

Scale Final CRO Report



This Scale Final report
is the first step in your
CRO* journey



Report

* CRO is the process of focusing on understanding what drives, stops, and persuades your users, so you can give them the best user experience possible.

An entire team works on each report to communicate as many nuances as possible that impact your conversions. You'll find ready-made prototypes, must-do recommendations and tips for future changes. Suggested solutions are the shortcut to implementing the report.



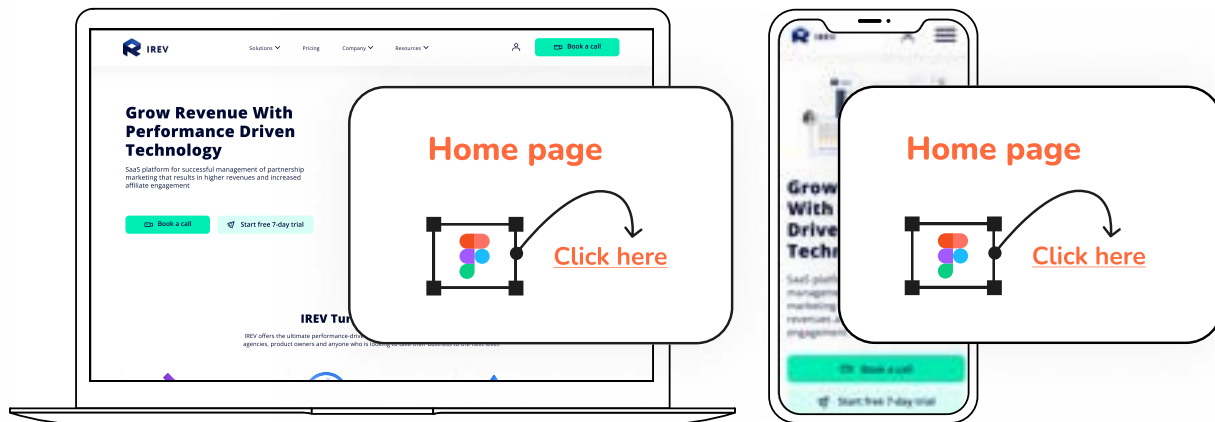
Prototypes

What's going on
Homepage and Menu
AI eye-tracking Report

Grand Total

Prototypes

Here are the links you need to the prototypes



We start with prototypes to visualize our recommendations. The detailed layout provides a clear visualization of the structure of pages and sections and the placement of information blocks on each page. Our primary concern lies in the logical organization and the architecture of content, sidestepping the focus on aesthetic elements. It's a strategic move to ensure efficiency and successful project completion.

Tips



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team lead is Sia



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Current and updated

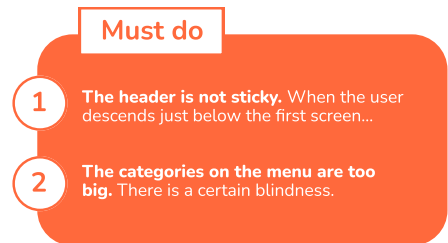
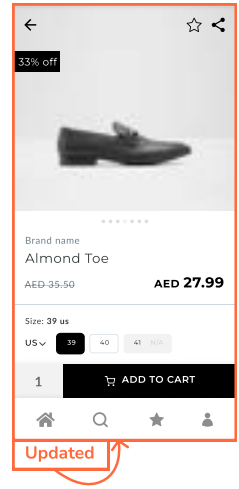
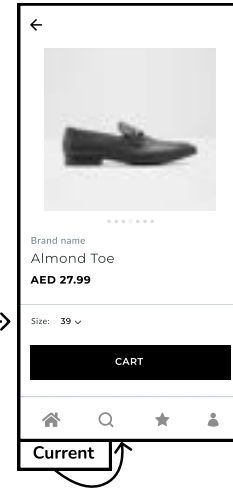
This block shows what we offer after the audit: an ideal implementation of certain blocks of your site. It is not necessary to do exactly so, but from our experience we recommend taking a closer look at this.

Tips

A block with additional information or recommendations. It can give you ideas for future implementation. This information may be more general and beyond the scope of the considered block.

Must do

Here, we show critical errors. Some elements may be either poorly done or not done at all. However, the criticality of these mistakes is they can directly affect various conversions, thereby not providing a good enough user experience.



