

CASE STUDY

CLICKS-THROUGH TO KEY CONVERSION
PAGES INCREASED BY 35% AND 77%



OVERVIEW

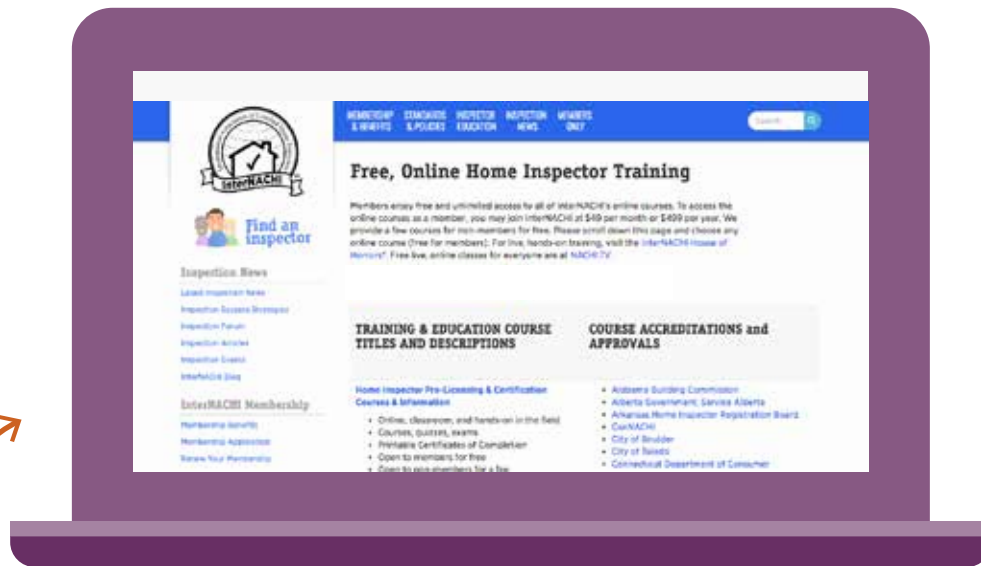
- CLIENT: InterNACHI
- INDUSTRY: Professional Association for Home Inspectors
- CHALLENGE: Provide easy guidance for visitors to sign up for member or student accounts on the educational content landing page
- SERVICES: Analytics
- STRATEGY: Alter the key CTAs on the page from text links to more prominent buttons and A/B test click-through performance
- RESULTS: Improved click-through rates to key conversion pages by 34% & 77%
- TIMING: Completed the A/B test in 6 weeks



The Challenge

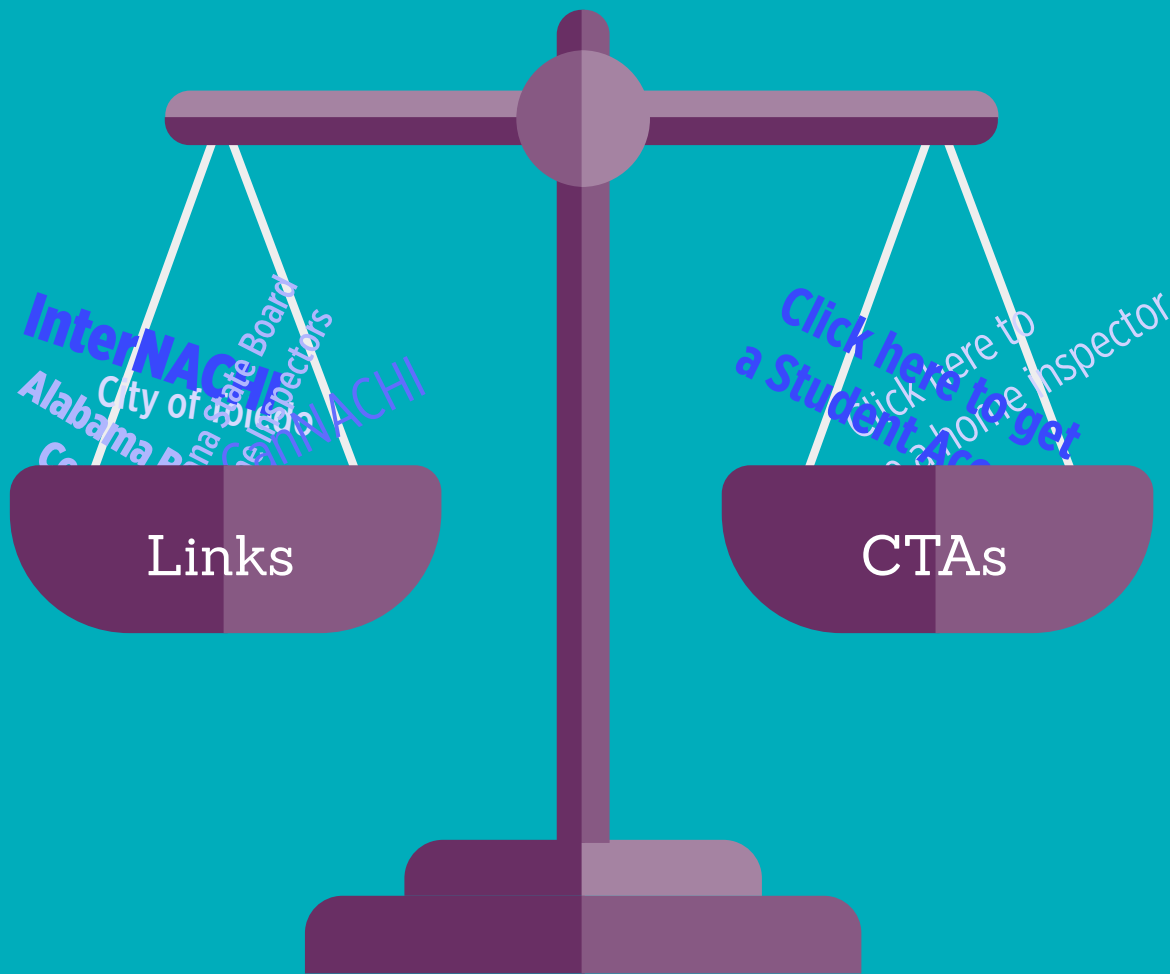
InterNACHI provides extensive content and services for members. The full extent of this content is very valuable, but makes for dense reading.

