

Introduction to Conversion Optimization Fundamentals

- Systematic process to increase desired visitor actions
- Matters for marketers, growth teams, founders, and owners
- Learn user behavior, hypotheses, experiments, and measurement
- Practical, decision-focused course structure



Why Conversion Optimization Drives Business Growth



- Improves conversion rates without added traffic spend



- Lowers customer acquisition costs while increasing revenue



- Small conversion gains compound significantly over time



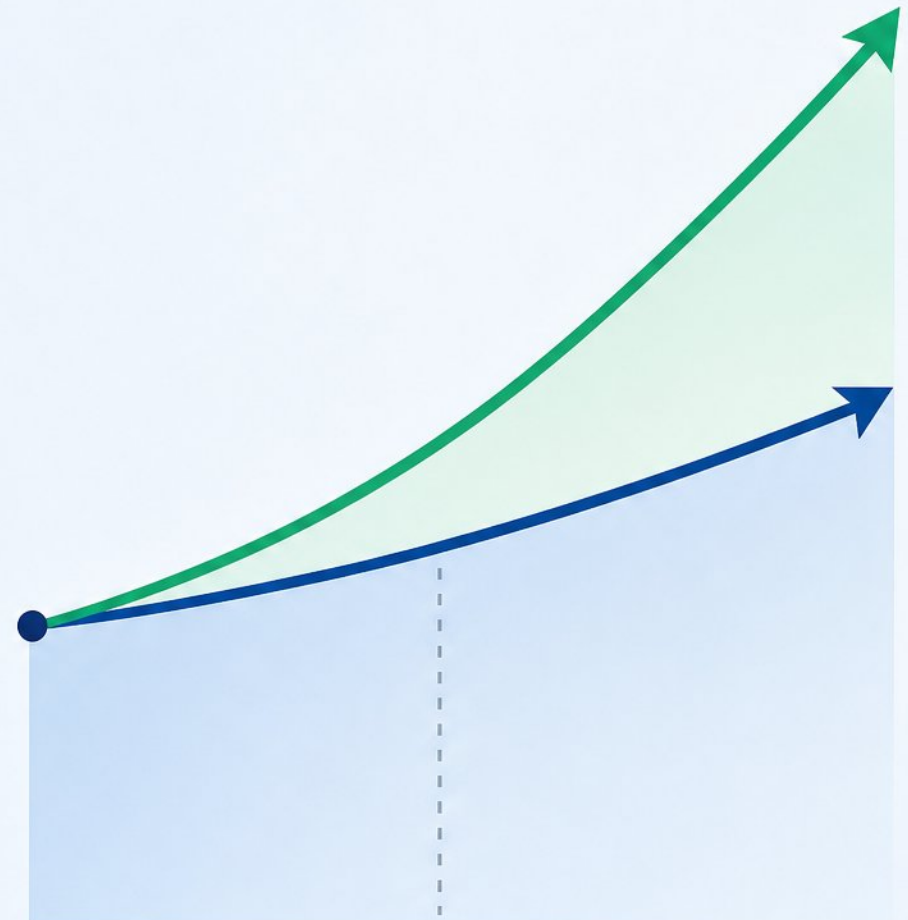
- Complements traffic acquisition and retention strategies



- Example: 2% to 2.5% conversion lifts annual revenue

BEFORE
Without Optimization

AFTER
With Optimization



Core Mental Models and Common Misconceptions



- **Conversion:** desired action completed by a visitor



- **Micro-conversion:** small step toward the main goal



- **Funnel:** path from first visit to conversion



- **Friction:** anything that slows or blocks action



- **Research and evidence** over guesswork or best practices



Understanding Your Users and Their Decision Journey

AWARENESS



CONSIDERATION



EVALUATION



DECISION



ACTION



- Map journey from awareness to action



- Qualitative: recordings, heatmaps, surveys, interviews



- Quantitative: funnels, behavior flows, segments



- Understand intent before designing changes



Finding Conversion Problems and Building a Research Backlog



- Identify high-impact pages by traffic volume and drop-off



- Combine analytics funnels with user session recordings



- Use qualitative insights to pinpoint root causes of friction



- Prioritize a research backlog to feed the testing roadmap



- Write problem statements like: 'Checkout visitors abandon at shipping form'



