

Homepage Split Testing

McDivitt Law Firm

magneti
CASE
STUDIES 

EXECUTIVE SUMMARY

McDivitt Law Firm has been a Magneti client since 2012. Before the summer of 2016, our projects together had included building the website, SEO, market research, brand + logo, integration with intake and case management software, landing pages, pay-per-click management, lead nurturing campaigns, social media, copywriting, toolkits/ebooks, yearly strategic planning, chat function, and video strategy.

In July 2016, we tested two new versions of the homepage. With a more prominent form “above the fold,” we found that the conversion rate and amount of leads from the homepage increased and the overall performance of leads from forms increased.

ABOUT THE CLIENT

McDivitt Law Firm is one of the largest personal injury firms in Colorado. Much of the firm’s success is built upon a central tenet that all individuals have accessibility to legal representation whether one can afford it or not. With more than 80 staff and attorneys, McDivitt Law Firm prides itself on its ability to provide first-class legal representation to each of its clients, in a way that is affordable to anyone.



CHALLENGE

On the homepage, there were three different ways a visitor could convert to a lead:

- **Beginning a chat**
- **Clicking a call-to-action to “Request a Free Case Evaluation”**
- **Completing a form at the bottom of the page**

Since the homepage is the most visited page on the site, our goal was to generate more leads from the homepage without the visitor having to scroll down or click to a new page.

SOLUTION

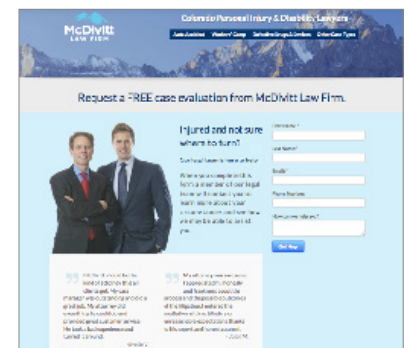
In August 2016, news of a local water contamination case broke, and McDivitt began accepting cases for a future lawsuit. Knowing this was a huge opportunity for McDivitt Law Firm and we had an immediate need to improve the conversion rate of the homepage, we used the simple design of the “Free Case Evaluation” as the above-the-fold design of the homepage. We were able to make this change within 24 hours to coincide with the launch of the new campaign.

Despite this design being very simple, we saw an immediate improvement of the homepage conversion rate and began a complete redesign of the top of the homepage.

MCDIVITT HOMEPAGE JULY 2016:



HOMEPAGE MID-AUGUST 2016:



HOMEPAGE OCTOBER 2016:



RESULTS

In the 10 weeks following the new campaign and changed homepage (compared to the previous 10 weeks):

PAGEVIEWS OF THE HOMEPAGE	↑ 9.22%
EXITS FROM THE HOMEPAGE	↓ 6.85%
FORM COMPLETIONS ON MCDIVITT WEBSITE	↑ 156%
FORM CONVERSION RATE	↑ 243%
LEADS FROM THE HOMEPAGE	↑ 320%

ABOUT MAGNETI

Magneti is a full-stack digital marketing agency based in Colorado. Our team of experienced and innovative marketers develop custom marketing strategies designed to grow organizations and tell their stories online. Our end-to-end digital marketing services include SEO, PPC, user experience strategy, content strategy + development, email Marketing and more. [Contact us](#) to learn how we can put our solutions to work for you.

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