CRO audit

innQuest software

Agenda

- Summary
- Heuristic analysis for conversion optimization
- Key areas to optimize - Homepage
- Key areas to optimize - Landing page
- MarkUp recommendations
- Additional CRO suggestions

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Summary of findings

Summary

Our team has conducted a conversion rate optimization audit and identified areas of improvement in the categories of relevance, trust, orientation, stimulation, security, convenience, and confirmation.

In terms of relevance, the copy on the homepage clearly states that the product is for hotel managers/owners, but it's not clear which types of hotels the software is best suited for. Secondly, much of the copy is feature-focused rather than focusing on how the product will benefit the user. Thirdly, the value propositions are generic and don't speak to hotel operators' experiences/pain points. The wording follows the intent, but storytelling and value propositions could be improved.

Regarding trust, the site design instills a sense of trust, and the information architecture is clear. The brand is clear and implies trustworthiness, and social proof is displayed but is not always from targeted personas or people with authority in the field.

In orientation, there is a clear primary call to action, but the CTA elements don't always show clear consequences of the action. The site could help users overcome the paradox of choice and make it easier to compare options.

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Summary

Concerning stimulation, the site offers some value propositions, but they don't always follow the formula by mentioning customers' pains and solutions. Price and risk perception could also be improved by adding the pricing tiers, and the copy doesn't always clearly address conversion-critical questions from prospects.

In terms of security, the site doesn't answer typical questions on transactional pages, and a FAQ page is not available. There are links to service areas to answer open questions, and chat and call center options are available.

Regarding convenience, forms are generally perceived as convenient, and the design is light and easy to use. The website functionalities are commonly used and what the user expects, and help is provided.

Finally, in confirmation, there is often no Thank you page or popup, and the next steps are not always clearly indicated. Interactions to increase fun and give positive feedback are also lacking.

Overall, we recommend improving value propositions, social proof, clarifying whether the product is relevant to the user's needs, and making it easier to compare options and pricing. Adding an FAQ page, thank you page/popup, and interactions to increase fun and give positive feedback could also increase conversions.

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Heuristic analysis for conversion optimization

Heuristic analysis is a **structured approach to testing the website's usability** done by 3 evaluators.
It relies on a **framework that takes well-tested and proven tested usability principles** (heuristics) into account.
We use it to eliminate major conversion issues without involving actual website users.

It provides a quantitative overview of how well your website performs on these **7 categories/usability principles**:

- **Relevance.** Do users think this is the right place for them?
- **Trust**. Do users think they can trust the company?
- **Orientation.** Do users know where to click and what to do?
- **Stimulance**. Do users feel like they should buy or use the product?
- **Security.** Do users feel like it is safe to use this website and give you their personal information?
- **Convenience.** How effortless is using the website for the users?
- **Confirmation.** Are users assured they made the right decision?

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Heuristic analysis for conversion optimization - audit and scores

Link to the **Heuristic analysis for conversion optimization.**

Homepage **total score: 52.04%**

- Relevance: 55.56%
- Trust: 65.42%
- Orientation: 49.33%
- Stimulation: 40.24%
- Security: 61.11%
- Convenience: 85.56%
- Confirmation: 12.08%

Landing page **total score: 53.14%**

- Relevance: 49.44%
- Trust: 61.46%
- Orientation: 52.67%
- Stimulation: 31.90%
- Security: 46.11%
- Convenience: 81.85%
- Confirmation: 51.67%

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Homepage

Key areas to optimize

Key areas to optimize - Homepage - Relevance

IDEAL CUSTOMERS

Clearly call out in the copy **for WHO the product/service is.**
Addressing the actual sizes of the hotels that are ideal customers/personas for innQuest (e.g. how many beds, luxury, extended stay, etc.).

- How to address it:
    - In hero block: writing a value proposition that follows this formula
    - In testimonials: adding job titles to testimonials to reflect the targeted personas
    - In case studies: examples of ideal customers with highlighted size/luxury of the hotels
    - Adding a section with personas with use cases/benefits/testimonials (example: Key benefits section on homepage https://productive.io/)

Key **Benefits** for..