Turning Insights into Testable Hypotheses



-  - Structure: observation, assumption, change, predicted outcome
-  - **Weak hypothesis:** "Change the button color"
-  - **Strong hypothesis** links evidence to a measurable result
-  - Prioritize by expected impact, confidence, and ease
-  - One clear, measurable result per hypothesis



Designing Valid Experiments and Measuring Impact

- A/B testing: compare variants with live traffic
- Sample size and duration based on expected impact
- Statistical significance: avoid false positives and noise
- Peeking and early stops invalidate results
- Choose one primary metric; secondary metrics inform



Key Optimization Levers: Messaging, Layout, and Friction



- Clear value proposition and headline drive first impressions



- Visual hierarchy and whitespace guide user attention



- Strong, specific calls-to-action increase response



- Reduce friction in forms, navigation, and page speed



- Trust signals lower anxiety and support action



Optimizing for Mobile and Cross-Device Experiences



- Mobile requires separate design thinking from desktop optimization



- Key blockers: small tap targets, slow loads, pop-ups, long forms



- Use device analytics to locate mobile-specific drop-off points



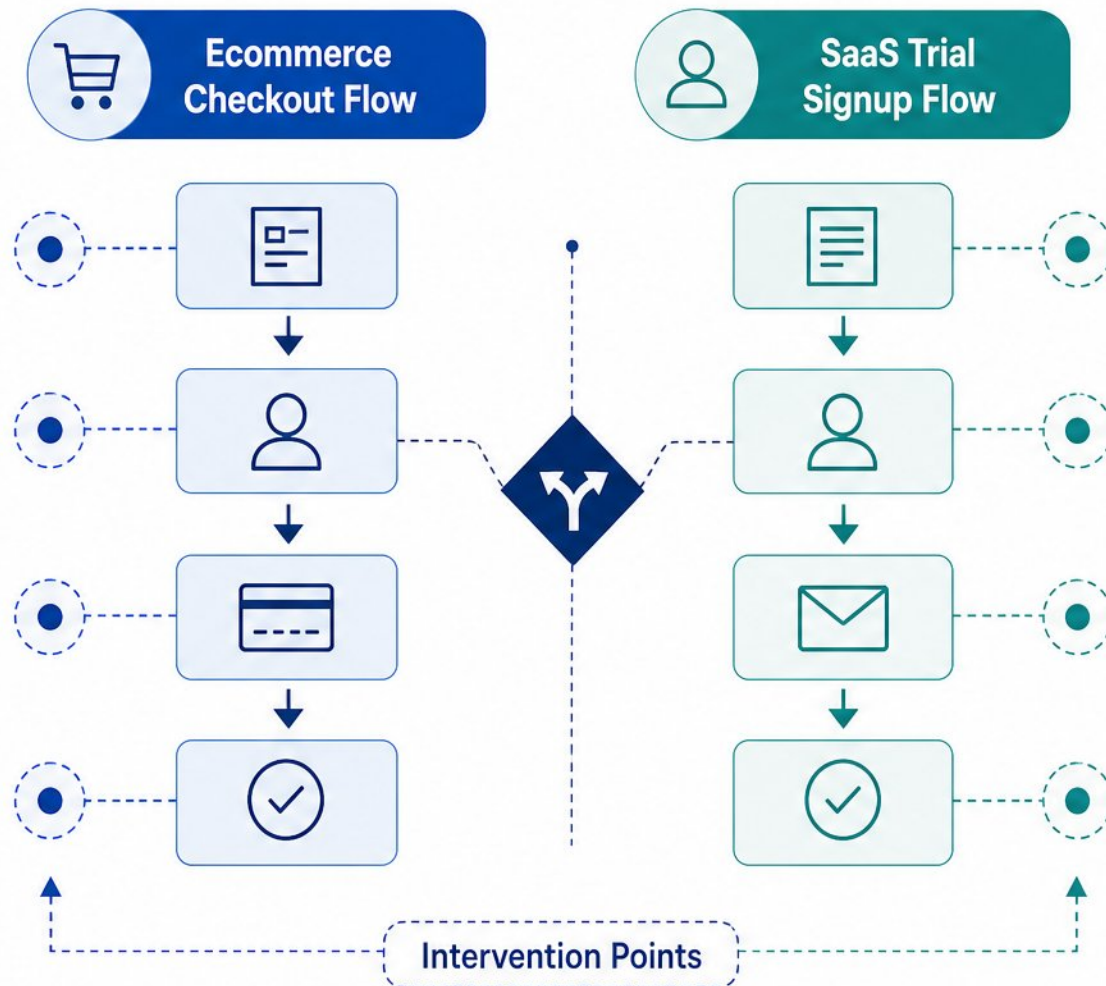
- Design with larger touch areas, faster pages, and autofill



