

FREE WEBINAR



FIONA  
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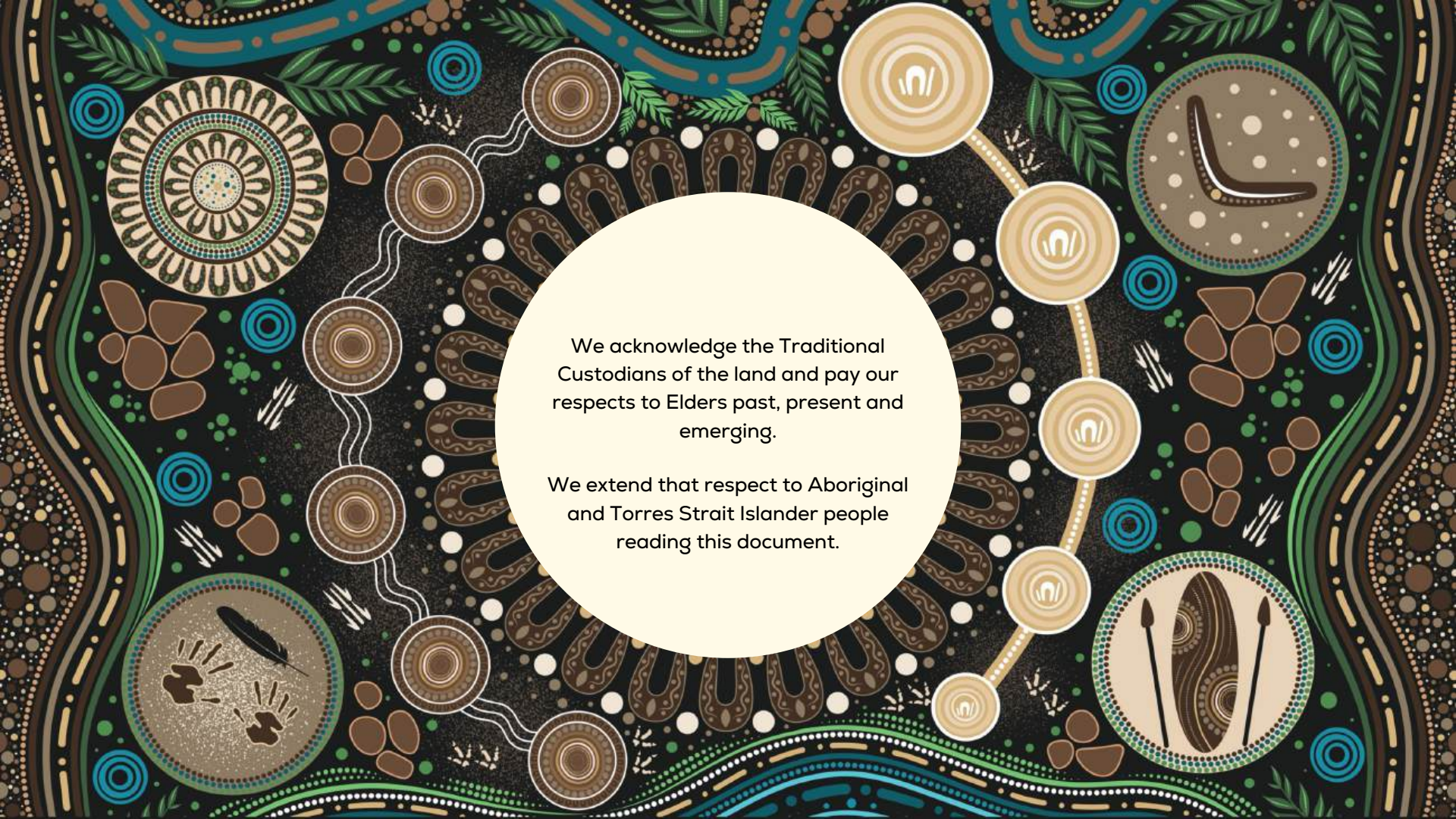
REBEKA  
HALL

10:00 30th April 2025

# Fix my website performance:

Unlock ROI with data-led  
optimisation

 **sitback**

The background is a rich, dark-toned Aboriginal-style artwork. It features a central white circle containing text. Surrounding this circle are various traditional motifs: concentric circles, wavy lines, and stylized figures. The color palette includes earthy browns, deep blues, and greens. In the top right, there's a circular inset with a crescent moon and stars. In the bottom right, another circular inset shows two spears and a shield. In the bottom left, a circular inset depicts handprints and a feather. The overall composition is dense and culturally significant.

