

**NOW APPEARING!**

**CAPTAIN  
CONVERSION!**

**MUST BE SEEN  
TO BE BELIEVED**

**SIMPLY  
STUPENDOUS!!**



**NOT TO BE MISSED  
THIS IS A  
ONCE IN A  
LIFETIME CHANCE**

⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘ ⌘

**TITAN  
- OF -  
TESTING**

❧ **PEEP LAJA** ❧



**Speaking Session:**

# **How to Make Sure You're Testing the Right Stuff**

**Presented By**  
**Peep Laja**  
**CXL**



# How to Make Sure



# You're Testing the Right Stuff

There's about  
**70-80% chance**  
you'll die from one  
of four diseases





## References

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[Reader Comments \(2\)](#)

[Media Coverage \(0\)](#)

[Figures](#)

## Methods and Findings

Alcohol consumption at midlife was assessed using a validated food frequency questionnaire. Subsequently, successful ageing was defined in 13,894 Nurses' Health Study participants who survived to age 70 or older, and whose health status was continuously updated. "Successful ageing" was considered as being free of 11 major chronic diseases and having no major cognitive impairment, physical impairment, or mental health limitations. Analyses were restricted to the 98.1% of participants who were not heavier drinkers ( $>45$  g/d) at midlife. Of all eligible study participants, 1,491 (10.7%) achieved successful ageing. After multivariable adjustment of potential confounders, light-to-moderate alcohol consumption at midlife was associated with modestly increased odds of successful ageing. The odds ratios (95% confidence interval) were 1.0 (referent) for nondrinkers, 1.11 (0.96–1.29) for  $\leq 5.0$  g/d, 1.19 (1.01–1.40) for 5.1–15.0 g/d, 1.28 (1.03–1.58) for 15.1–30.0 g/d, and 1.24 (0.87–1.76) for 30.1–45.0 g/d. Meanwhile, independent of total alcohol intake, participants who drank alcohol at regular patterns throughout the week, rather than on a single occasion, had somewhat better odds of successful ageing; for example, the odds ratios (95% confidence interval) were 1.29 (1.01–1.64) and 1.47 (1.14–1.90) for those drinking 3–4 days and 5–7 days per week in comparison with nondrinkers, respectively, whereas the odds ratio was 1.10 (0.94–1.30) for those drinking only 1–2 days per week.

## Conclusions

These data suggest that regular, moderate consumption of alcohol at midlife may be related to a modest increase in overall health status among women who survive to older ages.

# Science Confirms: The More Coffee You Drink, The Longer You Will Live

Coffee is one of the healthiest beverages on the planet.

It is more than just dark-colored liquid with caffeine... coffee actually contains hundreds of different compounds, some of which have important health benefits.

Several massive studies have now shown that the people who drink the most coffee live longer and have a reduced risk of diseases like Alzheimer's and diabetes.

**Goal**



**Research**



**Actions / Experiments**



**Desired Outcome**



**How would  
you go  
about it?**

# Conversion Rate Optimization (CRO) Techniques: **The Complete List**



*“you can easily sort through  
the 100+ techniques”*

# CAR LEASING

Want a cheap  
new lease  
car?  
Start HERE!



My cheapest  
leasing deals!

Click to chat  
is closed



ABARTH CAR  
LEASING

595  
595 Convertible



Note: I live inside this website Monday to Friday 9am-6pm, to give you the very best service and make your experience a happy one! - I am Ling, accept no substitutes

# LINGSCARS.com

UK CONTRACT HIRE CARS FROM LING VALENTINE

version 238.20150909 You can trust me! ... In 2014 I rented over £75 million of cars (at RRP)!

## CAR LEASING - CONTRACT HIRE - CHEAP LEASE CARS

Home

Cars  
and  
Vans

How It  
Works

Price  
Lists

About  
Ling

Customers

Fun  
Stuff

Quote/  
Order

Business Customer Pricing

Personal Customer Pricing

The Best FAQs in the World!

NEW  
SEXY

christine  
full rep



Search Cars Here

Go



@LINGSCARS  
Follow Me

LING'S LIVE TWITTER FEED



InvictaChamber: Profile of the one and only Ling Valentine of @LINGSCARS ... She really is a one-off... <https://t.co/2modMhGgNF>



Casper\_O: @kasperh kun fordi du ikke sender <https://t.co/MBJ5OWq5af>



verngiammartino: "@markstuckert. <https://t.co/IBWF4qd7uS&rdquo;> Top right corner 'Play Stupid Game

WEB  
CAM



Intro Film

News

Blog

Office TV

Contact

Moan

Links

Play Quiz

Privacy Policy

Google Visitors

# "JUST CLICK!"



## THE BEST...

## ...IN THE WORLD!



You can't find a car?



Apply for a CAR QUOTE



AS SEEN ON  
TV

BBC  
TWO



Richard Farleigh - "I wanted to invest; I was amazed by Ling's complete lack of nerves, and also by her b... men."



Duncan Bannatyne - "I wanted to invest... but ye turn'd me doon!"



Deborah Meaden  
"Harrumph! I'm out!"

# MEET MY STAFF





2015

January							February							March							
S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	
					1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	8	9	10	11	12	13	14	
11	12	13	14	15	16	17	15	16	17	18	19	20	21	15	16	17	18	19	20	21	
18	19	20	21	22	23	24	22	23	24	25	26	27	28	22	23	24	25	26	27	28	
25	26	27	28	29	30	31								29	30	31					
April							May							June							
S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	
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5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13	
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19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27	
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30					
							31														
July							August							September							
S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	S	M	T	W	Th	F	Sa	
					1	2	3	1	2	3	4	5	6	7	1	2	3	4	5	6	
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12	
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19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26	
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							30 31														
October							November							December							
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18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26	
25	26	27	28	29	30	31	29	30						27	28	29	30	31			

2016

January							February							March						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2								1	2	3	4	5		
3	4	5	6	7	8	9	7	8	9	10	11	12	13	6	7	8	9	10	11	12
10	11	12	13	14	15	16	14	15	16	17	18	19	20	13	14	15	16	17	18	19
17	18	19	20	21	22	23	21	22	23	24	25	26	27	20	21	22	23	24	25	26
24	25	26	27	28	29	30	28	29						27	28	29	30	31		
31																				
April							May							June						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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3	4	5	6	7	8	9	8	9	10	11	12	13	14	5	6	7	8	9	10	11
10	11	12	13	14	15	16	15	16	17	18	19	20	21	12	13	14	15	16	17	18
17	18	19	20	21	22	23	22	23	24	25	26	27	28	19	20	21	22	23	24	25
24	25	26	27	28	29	30	29	30	31					26	27	28	29	30		
July							August							September						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
					1	2								1	2	3				
3	4	5	6	7	8	9	7	8	9	10	11	12	13	4	5	6	7	8	9	10
10	11	12	13	14	15	16	14	15	16	17	18	19	20	11	12	13	14	15	16	17
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24	25	26	27	28	29	30	28	29	30	31				25	26	27	28	29	30	
31																				
October							November							December						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
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2	3	4	5	6	7	8	6	7	8	9	10	11	12	4	5	6	7	8	9	10
9	10	11	12	13	14	15	13	14	15	16	17	18	19	11	12	13	14	15	16	17
16	17	18	19	20	21	22	20	21	22	23	24	25	26	18	19	20	21	22	23	24
23	24	25	26	27	28	29	27	28	29	30				25	26	27	28	29	30	31
30	31																			

HTTP://WWW.PRINTFREE.COM

2017

JANUARY						
Mo	30	2	9	16	23	
Tu	31	3	10	17	24	
We		4	11	18	25	
Th		5	12	19	26	
Fr		6	13	20	27	
Sa		7	14	21	28	
Su	1	8	15	22	29	

FEBRUARY						
Mo		6	13	20	27	
Tu		7	14	21	28	
We	1	8	15	22		
Th	2	9	16	23		
Fr	3	10	17	24		
Sa	4	11	18	25		
Su	5	12	19	26		

