

# Score's PARTNERS IN SUCCESS Newsletter

*Dedicated to helping businesses thrive and prosper*

Free Business Counseling

Confidential

Long Term Mentoring

Welcome to **SCORE's** monthly *Partners In Success* Newsletter

Dear Reader:

SCORE's *Partners In Success* is a monthly newsletter dedicated to business owners in any industry and market sector. Its purpose is to provide insight to business owners/managers looking for a practical, innovative and a bottom line approach on how to better manage their finances, access SBA loans, leverage social media marketing, better manage human resources and access a variety of digital resources. Each issue of the newsletter will address a different topic. **This issue will discuss CRO—Conversion Rate Optimization—** the systematic process of increasing the percentage of website visitors who actually purchase your product, and the tools that will help you accomplish it. As always, your feedback and input are welcome and encouraged.



## CONVERSION OPTIMIZATION FOR ECOMMERCE

Believe it or not, driving traffic to your website — albeit challenging — isn't enough to sustain your business. To truly leverage that investment in traffic, marketers must use [CRO](#), to convince said traffic to complete the desired action.

### What, Why & How to Use CRO to Gain More Sales at Lower Prices



Following are many helpful tools that will allow you to optimize your conversion rates. From high-level changes like landing page and email design and inspiration to in-depth insights on how your visitors navigate through your content, these tools will help you improve your site's performance. To help you understand the tools and their uses, they are broken into several categories:

### Lead Capture Tools

These are the tools you will use to capture more leads on your site, thus improving your CRO analytics. While most conversion-focused content has a built-in form or CTA, these tools act as additional lead capture mechanisms to boost the number of leads that convert on your content.

**HubSpot**

Price: [Free](#)

It starts with an exit an [exit intent popup CTA](#) messages based on visitors' click behavior and .



### Inside this issue

#### Conversion Optimization tools

- ◆ Lead capture tools
- ◆ Research tools
- ◆ CRO analytic tools
- ◆ Heat mapping tools



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[www.sema.score.org](http://www.sema.score.org)

then syncs with your website's existing forms to learn about your site visitors and their path through your pages.

HubSpot's tools give you in-depth contact insights on prospects and current contacts in your database. It also pairs its contacts database with a dashboard that shows you a high-level view of which marketing efforts are paying off and converting and which ones aren't.

## HelloBar

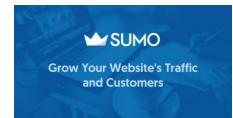
**Price:** [Free plan or \\$29/month to \\$49/month](#)



HelloBar is a lead capture tool that allows you to add a popup form to your website to grow your email list, promote your social pages, showcase a sale, or other lead generation strategies. The free version allows you to create one modal that's shown to every 10th visitor. However, premium plans offer more advanced call to action (CTA) options.

## Sumo

**Price:** [Free plan or \\$49/month](#)



Sumo offers a suite of free tools to help you increase your site conversions. For lead capture, it offers a "Welcome Mat" popup CTA, a "Smart Bar" to increase email subscribers, a scroll-triggered box, and a "Contact Us" form.

Along with their Google Analytics research tools, the Sumo suite helps you gain on-page insights and increase your email list.

## Picreel

**Price:** *Free for Basic, \$45/month*



Picreel is a versatile conversion rate optimization tool that helps you capture leads and maximize conversions through engaging popups. The tool's "exit-intent technology" allows you to target leaving visitors with attractive offers and convince them to share their contact details in return. The data collected automatically pushed to your integrated CRM account, where leads can be nurtured and converted.

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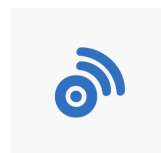
The exit overlays can be enriched with personalized messages based on visitors' click behavior and previous purchases.

## Research Tools

Before you create any content, call upon these tools to draw inspiration and check out what other smart marketers have seen success with in the past.

### BuzzSumo

**Price:** [\\$99/month to \\$499/month](#)



The best content gets shared and linked the most. So what better way to gain preliminary insights than to compile all of the most shared content on your particular topic?

With BuzzSumo, all you have to do is enter the keyword or topic. Then, it'll pull together the most shared and linked content on that topic. Time frames range from the last day, week, month, or year.

So if you're trying to optimize the landing page for your new webinar on a "topic/subject", all you have to do is enter "topic/subject." BuzzSumo will then give you the best articles, resources, videos, and more on the your topic/subject.

You'll then be able to dig in and explore some of the key elements that made these pages popular. With that, you can go back and incorporate them into your own content.

## SimilarWeb

Price: [Contact for pricing](#)



Knowing where your website visitors came from can (and should) have a big impact on the type of content you create. With SimilarWeb, you can see where your traffic is coming from, which keywords are fueling your organic traffic, and what other sites are considered most similar to yours. You can also compare analytics to find out the website conversion optimization by looking over data.

With this information, you'll be able to optimize content for your biggest traffic sources and dig in to see what competitor sites are doing to drive conversions.

