



FIRST.

Home Appliances – Online Conversion

Which homepages are maximising their conversion opportunity?



A relative measure of onsite customer experience

- Conversion Experience Scoring (CXS)* provides a simple way to compare the homepage elements of a website with its competitors.
- CXS is a percentage based indication of how well a company utilises conversion best practices on its website's homepage. A company receives either a score of 0=Not present, 1=Present, for various elements, and scores are totaled.
- The overall scoring shows the opportunity size the company has to address on conversion issues, to engage more visitors and ultimately increase the number of sales / leads.

*Source: Conversion Experience Scoring (CXS) is a methodology developed by FIRST.

Homepage elements

The following best conversion considerations were used as basis for scoring the Conversion Experience of the homepage of the selected company.

Design	Credibility	Features	Navigation
Clear logo + slogan/ positioning	Brands/ partners logos	Ecommerce enabled	Prominent search box
Static emotive imagery	About Us link	Deals, sales, offers, discounts & promotions	Search auto-suggest/ predictive
Use of video	Customer reviews/ testimonials on page	Featured / most popular products	Relevant search results
Strong headline(s)	Value proposition/ differentiators highlighted	Add to cart from page	Clear and easy navigation
Mobile responsiveness	Guarantee (price/ delivery/ service)		Personalisation elements



Homepage elements

The following best conversion considerations were used as basis for scoring the Conversion Experience of the homepage of the selected company.

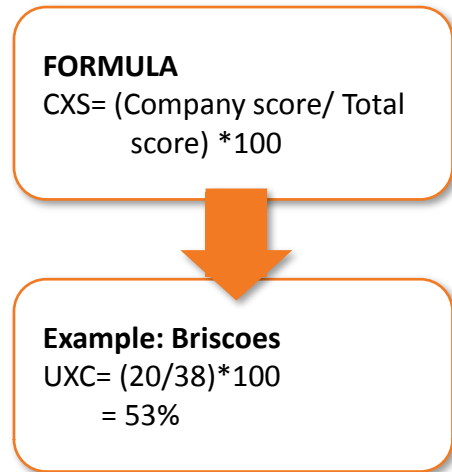
Customer Service	Conversion	On-page SEO	Social
Clear FREE or flat rate shipping rates	Email sign up pop-up on entry	Title tag keywords	Social media links
Clear shipping time estimates	Payment system options shown	Meta description	
Link to shipping cost and time options	Prominent shopping cart	Heading (h1, h2)	
Community information/ blog/ resources	Cart shows details in cart	Relevant text	
Phone number in header	Store finder (or online only messaging)	Image ALT tags	
Live chat		Good desktop load speed	
		Good mobile load speed	



How are companies performing?

In order to identify which websites are leading in providing quality onsite customer experience, FIRST gave a score to each company based on the presence of best practices elements in the homepage.