MARCH						
Mo		6	13	20	27	
Tu		7	14	21	28	
We	1	8	15	22	29	
Th	2	9	16	23	30	
Fr	3	10	17	24	31	
Sa	4	11	18	25		
Su	5	12	19	26		

APRIL						
Mo		3	10	17	24	
Tu		4	11	18	25	
We		5	12	19	26	
Th		6	13	20	27	
Fr		7	14	21	28	
Sa	1	8	15	22	29	
Su	2	9	16	23	30	

MAY						
Mo	1	8	15	22	29	
Tu	2	9	16	23	30	
We	3	10	17	24	31	
Th	4	11	18	25		
Fr	5	12	19	26		
Sa	6	13	20	27		
Su	7	14	21	28		

JUNE						
Mo		5	12	19	26	
Tu		6	13	20	27	
We		7	14	21	28	
Th	1	8	15	22	29	
Fr	2	9	16	23	30	
Sa	3	10	17	24		
Su	4	11	18	25		

JULY						
Mo	31	3	10	17	24	
Tu		4	11	18	25	
We		5	12	19	26	
Th		6	13	20	27	
Fr		7	14	21	28	
Sa	1	8	15	22	29	
Su	2	9	16	23	30	

AUGUST						
Mo		7	14	21	28	
Tu	1	8	15	22	29	
We	2	9	16	23	30	
Th	3	10	17	24	31	
Fr	4	11	18	25		
Sa	5	12	19	26		
Su	6	13	20	27		

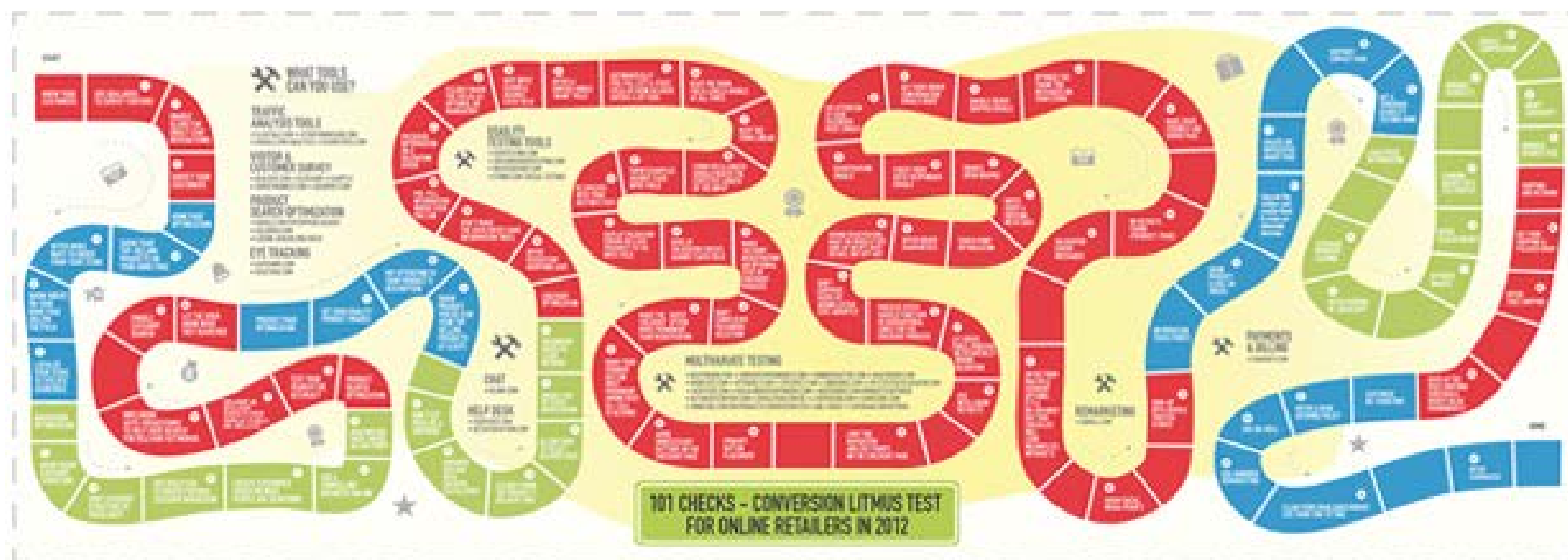
SEPTEMBER						
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We		6	13	20	27	
Th		7	14	21	28	
Fr	1	8	15	22	29	
Sa	2	9	16	23	30	
Su	3	10	17	24		

OCTOBER						
Mo	30	2	9	16	23	
Tu	31	3	10	17	24	
We		4	11	18	25	
Th		5	12	19	26	
Fr		6	13	20	27	
Sa		7	14	21	28	
Su	1	8	15	22	29	

NOVEMBER						
Mo		6	13	20	27	
Tu		7	14	21	28	
We	1	8	15	22	29	
Th	2	9	16	23	30	
Fr	3	10	17	24		
Sa	4	11	18	25		
Su	5	12	19	26		

DECEMBER						
Mo		4	11	18	25	
Tu		5	12	19	26	
We		6	13	20	27	
Th		7	14	21	28	
Fr	1	8	15	22	29	
Sa	2	9	16	23	30	
Su	3	10	17	24	31	

