You're listening to the Keep Optimising podcast to increase your traffic, improve your conversion rate and CRO your profits.

Hello, welcome. Now, if you’re looking to improve the performance and return on investment of your marketing, then you are in the right place. I’m Chloe Thomas, the host of this marketing focused podcast and is super cool to have you tuning in to this episode.

Today we are talking about the things you can do on your website to improve your conversion rate because that is what will help all your marketing improve and help, you know, the performance of your website improve, too. Why are we doing this? We're doing this because this month we’re all about improving conversion rates with tackling it from different angles. And this is the episode where we’re going to give you lots of proven advice, lots of proven tips about how to go about doing that.

My guest is Mogens Møller from Sleeknote. Now, you may well know Sleeknote as the guys who do really cool email capture tools. Well, they’re also somewhat obsessed with conversion rate and site usability and improving all that good stuff.

And over the summer, they have done an amazing, truly amazing research project looking at use it well, basically Usability testing some of the biggest websites around and looking at what the consumers found on those websites, what they liked, what they didn’t, and then distilling all of that into a set of recommendations, not just recommendations of a big site does this is not cool, but
recommendations which are all about these are the things that customers love. Now, we're going to meet our guest in a second or two. But before we do, please do check out the sponsors.

[00:01:52.450] - Chloe Thomas

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[00:02:29.830] - Chloe Thomas

Today, I'm chatting with improving conversion rates expert Mogens Møller. Mon's is the CEO and co-founder at Sleeknote, where they help us turn visitors into subscribers. He's been in eCommerce for over 10 years and it's just a little bit obsessed by user experience and conversion optimization. In fact, he's just spent three months conducting more than 240 usability tests on the world's biggest online stores, including both mobile and desktop experiences.

[00:03:00.610] - Chloe Thomas

Hello, Mogens.

[00:03:02.290] - Mogens Møller

Hello, and thanks for having me.

[00:03:04.970] - Chloe Thomas

It's great to have you here. I can't I can't believe you just spent so long looking at this because I'm so excited about the results, the listeners. But before we did that, how did you end up obsessed with improving conversion rates in the first place?

[00:03:17.890] - Mogens Møller

Yeah, yeah. That's that's a really good question.

[00:03:20.050] - Mogens Møller

Actually, I think back in the days and this is like 10 like 15 years ago, I worked at a Web agency where I, I accidentally saw a usability test at some conference or somebody talked about it. And I was just
like, holy shit, this is how you should look at websites instead of, you know, me having an
opinion about this is a good website or a bad website. This is best practice, not a bad practice.

[00:03:51.520] - Mogens Møller

Then, you know, looking at a website through another lens, through the visitors, through the
potential customers, that was just like, wow, I should do this. And then, like since then, I've just been
really obsessed about the Usability testing channel. And I think and the reason why I'm still really like
into it is because so few people actually are doing it. So I'm still kind of, you know, saying to
everyone, you know, you should really do this.

[00:04:20.410] - Mogens Møller

I know we also have, like, you know, looking at behavior, looking at AB testing data in general. But
but getting this feedback from visitors is really, really valuable, in my opinion, still, because that is
often where you get some answers and not just some focus areas to to, you know, look at.

[00:04:40.860] - Chloe Thomas

I completely agree with you. It's kind of one of the reasons why this month we're not talking about a
marketing method, we're talking about the conversion rates, because I think so many people get
obsessed with the Facebook traffic, the email traffic, the SEO traffic, but they forget about the fact
that they can improve the performance of all of it by improving what happens on the website.

[00:05:00.480] - Mogens Møller

Yeah,

[00:05:00.930] - Chloe Thomas

you were talking there about various tactics that we might use when we're looking at assessing how
well our sites converting, which I think I guess brings us onto this this massive project you've just
undertaken. Why did you decide to spend three months going into so many websites in such detail?

[00:05:17.790] - Mogens Møller

Yeah, yeah. Well, good question. And in many levels, because, you know, we actually we as many
other people, we are also pretty busy and Sleeknote and trying to grow our business and stuff like
that. But but we we we invest a lot in content marketing in our company. That is kind of like how we
get our customers. We we are pretty old school. We have we still have a block that we update quite
a lot through podcast, a lot of this webinars and and to have some really good, really good content.

[00:05:52.170] - Mogens Møller
I felt like we need a new source for, you know, conversion, optimization, best practices like 2020. So, you know, you can go and you can read some books that are eight years old or find the blog post that are 5 years old about some best practices that have read the same books or based on the same books, that idea. So it's like, you know, we need some new stuff. We need some a new source.

