

# FIRST IMPRESSION REHAB

PHYSIOLOGY TRICKS TO BOOST UX & CONVERSION

*You'll never see color the same again...*

# ANGIE SCHOTTMULLER

Marketing Optimization Advisor



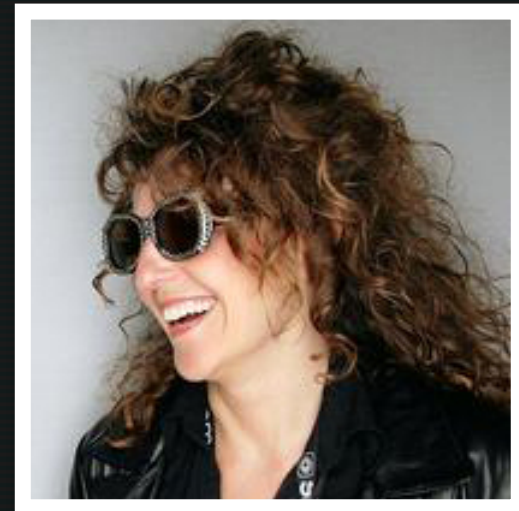
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aschottmuller@ThreeDeepMarketing.com



MOZ



SEMPO ::::

Forbes

SES CONFERENCE & EXPO

SMX SEARCH MARKETING EXPO.

Search Engine Watch

The Art Institutes™

Top 10 of 2015



Tweet this session!



**@aschottmuller**  
**#ConvRoadTrip #CRO**

*Seriously. It's loaded with juicy stats guaranteed to get a retweet!*

# PEOPLE FORM FIRST IMPRESSIONS ABOUT PEOPLE IN 100 MILLISECONDS.

*That's 0.1 or 1/10<sup>th</sup> of a second.*

*attractiveness, likeability, trustworthiness, competence, aggressiveness*





What impression was set?

# PEOPLE FORM FIRST IMPRESSIONS ABOUT WEB PAGES IN 17 MILLISECONDS.

*That's 1/59<sup>th</sup> of a second.*









98% of first-time  
visitors will **NEVER**  
**RETURN** to your site.

- HubSpot 2014, *How to Decrease Your Bounce Rate*

WEB BOUNCE =

**“THEY CAME.  
THEY PUKED.  
THEY LEFT.”**

- @Avinash Kaushik, Analytics Expert





Every web page is a PARTY.  
Nobody shows up to PUKE.



INTENTIONALLY

Every web page is a PARTY.  
Nobody shows up to PUKE.

A person is sitting on a wooden chair in a waiting room, looking out a window. The room has a green lower wall and a grey carpet. The word "ADDICTION" is overlaid in white text across the center of the image.

# ADDICTION



# WEB FIRST IMPRESSION REHAB



# STAGE 1: CONFESSION

QUICK & EASY USABILITY TESTS

**T E S T**

Y O U R E Y E S &

D I S C E R N F I R S T

I M P R E S S I O N S W / S I M P L E

C O N T E N T U S A B I L I T Y T E S T S .

P H Y S I O L O G Y I S K E Y T O U N L O C A K C O N V E R S I O N S .

# 5-SECOND TEST





Byers LeafGuard - Sacramento  
Serving Sacramento and surrounding areas.

800-977-5323 (800-977-LEAF)

GET A FREE NO-NONSENSE ESTIMATE

First Name

Last Name

Phone

Zip

Email

Interested In

GET ESTIMATE

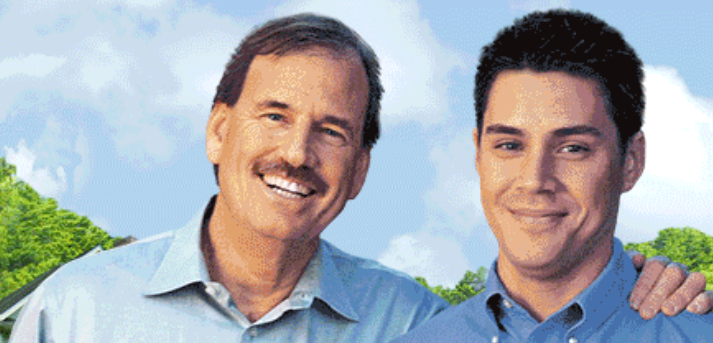
Guaranteed Clog-Free  
**Byers'**  
ENGLERT  
**LeafGuard**  
Gutter Systems

Never ever  
clean your  
gutters again.



**50% OFF**  
**INSTALLATION**  
**LABOR**

UNTIL 10/31/14  
Not valid with other offers.



## 5-SECOND TEST:

# WHAT DO YOU REMEMBER?

- ✓ Who is the company?
- ✓ What are they offering?
- ✓ Do they appear credible? (-1, 0, +1)
- ✓ What's the call to action?





## 5-SECOND TEST:

# WHAT DO YOU REMEMBER?

- ✓ IDENTITY
- ✓ OFFER
- ✓ CREDIBILITY
- ✓ CALL TO ACTION (CTA)



# 5-SECOND TEST PLANNING:



Byers LeafGuard - Sacramento  
Serving Sacramento and surrounding areas.

800-977-5323 (800-977-LEAF)

FACTOR	DESIRED	ACTUAL
IDENTITY	<i>Byers' LeafGuard</i>	
OFFER	<i>LeafGuard Gutters [50% off install]</i>	
CREDIBILITY	<i>+1</i>	
CTA	<i>Get Estimate</i>	

# 6-FOOT TEST



----- 6 feet -----



# 6-FOOT USABILITY TEST (MOCKUP)

Over 75 Locations Nationally - Showroom & Service Locally

**CHAMPION**  
Windows • Sunrooms • Roofs • Home Exteriors

**1/3 OFF**  
on a Whole House  
of Windows\*

(888) 391-2730

Facebook Twitter YouTube

**FREE in-Home Estimates** | Factory Representatives will share the Champion Difference. Whether you invest or not - you'll understand the most common mistakes to avoid in your choice of contractor, products and warranties.

**It's Home Improvement Season**  
Get Started Now!

- ✓ We Design It
- ✓ We Build It
- ✓ We Install It
- ✓ We Guarantee It

**BEST OPTION... CALL NOW**  
(888) 391-2730

OR

FILL OUT THE FORM BELOW

First Name:

Last Name:

Zip Code:

Phone:

Email:

Interested in:

Windows  Any Siding

Sunrooms  Entry Doors

Entry

I would like to receive future email offers, customer service surveys or product information.

Yes  No

**Submit**



Identity



Offer



Credibility



CTA

Over 75 Locations Nationally – Showroom & Service Locally



Windows • Sunrooms • Roofs • Home Exteriors

**1/3 OFF**  
on a Whole House  
of Windows\*

**(888) 391-2730**



**FREE In-Home Estimates**

Factory Representatives will share the Champion Difference. Whether you invest or not - you'll understand the most common mistakes to avoid in your choice of contractor, products and warranties.

**It's Home Improvement Season  
Get Started Now!**

- ✓ We Design It
- ✓ We Build It
- ✓ We Install It
- ✓ We Guarantee It

**BEST OPTION... CALL NOW**

**(888) 391-2730**

**OR**

**FILL OUT THE FORM BELOW**

First Name

Last Name

Zip Code

Phone

Email

Interested in:  Windows  Vinyl Siding  
 Sunrooms  Entry Doors  
 Roofing

I would like to receive future email offers, customer service surveys or product information.

Yes  No

**Submit**

# 'USER IS DRUNK' TEST

*Cheers to the UX geniuses at Squareweave that originated the idea!*



Angela Schottmüller: @aschottmüller #ConvRoadTrip



# "USER IS DRUNK" USABILITY TEST

VIRTUAL REALITY EXPERIENCE: Squint your eyes and move your head back and forth.

IS THE CTA  
OBVIOUS IF  
BLURRY?

ARE GUIDED  
DIRECTIONS  
PROVIDED?

ARE DISTRACTIONS REMOVED?

The screenshot shows the BIG Commerce website. At the top left is the logo "BIG Commerce" with the tagline "The Easiest Way to Sell Online". The main heading is "Your Shopping Cart Solution!". To the right of this heading is a circular badge that says "Powering 20,000 STORES". Below the heading are three bullet points: "✓ No credit card card required", "✓ Free setup & support", and "✓ Design your store by drag & drop". To the right of these bullet points is a "Forbes Inc. 5000" logo. Below the bullet points is a form labeled "My Store Name:" with a subtext "(Don't worry, this can be changed at anytime.)" and a text input field. To the right of the input field is a large orange button that says "TRY FOR FREE" with a play icon. On the right side of the page is a photograph of a smiling woman in a blue dress. At the bottom of the page, there is a row of logos for "TechCrunch", "Forbes", "The New York Times", "PSTCOMPANY", and "Mashable". Below this row are three columns: "Sell on", "Compatible With", and "What are you waiting for?".

IS THE CTA  
REPEATED?

# STAGE 2: TREATMENT

OPTIMIZE PHYSIOLOGY TO 'PASS THE TEST'



- ✓ IDENTITY
- ✓ OFFER
- ✓ CREDIBILITY
- ✓ CTA

# IDENTITY

SEARCH

# SEPHORA

3 FREE SAMPLES WITH ANY PURCHASE

MAKEUP SKIN CARE FRAGRANCE BATH & BODY NAILS HAIR TOOLS & BRUSHES MEN GIFTS SALE BRANDS ADVICE HOW-TO'S

### QUICK LINKS

- [Just Arrived](#)
- [Value Sets](#)
- [Bestsellers](#)
- [Travel Size](#)
- [Weekly Specials](#)

### WEEKLY SPECIALS



8 FREE SAMPLES Choose a sample set of the season in a stylish bag.

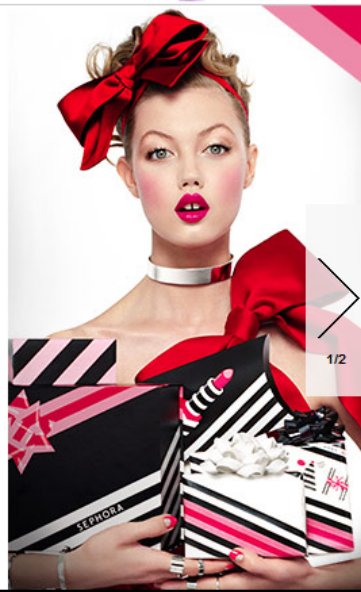
USE CODE: SEASONSET

## GIFT OOOH. GIFT AHHH.

GIFT SEPHORA.

IT'S THE MOST BEAUTIFUL TIME OF YEAR.

SHOP OUR GIFT GUIDE



# X IDENTITY

OFFER

CREDIBILITY

CTA

### EDITORS' PICKS

see more



# INVEST IN GOLD

Get our *FREE Gold Guide* to learn how Gold can protect your investments and retirement.



## FREE GOLD GUIDE

Full Name \* City \* Phone Number \* Email \* I'm interested in  Gold IRA Rollover  
 Cash Purchase of Gold[GET FREE GOLD GUIDE](#) IDENTITY OFFER CREDIBILITY CTA

### ① Protection

Gold has proven to protect purchasing power and is a safe-haven investment against inflation and turbulent global economies.

### ② Diversification

Gold creates a strong and stable investment portfolio and is a tangible asset to protect against mind-melting portfolio plunges.

### ③ Profit Potential

Gold demand and prices have consistently trended upward for the past 10 years and most financial experts believe this trend will continue.

As Seen On:



Forbes

 REUTERS

OFFER



# WILLIAMS-SONOMA

Shipping To: | CART [CHECKOUT](#)

[Registry](#) [Blog](#) [Recipes](#) [Wine](#) [New](#) [Gifts](#) [Easter](#) [Open Kitchen](#) [Sale](#)

[COOKWARE](#) | [COOKS' TOOLS](#) | [CUTLERY](#) | [ELECTRICS](#) | [BAKEWARE](#) | [FOOD](#) | [TABLETOP & BAR](#) | [HOMEKEEPING](#) | [OUTDOOR](#) | [AGRARIAN](#) | [WILLIAMS SONOMA HOME](#)

FREE SHIPPING on your

*Join our email list*

## GET 10% OFF + FREE SHIPPING

ON YOUR NEXT ORDER OVER \$49\*

Be the first to learn about exclusive offers, new products and special store events—starting today!

[SIGN UP >](#)

\*To take advantage of this one-time-only offer, you must enter your email address before closing this window. Some exclusions apply.