We acknowledge the Traditional  
Custodians of the land and pay our  
respects to Elders past, present and  
emerging.

We extend that respect to Aboriginal  
and Torres Strait Islander people  
reading this document.

# Hi, we're Sitback 🖐️

We transform websites into growth engines





# Our speakers



FIONA  
WALTERS

LINDSEY  
McHUGH



REBEKA  
HALL

## Lindsey McHugh

Client Services Director

## Rebeka Hall

Head of Experience Design

## Fiona Walters

Data & Insights Manager



Today's topic

# Fix my website performance:

Unlock ROI with data-led optimisation





Did you know...

**88% of website users are less likely to return to a website after a poor experience.**

Philips, Miklos. "Know Your User: UX Statistics and Insights (With Infographic)." *Toptal*, <https://www.toptal.com/designers/ux/ux-statistics-insights-infographic>. Accessed 28 Apr. 2025.



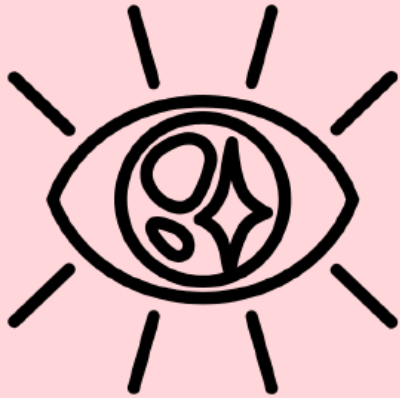


Did you know...

Mobile users are 5X more likely to abandon a task if the website hasn't been optimised for mobile.

Philips, Miklos. "Know Your User: UX Statistics and Insights (With Infographic)." *Toptal*, <https://www.toptal.com/designers/ux/ux-statistics-insights-infographic>. Accessed 28 Apr. 2025.





Did you know...

Judgements on a websites credibility are 75% based on the sites overall aesthetics.

Philips, Miklos. "Know Your User: UX Statistics and Insights (With Infographic)." *Toptal*, <https://www.toptal.com/designers/ux/ux-statistics-insights-infographic>. Accessed 28 Apr. 2025.





# Agenda

- 1 What is optimisation?
- 2 Where do you start to optimise your website?
- 3 Where are you in the journey?



