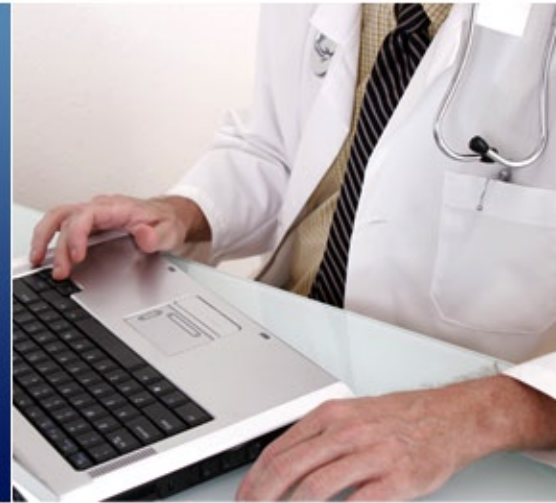


**75%** Increase in Conversion Rate by Optimizing  
the Home Page

Client: [www.KoolDocs.com](http://www.KoolDocs.com)



## CASE STUDY - Landing Page Optimization

**kooldocs.com**

Online Medical Consultations

### Overview

Specializing in the rapidly emerging field of telemedicine, KoolDocs.com is the web's leading resource for online doctor consultations, diagnoses, and doctors' excuses for work and school. A relatively new methodology of clinical medicine practice, telemedicine involves qualified medical professionals, or "online doctors" providing patients with valuable services using telephone, email, video, or in Internet chat rooms.

KoolDocs.com is committed to the goal of making the online medical consultation experience for all patients safe, secure, friendly, reliable, affordable and convenient. Treating patients on the Internet with quality, cost-effective care in a trustworthy environment enables KoolDocs.com to rise as an industry leader. All KoolDocs.com physicians specialize in Family Practice, Internal Medicine, and General Medicine. They are fully licensed and are required to undergo extensive background checks. To check the background of any of our physicians that reside in your state, view the State Medical Boards.

Read the Case Study



## Challenge

While 95% of the total traffic came from highly targeted keywords relevant to the services offered by Kooldocs, very few of the visitors took the desired action (clicking on “register for an online consultation”).

“ We were 7 months post launch with our website and our conversion rate was low, we knew that the potential for a higher conversion rate meant having to find a company that had the experience and expertise in landing page optimization (LPO). ”

James - Kooldoc’s Owner  
www.kooldocs.com



## Our Credentials

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## Solution

Our client treated the total number of the visitors who completed the registration process as conversions. An increase in the number of registrations was considered a success. ROIgeeks aimed for at least a 10% increase in conversions.

Since most of the visitors who landed on Kooldocs.com arrived on the website from highly targeted keywords, we worked on identifying why they were not starting the registration process.

Based on our conversion rate audit and the analysis of the traffic sources and patterns, we found that:

- The existing landing page (home page) didn’t focus on the needs of the visitors
- The purpose of the website was not easy to understand in less than 8 seconds
- There were too many calls to actions, which diluted the clarity of the message to be communicated to visitors
- The benefits of Kooldoc’s services were not clearly stated and properly highlighted
- The main call to action button was barely visible
- The unique value proposition of the website was not clear

We determined the visitors’ primary need was to consult a doctor. Based on the analysis of the existing web analytics data, third party tools and competition, we conceptualized a variation of the home page with the following changes:

- A prominent Consult a Doctor Now button which contains a call to action that focuses on the primary need of the visitors
- Reduced the number of primary calls to action from 4 to 1
- The redesign introduced a tabbed navigation structure to keep visitors exposed to a clear call to action (Consult a Doctor Now!) for as long as possible while they were exploring the landing page content
- A secondary call to action button, “Free Registration”, was included to persuade the visitor segment which was not yet ready to fully register for an online consultation.

To compare the performance of the original page against our variation, Pitstop Media used Google Website Optimizer to set-up and run the A/B test.



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## Results

The experiment ran for two weeks and the variation page had 99.7% chances to outperform the original. The new landing page showed a 37.5% increase in the CTR to the registration page compared to the original page.

Variations (2)

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Variation	Status	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors
<a href="#">Original</a>	Enabled	21.3% ± 4.5%	—	—	—
No high-confidence winner found. <a href="#">Learn more</a>					
<a href="#">Variation 1</a>	Enabled	29.3% ± 4.9%	95.3%	37.5%	—

Show rows: 15

As a good practice, we recommended Kool Docs run a follow-up test to confirm the results. The outcomes were even more impressive: Pitstop Media's landing page finally outperformed the original by 75.8%.

Variations (2)

Download: PDF XML CSV TSV Print

Variation	Status	Est. conv. rate	Chance to Beat Orig.	Observed Improvement	Conv./Visitors
<a href="#">Original</a>	Enabled	16.2% ± 6.2%	—	—	—
★ Combination 1 has a 99.7% chance of outperforming the original.					
<a href="#">Variation 1</a>	Enabled	28.4% ± 3.3%	99.7%	75.8%	—

Show rows: 15

## Client Testimonial

KoolDocs' owner, James, was pleasantly surprised with the results, which made him realize the importance of conversion rate optimization.

He plans on continuing the optimization of the website to improve the registration completion rate and to running tests on a regular basis.

Here's James, KoolDoc's owner, on our services:

"We were 7 months post launch with our website and our conversion rate was low. We knew that the potential for a higher conversion rate meant having to find a company that had the experience and expertise in landing page optimization (LPO).

We searched on Google for landing page optimization services and found 4 companies. The first 3 companies were very, very expensive "do-it-yourself" companies that were all about how much money they can get from you; in fact one company made the comment (before we even received a proposal-first phone call) that we could not afford her services. Not a good thing to say to a potential client. Our last attempt at getting a quote for landing page optimization was with [www.PitstopMedia.com](http://www.PitstopMedia.com) and Traian Neacsu.

I must say that they are extremely professional, courteous, efficient, knowledgeable and affordable. They pay close attention to detail and gives you the time that you need to accomplish your goals."

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Google



Google Analytics