## Land-book

Price: Free



If you're creating a landing page from scratch, getting started can be difficult. Luckily there's Land-book, a free collection of the web's best-designed landing pages.

With Land-book, you can explore how top companies use elements like copy, positioning, layout, and design to drive conversions. Pick and choose your favorite elements from the Land-book database, and then incorporate them into your own landing page.

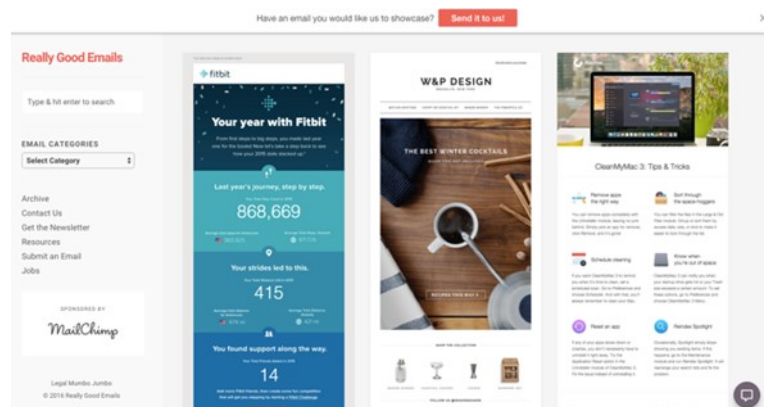
## Really Good Emails

Price: Free



In today's marketing landscape, if you want to get your message across, you'd better know a thing or two about visual communication and design. Don't know a thing or two about either? Enter Really Good Emails.

Similar to Land-book, Really Good Emails is a database of the web's best-designed emails from the world's most innovative companies. Use this as a resource to see how you can design your email to get your message across in the best way possible, as fast as possible.

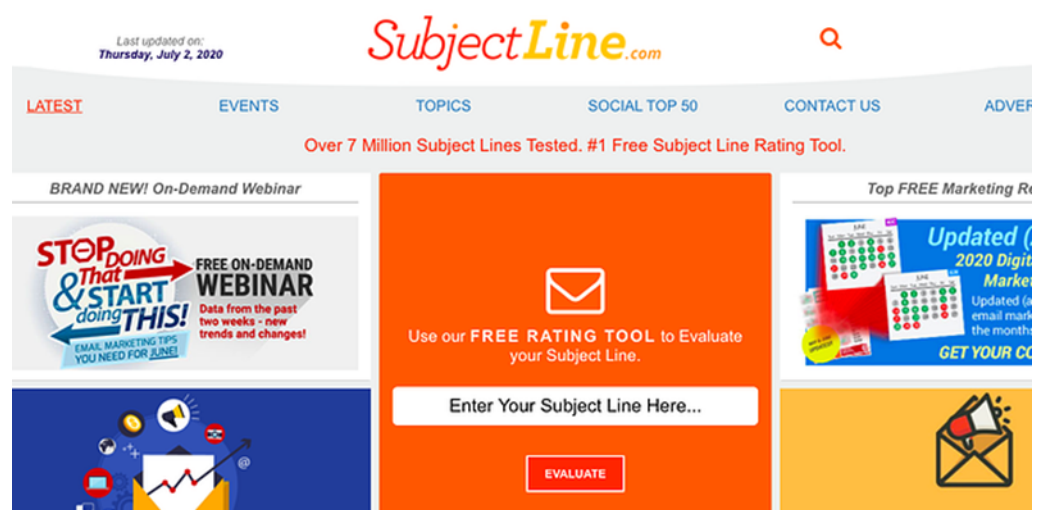


## SubjectLine.com

Price: Free



When sending an email, the subject line can either make or break your performance. Before you choose which ones to send, check them out using this awesome resource. SubjectLine.com has tested over three million subject lines and has a tool to evaluate your potential options. It gives a deliverability and marketing score, plus advice on improving previous purchases.



## CRO Analytics Tools

These are the tools you will use to measure and track your content's performance. You can use the CRO analytics to fully analyze the dips, jumps, and fluctuations in your conversion rate.

### Kissmetrics

**Price:** [Contact for pricing](#)

Kissmetrics is a complex tool that integrates with your email service provider to make it easy to analyze your audience and email them in specific cohorts. With Kissmetrics, you can learn the path that your customers have taken through your website. You can also conduct A/B tests, build data sets (without SQL), perform website conversion optimization, and assess the ROI from your campaigns.

### Google Analytics

**Price:** [Free for basic, contact sales for premium](#)

Google Analytics is a free way to track your website visitors. You can see how long it takes visitors to bounce from your pages, if visitors complete goals from a certain path, and which sources bring people to your website.

What's great about Google Analytics is that it allows you to see which keywords people are using to find your page, devices they're searching on, and uncover demographic data. However, there are no specific emails or contact information associated with your site visitors.

