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Clean Eat Kitchen

<http://www.cleaneatzkitchen.com/>

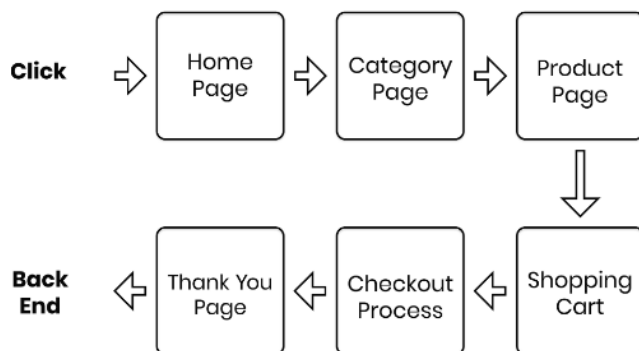
GIT 435

Module 3: Analytics and Metrics

Part 1

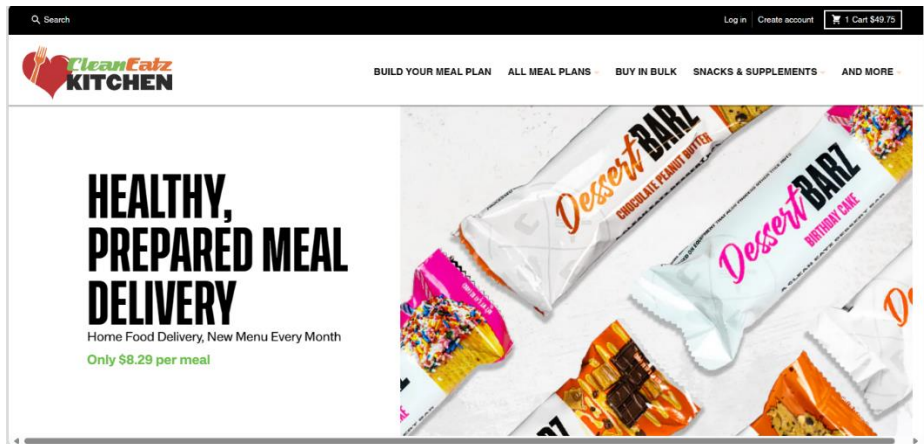
In the current e-commerce market, online businesses must measure and optimize key performance indicators (KPIs) to enhance growth and profitability. Given that Clean EatZ Kitchen is not a top competitor in the ready-to-eat meal service industry, utilizing web analytics to improve its website could yield significant benefits. One of the primary KPIs Clean EatZ Kitchen should focus on is conversion rate.

Conversion rate is “the percentage of customers who completed a desired action on your website” (Czerny, 2024). In the context of Clean EatZ Kitchen, a high conversion rate signifies that the website effectively turns visitors into customers who purchase meal plans. The process of conversion starts from the beginning of the customer journey and reaches a successful transaction at the end.



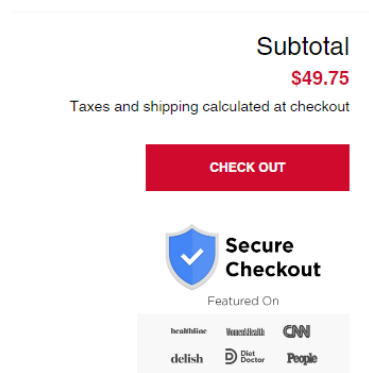
The Buyers Journey-ECOMMERCE EVOLVED

There are several things Clean EatZ Kitchen can change on their website to improve conversion rates. We'll start on the homepage, where most customer journeys begin. Presently, the call-to-action (CTA) button to build a meal plan is situated below the fold, necessitating scrolling to access it. To increase interaction with this button, it should be prominently displayed and visible without the need for scrolling. Building trust is particularly important for smaller companies like Clean EatZ Kitchen, so it would be beneficial to incorporate their contact support email into the black header at the top of the page (see screenshot below). Establishing this sense of trust is important in guiding customers along the buyer's journey.



