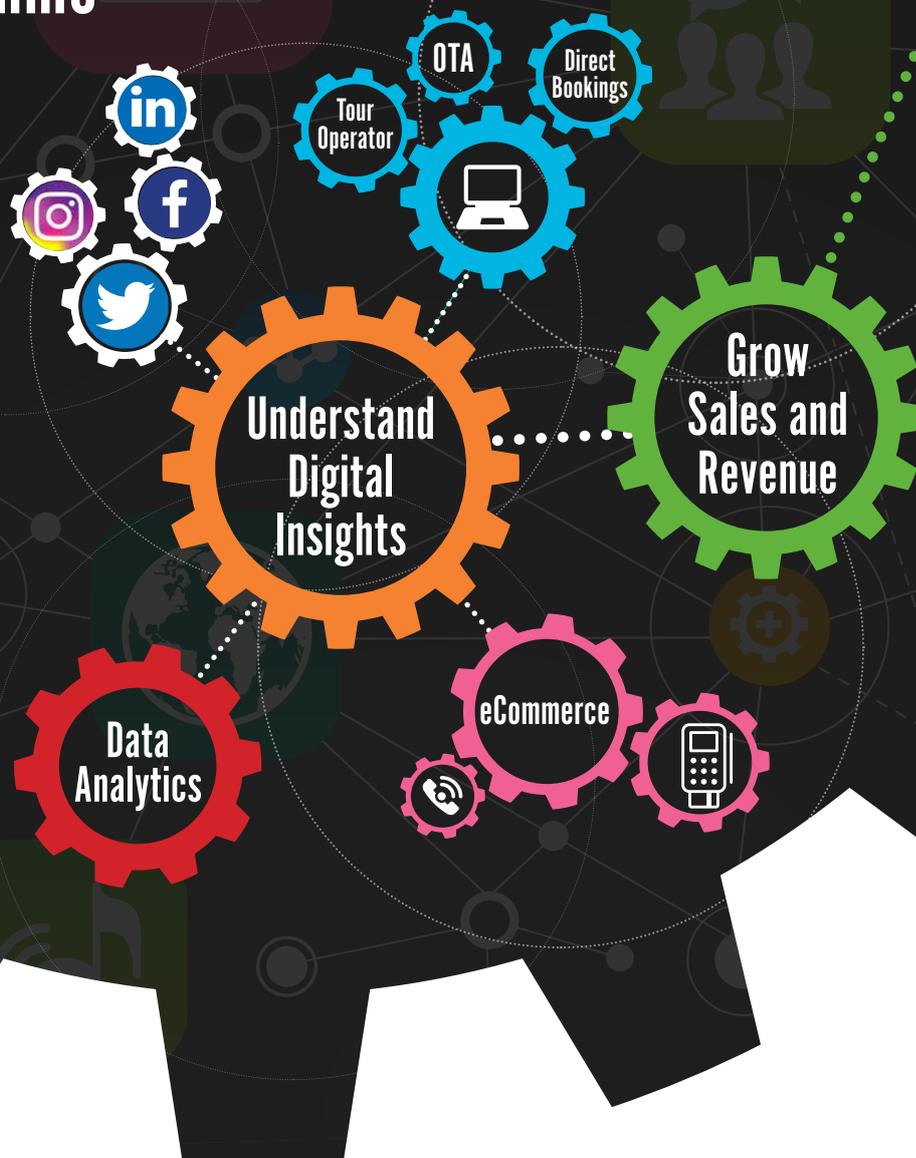


Part of the
**Digital Performance
Improvement
Programme**



CONVERSION RATE OPTIMISATION CHECKLIST



Fáilte Ireland

National Tourism Development Authority

CRO PROCESS/ANALYTICS

Conversion Rate Optimisation (CRO) is the process of increasing the % of visitors that are on your website into customers. When you get those visitors to your website and you build all those warm/hot audiences, you want to ensure they convert into customers. This section will cover how to measure the full customer journey to ensure you are making data led decisions that have a positive impact on conversion rate across your website.