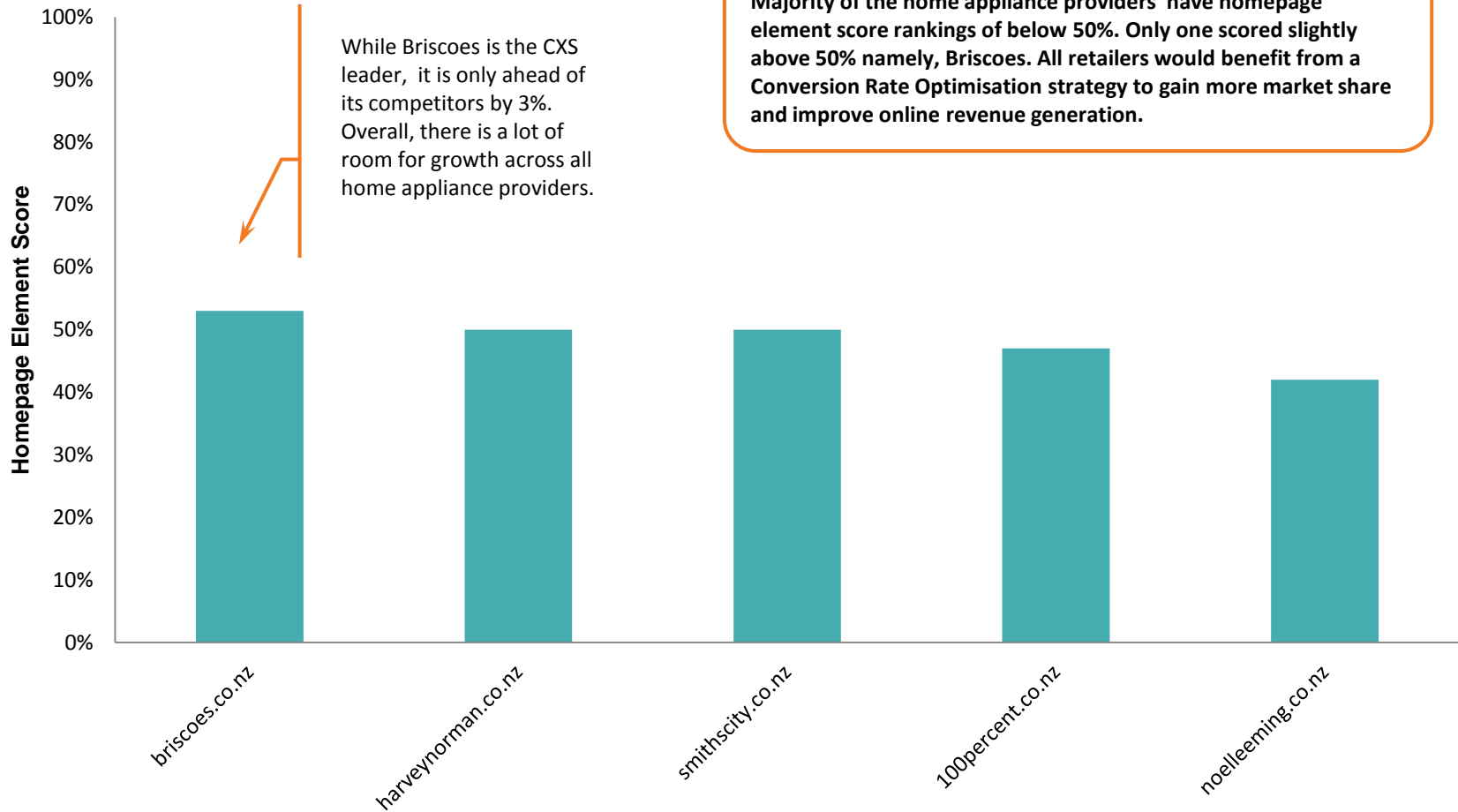
Selected Sites	Scores
briscoes.co.nz	53%
harveynorman.co.nz	50%
smithscity.co.nz	50%
100percent.co.nz	47%
noelleeming.co.nz	42%



Note: Total score is computed based on the presence of all the elements in the homepage.
For this analysis, the total score is 38.



Homepage Element Score Rankings



* includes all websites under the relevant domain name (e.g. including www. and shop.)

Source: Homepage Element Score Rankings is a methodology developed by FIRST.



Which conversion element is most present on the homepage?

In order to identify which category element is most present across the analysed home appliance sites, FIRST gave a score (Category Element Score) to each category based on the presence of the elements under each category in the homepages of all the sites.

Category elements	Scores
Features	80%
Conversion	68%
Social	60%
Navigation	52%
Credibility	48%
On-page SEO	43%
Design	32%
Customer service	27%

FORMULA for Category Element Score

$CES = \frac{\text{Total score}}{\text{total \# of analysed sites} * \text{\# of elements per category}} * 100$