**[00:06:19.890] - Mogens Møller**

That was kind of like how I felt when I began to do this to build a new source and to kind of be able to call it a source of good data. We also need some tests. So it was not enough to just do 5 or 10 tests. I needed to do quite a lot of them. So it's not just one people's gut feeling that I kind of base this on, but more, you know, 204 Usability testing.

**[00:06:47.100] - Mogens Møller**

If half of them are guiding me in this direction or finding this thing annoying, then definitely it should be something people should optimize for.

**[00:06:58.230] - Chloe Thomas**

I think one of the interesting things is that we often say, you know, we needed new data, but often when we see these his recommendations of what you should do based on the best what know the biggest websites out there, it's it's not on the test. It's Best Buy. Does this eBay does this, Amazon does this assumes that they're all doing what they should be and they're doing it well and then we all copy it. Whereas you've taken it to the next level, haven't you?

**[00:07:25.890] - Chloe Thomas**

You've gone is what they're doing. Well, and therefore what can we learn for it? And I think learn from it even. And I think that that really takes the information you've been gathering to a whole extra level of kind of validity, usefulness and oh my gosh, I must get my hands on that.

**[00:07:41.700] - Mogens Møller**

I completely agree with you because that is often how people are doing is like, you know, this is what I was doing. We should do the same thing. But you know it might not be the case if you are not selling, you know, the exact same thing as they are. If you don't have the same target audience, if you know, you don't have the same brand as they do, then you should not do the same thing as Amazon.

**[00:08:01.620] - Mogens Møller**

Actually, Amazon has a lot of pretty bad user experience on there on the website in general. But, you know, I think it works for them in many ways because people are just used to the website. They're used to that kind of bad user experience in some cases. So if you're building a new website, you
should not copy that bad UX because you are not Amazon. But that is where people sometimes do a big mistake in my perspective, just to see on the big websites what they're doing and then blindfolded kind of copy it.

[00:08:31.140] - Mogens Møller

So what I wanted to do here, you really nailed it here. I want to say, you know, there are things you could copy of be inspired from by on Amazon or Wish or Assoc. or whatever it is, and these other things. And then there are all the stuff you should definitely not do because you hate it.

[00:08:49.800] - Mogens Møller

So for example, Salento is a is a really big one, at least in Denmark. I guess they're pretty big in Europe in general. They really had also a lot of things on their website that people hated and actually also errors and navigation that didn’t work. So, so. So, yeah, you’re definitely nailed it there.

[00:09:11.310] - Mogens Møller

That isn’t the whole point for my research to figure out what works on the big websites and what doesn’t and then take or be inspired by that.

[00:09:19.590] - Chloe Thomas

OK, well, let's let's stop talking about the project and let's share some of the cool stuff you found in the project. So let's let's start with the home page, which we can talk about landing pages. We can talk about where we we people too. But huge quantities of traffic continues to land on the home page. So what are the key things we should be doing on that home page to. To keep customers from disappearing again?

[00:09:43.830] - Mogens Møller

yeah, yeah, so, you know, there's a lot of things on the home page. It's a big, big area. But but I've kind of I've kind of found out that there were 3 main purposes of the good home pages, our home page in general, but three things that you can kind of highlight or think about when you structure the home page. And the first of all is a quick access to the navigation and search. Like most of those who visit your your home page or come to your home page, they need to navigate further down the website. So really quick access to navigation search is just crucial.

[00:10:17.180] - Mogens Møller

Some websites actually both show a the the navigation very clearly. But on mobile, they sometimes they also show like links to the navigation in the main column, some on the website. So they kind of duplicate the whole navigation path because they know it's so important that people find that
navigation. So quick access to navigation search. If you've got several audiences, separate them. So if you sell both B2B and B2C, make sure to separate them to begin with on the home page.

[00:10:55.760] - Mogens Møller

Also, if you are selling both to men, women and you've got some kids as well, separate them there so that you don't, like, go into the wrong kind of department, so to say. And then like the main thing a lot of home pages can do is to inform about some current campaigns. So do you have free shipping this weekend to have 20 percent off on some potential category or some specific category or something like that? Then that is also a great purpose for the home page to make people aware of that, because people expect to find the kind of recent campaign on the home page. Yeah.

[00:11:38.510] - Chloe Thomas

Cool, and I want to come back to those those first couple of points there, what you said about quick access to navigation and search. Now, from what you're saying, I'm guessing that isn't just having a nav bar across the top. It's having clear big links to key categories throughout the rest of the home page so people can you know, they don't have to hover over something to find something to click on if it's one of your best selling areas, for example.

[00:12:03.110] - Mogens Møller

Exactly. Exactly. And and actually, when you know, I think the main problem about navigation is on mobile, most websites have a pretty clear kind of navigation links on their desktop websites. It's hard to kind of, you know, fuck that up. But but but on mobile, it can really be a struggle to, first of all, find the navigation. Some people place the the the hamburger icon in the right site or they placed it in the bottom of the mobile page.