Google Analytics / GTM	Action	Yes/No	Why this is Important
Google Analytics Set up	Ensure Google Analytics is in place on your Website.		This allows you to measure visitors to your website and understand their behaviours.
Google Tag Manager Set Up	Ensure Google Tag Manager in place on your Website.		This allows you to add additional tracking on your website and booking system.
Search Console Set up and Linked	Ensure Google Search Console is in place and is linked with Google Analytics.		Search Console gives you information on SEO performance including top performing keywords.
Google Ads Linked	Ensure Google Ads Account is linked to Google Analytics.		This allows you to match spend on Google Ads with Revenue in Google Analytics to better calculate ROI.
Access Level	Ensure you have Admin. Access to Google Analytics, Google Search Console, Google My Business and Google Tag Manager.		It is important that you have access to these tools to help you better manage your Digital Strategy and Performance.
KPI Map Out	Map out KPIs into different goals /events. Ensure you are tracking Website performance and booking engine performance as separate KPIs.		Measuring your KPIs will ensure you are focused on the key metrics that will impact your Digital Performance.

Google Analytics / GTM	Action	Yes/No	Why this is Important
E-Commerce Online Reservation	Ensure E-commerce Tracking is in place to record revenue from online reservations.		E-commerce Tracking allows you to measure revenue coming through your website.
E-Commerce Online Purchase (Product Sales for VA)	Ensure E-commerce Tracking is in place to record online revenue from Store if relevant.		You can set up E-commerce tracking for any transaction so this may include online sales from your shop if you have one.
E-Commerce Online Voucher Purchase	Ensure E-commerce Tracking in place to record online revenue from Vouchers if relevant.		You can set up E-commerce Tracking for any transaction so this may include online voucher sales.
Ecommerce Review	Ensure E-commerce tracking is fully in place.		
Set Up Events	Set up Events to track Email Clicks, Form Submissions and Phone Calls using Google Tag Manager.		Event Tracking allows you to measure additional conversions. Setting up Event Tracking using Google Tag Manager allows you to start tracking conversions like Email Pick.
Goal Tracking - Email Clicks	Ensure you are recording the number of clicks on email addresses from within your site as a goal on Google Analytics.		In some cases an email enquiry can be a key conversion goal and should be set up on Google Analytics to help measure ROI of a campaign.
Goal Tracking - Book a Table Click	Ensure you are recording the number of people who click on Book a Table on Google Analytics.		In some cases a Book a Table click can be a key conversion goal and should be set up on Google Analytics to help measure ROI of a campaign.
Goal Tracking - Phone Calls	Ensure you are recording the number of people who click on phone numbers from within your site as a goal on Google Analytics.		In some cases a phone call can be a key conversion goal and should be set up on Google Analytics to help measure ROI of a campaign.
Goal Tracking - Enquiry Form	Ensure your are recording the number of people who submit an enquiry form from within your site as a goal on Google Analytics.		In some cases an enquiry form can be a key conversion goal and should be set up on Google Analytics to help measure ROI of a campaign.

Google Analytics / GTM	Action	Yes/No	Why this is Important
Goal Tracking - Brochure Pages / Downloads	Track brochure pages / downloads of PDFs.		In some cases a brochure download can be a key conversion goal and should be set up on Google Analytics to help measure ROI of a campaign.
Funnel Creation	Set up Goal Funnels where relevant. Include a Funnel for the Checkout / Booking Process. Identify different paths to purchase and ensure funnel is in place for all - e.g special offers vs booking widget.		Setting up a conversion funnel can help you pinpoint where you are losing customers in the conversion journey which can in turn allow you to make necessary changes to the process.
Google Attribution Set Up	Set up Google Attribution.		Google Attribution gives further insight on a customer journey by demonstration of the value of each touchpoint in a customer journey.
Audience Plan	Review what audiences need to be in place to understand customer behaviour.		Audiences can be set up to segment your customers. For example you can set up a segment for New Users or Visitors to a specific page. These audiences can then be used to assist with campaign targeting.
Audience Review	Review what audiences are in place today. Are they linked to Analytics and Adwords?		It is important to review what audiences are in place today to avoid duplication.
Audience Implementation	Implement any additional audiences not currently in place.		This will ensure you have all relevant audiences in place in Google Analytics.
Enable Demographic and Interests	Enable advanced demographics and interests to ensure you are seeing Age, Gender and Interests data on Google Analytics.		This feature in Google Analytics gives additional insight on performance by Age, Gender and interests.

