

CASESTUY REPORT

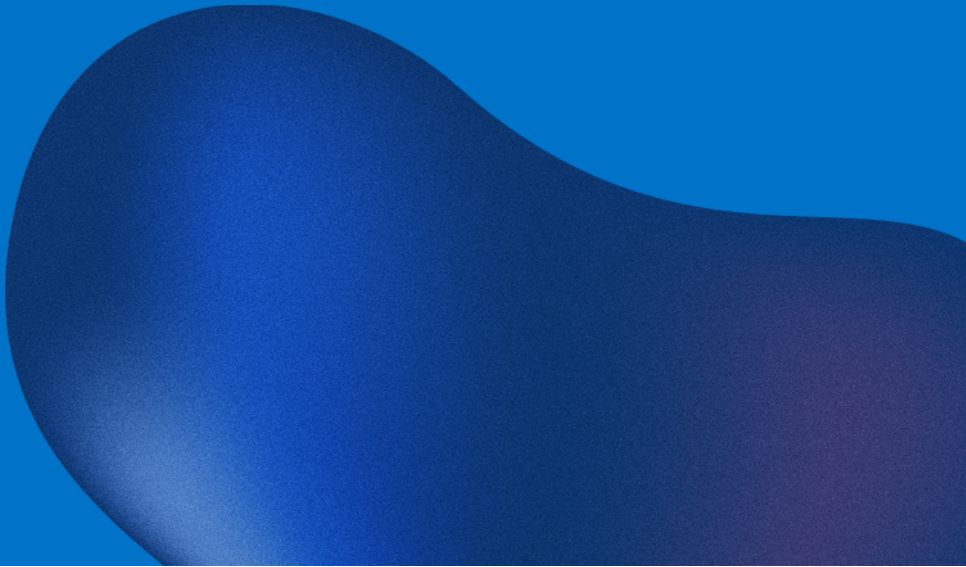
ROTOSPA BIRMINGHAM

APRIL 15 2023-MAY 10 2023
AUG 30 2023- SEP 10 2023



Table of Contents

Traffic Overview	1
Average Time on Page	2
Bounce Rate	3
Exit Rate	5
Conversation Rate	7
A/B Testing	11
Home Page	13
Shop Page	14



What is Website Redesign?



1. Analysis: Evaluate the website's overall usability, including navigation, load times, and mobile-friendliness. Check if the site's design and layout are visually appealing and user-friendly.

2. Design Phase: The design phase is a critical stage in the development of a product, system, or project. It involves translating the concept and requirements established in the previous phases into a detailed and functional design that serves as the blueprint for the actual implementation.

3. Development: Development is the process of creating or building a software application, website, or other digital product. It involves various stages, including planning, designing, coding, testing, and launching.

4. A/B Testing: A/B testing is a powerful tool for improving the effectiveness of your website or app. By testing different elements and measuring the results, you can identify the changes that have the greatest impact on your goals and optimize your website or app accordingly.

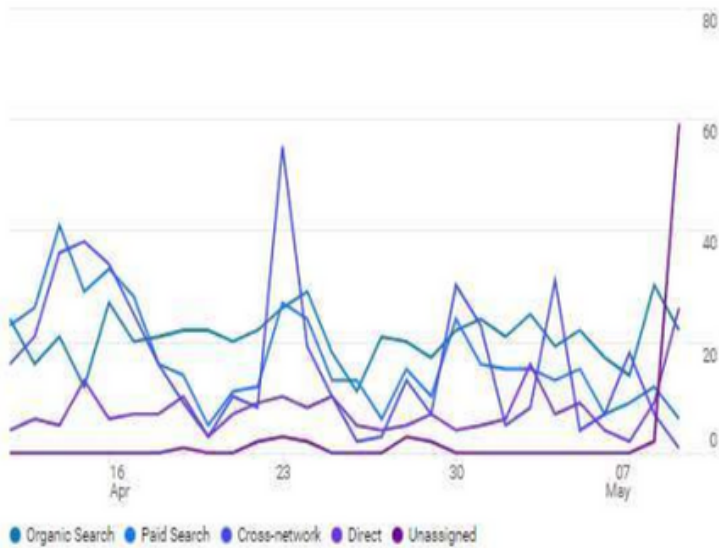
5. Website Launch: Launching a website involves several steps to ensure that the website is ready for the public and will provide a good user experience. Test the website thoroughly to ensure that it works correctly on all devices and web browsers. Check for broken links, missing images, and other issues.