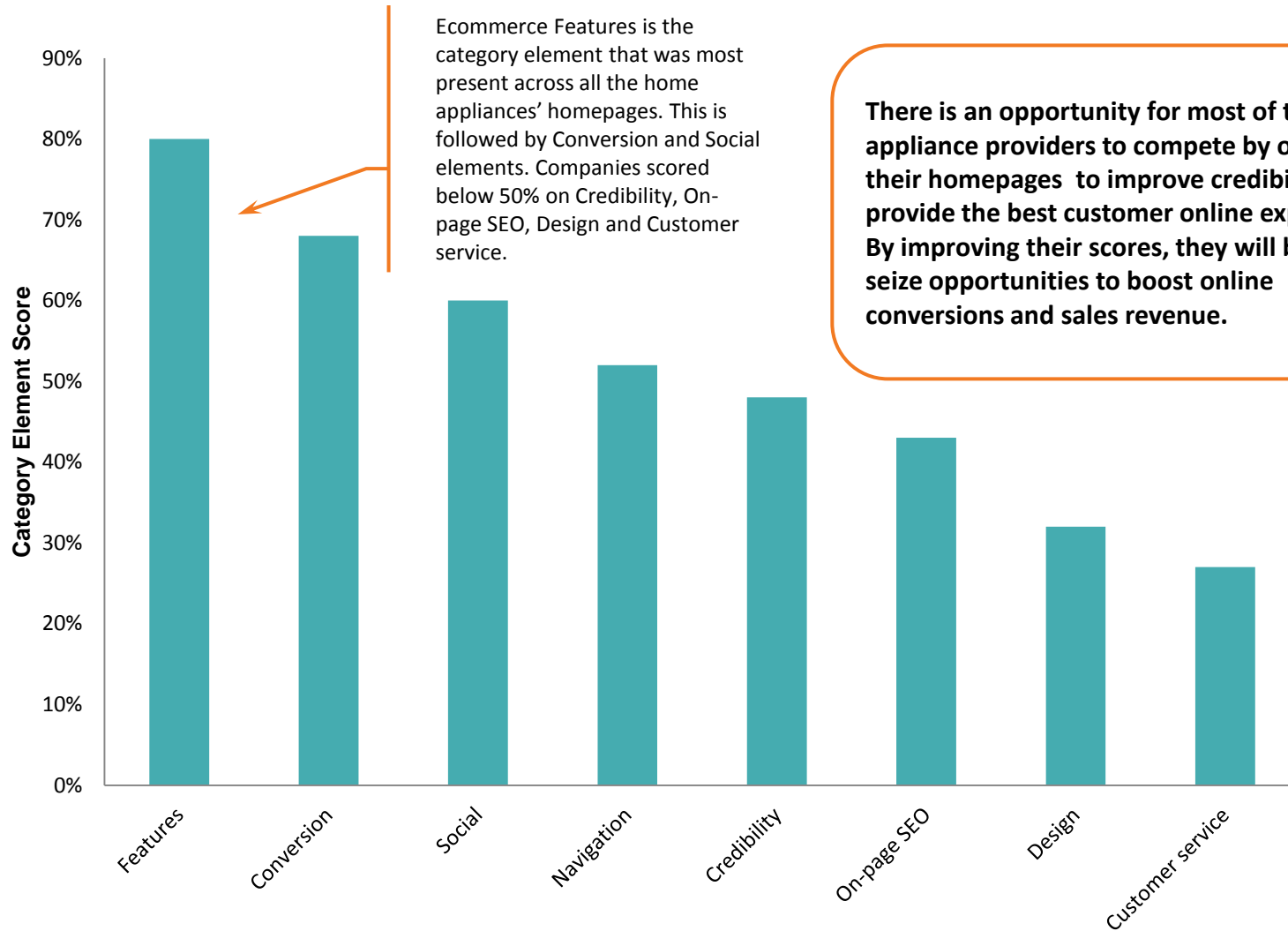
Example: Features

$CES = \frac{16}{(5 * 4)} * 100$
 $= 80\%$

Note: Total score is computed based on the presence of the elements under each category in the homepages of all the sites.