Home Page: CTA button is not visible / contact email should be in header.

This sense of trust can be strengthened by including a trust badge on the checkout page. Although there is a badge present on the shopping cart page, its absence at checkout undermines its effectiveness. By ensuring the badge is displayed on both pages, Clean Eatz Kitchen can replicate the success of House of Kids, which saw a remarkable 32% increase in conversion rates upon adding a trust badge (Ahluwalia, 2024).

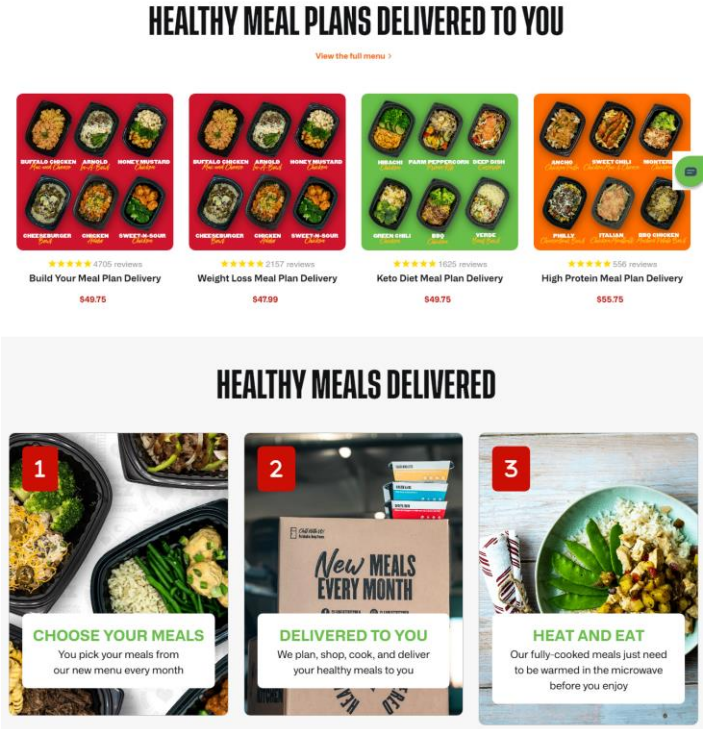


Secure Checkout Badge is displayed only on the shopping cart page.

Visitors on the shopping cart page will be more inclined to proceed to checkout if a FAQ section is placed next to the checkout button. This FAQ should address common concerns that may deter customers from completing their purchase, such as refund policies for lost or warm food during shipping. If a visitor makes it to the checkout page, they are likely ready to buy that product. To deter customers from leaving