[00:12:38.690] - Mogens Møller

And that is like very creative, but it's not very user friendly because it's different from almost all other websites. So that's a simple thing. But then also to have a navigation that that actually works and that is user friendly as some I saw some one websites, ASUS.Com, they had in the first kind of level in their navigation. They had some really tall links so that it actually made it very hard for the people who visited the navigation to heaven to get an overview of what to kind of enter or where to enter.

[00:13:15.890] - Mogens Møller

So a very simple thing, a huge website, but they just made it hard for people to to get an overview of their navigation. And that's really sad because, you know, or they have so many visitors that should definitely do it a bit better. But then actually, when they then when you entered the the first level and went to the second level, they had a really good overview there. So something from Asus, you should maybe cubie is the second level in their navigation, definitely not the first level.
Like it. Now you mentioned about, you know, the time for creativity is not messing around with where your navigation is or where it sits. But there is a role for creativity on the home page, isn’t there, to create a great first impression. So how do we what should we be doing? What should we be using to make sure people get the right impression of the business when they land for the first time?

Yeah. So I found one thing in my Usability testing that almost everyone lights at the homepage. Well, of course, a good navigation, clear search. But then this I think you call it a hero image. I think that's kind of a term it's easier to illustrate if I could show it on a screen. But a big image in the top of the homepage that kind of illustrates what you do on the website. So if you sell shoes like suppos, well, then show a big picture of some shoes or some high heels or sneakers or whatever it is.

And and then, you know, explain what this is about. So that big hero image just made people feel, well, this is this is a nice place. This is easy to find what I'm looking for. And it's easy to me to to see what this website is about. So when talking about these hero images, some people make them into carousels, like also rotating carousels. And I guess you've also heard there's been a lot of talk about whether or not carousels is a good thing.

In my test, I found that people actually liked it on desktop. It was not that people had any problem. Even though you think there is this website that I can't remember the name, is it like, you know, shouldhaveacarouselonmywebsite.com, something like that. And then there was a big no, something like that. But actually on desktop in my tests, people liked it. It was not a problem at all.

They just click through the different slides and yeah, it looks great and then they scroll down. But it's completely opposite on mobile.

On mobile. They really hated it. They still like the big hero image, but they found it really frustrating if it was rotating automatically so you could still have a slider, you can still have a carousel, but you just make sure that it's not rotating automatically. So you can just you know, the user can click on maybe an error, arrow in the side of the of the big hero image and then click through.
[00:16:05.810] - Mogens Møller

So so the big hero image is a simple thing, but it really works. And then, of course, make sure not to fall into the banner blindness trap where you kind of design it in a style that doesn't match the overall design of the website. That's also a little little extra tip to the to the hero image part.

[00:16:25.130] - Chloe Thomas

So we want to make sure the banner stands out. We want to make sure it fits to avoid the bad banners.

[00:16:31.150] - Mogens Møller

I would say it fits stands out it's not that's important because it will automatically stand out. Because it's in the top of your home page and it's pretty big. People will look at it. But if you try to put too many effects on, it's like a no drop shadow, big borders, stuff like that, then it will kind of look more like a banner, like an advertising banner, and then people will not look at it.

[00:16:58.450] - Mogens Møller

So it's it's a bit weird. The more you try to get people's attention to it, the less attention it will get. So just make it kind of match to the to the websites that design in general. Then you will not go into the banner blindness trap.

[00:17:15.340] - Chloe Thomas

I like it. So it's so it's almost you don't want to click here on it. You almost don't want to link from it. You just want it. Big image which goes this is asked. This is what we do.

[00:17:23.720] - Mogens Møller

Yeah. You can still have a call to action on it. That's, that's not a problem. But just do it like elegantly and smoothly and with a button that looks like the other buttons on the website and not some huge green one that says click here right now to and I'll unveil all the potential in the world or whatever it might be. Oversell it, but just make it make it easy and make it look great with a normal sized button. And then people will think, well, this this is a thing that actually matches the home page.

[00:17:54.280] - Chloe Thomas

I've now got in my head this hideous banner with flashing imagery and countdown timers and all kind of kinds of hideousness, which I think means it's probably time to move on from home pages to the world of navigation and filters. Now, we've already discussed how the navigation needs to be clear and easy to find on the home page. What else can we do to make sure when people find it they have a good experience?
Yeah, that’s a good question. I think navigation in general, if we look at a desktop, there are a few traps that I just want to highlight that that some of the big ones are doing here. For example, a lot of websites have this. I don’t know if it’s a term that is used other places in Denmark, but we call them Meka menu. So like a huge menu that appears when you hover over, let’s say at H&M., they got this menu when you hover.