Up to 40% Off\* Last Day!



[SHOP NEW TABLETOP >](#)

- IDENTITY
- ✗ OFFER
- CREDIBILITY
- CTA

# Family Dentistry in North Oaks



Local, friendly smiles you can trust...

- ✓ Close to home
- ✓ Flexible scheduling
- ✓ Affordable payment plans
- ✓ Pain-free sedation available
- ✓ Compassionate, friendly staff

**NEW PATIENT SPECIAL**  
 Cleaning, Exam & X-Rays:  
 Adults \$89 (~~\$289~~) Kids \$49 (~~\$157~~)  
 Limited time only. See details below.

**Request an Appointment**  
 Claim the new patient offer savings!

or... Call Now (651) 555-5555

We're open until 4pm today.

- IDENTITY
- ✓ OFFER
- CREDIBILITY
- CTA

**98.6%** of patients would refer friends and family to us.

Source: Demandforce, 119 reviews 

## Full-Service Dentistry

Preventative, restorative, orthodontic, cosmetic and periodontal dentistry services:

- Cleanings & X-Rays
- Fillings & Repairs
- Tooth Removal
- Implants & Dentures
- Braces & Retainers
- Whitening & Crowns

## Payment Options That Fit Your Budget

We accept a wide range of insurance carriers\*. Payment plan financing options are also available. All services and costs are explained up front, so you won't have any surprises and can confidently proceed with the care you need.



**No insurance? No problem!**

Low monthly payment plans are available to you with CareCredit.

\*Additional insurance carriers may be available. List subject to change. Contact your insurance provider to verify coverage and acceptance.

# “SCENT TRAIL” PROGRESSION

## INITIATE

KEYWORD / AD / WOM



## MAINTAIN

PAGE HEADLINE



## ENHANCE

HERO SHOT IMAGE



# CREDIBILITY



Download Top 5 Conversion Opportunities for Digital Marketers.

Test and target your landing page visitors and increase conversions.

**Adobe® Test&Target™ puts control directly in the hands of marketers to quickly and continually execute multiple A/B testing and multivariate testing (MVT).**

- **Learn efficiently** - Employ popular testing and targeting approaches including A/B testing, MVT, segment, and 1-to-1 from a single application - eliminating the need for multiple-point solutions.
- **Convert more** - Personalize content and increase relevance at all customer touchpoints on the websites and across online channels.
- **Build visitor profiles automatically** - Create comprehensive and anonymous views of visitor interactions automatically, and then use them to deliver relevant content to visitors.

Download our featured white paper: **Top 5 Conversion Opportunities for Digital Marketers**

Adobe® Test&Target™

First name

Last name

Email

Phone

Organization name

Website

Country

State/Province

Zip or Postal Code

Industry

Functional area/department

Job title or role

Show/Hide pre-populated information

- IDENTITY
- OFFER
- ~~■~~ CREDIBILITY
- CTA



## Need a Dentist?

Connect with a quality local dental office.

- ✓ Dentists screened and selected just for you
- ✓ 98% customer satisfaction
- ✓ Over 7 million happy patients

ZIP Code

Dental Need

Insurance/Payment

**GET STARTED**

**FREE**

### Certifications:



### 1-800-DENTIST Has Been Seen On:



### 24/7 Hotline



### Find a Dentist Who's Perfect for You

There's no reason for putting off finding a great dentist any longer. Free, easy-to-use, 1-800-DENTIST can connect you with quality local dentists who are perfect you in just minutes.

Has it been a while since you've seen a dentist? Whether it's been a year, two years or far longer since your last dental exam and teeth cleaning, it's never too late to start getting your oral hygiene back on track. Your first step? Check out the 1-800-DENTIST pre-screened dentists near you and make an appointment.

### Millions of Happy Patients



"I was really nervous about my visit. But Dr. Scott was so gentle and understanding. Thanks for the referral!"  
— Kay W.

### About Our Dentists

- Use the latest technology
- Committed to gentle compassionate care

- IDENTITY
- OFFER
- ✓ CREDIBILITY
- CTA

# CALL TO ACTION (CTA)





Sign In

Your website URL

Continue, It's Free

- IDENTITY
- OFFER
- CREDIBILITY
- ✗ CTA

# Advanced Foot Care Courses for Nurses

Nursing CEU credits you need with the specialized clinical hours you want...



### Which courses interest you?

- Foot & Nail Care Education
- Foot & Nail Care Business
- Lower Extremity Therapy

Full Name \*

Email \*

**Get the Foot Care Nurse  
Education Brochure**

We guarantee 100% privacy

- IDENTITY
- OFFER
- CREDIBILITY
- ✓ CTA

## FOOT CARE NURSE EDUCATION

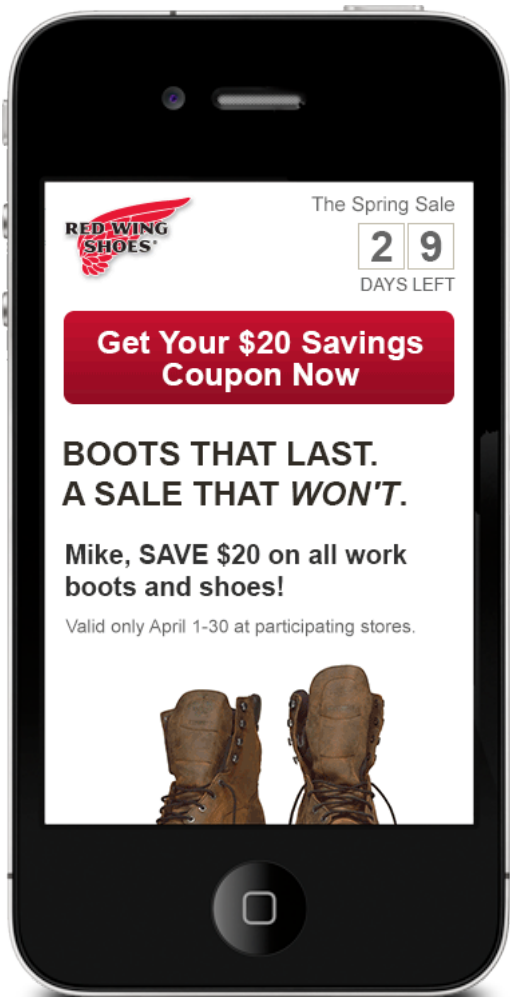
Dates: Feb 18-20 in Eau Claire, Wisconsin 4.6 ★★★★★ 142 reviews



### CEUs & CONTACT HOURS

Earn contact hours qualifying you to take the *WOCNCB Foot Care Certification* exam for CFCN credentials.

**DON'T WAIT!**



- IDENTITY
- OFFER
- CREDIBILITY
- ✓ CTA

The **CALL TO ACTION** should be the  
**FIRST THING TO STAND OUT**  
on any piece of marketing.

**CLICK if you AGREE**

# STAGE 3: RECOVERY

Physiology & "The Clockwork Conversion  
Color Model"

# COLOUR PSYCHOLOGY IN LOGO DESIGN

Our minds are inherently programmed to respond to colour. They shape our thoughts and emotions. And according to studies, colour affects more than mood — it influences our buying habits. Colour can invoke as much as an 80 per cent change in behaviour when it comes to online shopping, advertising, and marketing campaigns.

While perceptions of color are somewhat subjective, some color effects have been proven. Here are some examples of how different colours are perceived, and logos that use color to aggressively or subtly reach their market.

**yellow**

- Can have conflicting messages. Bright and highly visible, it's often used in logo design to get attention, create happiness and warmth.
- Caution
- Cheerful
- Cowardice
- Curiosity
- Happiness
- Joy
- Playful
- Positivity
- Sunshine
- Warmth

WWF

McDonald's

**red**

An intense colour that can summon strong emotions from blood and warfare to love and passion. Used in logo design to grip the viewer's attention and has been known to raise one's blood pressure.

NICKELODEON

Red Bull ENERGY DRINK

16 The Economy Times magazine centrespread

17 The Economy Times magazine centrespread

## The Psychology of Colours

Ever wondered why McDonald's, KFC and Pizza Hut have a dash of red in their logos? Because the colour red whets appetite. ET Magazine looks at the many shades of colour that make us see things differently.

**WHAT COLOUR TO PAINT YOUR HOME AND WHY**

**COLOURS IN THERAPY**

**ACCENT COLOURS**

**COLOURS IN ADVERTISING**

**PRIMARY COLOURS**

- YELLOW**: Connected to cheer, bright and happy, it's often used in logo design to get attention, create happiness and warmth.
- RED**: An intense colour that can summon strong emotions from blood and warfare to love and passion. Used in logo design to grip the viewer's attention and has been known to raise one's blood pressure.
- BLUE**: Connected to calm, it's often used in logo design to convey trust, reliability and stability.

Creativity  
Enthusiasm  
Fun  
Jovial  
Lighthearted  
High-Spirited  
Youthful

# PSYCHOLOGY OF COLOR



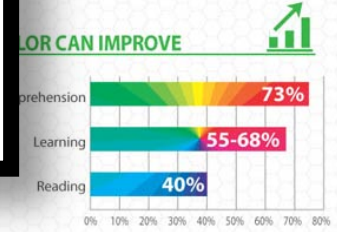
84.70% of consumers cite



research reveals people make a subconscious judgment about an environment or product within 90 seconds of initial viewing. Between 62% and 90% of that assessment is based on color alone."



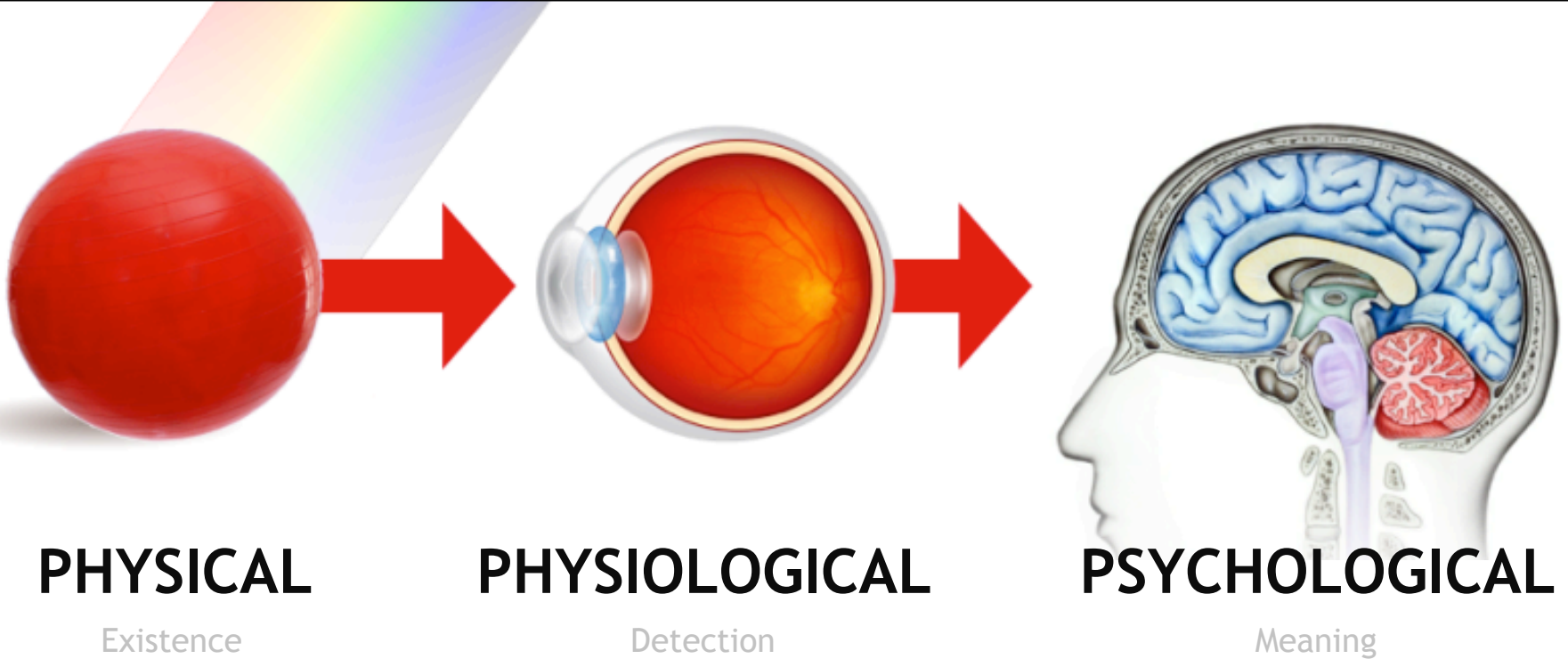
52% of shoppers did not return to a store due to overall aesthetics.



in black and white.