An ongoing challenge has been guiding visitors through a clear path on a site with lots of content and many paths. One of InterNACHI's top organic performing pages was an extensive list of education courses that wasn't guiding people to conversion as clearly as intended.



Dense content and multiple links created an unclear path to conversion on one of the top organic landing pages.





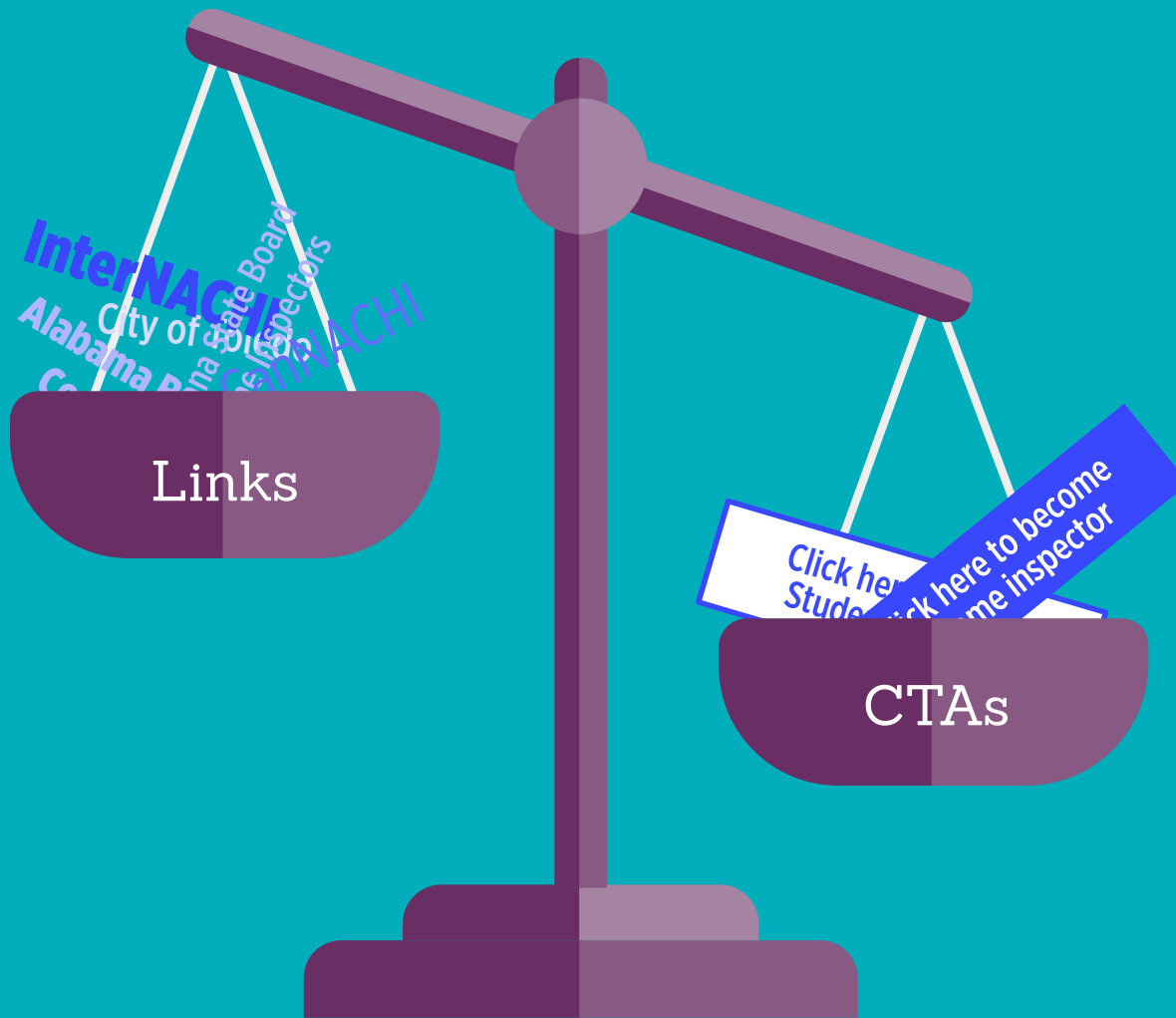
The primary Calls to Action (CTAs) were weighted with the same relative priority as hundreds of other links.

