

# Safety Gear Pro Increased Conversions by 11.84% through Iterative Testing Powered by VWO Services

11.84% ↑

CONVERSIONS

**SAFETYGEAR**<sup>PRO</sup>

**INDUSTRY**  
eCommerce

**LOCATION**  
Texas, United States

**CAPABILITIES USED**  
A/B Testing

## VWO and Safety Gear Pro

Founded in 2016 by Parvez Panjwani, **Safety Gear Pro** sells a variety of high-quality gears such as safety glasses, PPE, harnesses, and more. They also specialize in prescription sports safety eyewear for a variety of sports. The company's main goal is to provide customers with increased safety while working or enjoying their favorite activities.

Between December 2019 and May 2020, the Safety Gear Pro website registered a total visit of 100K+ of which the United States accounts for more than 70%, and 70%+ of their traffic is organically driven through Google searches. Their high-quality products, affordable rates, and dedication to safety have also helped Safety Gear Pro establish a loyal customer base.

Safety Gear Pro has **been using VWO Services since 2019** for all its experience optimization needs. We got in touch with Parvez Panjwani, Partner at Safety Gear Pro to learn about their recent **A/B test** successes, one for mobile and one for desktop.

## Objective

While the metrics tracked in the test discussed here were category page visits, visits to Thank You page, and Revenue, the main objective of both the tests was to **increase transactions** for Safety Gear Pro.

## Challenge

For the two tests discussed here, the challenges faced were unique:

### Test 1 Challenge

Safety Gear Pro's home page is amongst the most visited pages, especially by new users. Even when users landed on a description or category page, they visited the home page for more information about the company and otherwise. However, data showed that the homepage was experiencing a **high bounce rate and exit rate**.

### Test 2 Challenge

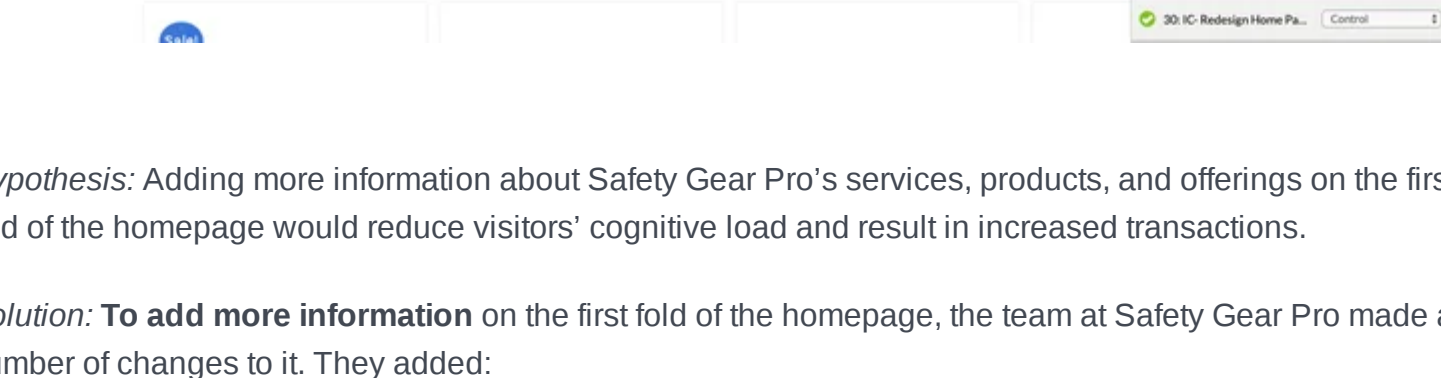
Data showed that the site search was amongst those elements on the website that provided high conversions. However, **the percentage of visitors using the site search was considerably low**.

## Solution

### Test 1 – Homepage First Fold Redesign (Desktop)

**Objective:** Increasing the number of transactions

**Observation:** Homepage being the highest traffic page, it's high bounce and exit rates called for a deeper look. On further investigation, the team guessed that they were not offering anything on the first fold that added any value.

