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CRO & UX DESIGNER FOR THE WEB

TSAVERA.COM

CareDx - AlloSure Kidney

LANDING PAGE CRO ANALYSIS

Hello!

I'm a CRO (conversion rate optimization) and design expert with over 15 years of experience in web design and digital marketing. I specialize in designing websites and landing pages where modern design and conversion meet.

The following is a Conversion Rate Optimization analysis of a clients landing page from December 2022, https://go.caredx.com/allosure-kidney-patients. I identified potential issues and provided actionable recommendations to improve its performance. I've evaluated the design, layout and content, as well as the user experience and call-to-action placement. My analysis takes into account the latest conversion rate optimization techniques and best practices.

Please reach out to schedule a time to discuss this project if you have any questions. You can text or call me at (702) 299-5752 or email me: tinasavera@gmail.com.

Best regards,

Tina R. Savera

CRO, UX & Visual Design

TSAVERA.COM

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Data Research
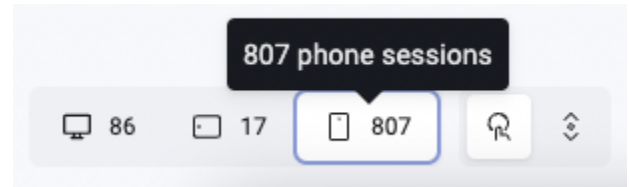
Insight 1: Mobile-First Design

HotJar data shows, the ==majority of sessions are mobile==.
- **==Mobile (807) = 89%==**
- Desktop (86) = 9%
- Tablet (17) = 2%

Insight 2: Remove Top Notice Bar

- LPs should have one action only. Everything else distracts the user from completing desired action.

- Notice bar links off to unrelated webinar. This is fine for website home pages, but not for landing pages.
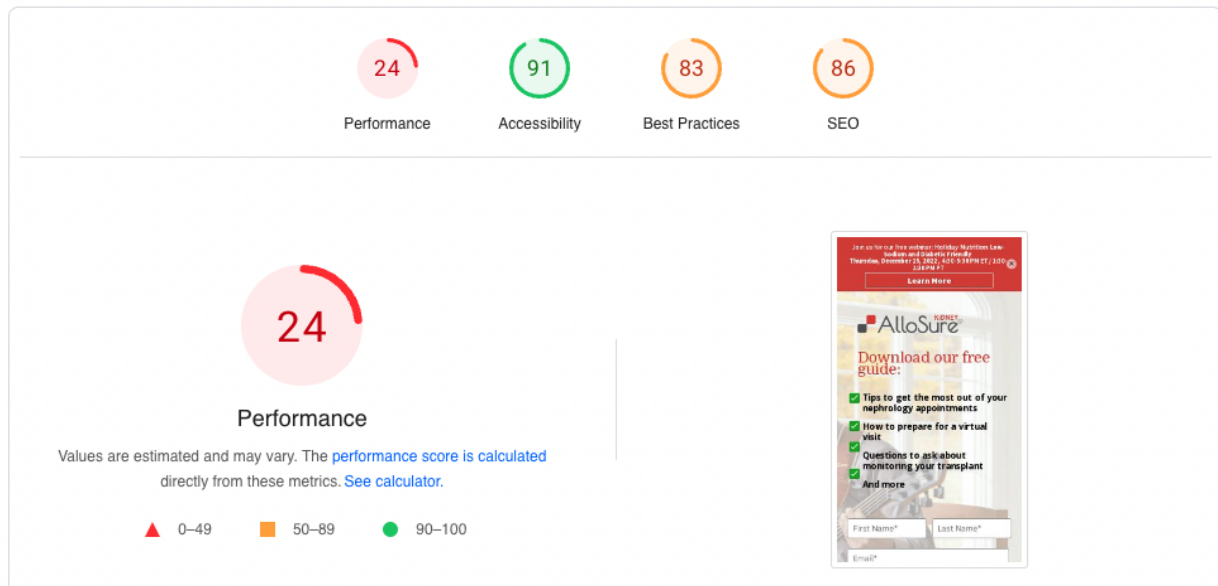

On Mobile

- Top notice bar takes up a lot of ATF (above the fold) space on mobile. See heatmap screenshot from hotjar.