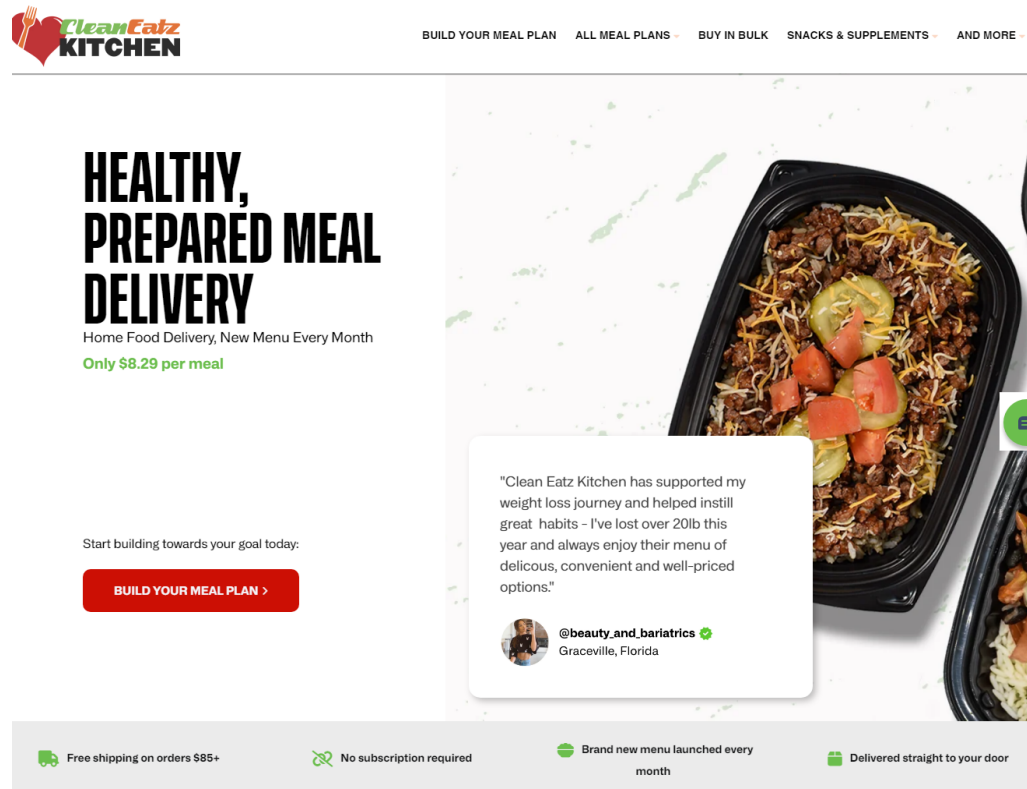
this critical stage, I suggest replacing the promo code box with a link that enables users to enter or generate a promo code. This strategy, proposed by conversion expert Craig Sullivan, minimizes the likelihood of customers leaving the site to search for active coupons, thereby reducing cart abandonment rates and increasing conversion rates (Ahluwalia, 2024).

Another KPI for Clean Eat Kitchen to focus on is bounce rate. The bounce rate refers to "the percentage of people who immediately leave your website after viewing it" (Czerny, 2024). In February 2024, Clean Eat Kitchen recorded a bounce rate of 59.23% (SimilarWeb Identity, n.d.). To reduce this percentage, Clean Eat Kitchen should reorganize the sections on the home page. If the goal of the home page is to get people off the home page, the best-selling products or best deals should occupy the highest position in the visual hierarchy (Laja, 2022). Considering this, the meal plans section should be higher on the page to direct customers through the buyer's journey and the ordering process in three easy steps should be right below it.



These sections should be higher up on the visual hierarchy, right below the hero.

Additionally, the benefits bar should be placed directly beneath the navigation bar to enhance visibility without the need for scrolling.



Benefits Bar can only be seen if the user scrolls down.

Improving the bounce rate could also involve replacing the auto-rotating slider in the hero with a static image. This carousel feature tends to be distracting and can impede usability. An A/B test demonstrated that a homepage with an image carousel received only 2.06% clicks, whereas the optimized version with a static image received 40.53% clicks (Ahluwalia, 2024).