Financial Manager	⌄
Agency CEO	⌄
Operations Manager	⌄
Account Manager	⌄
Team Member	⌄

Operations Manager ⌃

- ✅ Team capacity overviews
- ✅ Profitability in real time
- ✅ Keeping clients in the loop
- ✅ Easy resource planning and vacation management
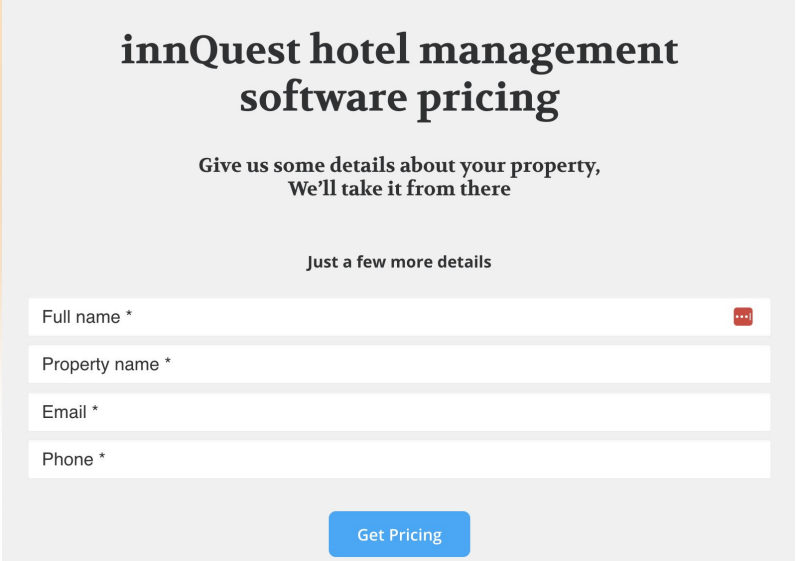
All the data in Productive helps us understand whether we need to hire more, charge more, give a client a discount or increase a budget.

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Key areas to optimize - Homepage - Relevance

PRICING

It is not clear what range of pricing is offered (low/mid/high).

- How to address it:
  - Pricing page: Adding pricing tiers

innQuest hotel management software pricing

Give us some details about your property, We'll take it from there

Just a few more details
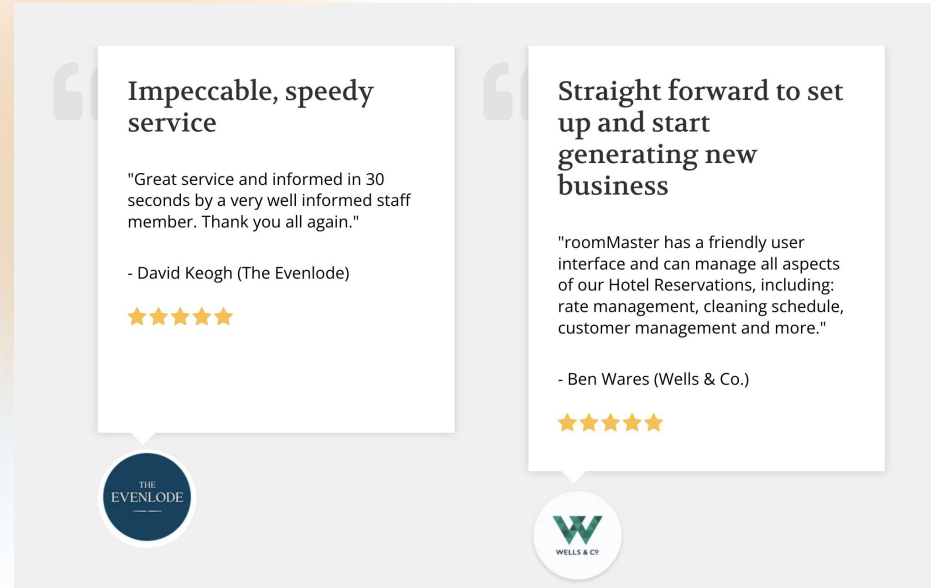
Full name *

Property name *

Email *

Phone *

Get Pricing

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Key areas to optimize - Homepage - Trust

TESTIMONIALS

The testimonials don't appear authentic. There are no images of the person who wrote them or specific job titles.

- How to address it:
  - Adding headshots of users who left testimonials
  - Adding a logo of the source of the testimonial ((e.g. if the user left the review on Capterra, highlight that)
  - Adding job titles

Impeccable, speedy service

"Great service and informed in 30 seconds by a very well informed staff member. Thank you all again."

- David Keogh (The Evenlode)

★★★★★

Straight forward to set up and start generating new business

"roomMaster has a friendly user interface and can manage all aspects of our Hotel Reservations, including: rate management, cleaning schedule, customer management and more."

- Ben Wares (Wells & Co.)

★★★★★

THE EVENLODE

WELLS & C?

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Key areas to optimize - Homepage - Trust

CLIENT LOGOS

Client logos lack context.

- How to address it:
    - Adding "Brands that trust us to _____ (value proposition)" above the client logos. Example: "These are the brands that trust us to help provide unforgettable guest experiences."

