

WHAT EXACTLY IS CRO?

Conversion-rate optimization or CRO is a widely used term in B2B marketing. But, do we really understand what it means? It's actually simpler than it sounds. Essentially, it's the act of making changes that positively impact your website and its content — ensuring the highest possible number of visitors turn into **leads**, and eventually customers.



HOW TO CALCULATE CONVERSION-RATE

To optimize your site for conversions, you first need to work out your **conversion-rate**. You only need to know two numbers, and have a time period in mind:

Let's say in one month, you get 5,000 visitors to a landing page. Only 50 take the desired action.

This would give you a conversion-rate of 1%. If 500 visitors took the desired action over that same time, you'd see a conversion-rate of 10%.

$$\text{CONVERSION-RATE} = \frac{\text{NUMBER OF CONVERSIONS}}{\text{NUMBER OF TOTAL INTERACTIONS}}$$

The aim of CRO is to increase this percentage and **secure more conversions** than before.

THE CONVERSION FUNNEL EXPLAINED

A conversion funnel may sound complicated. But, if you have a **business**, you'll already have one — even if you don't realise it. It's a simple way to visualize the process of a potential buyer taking a desired action on your site.

Typically, a **funnel** will be made up of four stages — awareness, interest, desire and conversion.

Your aim is to move as many of those in the awareness stage through to the conversion stage using powerful **optimization tactics**.

For maximum success, optimization must occur at every stage of the funnel.

So, what does this look like?



1. AWARENESS

To optimize the top down, use analytics tools to identify your best referrer channels and top performing content, and ensure you're attracting **the right audience**.

2. INTEREST

Ensure your **website is attractive** and engaging, and use your compelling, gated content to obtain the details you need. Captivate interest — and capture information.

3. DECISION

Take compelling content up a gear with social proof, demonstrations, testimonials, industry use cases and tailored promotions. **Make your brand the obvious choice!**


4. CONVERSION


Place **CTAs** clearly above the fold, make it easy to purchase or inquire and remove any unnecessary steps. Do whatever you can to ensure the conversion is completed.

LEAD FORENSICS CAN SUPPORT EVERY STAGE OF YOUR SALES PIPELINE.



 Increase your website conversions

 Know who is visiting your website in real-time

 Significantly increase your online ROI

BOOK YOUR FREE DEMONSTRATION & NO OBLIGATION TRIAL TODAY!

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