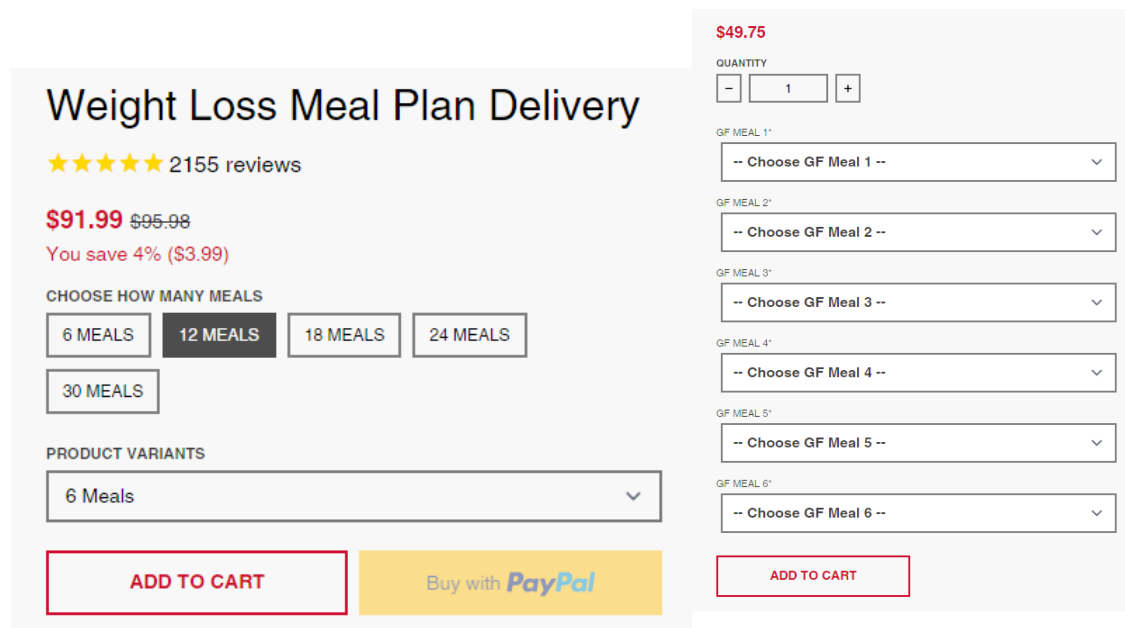
Visitor count serves as a valuable KPI for assessing the effectiveness of off-site marketing efforts in attracting unique visitors to the website. Defined as "the number of unique individuals who have visited your site" (Czerny, 2024), this metric provides insights into the reach and impact of marketing campaigns. According to SimilarWeb (2024), there were 224,908 total visits in February 2024, with the majority of

visitors originating from paid search (40.25%), direct (27.81%), and organic search (24.62%) marketing channels.

Improving search engine optimization (SEO) techniques can significantly impact the visitor count for Clean EatZ Kitchen by improving the website's visibility and rankings in search engine results pages (SERPs). By implementing effective SEO strategies such as optimizing website content, doing keyword research, and building quality backlinks, Clean EatZ Kitchen can increase its organic search presence and attract a higher volume of traffic to their website (Barenholtz, 2021).

Average order value (AOV) is a critical key performance indicator (KPI) for Clean EatZ Kitchen, representing the average dollar amount spent each time a customer places an order (Crowe, 2021). Increasing AOV is essential for driving revenue growth, as even slight improvements in order value can lead to significant increases in overall revenue. While Clean EatZ Kitchen currently offers upsells for snacks and desserts at checkout, there are additional strategies they can employ to boost order value.

Presently, customers are limited to ordering meal plans containing only 6 meals, potentially missing out on additional sales opportunities by not offering the option to add on individual meals. For instance, if a customer desires 8 meals, they have to choose between 6 or 12 meals, without the flexibility to select a custom quantity. Moreover, the current interface lacks clarity, with a quantity button provided solely for adjusting the number of meal plans rather than individual meals. To address this, Clean EatZ Kitchen could consider providing buttons for selecting meal quantities in increments (e.g., 6 meals, 12 meals, 18 meals) alongside corresponding savings percentages (see image below). While this feature is currently available only for the Weight Loss meal plan, implementing it across all meal plans could potentially incentivize customers to increase their order quantities, leading to higher AOVs and increased revenue.



Clearly shows how many meals you get as well as the savings.

Quantity button can be confusing.

Additionally, Clean EatZ Kitchen only provides product descriptions for the meal plans and does not have descriptions for the individual meals in those plans. Providing detailed descriptions for each meal empowers customers to make informed purchasing decisions. Clear and enticing product descriptions can communicate the value proposition of each meal, encouraging customers to add more items to their carts and ultimately increasing AOV for Clean EatZ Kitchen.

Last but not least, customer loyalty/retention, defined as "how long a business keeps its paying customers over time" (Crowe, 2021), is a valuable KPI, especially considering the cost-effectiveness of retaining existing customers compared to acquiring new ones. As Harvard Business Review notes, it costs companies about 5-25 times more to gain a new customer than to sell to an existing one (Crowe, 2021). Customer retention can be improved in a few ways.