# COLOR PERCEPTION



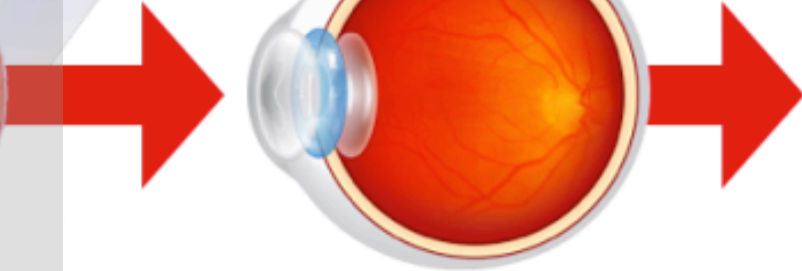


# COLOR PERCEPTION



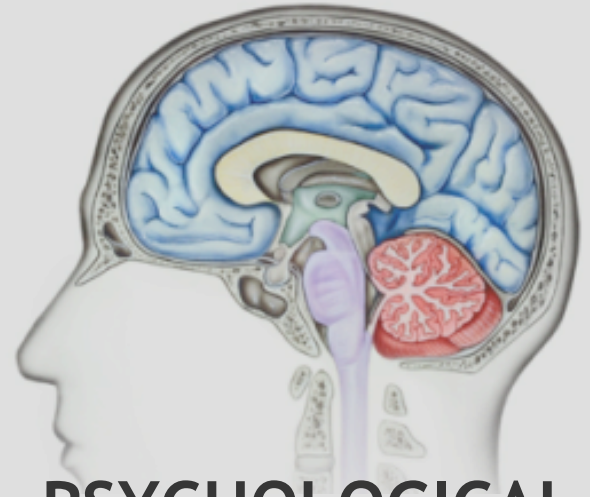
**PHYSICAL**

Existence



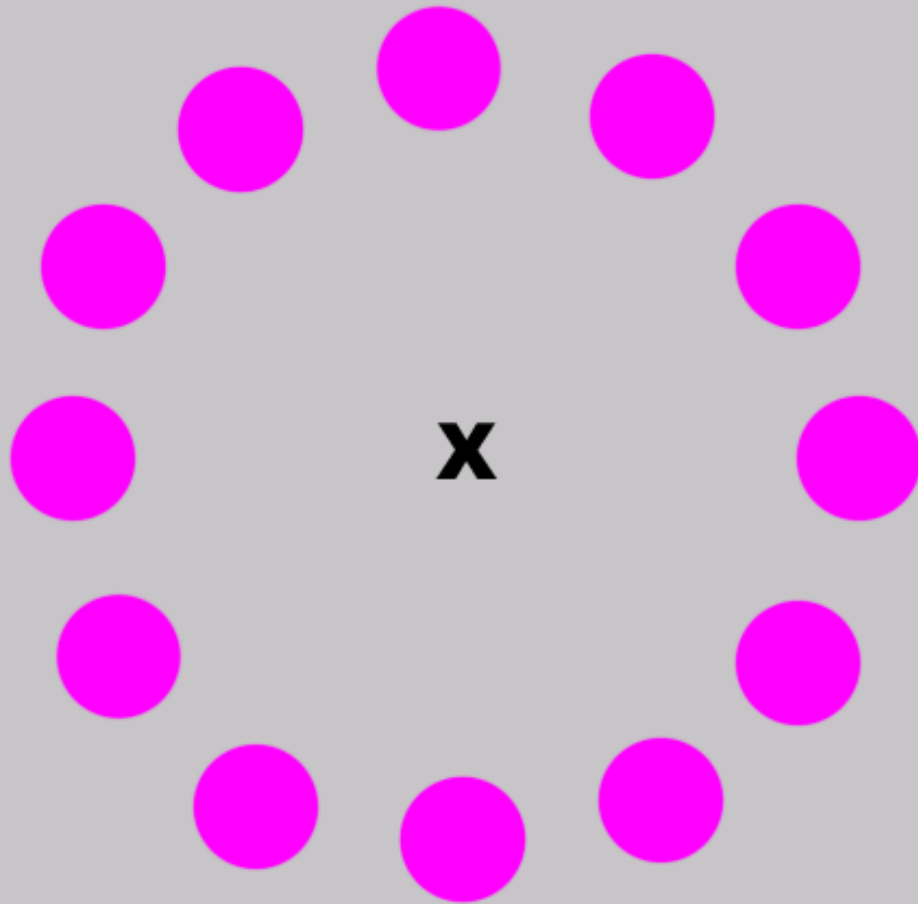
**PHYSIOLOGICAL**


Detection



**PSYCHOLOGICAL**

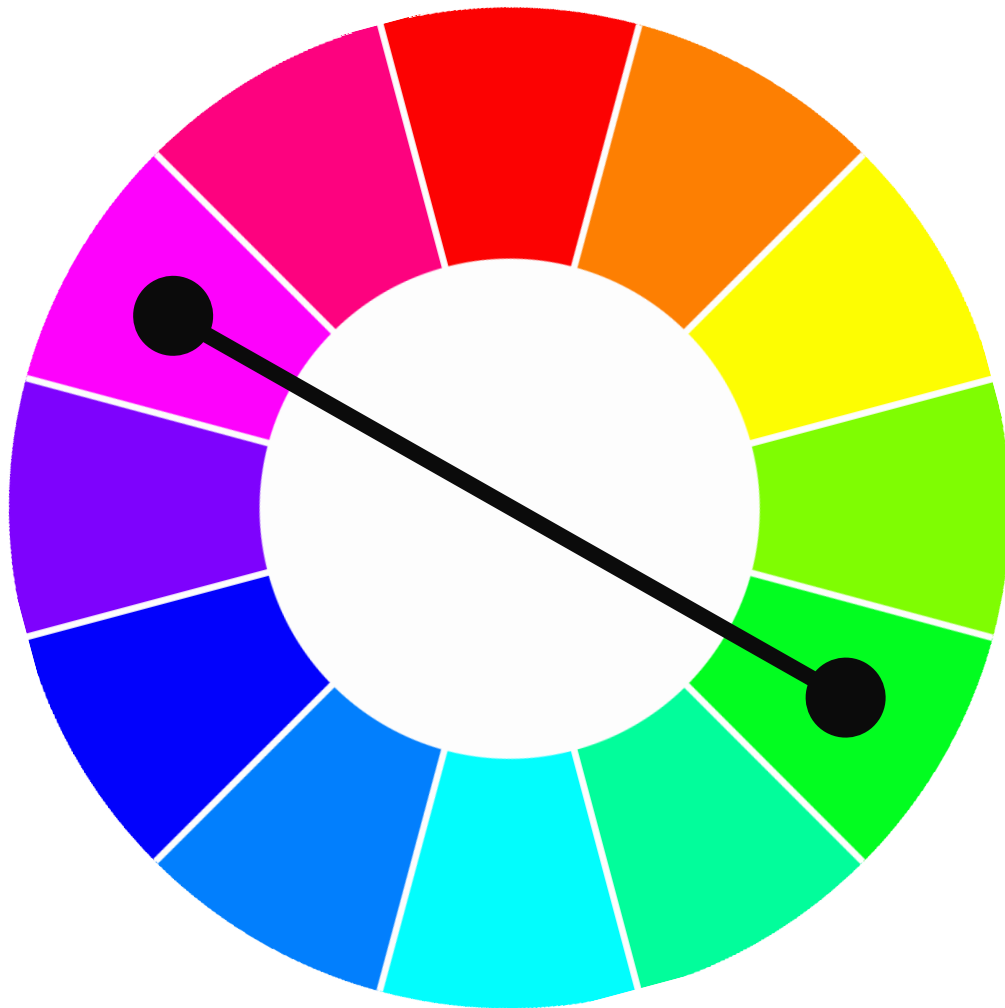
Meaning





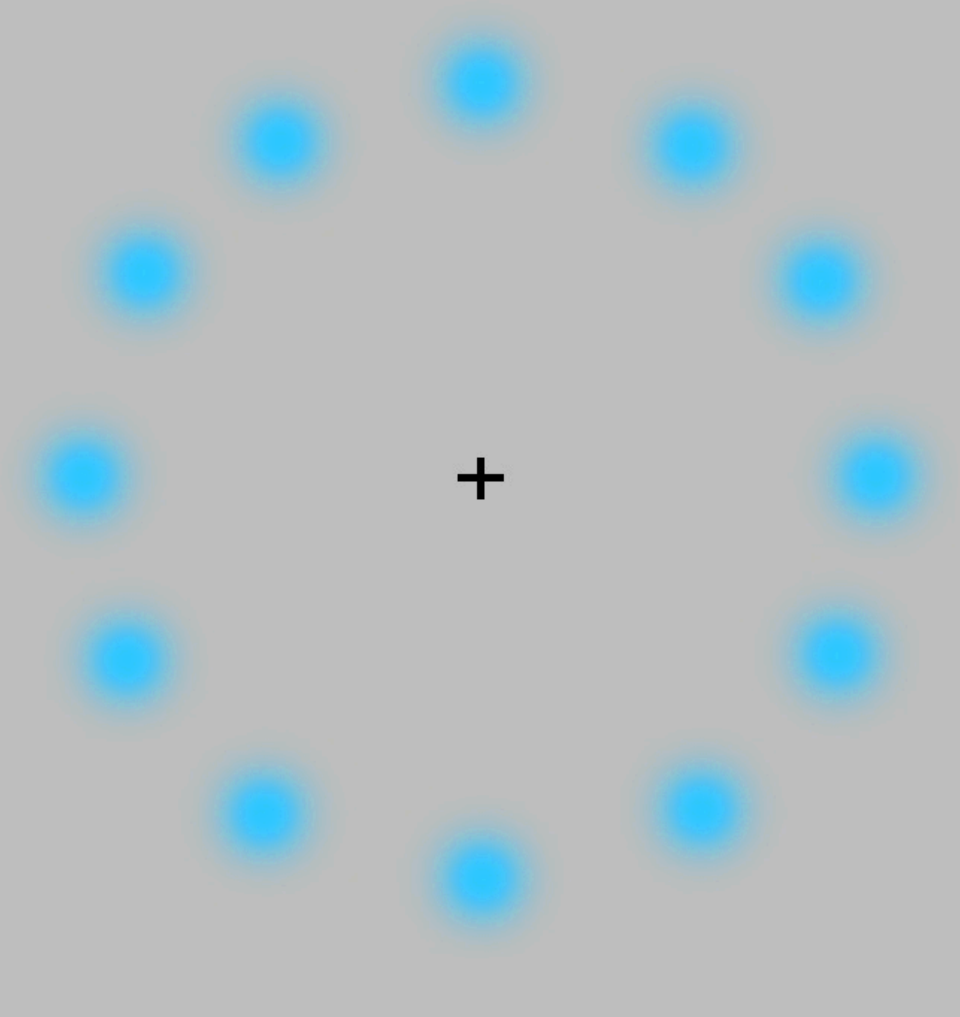
*"I can see your halo,  
halo, halo..."*

~ Beyonce









## Agile Software Testing

### Can Your Testing Keep Pace With Agile?

After years of doubt and skepticism, the principles of Agile are now accepted by development teams of all shapes and sizes. But the increased flexibility and adaptability of Agile development poses some tough challenges for QA and testing teams.



