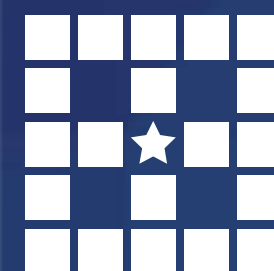
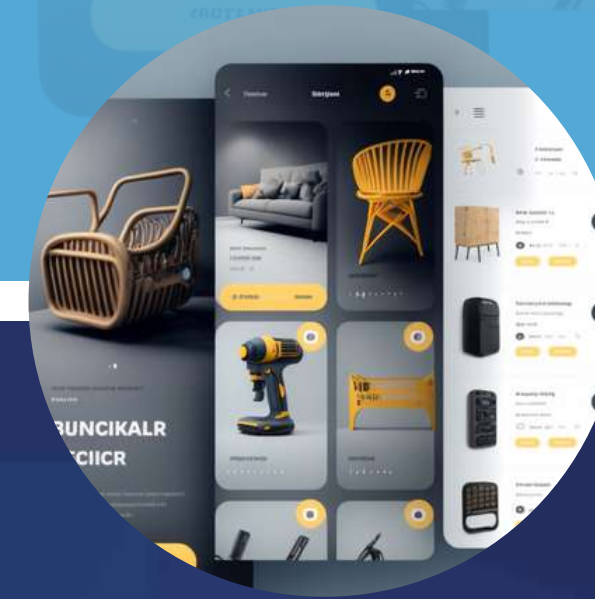
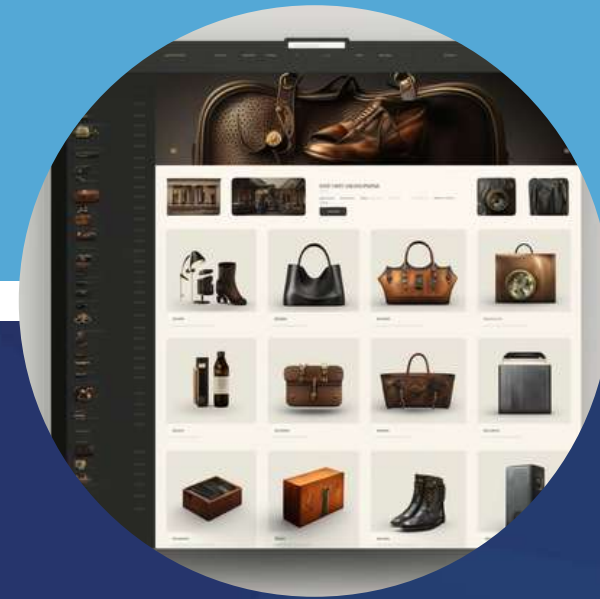


# Conversion Rate Optimization

For Ecommerce &  *shopify*



**NATIONAL  
POSITIONS**  
PROFITABLE INTERNET MARKETING

 *shopify experts*

 *shopify plus*

 *shopify partner*

# 19+ Years of Innovation

For 19 years National Positions has grown from an SEO-dedicated brand into an omnichannel digital marketing agency. From ecommerce and Amazon to social media and web design—we have experts to scale any type of campaign!

# 150 Team Members and Counting

Marketing talent knows no borders. Our commitment to building a team composed of the best minds in marketing has led to the creation of a truly global team. Results are what matter. And in a digital world, we are breaking through barriers to work with the best.

# 300+ Publications

We don't just lead the way in industry thought leadership—we share it with the world. With articles in such notable publications as Forbes, Bloomberg, and the Los Angeles Business Journal, our strategic insights keep brands current with the latest developments in digital marketing.



# 20+ Awards and Certifications

Not only are we proud of our team's commitment to excellence in digital marketing, but our results have also earned us recognition from the likes of the Inc. 500, The Communicator Awards, and Google. This commitment has garnered National Positions accolades from across the digital marketing world.





# Our Values

## Results First

Obtaining optimal results for every client by utilizing the best tools and platforms to help our clients scale faster than their competition.

## Deliver WOW Every Time

Establish an unwavering commitment to sustaining a customer experience that exceeds expectations and delivers wow at every interaction.

## Doing What's Right

Working with integrity, honesty, and transparency, producing the right solution for our clients' needs.

## Desire To be The Best

Sustain a passionate interest in the latest industry insights and have a willingness to learn, share, and implement these insights.