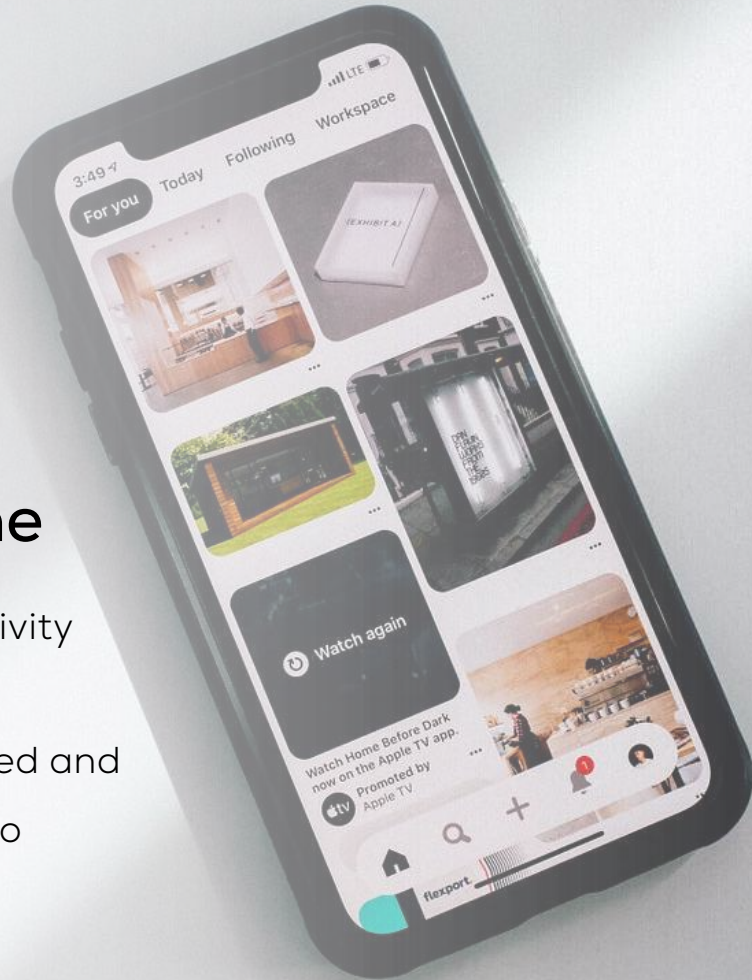
Section 1

# What is optimisation?



# Design is never done

Experience Design (XD) is an activity that should be always on. Any experience will never be perfected and there will always be something to improve and optimise.



With over 18 years experience in research, design and data

Our XD team combines  
behavioural science, creativity and data  
to make informed optimisations.



# Our XD philosophy to optimisation



## A team founded on psychology

Our in-house Experience Design (XD) team, composed of psychologists and Human-Computer Interaction experts, applies behavioural insights to create high-performing exceptional experiences.



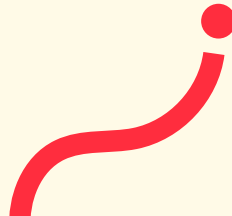
## Understanding the user the foundation of great UI

Exceptional UI design is built on understanding users. By combining UX research, analytics, and technical expertise, we create interfaces that are intuitive, inclusive, and engaging—balancing aesthetics with usability.