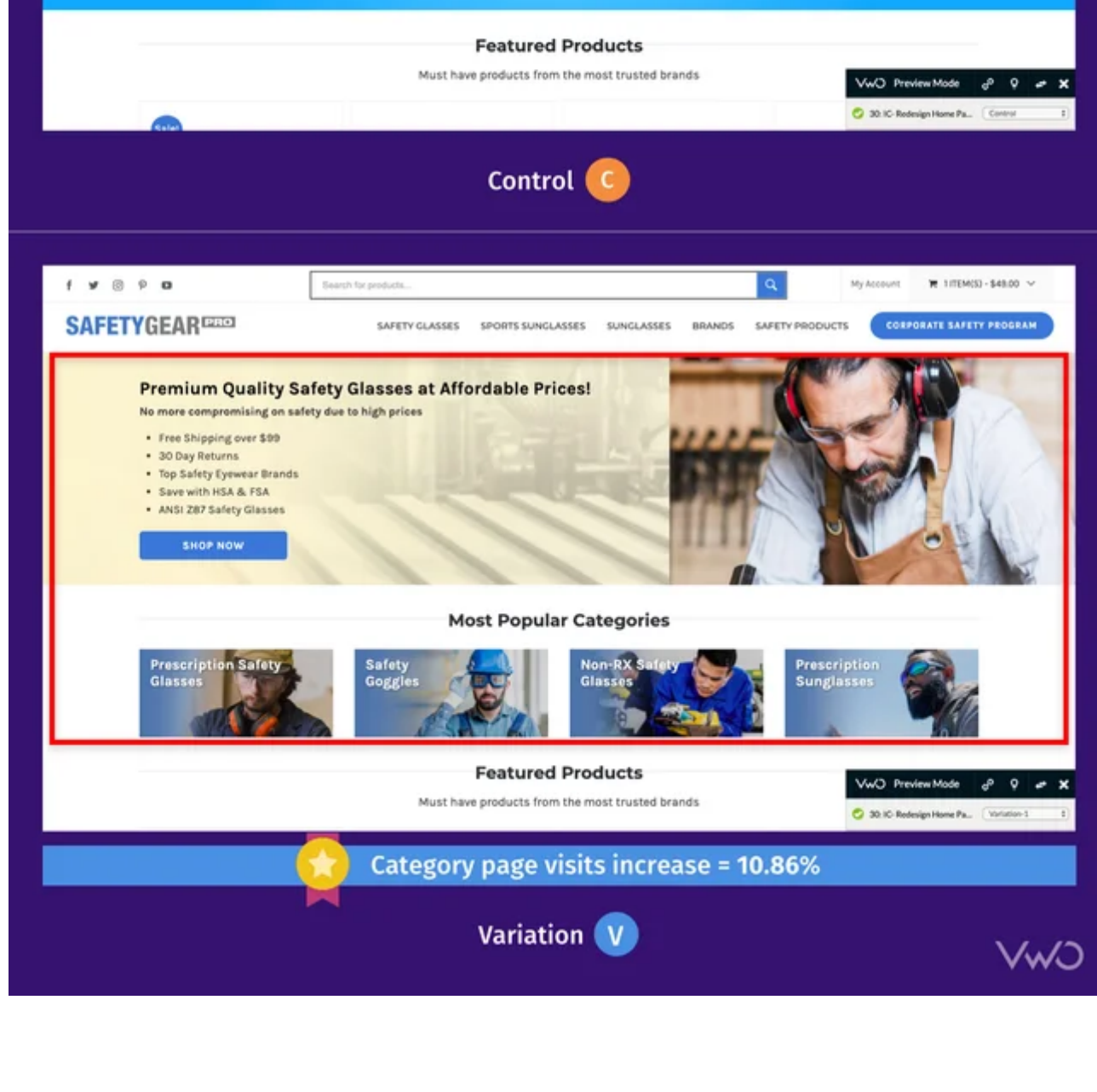


**Hypothesis:** Adding more information about Safety Gear Pro's services, products, and offerings on the first fold of the homepage would reduce visitors' cognitive load and result in increased transactions.

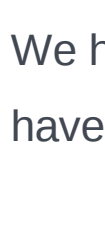
**Solution:** To **add more information** on the first fold of the homepage, the team at Safety Gear Pro made a number of changes to it. They added:

- A **hero banner** of a user using the product
- A **Call-to-Action** button leading to the most visited category page
- A **"Most Popular Categories"** section within the first fold to increase the engagement on the home page and moving more people to popular category pages
- Pointers on the **service quality, safety, and guarantee** to increase buyer motivation and trust
- **Copy that resonated** directly with their target audience segment – the blue-collared, price-sensitive segment

Here are the control and variation for your reference:



**Result:** The test was run to 100% of the website traffic with an equal distribution between control and variation. It ran for 20 days for desktop visitors and the variation won with a **10.86% increase in visits to categories page** and a **3.28% increase in Thank You page visits**.

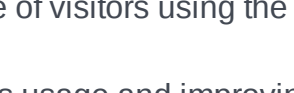


We have seen great improvements in our conversion rates on pages where we have conducted testing using VWO.