- Principles reduce friction and raise mobile completion rates



Practical Scenarios: Applying the Framework



- Analyze an ecommerce checkout with high abandonment



- Evaluate a SaaS landing page with low trial signups



- Trace the loop: research, hypothesis, test, interpretation



- Identify evidence to gather before making changes

Common Issues and How to Handle Failed Tests



Avoid testing with insufficient traffic or unclear metrics



Isolate one variable per test to ensure valid results



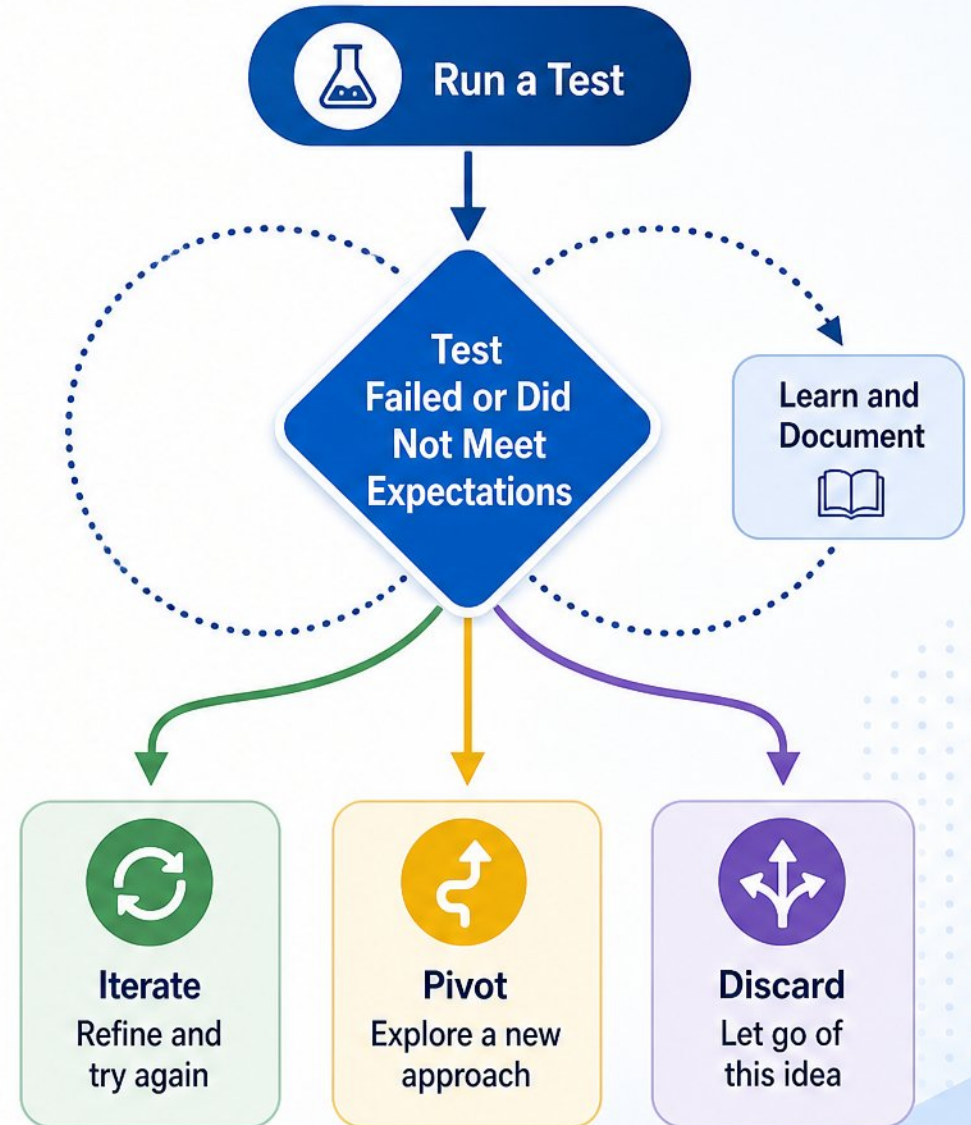
Use qualitative data to interpret surprising outcomes