Category Element Score Rankings

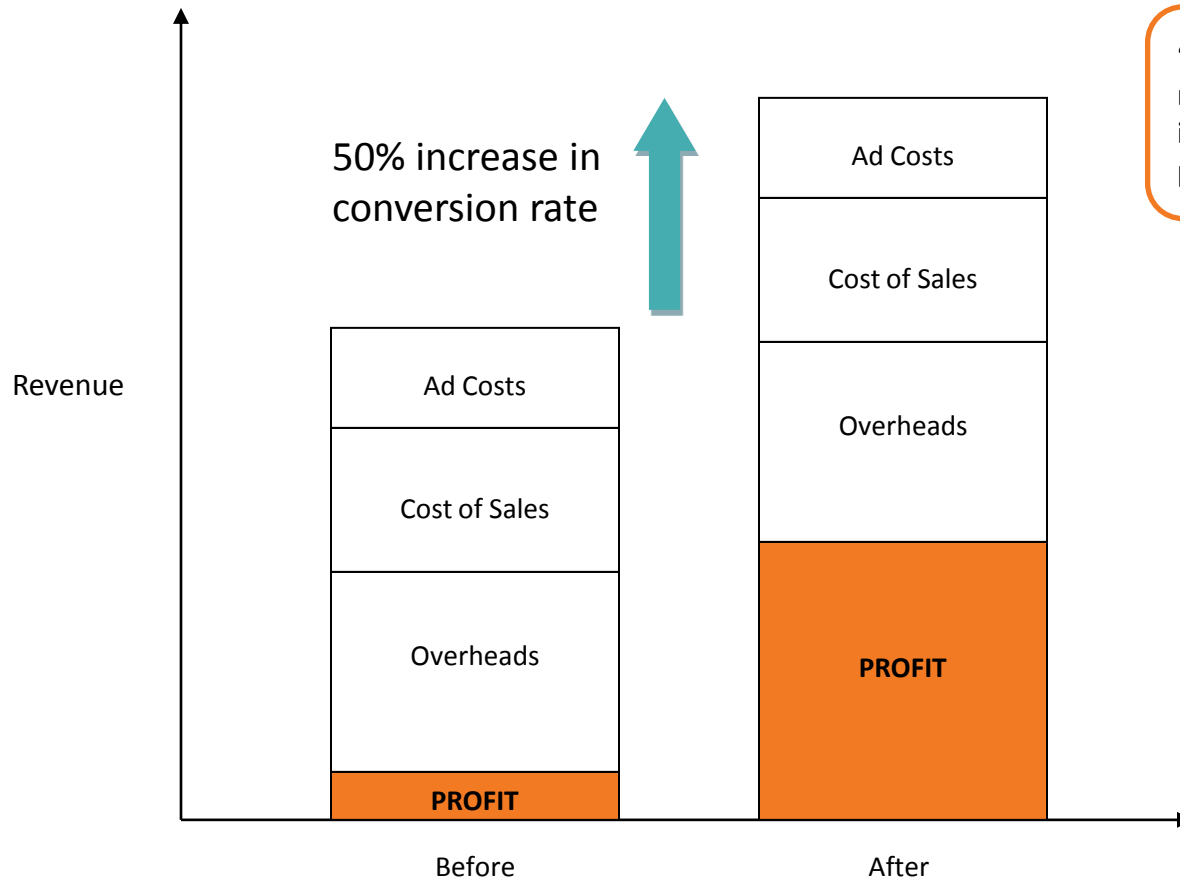


There is an opportunity for most of the home appliance providers to compete by optimising their homepages to improve credibility and provide the best customer online experience. By improving their scores, they will be able to seize opportunities to boost online conversions and sales revenue.

* includes all websites under the relevant domain name (e.g. including www. and shop.)

Source: Category Element Score Rankings is a methodology developed by FIRST.