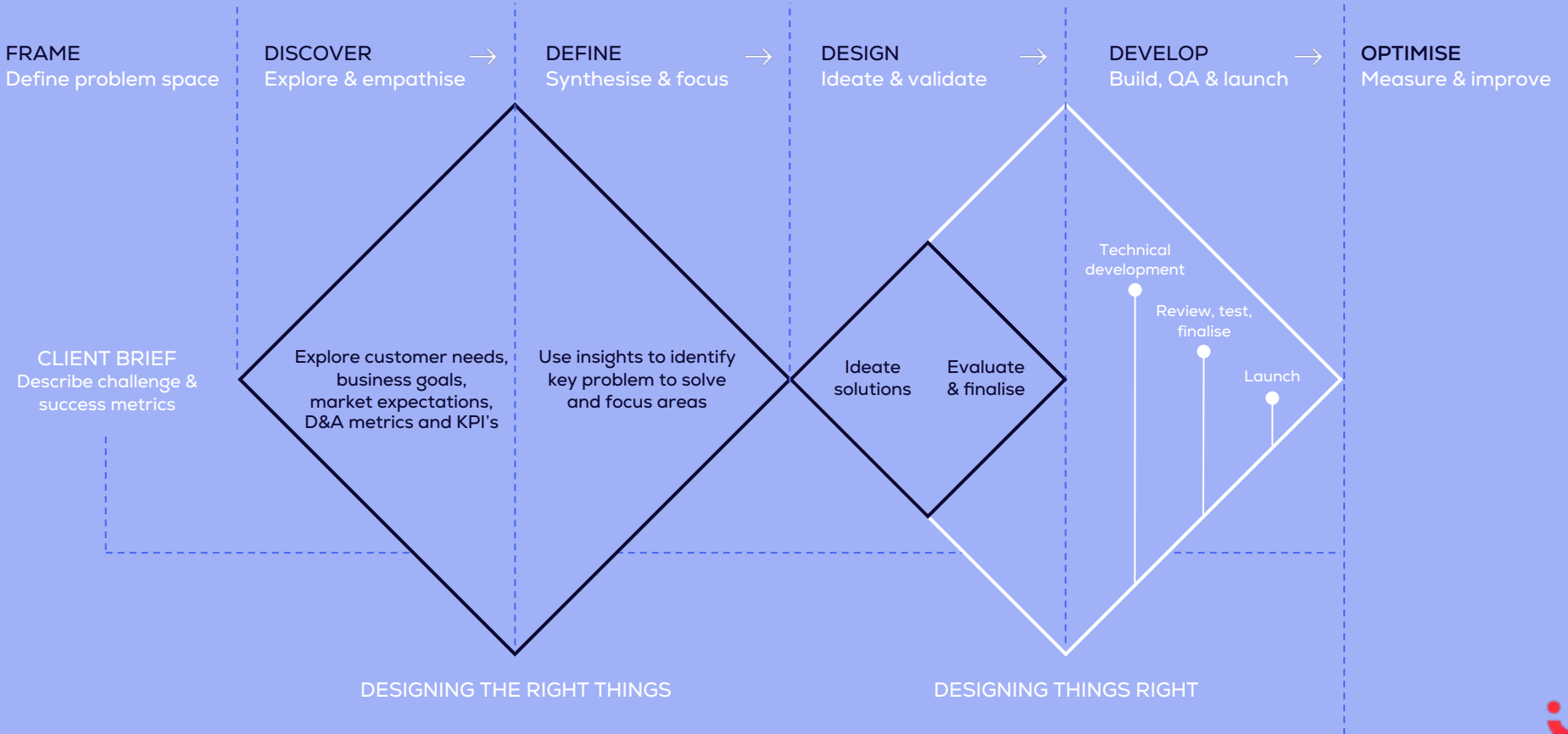


## Data is our north star

We rely on data, not guesswork. Our insights-driven approach uncovers user behaviours, pain points, and trends to create solutions that don't just look great but drive real business results.