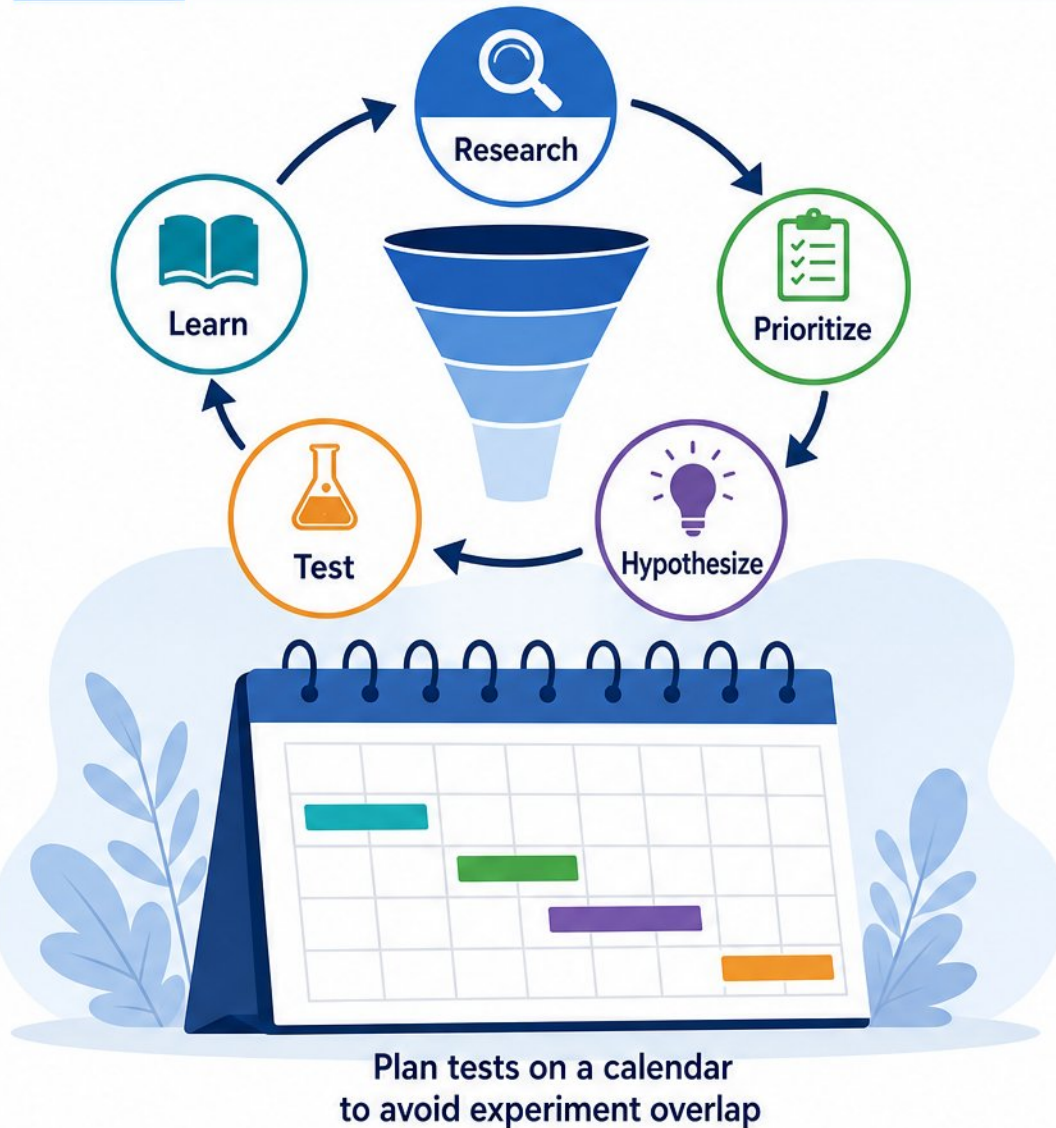
Document every test outcome to build team knowledge



