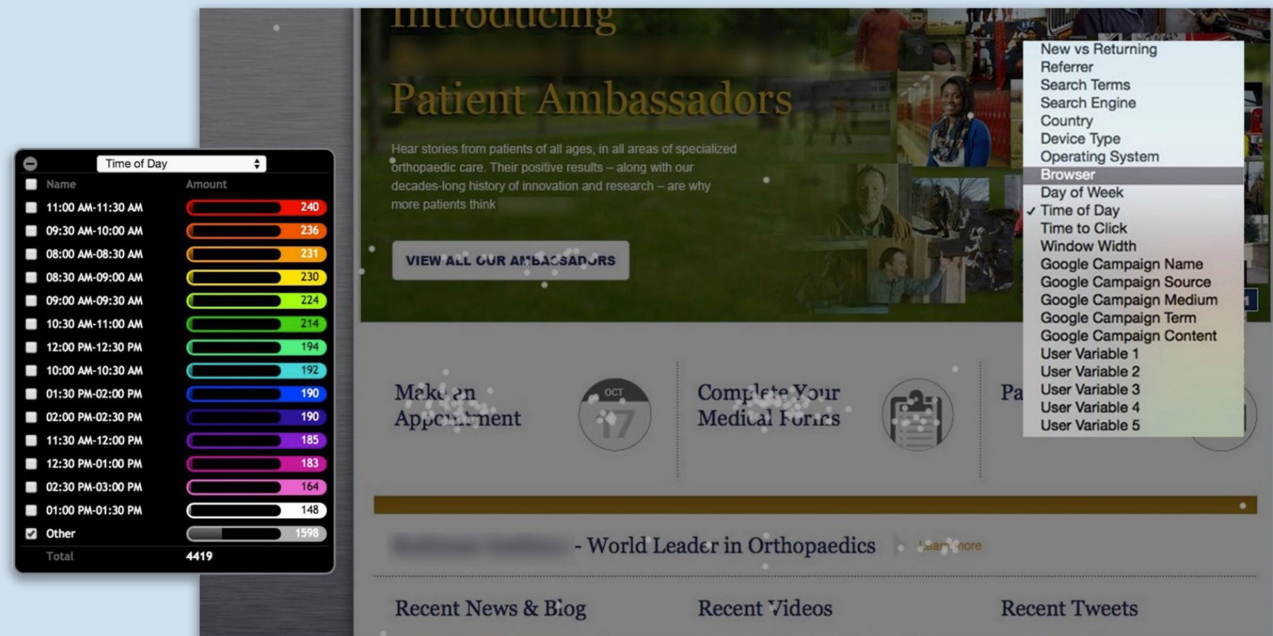
We can do this across a variety of filters such as:

- **New and returning visitors**
- **How long** it took visitors to click
- **Which search terms** brought them to the site
- What browser they used to access the site
- And much more...

We are able to gather a ton of information from studies like this.

For example, we might gather data that tells us that open and click through rates will improve if we email market to c-level executives on a Sunday night rather than on Tuesday morning.

This is valuable information that our clients use to make critical marketing decisions every day!



Is it better to send an email at **6:00** on a **Sunday** or **10:00 AM** on a **Tuesday**?



KPI Analysis

Next up, let's talk about **KPI tracking**. This analysis measures not just your major goals, but also your **key performance indicators**.

We put all of these **micro engagements** into **percentage form**, and we strive to improve these numbers **month-over-month**.

Details matter.

Whoever said, "don't sweat the small stuff," has no business working in marketing.

Marketers need to overanalyze the small stuff to make sure the desirable end result is as attainable as possible.

VISIBLE ON THIS PAGE	NOT VISIBLE	BOTH		
ELEMENT			TYPE	CLICKS PERCENT
Locations			Link	355 12.5%
Our Physicians			Link	250 8.7%
Online Resources			Link	175 6.2%
Careers			Link	169 5.8%
Make an Appointment			Text	131 4.6%
Enter Address or Zip Code			Form	127 4.5%
Contact			Text	119 4.2%
Complete Your Medical Forms			Text	119 4.2%
About Us			Text	98 3.4%
Search			Form	93 3.3%
			Layout	88 3.1%
Services			Link	85 3.0%
			Image	81 2.8%
Pay Your Bill			Text	62 2.1%
Orthopaedic Specialties			Link	57 2.0%
Go			Text	57 2.0%
Offices			Link	47 1.7%
Make an Appointment			Link	44 1.5%
Complete Your Medical Forms			Link	37 1.3%
Home			Text	35 1.2%
Pay Your Bill			Link	34 1.2%
Make an Appointment			Link	31 1.0%
Make an appointment Online			Link	30 1.0%
Medical Forms			Link	26 0.8%
Locations			Link	26 0.8%
			Layout	24 0.8%
Search			Image	22 0.8%
Workers Comp			Link	21 0.7%

Mouse Recording Analysis

The Ultimate Digital
Marketing Process



The next part of usability conversion analysis is **mouse recording analysis**.

