

The Landing Crew - Conversion rate optimization case study: Local valeting business gets 224% more phone calls in 30 days

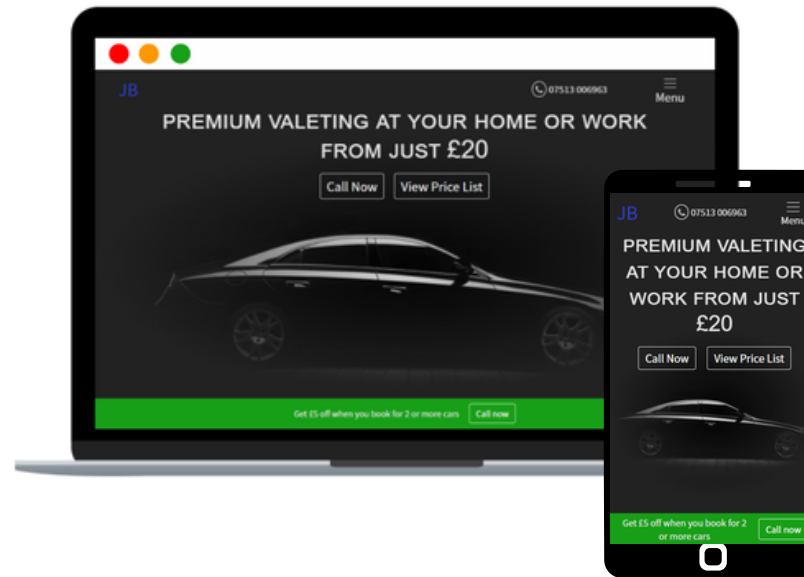
JB Mobile Car Valeting is a small-medium sized business that provides medium-high end car valeting and detailing in a small area within the UK.

The majority of their home page's traffic are mobile phone users coming from organic search results on Google & referrals from their facebook page.

They approached The Landing Crew looking for a fresh landing page that more accurately showed the professionalism and quality of their work and convinced users to call them immediately rather than going to a competitor.

How we did it

- Multivariate AB Testing
- User testing
- Diagnosed problems using analytics
- Landing page redesign
 - loads 6x faster
 - More accessible
 - Re-written copy
- Offered coupons to existing customers to provide feedback on the website
- Competitor research



The Results

- ↑ Phone leads +224%
- ↓ Bounce rate -35%
- ↑ Average First Purchase Value +63%
- ↑ Click through rate +40%
- ↑ Landing page interaction +221%