### HubSpot Website Grader

**Price:** Free

Website Grader is a great way to get a quick snapshot of a website's overall performance. It gives insights on performance factors (including speed, page size, and page requests), mobile responsiveness and appearance, SEO (page titles, meta descriptions, headings, and site map), and security. It's great for website conversion optimization.

From there, the tool devises a grade and provides suggestions on how to improve, which makes it easy to come up with some quick wins that'll help you boost conversions.

## Mouse Tracking and Heat Mapping Tools

These are the tools you will use to see how people interact with your content, including how they scroll and where they click.

### Hotjar

**Price:** [Free for Basic, \\$29/month](#)

Once you've nailed the basics like landing pages, CTAs, pop ups, and content, you're ready for some more advanced conversion rate optimization. Hotjar offers heat maps and screen recordings. They enable you to track how much your page is being viewed and how visitors navigate your website.

Hotjar also offers analytics, so you can see how well your pages are performing. This is helpful to see what's working and what you can change to increase conversion.

### Clicktale

**Price:** [Contact for pricing](#)

Clicktale is similar to Hotjar, as it also offers heat maps to help you determine the most valuable real estate on your pages, scroll depth (where is the "fold" on your website?), click tracking, and link analysis. Using these tools, you'll have the information you need to organize content, CTAs, and page design in a way that makes the most sense for engagement.



### Headline Analyzer

**Price:** Free

[Attrock's](#) Headline Analyzer is a tool that helps you analyze the effectiveness of your headlines by giving them a score between 1 and 100. It looks at the headline type, readability, sentiment analysis, and more to help you come up with a click-worthy headline for your pages.

The tool also suggests improvements that you can make to your current headline to improve its score, which, in turn, can help drive greater traffic to the page and boost conversions.

### Headline Analyzer

**Price:** Free

[CoSchedule's](#) headline analyzer gives a score of 1–100 to gauge the effectiveness of titles. The score is calculated based on word usage, grammar, vocabulary, type of headline, character, and word count.

The tool shows you what your headline looks like on Google and in an email subject line. This tool serves as a great litmus test to generally know how well your headline will perform.

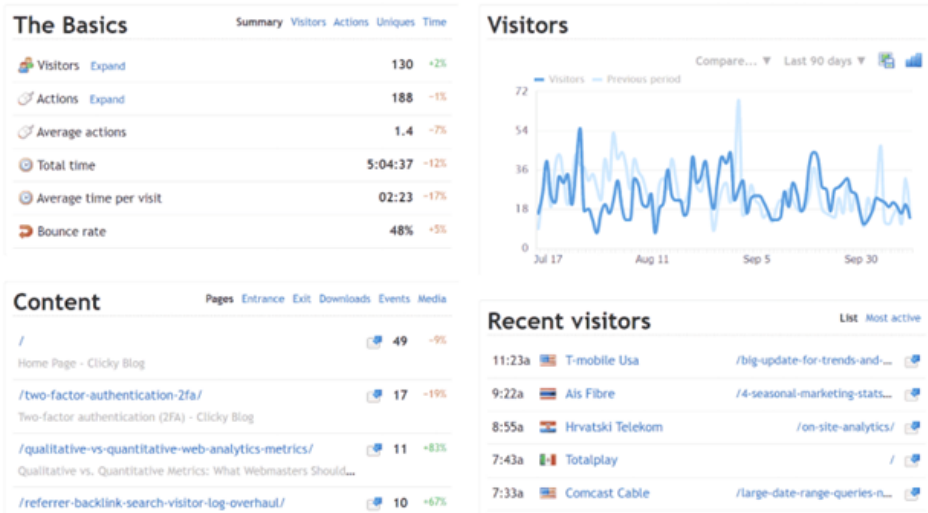


Clicky

Price: [Free plan, or \\$9.99/month to \\$149/month](#)

Clicky gives you real-time analytics on the visitors to your website. It tells you where people are accessing your site, how long they've stayed on each page, and how many visitors are actively online. The resource also offers heat maps and scroll tracking.

Clicky is an excellent one-stop-shop for customer behavior. You'll have multiple formats at your disposal to leverage for optimizing the performance of your website — so you can convert as many leads as possible.



Crazy Egg

Price: [\\$24/month to \\$249/month](#)

Crazy Egg offers a full suite of heat maps and click tracking, with the additional functionality segment clicks by source and evaluating link effectiveness. The basic package is fairly inexpensive and gives great insights into how effective each website page is.



See how people really use your site

Build a site that your users and customers love. Once you know what they use and what they don't, all of your changes will make a difference



Heatmap

A picture of where people clicked on your site. This lets you see what's hot and what's not, so you can make changes that increase conversions.



Confetti

With confetti, you will be able to distinguish all of the clicks you get on your site segmented by referral sources, search terms and more.



Scrollmap

The scrollmap shows how far down the page people are scrolling and helps determine where visitors abandon the page.



Overlay

When you look at the overlay report, you will be able to see the number of clicks on each element of your page.