Well, ladies in the top of their desktop side, one like this huge menu of 50 different links appears. And this is this is has been like a normal thing to do on a lot of websites. But people really didn't like that practice because oftentimes when they just hovered very quickly, they were moving the mouse like maybe towards the Add to basket button or they were moving the mouse just further down the website to find something. And then when you suddenly show a huge menu that fills the whole screen, it’s just bad user experience.

So a very simple kind of way to to fix this was something I saw on Costco wholesale. So if people are listening here and they want to see it in practice, Costco wholesale, they also have this big menu in the top that that appears when you hover. But instead of hovering right away, you need to hold the mouse of the mouse for like half a second on the link. And then you it will be shown. And that is really intelligent because that is kind of like tracking a behavior that the people on the visitor want to see it instead of just having a random kind of mouse over.

So so that is a I think, a very important tip in general, not just online stores, but all kinds of websites with navigations and I guess all have navigations to some that'll make this a little bit.

I love it because it’s like it’s not we need to redesign it because, like, oh, my gosh, what do we do if we got loads of stuff we've got to tell people about and we need to make a menu, what on earth are we going to have to do here? And then and then you were like, just put a delay in this like, wow, a whole second delay is such a simple thing to do. Great, great tips.

So you said there were several other several desktop traps for navigation. What’s the next one?
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[00:20:40.080] - Mogens Møller

Yeah, just one more. And this one I talked about here is, is, you know, when you have a horizontal navigation, so a horizontal line on the top of our website. But some websites also have this vertical navigation instead, for example, like websites like Amazon, they have a maybe shop. All departments links up in the left corner. You click on that and then you get a vertical menu going down your website. And when you get this vertical menu, you also have some traps in front of you.

[00:21:09.520] - Mogens Møller

If you go to Walmart, you also get a vertical menu, you maybe enter baby category and then when you move the mouse again, I'm really sorry. I would love to show this at the screen, but move the mouse from baby into some of the sub links, then it will jump to the other to the other categories before you go to the sub links, because it's so sensitive again, because you just kind of hover a little bit over some of the other things, it will change and that gives a very bad user experience.

[00:21:42.000] - Mogens Møller

So again, the trick here is actually to make a delay. If you look at a website called KOHLS, so it's K O H L S they have also a vertical menu, but they have like Kozko, they have implemented a little delay. So when you go from one of the the menu links to some of them to one of the sub links, and you kind of hover over some of the other main menu links, it doesn't change right away because it's the website figure, figure out that, you know, this is a movement, the visitors trying to go to the Sub link, so don't change it right now until you kind of hover that other link for, let's say, a second.

[00:22:21.690] - Mogens Møller

So again, and and just a better way of doing navigations by kind of figuring out what the behavior is, what is the intent of the visitor, and not just make it a. Yeah. Non user friendly way.

[00:22:37.660] - Chloe Thomas

Yeah, I suspect all of us have ended up swearing at the screen as we try to track our mouse through one of those vertical expanding menus. And you're like, oh no, no, please, please. It's almost like a test. Can I can I use the mouse precisely enough to get there. And Mog, we've already talked about back home pages. We talked about one of those big topics of UX, which is carousels. I've got my next question is about another big UX topic.

[00:23:02.430] - Chloe Thomas

Breadcrumbs. Should we shouldn't we?

[00:23:05.430] - Mogens Møller
Breadcrumbs? Well, great. Great that you bring that up. Breadcrumbs is for me. When I do this presentation, I got the slides where I put some small batches on the different takeaways. And I have one takeaway that says, remember the good old breadcrumb and the batch for this one is no brainer. So it's like this is a no brainer. And and I have I have no idea why breadcrumbs have been kind of thrown away. It was such a great UX kind of best practice used in, I don't know, since the 90s or something like that, you know, and coined back in the days by Hensel and to the right in the old Grimm fairy tale that got lost in the woods and couldn't find the way back.

[00:23:50.730] - Mogens Møller
I think Henzell kind of I don't know, was it the birds who ate the breadcrumbs? So it wasn't that great.

[00:23:55.860] - Mogens Møller
But at websites, it's really great. There's no doubt about it. So both on desktop, but like it's even better on mobile. And one of the main reasons, one of the main kind of use cases for breadcrumbs that I saw in my Usability testing was when people access your website through a Google search, which probably happens pretty often, and they enter a product page directly or a sub page, then sometimes they want to go back, but they don't want to hit the back button in the browser because that will bring them back to Google.

[00:24:29.220] - Mogens Møller
But maybe they let's say they want to buy a I got 4 small kids, so I'm pretty often at the market for buying some strollers, baby strollers, and I going to Google, you know, type in strollers. And then I insert, for example, babishop.Com and enter to a product page. Then I just saw this one product. But this is not the one I want to buy. I want to see the whole list of all the strollers.