## Constantly Innovate

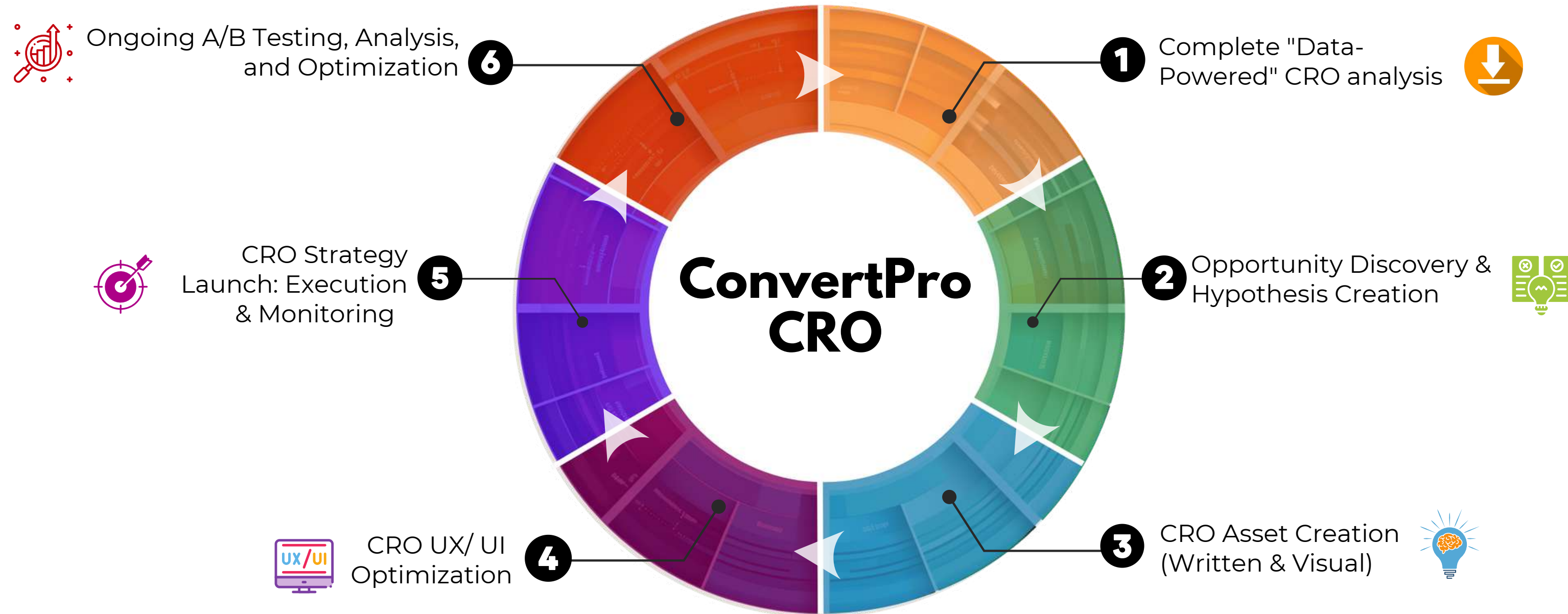
Embracing out-of-the-box thinking and continually test new concepts to provide our clients with the best scalable solutions as the industry evolves.





# GROWTH MARKETING TO INCREASE CONVERSIONS

*Our **ConvertPro** approach to marketing success*



# 1. DATA-POWERED CRO ANALYSIS

*"Unleashing Success with Data-Driven CRO Analysis"*



- GA4 Conversion Analysis
- Uncover Conversion "Red Flags"
- Pinpointing Profitable CRO Opportunities
- Benchmarking & Goalsetting
- Complete Competitive Analysis

A screenshot of a GA4 Performance report displayed on a monitor. The report shows a table with columns for Average engagement time per session, Conversions (All events), Total revenue, Session conversion rate (All events), Average engagement time, and Engagement rate. The table lists various sessions with their respective metrics. Red circles highlight the 'Conversions' and 'Session conversion rate' columns. Red arrows point to specific data points in the 'Session conversion rate' and 'Engagement rate' columns.

Average engagement time per session	Conversions All events	Total revenue	Session conversion rate All events	Average engagement time	Engagement rate
1m 31s Avg 0%	200.00 100% of total	\$19,122.43 100% of total	0.86% Avg 0%	1m 53s Avg 0%	65.7% Avg 0%
1m 54s	53.00	\$5,773.52	1.03%	2m 09s	78.32%
2m 34s	40.00	\$3,886.29	1.03%	2m 43s	90.34%
1m 55s	22.00	\$2,225.02	1%	2m 07s	77.88%
1m 05s	8.00	\$644.61	0.93%	1m 13s	48.78%
0m 04s	0.00	\$0.00	0%	0m 06s	2.43%
1m 40s	3.00	\$253.54	0.47%	1m 54s	72.37%
0m 50s	8.00	\$613.58	1.26%	0m 55s	43.06%
1m 01s	1.00	\$107.35	0.17%	1m 10s	57.76%
1m 13s	8.00	\$797.57	1.61%	1m 33s	50.8%
0m 41s	0.00	\$0.00	0%	0m 45s	39.11%

