

**Conversion Rate:** The percentage of your site traffic that places an order, sends an inquiry, subscribes to your newsletter, calls you or comes by to visit your business.

## Improve Your Site's Conversion Rate With Conversion Point Architecture Design

### **"What is Conversion Point Architecture?"**

We use both art and science for your site design or site redesign to improve your site's conversion rate and deliver the results you want – increased sales and leads. eVision's evaluation of your customers, your product or service and your branding/marketing message, plus our design strategies draw from many fields, including psychology, web technology and the science of usability. An additional, very important ingredient is our expert understanding of how web-buying behavior differs from conventional shopping.

### **"How can Conversion Point Architecture Design increase my leads and sales?"**

Successful websites are all about improving your conversion rate. Of course, we highly recommend that you optimize your website for search engines, but if a high percentage of your visitors are not converting to a sale or a lead, you need Conversion Point Architecture. eVision's experts will create/recreate your site design, using sophisticated, scientifically proven tools and the architecture of persuasion.

For site redesign, we start with a usability and conversion rate evaluation to determine overall user experience, including everything from download speeds to how visitors respond to your messaging. Whether you allow us to provide you with website design or web site redesign, our goal is to ensure that your results are distinctive and compel visitors to stay on your site and respond positively to your "call to action."

### **"Conversion Point Architecture sounds expensive. What kind of return on my investment can I expect?"**

You're right, it does add to your cost, as does any successful marketing strategy. But our proven combination of science and art can greatly increase your site's sales and leads. Most clients see returns of from \$10 to \$100 for every dollar invested in conversion rate improvements. While the majority of web sites convert visitors at a rate of only 1 to 2%, eVision often sees that percentage double after Conversion Point Architecture is applied to the site design. Even a small increase will result in a big ROI.

## “How will the process work?”

The Conversion Point Architecture process includes these basic 10 steps:

1. **Business/Customer Review.** We'll begin your design process with an extensive interview to understand your business, its goals and your prospective customer groups.
2. **Brainstorming.** We'll include a list of *everything* your customers would want to know to be comfortable making a purchase. It may not end up on the final site, but if you're selling a house for example, we'll include everything from school details to landscape plans.
3. **Information groups.** Next, we'll organize this information into logical groups, like utilities, town, house design, etc. These "information groups" will become pages.
4. **Sales ladders.** We then look at your sales path to understand how customers proceed to the objective. We'll ask you questions like, “When is each information group likely to arise?” Your information groups will be sequenced in a "path" that mimics this. We test these assumptions and then begin organizing pages from the information groups.
5. **Storyboard.** Your page layout starts as a *rough* storyboard. No more than 10 to 15 minutes is spent on each page, including spots for relevant images, obvious links to other relevant groups and ensuring that each page directly relates to the objective
6. **Review and test.** We'll review the traits of your typical prospect and answer questions about preferred communication style, interests, motivations and focus. Then we test some typical buyers or experts, after which we often end up building multiple sales paths based upon several customer persona groups.
7. **Navigation.** After applying our architecture to the path from beginning to end, we build the navigation map with standard site elements that users expect, like About Us, FAQs, etc.
8. **Begin the graphic design.** Designers are called only when all content, architectural elements and their structure are set. Conversion Point Architects discuss the look and feel, content delivery, and explain how to place the graphics to utilize eye tracking, which supports key messages.
9. **Build the site.** Designers are provided with detailed content and site plans so they can focus on visuals. With the right look and feel in place, the "beta" is tested on several prospective clients for functional user experience, persuasive elements, problems like browser compatibility, content problems or unanswered product questions.
10. **Launch, monitor, refine.** Your site is launched, your metrics noted, and site elements are continually monitored and refined. We determine your conversion goals and explore new presentations and elements.

Ready to have eVision design a site that converts visitors into leads and sales? Call us at 203 481.8005, email us at [sales@eVisionSEM.com](mailto:sales@eVisionSEM.com) or use our inquiry form at [www.evisionsem.com/contact.htm](http://www.evisionsem.com/contact.htm)