[00:24:51.660] - Mogens Møller
And then the easiest way for me is just to see that breadcrumb. See, I want to go one level back or I want to go to levels back instead of trying to figure out how their navigation is working, how I how I go, you know, how I found find this level. So breadcrumbs definitely a no brainer. And and I know it doesn't look great design wise. I guess that's why it's been killed. Some somehow maybe some designers thought it was not sexy anymore and definitely not on mobile.

[00:25:22.500] - Mogens Møller
It doesn't look great, but it's such a huge help for, well, everyone, I would say.

[00:25:28.420] - Chloe Thomas
Now, my next question takes us kind of to the world between navigation and category pages. And it's something which consumers seem to be using more and more from what I've read and experience. But feel free to tell me if I've got that massively wrong. But it's filters, you know, when we when we work out when we cut and diced the products ourselves as we're looking at a product page, any any things you picked up around filtering, is it good?

[00:25:54.150] - Chloe Thomas

Is it bad or the key things we should or shouldn't do?

[00:25:56.940] - Mogens Møller

In general, filters are good. So so people sometimes ask me, can we have too many filters? No, you can't. It's impossible, I will say, because if you've got many filters and people don't use them, well, then it's not a problem for them that we just don't use them. But on the other side, if they are very specific, if they have a specific need, if they want to only see trousers in one specific size or, you know, it could be cosmetics that are organic or whatever it might be, filters are great.

[00:26:30.600] - Mogens Møller

So as many filters as possible, that that's one could could start. Other than that, I will say. I definitely saw some websites that made this badly, especially on mobile, mobile is a tough one for filters because filters is just a lot of menus, a lot of links, and putting that in a small mobile screen is pretty hard. So I actually have a few kind of quick takeaways for filters. I would just mention very quickly, first of all, make sure to test your filters would like.

[00:27:00.390] - Mogens Møller

So you're sure that there are no kind of errors in it? The reason why I'm saying that is because, for example, when you add Salento, when you kind of scroll in the filters, you sometimes scroll in the products in the background instead. So even one of the biggest online stores in Europe, Salento, are having mistakes in the kind of UX and filters. So no mistakes, no errors, then make it easy to jump back and forth.

[00:27:23.740] - Mogens Møller

Don't use. Toggling So kind of I don't know if toggling is a is actually a word or we just use it in Denmark.

[00:27:29.850] - Mogens Møller

But, you know, toggling, when you open something up and then you kind of toggle open or it's a collapse, don't it's it can work, but it's really hard to get to work. So just make it easy to jump back and forth with some links that kind of changes the page, then show the number of matches on the
different variants. So if you got like small, medium, large, write a little number on, you know, just beside small where it says 30 matches.

[00:28:00.870] - Mogens Møller

So people know how many products matches the specific filter. But don’t do this both on the products, on the different filter kind of parameters, but also in the bottom of the filter menu. So you got this overview all the time that now I’ve gone from a thousand products to five hundred products to one hundred products to twenty products. Now I got the number of products I want to have and then you can click, click, submit and you can go to the product list.

[00:28:29.220] - Mogens Møller

Then also if you’ve got color variants, don’t just show the text, but show also the color like with a color.

[00:28:37.260] - Mogens Møller

Some people don’t. It’s weirdly enough, but some people are not completely sure about colors. For example, if you’re just saying multi, then people know what this multi is like. Is it variant is a new color or is it just because it's a lot of different colors or what what could it be? And then the last thing that it’s really important for me is on mobile. Let the user decide when the list is getting updated. Some websites kind of updates the filters and bring you back to the product list every time you click.

[00:29:10.320] - Mogens Møller

Submit, I'm sorry. Every time you choose a filter that is like in almost all cases bad UX on mobile because people want to decide themselves when to submit, when they have when they have chosen the filters and they want to update the list. And I know this is actually something Amazon does, but they they submit every time you choose a filter. So they must have tested it somehow. And of course, I don't know their results. I don't know the numbers, but I can just say that I would say 85 percent of those who visited filters that had this kind of auto submits when they chose a filter, they didn't like it in my tests.

[00:29:51.000] - Mogens Møller

So that's you know, that is that's how I can look at it. Yeah.

[00:29:57.240] - Chloe Thomas

And you’ve just picked up on my most hated thing when shopping as a as a lady who doesn't wear black, and therefore when I go clothes shopping online, I am selecting lots of different colors, but
not in order to not see anything that's black. And when that site refreshes, every time I click a color, it's so tedious.

[00:30:22.140] - Mogens Møller
Yeah,

[00:30:22.930] - Chloe Thomas
but

[00:30:24.120] - Mogens Møller
Exactly!

