

GLOSSARY

Conversion rate optimisation (CRO)

Conversion Rate Optimisation (CRO) is a set of strategies and practices focused on improving the percentage of website visitors who take a desired action, such as making a donation or signing up for a newsletter.

The primary goal is to enhance the website functionality and user experience to increase the conversion rate.

Why it's important to understand CRO terminology

- **Optimising user experience:** Enables charities to enhance the user experience on their websites. By employing concepts like A/B testing, optimising landing pages, and improving CTAs, organisations can create a seamless and engaging journey for visitors, increasing the likelihood of conversions
- **Maximising impact on limited resources:** Charities often operate with limited resources. Knowing CRO terminology allows you to make informed decisions about where to focus your efforts for maximum impact. By identifying and optimising key elements in the conversion process, charities can make efficient use of their resources and budget
- **Increasing donor and supporter engagement:** A solid understanding of CRO terminology empowers you to tailor your online presence to meet the needs and preferences of your audience. This personalised approach (including elements like personalisation and trust signals) fosters a sense of trust and connection, leading to increased engagement and conversions

Understanding and implementing CRO terminology is fundamental for charities aiming to maximise the impact of their online presence by converting visitors into engaged supporters. A solid grasp of CRO principles helps organisations to create user-friendly experiences that guide visitors seamlessly toward meaningful interactions and conversions.

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CRO glossary of terms

Analytics

Tools and data analysis used to measure and evaluate the performance of digital marketing campaigns.

A/B Testing

Comparing two versions of a webpage or piece of content to determine which performs better in terms of engagement or conversions

Conversion

The desired action a visitor takes on a website, such as donating or signing up for a newsletter. SEO efforts should ultimately contribute to increased conversions.

Conversion Funnel Optimisation

The process of systematically improving each stage of the conversion funnel to minimise drop-offs and maximise the number of users who reach the ultimate conversion point.

Conversion Rate

The percentage of people who see or click on an ad and take a desired action.

ACall to Action (CTA)

A prompt or instruction that encourages the audience to take a specific action, such as "Donate Now" or "Learn More."

Click-Through Rate (CTR)

The percentage of people who click on an ad or a link compared to the total number of people who saw it.

Digital Marketing

The promotion of products, services, or causes using digital channels such as the internet, social media, search engines, and email.

Funnel

The series of steps a visitor goes through to complete a conversion. Understanding and optimising funnels is essential for improving the overall conversion process.

Google Search Console

A free tool from Google that helps you monitor and improve your website's performance in search results.

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Heatmap

A visual representation of where users click and interact with a web page. Heatmaps provide insights into user behaviour, helping in the identification of areas for improvement.

Keyword

A specific word or phrase that people use to search for information online. Understanding and targeting the right keywords is crucial in digital marketing.

Key Performance Indicator (KPI)

A measurable metric used to evaluate performance and track progress toward goals in business activities and projects.

Landing Page

A specific webpage designed for a targeted marketing campaign, often optimised for conversions.

Conversion

A desired action that a user takes after seeing or clicking on an ad, such as making a purchase or signing up for a newsletter.

Multivariate Testing

Similar to A/B testing but involves testing multiple variations of different elements simultaneously. Multivariate testing is useful for optimising complex pages with multiple elements.

Personalisation

Tailoring content and experiences based on user behaviour and preferences. Personalisation can significantly enhance the relevance of a website to individual users, increasing the likelihood of conversion.

Responsive Design

Ensuring that a website is optimised for various devices and screen sizes. Responsive design contributes to a positive user experience, impacting conversion rates.

Retention Rate

The percentage of users who continue to engage with a website over time. Improving retention is part of a holistic CRO strategy.

Split Testing

Another term for A/B testing.

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Target Audience

The specific group of people a charity aims to reach with its marketing efforts.

Trust Signals

Elements on a website that build trust, such as testimonials, security badges, and recognisable affiliations. Trust signals are important for overcoming user hesitations and improving conversion rates.

User Experience (UX)

The overall experience that a user has when interacting with a website or web page. UX includes factors such as the ease of use of the website, the design of the website, and the content of the website.

User Journey

The series of steps a visitor goes through to complete a conversion. Understanding and optimising funnels is essential for improving the overall conversion process.