Prototypes

What's going on

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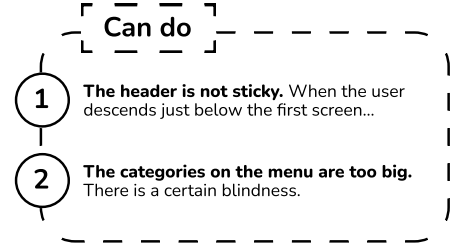
Grand Total



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● Can do

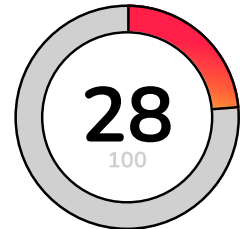
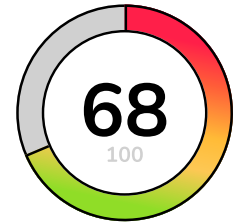
We show those things that are very important, but their implementation is not as urgent. We can add them to the list for further implementation.



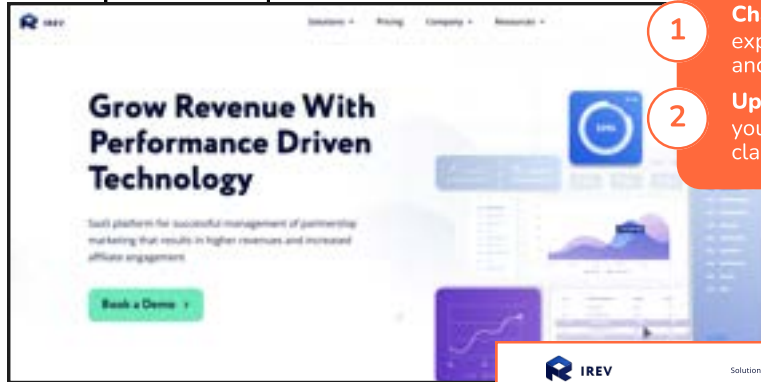
● AI indicators

In some blocks of artificial intelligence analysis, there are indicators from 1 to 100, where 1 is red and 100 is green. This doesn't mean you should try to turn red into green, but rather it gives a general understanding of the problem areas.

Also, it does not mean that red is completely bad. Sometimes with the level of excitement, we can see that the green zones are where the most attractive elements for the user are located, but this it not mean these are the elements we want users to pay attention to. The blog block should grab less attention than the product block, the buy button should grab more attention than the F.A.Q. etc.



Current



Must do

1

Change your button "Book a demo" to provide an explicit action, for example, "Book a call". Is it a call, and what will happen after?

2

Update the main image. Pay special attention to your main image, which can enhance credibility and clarity.

Updated

Can do

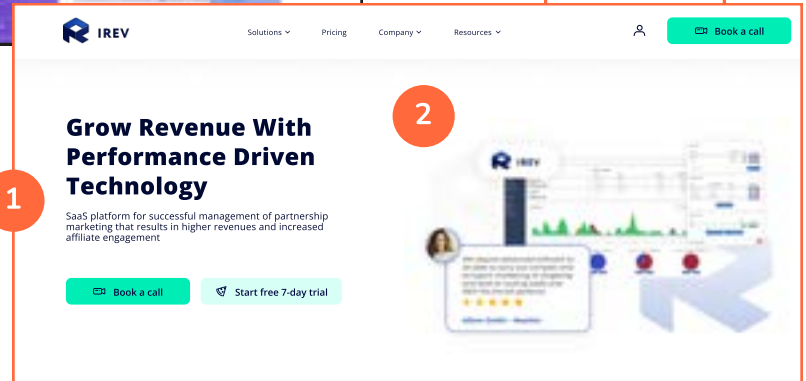
The avoidance of personal calls by many can impact conversions. Hence, consider impersonal product communication, like promotional videos.

Optimize your messages. Effective copywriting plays a vital role in CRO by enhancing the clarity, trustworthiness, and emotional impact of your communication.