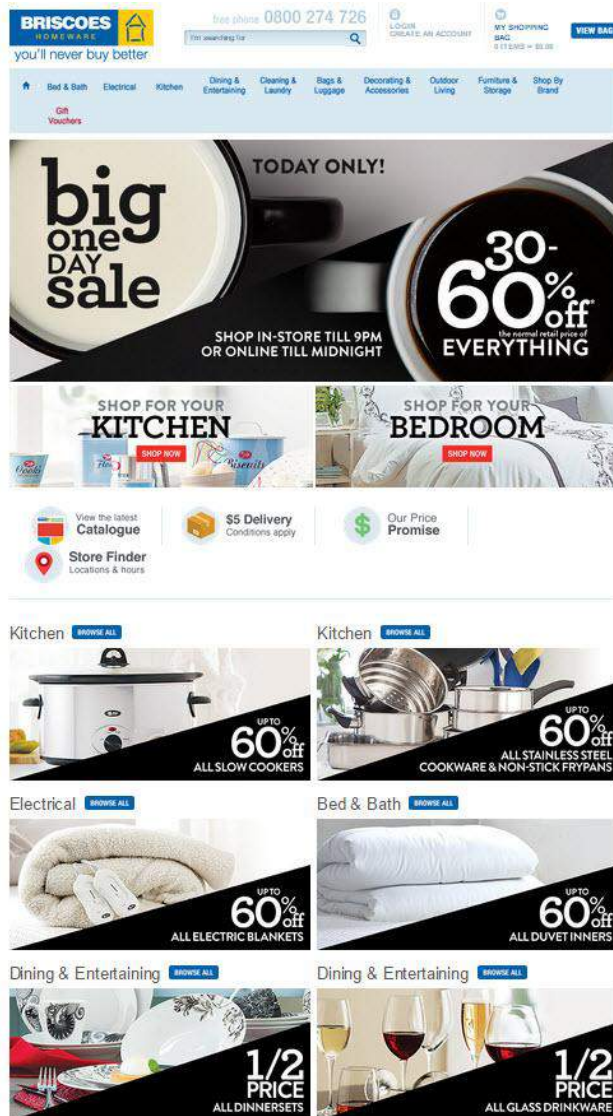
The importance of conversion



"A 50% increase in conversion rate can result in a 500% increase in [a company's] profits¹."

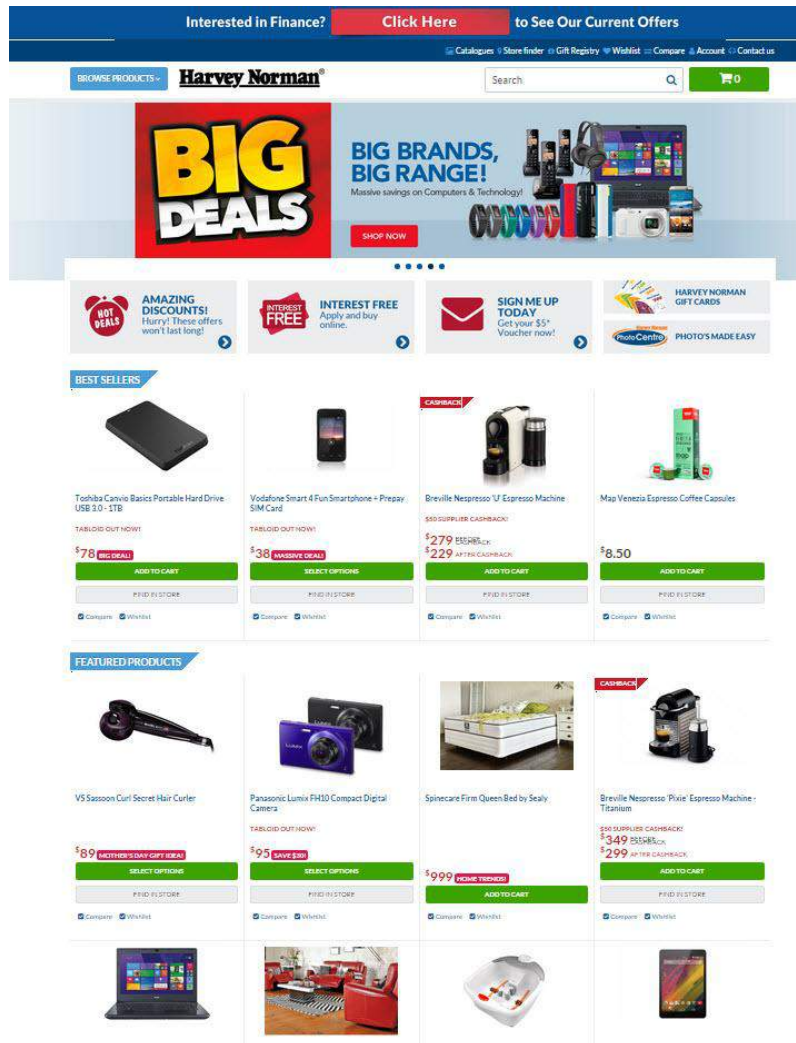
Graph and quote source: 5 reasons to get obsessed with conversion rate optimization, Conversion Rate Experts, 2015

