

Bathroom Evolution increases online conversion rates by 21%

conversion
works



“Running multivariate tests with the Google Website Optimiser has helped us reduce bounce rates and increase conversion rates”

Ian Monk
Bathroom Evolution

Bathroom Evolution is a leading online retailer for bathroom suites, shower enclosures and bathroom mirrors. Managing Director Ian Monk has built the company using the web as his primary sales channel and AdWords as his primary marketing tool.

Driving sales growth in a recession isn't easy, so Ian turned to Google Conversion Professional, ConversionWorks, for help.

Russell Sutton from ConversionWorks explains, “We've allowed Bathroom Evolution to start using AdWords, Google Analytics and the Google Website Optimiser together, properly for the first time. This has helped them to deliver incremental improvements to their site that impact online sales.”

Testing using the Google Website Optimiser quickly became a key part of the improvement process. “Using multivariate and A/B testing we discovered that some of the best ideas simply didn't work, whilst other ideas delivered surprisingly great results.” says Ian Monk from Bathroom Evolution. “We understand that bad results are as much of the process as the good ones as without testing we most probably would have changed our site without knowing the consequences.

Now we have a process with ConversionWorks through which we can make changes that we know lead to an increase in sales.”

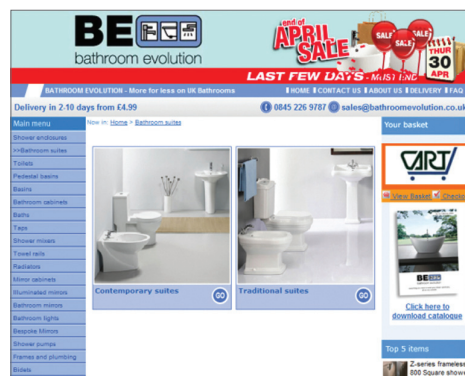
Step 1 – Measure the effectiveness of AdWords

The first step involved a complete review of Ian's AdWords campaigns, providing insight into which campaigns were underperforming and which landing pages resulted in high bounce rates.

Step 2 – Improve performance by reducing bounce rates

Having identified the landing pages with the highest bounce rates, new pages were designed and tested using Google Website Optimiser. These tests had an immediate impact, reducing bounce rates by 20%.

Before:



After:



Step 3 – Continue the improvement process by testing key underperforming pages deeper within the site

With bounce rates reduced, inside pages such as the product pages and the checkout process can be tested and improved with conversions in mind.

“What surprised me most was that even the smallest of changes like letting customers know our prices included VAT had a real impact on sales.”

Ian Monk

Results – Conversion rates up by 21% and bounce rates down by 20%

The results of the collaboration with ConversionWorks, and the new landing page testing through Website Optimiser, led to an increase in conversion rate of 21% for Bathroom Evolution.

Google Conversion Professionals are a network of conversion experts that can help you grow your business through implementing conversion best practices.



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