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1



2

Prototypes

What's going on

Homepage and Menu

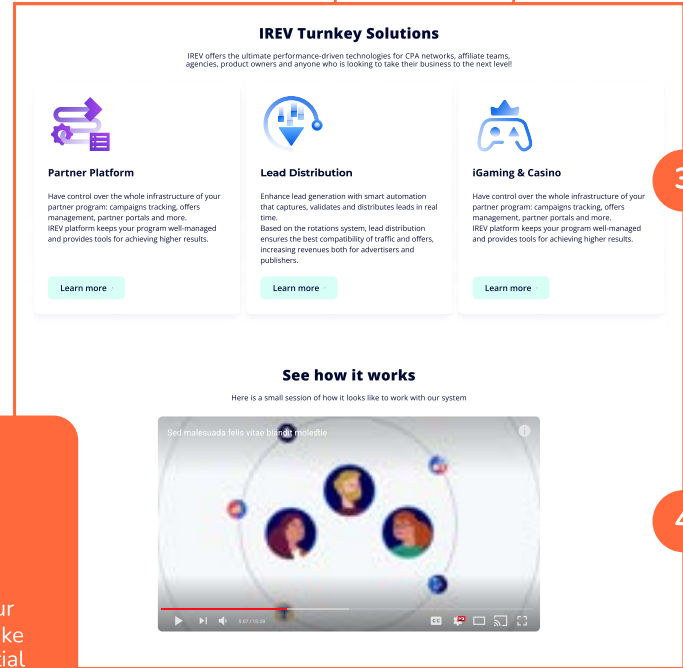
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Grand Total

Current



Updated



Must do

3

Update "Solutions" block. Add iGaming Partner's platform solution to your homepage with a short and clear description.

4

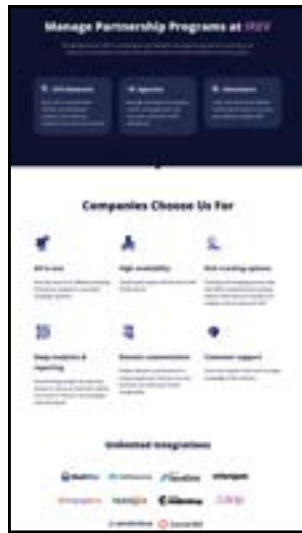
Show how it works. Videos or screenshots of your product can help thin out some of the text and make the page more visually appealing, and give potential customers a lot of information. You can show how the different panels work, which and why is needed and why, and how they can help them.



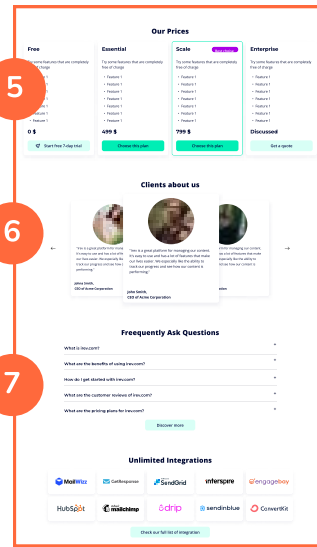
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3

4



Current



Updated

Must do

- 5 Add prices to the main page.** Users expect complete information about the product: from features to prices. Websites that don't mention a price appear questionable to users and trust in them is lower.
- 6 Highlight social proof.** Building trust is critical to conversions. Therefore, put it as close to header as possible. This can be in form of positive reviews, or the number of overall satisfied customers with 5-star ratings.
- 7 Add F.A.Q.** It's not only play an important role in website promotion, but also answers a variety of questions from a hesitant user.



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Can do

More proofs. You can also add more proofs with CTA button to reviews platform, such as TrustPilot.

Calculator for future earnings/savings. This is a very persuasive block. Let your users dream about future wealth or cost savings.

Niche Information. Users and businesses that will use your product are different. Show different groups what can be useful for them, some kind of slider with different niches will do. Let them know they're in the right place.

What's your advantage. Highlight the key features of your product that you're proud of, explain in more detail what they're and what value they bring to the user, how you can help them save now and make money later.