This technology tracks and records the movement of the user's mouse throughout the website.

With that information, we are able to identify what parts of your website might be **confusing your audience** or **limiting their engagement** in some way.

We then strategize to improve user experience.

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Conversion Funnels

Easily identify drop-off in your conversion process.



We also conduct a thorough conversion funnel analysis.

In this process, we look at which pages are **converting the most**, and what **attribution pages** are **leading to conversion**.

Quote



Steve K
Account Manager

Fortunately and unfortunately, there are countless marketing solutions that can be effective for your organization. Your job is to find qualified individuals to evaluate, outline, and execute the most efficient options that have the highest likelihood of success based on your organization's objectives.



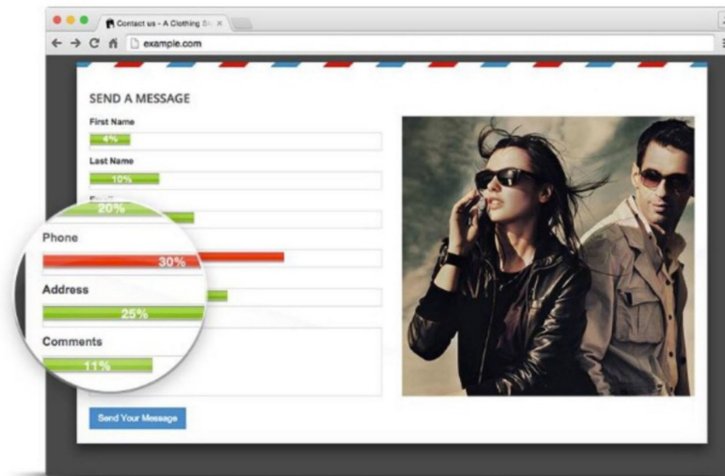
Form analytics...

Of course, not everyone who starts filling out a form will actually hit submit.

While we might not know the exact reason they abandon the process, technology can help us make some pretty educated guesses.

We can find out **exactly where people are getting spooked** on your forms.

Then we can **use the data** to suggest revisions that will result in **more users** actually **hitting that submit button**.



Form Analytics

Do your forms mean business?

Five distinct and highly valuable reports that give you insight into problem areas on your website's forms.

Discover which fields on your forms are causing the most friction and abandonment.



The Ultimate Digital Marketing Process

Implementing video into our marketing strategy is absolutely critical. Studies show that use of **emotional appeal** through **cutting edge video** is one of the **most compelling ways to engage an audience**.

The only challenge is that video can be a **big investment**.

Therefore, having access to highly sophisticated **video analytics** is essential to understanding how conversion happens so you don't waste time, energy, and money creating videos that don't work.

