

Stone Works see website sales enquiries grow 15% with just one Website Optimiser test

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works**



“We’ve helped Stone Works increase sales enquiries in a falling market whilst their competitors have really been struggling”

*Russell Sutton
ConversionWorks*

Stone Works is an online retailer specialising in marble and stone flooring for kitchens and bathrooms. From their Derbyshire base, Managing Director Simon Ashworth has experienced month on month growth whilst competitors have struggled.

Running an online business allows Stone Works to be more flexible and serve a much wider catchment area than their showroom based competitors.

AdWords has been a major driving force for the business and gives Simon the visibility and reach he needs to attract customers from across the UK.

With a successful AdWords campaign in place, Stone Works looked to Google Conversion Professional, ConversionWorks, to review their website and drive improvements in its performance.

“Right from day one, Stone Works understood the importance of improving their site’s conversion rate and the direct impact it would have on sales enquiries and return on investment from their AdWords campaigns. This really helped us to put together a strategy, focused on delivering more sales from their existing traffic.”

Russell Sutton, ConversionWorks.

Step 1 – Understanding the problem

Stone Works had appeared to hit a glass ceiling with their AdWords marketing. Initially, increases in their budget had immediately delivered more enquiries. But later increases in budgets hadn’t translated into higher sales volumes.

Stone Works wanted to expand their business and increase their sales, so they needed to break through this ‘glass ceiling’ by increasing the conversion rate of their website.

Step 2 – Get real insight using Google Analytics

Starting with Google Analytics, ConversionWorks reviewed Stone Work’s website traffic, looking for any blockages which were preventing customers from requesting a quote. This approach gave Simon the insight and confidence he needed to invest in improving his website using the Google Website Optimiser.

Step 3 – Use Website Optimiser to improve conversion rates

Having identified and targeted the problem pages, Google Website Optimiser was used to test an improved design that aimed to persuade more customers to get a quote.

Before:

After:

Result - 15% increase in website sales enquiries after one round of testing

We were cautious to begin with about the idea of investing in A/B testing” explains Simon Ashworth, Stone Works. “Whilst the concept is sound, this was new territory for us, and in the current economic conditions we’re careful about every penny we spend.

ConversionWorks put together a simple starter test for us that fitted our budgets and allowed us to get results with the minimum of risk. We’ve been really happy with the results and the increase in sales enquiries in the current market has made a real difference.”

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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