Prototypes

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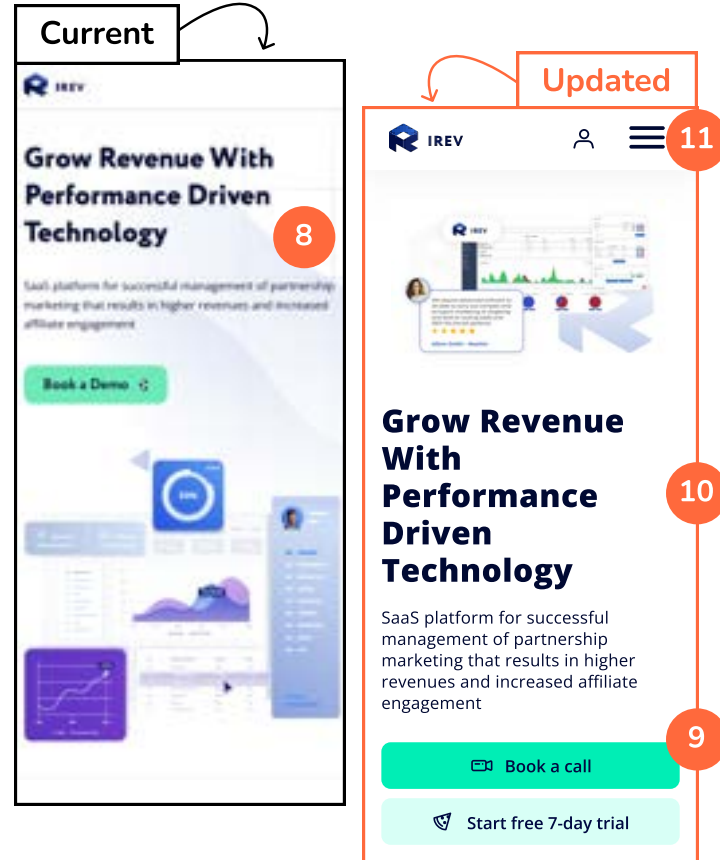
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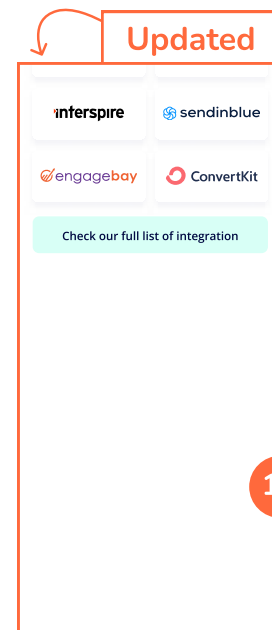
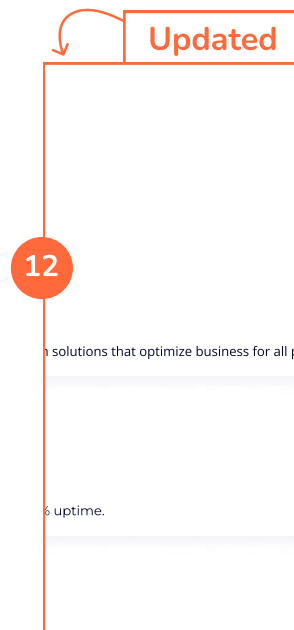
Must do

- 8 **Optimize font size on mobile version.** It's too hard to read, so your potential customers might just read over it.
- 9 **Increase size of CTAs.** The CTA on the first screen is too small. Make it full width and a bit wider in height, then it'll stand out much more.
- 10 **Adjust spacing between blocks.** The spacing is different and too big all over the homepage. This one makes it confusing whether the text belongs to the heading or not.
- 11 **Add mobile dropdown menu.** Add a dropdown menu to the header of the mobile version. This needs to be fixed urgently.

Can do

Personal account block. Users can log into their personal accounts via mobile, but not via desktop. Either add it on desktop or delete on mobile. The journey should be consisted across the extensions.





Must do

12


"Companies choose us for" block. To make it easy for users to read the information, adjust the inner spacing between the cards. Now they're too pressed against the sides.

"Unlimited integrations" block. Takes up too much space. As you see on the updated version, this info can be condensed to one screen or less.

