

Case Study

A CONVERSION RATE OPTIMIZATION SUCCESS STORY FOR KREMER EYE CENTER

"We're thrilled with the results of our conversion rate optimization program with Stream. Through CRO A/B testing and heat mapping, Stream gained fundamental insights into user patterns, which guided the updates to improve overall performance. I remain highly impressed with this program, with Stream, and recommend implementing CRO into every marketing plan."

Amy Stoller, Director of Sales & Marketing
Kremer Communications/Kremer Eye Center



Kremer Eye Center may be a leader in vision correction, LASIK, and eye care, but they had trouble converting their website traffic into leads. So they teamed up with Stream Companies to enhance their online presence and boost their overall website conversions. Together, Kremer Eye Center experienced:

- ***Increased Form Submissions***
- ***Increased Website Clicks***
- ***Higher Conversion Rates***

What is CRO?

Conversion rate optimization, or CRO, is a method of using analytics and user feedback to improve the performance of your website. Usually associated with acquiring new customers, it's all about figuring out what your users are looking for when they arrive on your site to help them take the action you want.

In this case, Kremer Eye Center wanted to increase the amount of people who filled out forms on their website. This included scheduling a consultation online, downloading a free information kit, and calling the Kremer Eye Center offices.

CRO Solutions

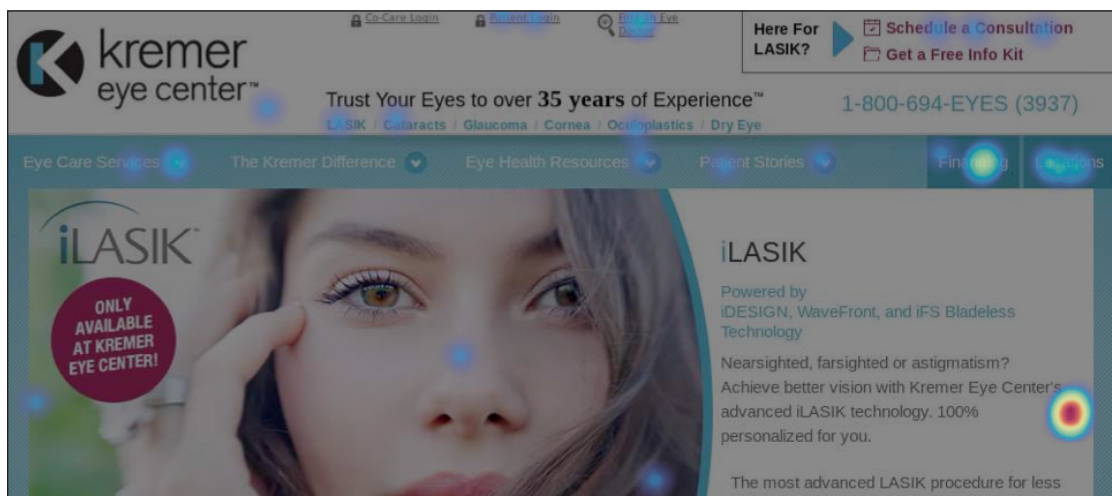
Using Google Analytics, heat maps that showed which areas are most clicked on their website, and other scientific data, Kremer Eye Center and Stream Companies could determine the areas that could be optimized to ensure the website traffic they were already getting was converting into contacts.

Increasing Menu Clicks

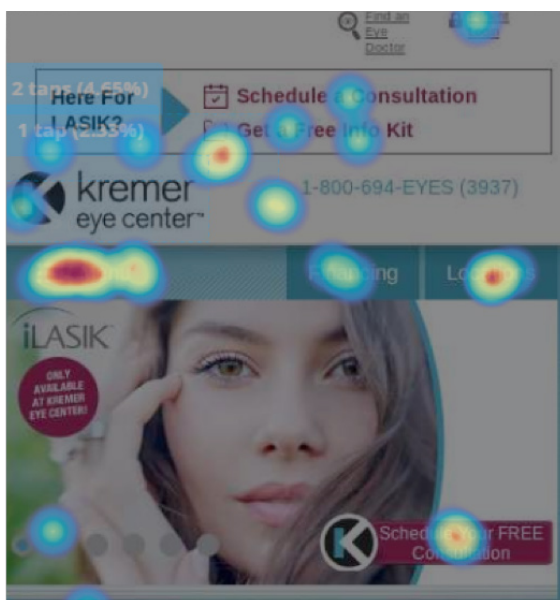
Originally, Kremer Eye Center's desktop website had lower menu clicks than its mobile website.