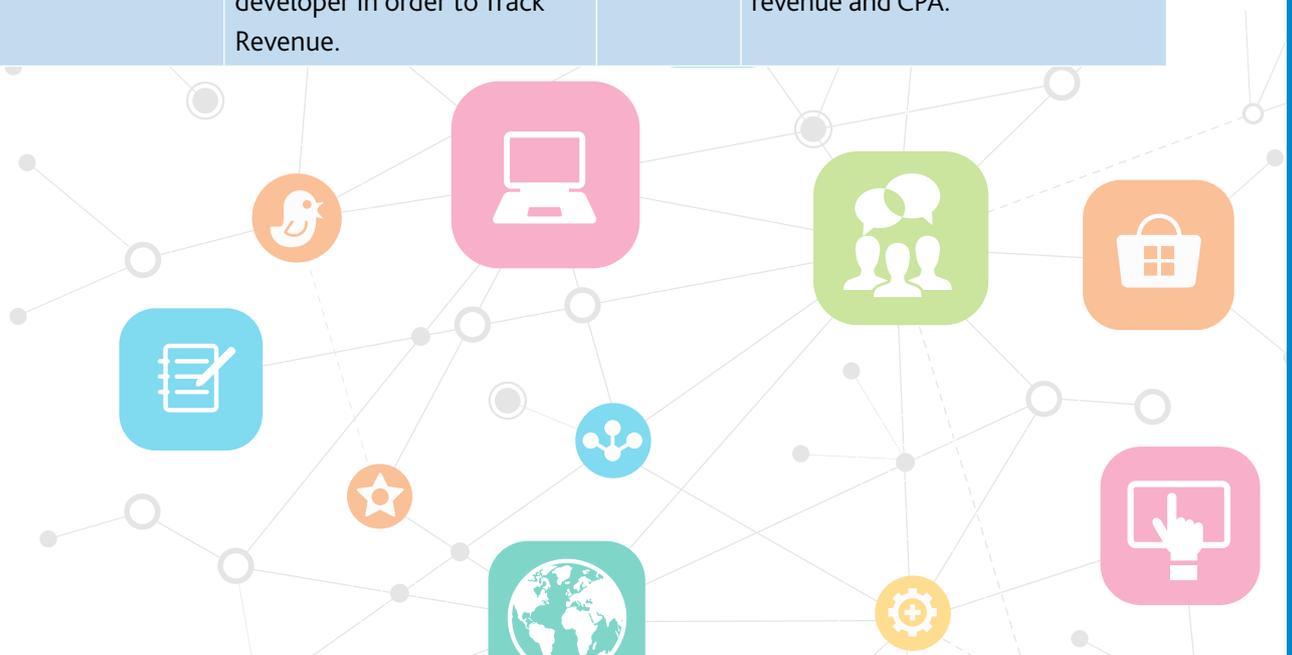


Google Ads

Google Ads	Action	Yes/No	Why this is Important
Revenue Tracking	Ensure Google Ads Revenue Tracking is in place.		This will allow you to measure revenue attributable to your campaigns and CPA.
Revenue Tracking Implementation	If Google Ads Revenue Tracking is not in place send code to developer for implementation.		
Import Goals into Google Ads	Import Goals into Google Ads.		Importing the Goals set up in Google Analytics such as Email Pick and Enquiry Form allows additional conversion analysis within Google Ads.



Facebook Ads	Action	Yes/No	Why this is Important
Implement Pixel	Implement relevant pixels.		This allows you to remarket to your website visitors on Facebook.
Set Up Conversion Tracking	Set up tracking for key goals.		This allows you to measure conversion goals such as enquiry forms and to measure ROI.
Revenue Tracking	Send expanded pixel code to developer in order to Track Revenue.		This allows you to measure revenue and CPA.