- Observation: Some close outs of top notice bar on mobile
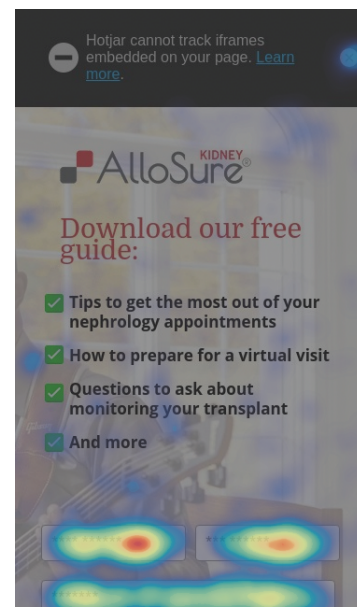
Insight 3: Slow page load on mobile

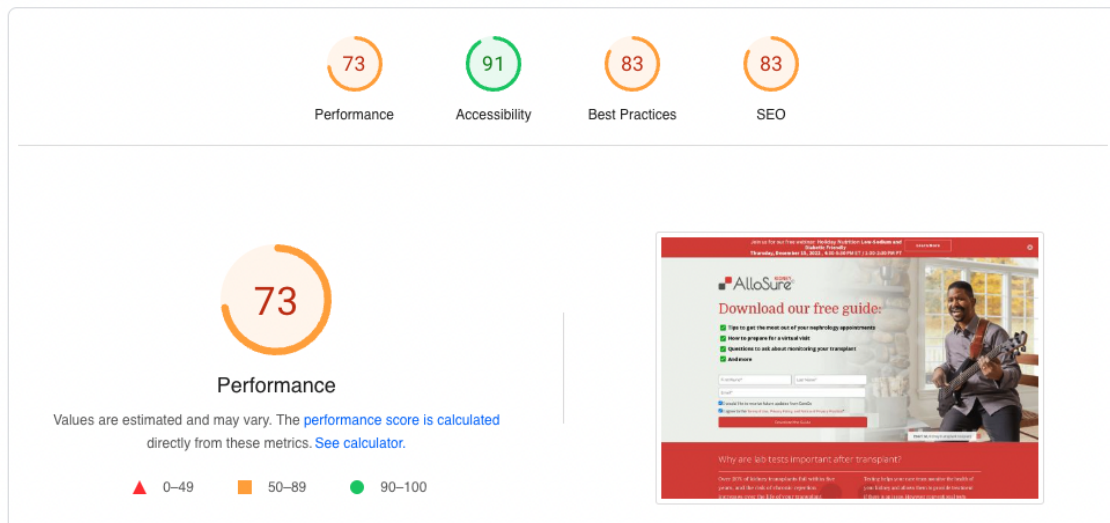Older demographic, could be problematic on devices. Longer load time contributes to high bounce rate.

Mobile results from Google Page Insights - Aim for >90 performance score.

Desktop results from Google Page Insights - Aim for >90 Performance score.

Your Results:

DOWNLOAD HAR   SHARE RESULT

	Performance grade	Page size
	D 62	**2.9 MB**
	Load time	Requests
	1.65 s	**202**

Improve page performance

GRADE	SUGGESTION	
F 0	Avoid URL redirects	⌄
F 0	Reduce DNS lookups	⌄
F 0	Make fewer HTTP requests	⌄
F 0	Compress components with gzip	⌄
F 0	Add Expires headers	⌄
E 55	Use cookie-free domains	⌄
B 89	Configure entity tags (ETags)	⌄

Desktop results from Pingdom

Design Analysis/Strategy

- Almost 90% of traffic is from mobile devices. **Start with a mobile-first design.**

- Top notice bar pop-down takes up a lot of real estate space on mobile. **Remove the top notice bar.**

- Background image makes the view busy. **Hide or optimize the background image on mobile.**

- "And more" bullet point takes up vertical space & doesn't add any urgency or action. Remove or append to the 3rd bullet.