## **Timeline Est. | Weeks 1 & 2**

*We set clear benchmarks and goals to drive improved performance and conduct a thorough competitive analysis to fine-tune our strategies.*

*With data as our guiding force, we unleash the true potential of your marketing efforts for optimal success.*



## 2. OPPORTUNITY DISCOVERY & HYPOTHESIS CREATION

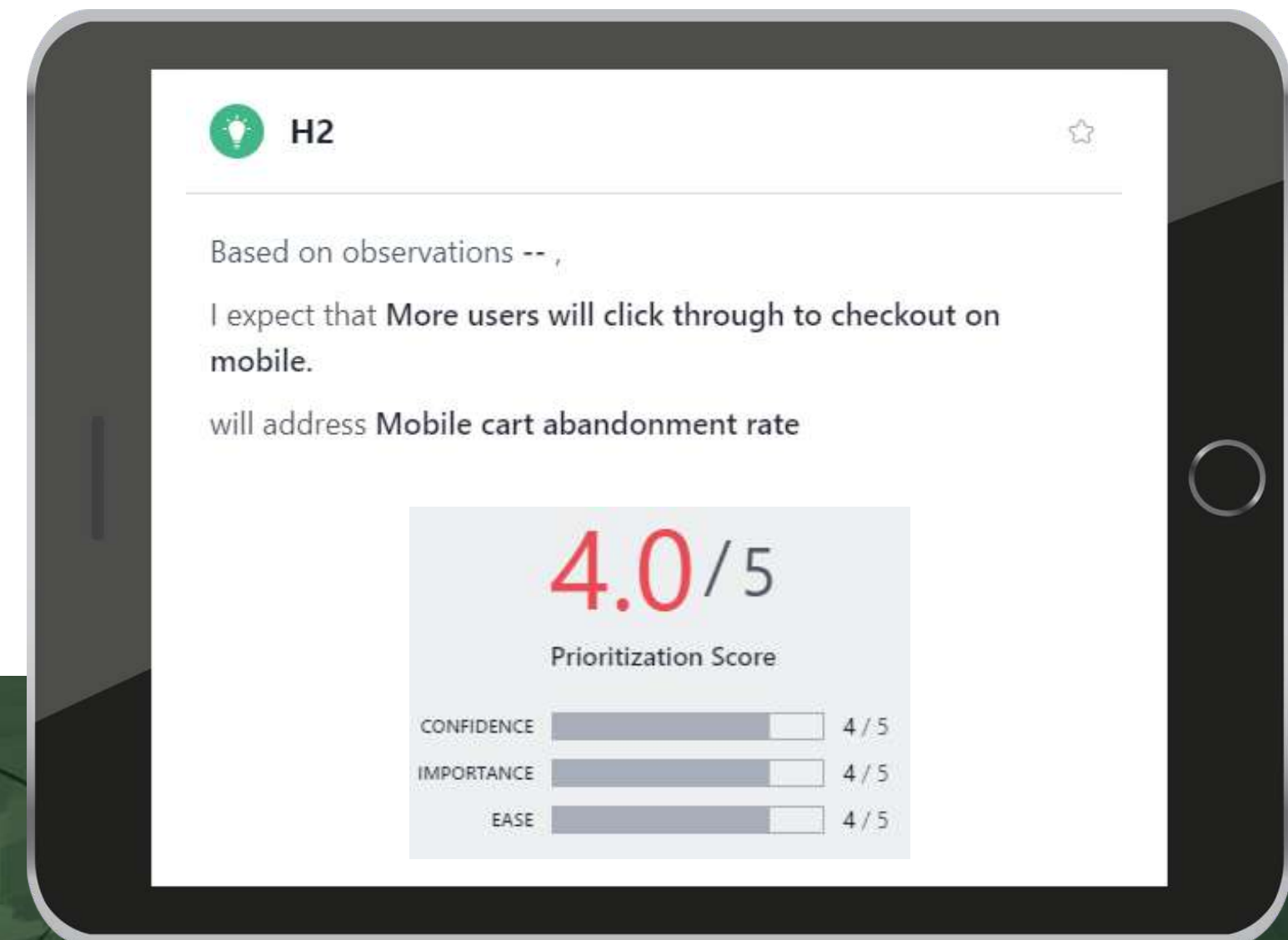
*Unlocking Potential: Discovering Opportunities and Crafting Data-Driven Hypotheses*



- UX/UI Hypothesis Creation
- Customer Journey Analysis
- Buyer Journey Benchmarking
- Variant Establishment
- A/B Testing Scheduling

