



Conversion Optimizations with Sitefinity Insight

DATA SHEET

When in Distress, Call CRO to the Rescue

Learn how Progress Sitefinity Insight can alleviate the common symptoms of low-performing campaigns and reduce the stress on your marketing team.

Launching a new website, running a campaign or fine-tuning your content strategy requires a deep understanding of how your audience interacts with key touch points and communication channels and how these influence the KPIs you care about most.

Low conversion rates translate into missed opportunities and reduced sales, so improving performance can positively impact the entire organization long-term.

Simplifying navigation, forms and checkout processes and optimizing important interactions through personalized content or A/B testing are essential steps in optimizing performance. These steps help guide users toward valuable actions like generating leads or driving revenue.

What Are Conversions and Why They Are Important

Conversions are actions users take that align with business goals, such as completing a purchase, filling out a form or signing up for a service. These actions indicate successful engagement with the website and can inform the choice of using specific marketing tactics, rethinking the journey or creating new content.

By measuring and refining performance, you can positively influence outcomes—boosting engagement, improving conversion rates and driving sustainable growth for your organization.

Any user interaction that could lead to a positive or negative business outcome can be classified as conversion. Depending on your business model or use case, there are many actions you should track. Let's review two major conversion types.

Macro Conversions

Represent high-value actions, such as “request a quote”, purchase a product, contact sales, submit application, or sign up for a subscription—everything that aligns directly with the core goals of your business.

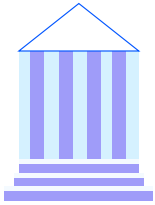
Micro Conversions

Smaller actions that show user engagement and contribute to the user journey toward a major goal or a macro conversion. These will include creating an account, viewing a product page, downloading a resource, adding a product to a shopping cart.

Conversions are essential actions that reflect how well your DX achieves its business goals, whether through micro conversions, like engagement and lead generation or macro conversions, such as completed sales and subscriptions. By tracking lead generation, sales, engagement, onboarding and retention, organizations can gain valuable insights into user behavior, helping to optimize the website's design and content to drive better outcomes.

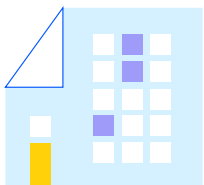
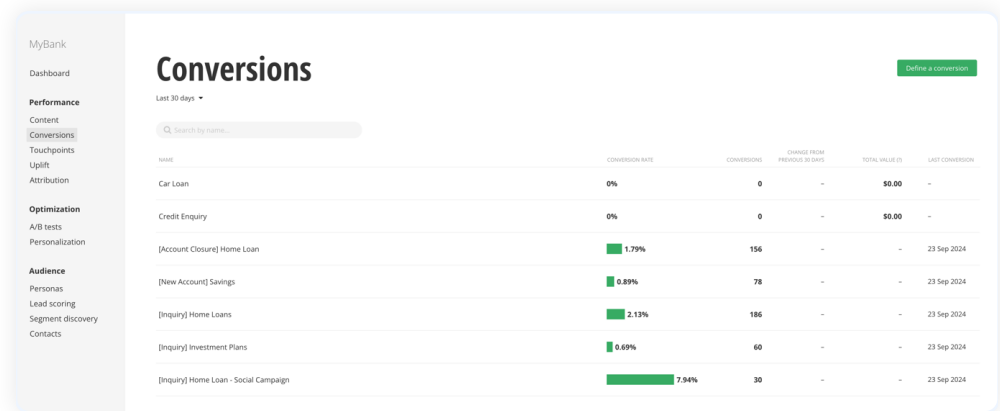
Need Inspiration? Start Where It Makes Sense.

Tracking conversions is essential for understanding how users interact with your website and whether they complete key actions aligning with your organization’s goals. Whether submitting a form, registering for a service or making a purchase, monitoring the user journey helps identify opportunities to optimize processes, improve user experience and ultimately increase conversion rates. Below are examples of conversion use cases across different industries.



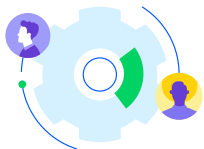
Banking and Finance

When visitors submit a completed loan application online, track how they discovered your site, their journey and the content they interacted with. A key metric to focus on is the conversion rate of users who completed the application versus those who left midway, helping to optimize drop-off points



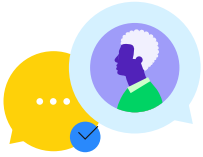
Government

When citizens register for a government service, such as renewing a driver’s license or applying for benefits, it’s essential to analyze how they navigate the process. Key metrics include the time taken to complete the registration and the percentage of users who abandon the process at different stages, helping to uncover areas for improvement.