#### Get This Free Whitepaper Now

First Name:

Last Name:

Job Title Level:

Department:

Email Address:

Phone:

Company:

Country:

Submit >

#### Learn 10 great tips for Agile testing, including

1

##### Feedback Loop

Learn how to include internal and external feedback before you launch your products

2

##### Define Your Matrix

How to prioritize by OS, browser, plug-ins, anti-virus programs and other criteria

3

##### Capture Data

Save time by learning how to spot actionable information, while ignoring the rest

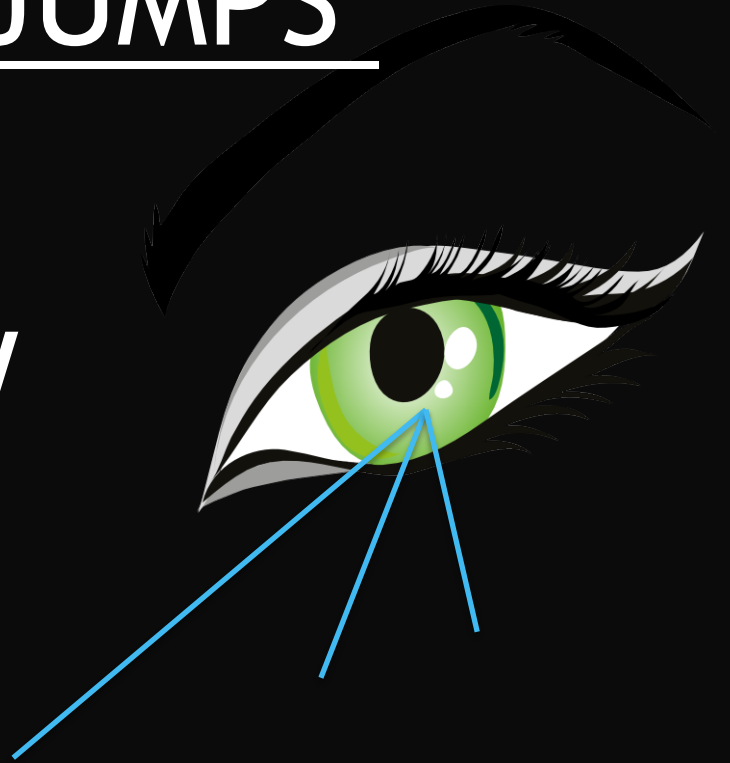
And much, much more...



# THE HUMAN EYE JUMPS

3X A SECOND

TO CAPTURE NEW  
VISUAL INFO.



The eye WANTS to find  
that complementary color.

NEEDS

The eye <sup>^</sup>~~WANTS~~ to find  
that complementary color.



**LEAD IT TO YOUR CTA.**

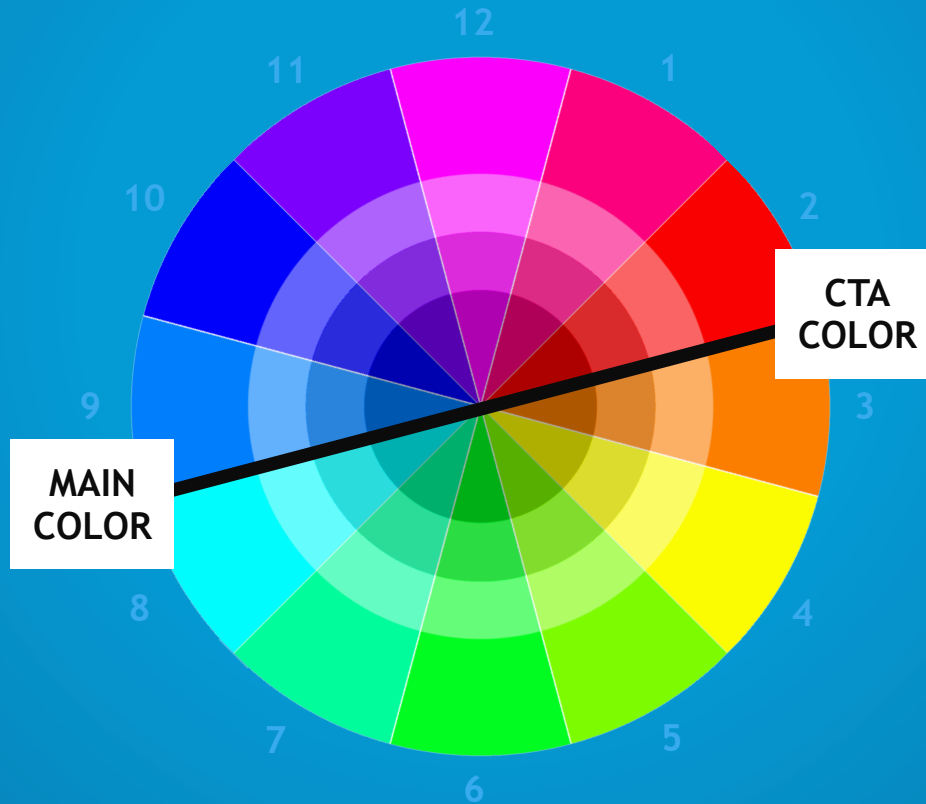


# Color Physiology

## THE CLOCKWORK CONVERSION COLOR MODEL



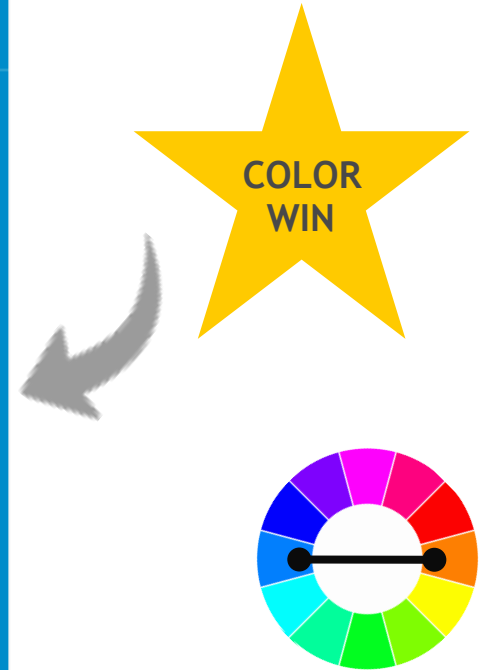
# COMPLEMENTARY COLOR CTA BUTTON



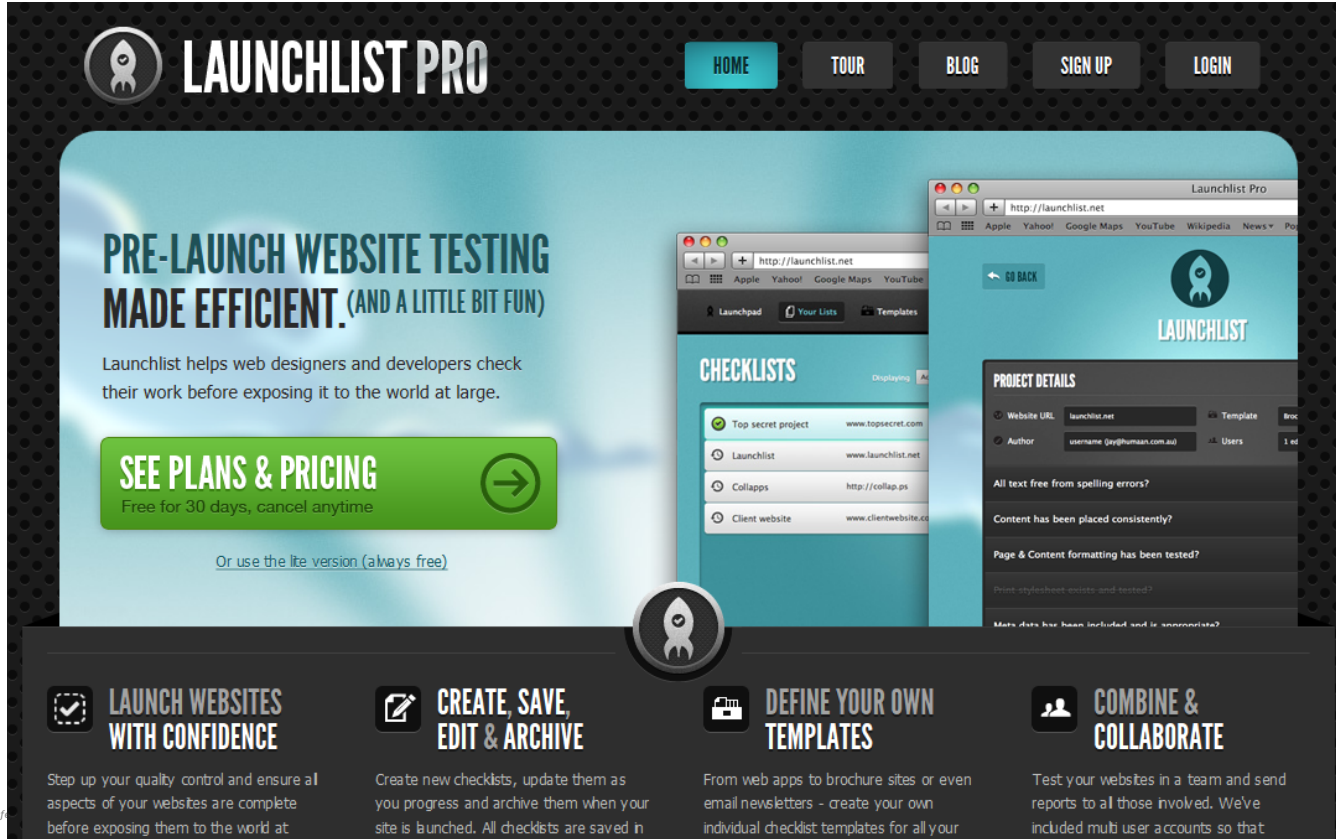


# Use Complementary Color CTA Button

The screenshot shows the eyequant website with a blue header. The main content area has a white background with the text: "You're here to improve your website. Step one: instantly see what your users see." Below this is a white input field containing "http://yourwebsite.com" and an orange "TRY IT FREE" button. A smaller text "No credit card required" is below the button. At the bottom, a tablet displays a Barnes & Noble website. Handwritten notes in white ink are present: "See what your users will see" with an arrow pointing to the tablet, and "...and what they'll miss" with an arrow pointing to a small black dot on the tablet screen.



# Use Complementary Color CTA Button



**LAUNCHLIST PRO**

HOME TOUR BLOG SIGN UP LOGIN

## PRE-LAUNCH WEBSITE TESTING MADE EFFICIENT. (AND A LITTLE BIT FUN)

Launchlist helps web designers and developers check their work before exposing it to the world at large.

**SEE PLANS & PRICING** →  
Free for 30 days, cancel anytime

[Or use the lite version \(always free\)](#)

**CHECKLISTS**

Item	URL
Top secret project	www.topsecret.com
Launchlist	www.launchlist.net
Collaps	http://collap.ps
Client website	www.clientwebsite.c

**PROJECT DETAILS**

Website URL: launchlist.net Template: Inc

Author: username (jyj@human.com.au) Users: 1 ed

All text free from spelling errors?

Content has been placed consistently?

Page & Content formatting has been tested?

Print stylesheet exists and tested?

Meta data has been included and is appropriate?

**LAUNCH WEBSITES WITH CONFIDENCE**

Step up your quality control and ensure all aspects of your websites are complete before exposing them to the world at

**CREATE, SAVE, EDIT & ARCHIVE**

Create new checklists, update them as you progress and archive them when your site is launched. All checklists are saved in

**DEFINE YOUR OWN TEMPLATES**

From web apps to brochure sites or even email newsletters - create your own individual checklist templates for all your

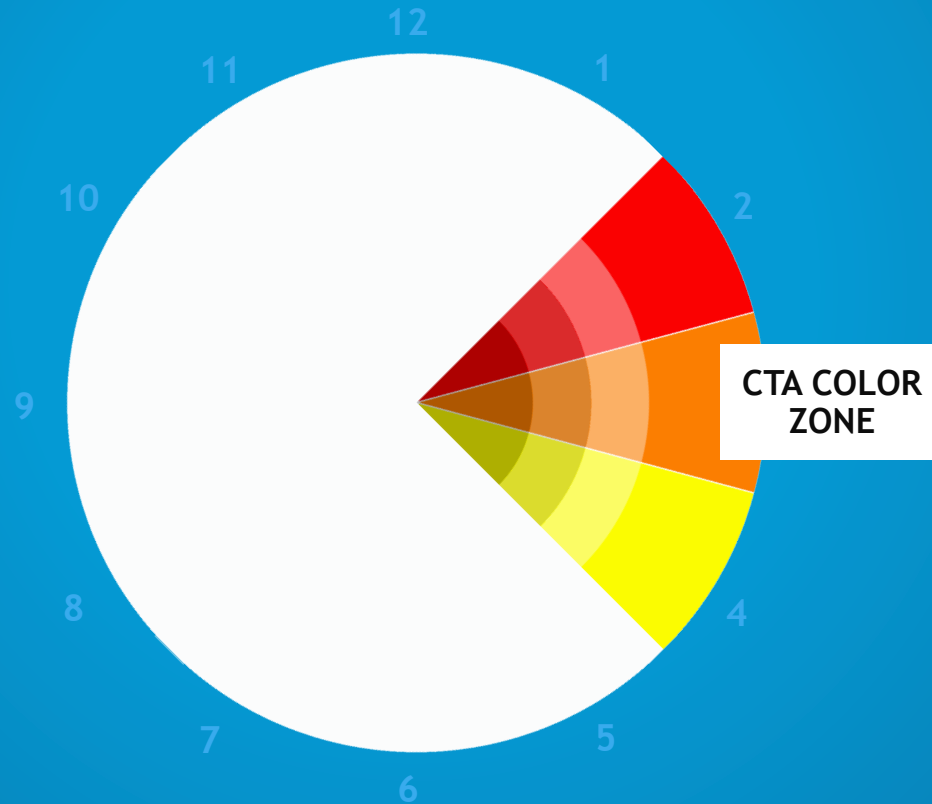
**COMBINE & COLLABORATE**

Test your websites in a team and send reports to all those involved. We've included multi user accounts so that