### **Timeline Est. | Weeks 3 & 4**

*Through careful consideration of user experience (UX/UI) and in-depth customer journey analysis, we gain valuable insights into enhancing satisfaction and resolving pain points. Benchmarking the buyer journey helps us target improvements effectively.*

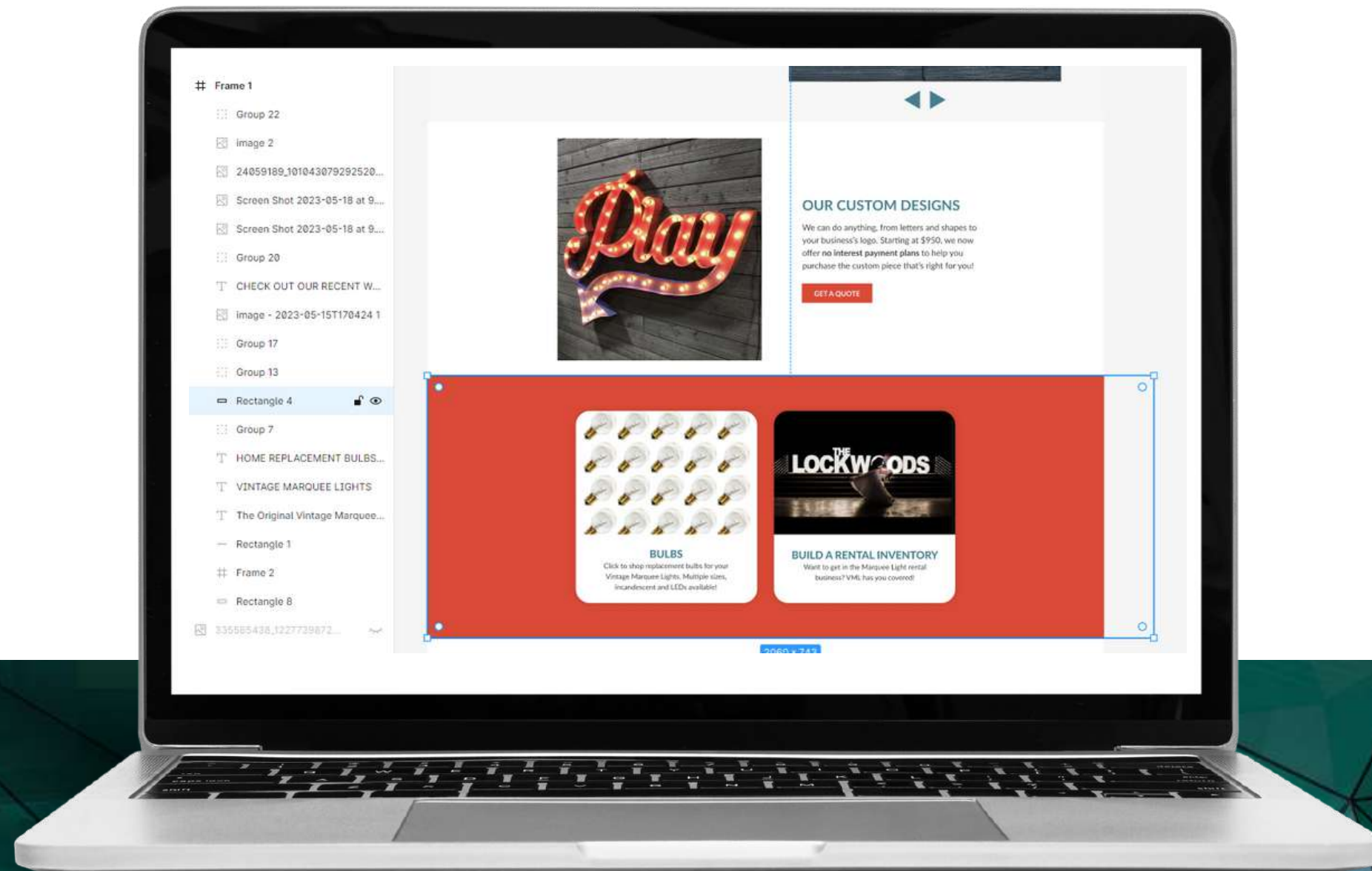


# 3. COMPLETE CRO CREATIVE DEVELOPMENT



*Unleashing CRO Creativity: Crafting Success-Driven Solutions*

- Complete Wireframing
- CRO Copy Written
- Visual Elements
- Page Structure & Layouts
- Site Forms and CTA's



