

## ConversionWorks combine Google Conversion Optimiser and Website Optimiser to Increase Conversions by over 50 percent



### Who they are

**www.conversionworks.co.uk**

A leading web design agency based in Berkshire

**www.usb-Flashdrive.co.uk**

A supplier of bulk and promotional flash drives

### What they needed

- New method of maintaining or improving conversions in increasingly competitive market
- Time-saving tools
- Improved website performance

### What they did

- Turned on Google Conversion Optimiser to automate bidding in line with cost-per-conversion goals
- Used Google Website Optimiser to incorporate user behaviour and conversion data in the site optimising process

### What they accomplished

- Conversions up by over 50%
- Cost-per-conversion reduced to 'undreamed of' amount
- Launched new service to clients founded on Website and Conversion Optimiser



*"The big thing for me was just how easy they are to set up, the lack of input I really needed."*

*Chris Head, Head of Search,  
ConversionWorks.co.uk*

For Chris Head of Slough-based agency ConversionWorks, managing the AdWords of USB-Flashdrive.co.uk was a time-intensive exercise. AdWords advertising was characterised, he says, by "going in, checking it, making tweaks. Going in, checking it again, making more tweaks". As Head of Search for an agency in the business of delivering innovative, measurable solutions, Head saw USB-Flashdrive.co.uk as an opportunity to test a new approach. It would target the conversion process from keyword level right through the website enquiry funnel. It would bring automation where there was no automation before and concrete data where there had only been hunches. The first step was to drive the highest quality traffic possible from AdWords using Google Conversion Optimiser. The second was to optimise the website. Questions like "do these colours look good?" would not be asked. Questions like "does this drive enquiries?" would.

USB-Flashdrive.co.uk was an early adopter of Google AdWords. At the start of 2004 it was nicely quiet at the top of the AdWords rankings for flash drive keywords. Head describes the evolution "When they first set up AdWords there was very little in the way of competition. As they progress they find more and more people entering the market. That, of course, drives the cost-per-enquiry up. That's a problem they start to have." That's also where the tweaking comes in. He says "I started doing a lot of manual work. I soon realised I was spending a lot of time on this account, normally about an hour and a half a day." Over several months of work Head had managed to reduce the cost-per-conversion by 16%.

Google Conversion Optimiser took thirty minutes to set-up. Head describes the results "After switching it on the cost-per-conversion dropped down close to £20 and it continued to drop for a couple of months after that. And whilst it continued to drop the volume of the enquiries was increasing. So the client was very happy. We peaked at 499 enquires and we were running sub-400 prior to Conversion Optimiser. I was doing very little work at this point. My time of an hour and a half per day is down to 10-15 minutes." With conversions up, cost-per-conversion down and an hour a day extra to play with, Head set about optimising the site itself. He says "There are some smart people here and we do recognise that the requirements are to do more than make a site just look good. The days of brochure sites are over."

---

## About Google AdWords

Google AdWords™ is a performance-based advertising program that enables businesses large and small to advertise on Google and its network of partner web sites. Hundreds of thousands of businesses worldwide use AdWords for text, image, and video ads priced on a cost-per-click (CPC) and cost-per-impression (CPM) basis. Built on an auction-based system, AdWords is a highly quantifiable and cost-effective way to reach potential customers.

For more information, visit  
<http://www.google.com/adwords>

---

## About Website Optimiser

Website Optimiser is an easy-to-use tool for testing site content that delivers actionable results.

For more information, visit  
<http://www.google.com/websiteoptimiser>

---

The bounce rate for AdWords traffic to USB-Flashdrive.co.uk averaged at 8 percent, phenomenally low for the industry. It was clear that customers were arriving, navigating but not necessarily converting. So the first Google Website Optimiser experiment was on the enquiry form. It was conducted over three weeks and various elements of the page were tested. The clear winner was identified, it was implemented and enquiry form completion went up 40 percent. Head says "We'd had an internal joke about it, guessing the impact. I'd said 15 percent; somebody else had said 12 percent. We weren't expecting 40 percent. We really weren't expecting it to be that significant." Surprises were not limited to the impact but also to individual findings that Google Website Optimiser uncovered. When a scrolling list of USB-Flashdrive's client logos was removed from the enquiry form, conversions dropped dramatically. Head says "My thought was that by the time you get to the enquiry form you'd already seen those logos. They're on every other page so they're just in the way there. So my instinct got that completely wrong. But I don't mind that because that's the point of the test."

On the site level, Website Optimiser complemented the high quality traffic being driven by Conversion Optimiser within AdWords. The jump to 499 conversions-per-month brought about by the bidding tool was increased again to 632 in the first month the new enquiry form went live. The conversion rate went from 7.2 percent to 8.4 percent. Regarding the results Head says "I'm happy because it did free up a lot of my time and the customer is happy because they're getting unbelievable results."