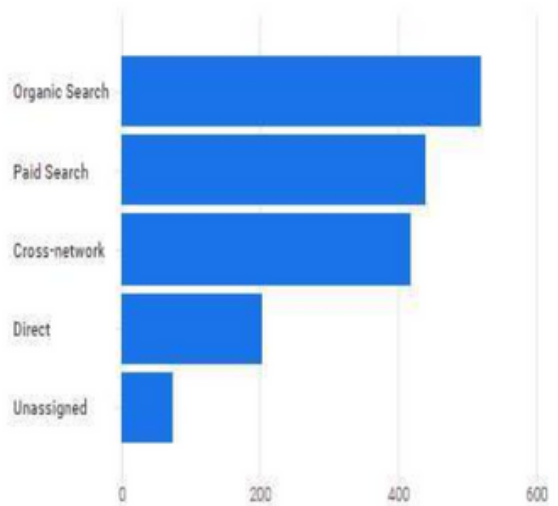
Traffic Overview

Old Version

Users by Session default channel group over time



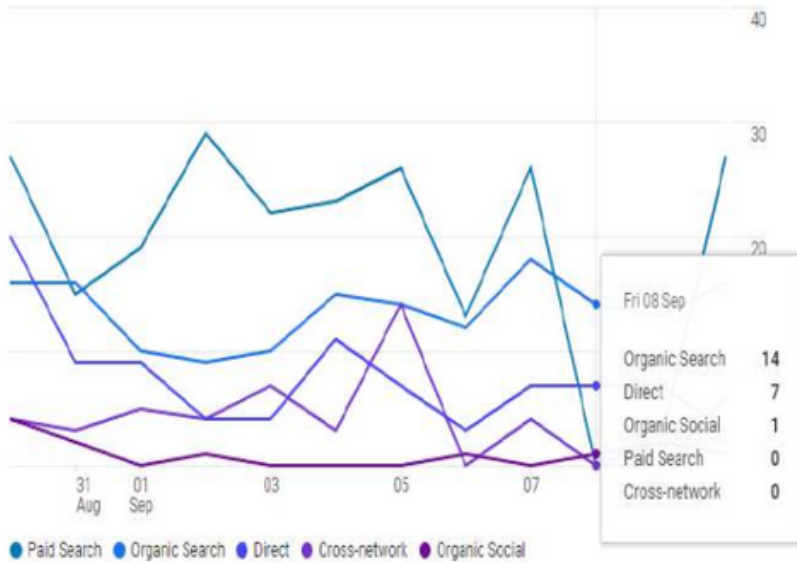
Users by Session default channel group



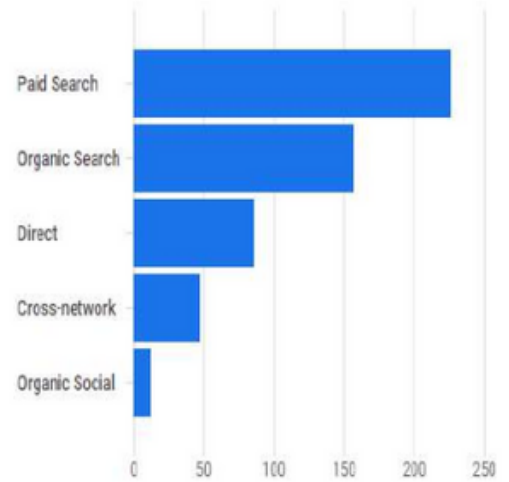
Session default channel group	Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session	Engagement rate
	1,416 100% of total	1,862 100% of total	1,180 100% of total	0m 56s Avg 0%	0.83 Avg 0%	7.41 Avg 0%	63.3% Avg
1 Organic Search	462	614	440	1m 13s	0.95	8.42	71.6%
2 Paid Search	356	461	302	0m 52s	0.85	7.65	65.5%
3 Cross-network	352	441	247	0m 38s	0.70	5.69	56.0%
4 Direct	188	249	145	0m 50s	0.77	7.13	58.2%
5 Unassigned	67	76	0	0m 39s	0.00	4.03	10.0%
6 Organic Social	32	38	22	0m 08s	0.69	5.26	57.8%
7 Paid Shopping	11	13	9	1m 58s	0.82	10.69	69.2%
8 Referral	8	23	15	0m 29s	1.88	7.04	65.2%
9 Email	1	1	1	0m 07s	1.00	7.00	100.0%
10 Paid Other	1	2	0	0m 00s	0.00	3.00	10.0%

New Version

Users by Session default channel group over time



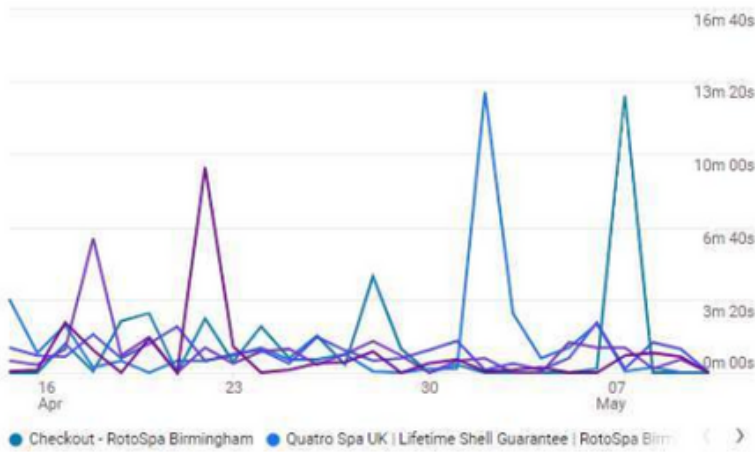
Users by Session default channel group



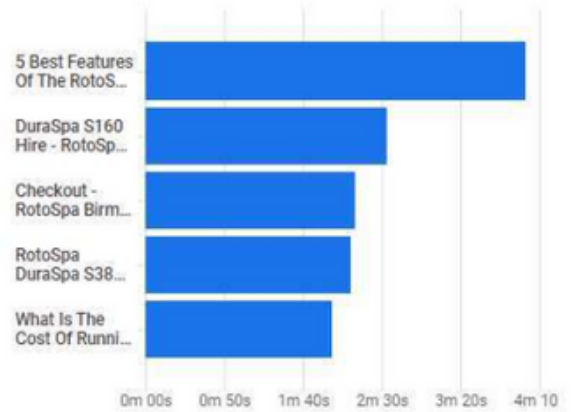
Session default channel group	↓ Users	Sessions	Engaged sessions	Average engagement time per session	Engaged sessions per user	Events per session
	537 100% of total	642 100% of total	385 100% of total	0m 42s Avg 0%	0.72 Avg 0%	6.67 Avg 0%
1 Paid Search	226	271	154	0m 49s	0.68	7.01
2 Organic Search	157	182	136	0m 48s	0.87	6.80
3 Direct	86	109	48	0m 24s	0.56	5.25
4 Cross-network	48	53	30	0m 37s	0.63	7.30
5 Organic Social	12	12	10	0m 20s	0.83	7.75
6 Referral	7	9	6	0m 38s	0.86	8.33
7 Unassigned	4	4	0	0m 29s	0.00	3.25
8 Paid Shopping	1	1	1	0m 09s	1.00	5.00