## **Timeline Est. | Weeks 5 & 6**

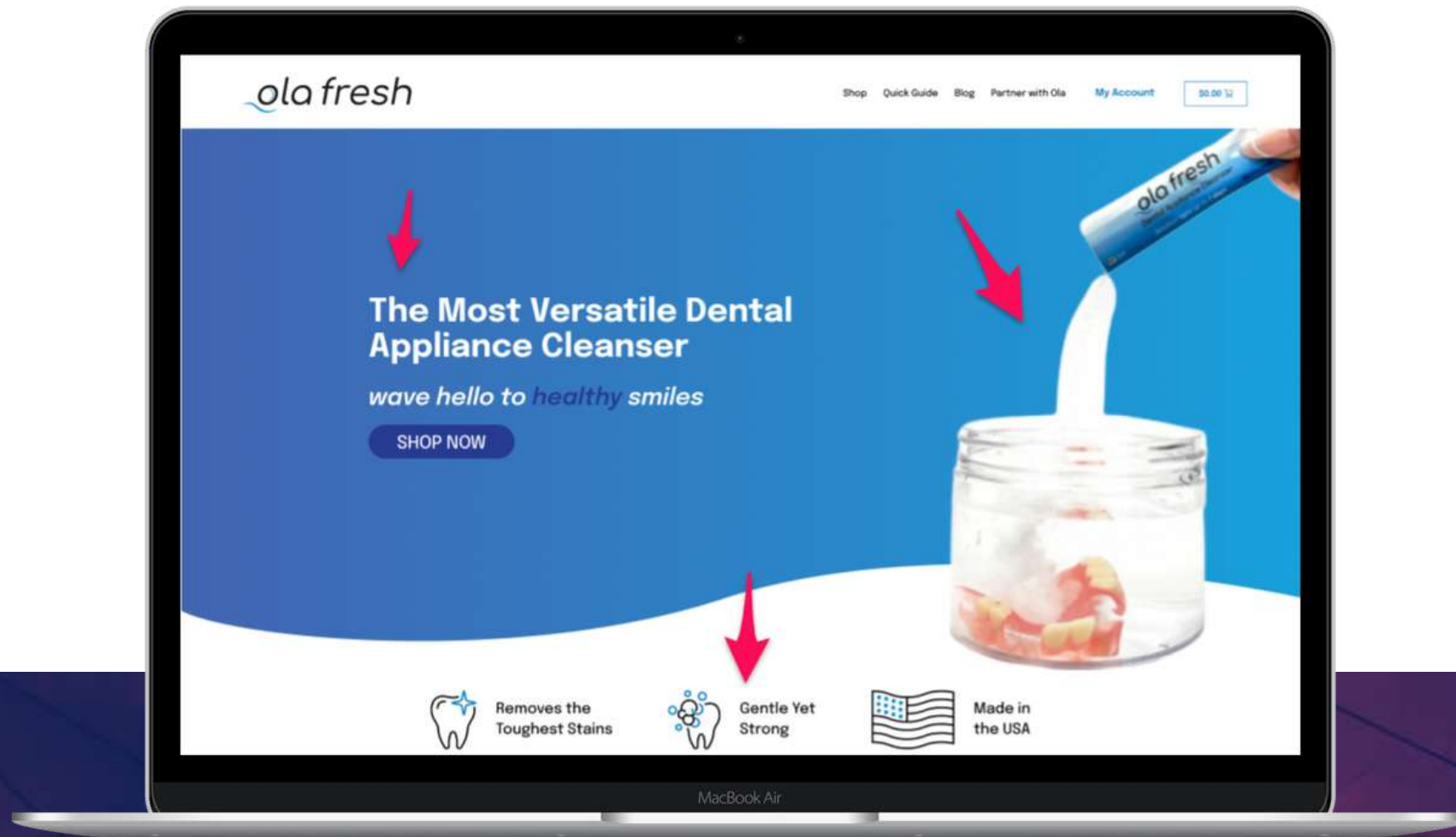
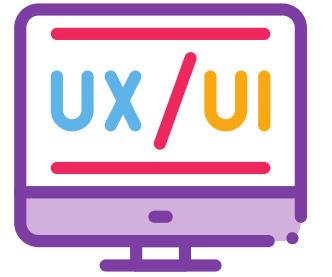
*Every creative asset of your CRO campaign is completed in-house.*

*The extensiveness of written and visual assets is 100% bespoke based on strategy.*



# 4. CUSTOMER UX DESIGN OPTIMIZATION

*Elevating Conversions through UX Design Optimization"*



- Streamlined Conversion UX
- Complete UI Optimization
- Lead-Gen Funnel Optimization
- Reduce eCommerce Funnel Friction
- Heat Mapping & Real-Time User Statistics