Decide next steps: iterate, pivot, or discard the idea



Building a Repeatable Optimization Process



- Core loop: research, prioritize, hypothesize, test, learn, repeat



- Plan tests on a calendar to avoid experiment overlap



- Share clear results and insights with non-specialist stakeholders



- Use simple tools and templates to keep the process organized

Ethics, Privacy, and Responsible Experimentation



- Obtain consent and be transparent about data collection.



- Avoid dark patterns that manipulate or mislead users.



- Align tests with brand values and long-term customer trust.



- Minimize personal data collection to only what is needed.



- Follow regulatory requirements for privacy and experimentation.

Summary and Your Next Steps



- Conversion optimization is structured, evidence-based, and continuous



- Core loop: research, hypothesize, test, measure, learn



- Start by auditing one high-impact page



- Use a 30-day plan for your first cycle



- Keep learning with trusted tools and resources

30-DAY OPTIMIZATION IMPLEMENTATION PLAN



AUDIT

Understand the current state



RESEARCH

Gather insights and evidence



HYPOTHESIZE

Define opportunities and ideas



TEST

Design and run experiments



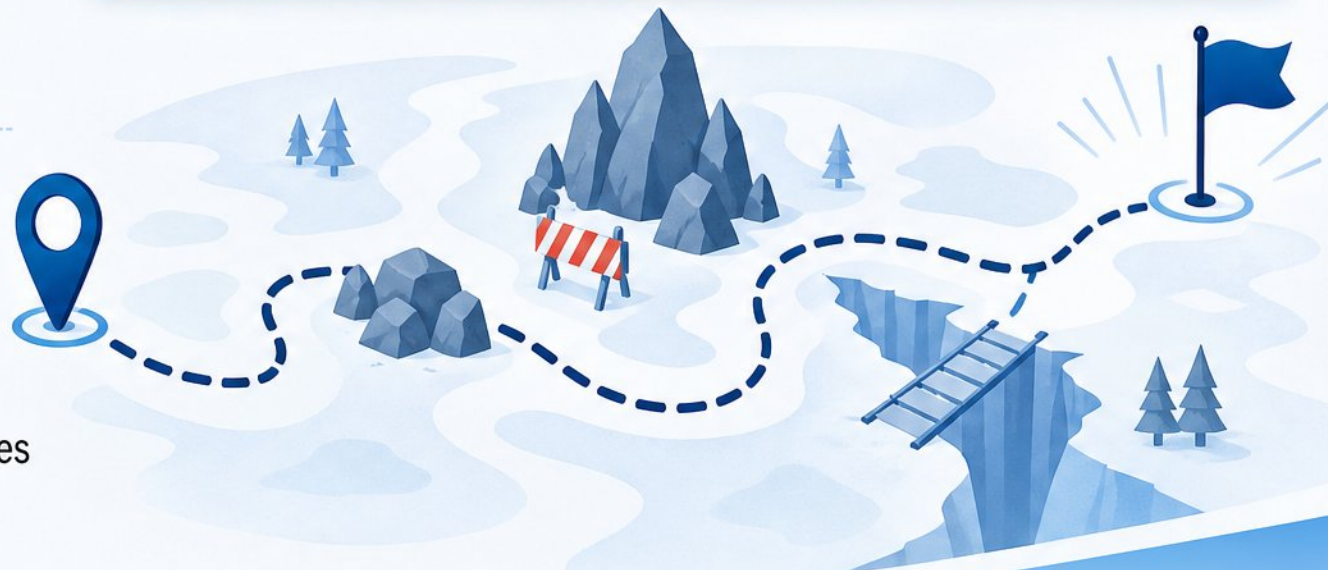
MEASURE

Analyze results objectively



LEARN

Draw conclusions and apply learnings



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