[00:30:24.360] - Chloe Thomas
Personal rant over those sorry everyone for that. But that's a real sore point for me.

[00:30:28.650] - Chloe Thomas
But I won't name anyone who does it. You're safe. But you know who you are. So obviously filters are big on category pages. Is there anything else we can do on our category pages to get the customer through to the product because the product page is where they're going to buy. So there are a couple of things we can do on a category page to increase the number of people we get to product pages?

[00:30:51.990] - Mogens Møller
Yeah, yeah. That's actually one thing very much related to filters that is that works very well and that is showing the active filters on the category page. So on most websites, if you if you need to kind of deactivate a filter, you have selected, you know, blue and green shirts and then you want to only see green shirts, then you have to click on the filter menu. You have to go into finding the color. And and it's just a lot of taps on mobile.

[00:31:23.190] - Mogens Møller
But if you show if it's possible for you to kind of delete or remove the filter directly from the category page, that's just very, very user friendly. So show the different filters in the top of the page so it's easy to remove. You can see if it's hard to understand what I'm saying here. You can see it in action on Zappos.com and H&M. And I will say in general, if you were visiting H&M, almost all the best practices that I just mentioned, they are doing that in their filters.
**[00:31:52.860] - Mogens Møller**

So H&M are doing other stuff, not fantastic, but they're filters, they're really nailed that. So that's a good place to start if you want some inspiration. And then I'll say that, well there's a lot of things to do in the category pages in general. One thing that was a bit surprising for me when I did these Usability testing I also had Eye Tracking equipment. So we bought some pretty expensive Eye Tracking stuff. And to be honest, I didn't I got I got valuable stuff out of it, but I thought I would get more.

**[00:32:27.210] - Mogens Møller**

But one of the places where I got some really valuable stuff out of the Eye Tracking was when people was looking at the category pages here and then when products had some small patches on them, for example, new or reduced price or Amazon's choice or you know, I guess you can recall some websites that have these they really catch the visitor’s attention. And oftentimes it it resulted in a click or tap on mobile. So these small batches on products, they really worked and they did just catch the attention.

**[00:33:09.180] - Mogens Møller**

Of course, if you have a product list where every second product has some kind of batch, you know, it's getting diluted. It doesn't work that well.

**[00:33:17.730] - Mogens Møller**

But but a few selected products works fantastic. You can see it both on. I know Amazon is doing it. Wal-Mart is also doing it very well, both on desktop and and mobile.

**[00:33:30.360] - Chloe Thomas**

Nice. Well, thanks, Mogs. You've given us so much. Great. So many great things to do to improve our performance. Is there we're going to pause now for a reminder of our sponsors and then we're going to be talking about the whole wide world of improving conversion rates.

**[00:33:45.300] - Chloe Thomas**

It's safe to say that most of us have been doing more shopping online lately. And if you're an eCommerce brand, that means you might be seeing more first time customers. But once they made that first purchase, how do you keep them coming back? Well, that's what Klaviyo is for. Klaviyo is the ultimate email and SMS marketing platform for eCommerce brands. It gives you the tools to build your contact lists, some memorable emails, or to make key messages a more way, way more.
Keep Optimising Podcast: https://keepoptimising.com

[00:34:09.660] - Chloe Thomas

Whether you're launching a new business or taking your brand to the next level, Klaviyo can help you get growing faster. And it's free to get started. Is it Klaviyo.com/MasterPlan to create your free account? That's K L A V I Y O.com/masterplan.

[00:34:27.700] - Chloe Thomas

OK Mog, and so far, we've gone deep into homepages, category pages, navigation, but now you get to wow us with your insider knowledge about the whole world of improving conversion rates. So for the following questions, your answer can be anything to do with improving conversion rates, which, of course, does include home pages, navigation and category pages. So are you ready?

[00:34:49.950] - Mogens Møller

Yeah, sure.

[00:35:04.890] - Mogens Møller

Excellent. Let's start with improving conversion rates newbie advice. If we've inspired someone to take their first step with improving conversion rates today, what do they need to know to give themselves the best chance of success?

[00:35:35.580] - Mogens Møller

Yeah, good question. I'll improving improving conversion rates in general is is a really big thing. I would say. I would mention one thing that is just working very, very well for at least for me, but I think in general for people, and that is to do their own usability tests. You know, I've been doing 240 Usability testing. Now, of course, we also testing our own website, I think, every second month. So if there's one thing people can do to improve conversion rates is to do their own usability test.

And I know it's Corona times right now and hopefully that will change pretty soon. But you can do you can also do it remotely. So getting someone that you know, that is not yourself and that is not your colleague and that is not your your boyfriend or girlfriend, but someone that haven't kind of looked at your website yet to test it out and to buy some products or to find some information. And then you can watch them do that. That is just you know, that was what happened for me 15 years ago when I kind of got that.

