

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 |
| HDD Storage 40TB | Rapid Deploy | 4 x Varies | 32GB DDR3 | 2x20TB HD | ⌚ 10m | \$99/mo |
| Intel Special | Rapid Deploy | 4 x Varies | 32GB DDR3 | 1TB SSD | ⌚ 10m | \$19/mo |

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 |
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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.

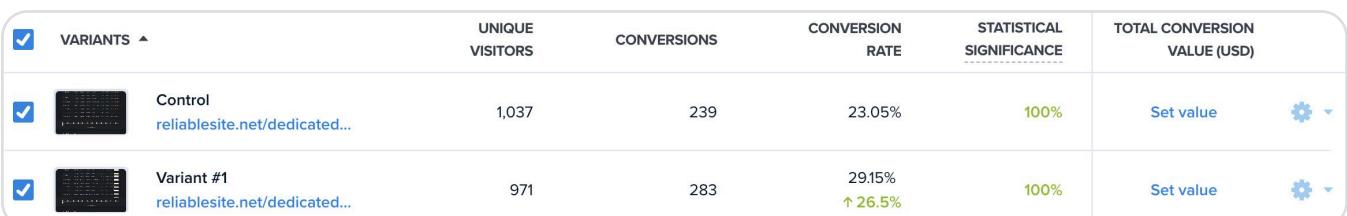
Results



The new design significantly outperformed the control:

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

➡ +26.5% increase in click-through rate!



| VARIANTS | UNIQUE VISITORS | CONVERSIONS | CONVERSION RATE | STATISTICAL SIGNIFICANCE | TOTAL CONVERSION VALUE (USD) |
|---|-----------------|-------------|-------------------|--------------------------|------------------------------|
| Control reliablesite.net/dedicated... | 1,037 | 239 | 23.05% | 100% | Set value |
| 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 | DETAILS | ORDER NOW |
|------------------|--------------|--------------|-----------|-----------------|------------|---------|---------|-----------|
| 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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