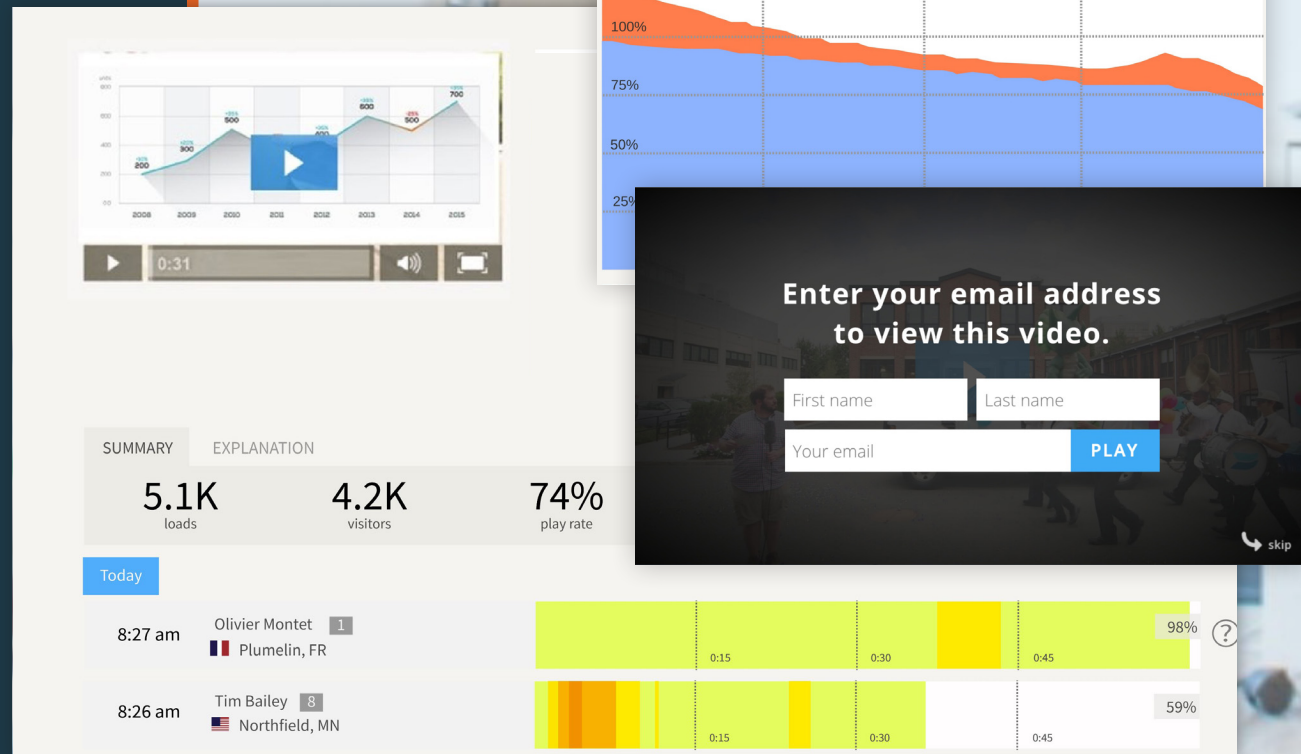
Let me show you how we do this.

As you can see here, we are able to analyze user viewing experiences and find out where the drop-off points are... meaning, **where did viewers abandon the video**.

This provides us the information we need to either **edit that video** or to have the knowledge to **create more effective videos in the future**.

This technology also allows site users to **opt-in to your videos** by inputting their contact information **on the video itself**, which can be **seamlessly integrated** into your marketing automation platform.

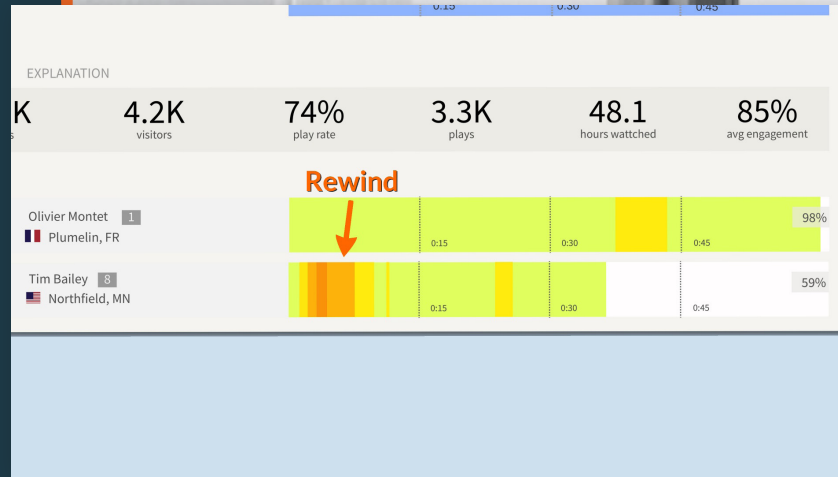
Video Usability Analysis



Video Conversion Analysis



Once a user is opted-in, you can see their name, if they rewound, and where they abandoned the video.



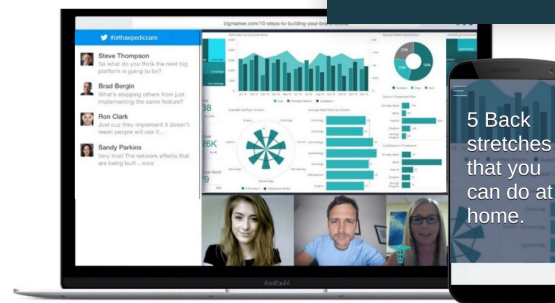
If we had put a call action at the end of this video, such as promotion of a webinar, Oliver would have seen it, while Tim would not have.

So our system will start to drip market to Tim about the parts of the video that he missed and possibly point him to a prerecorded webinar that he can watch on his own time.

