INCREASED CONVERSIONS & USER FLOW VIA LAYOUT & DESIGN TESTING
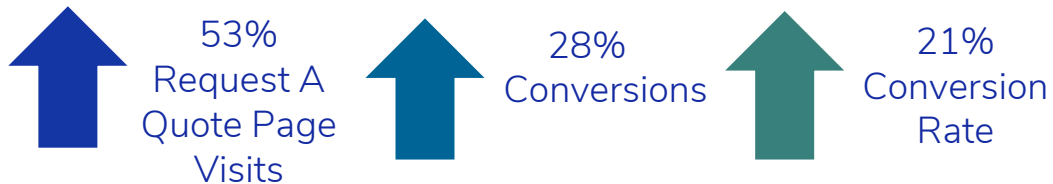
Business Challenges

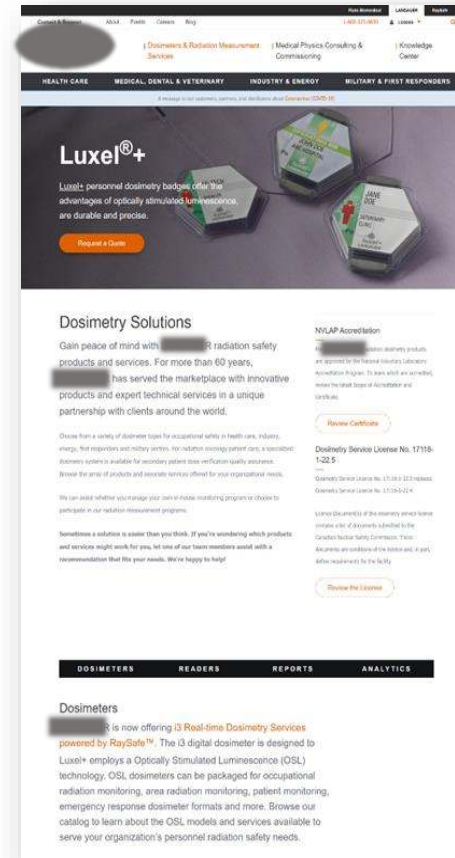- Dip in product page performance
- Declining revenue

(un)Common Approach to CRO

1. Highlighted core strengths of products by refining header value propositions
2. Guided users to take desired action on website by updating sticky navigation & calls-to-action
3. Improved visibility of products via emphasizing accreditations & streamlining content

(un)Common Results

53% Request A Quote Page Visits

28% Conversions

21% Conversion Rate

Original

New Variation

uncommonlogic.com