



presents:

How Simple Changes Increased Registration Conversion Rate by 53%

a digital marketing case study



The Company



Type

Physician Certification

Case Study Content

User Experience

Content Marketing

Conversion Optimization

The Situation

The American Registry of Diagnostic Medical Sonography (ARDMS) knows that one of the best ways to increase revenue from exam registrations is to offer free practice tests. That's because, as a credentialing committee for medical professionals, ARDMS is working with well-educated overachievers. Their audience is hungry to study, learn, and gain the confidence to pass with flying colors. Naturally, signing up for a free practice exam is a great way segway to the paid ARDMS certification.

While [vouchers for free practice exams](#) were performing well with paid search advertising, we suspected the landing page could be optimized to increase conversions. High bounce rates coupled with unusually long average time spent on the page led us to believe that:

- Most users were confused by the language and bounced
- Those who remained spent way too much time trying to determine how to proceed

The language looked like this:

ARDMS RPVI Voucher Offer

Thank you for taking advantage of this exclusive offer to take the vascular interpretation practice examination at no charge.

Simply fill out the form below and click "Submit". You will receive your voucher number to the email address you provided within 3–5 business days.

We decided to test different copy on the landing page.

In addition, ARDMS launched a new website with updated design, functionality, and user experience. Along with the redesign came new conversion points and language. First, we began monitoring the site with heat maps, analytics events, and user recordings. We used this critical data to test new variations and improve conversion rates.

We focused primarily on getting more users into the lead funnel. There are three ways a user can become a lead:

- Apply for an exam—This was working well
- Register for a practice exam—This was also working well
- Sign up for updates—This was underperforming and is an essential call-to-action (CTA) for our client

Tasked with increasing clicks on the "Sign up for updates" CTA, **we decided to split test some new language for the button.**

"The variation showed a **52.9% increase** in conversion rate (3% versus 1.96%)."

What We Did

While the landing page copy wasn't exactly confusing, there were a few juicy opportunities for improvement. The headline needed to make it crystal clear that the offer was free. Also, the standard "submit" button on the form could easily benefit from a stronger CTA. Additionally, we wanted to leverage the verbiage "Claim Your" in the headline.

We reworked the headline and changed the submit button to read "Get Started":

Claim Your Free ARDMS RPVI Voucher Offer Now!

Thank you for taking advantage of this exclusive offer to take the vascular interpretation practice examination at no charge.

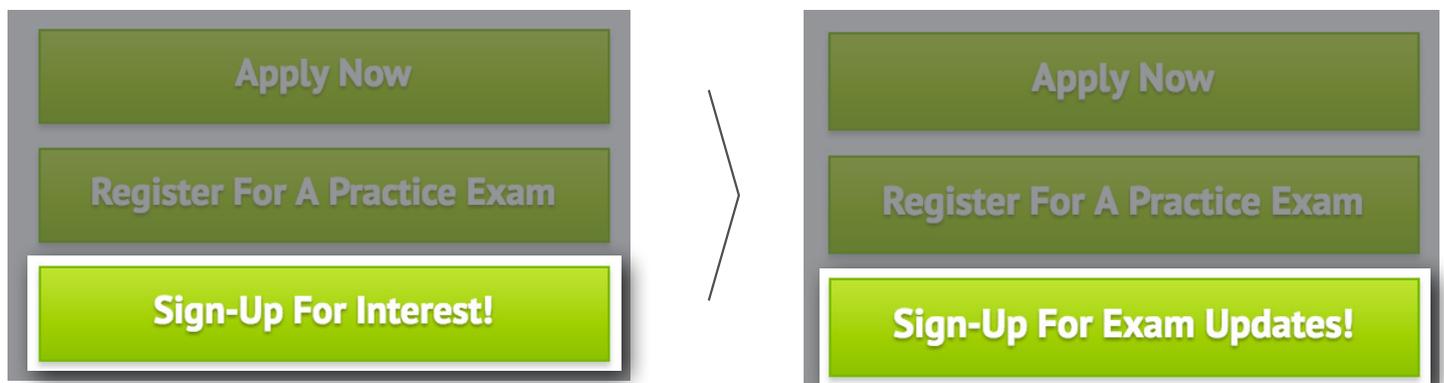
Simply fill out the form below and click "Get Started". You will receive your voucher number to the email address you provided within 3-5 business days.