# HOLYGRAIL OF ECOMMERCE CONVERSION OPTIMIZATION-91 POINTS CHECKLIST



**WOW. SUCH CHECKLIST**



**MUCH BULLSHIT**



# Best practices?



WEATHERJAMS



DOWNLOAD IT NOW

IOS

ANDROID







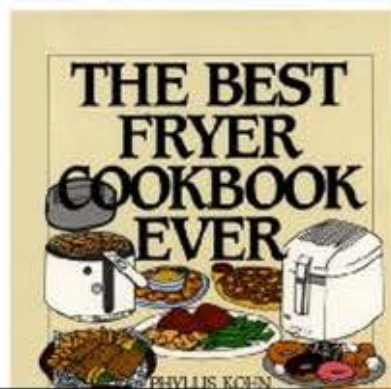
fireTV stick

~~\$39~~ **\$34**

Limited-time offer



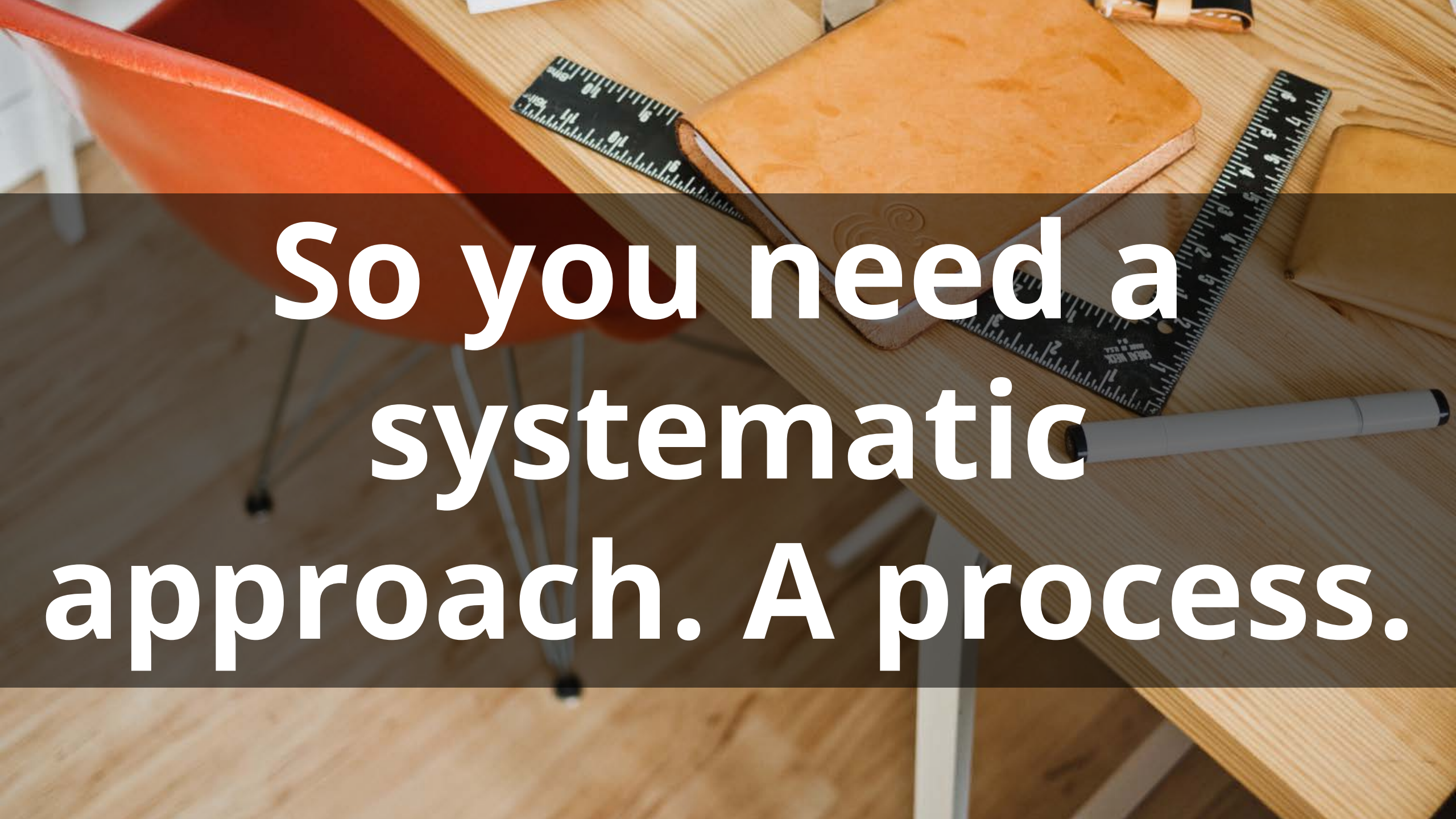
Recommended by Your Shopping Trends [See more](#)





**Don't copy your  
competitors, they don't  
know what they're  
doing either**



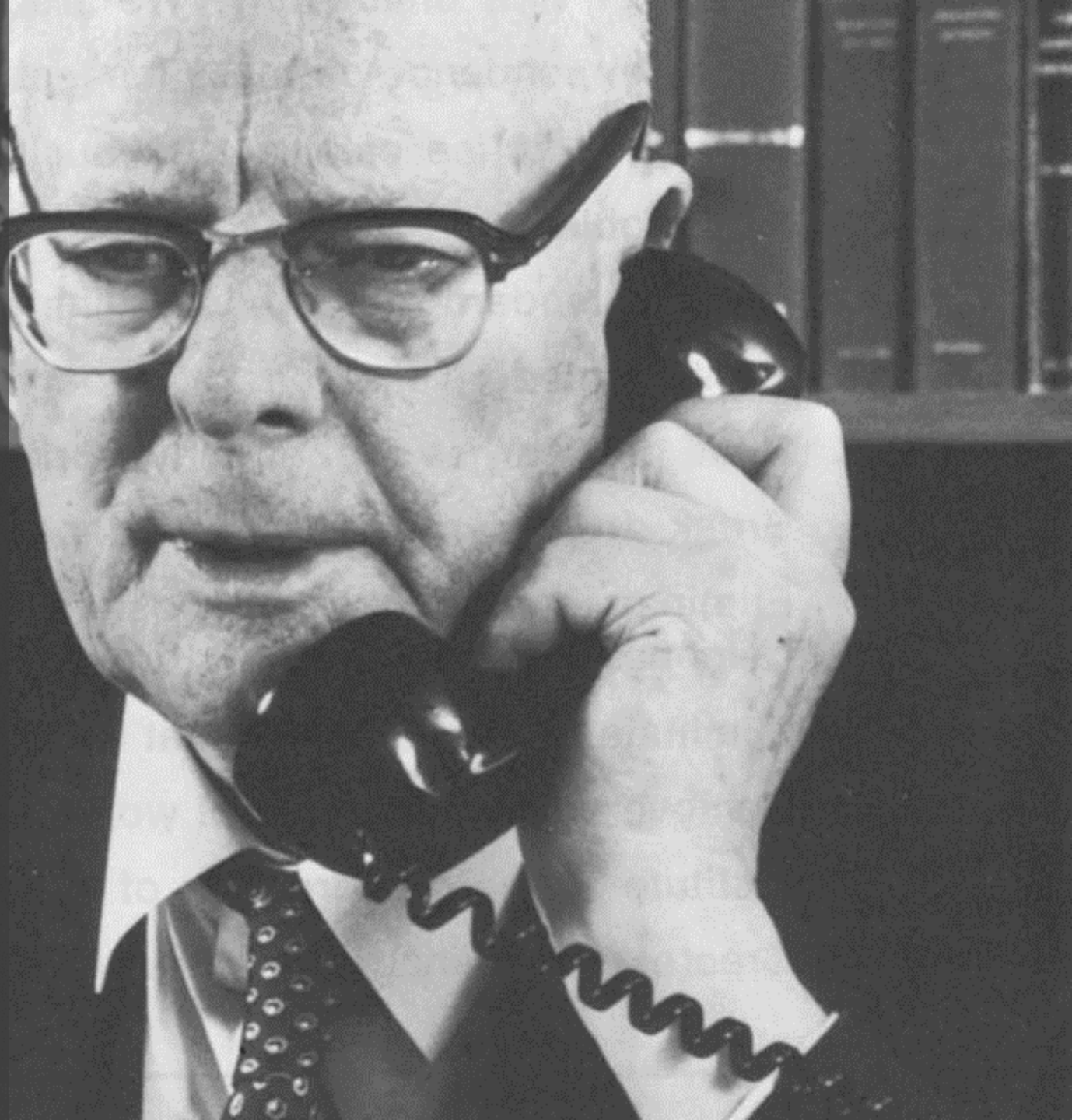


**So you need a  
systematic  
approach. A process.**



**If you can't  
describe what  
you're doing as  
a process, you  
don't know  
what you're  
doing**

**William Deming**



A woman with long, wavy brown hair is shown in profile, looking out towards the left. She is wearing a dark blue or black turtleneck sweater. The background is a blurred city street at night, with warm, out-of-focus lights creating a bokeh effect. A dark, semi-transparent horizontal band spans the middle of the image, serving as a background for the text.

**The discovery of  
what matters**





# 1. Testing 2. Research



**Yet another guy  
with a bunch of  
data →**





**Ask the right questions**

- whose problem are we solving?
- what do they need?
- what do they think they want?
- why?
- how are they choosing / making a decision?
- why?
- what are they thinking when they see our offer?
- how is what we offer clearly different?
- where is the site leaking money?
- what is the problem?
- what are they doing or not on the website?
- what leads more people to do X?