DRIP MARKETING



PRE-RECORDED

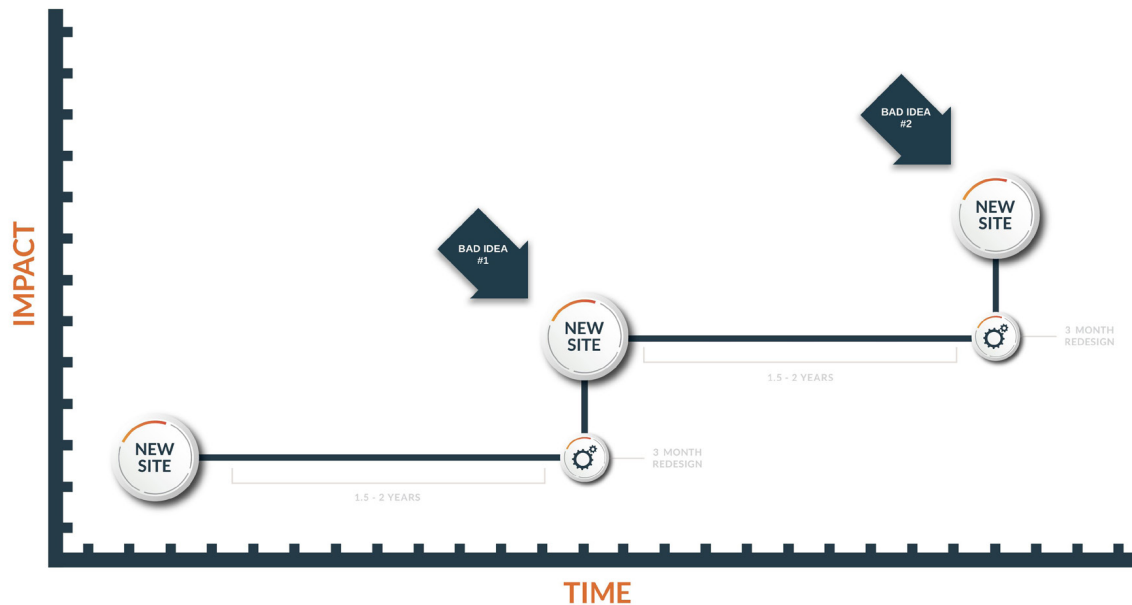


farotech Drip Marketing Sequence

farotech Pre-Recorded Webinar



Traditional Web Design vs. GROWTH-DRIVEN DESIGN



The ultimate goal of usability conversion analysis is to develop a **growth driven design and marketing approach**.

Let's talk about what that means.

What you see in the diagram is a very traditional approach to marketing.

Most companies will go out and develop a new website or hire a new digital marketing agency **every 3 to 5 years**.

Whenever they believe that their marketing materials are out of date and they need to rebuild and rebrand, they spend a ton of money and essentially start over from scratch.

They **completely redesign** their website.

Or they might hire yet another digital marketing agency to develop a **brand new campaign**.

And they continue this cycle of periodically reinventing the wheel.



Apollo Rocket Story

It is estimated that the **Apollo** moon rockets were **off course** nearly **97% of the time** they were in flight. Yet they still reached their chosen destinations – and returned to earth – with pin-point precision and timing.



It is estimated that the 1969 Apollo moon rockets that brought Neil Armstrong to the moon and safely back to earth were off course nearly 97% of the time they were in flight.

Yet they still reached their chosen destination and returned to earth - with pinpoint precision and timing.

How were they able to do this? Through **constant** course corrections and incremental adjustments, until they reached their final destination.

And so it is with marketing. Any marketer who claims to have their entire journey mapped out with 100% certainty is probably pulling your leg. That's just not how marketing works.

What we do as marketers is we take an idea based upon thorough research and best practices, we launch it into the world. And then we gauge how it works...but at the beginning, the truth is, we're guessing.

Based on how your potential audience receives that original message, we're smart enough to make critical course corrections.

We continue to tweak and craft your message, sharpening the spear over and over— until we get it to the exact point we're hoping to achieve .



The Ultimate Digital Marketing Process

The good news is there is another way. We call it growth-driven marketing.

The reason why the traditional approach is ineffective is because those expensive, wholesale changes are commonly made based upon hunches or trends, rather than from data and analytics.