B2B/Manufacturing

Track when a prospect downloads a product brochure or requests a quote through the contact form. Understanding what led them to take action and what content they engaged with can help refine marketing efforts to attract more qualified leads.



Services

For service-based businesses, conversions occur when a potential client schedules a consultation or service appointment through the website. By tracking these interactions, businesses can optimize scheduling processes and improve the user experience to increase appointment rates.



Non-Profit

In the non-profit sector, a conversion might be a visitor donating or signing up to volunteer for an event. Tracking how donors or volunteers engage with the website, the resources they consume and what motivates their actions can help increase participation and contributions.

Optimizing conversions requires improving the user experience, refining content and analyzing behavior to make data-driven adjustments. Here are some strategies for optimizing conversions, along with tools that can help you measure effectiveness:

How to Improve Conversions, Reduce Content Wastage and Inform Strategic Decisions

Improve User Experience (UX) and Design

- Simplify website navigation to reduce friction and make it easy for users to find key information.
- Use clear and compelling calls to action (CTAs) to guide users toward the desired action (e.g., “Buy Now,” “Sign Up Today”).
- Analyze mobile usage and improve the mobile friendliness of your digital experience.
- Speed up page load times to prevent drop-offs.



Tip: Sitefinity Insight Journey Analysis can help you understand your audience’s journey and highlight important touchpoints that impact conversions.

A/B Testing

- Test different versions of landing pages, CTAs, headlines, images or forms to identify what converts better. For example, compare two different CTAs (“Try for Free” vs. “Get Started”).
- A/B testing can be applied to everything from button colors to messaging and page layouts.



Tip: Use Sitefinity A/B testing capabilities to test variations against all your visitors or predefined segments. Download A/B Testing with Sitefinity to learn more

Optimize Forms

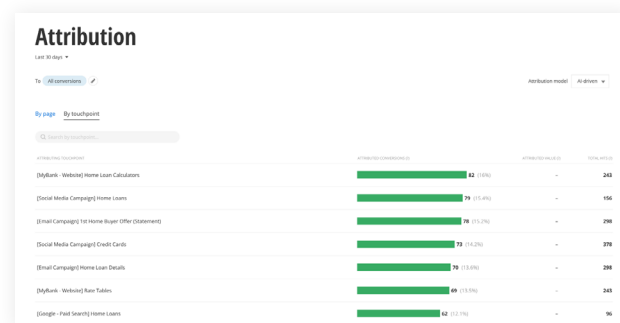
- Simplify forms by asking only for essential information. The fewer fields a user has to fill in, the higher the likelihood they’ll convert.
- Use inline validation to show users when they’ve correctly filled out a field.
- Break long forms into multi-step processes to reduce perceived effort.



Tip: Use Sitefinity A/B testing capabilities to compare how different forms perform and the implement multi-step forms in Sitefinity to split long forms across several screens.

Enhance Content and Messaging

- Invest in creating clear, persuasive and relevant content for your audience. Address pain points and communicate the value proposition.
- Use personalized content for different audience segments based on behavior or demographic data.
- Add testimonials, reviews or trust badges to build credibility.



Tip: Use the Sitefinity Insight built-in AI-driven capabilities, such as the Content Recommender to promote relevant content and the AI-driven content attribution models to identify content contributing to conversions.

Leverage Exit-Intent Pop-ups

- In some use cases, exit-intent pop-ups can capture users before they leave. Offer a discount, downloadable resource or other compelling reasons for them to stay or convert.

