

reliable**site**



How We Increased ReliableSite's CTA Click-Through Rate

CRO

B2B

SaaS

26%

Growth in CTA Click-Through Rate

ReliableSite is a U.S.-based dedicated server provider with data centers in New York, Miami, and Los Angeles. Since 2006, the company has been delivering high-performance hosting solutions with instant deployment, 24/7 support, and unmetered bandwidth to a global customer base.

Brief Overview



We work with ReliableSite on advertising across several channels, and **we've previously shared** how our PPC strategy helped increase non-branded purchases while reducing branded traffic costs.

However, once motivated users land on the site, it's essential to guide them toward the next step - and this is where **clear, intuitive landing pages become crucial in driving action.**

This case highlights exactly that: **the impact of strong alignment between PPC and CRO** in achieving meaningful performance improvements.

Challenge



Through behavioral analysis and heatmaps, we discovered that even though users were actively engaging with navigation elements and exploring the available server options on the main product page – the highest-intent step before checkout – many were still **missing the most important action**: clicking “Order Now.”

The CRO audit showed a noticeable number of dead clicks on non-interactive elements, frequent quick backs, and low visual prominence of the CTAs compared to other components on the page.

Our hypothesis was clear: enhancing the CTA’s contrast and clarity would help users understand the next step and convert more often.

Solution



We designed and launched an A/B test on the page with the following setup:

- **Control**: Original page design
- **Variant**: “Order Now” CTAs were redesigned with a contrasting background to create stronger visual emphasis. White was chosen for clear comparison and a more noticeable contrast.

Control

▼ SHOW ADVANCED FILTERS							
SERVER	SERVER TYPE	CPU	MEMORY	HARD DRIVE	SETUP TIME	PRICE	
HDD Storage 32TB	Rapid Deploy	4 x 3.20 GHz	16GB DDR3	4x8TB HD	🕒 10m	\$99/mo	DETAILS ORDER NOW ▼
HDD Storage 40TB	Rapid Deploy	4 x Varies	32GB DDR3	2x20TB HD	🕒 10m	\$99/mo	DETAILS ORDER NOW ▼
Intel Special	Rapid Deploy	4 x Varies	32GB DDR3	1TB SSD	🕒 10m	\$19/mo	DETAILS ORDER NOW ▼

Variant

SHOW ADVANCED FILTERS							
SERVER	SERVER TYPE	CPU	MEMORY	HARD DRIVE	SETUP TIME	PRICE	
HDD Storage 32TB	Rapid Deploy	4 x 3.20 GHz	16GB DDR3	4x8TB HD	🕒 10m	\$99/mo	DETAILS ORDER NOW
HDD Storage 40TB	Rapid Deploy	4 x Varies	32GB DDR3	2x20TB HD	🕒 10m	\$99/mo	DETAILS ORDER NOW
Intel Special	Rapid Deploy	4 x Varies	32GB DDR3	1TB SSD	🕒 10m	\$19/mo	DETAILS ORDER NOW

Test Settings:

- **Duration:** 2-3 weeks
- **Traffic split:** 50/50 between variants
- **Goal:** Measure the impact of CTA visibility on click-through and conversion rates.





Results



The new design significantly outperformed the control:

- **Control:** 23.05% CTR
- **Variant:** 29.15% CTR

➡ **+26.5% increase in click-through rate!**

<input checked="" type="checkbox"/>	VARIANTS ▲	UNIQUE VISITORS	CONVERSIONS	CONVERSION RATE	STATISTICAL SIGNIFICANCE	TOTAL CONVERSION VALUE (USD)
<input checked="" type="checkbox"/>	 Control reliablesite.net/dedicated...	1,037	239	23.05%	100%	Set value 
<input checked="" type="checkbox"/>	 Variant #1 reliablesite.net/dedicated...	971	283	29.15% ↑ 26.5%	100%	Set value 

Behavioral analytics also showed clear UX improvements:

↓ 15.58%

Rage clicks

↓ 11.63%

Dead clicks

↓ 9.85%

Page bounces

These results confirmed that **even a small visual change** can make the page easier to use, improve the overall experience, and **increase the likelihood of conversion**.

Next Steps



Following this successful experiment, we recommended applying the new contrast CTAs across all key pages to keep the experience clear and conversion-focused.

We also suggested two design options for better brand visual alignment that the client can implement on their side.

SERVER	SERVER TYPE	CPU	MEMORY	HARD DRIVE	SETUP TIME	PRICE		
Intel Atom D525	Rapid Deploy	2 x 1.80 GHz	8GB DDR3	64GB SSD+1TB HD	🕒 10m	\$39/mo	DETAILS	ORDER NOW ▾
HDD Storage 32TB	Rapid Deploy	4 x 3.20 GHz	16GB DDR3	4x8TB HD	🕒 10m	\$99/mo	DETAILS	ORDER NOW ▾
HDD Storage 40TB	Rapid Deploy	4 x Varies	32GB DDR3	2x20TB HD	🕒 10m	\$99/mo	DETAILS	ORDER NOW ▾
Intel Special	Rapid Deploy	4 x Varies	32GB DDR3	1TB SSD	🕒 10m	\$45/mo	DETAILS	ORDER NOW ▾

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Intel Atom D525	Rapid Deploy	2 x 1.80 GHz	8GB DDR3	64GB SSD+1TB HD	🕒 10m	\$39/mo	DETAILS	ORDER NOW ▾
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