13



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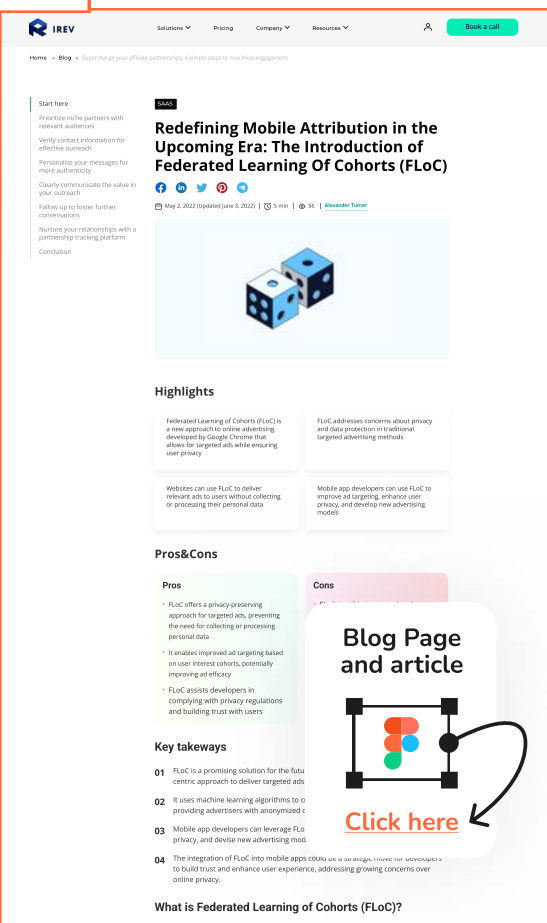
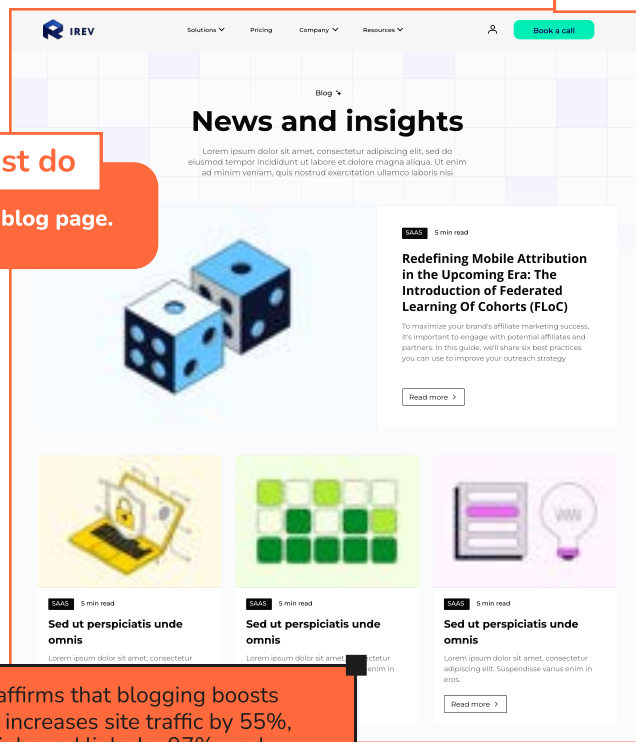
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14 **Must do**
Create blog page.

Research affirms that blogging boosts credibility, increases site traffic by 55%, enhances inbound links by 97%, and builds audience trust.
Crucially, it's also a key asset for SEO.

Tips

Updated



Blog Page and article

Click here

What is Federated Learning of Cohorts (FLoC)?

FLoC is a privacy-focused method used by Google, Microsoft and others to help users with...



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Gaze points map

The eye-tracking data indicates that your key benefits and CTAs are attracting users' attention quickly. However, there's room for enhancing their visual prominence even further. You might consider implementing larger typefaces, more vibrant colour schemes, or repositioning these elements to a more central location on your webpage.