## **Timeline Est. | Weeks 7 & 8**

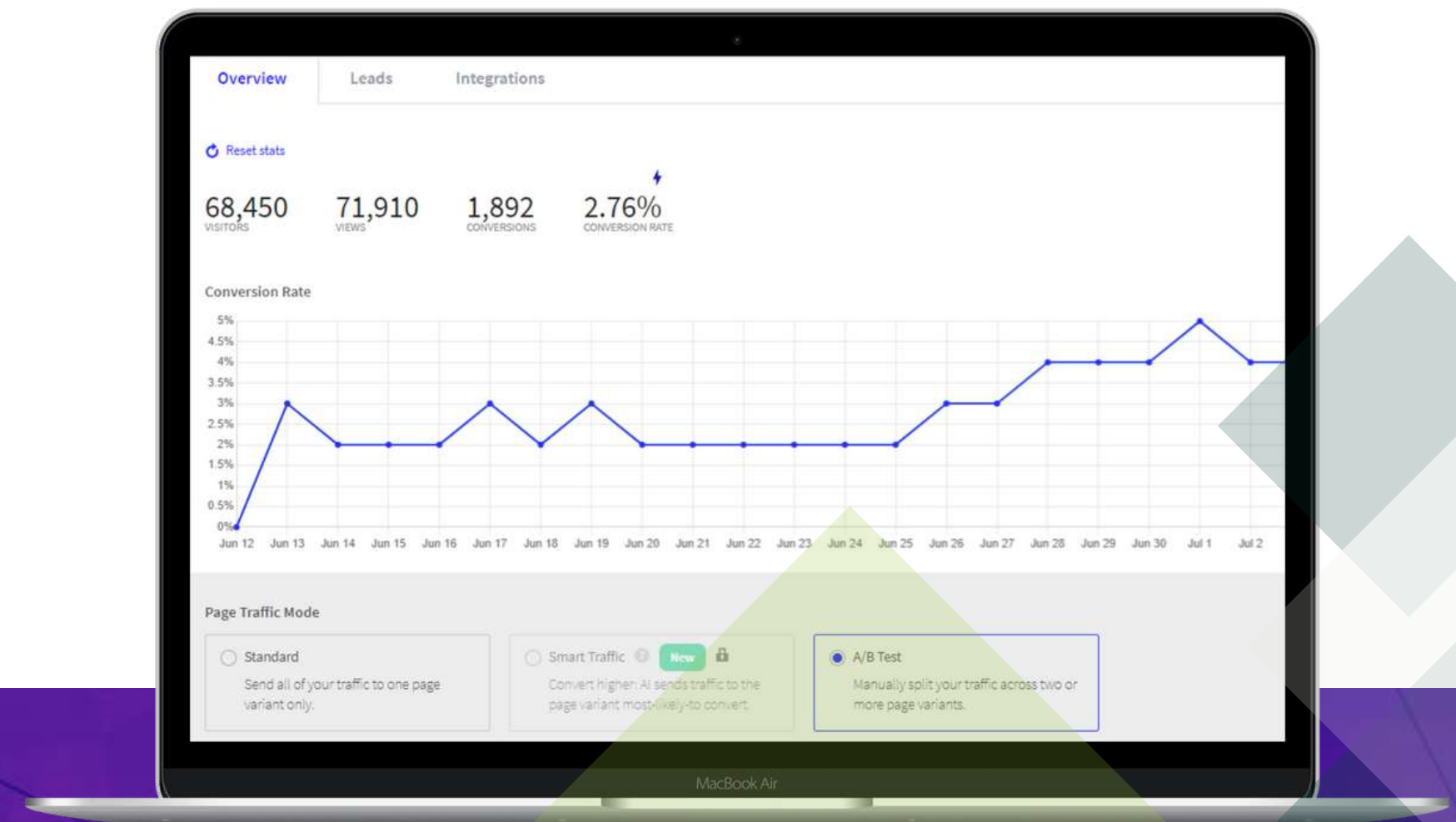
*Complete UI optimization is employed to engage visitors effectively, resulting in higher conversion rates. We fine-tune lead-gen funnels to attract and convert potential leads efficiently. Reducing checkout friction to enhance purchasing experience, and streamlining lead gen conversion - all to increase sales and customer satisfaction.*

# 5. CRO STRATEGY LAUNCH: EXECUTION & MONITORING

*Executing, Monitoring, and Adapting Your CRO Strategy*



- Campaign Tracking Against Benchmarks
- Ongoing Monitoring
- Impact Analysis
- Transparent CRO Reporting
- Ongoing Optimization Data Analysis



## **Timeline Est. | Weeks 9 & 10**

*Continuous monitoring allows us to identify opportunities for improvement and promptly make necessary adjustments.*

*Through rigorous impact analysis, we measure the effectiveness of our CRO efforts and fine-tune them for optimal results.*



