

ATTRACTING & CONVERTING SHOPPERS VIA HEIGHTENED USER EXPERIENCE

OUR CONCLUSION | By prioritizing user experience with site navigation and CTA (call-to-action) buttons, traffic and conversions increased across the website, and the store's SEO value earned a boost.

AT A GLANCE



CHALLENGE

Norm Reeves Honda Superstore was receiving a lower than expected number of views for their **Value Your Trade** tool. They were missing out on potential leads from shoppers looking to sell or trade their vehicle.



HYPOTHESIS

Improving the visibility of the Value Your Trade page for website visitors, as well as adding more convenient conversion points on the page itself, would compel more users to engage.



SOLUTION

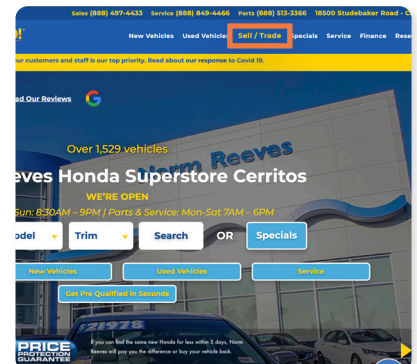
Add a Sell/Trade button to the main navigation and a "Click to Call" call-to-action to the Value Your Trade page to increase page views and engagement from value trade shoppers.

APPROACH

A Sell/Trade button was added to the main navigation on February 4th, 2020.

A "Click to Call" call-to-action was added as an additional conversion point (good for mobile shoppers).

The new conversion points were now easier to find, leading to a dramatic increase in Value Your Trade pageviews as well as total engagements from value trade shoppers.

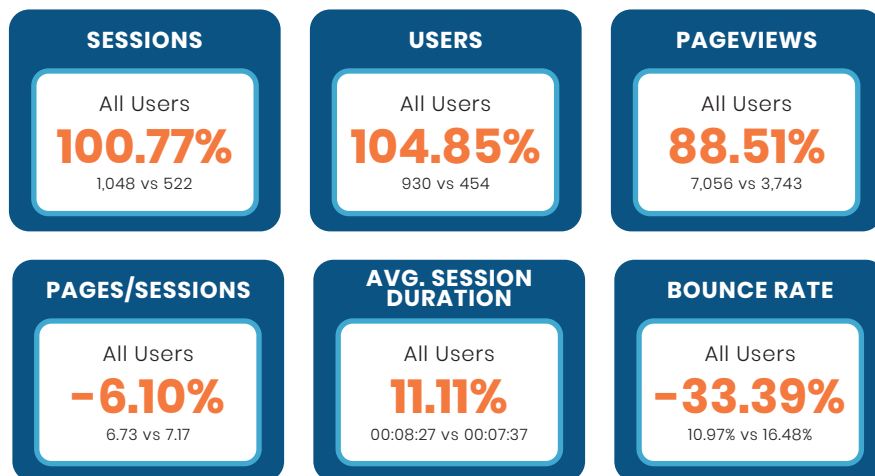




RESULTS

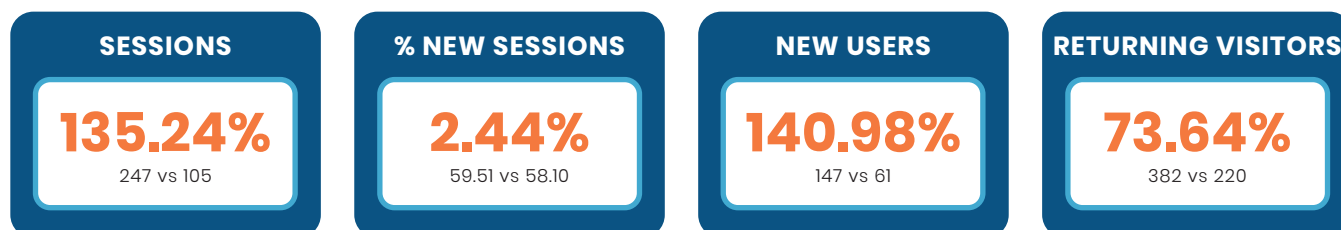
Data shown is shoppers who viewed the **Value Your Trade** page.

After adding the new navigation button, all **traffic and conversions increased across the site** with the exception of form submissions. This makes sense, however, since form submissions shown in this data include only first-party forms, not KBB forms. By adding this tool to the navigation, **sell/trade shoppers have increased their engagement and average session duration +11.11% YoY.**



A Sell/Trade call-to-action was also promoted on Google My Business, which resulted in **over 2.65K views**. What's more, website traffic from potential customers who wanted to trade or sell their vehicle increased as well. And finally, return website visitors also increased.

This simple addition to the navigation menu has been proven to give users what they are looking for (for shoppers looking to upgrade their current vehicle) by increasing their engagement and returning visits.





GIVE YOUR USER EXPERIENCE AND SEO VALUE A BOOST

It's clear that an organized website can transform the way users interact with your site. What shows up on the site navigation, as well as where you choose to place your CTA buttons, will affect how many customers guide themselves through the purchasing process. And as we've seen, it can help get your site found online too.

Is it time for an audit of your business's website? Let the team at Stream Companies show you where you have room to improve when it comes to user experience. Drop us a line and speak with our digital experts!

About Stream Case Studies | Every business is unique, and at Stream Companies, we understand that means unique obstacles when it comes to your advertising objectives.

Because no two obstacles are exactly alike, we've had to develop some pretty creative ways to help our partners reach their goals – even if that means overcoming some of the most challenging obstacles.