The Heat Map Showed:

Desktop



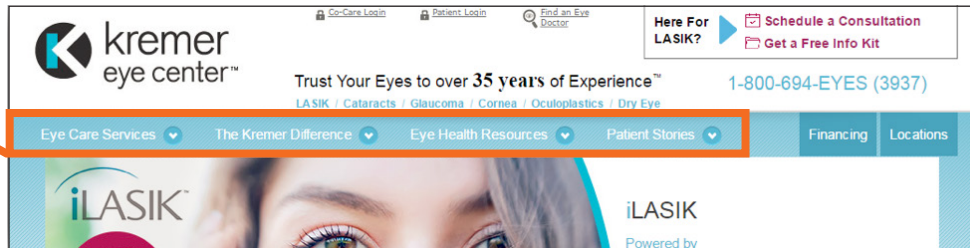
Mobile



So We Made Some Changes

Based on the heat map, the lower desktop menu clicks could have stemmed from the visibility of the menu links. So they tested two menu link design changes.

Original Menu



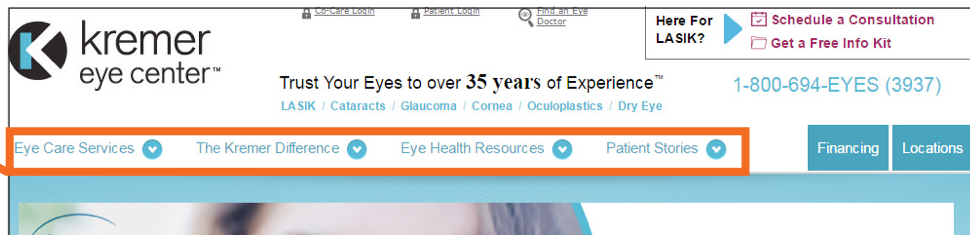
WHITE AND BLUE MENU

- 5% increase in menu clicks
- 5% increase in menu drop down clicks
- 5% increase in locations button clicks
- 5% increase in finance button clicks
- 3% increase in schedule consultation menu clicks

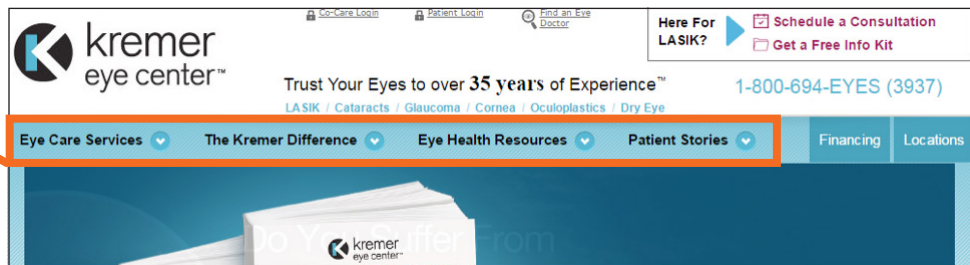
BLACK AND BLUE MENU

- 7% increase in menu clicks
- 10% increase in menu dropdown clicks
- 15% increase in finance button clicks
- 12% increase in locations button clicks
- 48% increase in header free info kit clicks

White & Blue Menu



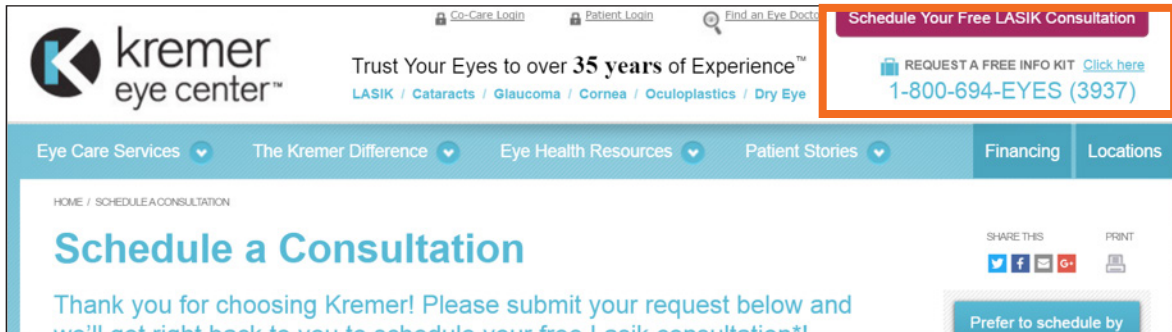
Black & Blue Menu



Since the black and blue menu enticed more clicks with website visitors, Kremer Eye Center permanently added this menu design to its website.

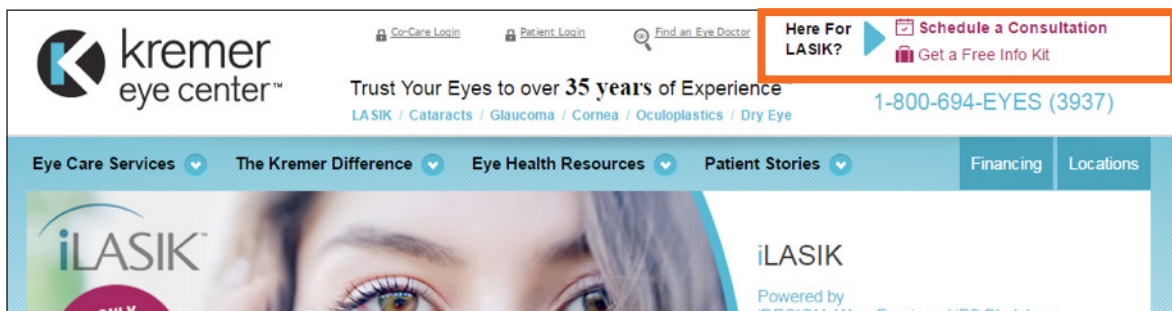
Improving Home Page Conversion Rates

Link visibility also played a hand in decreased clicks for some of their top conversion goals. For example, they placed a link for visitors to schedule a free LASIK consultation and to download a free information kit on the home page.