Optimize the Experience for Mobile Devices

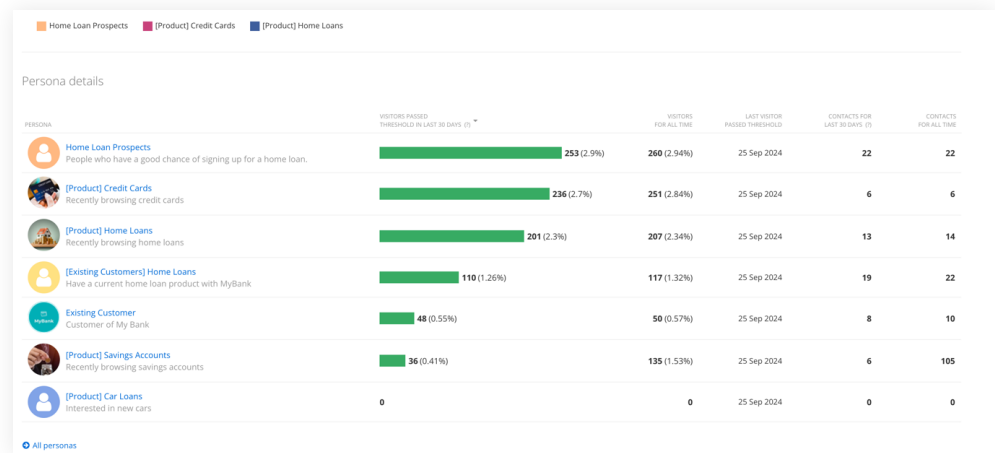
- Review and confirm that the entire user journey, including contact and download forms, checkout processes and navigation, is seamless on mobile devices.
- Use responsive design and compress media for faster mobile load times.



Tip: Sitefinity offers multiple front-end rendering options, including support for React/Next.JS to help you build interactive, mobile-first experiences. Progress Sitefinity Cloud leverages CDN capabilities to optimize images on-the-fly, resulting in better experience for visitors.

Personalize User Experience

- Tailor the website experience based on traffic source, user behavior, location or past interactions. Show personalized content recommendations or dynamic CTAs based on user data or persona.



Tip: Use Sitefinity Insight to define personas and create audience segments. Display tailored content variations depending on the audience and their stage in the sales lifecycle. Download Personalization with Sitefinity for more ideas and use cases.

Optimize for SEO and SEM

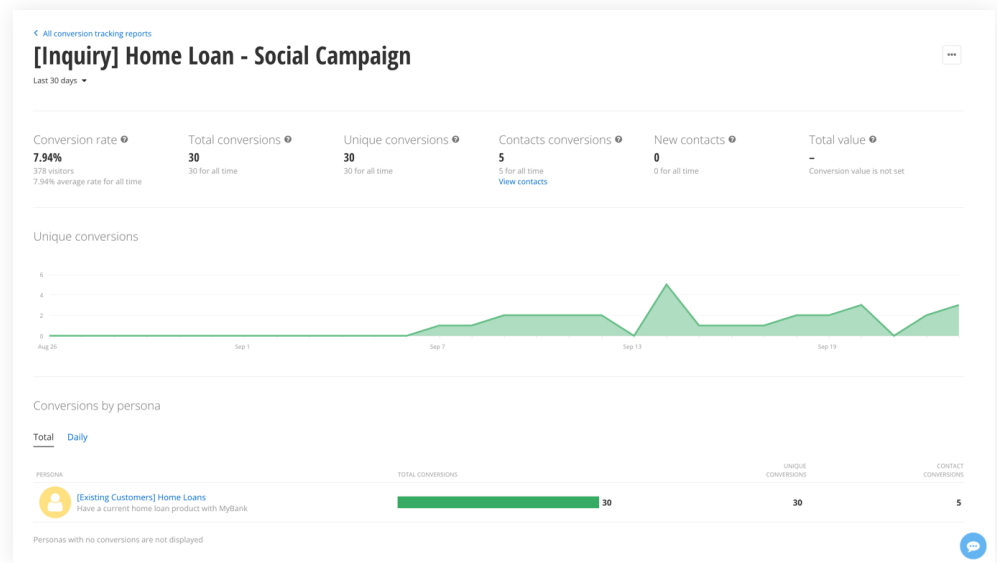
Optimize landing pages with targeted keywords so that your site ranks well in search engines, bringing in organic traffic.

Track and Measure Conversion Performance

Continuously monitor and track conversions to identify what's working and where users drop off. Use data to iterate on optimization strategies.



TIP: Use the Sitefinity Insight Performance report, Propensity Scoring capabilities and AI-driven proactive alerts to measure conversions, attribution and uplift or identify trends.



Start Today!

Tracking and optimizing conversions is critical to the success of any digital experience. By improving user experience, testing various elements and refining content strategies, you can improve the audience's engagement at important touchpoints. With the right approach and data-driven insights, organizations can increase conversions, reduce inefficiencies and drive better business outcomes. A continuous focus on conversion optimization leads to smarter decisions, improved ROI and sustainable growth.



Learn More:
progress.com/sitefinity-cms/insight

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