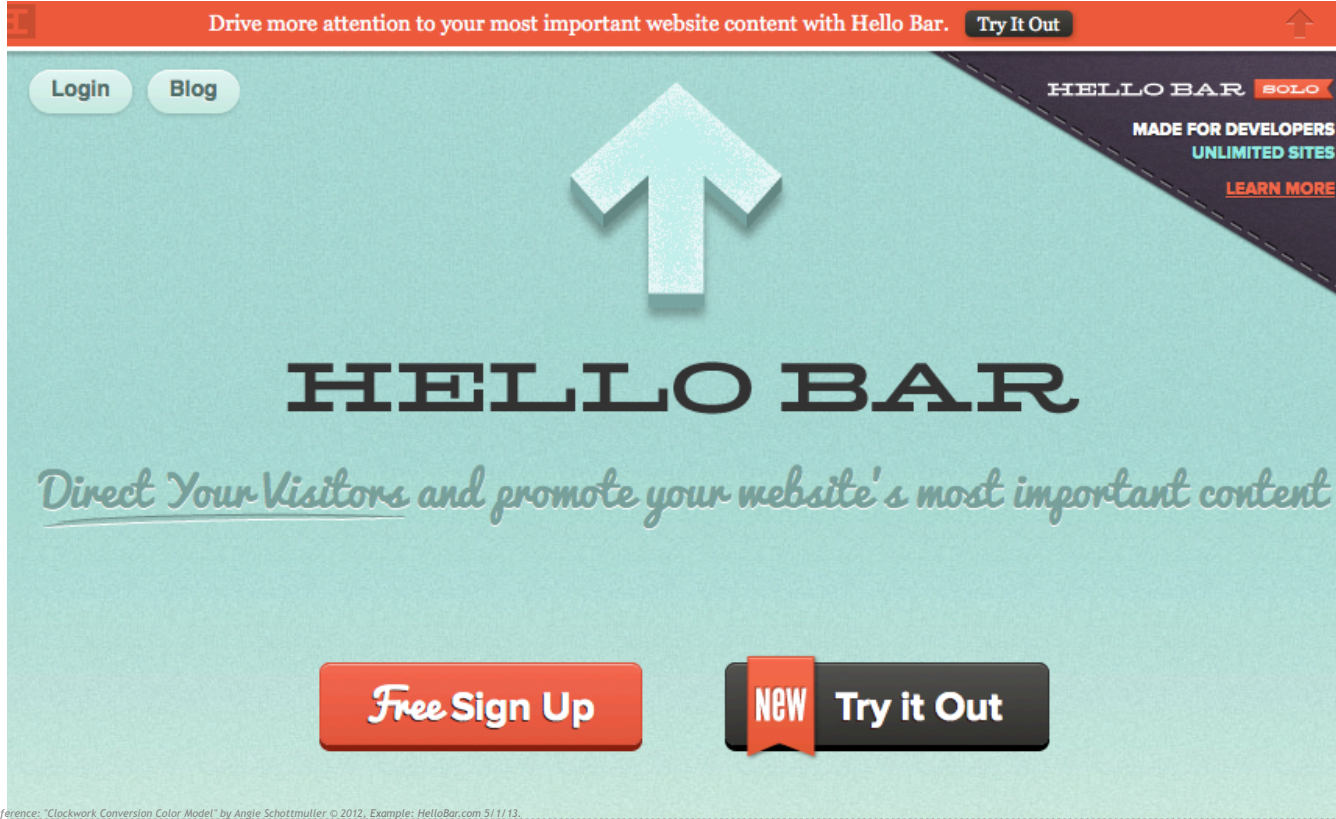




# RESERVE CTA COLOR ZONE



# Reserve CTA Color Zone



# USE PURE COLOR FOR CTA BUTTON

PURE COLOR  
SOLID

PURE COLOR  
SHADE GRADIENT

PURE COLOR TEXT

VS.

NON-PURE COLOR

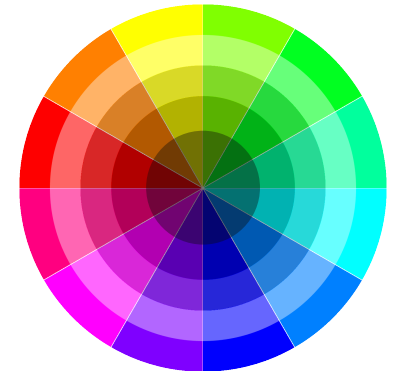
PURE HUE

TINT  
(+ WHITE)

TONE  
(+ GRAY)

SHADE  
(+ BLACK)

## Use Pure Color for the CTA Button

A red arrow pointing from the left towards the "Sign Up Now" button in the beta sign-up form.

**Join The Beta**

Sign up today so you can get organized and play more golf!

Full Name

City, State

Email

**Sign Up Now**

Share ClubDivot with friends  

**Connect with friends, organize tee times, play more golf.**



Create and manage private clubs, keep track of your golf calendar and organize communication between members



View the activity feed for your groups and stay up to date on current club news and tee times

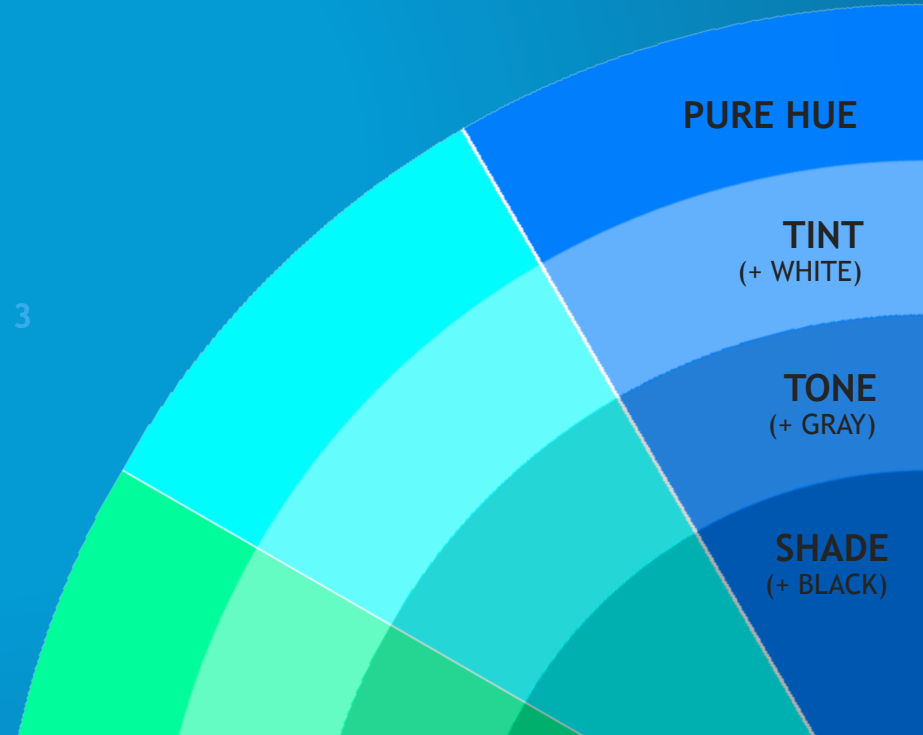
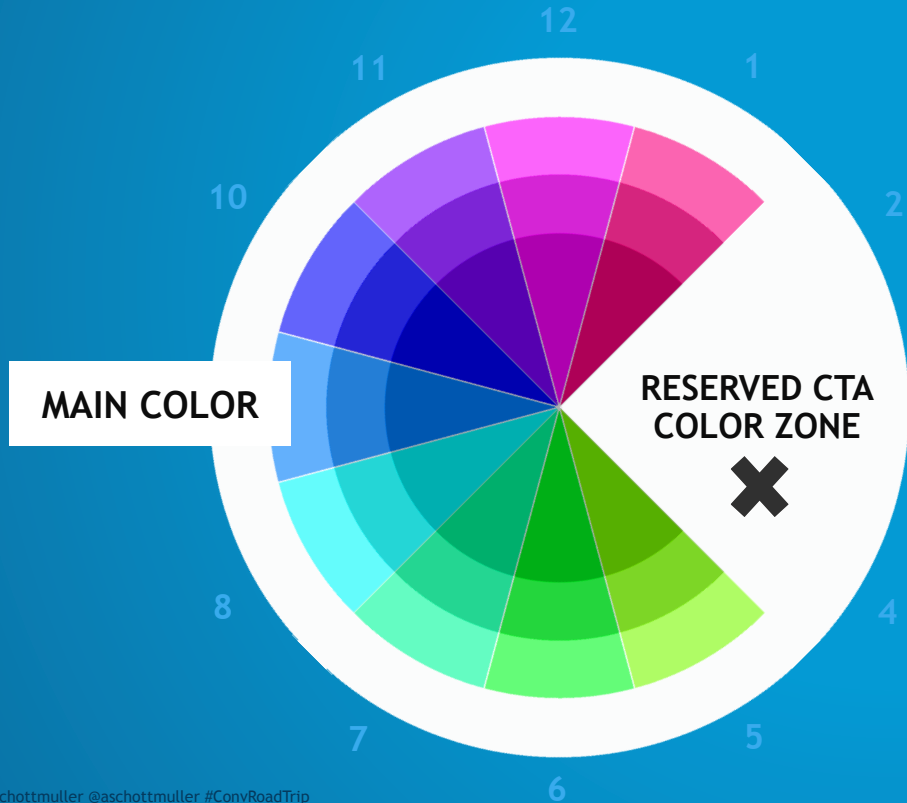


Send out invites via email and schedule your tee times online in seconds



Invite friends, co-workers and business contacts to be part of your ClubDivot network and add them to tee times in seconds

# NEUTRALIZE NON-CTA COLORS



# Neutralize Non-CTA Colors

**Hootsuite**

## There's a Better Way to Manage Social Media

Get powerful social media management tools to help grow your business.

- Manage Efficiently.** Organize all your social accounts into one dashboard & streamline your workflow.
- Work Together.** Add your team members, assign posts, and collaborate your way to the top.
- Show Results.** Measure and improve performance with insightful reports and analytics.

Start your **FREE 30-day trial** | [Learn more](#)



Manage and connect with more than 35 popular social networks





A stage with red curtains and a wooden floor. The curtains are pulled back, revealing a wooden floor. The text is centered on the stage.

Let the CTA and Hero Shot stand out.  
All else is the stage.

# CLOCKWORK CONVERSION COLOR TEST

A four-point color optimization assessment for usability and primary call-to-action (CTA) clarity.

Is the CTA color complementary to the dominant color?



