



▶▶▶ Expert Search Marketing Agency

WEBSITE EFFECTIVENESS CLIENT SUCCESS STORY

B2B Client, Software

Apogee Search's website effectiveness consulting experts increased conversion rates for an international software company.

Apogee Search
6207 Sheridan Avenue
Suite 200
Austin, Texas 78723
p. 800.984.3041
f. 512.583.4205
www.apogee-search.com



▶▶▶ Expert Search Marketing Agency

B2B Client, Software

This is a broad overview of an actual website effectiveness client of Apogee Search. While results for this client are typical, due to the many variables involved, similar results are not guaranteed.

THE SITUATION: An international B2B software company had been an Apogee Search paid search client for over a year when they decided their website looked outdated. The client wanted to refresh the design and hoped this would improve conversion rates. They embarked on a moderate redesign of the site with a web development company.

Due to the website redesign taking longer than expected and the client being satisfied with the newly updated site's look, the client decided to forgo Apogee Search's recommended testing plan and move forward with the site's launch.

For the 10 days after the new website's launch, the client experienced a significant drop in conversion rates and began to panic. They would be unable to reach their quarterly goals if this trend continued. They requested Apogee Search's help.

PLAN OF ACTION: To determine if the drop in conversion rates was caused by external factors or by the website redesign, Apogee Search administered a Google Website Optimizer test of 1 page of the old site against 1 page on the new site. The test confirmed that the new site was underperforming and showed a 34% decline in conversion rates.

The client then engaged Apogee to help bring the conversion rate back to baseline. With a steep decline in conversions in a difficult economic quarter, improvements needed to be implemented quickly. Apogee focused first on bringing back successful elements from the original design, and then followed up with continued improvements once the site was back to the baseline conversion rate.

Qualitative analysis showed that some of the revisions the web development company made to the client's website were against typical best practices and test results Apogee has seen in other B2B clients. The primary call to action was moved lower on the page, with less important calls to action higher up on the page. Secondly, call to action buttons looked like buttons with depth on the old site, but were made more subtle and less 3-dimensional on the new site.

SOLUTION SUMMARY

Due to Apogee Search's Google Website Optimizer testing, the client's goal of improving conversion rates after a site redesign were achieved, then significantly exceeded with continued testing and recommended improvements.

Industry

- ▶ Computer Software

Challenges

- ▶ Website redesign resulted in a deep decline in conversion rates
- ▶ Primary call to action was moved lower on the page
- ▶ Call to action buttons were redesigned to look less substantial

Solution

- ▶ Bring back successful elements of the original site's design
- ▶ Continued testing efforts with changes to layout, messaging, and calls to action

Results

- ▶ Returned client to baseline conversion rates, then through further improvements and testing, conversion rates increased an additional 52%

Apogee Search
6207 Sheridan Avenue
Suite 200
Austin, Texas 78723
p. 800.984.3041
f. 512.583.4205
www.apogee-search.com

CLIENT SUCCESS STORY



▶▶▶ Expert Search Marketing Agency

RESULTS: Several elements were tested in a small multivariate test lasting approximately 3 weeks. The winning combination showed a 38% increase in conversion rate, bringing the site's conversion back to baseline.

After the client realized the effects of making untested changes based solely on appearance, and the effects of testing changes rooted in best practices and conversion science, they requested that Apogee Search continue testing to further improve conversion rates.

Apogee continued testing efforts with changes to the layout, messaging, and calls to action on the homepage. These revisions increased conversion rates for visitors who enter on the homepage by an additional 52%.

Testing will continue on other high traffic areas of the client's website.

IS SUCCESS IN YOUR FUTURE?

The next time you are considering a redesign or update to your site, use a thorough testing program to ensure each change has a positive effect on conversion rates, rather than risking the uncertainty of an untested launch. Apogee Search makes conversion improvement simple and cost effective through years of expertise and the use of tools like Google Website Optimizer.

Apogee Search
6207 Sheridan Avenue
Suite 200
Austin, Texas 78723
p. 800.984.3041
f. 512.583.4205
www.apogee-search.com