



Client: **Natural Health**

Business: ecommerce website selling health products

Business Size: 7+

Conversion Increase: *Sales revenue*

Natural Health is a health business based in Hertfordshire. There are two shops and a small portfolio of websites for health products from all over the world.

The Brief

Julie Goodwin is the award winning business owner (Natural & Organic Awards, Retailer of the Year 2010). Although the main website was producing revenue it suffered a dip in sales. A Conversion Rate Optimisation report was commissioned to look into the dip in sales and increasing revenue, from existing traffic and increasing visitors via organic search.

The Actions

- Advanced CRO Report (including a 60 point competitor factor comparison table)
- Site analytic reporting & keyword research
- Site Specification, including wire frames, site redesign
- Competitor analysis
- Full integrated marketing & action plans

About CRO Reports

Every CRO report is tailored to the specific business and includes researching the website, the market place and the analysis of competitor sites. This initial report will equip the business with the site weaknesses and strengths, best practice from competitors and the latest online marketing techniques. Also contained in this report are market opportunities and recommendations.



The Results:

Goal Conversion Rate: increased by: 26%

Transactions: increased by: 119%.

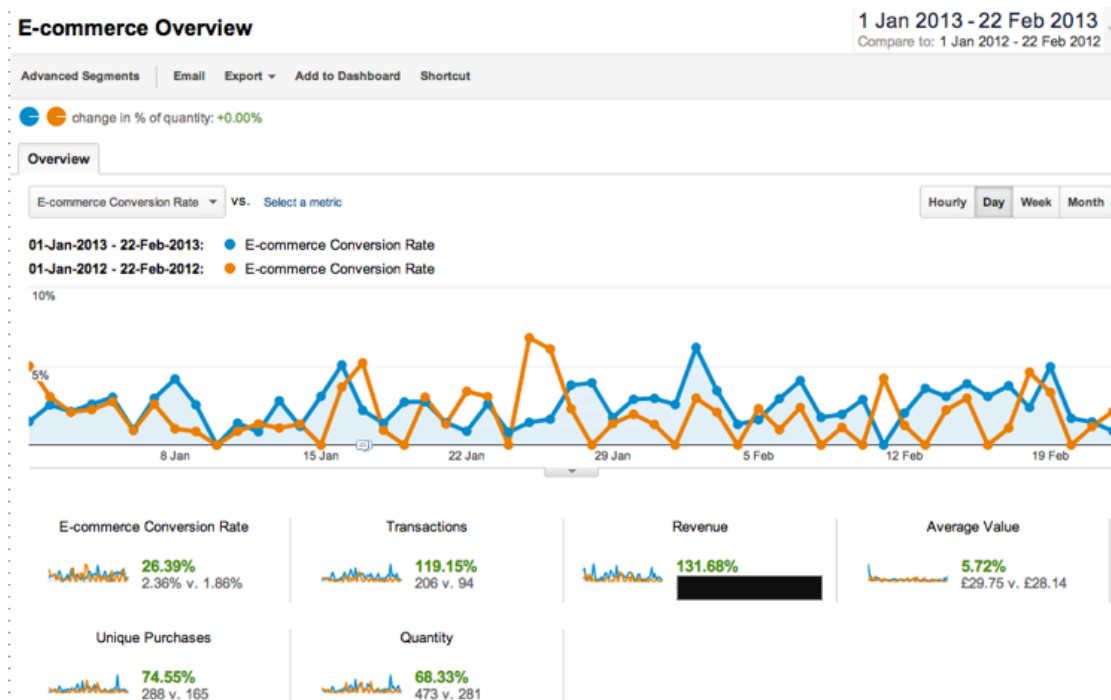
Revenue: increased by: 131%.

Average Order Value increased by: 5.7%.

Natural Health Welwyn Store

E-commerce

2-month period, January 2012 – February 2012 v January 2012 – February 2013



“Our Natural Health online store now looks much more attractive to our visitors and sales revenue has increased by over 130%, compared to the same period last year, in the first five weeks after launch, that's good isn't it?”

Julie Goodwin
Owner
Natural Health Welwyn



Conversion Detective Client include:

Linkdex.com

Search Engine Optimisation platform

Services: CRO reporting, website launch project management, video scripts.

MajesticSEO.com

SEO intelligence tool.

Services: Advanced CRO Report.

Metropolis-live.co.uk

Exclusive function and party band.

Services: Advanced CRO Report and online marketing management including blogging.

Gonedigging.co.uk,

A personalised gift company based in Hertfordshire.

Services: Affiliate programme management

CRO Report Prices

All conversion reports are customised for each client.

Please call for a quote

About Conversion Detectives

Conversion Detectives is dedicated to increasing sales, sales leads and subscribers by using CRO best practices.

Also offered are the full mix of online marketing including, site build, online marketing planning, copywriting, affiliate management, traffic building advice, including content creation for SEO and email marketing consultancy.

Jim Kinloch

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