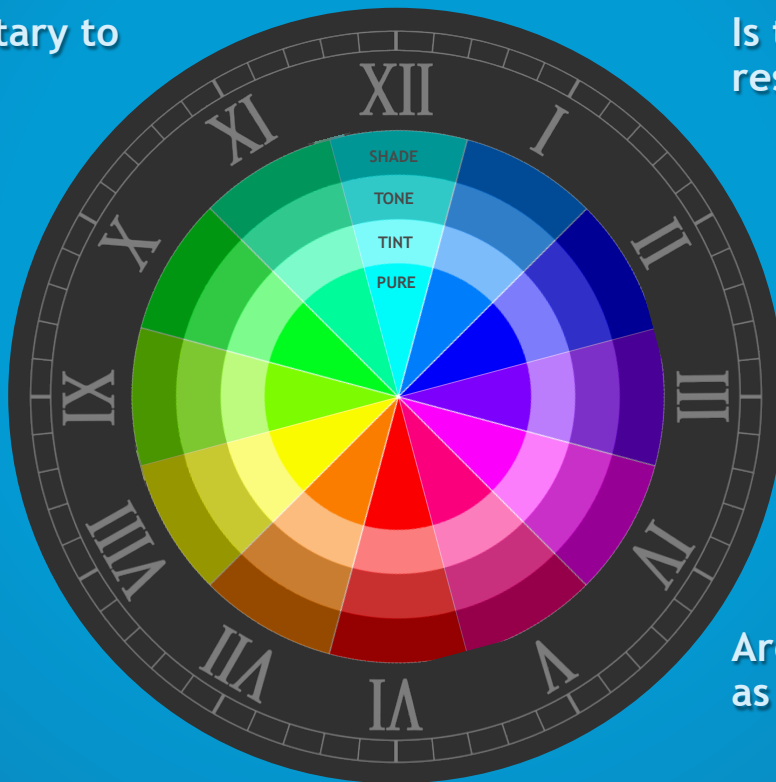
Does the CTA button use pure color?

85%+ saturation and brightness levels

Is the CTA color "zone" reserved for CTA use only?



Are non-CTA colors neutralized as shades, tones or tints?



# QUIZ TIME



# WHICH RULES ARE BROKEN?

COMPLEMENTARY: \_\_\_\_\_

RESERVED: \_\_\_\_\_

PURE COLOR: \_\_\_\_\_

OTHER COLORS NOT PURE: \_\_\_\_\_

## Looking for the best hikes around Vancouver?

This eBook is your guide to the most spectacular hikes near Vancouver for your next adventure in southwest British Columbia.

- ✓ Discover the Top Ten hikes in Vancouver
- ✓ Turn-by-turn descriptions and overviews
- ✓ Stats, photos, links and further resources

Only \$3.99

or

Preview







# CLOCKWORK CONVERSION COLOR MODEL - CTA AUDIT SCORECARD



COMPLEMENTARY: ❌ RESERVED: ❌ PURE COLOR: ✅ OTHER COLORS NOT PURE: ✅

## Looking for the best hikes around Vancouver?

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- ✅ Stats, photos, links and further resources



Only \$3.99 [or](#) [Preview](#)

From stunning waterfalls to endless vistas



# CLOCKWORK CONVERSION COLOR MODEL - CTA AUDIT SCORECARD

COMPLEMENTARY: RESERVED: PURE COLOR: OTHER COLORS NOT PURE:

# A-

## Looking for the best hikes around Vancouver?

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**Only \$3.99 – Preview the Guide**

From stunning waterfalls to endless vistas



# CLOCKWORK CONVERSION COLOR MODEL - CTA AUDIT SCORECARD

COMPLEMENTARY: ❌ RESERVED: ❌ PURE COLOR: ❌ OTHER COLORS NOT PURE: ✅

# D



**Embrace the future of nursing at ASU.**

Have questions about enrollment, degree programs, or financial aid?

First Name \*      Last Name \*

Email Address \*      Phone \*

**Submit for More Info** ➔

By providing my information and clicking the Request Information button, I consent to be contacted via

Ref

adTrip





# CLOCKWORK CONVERSION COLOR MODEL - CTA AUDIT SCORECARD

COMPLEMENTARY:  RESERVED:  PURE COLOR:  OTHER COLORS NOT PURE: 

# A-



**Embrace the future of nursing at ASU.**

Have questions about enrollment, degree programs, or financial aid?

First Name \*      Last Name \*

Email Address \*      Phone \*

**Get Your Bachelor of Nursing Program Guide**

By providing my information and clicking the Request Information button, I consent to be contacted via

Ref

adTrip

It works for all hues of the  
color wheel...



# CLOCKWORK CONVERSION COLOR MODEL - CTA AUDIT SCORECARD

# B+

COMPLEMENTARY: ❌ RESERVED: ✅ PURE COLOR: ✅ OTHER COLORS NOT PURE: ✅

University of Wisconsin-Eau Claire | Continuing Education

Ready to enroll? Got questions?  
Call (715) 836-3636

## Ethics & Boundaries: Fresh Topics & Practical Advice for Real Challenges in Suburban & Rural Wisconsin



Find ethics training options you need and want before the **Feb 28, 2015 deadline.**

Download our brochure for:

- ▶ Course descriptions and contact hours
- ▶ Schedule dates, locations, and pricing
- ▶ Registration form and instructions

FULL NAME \*

EMAIL \*

**Get the Ethics Training Program Brochure Today**



# CLOCKWORK CONVERSION COLOR MODEL - CTA AUDIT SCORECARD

# A-

COMPLEMENTARY: RESERVED: PURE COLOR: OTHER COLORS NOT PURE:

**salesforce**

**Easily manage your contacts and customers**  
Keep track of your contacts and conversations in a single spot

**\$5 user/month**

**Free trial of Contact Manager**  
Try it for 7 days and then continue for \$5/month.

first name

last name

job title

email

phone

company

employees -- Select One --

postal code

I have read and agreed to [Master Subscription Agreement](#), including Section 6

**start free trial**

Rate this page

**Organize** your work life—contacts, tasks, etc—in a single spot

**Track** conversations and interactions



# CLOCKWORK CONVERSION COLOR MODEL - CTA AUDIT SCORECARD

# A+

COMPLEMENTARY: RESERVED: PURE COLOR: OTHER COLORS NOT PURE:



FEATURES

ABOUT US

CASES

LOG IN

## Complete Social Media Management for Teams and Enterprises



**START A FREE TRIAL NOW**





# CLOCKWORK CONVERSION COLOR MODEL - CTA AUDIT SCORECARD

# B+

COMPLEMENTARY:  RESERVED:  PURE COLOR:  OTHER COLORS NOT PURE: 

Get The Benchmarks Now!

Complete the form to download the PDF

Get Instant Access!



Based on data from thousands of websites

## Download the 2013 Web Analytics Benchmarks Report

**How is your website performing?** Compare your website's performance to your competitors and peers with **ClickTale's 2013 Global Web Analytics Benchmarks Report**. For this report, ClickTale leveraged aggregated data captured from thousands of websites to create the industry's most comprehensive guide on **website performance**.

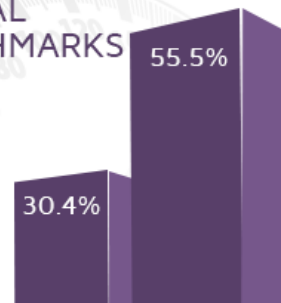
This data and invaluable analysis allow you to compare your performance and find key areas to improve as well as show management what is done well.

**Here is what you'll get by downloading the free report::**

-  Global summary of Bounce Rate, Time on Page and Scroll Reach
-  Breakdown of web analytics benchmarks by country and

CLIC TALE®

GLOBAL BENCHMARKS







# CLOCKWORK CONVERSION COLOR MODEL - CTA AUDIT SCORECARD

COMPLEMENTARY:  RESERVED:  PURE COLOR:  OTHER COLORS NOT PURE: 

# B+



**H. BLOOM**  
YOUR PERSONAL FLOWER SERVICE

FREE DELIVERY

in

New York City  
DC • Chicago

\*

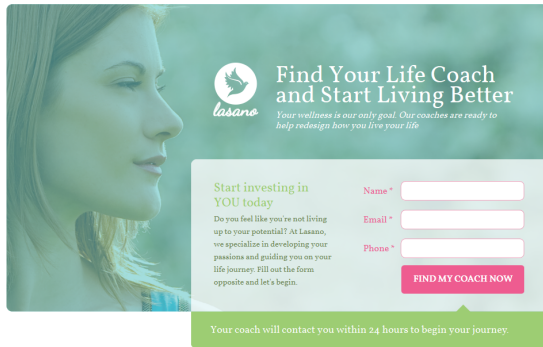


**LUXURIOUS & AFFORDABLE FLOWERS  
DELIVERED REGULARLY**

Starting at Just \$29/Delivery with Free Shipping!

EXPLORE OUR FLORAL COLLECTIONS

# Unbounce Templates - Clockwork Conversion-Ready!



**Find Your Life Coach and Start Living Better**  
*Your wellness is our only goal. Our coaches are ready to help redesign how you live your life.*

**Start investing in YOU today**

Do you feel like you're not living up to your potential? At Lasano, we specialize in developing your passions and guiding you on your life journey. Fill out the form opposite and let's begin.

**FIND MY COACH NOW**

Your coach will contact you within 24 hours to begin your journey.

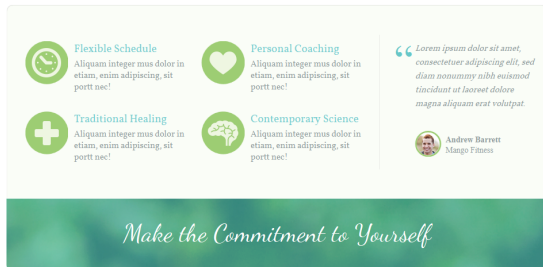


**Stress Management**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus?

**Physical Health**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus?

**Mental Wellbeing**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus?

**Spiritual Balance**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus?



**Flexible Schedule**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec!

**Personal Coaching**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec!

**Traditional Healing**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec!

**Contemporary Science**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec!

*“Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.”*

Andrew Barrett  
Mango Fitness

*Make the Commitment to Yourself*



Marketing Analytics Software For Busy People

## Full-funnel Marketing Analytics That Even Your CEO Can Use



- 1. Understand Traffic to Your Website**  
With segmentation reports you'll know which inbound channels are performing the best.
- 2. Convert More Leads and Customers**  
An optimized funnel means more customers by letting you target the right message to the right leads.
- 3. Save Time**  
Execute on your marketing campaigns with the peace of mind that everything is being tracked and measured.

Request a free demo of our software

### Join us for a free demo

Let us walk you through our software and show you how easily you can measure and report on your campaign performance.

Full Name \*

Email Address \*

Phone Number \*

Your Role \*

Your Company \*

Country \*

Select a Country

When are you available? \*

Book My Demo Now

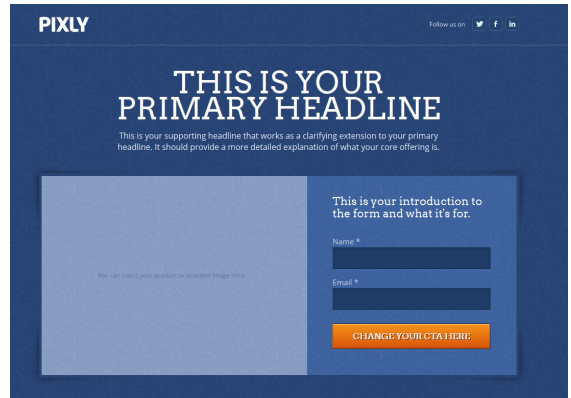
### HEAR WHAT ONE OF OUR USERS HAS TO SAY



“We had Yuli Analytics set up within an hour and their simple approach to reporting means that you don't need a degree in mathematics to understand it.”

Jane is the Director of Analytics at Avero

YULI IS TRUSTED BY 4000 COMPANIES LIKE YOURS



**PIXLY**

Follow us on [Twitter](#) [Facebook](#) [LinkedIn](#)

## THIS IS YOUR PRIMARY HEADLINE

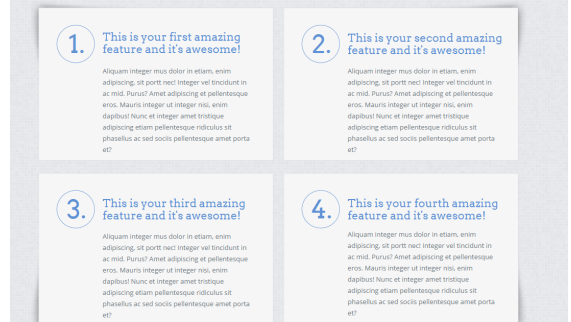
This is your supporting headline that works as a clarifying extension to your primary headline. It should provide a more detailed explanation of what your core offering is.

This is your introduction to the form and what it's for.

Name \*

Email \*

**CHANGE YOUR CTA HERE**




- 1. This is your first amazing feature and it's awesome!**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus! Amet adipiscing et pellentesque eros. Mauris integer ut integer nisl, enim dapibus Nunc et integer amet tristique adipiscing etiam pellentesque ridiculus sit phasellus ac sed socios pellentesque amet porta et?