Clean EatZ Kitchen can implement a loyalty/referral program that allows customers to refer a friend and receive points in return. The points could be managed through a loyalty program and be redeemed for discounts on future purchases or free shipping. They also need to implement an email newsletter,

something I am shocked they do not have. An email newsletter can strengthen the relationship between Clean EatZ Kitchen and its customers through consistent communication and tailored promotions. Furthermore, they should offer more diverse dietary options. If a customer decides they want to try a vegan diet, for example, they will have to order meals elsewhere because Clean EatZ Kitchen does not offer any.

By analyzing these key metrics, Clean EatZ Kitchen can gain valuable insights into customer behavior and preferences, allowing them to make informed decisions to enhance their online performance and drive business growth.

Part 2

To ensure efficient measurement and optimization of key performance indicators, selecting the right web analytics software is important. In this report, I will explore and compare two popular options, Google Analytics and Matomo. My focus will be on understanding their costs, benefits, and drawbacks to determine which software best meets the needs of Clean EatZ Kitchen.

I'll begin the comparison by examining the costs. Google Analytics offers two pricing options: GA4, the free version, and Google Analytics 360, the paid version. Google Analytics 360 requires a starting cost of \$50,000/year (Jarvis, 2024). For the purpose of this report, I will focus on GA4 due to its advanced free capabilities. Matomo is available for free (with limited features) if hosted on your own server. However, if you opt for Matomo's hosted version, the pricing is determined based on monthly traffic. With Clean EatZ Kitchen having 224,908 total visits in February 2024 (SimilarWeb, 2024), the monthly fee for 300,000 hits amounts to \$85 (Compare Pricing Plans - Matomo Ethical Web Analytics, 2022).

GA4 has benefits and drawbacks. In addition to being free, GA4 provides insightful and powerful reports that can positively impact the KPIs discussed in Part 1. Some of the most useful reports include page speed (affects SEO), landing page optimization (affects bounce rate), traffic channels (to determine

which channels to spend marketing efforts on), demographics (to determine your target audience), funnel visualization (to find where users are dropping off in the buyer's journey), day and time performance (to determine what times of day are most profitable), and more reports, allowing for comprehensive insights into user behavior and website performance (Larsson, 2021). However, a notable drawback of GA4 is its lack of access to historical data from Universal Analytics, making it challenging for businesses to analyze long-term trends and historical performance accurately (*Matomo Analytics Vs Google Analytics*, 2022). Businesses using GA4 may encounter data ownership concerns as they may have limited control over their data due to Google's terms of service, potentially leading to issues regarding data privacy, security, and control over data usage and access (*Matomo Analytics Vs Google Analytics*, 2022).

As for Matomo, it offers several benefits and many reports similar to GA4. They offer complete data ownership, allowing businesses to have full control over their data and ensuring compliance with data privacy regulations (*Matomo Analytics Vs Google Analytics*, 2022). Unlike Google Analytics, Matomo does not use data sampling, meaning that they do not make estimates on data (*Matomo Analytics Vs Google Analytics*, 2022). They also have some features that GA4 does not, such as heatmaps and automatic form analytics (*Matomo Analytics Vs Google Analytics*, 2022). However, certain limitations exist in Matomo's cloud-hosted plans, such as restrictions on the number of users, goals, and segments, which may hinder scalability for larger businesses (Rai & Rai, 2019). While Matomo may have features that Google Analytics does not, it is a paid solution.

In my assessment, GA4 emerges as the top choice for Clean Eat Kitchen. Its powerful reporting is enough to make significant improvements in KPIs, and considering it is free, it seems to be a clear winner. Upon inspecting cleaneatzkitchen.com, I found Google Tag Manager in the code, indicating an existing utilization of Google's analytics tools. This reinforces the suitability of GA4 for Clean Eat Kitchen's needs, making it a great option for optimizing website performance and driving business growth.

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