# 6. WINNER IMPLEMENTATION & ONGOING TESTING

*Pinpointing and maximizing your winning CRO strategy*

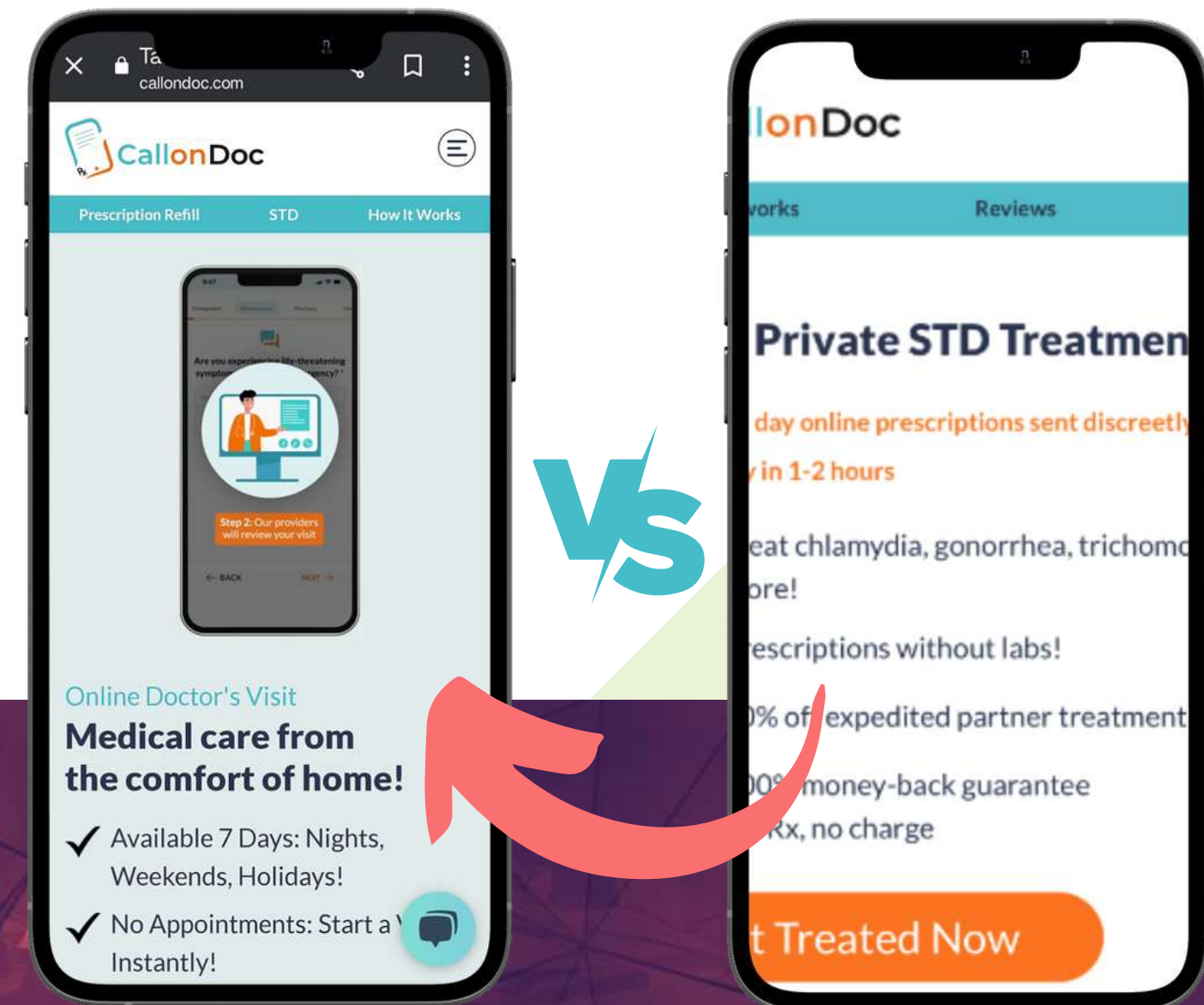


- Winning CRO Page Implementation
- Ongoing A/B Testing Refinement
- Continued A/B Checkout Testing
- Additional UX & UI Testing
- A/B Cross-Device Analysis

## **Timeline Est. | Weeks 11 & 12**

*Every aspect of your CRO campaign includes robust A/B testing specific to your need, goals, and overall requirements for success!*

*CRO is an ongoing process. Our team builds continuous testing and improvement directly into your strategy - nothing is ever "one-and-done."*