- 2. This is your second amazing feature and it's awesome!**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus! Amet adipiscing et pellentesque eros. Mauris integer ut integer nisl, enim dapibus Nunc et integer amet tristique adipiscing etiam pellentesque ridiculus sit phasellus ac sed socios pellentesque amet porta et?

- 3. This is your third amazing feature and it's awesome!**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus! Amet adipiscing et pellentesque eros. Mauris integer ut integer nisl, enim dapibus Nunc et integer amet tristique adipiscing etiam pellentesque ridiculus sit phasellus ac sed socios pellentesque amet porta et?

- 4. This is your fourth amazing feature and it's awesome!**  
Aliquam integer mus dolor in etiam, enim adipiscing, sit portt nec! Integer vel tincidunt in ac mid. Purus! Amet adipiscing et pellentesque eros. Mauris integer ut integer nisl, enim dapibus Nunc et integer amet tristique adipiscing etiam pellentesque ridiculus sit phasellus ac sed socios pellentesque amet porta et?



**About Us**

Explain from a high level view, what your service does and how simple it is, add descriptive content of your product and service which will lead them to complete your call-to-action.

This could also be an explanation of the details of your

“I have been using GreatCompany for all my company needs for the last 3 years and couldn't be happier with their service and expertise. They've surpassed all of my expectations and customer service!”

# CLOCKWORK CONVERSION COLOR TEST

A four-point color optimization assessment for usability and primary call-to-action (CTA) clarity.

Is the CTA color complementary to the dominant color?



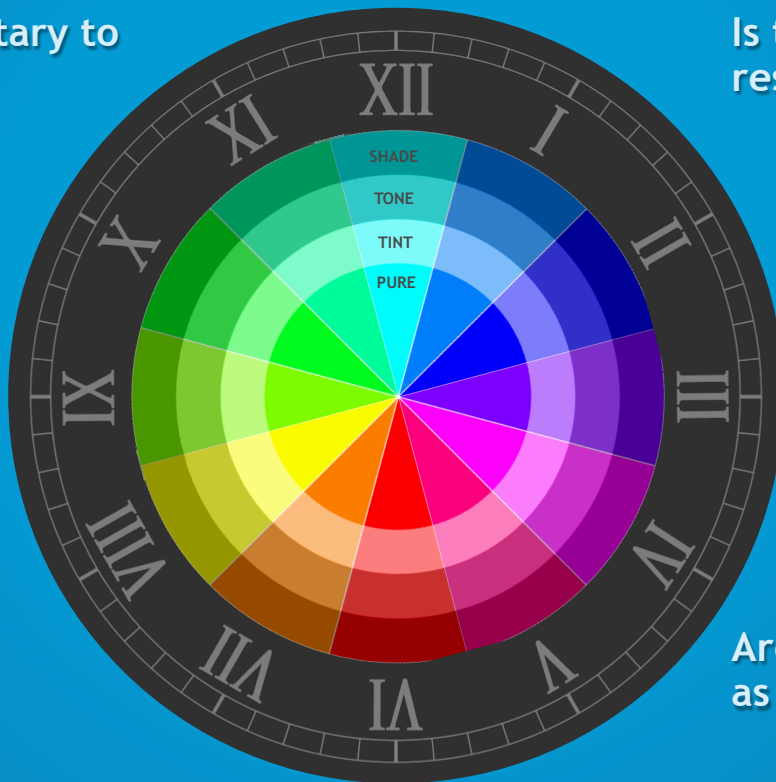
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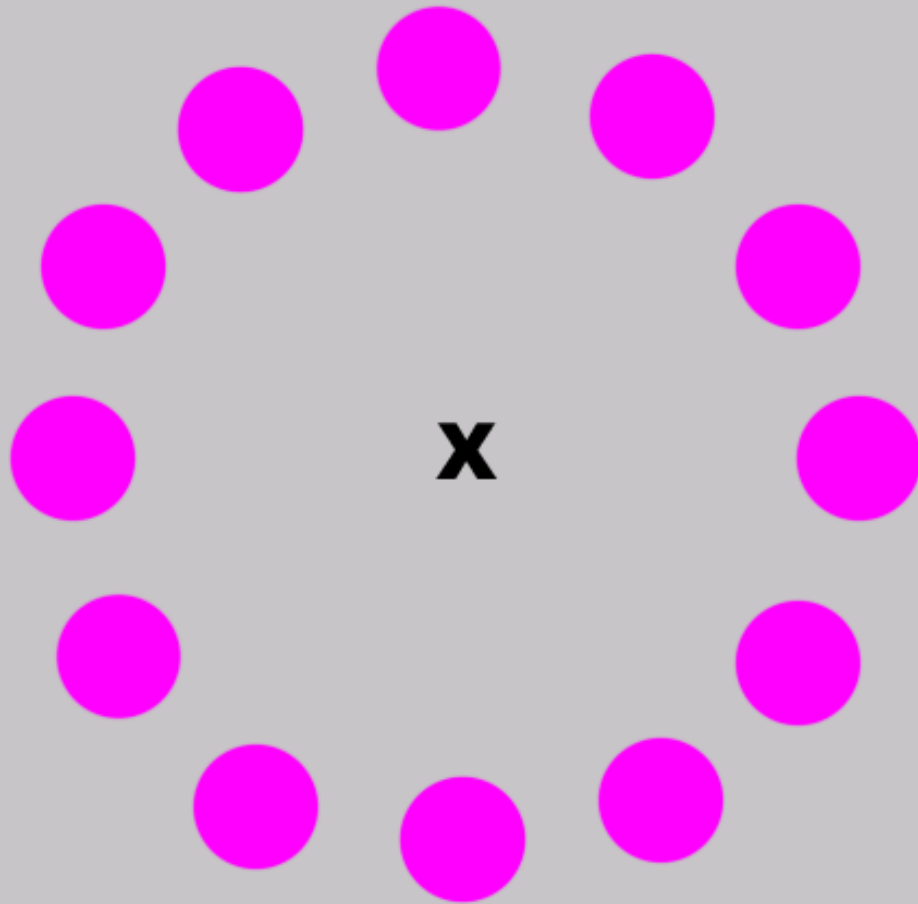
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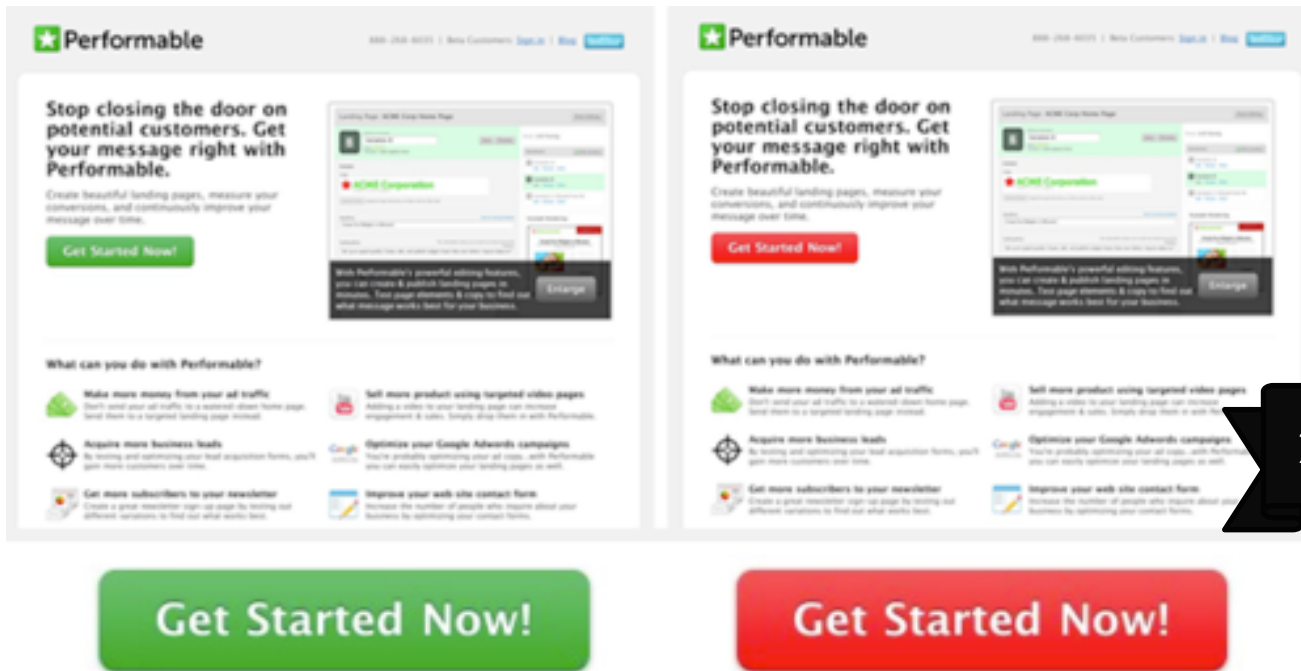
Are non-CTA colors neutralized as shades, tones or tints?





# FOOLISH A/B TEST

HubSpot +  Performable



**Performable** 888-258-8022 | New Customers [Sign Up](#) | [Blog](#) [Twitter](#)

### Stop closing the door on potential customers. Get your message right with Performable.

Create beautiful landing pages, measure your conversions, and continuously improve your message over time.

**Get Started Now!**

With Performable's powerful editing features, you can create & publish landing pages in minutes. Test page elements & copy to find out what message works best for your business.

**What can you do with Performable?**

- Make more money from your ad traffic:** Don't send your ad traffic to a website where your page best does to a targeted landing page instead.
- Sell more product using targeted video pages:** Adding a video to your landing page can increase engagement & sales. Simply drop them in with Performable.
- Acquire more business leads:** By testing and optimizing your lead acquisition forms, you'll gain more customers over time.
- Optimize your Google Adwords campaigns:** You're probably optimizing your ad copy, with Performable you can easily optimize your landing pages as well.
- Get more subscribers to your newsletter:** Create a great newsletter sign up page by testing out different variations to find out what works best.
- Improve your web site contact form:** Increase the number of people who inquire about your business by optimizing your contact forms.

**Get Started Now!**

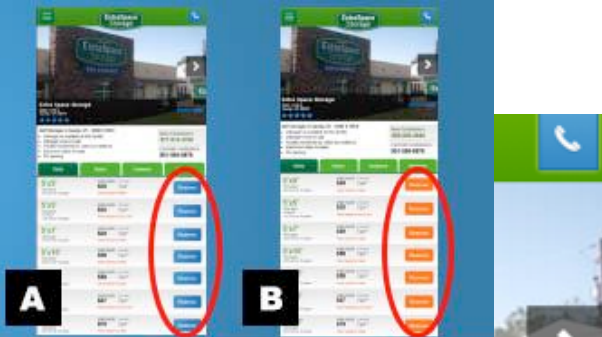
21% LIFT

# How good is your gut?

Guess which version you think won and then see the real-life test results.

Blue Or Orange Button Color?

TAKE THIS WEEK'S TEST



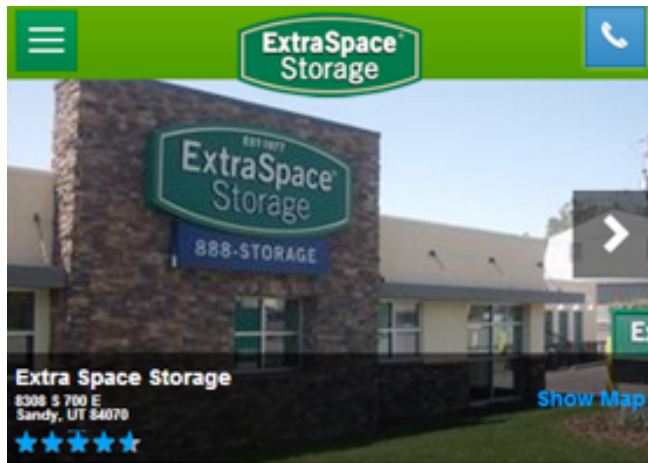
© Anne Holland Ventures Inc.