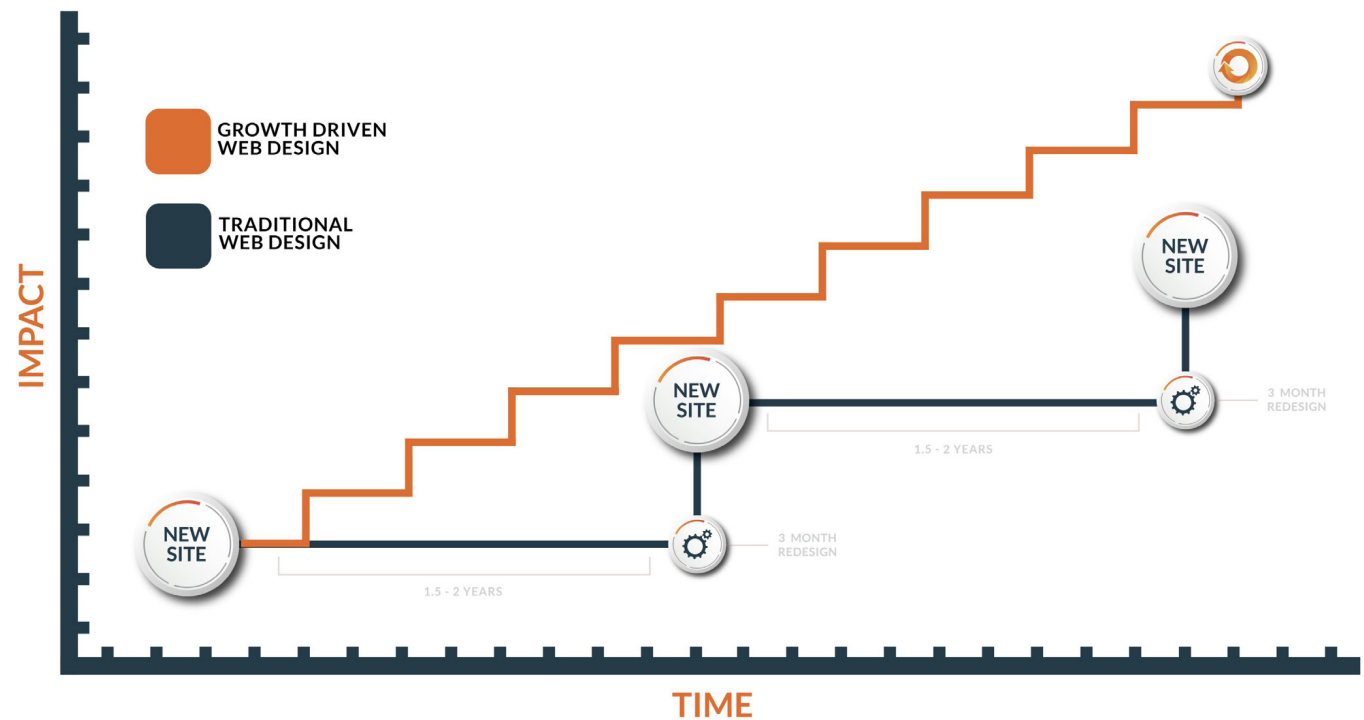
With growth-driven marketing it is our goal to establish a strong initial foundation, but then to utilize analytics tools to adjust along the way. Those tools include:

- A/B testing
- Multivariate testing
- Heat mapping analysis
- Etc.

We continuously make adjustments to get the best possible results for each of your marketing deliverables. In this way, we also maximize your original investment as we go.

Growth Driven Marketing

Traditional Web Design vs. GROWTH-DRIVEN DESIGN



Summary

According to a study done by the Harvard Business Review, the average human attention span is now **eight seconds**, less than that of a goldfish with **nine**. Can you see why every second counts?

Usability Conversion Analysis addresses this exact challenge of **keeping readers engaged** with your site, your content, and your product.

A popular case study for the use of A/B testing was in 2008 when then-candidate Barack Obama raised an additional \$60 million for his 2008 campaign just with A/B testing.

Unfortunately, whether you're political or not, only 17% of marketers use landing page A/B tests to improve conversion rates. (Source: HubSpot)

The power of really great usability technology, **we can measure things that the average company can't measure.**

When we look at and analyze every detail of your visitor engagement experience, we can develop a **growth driven strategy** built on:

- Heatmapping
- Click mapping
- Scrollmapping
- KPI analysis
- Mouse recordings
- Funnel tracking
- Form dropoff analysis
- Video usability analysis

Once we find the right strategies, we implement them on an ongoing basis to strengthen them.

With so much out there competing for user attention, "sweating the small stuff" actually makes a big difference.

Next Steps



With the right technologies in place to measure user engagement with your site, the next step is understanding how **SEO** builds upon a strong marketing strategy by optimally ranking for coveted keywords. This process is usually broken into two major categories: **local SEO and organic SEO.**

A Skyline Strategy can help maximize both. Want to learn how to rank on the top page of Google as part of a data-driven marketing system?

Download the next eBook where we do a deep dive into SEO or download the full Digital Marketing Process eBook.