Homepage review – Briscoes



- ✓ Visually appealing product images
- ✓ Clear 0800 contact number
- ✓ Email signup pop-up on entry
- ✓ Communicates differentiating points of '\$5 delivery' and 'best price promise'
- ✗ No auto-suggest or predictive searches

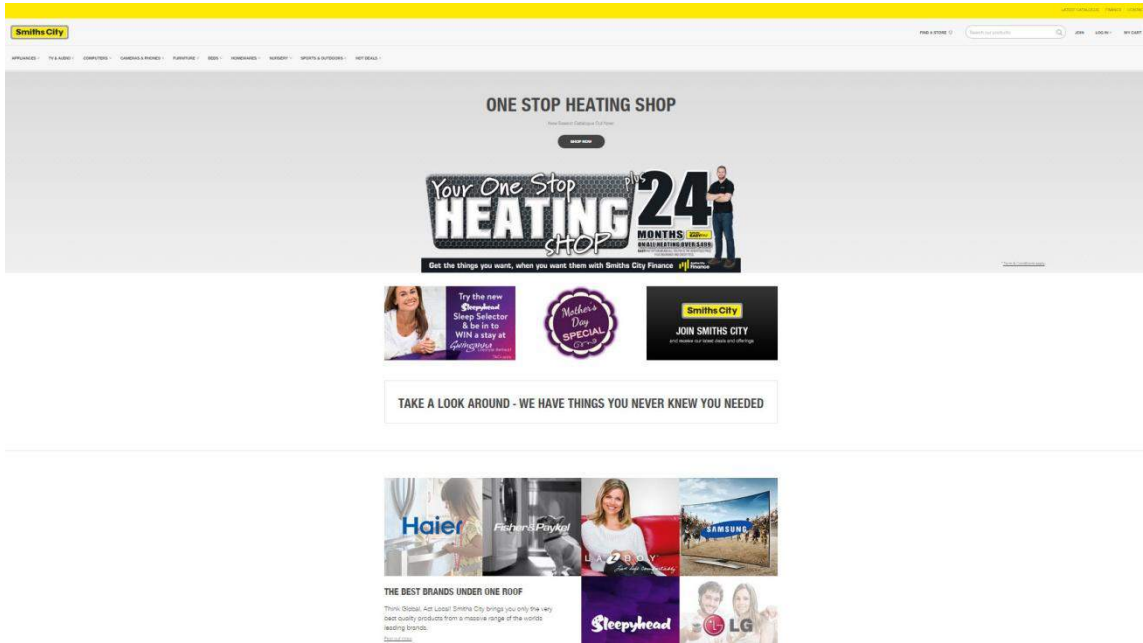
Homepage review – Harvey Norman



- ✓ Clear value proposition or selling points
- ✓ Prominent search box
- ✓ Shows featured or most popular products
- ✓ Easy navigation
- ✗ No FREE Shipping or Flat Shipping rates shown

Source: www.harveynorman.co.nz, May 2015

Homepage review – Smiths City



- ✓ Provides 'Easy pay' finance option
- ✓ Click and Collect delivery option
- ✓ Showed brands/ partner logos
- ✗ Barely visible company logo
- ✗ No customer reviews/ testimonials on page