Pricing



iGaming & Casino



Partner Platform



Lead Distribution

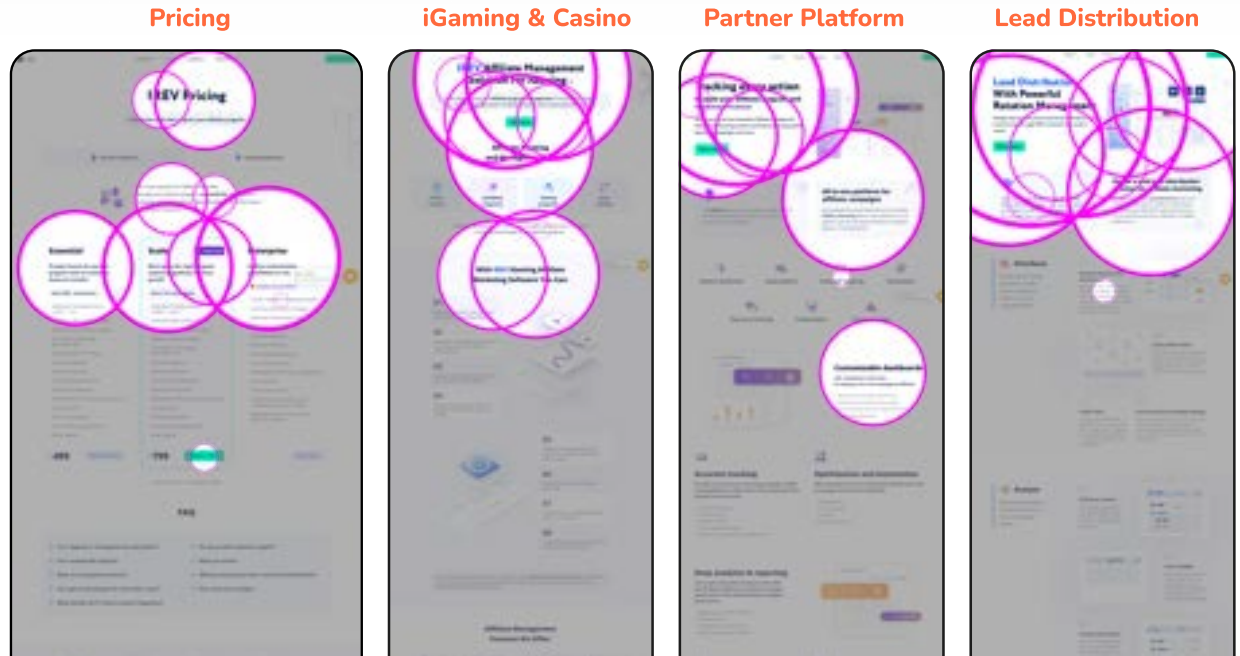




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Fixations points map

Noticing that users are investing significant attention in non-critical sections of your page, like headers, could suggest potential distractions or confusion. It might be beneficial to either streamline these areas, incorporate key information there, or modify their design to subtly steer users' focus towards the primary offers and call-to-action elements.