Parvez Panjwani

Founder



### Test 2 – Site Search Bar Redesign (Mobile)

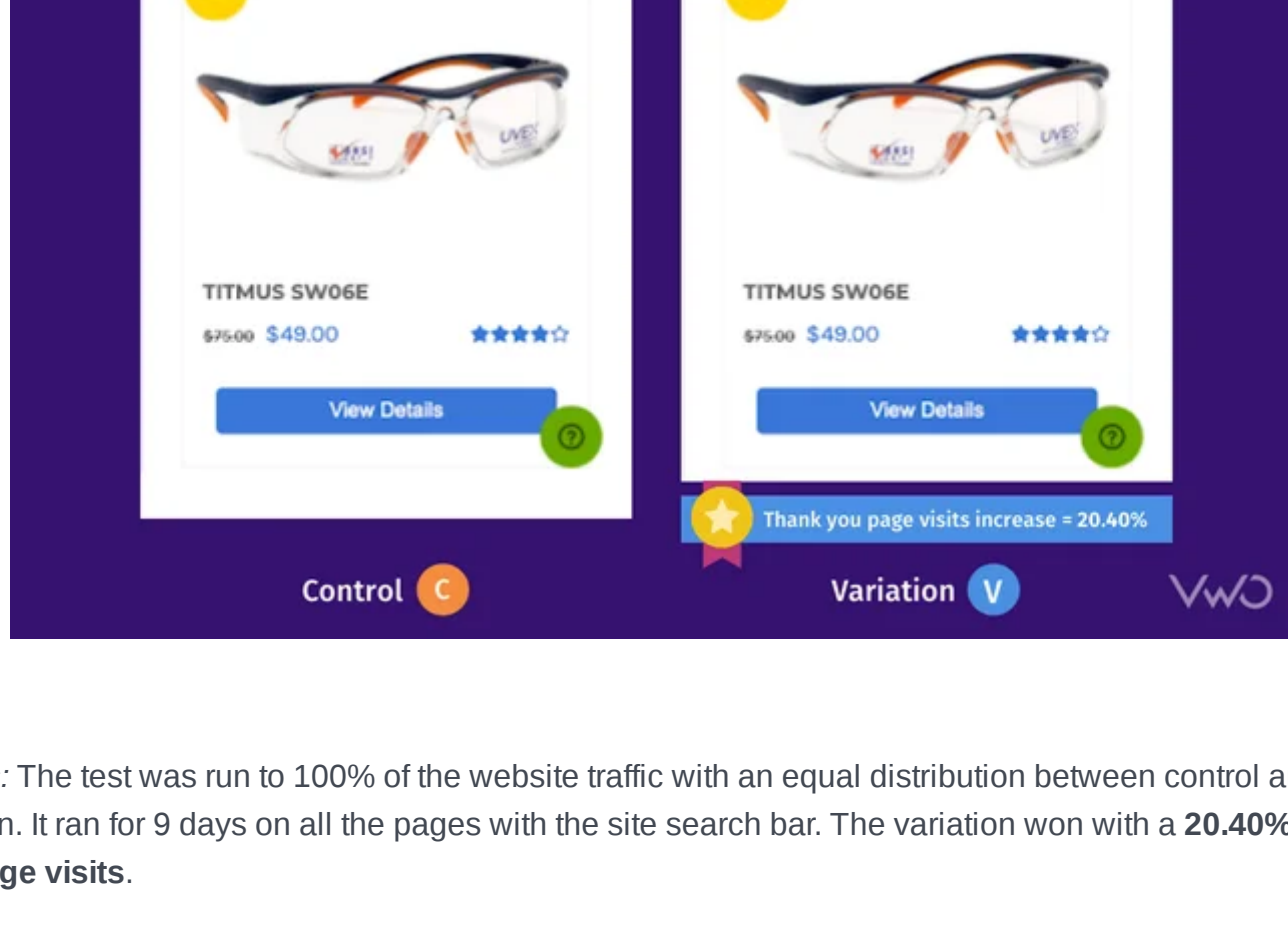
**Objective:** Increasing the number of transactions

**Observation:** Data showed that the site search was amongst those elements on the website that provided high conversions. However, the percentage of visitors using the site search was considerably low.

**Hypothesis:** increasing the site search bar's usage and improving the experience would result in increased purchases.

**Solution:** To test the aforementioned hypothesis, the **size of the site search bar was increased** so it could be highlighted more and was easily discoverable by the visitors. This test, with the variation as the winner, resulted in an 8.33% increase in purchases.

To further optimize it, to deliver improved user experience by reducing their cognitive load, and to increase the eCommerce conversion rate, the Safety Gear Pro team decided to do a **second round of testing on the same** site search bar. As opposed to the control, which only showed suggestions when a user started typing, the variation shows pre-populated search suggestions with top searches and top categories as keywords whenever users tap on the search bar. Search suggestions were created on the basis of keywords that were being used more frequently by users on the website using site search along with the highest traffic category pages with high page value.



**Results:** The test was run to 100% of the website traffic with an equal distribution between control and variation. It ran for 9 days on all the pages with the site search bar. The variation won with a **20.40% Thank You page visits**.



We had several hypotheses going into our engagement and VWO helped us test those and they brought a good deal of their own after studying our user behavior.



Parvez Panjwani

Founder

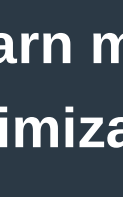


## Conclusion

Through VWO Services powered testing, Safety Gear Pro was able to improve user experience and key metrics significantly. The new experiences delivered to the users resulted in an **overall conversion rate improvement of 11.84%**. Safety Gear Pro not only tests as a rule, but they also follow an iterative approach of testing to find their website's most optimized version with superior experience delivered.

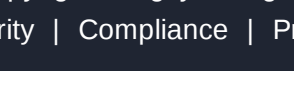


VWO has a very robust methodology for testing. Our CRO Consultant was detail-oriented and constantly provided ideas for CRO improvements. Over a period of time they established a deep understanding of our business and were able to recommend great ideas that impacted our bottom line in a positive way



Parvez Panjwani

Founder



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