Conversion Rate and User Experience

CR/UX

Make your website your best salesperson

What is CR/UX

CR/UX is a methodology aimed at getting the most from your website. Most people use their website as a brochure to describe their business. This leads to a cycle of large redesigns followed by periods of inactivity. That is a recipe for a site that cannot support your business. With CR/UX you make your website a powerful part of your business through consistent updates focused on identifying customers and closing deals.

Step 1: Understand where you are

To begin the process you meet with a Growth Expert to understand where your business is now. You establish the baseline for how your website operates and where your business is coming from. We do this through multiple methods like analyzing website analytics, reviewing heatmaps, and improving your buyer's journey.

Step 2: Understand where you are going

Once you know what you have to work with it is time to determine where you are going. Your Growth Expert will work with you to establish realistic and achievable goals for your business. These goals will guide every action taken to improve your website.

Step 3:
Make a plan

You will work with your Growth Expert to determine where the work gets done. This takes the form of a 90 day plan that will lay out the strategy for achieving our goals for the site.

Step 4:
Start testing

A plan is nothing without action. Once the strategy is set it is time to put the words into action. These actions will take the form of numerous tests on the content identified as key to achieving your goals. Each test will have clearly defined parameters, a hypothesis, and metrics that will determine success.

Step 5:
Evaluate

After each test is completed it is vital to understand what happened and how it affected your goals. You will review the results of the tests run and determine if the hypothesis holds true. There is a reason the scientific method has been used for 100s of years... it works.

Step 6:
REPEAT

This is the most important part of the process. No test is over after its results have been observed. We will review results and either apply it to further improve results or use it as the basis to improve another part of your website. By testing, understanding, and repeating we will work closer to meeting your goals and generating sales.

Does this process lift the weight of website results off of your shoulders?

Then let's talk about it.

Book a Meeting

HIVE STRATEGY