[00:36:09.030] - Mogens Møller

I saw that for the first time. And so that was that will be the one thing. And it's really it's really not rocket science. It is so simple. But get maybe five people to do that. And after five people have done
it, you will have four or five pages of inputs and thoughts and things that you will improve on your website. So don’t hire twenty people to get 20 people to do it instead.

[00:36:36.480] - Mogens Møller
Do it, do it recurrently. So do it maybe every second month do it every half year or whatever fits your, your, your schedule.

[00:36:44.430] - Mogens Møller
It will, it will. I won’t say skyrocket conversions but because of that sounds crazy but I’m completely sure that it will improve conversions in general if you begin to do that regularly.

[00:36:57.930] - Chloe Thomas
Oh great advice. And for everyone out there, if you’re about to embark on this, the most difficult thing about what Mogs just outlined is not saying anything. Whilst the person’s going through your website, you have to keep quiet and let them do it.

[00:37:12.270] - Mogens Møller
Exactly. Exactly.

[00:37:14.370] - Chloe Thomas
OK, now, once you’ve started, of course, you’ve got to Keep Optimising. So what’s your favourite way to improve conversion rate performance?

[00:37:24.140] - Mogens Møller
So I will say, if I continue a bit more in where I was right now, in, of course, conversion rate, but also the Usability testing part, I actually have one tip there.

[00:37:33.830] - Mogens Møller
I want to say as well, and that is when you do the usability test yourself, it’s hard to be quite yet for sure. But start people out at Google. So instead of putting them to your own website to begin with, start people at Google and then make them search for the product category or the kind of services you provide and then afterwards let them go to your competitors, because when they go to your competitors websites, they experience what works and what doesn’t work there.
And then afterwards you can take them to your own website. And then when they figure out or they find something that they are not satisfied with or something that is not user friendly on your site, they can say oftentimes that this was better at this site.

This other side, though, just tested before or this worked a lot better over here, or this is actually really user friendly, a lot better than the site I saw in the beginning. So having people on your competitor’s websites before entering your website, that is really important thing. That is when Usability testing for me really became the one tool for conversion optimization, because now it's not just people's thoughts about what's not working, but it's also ideas for what is working.

I love that that is proper next level advice. Thank you.

Now it's impossible to improve our marketing unless a monitoring performance, but the list of stuff we could monitor can be overwhelming. So what for you is the number one improving conversion rates KPI?

Yeah, that's a good question, because it is actually the answer isn't the question. It's the conversion rate. But the conversion rate is a KPI, right. So. So that and of course, that can be different conversion rates.

You can have a conversion rate to, you know, people visiting your website and buying a product. You can have a conversion rate for filling out a form where they should you know, you should give them an offer on something. You can have a conversion rate for new subscribers. But I would definitely say, at least in the most cases where customers I work with and now I've been testing these eCommerce websites, it will be the conversion rate for people buying a product.

So that's conversion rate is is crucial. Of course, stuff like bounce rate, stuff like that is also interesting to look at. But this is the one metric for me.
[00:39:54.860] - Chloe Thomas

Cool, and finally, crystal ball time, what's coming up in the next six to 12 months that we should be getting ready for as we're improving our conversion rates?

[00:40:04.850] - Mogens Møller

Yeah, so I will say in again, in regards to Usability testing, things are getting a lot easier when doing Eye Tracking. Eye Tracking on mobile is actually a thing that is pretty hard to do because it takes some expensive equipment. It's hard to get the tracker to work right every time. But I've seen some I think it's on product hunt, some different software, different products now where you just use a one of the newer smartphones. They have cameras are so good so they can actually begin to track where people are looking at on the screen.

[00:40:45.920] - Mogens Møller

So then you don't have to have this kind of stiff setup where, you know, you have to look out for your arms. They're not getting in front of the Eye Tracking equipment and all that. It is a bit weird to do Eye Tracking today on mobile, but I believe maybe it's already here. And I just didn't I didn't see it yet. But I'm pretty sure within the next six, 12 months, Eye Tracking will be a lot easier on mobile and that will change a lot because Eye Tracking can be very valuable, especially because you don't have to ask so much when doing these tests.

[00:41:18.170] - Mogens Møller

You can just look at the eye tracker and you can see if people are reading something or if they are confused, if their eyes are kind of looking everywhere on the side. So so that is at least for me, one of the things I'm getting pretty excited about is that Eye Tracking is improving so much right now and it has been on like the same level for the last ten, ten years or so. But now it's really moving. So, yeah.