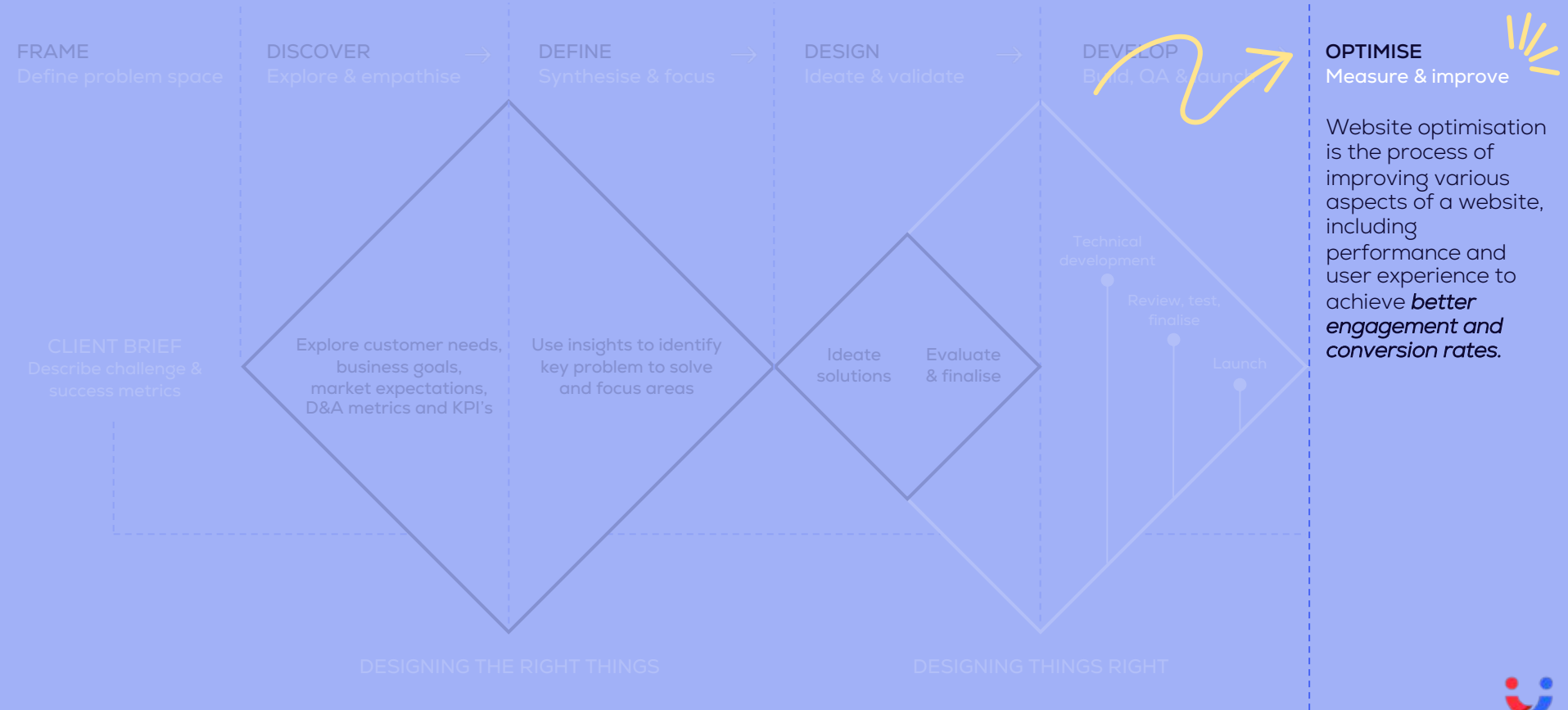


# Experience Design Approach





# Experience Design Approach



# XD optimisation has 3 main goals



## Improve the experience

Putting users and your business at the heart of decision making, to create intuitive designs.



## Improve reporting

Track tangible human centred metrics to see how the website performs against KPIs.



## Improve website outcomes

Ensure your website's performance is optimised to increase desired actions.





Optimisation isn't *just* about driving sales. It's about providing a frictionless experience for users to complete key goals and tasks regardless if they are revenue based or not.