Homepage review – 100% Appliances

Log in | Register | Contact Us Search by keyword, brand, product codes

100% APPLIANCES 0 Items | \$0.00 VIEW CART

Kitchen & Cooking Laundry & Cleaning Computers & Tablets Communications & GPS TV & Audio Cameras Personal Care Other

150th YEAR
100% WINLOVES
1865 Celebrating 150 years 2015

VIEW OUR LATEST CATALOGUE
FIND YOUR NEAREST STORE
ASK OUR EXPERT STAFF

SHOP WITH CONFIDENCE 100% NZ OWNED
SAVE AA SMARTFUEL
JOIN US! TO GET THE BEST DEALS

 \$19 Nokia Lumia 530 \$99.00 157287	 Electrolux Lithium 18V Ergorapido Vacuum Cleaner \$349.00 ZB3012	 LIMITED STOCK Bosch 8kg Avantix Front Load Washing Machine \$1,699.00 WA S28454AU	 BONUS Bosch Freestanding Dishwasher \$1,599.00 SM S40M16AU	 BONUS Remington Silk Ceramic Dryer \$99.00 AC S096AU
 \$100 CASH BACK DeLonghi Nespresso Lattissima Touch \$649.00 EN550R	 Teac 28" LED DVD Combo \$499.00 LEDV2818FV	 Fisher & Paykel 7kg Wash Smart Top Load Washing Machine \$999.99 WA70T60GW1	 Panasonic Lumix Digital Camera \$278.00 DMC SZ10GNP	 Ninja Nutri Ninja Nutrient Extraction Blender \$199.00 BL450NZ

SHOP
 Latest Catalogue
 Kitchen & Cooking
 Laundry & Cleaning
 Computers & Tablets
 Communications & GPS
 TV & Audio
 Cameras

HELP & SUPPORT
 Contact Us
 Store Locations & Hours
 Apply for Finance
 Shop with Confidence
 AA Smartfuel
 Energy Efficiency
 Promotions

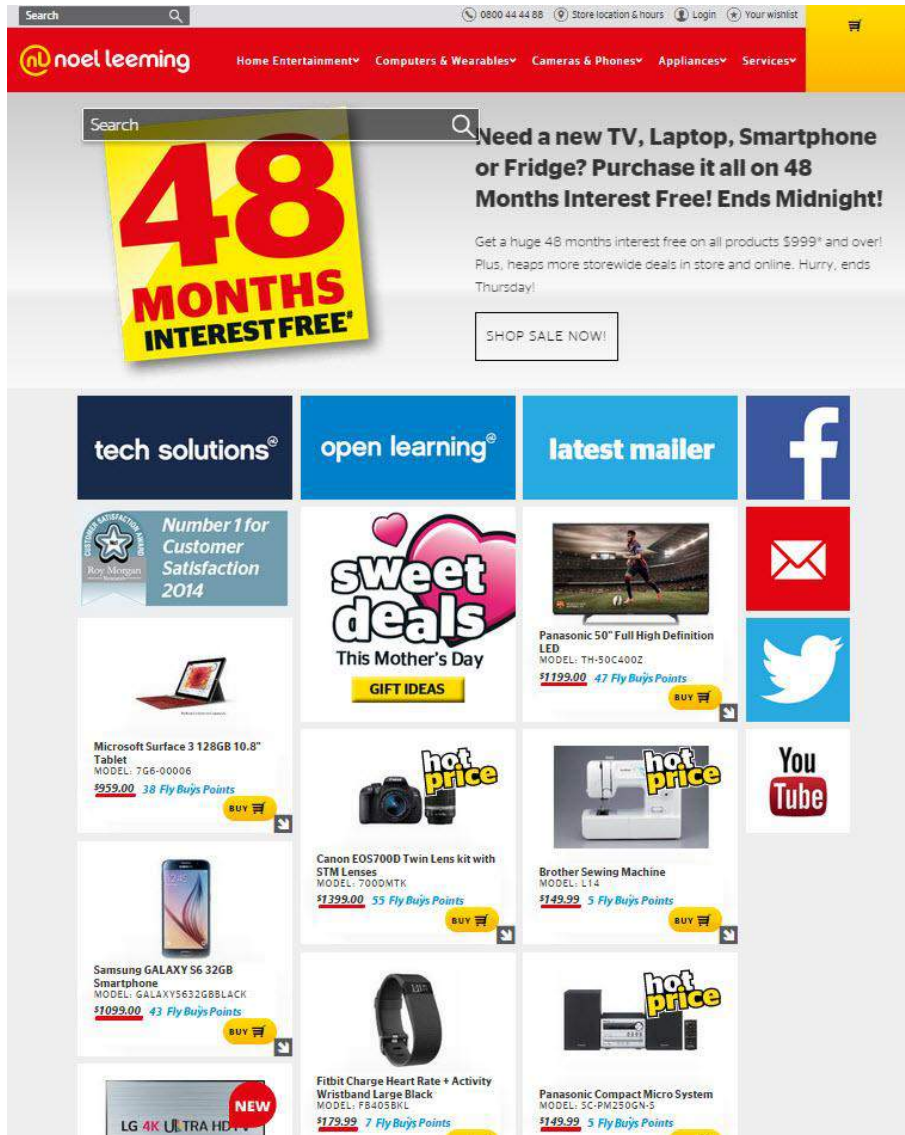
GENERAL
 About Us
 Privacy Policy
 Terms & Conditions
 Warranties & Product Protection
 Plan
 Site Map
 Blog