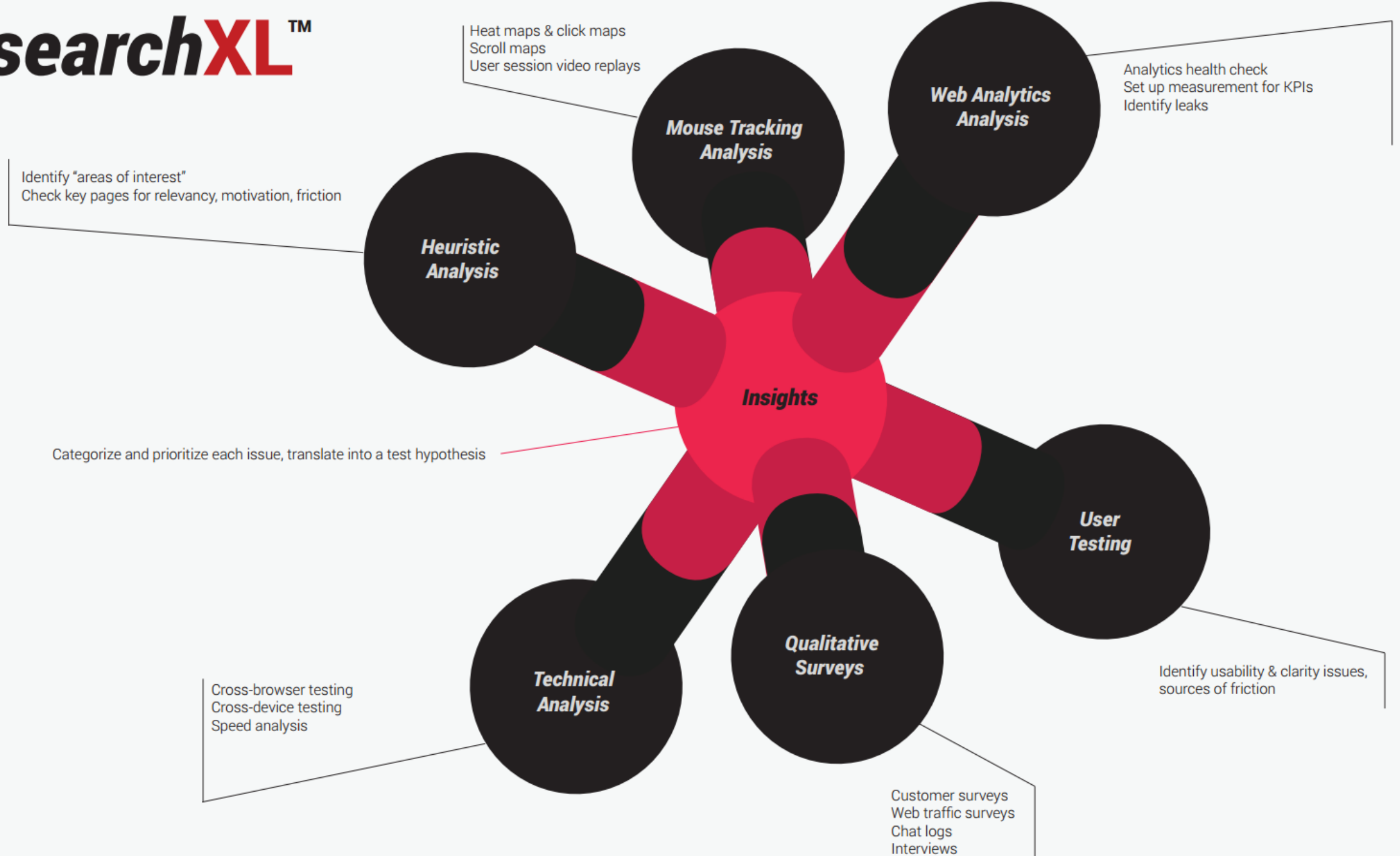
**...careful with your interpretations**





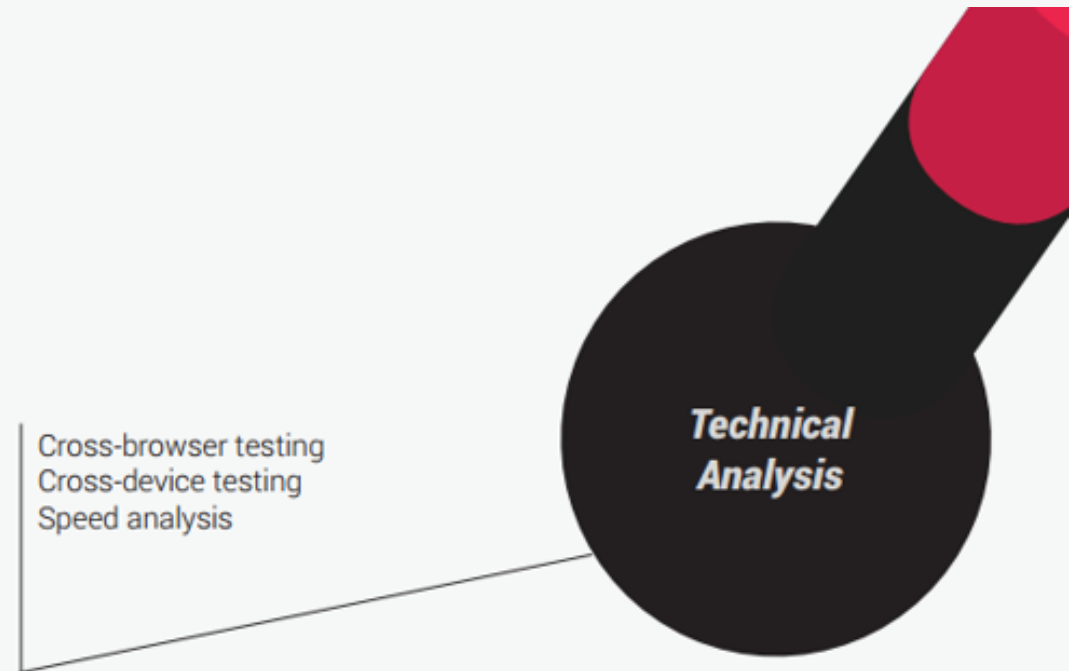
# What are the problems?

QUANTITATIVE	QUALITATIVE
What's happening? Where? How much?	What should happen? Why something happened?



# Step #1: Technical analysis

- Is stuff broken?
- Where?
- Which browsers?
- Which devices?
- Which pages are slow?





**Carl Panard** I also have to share with you guys, I just started working on my Conversion Research Report on our site and after 10 min on step 1 I found a bug in safari browser in mobile that probably halves ConversionRate for 32.000 sessions each week. JS localStorage in private mode. Creeper!

Eventhough that is embarassing that we'ved missed it, this proves that this process is working!

