

Conversion Optimisation

Marketing

Improving the share of visitors who complete the action.

A disciplined CRO cycle.

1

Find the leak

Funnel analytics show where people drop out.

2

Understand why

Session recordings, exit surveys, usability tests.

3

Form a hypothesis

State the change, the expected effect, and the reason.

4

Test it properly

Randomised, powered, one change at a time.

5

Ship or discard

Keep a log of both, including what failed.

Most published conversion wins do not replicate. Test on your own traffic rather than adopting someone else's result.