Old Version

Average engagement time by Page title and screen class over time



Average engagement time by Page title and screen class



Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions
	4,607 100% of total	1,427 100% of total	3.23 Avg 0%	1m 13s Avg 0%	13,892 100% of total	145.00 100% of total
1 5 Best Features Of The RotoSpa By Leading Hot Tub Manufacturers UK	1	1	1.00	4m 01s	2	0.00
2 DuraSpa S160 Hire - RotoSpa Birmingham	8	7	1.14	2m 33s	40	0.00
3 Checkout - RotoSpa Birmingham	42	20	2.10	2m 13s	130	37.00
4 RotoSpa DuraSpa S380 Plus Air Source Heat Pump - RotoSpa Birmingham	12	9	1.33	2m 10s	38	0.00
5 What Is The Cost Of Running A Hot Tub In The UK? - RotoSpa Birmingham	4	4	1.00	1m 58s	16	0.00
6 DuoSpa S080 2-3 p Wyprodukowana w Wielkiej Brytanii wanna z hydromasażem RotoSpa Birmingham, Wielka Brytania	1	1	1.00	1m 32s	3	0.00
7 Solution to Common Hot Tub Problems RotoSpa UK	13	11	1.18	1m 27s	48	0.00
8 Rent-to-buy - RotoSpa Birmingham	4	2	2.00	1m 27s	13	0.00
9 RotoSpa Orbis Plus PowerSmart 8.8Kw Air Source Heat Pump -	19	13	1.46	1m 26s	66	1.00

New Version

Page title and screen class	Views	Users	Views per user	Average engagement time	Event count	Conversions
	4,607 100% of total	1,427 100% of total	3.23 Avg 0%	1m 13s Avg 0%	13,892 100% of total	145.00 100% of total
1 5 Best Features Of The RotoSpa By Leading Hot Tub Manufacturers UK	1	1	1.00	4m 01s	2	0.00
2 DuraSpa S160 Hire - RotoSpa Birmingham	8	7	1.14	2m 33s	40	0.00
3 Checkout - RotoSpa Birmingham	42	20	2.10	2m 13s	130	37.00
4 RotoSpa DuraSpa S380 Plus Air Source Heat Pump - RotoSpa Birmingham	12	9	1.33	2m 10s	38	0.00
5 What Is The Cost Of Running A Hot Tub In The UK? - RotoSpa Birmingham	4	4	1.00	1m 58s	16	0.00
6 DuoSpa 5080 2-3 p Wyprodukowana w Wielkiej Brytanii wanna z hydromasażem RotoSpa Birmingham, Wielka Brytania	1	1	1.00	1m 32s	3	0.00
7 Solution to Common Hot Tub Problems RotoSpa UK	13	11	1.18	1m 27s	48	0.00
8 Rent-to-buy - RotoSpa Birmingham	4	2	2.00	1m 27s	13	0.00
9 RotoSpa Orbis Plus PowerSmart 8.8Kw Air Source Heat Pump -	19	13	1.46	1m 26s	66	1.00

Old Version

Page title and screen class	Users	Views per user	Average engagement time	Event count	Conversions	Total revenue	Bounce rate
	1,427	3.23	1m 13s	13,892	145.00	£667.52	37.03%
	% of total	Avg 0%	Avg 0%	100% of total	100% of total	100% of total	Avg 0%
1 Buy New & Round Hot Tubs Uk RotoSpa Birmingham	835	1.54	0m 21s	3,524	3.00	£0.00	68.47%
2 RotoSpa Hot Tub Manufacturers Birmingham Hot Tubs for Sale Uk	458	1.44	0m 16s	2,244	2.00	£0.00	23.85%
3 Orbis Hot Tub Lifetime Shell Guarantee RotoSpa Birmingham	203	1.46	1m 04s	1,023	9.00	£0.00	77.6%
4 Buy Hot Tubs & Accessories, Water Treatment RotoSpa Birmingham	137	1.61	0m 15s	476	0.00	£0.00	96.23%
5 Factory Outlet - RotoSpa Birmingham	136	1.43	0m 26s	498	27.00	£0.00	93.67%
6 Spa Hire - RotoSpa Birmingham	95	1.35	0m 24s	294	1.00	£0.00	93.86%
7 DuoSpa S080 2-3 p Made In Britain Hot Tub RotoSpa Birmingham, UK	98	1.24	0m 50s	444	1.00	£0.00	74.31%
8 DuraSpa S380 5-6 p Made In Britain RotoSpa Birmingham	97	1.23	0m 52s	389	4.00	£0.00	86.61%
9 Hot Tub Accessories & Parts for Sale RotoSpa Birmingham	67	1.58	0m 48s	295	0.00	£0.00	83.13%
10 Shop Dura Spa Hot Tub Uk RotoSpa Birmingham	77	1.35	0m 45s	366	2.00	£0.00	81.52%

Bounce rate for this website is 37.03% which is Excellent.

New Version

Page title and screen class	Views	Users	Views per user	↓ Bounce rate	Average engagement time	Event count
	8,111	1,488	5.45	41.04%	1m 41s	16,141
	100% of total	100% of total	Avg 0%	Avg 0%	Avg 0%	100% of total
1 5 Best Features Of The RotoSpa By Leading Hot Tub Manufacturers UK	1	1	1.00	100%	0m 55s	2
2 Air Source Heat Pumps - RotoSpa Birmingham	1	1	1.00	100%	0m 19s	2
3 Alkalinity Increaser 1kg - RotoSpa Birmingham	2	2	1.00	100%	0m 05s	7
4 Articles (Keep) - RotoSpa Birmingham	0	1	0.00	100%	0m 00s	1
5 Checkout - RotoSpa Birmingham	9	6	1.50	100%	3m 06s	34
6 Chlorogene T25 Tablet x 1 - RotoSpa Birmingham	2	1	2.00	100%	0m 02s	5
7 DuoSpa Inline Tablet feeder - RotoSpa Birmingham	4	4	1.00	100%	0m 18s	13
8 DuraSpa Drinks Tray - RotoSpa Birmingham	3	2	1.50	100%	0m 08s	9
9 DuraSpa Headrest Set - RotoSpa Birmingham	1	1	1.00	100%	0m 00s	2
10 DuraSpa S160 Hire - RotoSpa Birmingham	7	6	1.17	100%	0m 28s	36

Bounce rate for this website is 41.04% which is roughly Average.

