

## Conversion Optimization Strategy

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### Headlines

These are three headlines for Kelston Marketing's service page:

- Want Marketing That Converts? -Unlock Kelston's Free Branding Guide
- Can Your Website Get More Traffic? – Partner With Kelston
- Branding Facepalm Moments? -Kelston Can Fix That Today!

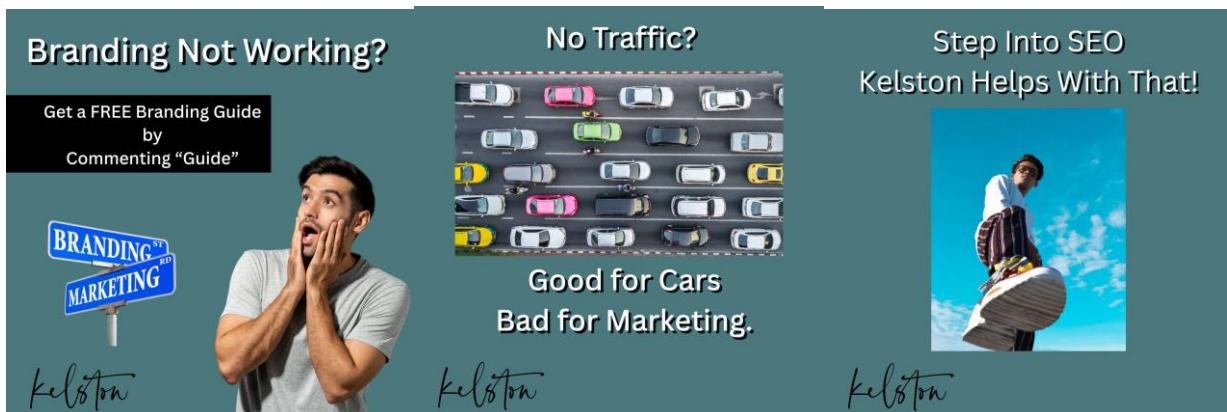
(Clark-Keane & Clark-Keane, 2025)

### Offer Summaries

- Kelston helps entrepreneurs, and businesses, by tailoring personalized branding, web optimization, and marketing campaigns that drive growth.
- Kelston grows businesses through SEO sprints of copywriting, branding, and web optimization, reaching target audiences through organic tactics.
- From lead gen to loyalty, Kelston offers organic campaigns for Entrepreneurs that work.

(Stewart, 2021)

### Offer Image Library



## Calls to Action

- Comment Guide to Get a Free Branding Guide
- Drive Traffic Starting with a Free Phone Consultation Today
- Take The First Step! Let's Build Your Brand Now!

(Hanak & Hanak, 2024)

## Statement of Trust

- Kelston takes privacy seriously. We will never sell or share personal data.
- Kelston is fully compliant with U.S. data protection laws to ensure your data stays private.
- All data is kept private and only used by Kelston. We will never sell or share personal data.
- All data obtained by Kelston is only used to better serve you- nothing more.

## Testing and Optimization Plan

- Test Type:

Multivariate Test: Kelston will be testing multiple elements through a multivariate test. Elements being tested will be headlines, calls to action (CTA), trust statements and offer summaries. Multivariate testing helps Kelston to analyze which elements and combinations impact key performance metrics (KPIs).

- Metrics:

Kelston will be looking into metrics such contact form engagement, click through rate (CTR), conversion rate (CVR), bounce rate and revenue generated after they are reached out to. This testing will help to analyze real user behavior, help drive data-driven decisions and optimize conversions.

## Main Funnel Navigation



### Value and necessity of each step.

*Step 1. Valuable to get people on the services page as the Kelston brand aims to gain awareness. Customer perspective: "This looks interesting-I'll click to see more."*

*Step 2. This step is valuable to help teach the customer what all Kelston has to offer so it can help them decide if it aligns with their business goals Customer perspective: "WOW-There is a lot of things Kelston offers. I didn't know they had all this. This page explains it clearly-I'll see what all is here and if it matches my needs."*

*Step 3. The third step is important to help develop credibility to the Kelston brand. This helps gain trust so the customer can later become a brand advocate. Customer perspective:*

*“This company has lots of good feedback. They even have feedback over the service I was considering. It looks like a well trusted company. I think I feel like this is a safe bet to go with Kelston.*

*Step 4. Finally filling out the contact form will help to develop conversions and have a ROI (return on investment) Customer perspective: “This contact form is easy to fill out--- Submit. Okay that way easy. Seems like a smooth process. I can’t wait to hear from Kelston.”*

#### **Call to action variations.**

##### **Step 1.**

- Discover marketing services you didn’t know you needed
- Ai can’t do everything in marketing, click to see what Ai can’t do
- Let’s grow your brand today

##### **Step 2.**

- Learn what Kelston can do for YOU
- Discover Kelston’s Services Today
- Learn WHY Kelston is essential for YOU

##### **Step 3.**

- See our customer testimonials
- Meet our real clients
- See Success With Kelston

##### **Step 4.**

- Fill in the form for a FREE consolation
- Get a FREE branding guide by filling out the form
- Grow your brand TODAY, fill out the contact form

## Citations

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