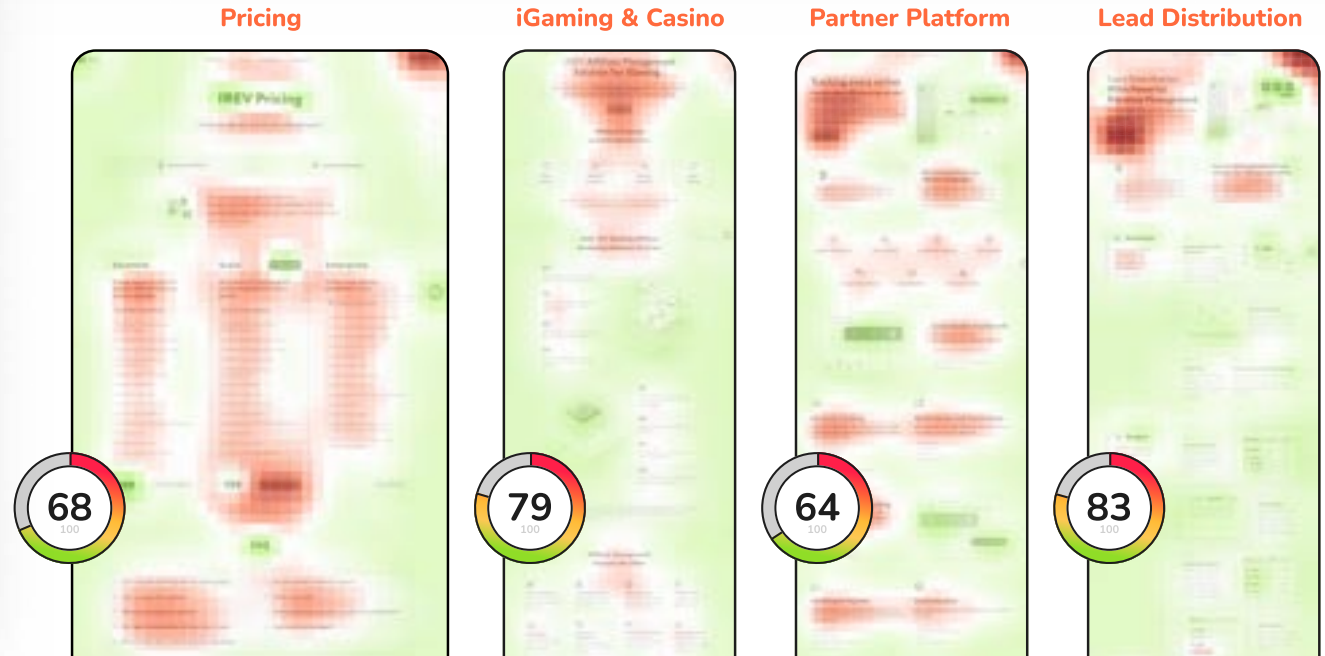




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Clarity map

The presence of low clarity scores or red zones on your page calls for design optimization. Think about purging superfluous text, amplifying the use of whitespace, or adopting bolder color contrasts to boost readability and the overall visual experience.

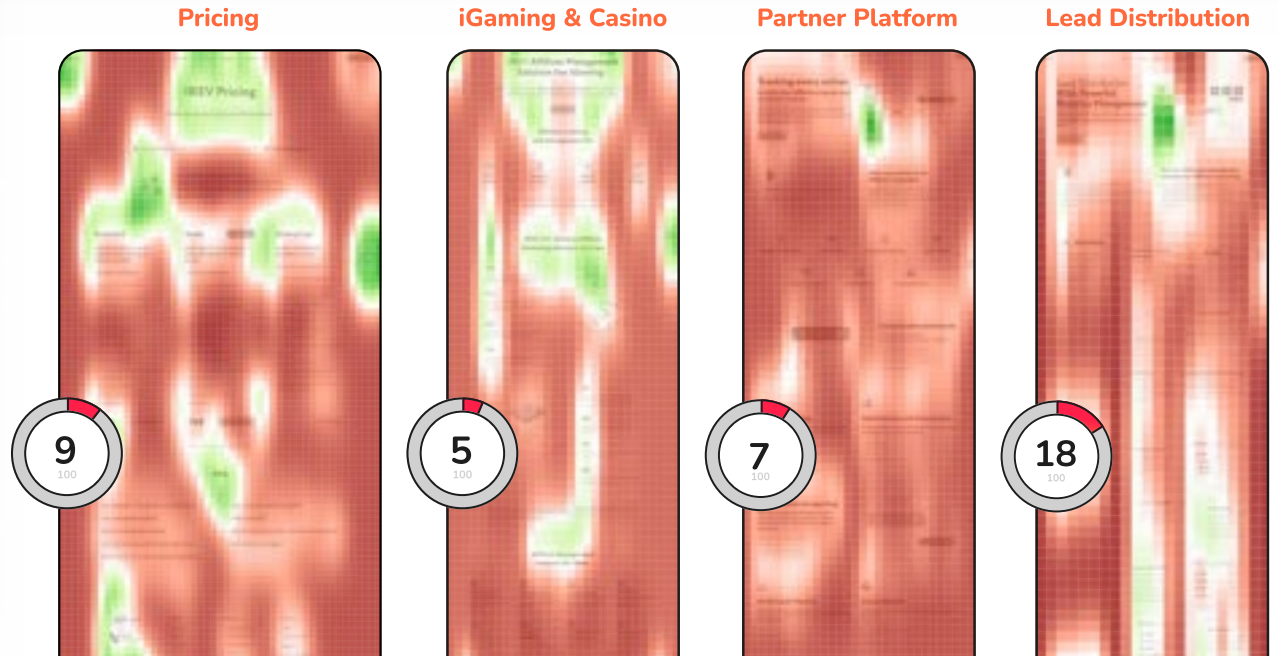




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Excitement map

Given the low excitement score of your page, it would be worthwhile to introduce more engaging features, like interactive elements, videos, or animated graphics. It's critical, however, to ensure these additions are consistent with your brand identity and don't overstimulate users or shift focus from your main messaging.