Analytics Data

1. Old Bounce Rate

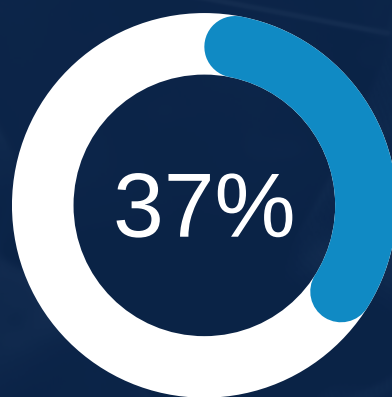
A bounce rate of 37.03% is considered a relatively good bounce rate for a website. Bounce rate is a metric that measures the percentage of visitors who navigate away from a website after viewing only one page.

2. New Bounce Rate

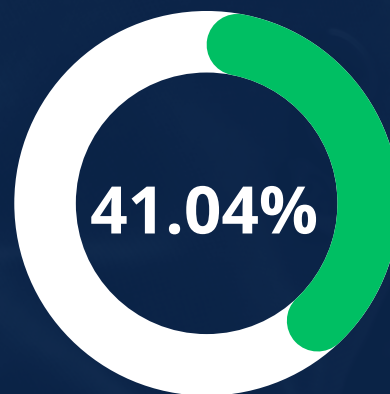
A bounce rate of 41.04% can indeed be considered as roughly average, but the perception of what is an "average" bounce rate can vary based on factors such as the type of website, industry, and specific goals. Generally, a bounce rate between 40% and 60% is often considered average.



Result



**Old Website
Bounce Rate**



**New Website
Bounce Rate**



Exit Rate

Old Version

Device category		tablet					Totals		
City		Views	Exits	Active users	Views	Exits	↓ Active users	Views	Exits
Totals		1,583 28.51% of total	491 22.41% of total	73 4.12% of total	259 4.56% of total	94 4.29% of total	1,773 100% of total	5,552 100% of total	2,191 100% of total
1	London	293	75	6	0	6	469	1,308	574
2	(not set)	210	67	13	70	19	210	650	233
3	Birmingham	170	66	5	15	0	140	460	182
4	Plymouth	43	12	0	0	0	42	96	36
5	Milton Keynes	12	5	0	0	0	32	65	29
6	Newcastle upon Tyne	16	3	1	1	1	30	83	23
7	Norwich	11	5	0	0	0	29	70	20
8	Edinburgh	5	2	1	2	1	27	53	26
9	Wolverhampton	27	4	0	0	0	25	87	24
10	Belfast	14	4	0	0	0	23	38	21

New Version

Device category		bile	desktop		tablet		Totals	
City		Exits	Active users	Exits	Active users	Exits	↓ Active users	Exits
Totals		1,129 77% of total	469 31.52% of total	402 25.56% of total	41 2.76% of total	42 2.67% of total	1,488 100% of total	1,573 100% of total
1	London	431	51	72	5	4	448	507
2	(not set)	89	90	46	6	7	178	142
3	Birmingham	162	27	39	6	6	179	207
4	Wolverhampton	27	2	1	0	0	33	28
5	Milton Keynes	21	4	4	0	0	25	25
6	Ashburn	0	22	22	0	0	22	22
7	Norwich	13	6	6	0	0	22	19
8	Plymouth	12	6	10	1	1	22	23
9	Faisalabad	0	17	27	2	0	17	27
10	Cardiff	15	4	2	0	0	19	17

Analytics Data

1. Old Version Exit Rate

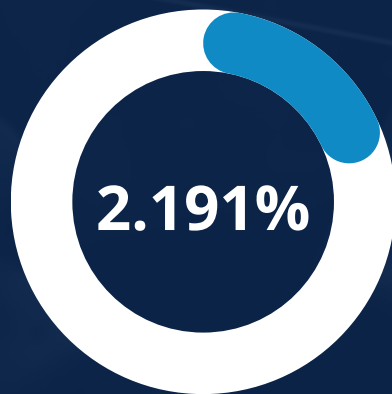
An exit rate of 2.191% (or 2.191) indicates that this percentage of visitors on your website are leaving after viewing a particular page. A 2.191% exit rate is not necessarily concerning by itself, but it's essential to analyze the context and the specific pages with this exit rate to understand why visitors are leaving.



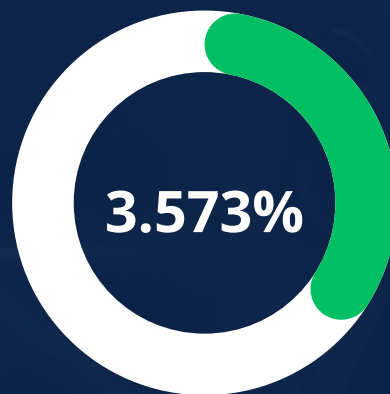
2. New Version Exit Rate

A 1.573% exit rate is relatively low, which is generally considered a positive sign. Lower exit rates are often desirable, as they indicate that visitors are more likely to continue navigating through your website and exploring additional pages.

Result



Old Exit Rate



New Exit Rate



Conversion Rate

Old Version

Event name	+	↓ Conversions	Total users	Total revenue
		145.00 100% of total	86 100% of total	£667.52 100% of total
1	add_to_cart	38.00	27	£0.00
2	begin_checkout	27.00	19	£0.00
3	download_our_stock_list	27.00	25	£0.00
4	click_to_call	21.00	19	£0.00
5	download_brochure	11.00	11	£0.00
6	purchase	10.00	10	£667.52
7	contact_us_form	6.00	6	£0.00
8	rent_to_buy_form_submission	4.00	4	£0.00
9	book_your_free_trial	1.00	1	£0.00

New Version

Event name	+	↓ Conversions	Total users	Total revenue
		89.00 100% of total	65 100% of total	£120.55 100% of total
1	click_to_call	29.00	22	£0.00
2	add_to_cart	25.00	16	£0.00
3	download_brochure	10.00	9	£0.00
4	download_our_stock_list	10.00	10	£0.00
5	contact_us_form	6.00	6	£0.00
6	begin_checkout	5.00	5	£0.00
7	purchase	3.00	3	£120.55
8	book_your_free_trial	1.00	1	£0.00

The conversion rate of new version is 89.00% for all traffic. The aim of our CRO efforts is to increase this incrementally month-on-month.