CRO Tools



Google Ads	Action	Yes/No	Why this is Important
Crazy Egg	Add Tracking via Google Tag Manager.		This allows you to implement Heatmaps and Clickmaps to allow you to study user behaviour on your site.
Hotjar	Add Tracking via Google Tag Manager.		The is another option for creating Heatmaps and Clickmaps to allow you to study user behaviour on your site.
Google Optimize	Add Tracking via Google Tag Manager.		This allows you to set up A/B tests to compare the performance of one version of a page versus an updated version to see which gives a better conversion rate.
Heatmaps	Set up heatmaps for key pages.		Set up Heatmaps using either Crazy Egg or Hotjar to assess user behaviour.




 Website
Best Practice

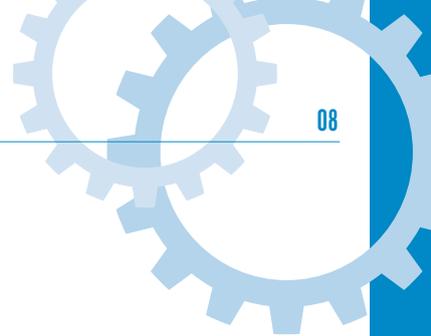
Website Best Practice

Best Practice	Yes/No	Why this is Important
Ensure site speed is between 2 to 3 seconds.		A slow loading site will lead to a lower conversion rate.
Ensure the Book Now button is visible .		Having a visible Book Now button will lead to an improved conversion rate.
Ensure you have strong call to actions above the fold. Above the fold is what is visible to the user before they scroll and below the fold is what is not visible until you scroll down. If your Call to Action is below the fold it will be less visible to your users and will reduce the number clicking through.		If your Call to Action is below the fold it will be less visible to your users and will reduce the number clicking through.
Ensure your imagery represents why people want to stay with you.		Your imagery will form the first Impression for a user. It is important you are giving the best representation of your property to reduce bounce rate.
Include Special Offers and Gallery in your main navigation.		Easy access to Special Offers and Gallery are shown to be a positive conversion factor.
Have dedicated landing pages.		Landing customers on relevant landing pages will shorten the customer journey and will lead to improved conversion rates.
Ensure your USPs are being highlighted.		Clearly showcasing your USPs and Points of Difference will aid conversion.
Ensure your packages / offers represent value add for the customer.		Demonstrating the value of your packages will aid conversion.
Ensure you do not overuse Pop Ups.		Pop Ups can sometimes cover key Call to Action and can lead to a poor customer experience if not managed correctly.



Booking Engine Best Practice

Best Practice	Yes/No	Why this is Important
Ensure booking engine speed is between 2 to 3 seconds.		A slow loading booking engine will lead to a lower conversion rate.
Have your Book Direct benefits visible and clear.		Clearly showcasing your USPs and Points of Differences will aid conversion.
Do not add too many rate options as this will cause consumer fatigue.		Too many rates can overwhelm customers causing them to abandon their purchase.
Do not duplicate imagery.		Each rate on the booking engine should have a unique and reflective image.
Have strong imagery against both your packages and if a hotel against your hotel rooms.		Having unique imagery will draw customers attention and will aid conversion.
Use reinforcement messaging and nudge tools.		Reinforcement messaging such as You Have Got the Best Rate has been shown to improve conversion.
Do not clutter your booking engine with too many messages.		Too many messages can overwhelm customers causing them to abandon their purchase.
Use a rate comparison tool in your booking engine.		Consumers often visit multiple sites including OTAs in search of the best value. By displaying a rate comparison tool you can reduce the need for a consumer to visit multiple sites which will aid conversion.
Create urgency e.g. limited time or only 2 left.		Urgency messages are designed to encourage action in the short term and aid conversion.
Reduce unnecessary form fields.		Additional Required Fields in your form can make the checkout process daunting for a customer leading to a drop in conversion.



Best Practice	Yes/No	Why this is Important
Provide a choice of payment methods.		Providing a choice of payment options can make the checkout process easier for customers improving conversion.
Ensure platform displays secure logo.		Customers are less likely to convert if a Clear Security Seal is not visible.