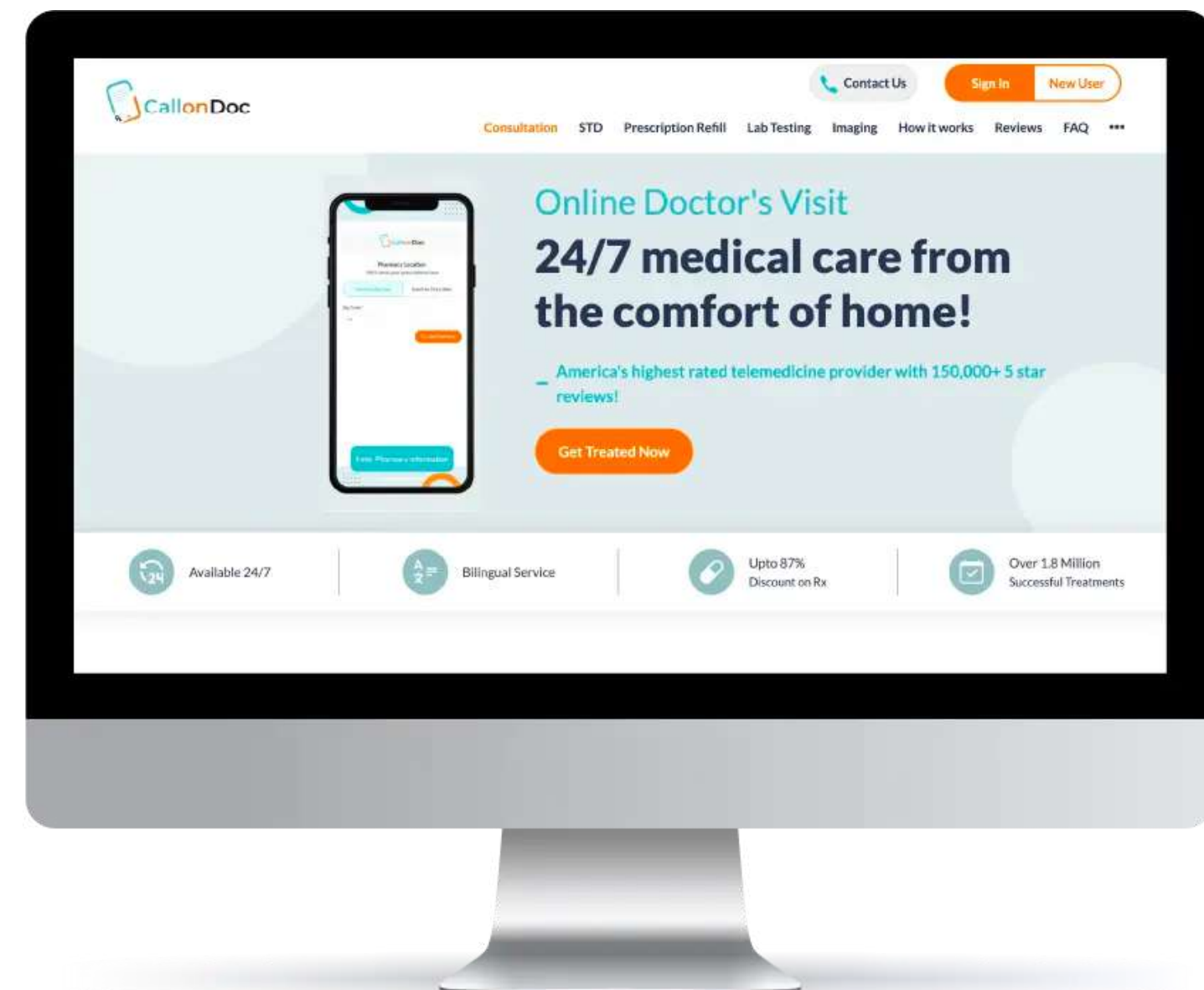
# A HIGH CONVERTING STRATEGY!

## WHO IS CALLONDOC?

CallonDoc.com is changing the healthcare ecosystem by providing affordable and reliable online medical care, 7 days a week, without requiring insurance or appointments. patients can access best-in-class healthcare no matter where they are in the world!

## THE CHALLENGE

In such a challenging industry, CallonDoc needed to simultaneously break down the stigma of personal healthcare testing and streamline the process to encourage the adoption of their amazing service. This would need to be a multifaceted strategy that would drive traffic, expand CallonDoc to new audiences, inspire faster conversion, and maximize LTV at the same time.



**2M+**  
WEBSITE  
CONVERSIONS

**278%**  
MORE SOCIAL  
MEDIA CONVERSIONS

**180%**  
GREATER DIRECT TRAFFIC  
CONVERSIONS

**+10000%**  
MORE EMAIL TRAFFIC  
GOAL COMPLETIONS



# IMPROVE YOUR ROI WITHOUT SPENDING MORE ON ADVERTISING.

*Our commitment to you is simple - if we don't improve your conversion metrics within the first 90 days, you'll get a full refund, guaranteed.*



## Contact Us Today.

It's time to convert more customers and leave your competitors in the dust. Are you ready?



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