Analytics Data

1. Old Version Conversion Rate

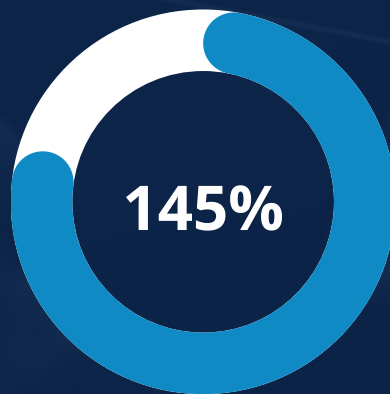
A website conversion rate of 145 percent is not a common or typical metric. In traditional terms, a conversion rate is usually expressed as a percentage that represents the proportion of visitors who take a desired action on your website, such as making a purchase, signing up for a newsletter, or filling out a contact form.



2. New Version Conversion Rate

An 89 percent website conversion rate is quite high and generally considered excellent. It means that out of the visitors to your website, 89 percent are taking a desired action, such as making a purchase, signing up for a newsletter, or completing another goal you have set.

Result

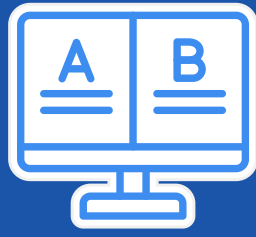


Old Conversion Rate



New Conversion Rate

A/B Testing



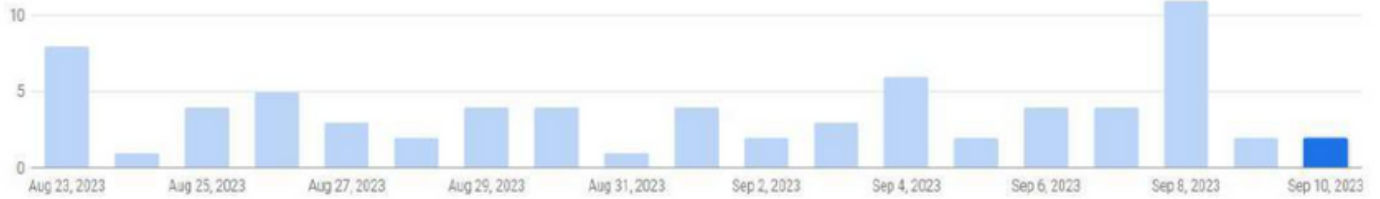
Experiments

Home

EXPERIMENT IMPRESSIONS: 72
DAYS: 20

STARTED MANUALLY: Wed, Aug 23, 2023, 11:41 AM GMT-5
ENDED: Mon, Sep 11, 2023, 11:55 AM GMT+5

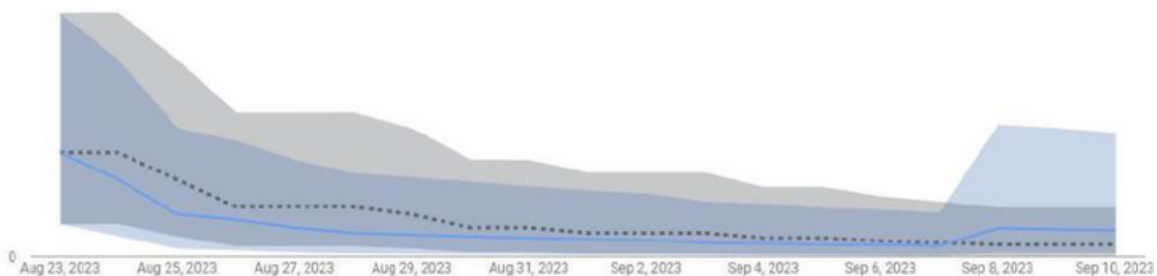
Impressions over time [Hide chart](#)

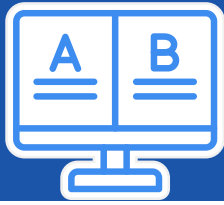


Variant	OBSERVED DATA			OPTIMIZE ANALYSIS		
	Experiment Clients	Experiment Events	Calculated Events per Client	Probability to be Best	Modeled Events per Client	Modeled Improvement
<input checked="" type="checkbox"/> Original	23	0	0	26%	0 to 0.1	Baseline
<input checked="" type="checkbox"/> Home	29	2	0.1	74%	0 to 0.3	-81% to 3,866%

1

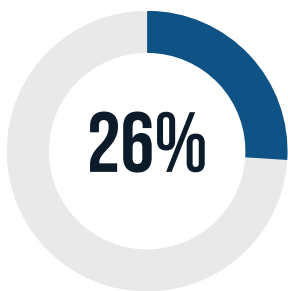
Original
Home





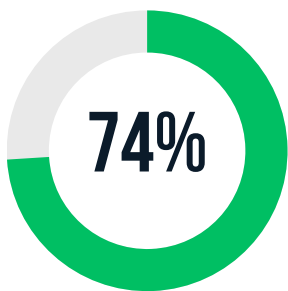
PROBABILITY

Probability is a fundamental concept in mathematics and statistics that quantifies the likelihood of an event occurring.



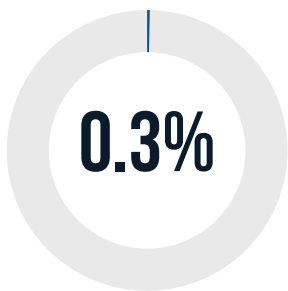
ORIGINAL VARIANT IS

Market size can be used by companies to tell about potential of their market and business in the future.



CRO VERSION

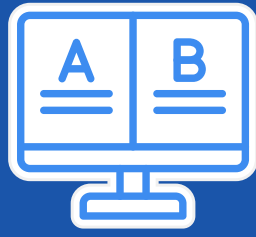
Market size can be used by companies to tell about potential of their market and business in the future.