- **CTA button should stand out more.**
  - Text too small
  - Height is too small

- **Design 2 LP options** - Top hero section optimized for mobile view. Replace "Why are lab tests…" section.
  - V1: 4 steps section in color.
  - V2: 4 steps section in red.
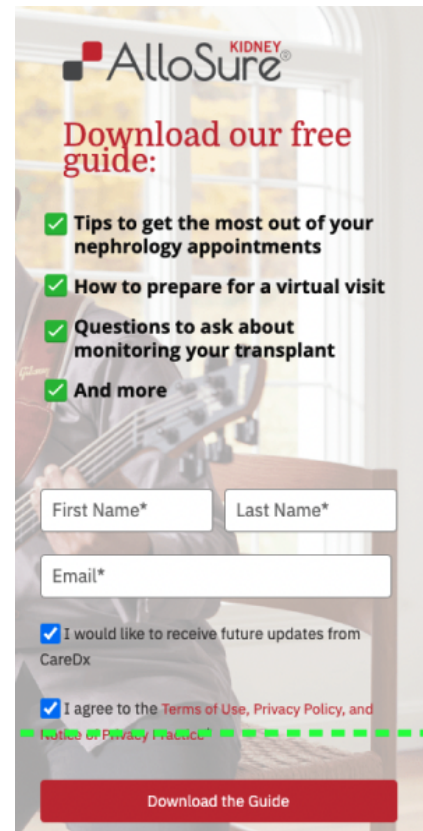
Design: Hi-Fidelity Mockups

Prototype Links:

- Current LP: https://figmashort.link/SYEetm
- V1 - Color (New): https://figmashort.link/Dap4bH
- V2 - Red (New): https://figmashort.link/MzWYjH

Focused on ATF on mobile view & optimizing that view

The following tweaks were made to keep the viewers focus primarily on downloading the guide. Anything else is secondary.

- Removed notice bar & moved all content up
- Decreased logo size - took up more than half the screen width on mobile
- **Increased the CTA title font size** & fixed line spacing
- Moved position of background man image so the text is more legible
- Removed "and more" bullet - language doesn't add anything
- Increased form field height (fat fingers) & for better visibility
- Muted TOS, Privacy policy link color so it doesn't stand out as much. Want the user to focus on the form
- Changed the blue check boxes to white so they don't stand out. Keep the users attention on filling out the form.
- Increased the height of the CTA form button
- Increased the font size on the CTA form button

4 Steps Section

- Put focus on step 1 which is where they are now by underlining the text and making the number 1 different from the rest of the numbers.
- Make the link and image clickable to download the guide.
- On mobile, will put the 4 steps in 2 columns so when viewing the steps they will show on one screen without the need to scroll.

Landing Page Testing Plan

Based on this initial page review & data analysis, the following is my recommended test plan for the next 6 - 12 months. Each test builds off of the winning LP from the previous test. Data collected from previous test will be reviewed again to ensure recommendations for next test are still valid:

	TEST	WHY	WHEN
1	**Replace section under hero** - with 4 Steps process	Testing if 'process content' drives more action.	1 week after client approval of design
	Mobile view optimization - of hero section	Almost 90% of traffic is on mobile. Current mobile view has spacing & formatting issues.	
2	**Speed optimization** - of the mobile view	Currently loads slow at 7.6 secs on Page Insights.	30-60 days after previous LP test has run
3	**New headline & bullet point copy** Heading - Problem statement (allosure can solve) Subheading/bullet point text - Why (info stats) CTA - Solution (download guide)	To encourage action. More urgent/action tone vs current passive/happy tone. Ordered in decision making process. Problem/why it's important/solution	30 days after previous LP test has run
4	**Top/Hero optimization** - Make the top green check mark bullets red or dark gray	Green bullets stand out more than anything else on the page.	30-60 days after previous LP test has run
	Top/Hero optimization - Make the CTA form button green	The red is used a lot on the page for design, but not action. Make the CTA stand out by using a completely different color.	
5	**Review Ad Creative & Copy -** CRO to explore opportunities here & provide recommendations	Ensure messages between ads & LP are consistent. Does the user get what's expected?	30-60 days after previous LP test has run
6	**Form checkboxes -** See which checkboxes can be removed	Checkboxes force the user to think & take them off the path of action. Try removing or rewording these.	30-60 days after current LP test has run

7	**New LP Redesign & Analysis -** Fresh new design based on past data	Review & analyze past months of testing results and improve based on data, new trends. Keep design fresh & page performing well.	30-60 days after current LP test has run

Thank you!

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