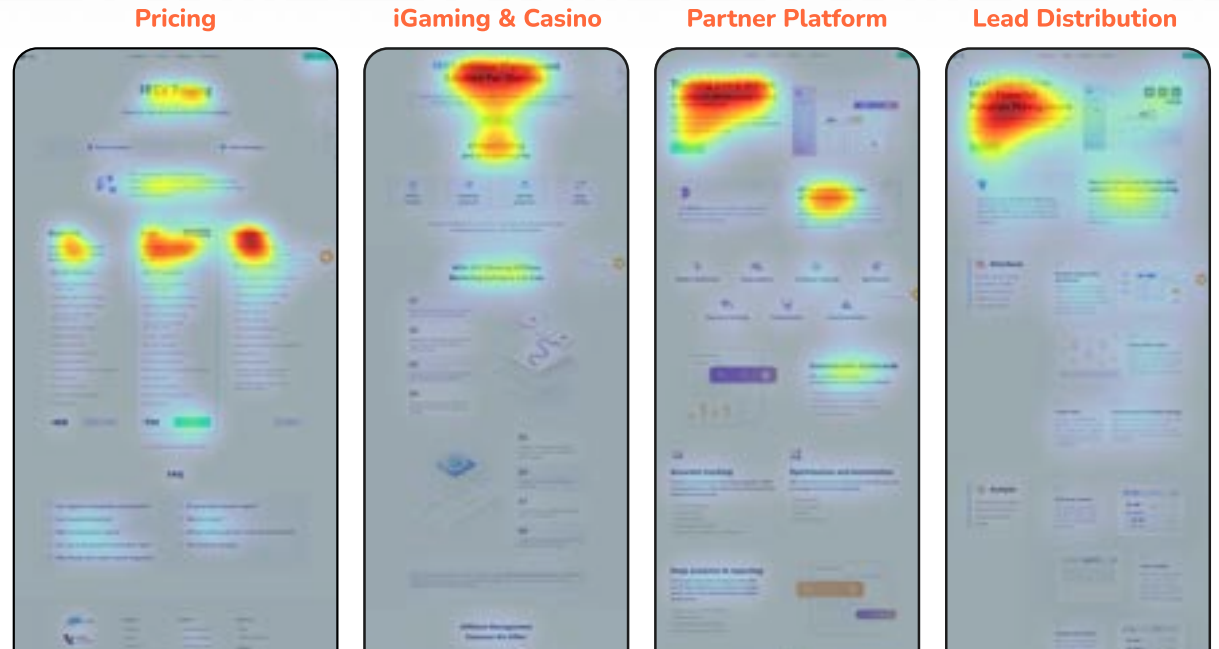




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Attention map

If crucial elements of your page are highlighted in green on the attention map, this indicates they're not receiving as much attention as they should. Consider making these elements more visually striking, or reposition them to areas on the page where users tend to focus more (as indicated by the fixation points map).



Grand total



This ScaleFinal report is the first step in your CRO journey.


While our recommendations are backed by extensive A/B testing and input from UI/UX managers, we recognize that perfection is limitless. Specific strategies may prove particularly effective for your brand, while others may be less so. For this reason, we encourage our clients to continue conducting A/B testing and refining our suggested solutions.

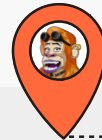
Implementation of this report must be done through incremental testing. We recommend testing each small change separately. It will help you to understand and feel you client completely, and understand what works exactly for your brand.

Tips



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* There's a long way ahead in your CRO journey.
That's why we've prepared a **BONUS SLIDE** for you. 



Prepare to Sell



Scale Final Report

1 month



You are here!

- Content Strategy
- UI/UX Developing
- SEO Strategy

3 month



- Web Developing
- Blog Launch
- Social Media Launch
- PPC Launch

Embarking on a CRO journey can feel like navigating a labyrinth, but you're not alone.

Scale Final is your trusted partner in this endeavour. Our services can supercharge your growth with advanced content marketing, SEO, UI/UX development, and others.



Project Review

6 month



Generate Traffic



- Blog Posting
- SEO
- Social Media Posting
- PPC

Make it Constant

1 year



Indeed, consistency in marketing isn't about immediate impact; it's a long-term strategy.

It builds product recognition, trust, and top-of-mind awareness over time, creating a lasting competitive advantage and continuously driving conversions.

Next Steps