Unlike · Reply ·  2 · November 5 at 8:03am · Edited

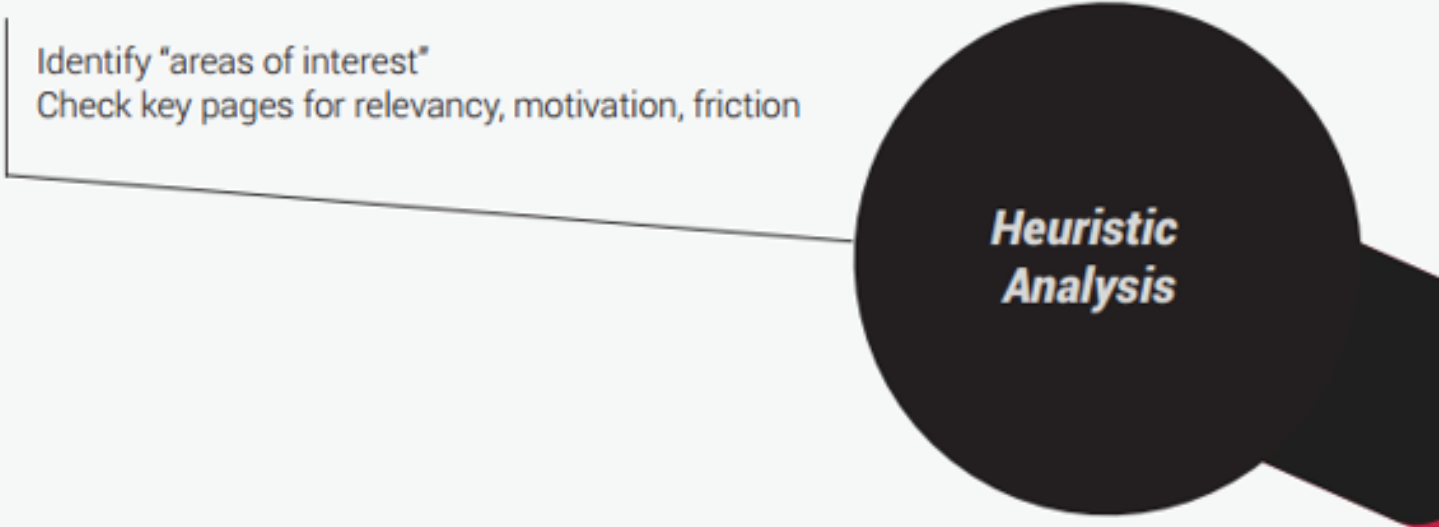


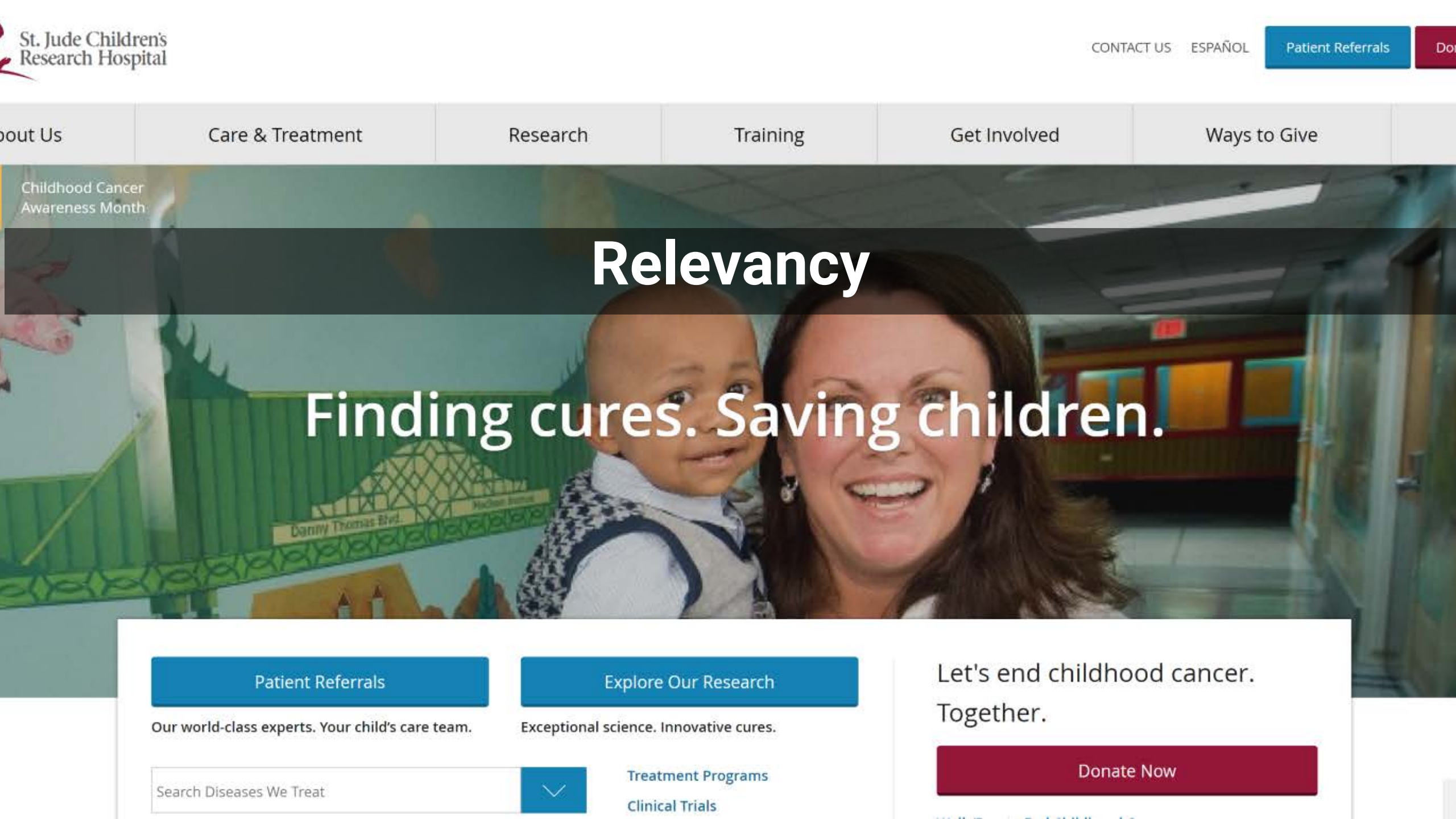
## Step #2: Heuristic analysis

- Relevancy
- Clarity
- Motivation
- Friction

Identify "areas of interest"  
Check key pages for relevancy, motivation, friction

***Heuristic  
Analysis***

A diagram consisting of a dark grey circle on the right side of the slide. Inside the circle, the words "Heuristic Analysis" are written in a bold, italicized, white sans-serif font. A thin grey line extends from the left side of the circle, forming a long horizontal segment that then turns 90 degrees upwards to form a vertical segment. This line points to a rectangular box containing two lines of text: "Identify 'areas of interest'" and "Check key pages for relevancy, motivation, friction".



about Us

Care & Treatment

Research

Training

Get Involved

Ways to Give

Childhood Cancer  
Awareness Month

# Relevancy

## Finding cures. Saving children.

Patient Referrals

Our world-class experts. Your child's care team.

Explore Our Research

Exceptional science. Innovative cures.

Search Diseases We Treat



Treatment Programs  
Clinical Trials

Let's end childhood cancer.  
Together.

Donate Now



DOING THE MOST GOOD®

[Locations](#)

[Donate](#)

[What We Do](#)

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[Newsroom](#)

# Relevancy

AFTER THE UNSPEAKABLE,  
WE SPEAK HOPE


Donate now to hurricane relief efforts

[Donate now](#)





# Clarity

 **DONATE NOW**

## Where Most Needed

When you give to help a child in poverty, you help transform worry and fear into hope, joy and confidence. Your tax-deductible donation will deliver essential support wherever the need is critical.