## FOOLISH A/B TEST

- Facility monitored by video surveillance
- Electronic Gate Access
- RV parking

801-566-8876

Units	Hours	Features	Reviews
<b>5'x5'</b> -Storage -Drive-Up Access	WEB RATE <b>\$39</b>	ON-SITE <del>\$46</del> FIRST MONTH FREE	Reserve
<b>5'x5'</b> -Storage -Indoor -1st Floor Access	WEB RATE <b>\$30</b>	ON-SITE <del>\$37</del> FIRST MONTH HALF OFF	Reserve
<b>5'x7'</b> -Storage -Drive-Up Access	WEB RATE <b>\$49</b>	ON-SITE <del>\$56</del> FIRST MONTH FREE	Reserve



Self Storage in Sandy, UT - 8308 S 700 E

- Manager is available at this facility
- Manager lives on site
- Facility monitored by video surveillance
- Electronic Gate Access
- RV parking

New Customers  
**855-500-3640**

Current Customers  
**801-566-8876**

Units	Hours	Features	Reviews
<b>5'x5'</b> -Storage -Drive-Up Access	WEB RATE <b>\$39</b>	ON-SITE <del>\$46</del> FIRST MONTH FREE	Reserve
<b>5'x5'</b> -Storage -Indoor -1st Floor Access	WEB RATE <b>\$30</b>	ON-SITE <del>\$37</del> FIRST MONTH HALF OFF	Reserve
<b>5'x7'</b> -Storage -Drive-Up Access	WEB RATE <b>\$49</b>	ON-SITE <del>\$56</del> FIRST MONTH FREE	Reserve



# STAGE 4: ACCOUNTABILITY

Analytics Tracking & Tools

# ATTENTION HEATMAPS





Byers LeafGuard - Sacramento  
Serving Sacramento and surrounding areas.

800-977-5323 (800-977-LEAF)

GET A FREE NO-NONSENSE ESTIMATE

First Name

Last Name

Phone

Zip

Email

Interested In

GET ESTIMATE

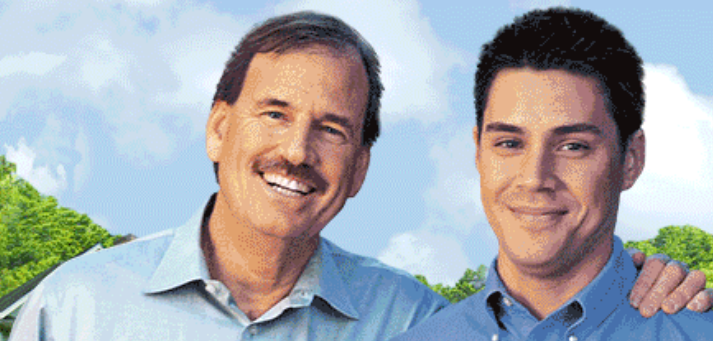
Guaranteed Clog-Free  
**Byers'**  
ENGLERT  
**LeafGuard**  
Gutter Systems

Never ever  
clean your  
gutters again.



**50% OFF**  
**INSTALLATION**  
**LABOR**

UNTIL 10/31/14  
Not valid with other offers.







Byers LeafGuard - Sacramento  
Serving Sacramento and surrounding areas.

800-977-5323 (800-977-LEAF)

GET A FREE NO-NONSENSE ESTIMATE

First Name  Last Name

Phone  Zip

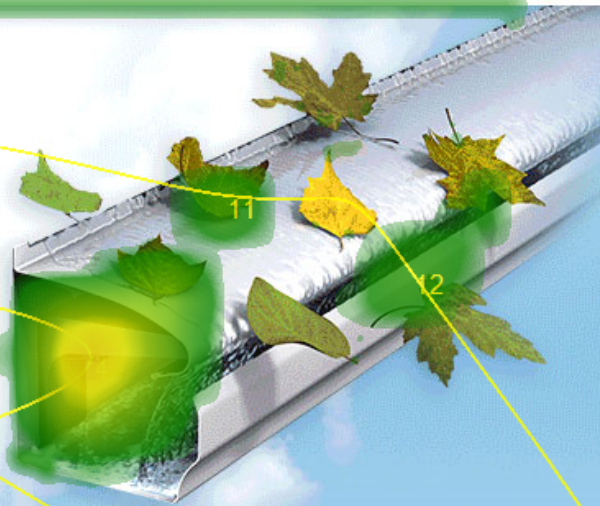
Email

Interested In

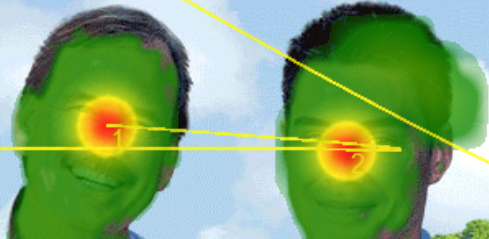
GET ESTIMATE

Guaranteed Clean  
Byers  
LeafGuard  
Gutter Systems

Never ever  
clean your  
gutters again.



50% OFF  
INSTALLATION  
LABOR



# EVENT TRACKING

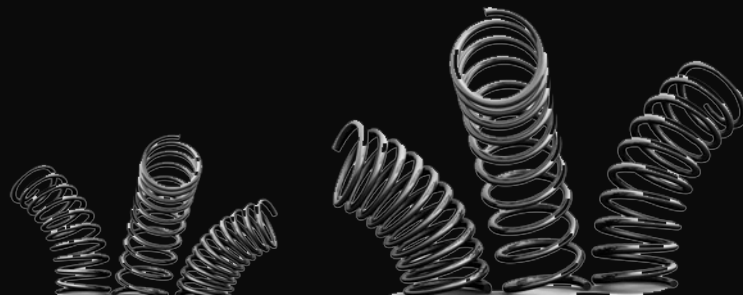


## User Behavior Event Actions

Event Action	Unique Events
Viewed 5 Seconds+	96
Scroll Beyond Fold	59
Viewed 15 Seconds+	49
Scroll to Bottom	27



Here's the code: <http://bit.ly/gaeventtrackingforcro>



# MEASURE "BOUNCE" CORRECTLY





# BOUNCE RATE (ORIGINAL)

PRIOR TO JULY 2012



User enters and exits the same page.

## bounce rate

*noun*

the percentage of visitors to a particular website who navigate away from the site after viewing only one page.

"a rising bounce rate is a sure sign that your homepage is boring or off-putting"



# "ADJUSTED" BOUNCE RATE (ABR)

AS OF JULY 2012



User enters and exits the same page  
WITH NO INTERACTION.





Google Analytics

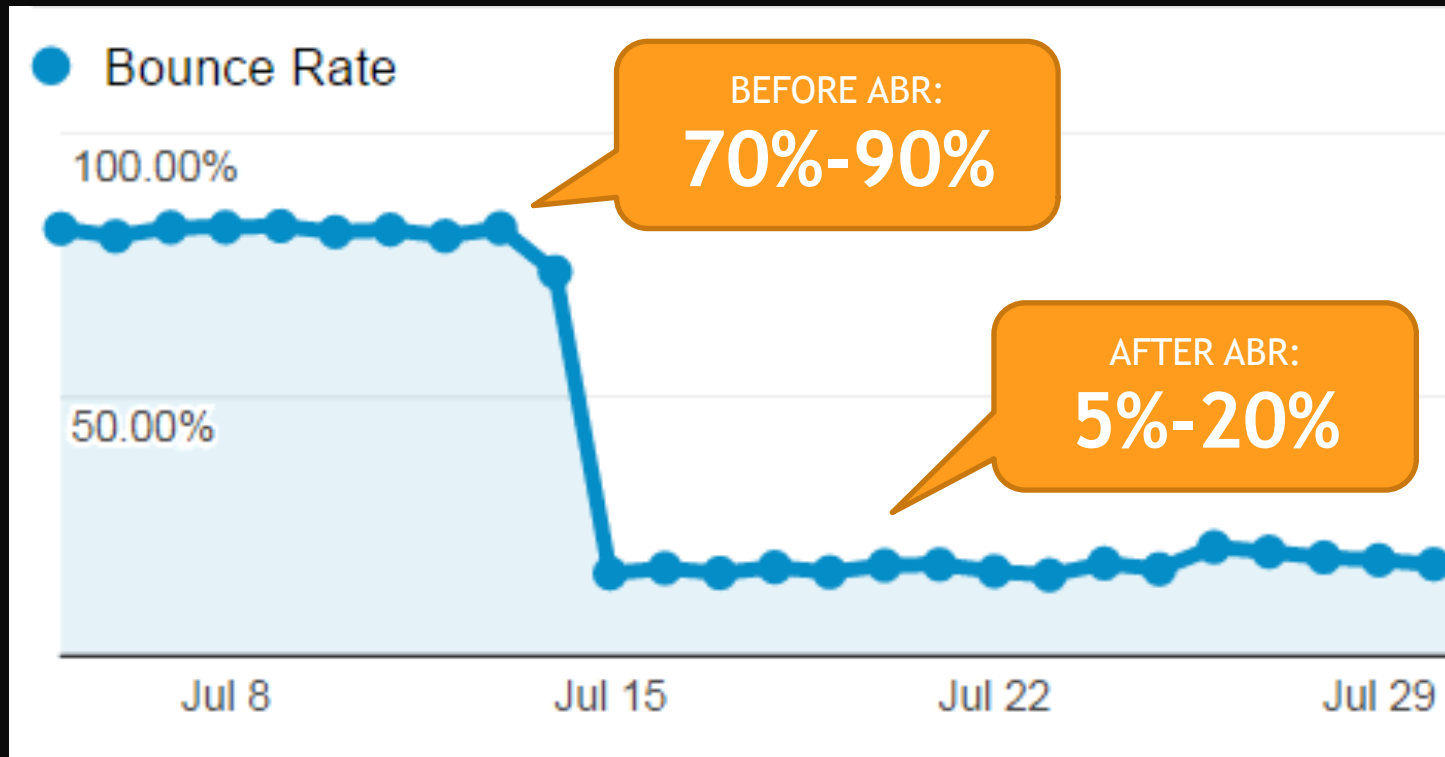
# A LOGGED EVENT QUALIFIES AS AN "INTERACTION"

i.e. Logging an event at a 5-second view time (or whatever "first impression" time makes sense for your audience) results in Google Analytics NOT counting the visit as a bounce.



*"Why didn't somebody tell me??"*

# WATCH YOUR BOUNCE RATE PLUMMET...



Make a **REMARKABLE** first impression.



# REHAB GRADUATION

PEOPLE FORM FIRST IMPRESSIONS ABOUT  
WEB PAGES IN 17 MILLISECONDS.



# FIRST IMPRESSION REHAB ACTION PLAN:



Implement Analytics Tracking

Free GA code: <http://bit.ly/gaeventtrackingforcro>



Audit Your Website Color Palette

*"Clockwork Conversion Color Model"*



Leverage Quickie Usability Tests

*5-Second, 6-Foot, "User is Drunk" Tests*

# KEY TAKEAWAY:

Your persuasive content and design psychology is futile if the user's eye can't detect it.

**Use the Force** ...of *physiology*

*(and magical rainbow ponies when necessary.)*



# PARTY FAVOR:

<http://bit.ly/gaeventtrackingforcro>

## INCLUDES:

- **Adjusted Bounce Rate**
- **Scrolling** *(beyond fold, page bottom)*
- **Dynamic Click Tracking**  
*tabs, jump-to buttons/links, file downloads, click-to-call [tel:], email [mailto:], and external domain links*

# ANGIE SCHOTTMULLER

Marketing Optimization Advisor



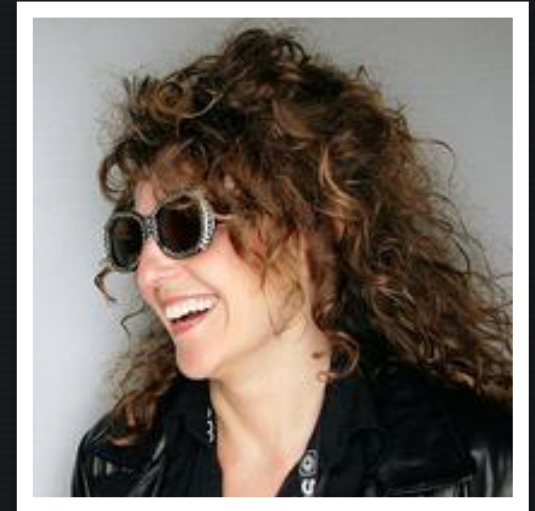
@aschottmuller



linkedin.com/in/angieschottmuller



aschottmuller@ThreeDeepMarketing.com



Top 10 of  
2015





# STRUGGLING WITH PHYSIOLOGY REHAB?

**Get Your Optimization Scorecard**  
...or contact me for FREE consultation

**Angie Schottmuller** | [aschottmuller@yahoo.com](mailto:aschottmuller@yahoo.com) | [@aschottmuller](https://twitter.com/aschottmuller)