CRO PAGE VIEWS PER SESSION

Market size can be used by companies to tell about potential of their market and business in the future.

A/B Testing



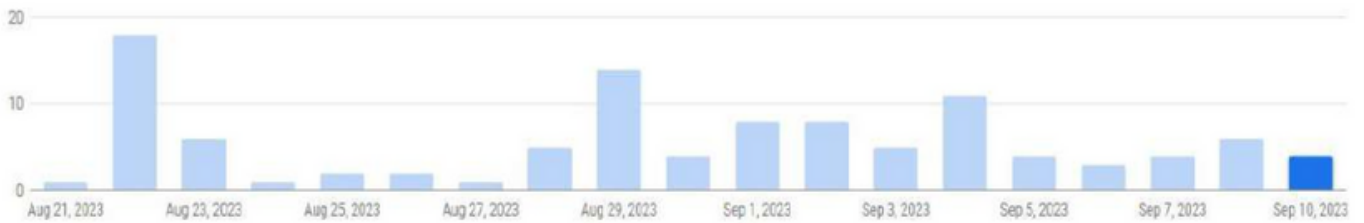
Experiments

Shop

EXPERIMENT IMPRESSIONS: 107
DAYS: 21

STARTED MANUALLY: Mon, Aug 21, 2023, 5:29 PM GMT+5
ENDED: Mon, Sep 11, 2023, 11:55 AM GMT+5

Impressions over time [Hide chart](#)

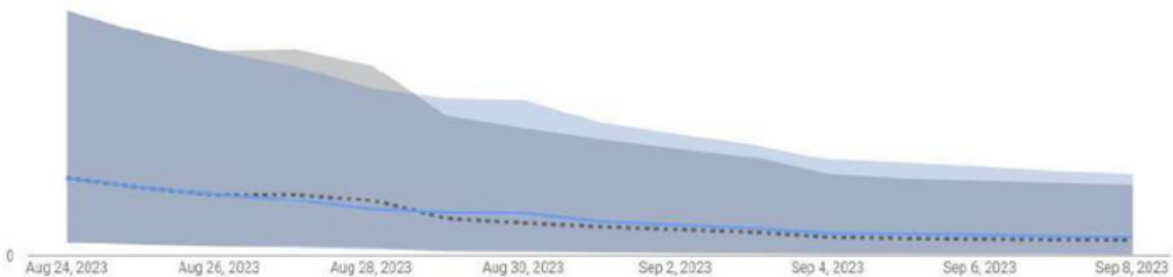


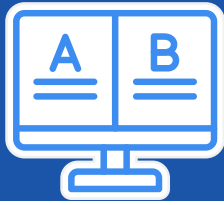
Maximize purchase PRIMARY CONVERSION

Based on Google Analytics data as of Mon, Sep 11, 2023, 11:45 AM GMT+5

Variant	OBSERVED DATA			OPTIMIZE ANALYSIS		
	Experiment Clients	Experiment Events	Calculated Events per Client	Probability to be Best	Modeled Events per Client	Modeled Improvement
<input checked="" type="checkbox"/> Original	35	1	0	45%	0 to 0.1	Baseline
<input checked="" type="checkbox"/> Variant 1	30	0	0	55%	0 to 0.1	-94% to 2,347%

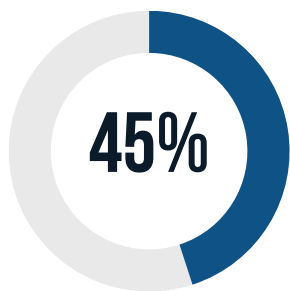
1
●●● Original
— Variant 1





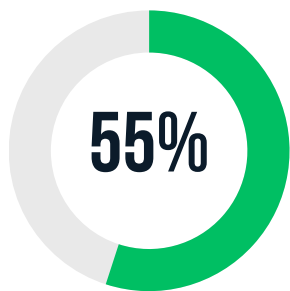
PROBABILITY

Probability is a fundamental concept in mathematics and statistics that quantifies the likelihood of an event occurring.



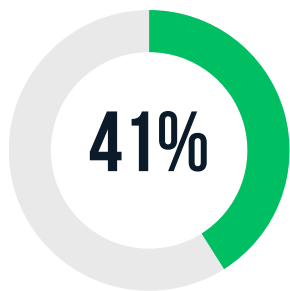
ORIGINAL VARIANT IS

Market size can be used by companies to tell about potential of their market and business in the future.



CRO VERSION

Market size can be used by companies to tell about potential of their market and business in the future.



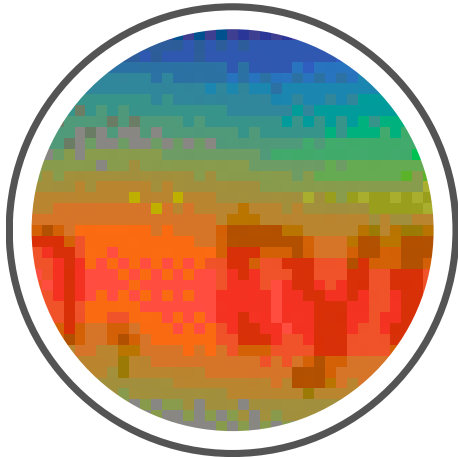
CRO PAGE VIEWS PER SESSION

Market size can be used by companies to tell about potential of their market and business in the future.