One Time



\$ 50.00

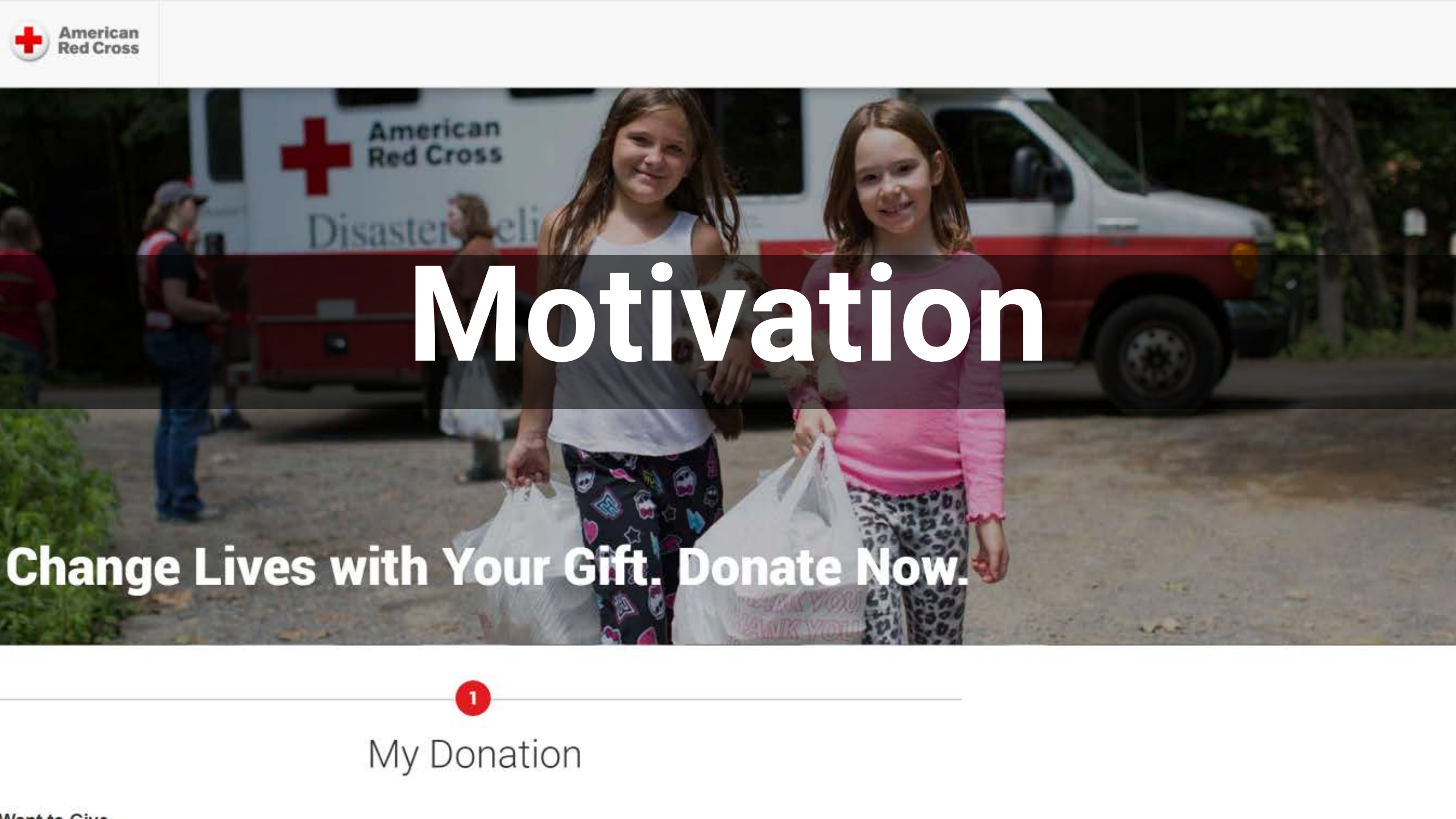
**Donate Now** ›



**At least 80 percent** of all ministry expenditures are used on programs serving the world's children.

### QUESTIONS?

Please call us at (800) 336-7676, Monday through Friday, 7am to 5:30pm MT. to speak with a Compassion representative.



# Motivation

**Change Lives with Your Gift. Donate Now.**

1

My Donation



# Fogg Behavior Model

$$B = mat$$

behavior motivation ability trigger  
at same moment

High  
Motivation

motivation

Low  
Motivation

triggers  
succeed here

Action Line

triggers  
fail here

[www.BehaviorModel.org](http://www.BehaviorModel.org)

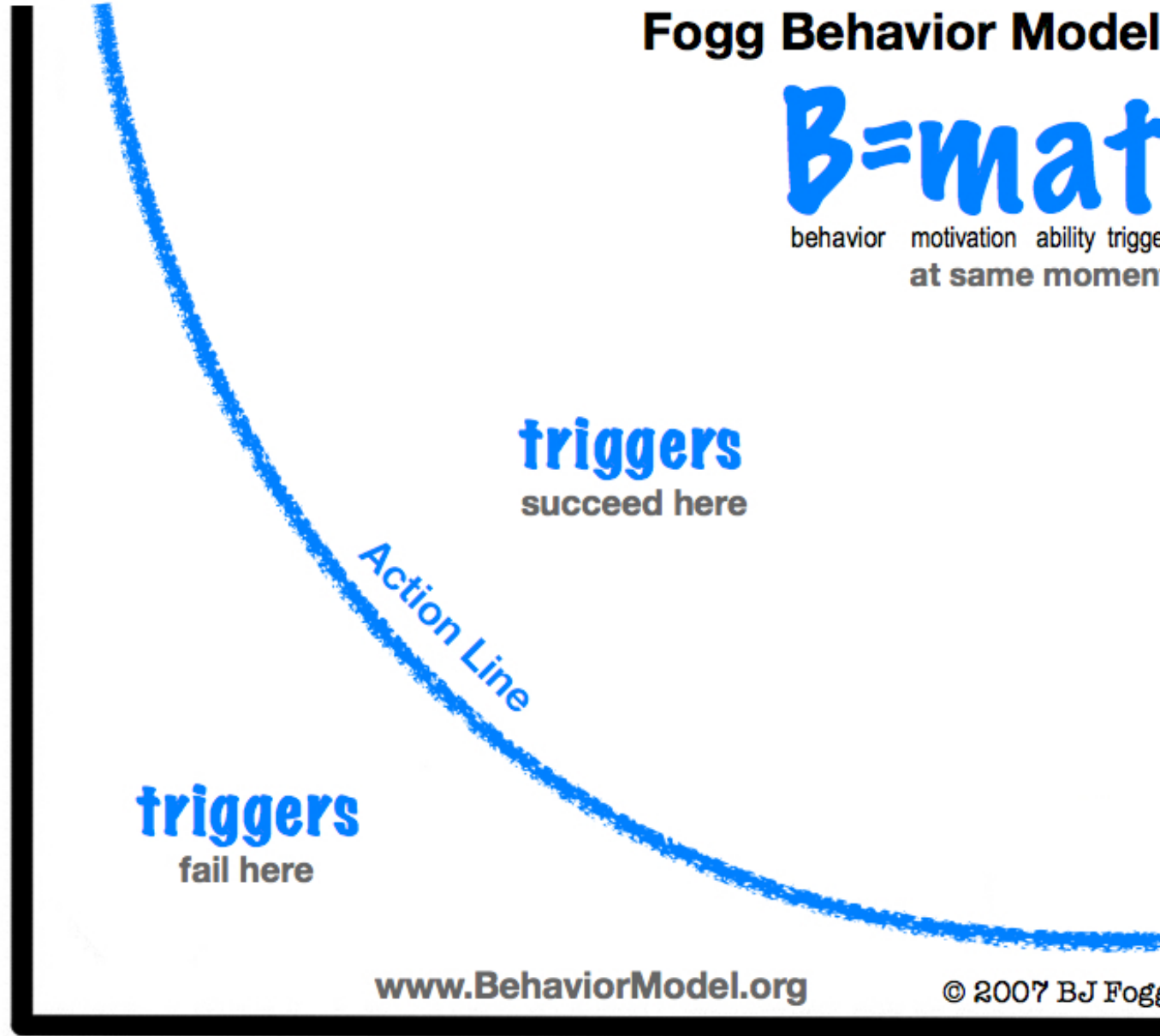
© 2007 BJ Fogg

For permissions,  
contact BJ Fogg

Hard to Do

ability

Easy to Do





# Value

Hotel location is easy to miss as it's way down in the visual hierarchy

Leading with price before communicating value makes people think about cost, the focus is on the pain.

Missing prominent value proposition: why stay at Marriott? This is not answered anywhere. I recommend testing a prominent value-driven statement.

The main headline for a number of hotels is non-descriptive. Most people only read headlines, and nothing else. It has to communicate value

The screenshot shows the Marriott website for the San Antonio Riverwalk hotel. The page layout includes a top navigation bar with links like 'Find & Reserve', 'Reservations', 'Account', 'Sign In', and 'Join Now'. Below this is a header section with the Marriott logo, the hotel name 'San Antonio Marriott Riverwalk', the address '889 East Market Street San Antonio Texas 78205 USA', a rating of 89 reviews, a phone number, and a 'Photos' button. A 'View Rates From' section displays '239 (USD) per night'. A navigation menu includes 'Our Hotel', 'Rooms', 'Deals', 'Dining', 'Fitness', 'Groups, Events & Meetings', 'Local Area', and 'Maps & Transportation'. A 'Find Your Room' sidebar offers options for 'Room', 'Room + Flight', and 'Room + Car', with check-in and check-out dates (03/04/15 to 03/05/15) and a 'Find' button. The main content area features a large image of a hotel room with a 'VIEW PHOTOS' button. Below the image is the 'Our Hotel' section, which describes the hotel's location and amenities, followed by a 'Read More' link. To the right of the 'Our Hotel' section are two GreenLeaders certification badges (2014 and 2015) and a section for guest ratings, showing a 4.2 rating for Cleanliness and a 4.3 rating for Service, with a note that 85% of guests recommend the hotel.

