

CONVERSION OPTIMIZATION CASE STUDY

Increasing leads for a training school

AT A GLANCE

CHALLENGES

- Good traffic but few conversions

RESULTS

- **10x number of tour bookings**

OBJECTIVES

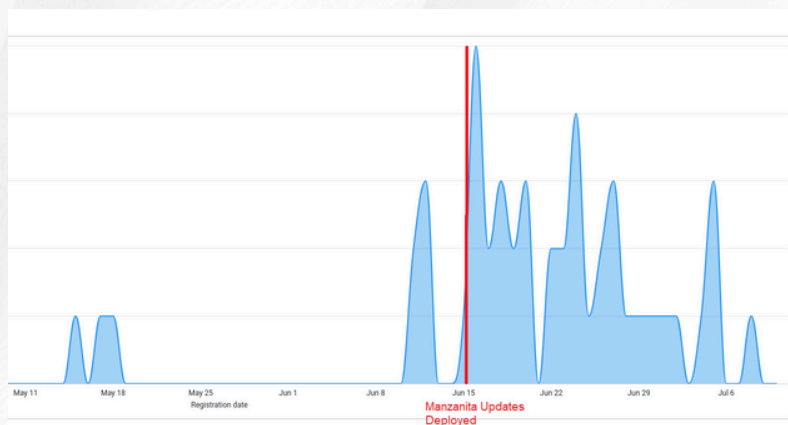
A medical training school in Las Vegas was struggling with their website. They had good rankings and traffic, but they weren't converting to new students.

The application process starts with an in-person tour. Our goal was to increase tour bookings.

SOLUTION

We made 3 adjustments to drive tour bookings:

1. Add "Book a tour" in the main navigation
2. Update the main CTA and button on the homepage
3. Change the button on the Course Details page to "Book a tour" instead of "Course Calendar"



BENEFITS

1. Increased Bookings

Bookings increased from 3 in the last 3 months to 30 bookings in 30 days.

2. Understand visitors better

We could easily track where bookings were coming from, highlighting the importance of easy visibility on the site.



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