This variation was split tested to measure the impact of the updates against the original version.

To improve the email signup conversion point, we looked at the existing button which read "Sign-Up for Interest!" Wait, interest in what? This was a well-intentioned - but very confusing - part of the user experience.

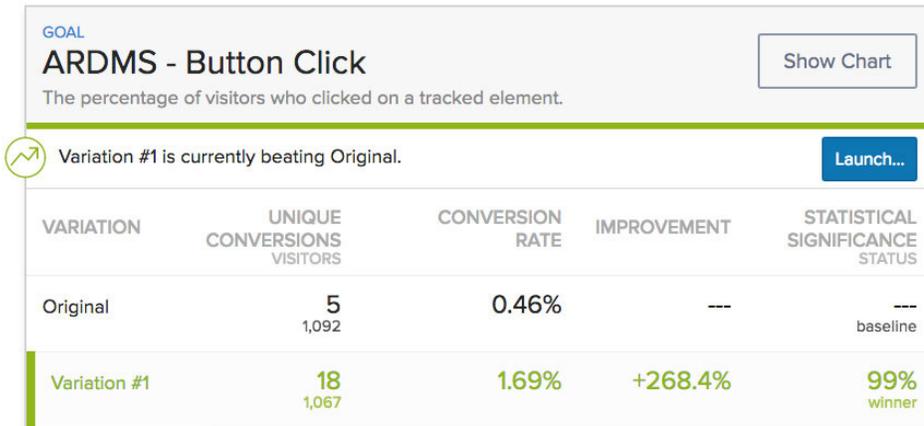
When a user clicks this button and fills out the form, their email address is added to a newsletter list that receives regular exam updates. It's a stretch to connect those dots back to the "Sign-Up for Interest" copy.

So we split tested a new variation: "Sign-Up for Exam Updates!"



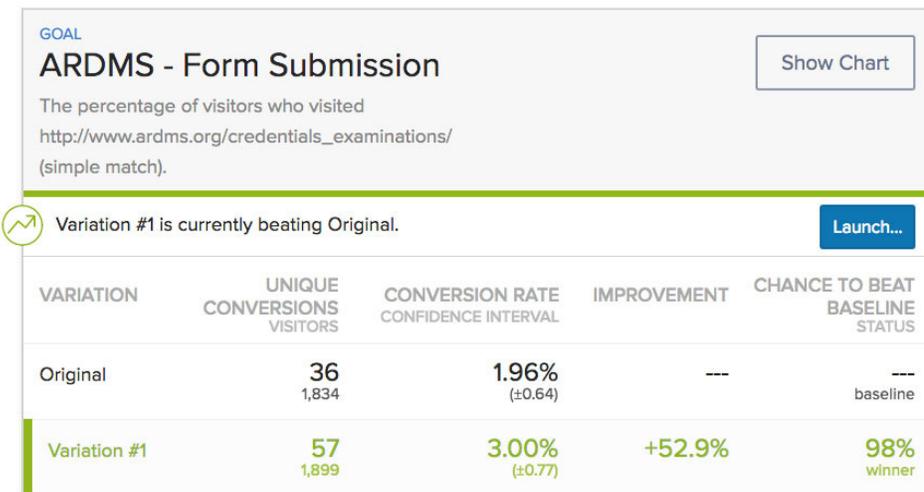
Results

While the changes to the landing page copy didn't seem dramatic, the results were immediately noticeable.



After more than 3,000 visits to the page, the test variation showed a 52.9% increase in overall conversion rate (3.00% versus 1.96%).

The rate of users clicking the “Sign-Up For Exam Updates” button grew by **268.4%** on our tested variation, blowing the original button copy out of the water!



The ripple effect of a few small but thoughtful changes ultimately meant that our client generated more registrations for certification exams.

From a simple copy change, huge improvements were achieved quickly for the email newsletter conversion point. Rolling this test out across other exams on the website dramatically increased the size of the mailing list, allowing them to keep in touch with users about events and offers. We added a whole lot more to the bottom line for our client without a new page template, layout or other costly production.

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