# A poor user experience runs the risk of negatively impacting...

Brand or organisational reputation

Completion of desired tasks

Website SEO ranking



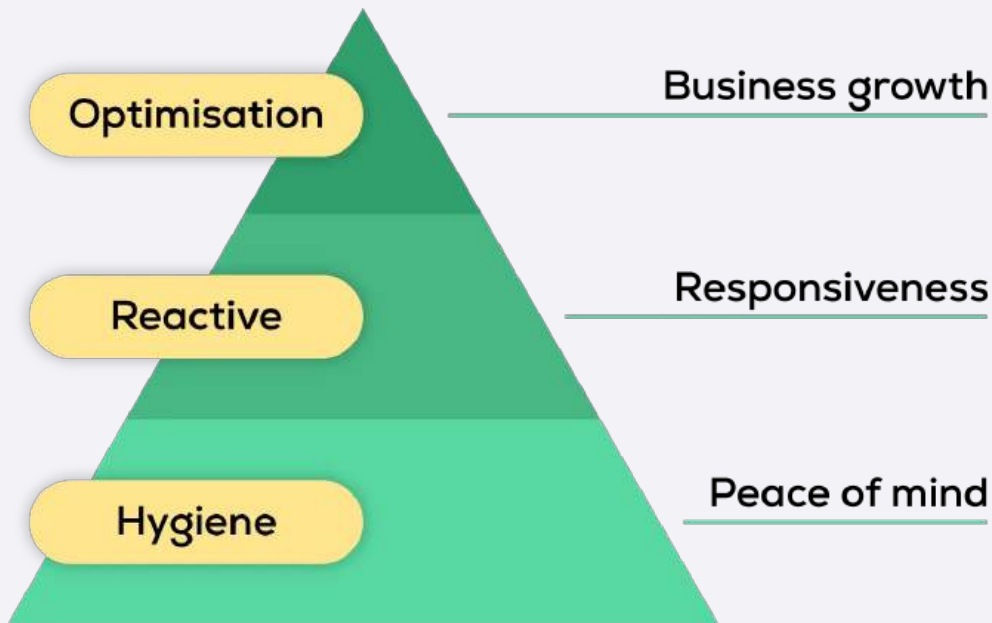
Section 2

# Where do you start to optimise your website?







# Website hygiene

Before any incremental optimisation can take place, you need to be getting the basics right. You need a website that is performing to industry standards and works functionally for the team who is managing it.



Website support hierarchy of needs

-  Technical & platform enhancements
-  Performance enhancements
-  User experience improvements
-  Data & analytics integration





How do I define successful site engagement?





Successful user engagement will differ site by site; ultimately you need to consider what you want someone to do when they come to the website. We refer to this a desired action or website goal.



# Successful engagement might look like

<i>Desired action</i>	<i>Example</i>	<i>Metric to monitor &amp; measure success</i>
Completion of a task	A user successfully creates an account on your website	Conversion rate (CVR%) to account creation
Transaction / purchase	A user successfully completes a transaction on your site or makes a purchase	CVR% to purchase
Downloading a file	A user downloads an information packet from your website	XX% of page traffic to trigger a file download
Submitting a form or lead	A user submits a contact us form on your website	Form completion rate of XX%





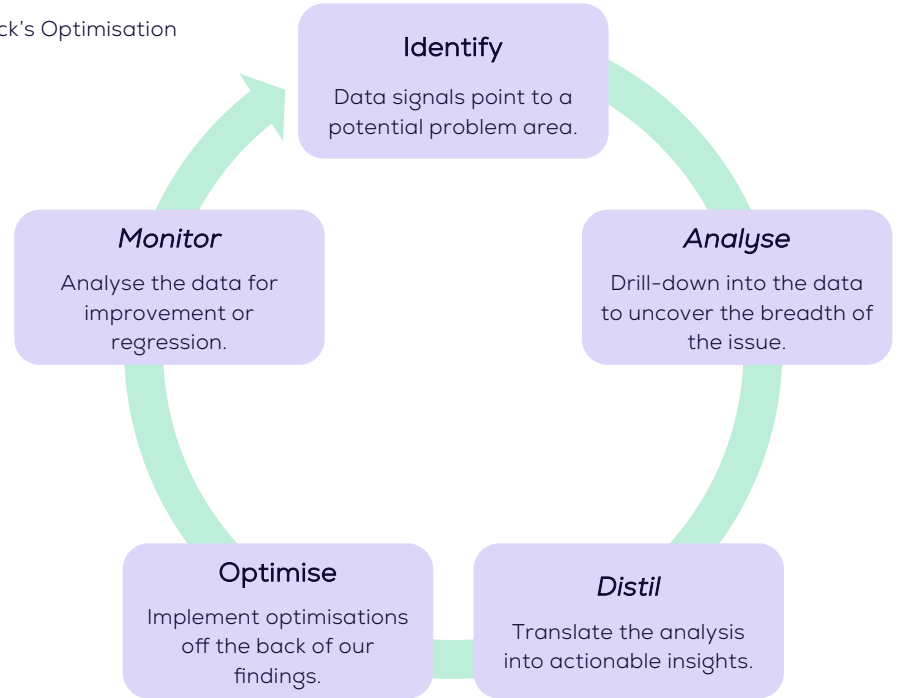
Once you understand how you are defining success of your website, you can start to monitor data signals that may point towards a poor user experience.



# Being data led is a cyclical process.

An experience should never be “set and forget”. There is always room to improve; by monitoring your website data and engagement metrics you’ll start to uncover potential pitfalls in the user experience that should be addressed through optimisation efforts.