Website Heat Map



A website heatmap is a visual representation of how visitors interact with each element on your website . it shows which sections get more clicks and hold your visitor's attention



1. Scroll Map
2. Visualization of Data
3. Color Scheme



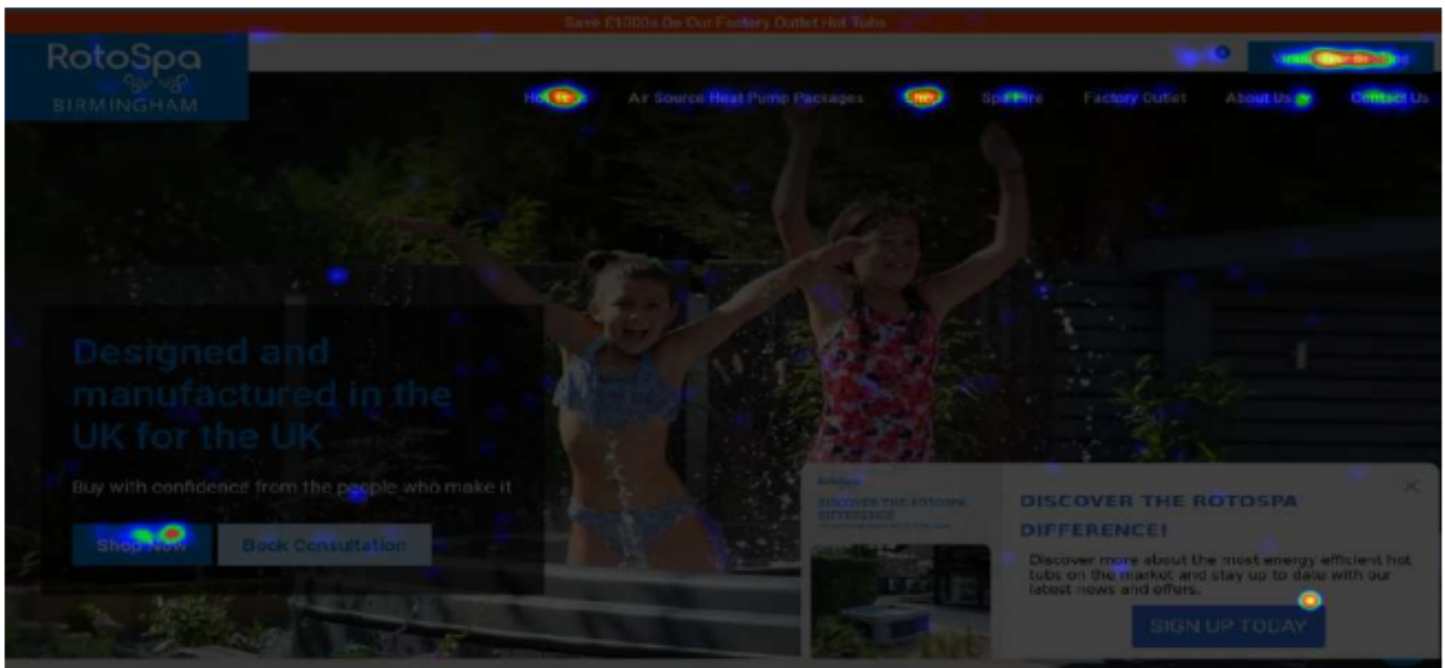
Comparison

1. Reaching (or failing to reach) important content.
2. Using a Page's main elements like links, buttons, opt-ins & CTAs.
3. Getting distracted by non-clickable elements

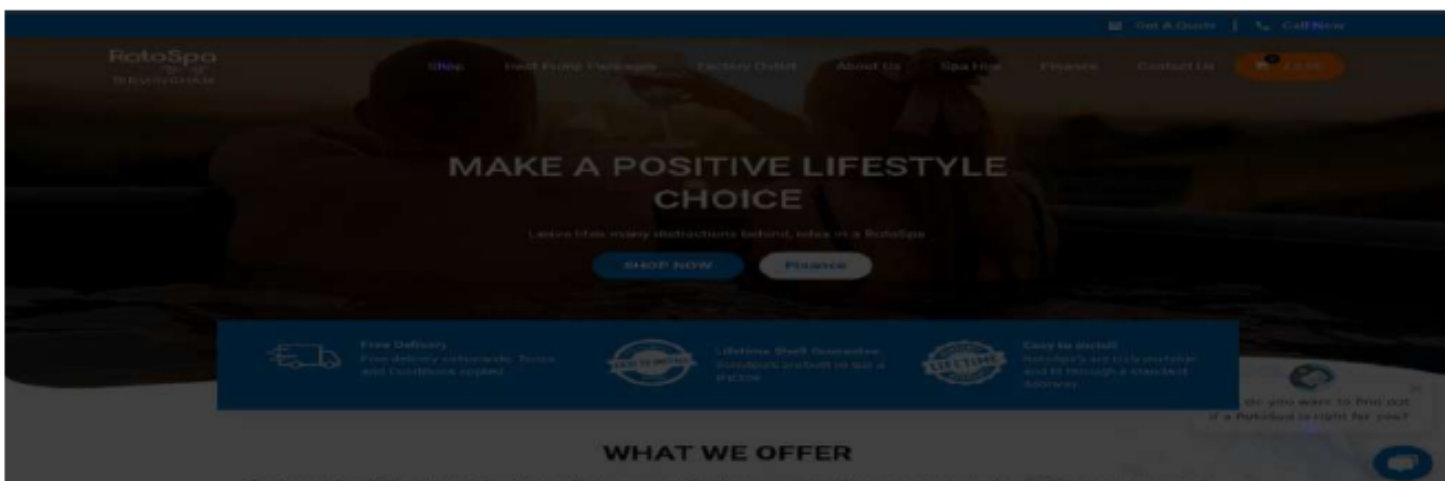
Heatmap Comparison

The primary purpose of Heat Maps is to better visualize the volume of locations/events within a dataset and assist in directing viewers toward areas on data visualizations that matter most.