[00:41:42.490] - Chloe Thomas

So that's the idea that you could just download an app to a phone and then do Eye Tracking on whoever's holding it, that's that's going to be groundbreaking. That's proper, clever stuff. All right, Mogs, we're nearly at the end of the show.

[00:41:56.830] - Chloe Thomas

So could you please let the listeners know where they can find you and your business on the Web and social media, please?

[00:42:02.810] - Mogens Møller
Yeah, sure.

**[00:42:03.820] - Mogens Møller**

So Sleeknote.com is where we have found the Sleeknote is a tool where everyone can create nonintrusive and personalized pop ups to their website. So so we we work a lot with conversion optimization in general. We got this tool, but we also help doing Usability testing, so, Sleeknote.com Where we are found. We’re also on LinkedIn, Twitter, Facebook, and then we write a lot of blog posts, but that’s also on Sleeknote.com/blog on conversion optimization in general, but also on email marketing.

**[00:42:35.410] - Mogens Møller**

So yeah, I will say that the blog is definitely a place to get some some information.

**[00:42:41.140] - Mogens Møller**

And also these all these tests that I’ve done, we haven’t really kind of launched the results from that other than me talking a bit about it in a podcast like this. But at Sleeknote.com/blog, we will also release this all these findings that I found in the usability tests.

**[00:42:59.820] - Chloe Thomas**

Excellent, Mogs. Thanks so much for coming. Well, thank you, first of all, for running the test. You've run I think you've done us all a massive service. And thanks as well for being willing to come on the podcast and and share what you've learned. I know it's going to help a huge number of our visitors. Our listeners even got so obsessed with improving conversion rates. I'm calling them visitors. So I'm sure it's going to help our audience.

**[00:43:20.980] - Chloe Thomas**

So we're really, really happy you came on to talk about it. So thank you.

**[00:43:24.950] - Mogens Møller**

Fantastic. Thanks for having me.

**[00:43:27.820] - Chloe Thomas**

Wow, wow. So there is a tips packed episode for you with a lot of things which it's not that hard to change on your site. And just a reminder that Mogs wasn’t running through those tips as things he'd found and thought were cool. He was running through the things which he's put consumers in front
of and seen how consumers react to what they react badly to, what they react well to. And that’s where those tips have come from.

[00:43:55.740] - Chloe Thomas

It’s like I said, it’s a it doesn’t surprise me. It took me three months, put it together. It was a huge pile of work. But those results, they are really, really useful. And a lot of them are small things you can do easy things you can do to to really up the game a bit there. They have created a series of videos which are going to be available on YouTube that delve into the various tips and tricks they found, including checkout experience.

[00:44:25.200] - Chloe Thomas

We didn’t get into checkout experience today. We didn’t get into product pages either. But both of those are included in the video series they’re doing with added links to those videos on YouTube in the the show notes, where you can also find the links to the other things. We discussed the full transcript of this episode on notes on the show and and quite a bit more really at KeepOptimising.com. That was an S, not a Z. So if you want the videos of Mogs running through the key points that we went through today, plus the ones about product pages and the ones about checkout experience, we've put the link to all of that in the show.

[00:45:02.130] - Chloe Thomas

Notes that KeepOptimising.com for you now as part of my mission to help you improve your marketing. I've invited all this month’s improving conversion rate specialist to join us for a Q&A webinar at the end of the month. That’s going to be your chance to get your conversion rate questions answered, because I know you probably have quite a few questions and clarity you want around the different things we've been talking about this month. So go and get yourself registered for the webinar.

[00:45:29.040] - Chloe Thomas

Just head to KeepOptimising.com and you will find all the details if you, of course, are listening to this after the webinar happened. And don’t worry, the replay is also available to find at KeepOptimising.com/webinar.

[00:45:43.470] - Chloe Thomas

So what else did he tell you? Oh, yes, I need to tell you. Thank you. Thank you for tuning in to this episode of the KeepOptimising podcast and tuning in week after week. It is very cool to see the numbers as they go crazy up and also to learn a bit about which episodes you like more than others. Because. Because there's a few. There’s a few which you guys really love. So will be pulling that into our thoughts about what content we bring you over the coming months and beyond.
So thanks for tuning in. If you've enjoyed this episode, then I would suggest checking out our episode with Ian Scarr from Klevu, because there we talked quite a bit about filters as well as being in filters. And now that episode about Onsite Search. We talked a lot about filters too. So I think you find that one useful. And, you know, we create this podcast to help as many marketers as possible to improve the performance of their marketing.

So please do tell your fellow marketers, your fellow eCommerce people about this show, because I want to help them to now have a great week and make sure you listen to the next episode so I can help you to Keep Optimising your marketing.

Access everything Keep Optimising at Keepoptimising.com that's with an S not a Z.