San Antonio Marriott Riverwalk  
889 East Market Street San Antonio Texas 78205 USA  
89 Reviews  
+1-210-224-4555  
Photos

View Rates From  
239 (USD) per night

Our Hotel Rooms Deals Dining Fitness Groups, Events & Meetings Local Area Maps & Transportation

Find Your Room  
Room  
Room + Flight  
Room + Car  
Check in 03/04/15 Check out 03/05/15  
Find

VIEW PHOTOS

**Our Hotel**  
Our San Antonio Riverwalk hotel charmingly captures the vibrant culture and style of this romantic city, welcoming you and ensuring an enchanting stay. The Marriott San Antonio Riverwalk is located in the heart of downtown San Antonio, offering sweeping balcony views of San Antonio's fabulous Riverwalk district. Our 30-story hotel invites guests  
+ Read More

GreenLeaders  
2014  
GreenLeaders  
2015


4.2  
Cleanliness  
4.3  
Service  
85% of guests recommend this hotel



**What's  
wrong with  
this picture?**

# Step #3: Digital analytics

- Where are the leaks?
- Which segments?
- What are users doing?
- Which actions correlate with higher conversions?



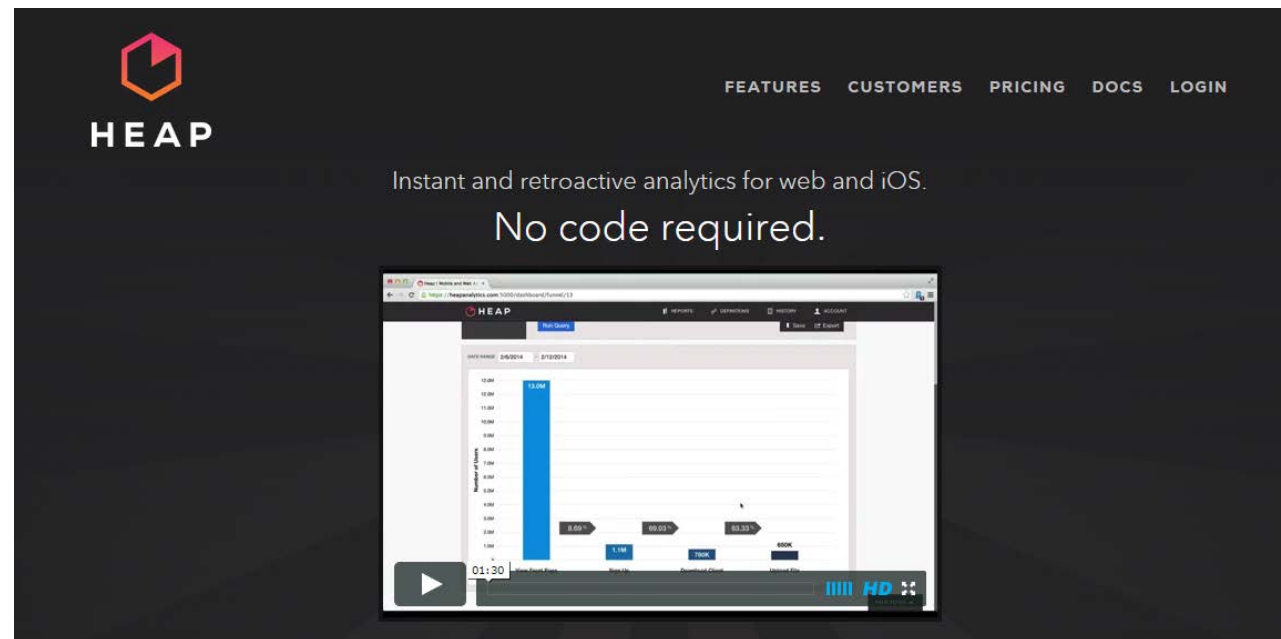
**Web Analytics  
Analysis**

Analytics health check  
Set up measurement for KPIs  
Identify leaks



**Measure everything  
You'll need it later**





**HEAP**

FEATURES CUSTOMERS PRICING DOCS LOGIN

Instant and retroactive analytics for web and iOS.  
No code required.

01:30

HD

The image displays the HEAP Analytics website interface. At the top left is the HEAP logo, consisting of a stylized orange and pink hexagon above the word "HEAP" in white. To the right of the logo is a navigation menu with links: "FEATURES", "CUSTOMERS", "PRICING", "DOCS", and "LOGIN". Below the navigation menu, the text "Instant and retroactive analytics for web and iOS." and "No code required." is displayed in white. In the center, there is a video player showing a screenshot of the HEAP Analytics dashboard. The dashboard features a bar chart with a blue bar reaching 13,204 on the y-axis, which is labeled "Number of Users". Below the bar chart, there are four smaller bars with values 1,184, 7006, and 800K. The video player has a play button, a progress bar, and a timestamp of 01:30. The video player is set to HD quality.

FREE SHIPPING ON ALL ORDERS OVER \$150 ... FLAT \$7.99 SHIPPING RATE ON ORDERS UP TO \$150



Search by product name or item #



YOUR CART ( ) \$0.00

Free shipping from \$150

## Find Relief From

Dust Mites  
Sensitive Skin  
Mold & Mildew  
Bacteria & Germs  
Pet Dander  
Fragrances & Odors  
Dust Allergies  
Sinus Trouble  
Bed Bugs  
Asthma  
Pollen

## 1000's of allergy relief products to enhance your quality of life

Thousands of doctors from around the country have instructed their patients to find a suitable product for allergy relief from National Allergy

100%  
MONEY-BACK  
SATISFACTION  
GUARANTEE

1127340  
SATISFIED CUSTOMERS  
since 1988

FREE  
SHIPPING  
ON ALL ORDERS  
OVER \$150

## POPULAR PRODUCTS

## SPECIAL OFFERS

## NEW ARRIVALS

## ALLERGY INFORMATION



## Hypoallergenic Fleece Blankets

by BedCare

★★★★★ (1)  
Sale Price: \$17.99

SEE PRODUCT



## All-Cotton Allergy Mattress Covers

by BedCare

★★★★★ (5)  
Sale Price: \$52.99

SEE PRODUCT



## All-Cotton Mite-Proof Pillows

by BedCare

★★★★★ (3)  
Sale Price: \$25.00

SEE PRODUCT



## AllerTech Laundry Detergent 64-oz Bottle

by AllerTech

Sale Price: \$16.95

SEE PRODUCT

## Find an allergist



Find your nearest allergist from 11000 certified allergists across the United States

## Visit our Learning Library



Explore archives of valuable articles that will help you avoid common allergens.

[Get Our Product Catalog »](#)[See Stories From Other People »](#)[Get Product Comparison Charts »](#)

## Allergy Help Center

Need Expert Advice?  
Want To Order By Phone?

Call 1.800.522.1448

Mon.-Fri. 9am to 5:30pm EST

Your questions are answered by:



Deborah



Judy



Omron MicroAir NE-U22V



Free &amp; Clear Shampoo and



Allergen Barrier Comforters



Luxury Mattress Pads





Find Relief From

ALLERGY BEDDING

AIR PURIFIERS

REPLACEMENT FILTERS

HOME ALLERGY PRODUCTS

PERSONAL CARE

HUMIDITY CONTROL

VACUUMS

Dust Mites  
Sensitive Skin  
Mold & Mildew  
Bacteria & Germs  
Pet Dander  
Fragrances & Odors  
Dust Allergies  
Sinus Trouble  
Bed Bugs  
Asthma  
Pollen