Home (Old)



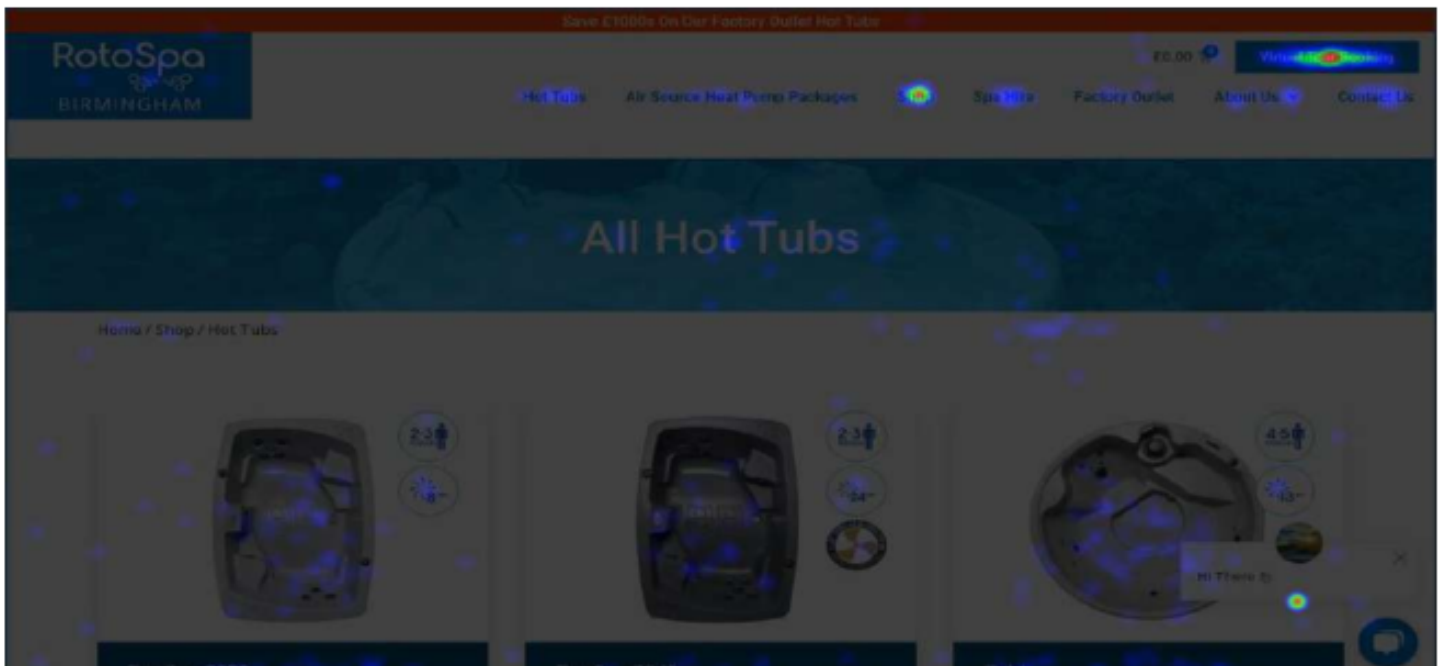
Home (CRO New)



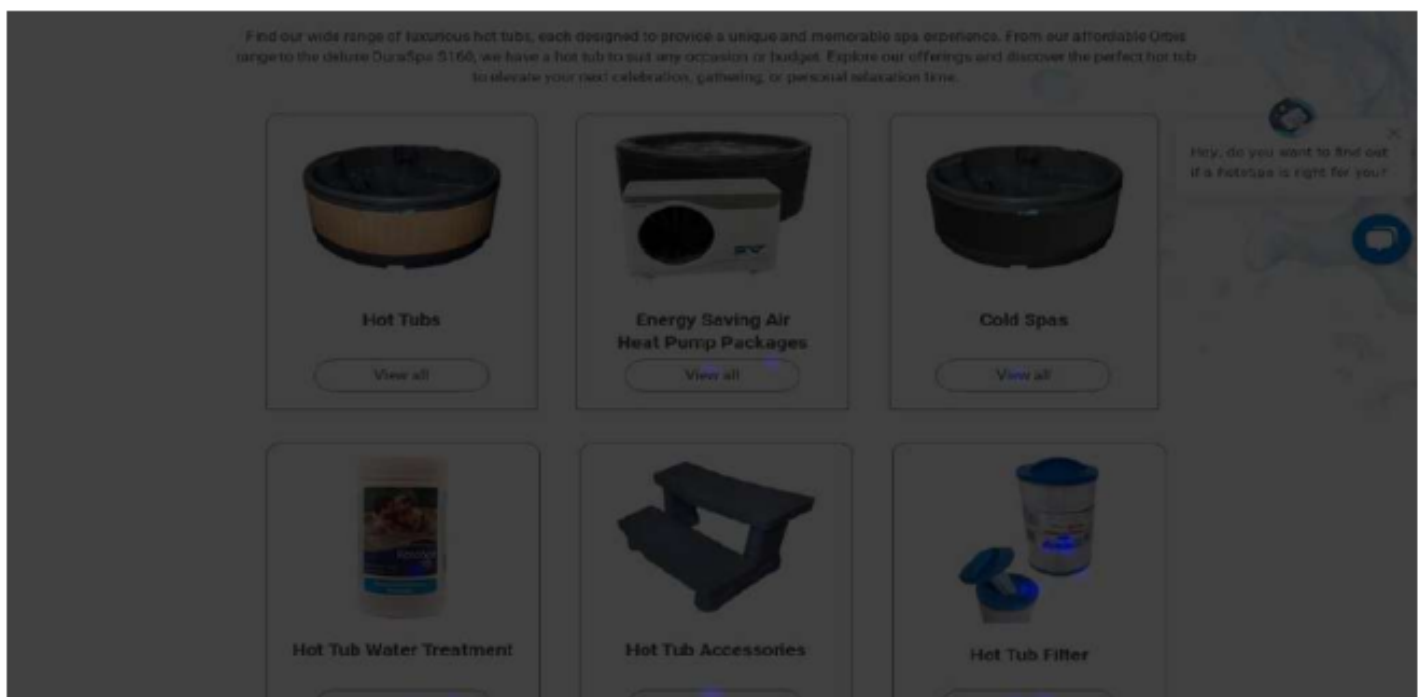
Heatmap Comparison

The primary purpose of Heat Maps is to better visualize the volume of locations/events within a dataset and assist in directing viewers toward areas on data visualizations that matter most.

Shop (Old Page)



Home (CRO New)





RotoSpa
BIRMINGHAM



Thank You

A case Study by



RotoSpa
BIRMINGHAM