The Approach

Analysis:

In one of our recurring analyses, Seer observed that:

- The education content page has high traffic,
- BUT, this page was weighting primary Calls to Action (CTAs) to become a member with the same relative priority as hundreds of other links on the page
- This page provided content targeted way deeper in the conversion funnel [i.e. more valuable], yet the conversion rate was about one third that of the home page.



Changes to the key Calls to Action made them distinct and more heavily weighted on the page.

The Approach

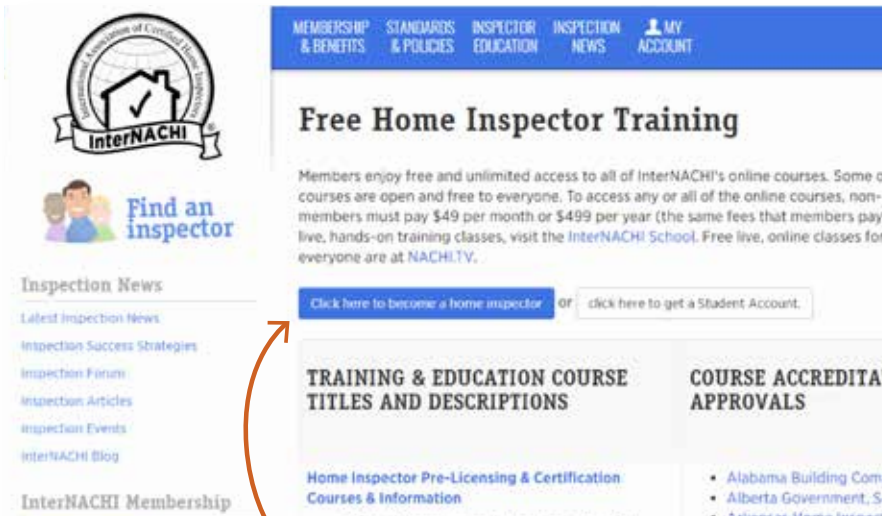
Action:

We recommended that our client test out changes to these key Calls to Action—making them more distinct on the page, to see if that could increase clicks to the signup pages.

BEFORE



AFTER

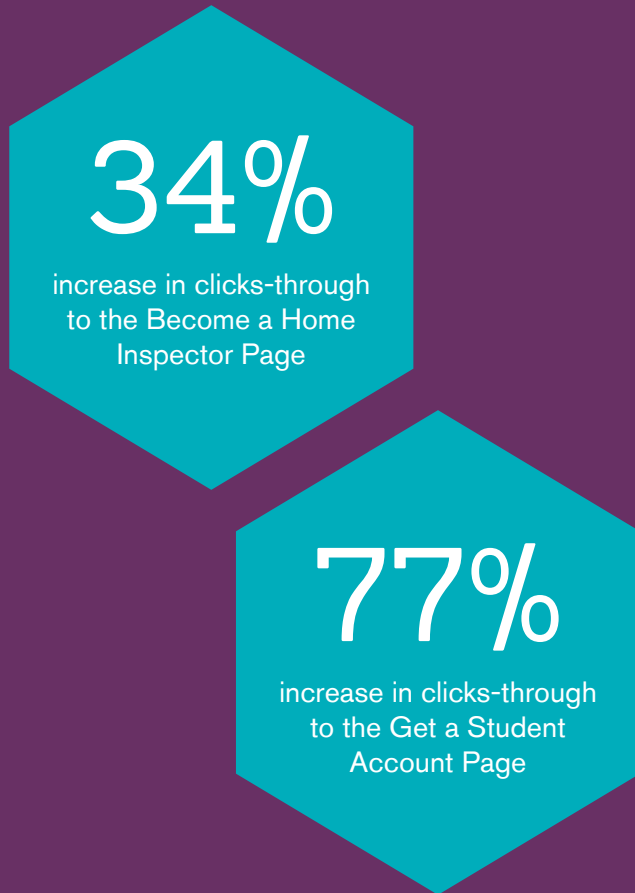


Clear and more pronounced CTAs

The Execution

InterNACHI altered the CTAs from text links to buttons and ran an A/B test for 6 weeks.





The Results

Clicks-through to the Become a Home Inspector Page increased 34%.

Clicks-through to the Get a Student Account Page increased 77%.

Visitors reaching these pages have a much higher conversion rate (10-11% vs. less than 1% sitewide). By driving more traffic to these high-converting pages, we expect to see a lift in application completions.





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