Key areas to optimize - Homepage - Trust

IMPRESSIVE METRICS

Some metrics are present.

- How to address it:
  - Adding impressive metrics to boost users trust.
  - Example from the: https://www.boldare.com/

GRAMMAR & READABILITY

Here are a few minor suggestions for punctuation and clarity.

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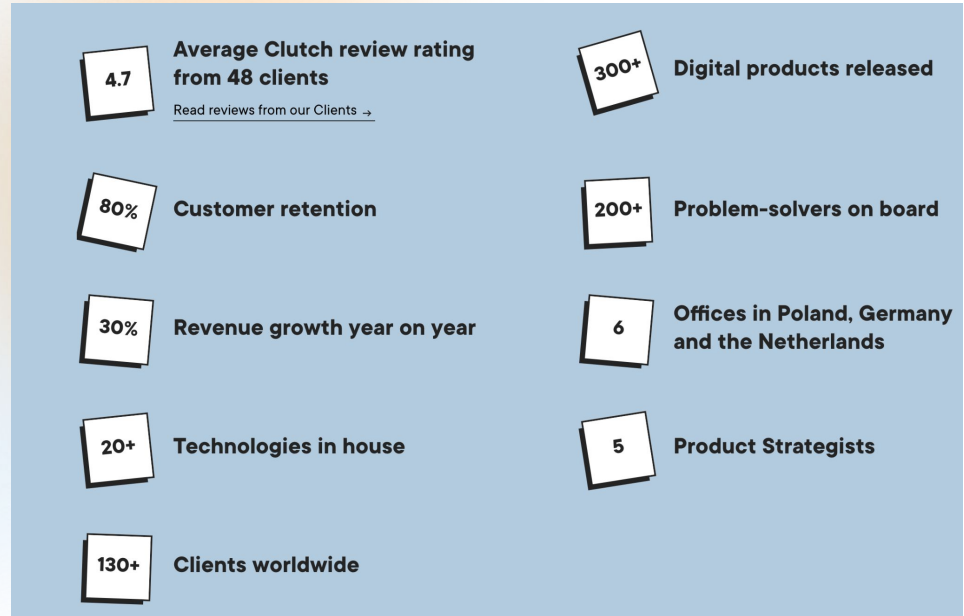
Key areas to optimize - Homepage - Orientation

COMPARING OPTIONS

There is no information for comparing options and helping users overcome the paradox of choice.

- How to address it:
    - Adding comparison highlighting benefits of innQuest vs. any competitors (What does innQuest do better than the rest? Is it more comprehensive? Is it less expensive? Is the support better?)

Key areas to optimize - Homepage - Orientation

SECONDARY CTAs

Secondary CTAs don't show clear consequences of action.

- How to address it:
  - Adding strong action words: try, unlock, get, select, book, discover, compare, access, uncover, claim, start, see for yourself, see in action, etc.
  - Clearly state the consequence of the action

Case Studies

Learn More

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Key areas to optimize - Homepage - Stimulation

ADDRESSING USERS PAIN POINTS

Customers questions and pain points are not addressed.

- How to address it:
  - Customer's questions/pain points should be anticipated and answered via copy. Customer service/sales have great insights about questions and pain points.

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Key areas to optimize - Homepage - Stimulation

CREATING A FUN EXPERIENCE

The only way a user can interact is by requesting a demo or the chatbot. There are certainly conversions missed from prospects who are higher in the funnel but would like to trade their email for some valuable resource.

- How to address it:
  - Adding Interactive experiences like calculators, quizes or even downloadable guides (can be used for lead gen)

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Key areas to optimize - Homepage - Confirmation

ADDRESSING WHAT THE NEXT STEPS WILL BE

Managing users expectations on what will happen after they filled out the form.

- How to address it:
  - Explaining on the Thank you page what will happen next: who will contact them, in what way, when, what to expect, etc.

Book a demo of our award winning hotel software today!

Mirna

Test

mirna.hari@gmail.com

0989389976

Get a Free Demo

Thank you for your message. It has been sent.

Key areas to optimize - Homepage - Confirmation

CONFIRMING RATIONALLY GOOD REASONS FOR CONVERTING

Customers seek to justify decisions through confirmation and rational thought. So it is crucial to assure the users they made the right decision by giving their personal information. That way the "buyer's remorse" can be avoided. Currently there is an unnoticeable message saying "the form has been submitted" displayed on the form.

