



CASE STUDY 
ALPHA ECOLOGICAL 

ROI AND WEB DESIGN

Why am I spending money on this?

What did I get?

Have you ever asked yourself these questions as you face another set of decisions around marketing without any way to measure success? We answer these two questions for our clients at every possible opportunity by taking advantage of the tracking power of the web.

One of the most powerful elements of the internet is the ability to run tests that have different versions of your website “competing” to generate the highest number of sales leads. This allows you to accurately measure how a set of changes actually impacts your marketing efforts, rather than just assume on blind faith that the “new” is better than the “old” simply because you paid money for it.

In this case study, we will show you how a well thought out set of changes can make a very real impact on your bottom line.

The principles involved in improving the “conversion rate” (percentage of visitors that convert into a sales lead or sale from a specific page) are many, but a few concepts in this case study include:

1. Provide benefits, not features
2. Use real and relevant photos
3. Emphasize customer pains

If you're impatient like I am, skip to the last page for the results.

Best regards,

Cameron Madill

THE OLD HOMEPAGE

Below we have the original version of a pest control company's homepage. Key elements we choose to address:

1. The imagery is generic (a child in a field).
2. The pain a prospect is feeling is not made evident (a hard-to-see button that links to the pest library).
3. There are no clear benefits to visitors on the page.



THE EXPERIMENT

We redesigned the homepage to address the issues we identified:

1. We added a form that visitors could fill out right on the homepage, built around the number one priority for someone with a pest control problem: get a free estimate now.
2. We made the reason to fill out the form (Free Estimate) prominent above the form, and we also placed a phone number right under the headline for those that prefer to call.
3. We replaced the generic stock photo with a real photo of the technicians who come to your house to solve your pest problem. They are real, friendly and wearing uniforms from the company.
4. We also added pictures of pests directly below the navigation so that visitors could more easily and quickly identify the pest they were having problems with and that services are offered to remove the pest. We also added a map of the US higher on the page so that visitors can quickly determine if they can be serviced in their area.



THE RESULTS

Google advises webmasters that it typically takes up to eight weeks before they to see conclusive results, but this change was so significant that the new page was definitively outperforming the old page within one week. This set of changes resulted in approximately 100 new leads each month for our client after we switched completely to the new version of the homepage, and this change has provided a permanent improvement in the effectiveness of their website at generating leads.

Our client was paying approximately \$100/lead in search advertising and other marketing efforts, meaning that this experiment resulted in approximately \$10,000 in new business generated every month. Now that's an ROI in web design!

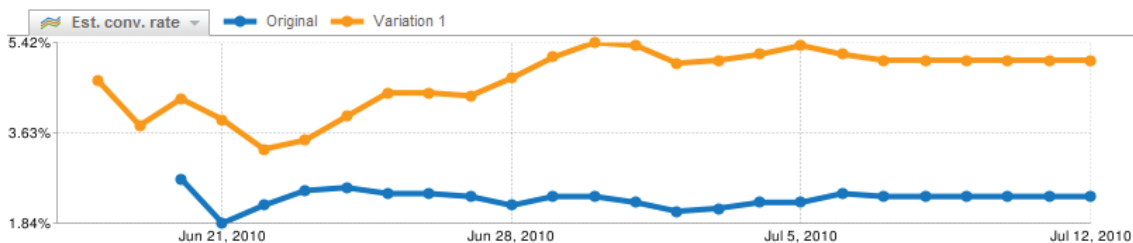
$$\text{ROI (1 month)} = \frac{(\$10k - \$3k)}{\$3k} = 233\%$$

Investment: \$3k

$$\text{ROI (3 months)} = \frac{(\$30k - \$3k)}{\$3k} = 900\%$$

$$\text{ROI} = \frac{(\text{Return} - \text{Investment})}{\text{Investment}}$$

$$\text{ROI (12 months)} = \frac{(\$120k - \$3k)}{\$3k} = 3900\%$$



Variations (2) Download: PDF XML CSV TSV Print

Disable All Combinations (2) Key: Winner Inconclusive Loser

Variation	Status	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors
Original	Enabled	2.38% ± 0.6%	—	—	31 / 1303
★ Combination 1 has a 99.9% chance of outperforming the original. Run a follow-up experiment »					
Variation 1	Enabled	5.09% ± 0.9%	99.9%	114%	65 / 1278

Show rows: 15