Sitback’s Optimisation Cycle



# You need your analytics foundations in order, to start the optimisation cycle



OR



## Robust website analytics

Defined success metrics & KPIs  
Comprehensive event tracking  
Correctly implemented analytics systems

## User experience monitoring

User frustration & website performance monitoring  
Heatmaps  
Session recordings  
Customer journey tracking

## Regular reporting or insights cadence

Dashboards  
Insights reports  
Quarterly reviews





Section 3

Where are you on the journey?



# Optimisation maturity spectrum

	Emerging	Evolving	Established
Strategy	Data is collected in a basic way, but there is little to no overarching strategy for how it informs decisions.	Growing recognition of the value of data, with some structured approaches to using insights for decision-making and prioritisation.	Data embedded into business strategy. Optimisation efforts aligned to commercial objectives and tested through continuous improvement cycles.
Tools	Basic tools like GA4 set up, but usage is minimal, there may be configuration errors and tools are often siloed with little integration.	Wider range of tools in place, e.g., heatmaps, form tracking, and CRM integration, but connections between systems still patchy.	Mature, integrated analytics, testing, personalisation, and reporting tools support a full view of customer behaviour and business impact.
Goals	Focus on building a consistent measurement framework, setting clear KPIs, and using data to inform simple, actionable improvements.	Strengthen cross-tool integration, deepen data analysis capability, and shift from reactive fixes to proactive, insight-led optimisation programs.	Fine tune personalisation, scale experimentation, and use predictive insights to drive competitive advantage and long-term growth.





Persona	Emerging
Name	Emily Carter
Role	Brand Manager
Industry	Small Retail Business (eCommerce + Brick & Mortar)

### Primary goal

Use data more intentionally to improve marketing efforts and show clear results to her manager.

### Background

Emily manages a lot of the company's digital marketing activities; email newsletters, social media, and updating the website. She set up GA4 herself after watching a few tutorials but isn't confident she did it correctly. She mostly checks GA4 for top-level numbers like pageviews or traffic spikes but doesn't dig much deeper.

### Tools

- GA4 (basic setup, occasional config issues)
- Mailchimp for email marketing
- Shopify analytics (not connected to GA4)
- Social media native insights (e.g., Facebook, Instagram)

### Data challenges

- Data is siloed across different platforms
- Unsure how to align tracking with business goals
- No formal measurement framework or regular reporting
- Metrics are used reactively ("traffic went down this week – why?") instead of proactively guiding decisions
- KPI definitions are fuzzy (e.g., "get more sales" without specifying targets or measurement methods)

### How to increase maturity?

1. Conduct an **audit** on existing systems to uncover issues and opportunities.
2. Develop a robust **data strategy** to capture information that will be pertinent for the business (like sales and products). Develop a plan for integration of sales and GA4 data.
3. Create a **dashboard** to be a singular source of truth, monitoring KPIs and data signals from across customer touchpoints.





Persona	Evolving
Name	Jason Yang
Role	Digital Marketing Manager
Industry	Mid-sized SaaS Company

### Primary goal

Move toward a truly connected tech stack and use data to anticipate issues / opportunities, not just respond to them.

### Background

Jason has led several digital marketing initiatives and now has a stronger appreciation for the value of data. He's set up more advanced tools, like heatmaps and CRM integrations, and runs basic A/B tests. His team uses data to prioritise which web pages and campaigns to work on, but the data often lives in different systems and isn't fully connected.

### Tools

- GA4 (customised config, with custom events in GTM)
- Microsoft Clarity for heatmaps and recordings
- HubSpot CRM (partially integrated with website and email)
- Google Data Studio (for simple traffic dashboarding)

### Data challenges

- Integrations between tools are incomplete (e.g., CRM not fully syncing lead data to website behaviour)
- Some manual data stitching required for reporting
- Analysis is usually descriptive ("what happened") but not deeply diagnostic or predictive
- Optimisation is still somewhat reactive – they fix obvious problems rather than proactively enhancing user journeys

### How to increase maturity?

1. Develop a plan to migrate data to single storage source of truth.
2. Develop any match conditions to avoid manual stitching.
3. Develop dashboarding systems to monitor customer journeys to allow for more proactive optimisation efforts for the digital user experience.
4. Develop proficiency with AB/CRO testing to drive better onsite outcomes.