The color of the links blended into the website, so it was easily missed. Because of this, there were only **166 schedule clicks** and **58 free info kit clicks**.

However, changing the colors to make each link stand out caused a spike in clicks.

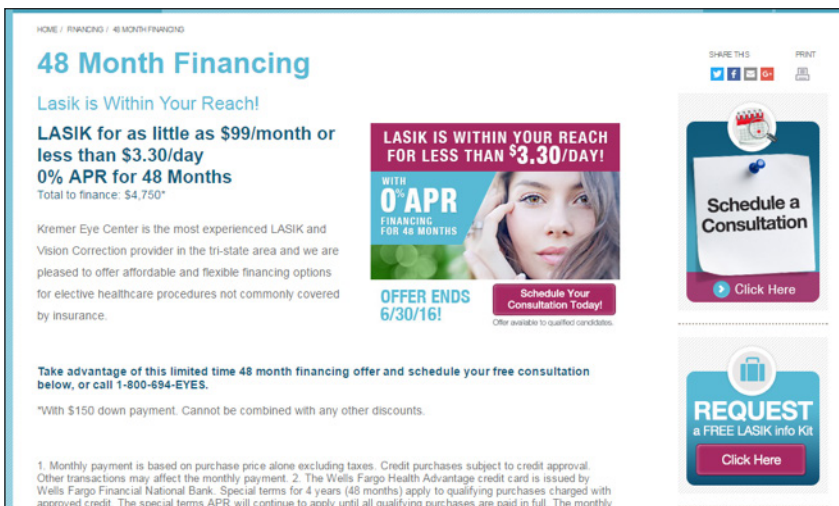


- **175 more schedule clicks**
- **69 more free info kit clicks**
- **20% increase on info kit clicks**

Improving Landing Page Conversion Rates

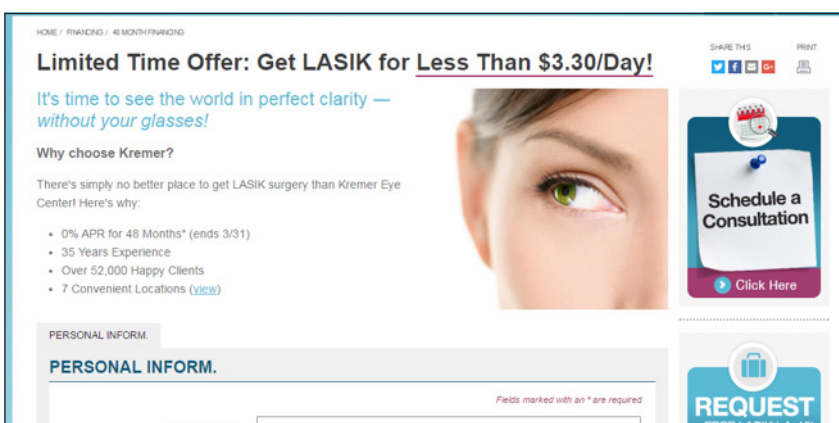
Kremer Eye Center's website offers many opportunities for website visitors to convert into leads, but conversion rates were minimal. However, with a few design changes, Kremer Eye Center was able to boost its form submissions by more than 100% on its 48-month financing landing page.

Original 48-Month Financing Landing Page



- 1 form submission
- Pages viewed per session: 2.07
- Bounce rate: 69.96%
- Session duration: 1:54 minutes

Optimized Landing Page



- 13 form submissions
- Pages viewed per session: 2.82
- Bounce Rate: 50.18%
- Session Duration: 1:54 minutes
- 199% increase in form submissions

To optimize the landing page, the copy was shortened into a few key bullet points to make it easier for visitors to get the information they need. On top of that, the title of the landing page was changed to include benefits that would attract readers to sign up for 48-month financing. Most importantly, they added a form submission section to the page so interested visitors can conveniently submit their information without having to click to another page.

Future CRO Success

CRO isn't a set-it-and-forget-it optimization method. It's a science that requires in-depth testing and advanced user-experience reporting to ensure there are increases in the percentage of website visitors who experience that "aha moment." It's about figuring out what users are looking for when they arrive at your site and giving that to them.

And thanks to innovative tools and Stream Companies, finding the appropriate solutions and enhancing CRO results is easier and much more effective.

If your business wants to experience the same digital successes as Kremer Eye Center, [schedule a conversion rate optimization evaluation](#) with Stream Companies to discover what you can do your website to increase online conversion rates.