- ● How to address it:
  - ○ Using Thank you page for confirmation and managing expectations
  - ○ Adding testimonials, impressive metrics, client logos on Thank you page

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Landing page

Key areas to optimize

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Key areas to optimize - Landing page - Stimulation

VALUE PROPOSITION

Value propositions are present but they aren't cohesive or presented in any consistent format.

- How to address it:
  - In hero block: writing a value proposition that follows the formula

Our _____
↳ Products and Services

help(s) _____
⊖ Customer Segment

who want to

_____
⊖ jobs to be done

by _____
↳ verb (e.g., reducing, avoiding)   ⊕ and a customer pain

and_____ _____.
↗ verb (e.g., increasing, enabling)   ⊕ and a customer gain

(unlike _____)
✉ competing value proposition

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Key areas to optimize - Landing page - Stimulation

POP-UP

Take-over pop-up with the contact form shows too early, and doesn't give the user chance to read the landing page.

- How to address it:
  - Remove the pop-up, or make it appear after 15-20 seconds

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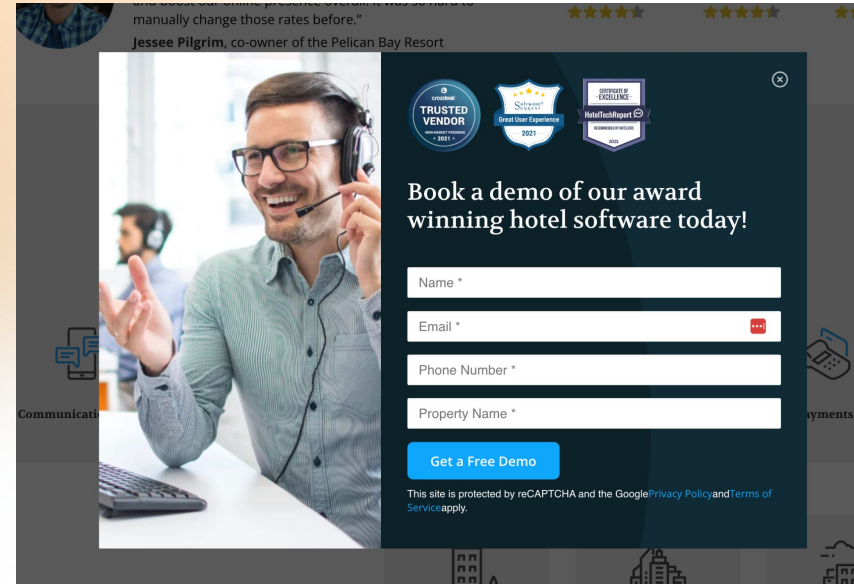
Key areas to optimize - Landing page - Relevance

STORYTELLING

Storytelling is not present on the landing page.

- How to address it:
  - Using storytelling to create resonance.

Key areas to optimize - Landing page - Relevance

PRICING

There is no information about the pricing of the product.

- How to address it:
  - Adding pricing tiers
  - Addressing in the copy for who the product is to imply the price (enterprise solutions, luxury hotels, etc.)

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Key areas to optimize - Landing page - Security

ADDRESSING USERS PAIN POINTS

Customers questions and pain points are not addressed.

- How to address it:
    - Customer's questions/pain points should be anticipated and answered via copy. Customer service/sales have great insights about questions and pain points.

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Key areas to optimize - Landing page - Convenience

REMOVING ANXIETY AT CONVERSION CRITICAL MOMENTS

Boosting the user's confidence when submitting the contact form.

- How to address it:
  - Adding copy that helps bolster the user's confidence and interest when submitting information via contact form (i.e. a glowing testimonial, seals, awards, client logos, list of what you're getting, reiterate a risk-free guarantee, etc.)

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MarkUp recommendations

Resolving comments in Markup

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MarkUp recommendations

We use [MarkUp](#) tool for giving feedback on landing page optimization. It enables collaboration and speeds up the review process.

Link to the MarkUp [Homepage comments](#).
Link to the MarkUp [Landing page comments](#).

Additional CRO suggestions

Long term CRO efforts

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Suggestions for the long term CRO efforts

- Using Hotjar surveys to get the feedback from the users
  Asking open-ended questions like:
    - If you did not sign-up for a Demo today, what stopped you?
    - Is there anything preventing you for signing you for a free Demo?
    - Quick question: How can we improve this page? Is anything missing?

- Using Hotjar session recordings to see how the users behave on the website

- Conducting A/B tests on landing pages with different messaging and design

- User testing using the platforms such as https://wynter.com/ for testing the messaging or https://www.usertesting.com/ for UX

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Thank you!

Please reach out to aaron@saashero.net with any questions or for additional information.

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