Persona	Established
Name	Sophia Martinez
Role	Director of Digital Strategy
Industry	Global Financial Services Firm

### Primary goal

Use predictive insights and large-scale personalisation to maintain a competitive edge and drive sustainable long-term growth.

### Background

Sophia leads a cross-functional team that deeply embeds data-driven decision-making into the company's core strategies. Data is central to how the business operates. Optimisation is tightly linked to commercial goals like CLV and retention. Her team runs experimentation cycles and personalisation across many digital touchpoints, but they lack scale.

### Tools

- Fully customised GA4 and BigQuery pipelines
- Tech-stack for personalisation and testing at scale
- Salesforce CRM and Marketing Cloud (fully integrated)
- CDP for unified profiles
- Tableau and Looker for advanced reporting and predictive modelling

### Data challenges

- Fine-tuning personalisation without becoming intrusive
- Scaling experimentation without overwhelming operational teams
- Ensuring strong data governance and compliance at all times

### How to increase maturity?

1. Ongoing personalisation program in collaboration with agency partners to define and trial personalisation efforts.
2. Ongoing experimentation program in collaboration with agency partners to test experiences and drive better onsite outcomes.
3. Personalisation and experimentation tactics to feed into a backlog of on-going optimisations across the digital ecosystem, sharing learnings to trial across additional customer touch points.



# Self-assessment checklist

- Rank performance against 5 categories
- Self-score to gauge risk
- Identify where to focus activity based on your strengths and weaknesses

Link in follow-up email

**Website optimisation the complete guide for CRO**

### Self-assessment checklist

Category	Question	Score
01 Analytics & data tracking	Is your website using the latest GA4 setup (or other suitable analytics tool)?	Y/N 3 pts
	Are you tracking key conversions and micro-interactions (not just the OOTB metrics)?	Y/N 3pts
	Are your reports providing actionable insights?	Y/N 2 pts
02 Performance & security	Does your site load in under 3 seconds? (Test your Speed Index score with Google's <a href="#">Pagespeed Insights</a> )	Y/N 5 pts
	Are your CMS and plugins updated regularly (at least monthly)?	Y/N 4 pts
	Are security patches applied as soon as they are available?	Y/N 5 pts
03 UX & accessibility	Is the site mobile-friendly and fully responsive (reduce the width of your browser window and see what happens to your website's layout)?	Y/N 3 pts
	Does the site meet WCAG 2.1 AA standards? (Test your site with <a href="#">WAVE</a> )	Y/N 5 pts
	Can users easily navigate between key pages?	Y/N 3 pts
04 Conversion rate optimisation (CRO)	Do all CTAs have clear, action-driven messaging?	Y/N 3 pts
	Are forms optimised for usability and minimal friction (minimal mandatory fields, errors displayed logically, progress indicator, success message)?	Y/N 4 pts
	Have you conducted A/B testing in the last 6 months?	Y/N 3 pts
05 Support & maintenance	Do you have a proactive website support plan in place?	Y/N 5 pts
	Are you tracking key site performance metrics monthly (site uptime, Core Web Vitals, resource consumption, etc)?	Y/N 3 pts
	Are reactive bug fixes handled quickly?	Y/N 5 pts

**Scoring bands**

- 0 - 15 Excellent: Keep optimising incrementally.
- 16 - 30 Needs attention: Focus on specific weak areas.
- 31 - 50 At risk: Major improvements needed.
- 51+ Critical: Immediate action required.





# If you only remember 3 things...

Your website is your  
biggest hidden ROI  
driver



Not the social influencers, ads, or  
affiliates you're using to drive  
people there.

Hygiene, data and  
user experience go  
hand-in-hand



Without solid hygiene processes in  
place, your optimisation efforts are  
in vain.

Your optimisation  
journey should begin  
today



And you probably *don't* need an  
expensive rebuild!



# Let's optimise something special

Reach out if you'd like to chat!



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