Be the first to find out about our great offers!
Just enter your email address below to receive our best deals.

SIGN ME UP

- ✓ Prominent search box
- ✓ Neat display of products and information
- ✗ No call-to-action buttons
- ✗ No payment options
- ✗ No social media links

Homepage review – Noel Leeming



- ✓ Prominent search box
- ✓ Visible shopping cart
- ✓ Displays customer name when logged in
- ✗ No featured products on homepage apart from promos
- ✗ No clear delivery options
- ✗ No search auto-suggest

Source: www.noelleeming.co.nz, May 2015



Home Appliances and Whiteware – FIRST Insights



- The home appliances market is highly competitive, urging players to optimise the user experience of their homepages to get ahead of their competition.
- Majority of the home appliances websites have CXS scores of below 50%. This represents a big opportunity for homepage online conversion.
- Briscoes currently takes the lead in homepage element score rankings and offers a relatively better onsite customer experience in the home appliances market compared to its major competitors.
- A website particularly, its homepage forms an integral part of a company's online persona. By offering a good onsite user experience of the homepage, potential and existing customers can learn more and engage with the brand.
- In maximising the conversion opportunity of the homepage, a company needs to answer some important questions such as:
 - Does it clearly show the company's identity, offer and what customers can do in the site?
 - Does it resonate with the target audience?
 - Does it have a clear and compelling value proposition?
 - Are there strong calls-to-action visible?
 - Is the content regularly changing?
- To increase the homepage's conversion rate, it is important to find its weak points and critical conversion paths to determine why visitors are dropping out at that point and to know what will enhance the user experience.
- **A well structured homepage based on a sound digital strategy and optimised for online conversion can deliver great customer service, generate more leads and online sales, maximise return on investment from digital spend and provide a competitive advantage in the home appliances market.**



About FIRST.

FIRST is an award-winning team of smart Digital Marketers who have helped over 300 companies across 100 industries achieve success online. We help our clients to grow online sales, revenue and improve their ROI.

Our expertise in digital marketing has been built on over 15 years experience in digital strategy, analytics, conversion, search marketing and digital campaigns.

Get in touch to find out more...



Grant Osborne
General Manager NZ

Phone

+64 (9) 920 1740

Email

info@firstdigital.co.nz

Web



<http://www.firstdigital.co.nz>



<http://www.linkedin.com/company/first-digital>



<http://www.firstdigital.co.nz/blog>

http://twitter.com/first_nz