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# Ecommerce Overview

Email Export Add to Dashboard Shortcut

All Sessions  
100.00%

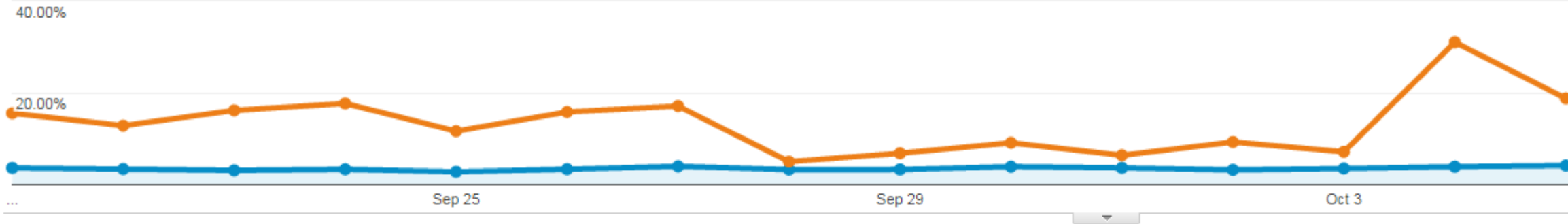
Uses 'find relief from'  
10.80%



## Overview

Ecommerce Conversion Rate vs. [Select a metric](#)

Ecommerce Conversion Rate (All Sessions) Ecommerce Conversion Rate (Uses 'find relief from')



### Ecommerce Conversion Rate

All Sessions

3.52%

Uses 'find relief from'

13.95%

### Transactions

All Sessions

1,514

Uses 'find relief from'

129

### Revenue

All Sessions

\$175,932.02

Uses 'find relief from'

\$16,990.15

### Average Order Value

All Sessions

\$116.20

Uses 'find relief from'

\$131.71

### Unique Purchases

All Sessions

3,077

Uses 'find relief from'

348

### Quantity

All Sessions

5,999

Uses 'find relief from'

648



FREE SHIPPING ON ALL ORDERS OVER \$150 ... FLAT \$7.99 SHIPPING RATE ON ORDERS UP TO \$150



Search by product name or item #



YOUR CART ( ) \$0.00

Free shipping from \$150

Find Relief From ▾

ALLERGY BEDDING

AIR PURIFIERS

REPLACEMENT FILTERS

HOME ALLERGY PRODUCTS

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Search by product name or item #



YOUR CART ( ) \$0.00

Free shipping from \$150

Find Relief From ▾

ALLERGY BEDDING

AIR PURIFIERS

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Sinus Trouble  
Bed Bugs  
Asthma  
Pollen

# 1000's of allergy relief products to enhance y

Thousands of doctors from  
to find a suitable product for

Revenue

Thank You

5.8729

4.29%



-22.4%

4.5567

-11.9%

3.78%

100%  
MONEY-BACK  
SATISFACTION  
GUARANTEE

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Find your nearest allergist  
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**How many  
different ways are  
there?**

Pollen

**100%**  
MONEY-BACK  
SATISFACTION  
GUARANTEE

**1127340**  
SATISFIED CUSTOMERS  
*since 1988*

**FREE**  
SHIPPING  
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## Find Relief From:

Dust Mites

Sensitive Skin

Mold & Mildew

Bacteria & Germs

Pet Dander

Fragrances & Odors

Dust Allergies

Sinus Trouble

Bed Bugs

Asthma

Pollen



100%  
MONEY-BACK  
SATISFACTION  
GUARANTEE

1127340  
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FREE  
SHIPPING  
ON ALL ORDERS  
OVER \$150

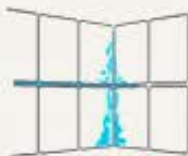
## Find Relief From:



Dust Mites



Sensitive Skin



Mold & Mildew



Bacteria & Germs



Pet Dander



Fragrances & Odors



Dust Allergies



Sinus Trouble



Bed Bugs



Asthma



Pollen

[See all »](#)

Revenue

15.0376



+5.4%

15.8438

+0.8%

15.1632



# Trusted by doctors. Allergy relief products that work.

Thousands of doctors from around the country have instructed their patients to find a suitable product for allergy relief from National Allergy



**100% MONEY-BACK**  
Satisfaction guarantee

**1127340 CUSTOMERS**  
served since 1988

**FREE SHIPPING**  
on All orders over \$79

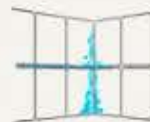
## Find Relief From:



Dust Mites



Sensitive Skin



Mold & Mildew



Bacteria & Germs



Pet Dander



Fragrances & Odors

## #4: Mouse tracking & form analytics

- Where do they click?
- How far down they scroll?
- Differences between devices?
- Session replays

Heat maps & click maps  
Scroll maps  
User session video replays

***Mouse Tracking  
Analysis***



Visits i

5749

56%

Starters

3193

73%

Total Form Dropoff i

2345

Lost Visitors

4901 85%

Field	Drop Offs	Drop Off %	% of Total Drop Offs	Health
Name: C_FirstName ID: C_FirstName	1619	51%	69%	2%
Name: C_Area_of_Interest1 ID: C_Area_of_Interest1	498	16%	21%	8%
Name: Comments ID: Comments	63	2%	3%	62%
Name: C_BusPhone ID: C_BusPhone	35	1%	1%	100%
Name: ID: submitBtn	30	1%	1%	100%
Name: C_Title ID: C_Title	26	1%	1%	100%
Name: C_EmailAddress ID: C_EmailAddress	22	1%	1%	100%
Name: C_LastName ID: C_LastName	18	1%	1%	100%
Name: C_Company ID: C_Company	10	0%	0%	100%

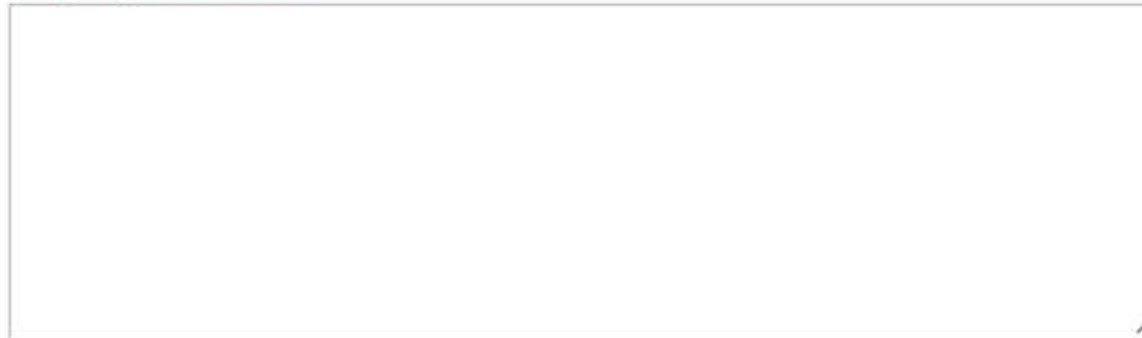
Support

## #5: Qualitative surveys

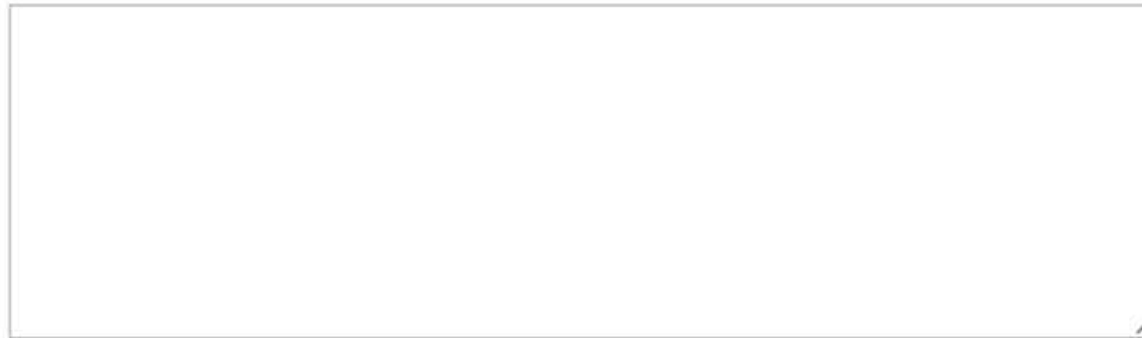
- User groups
- Which problem are they solving?
- How are they deciding?
- What's holding them back?
- What else do they want to know?



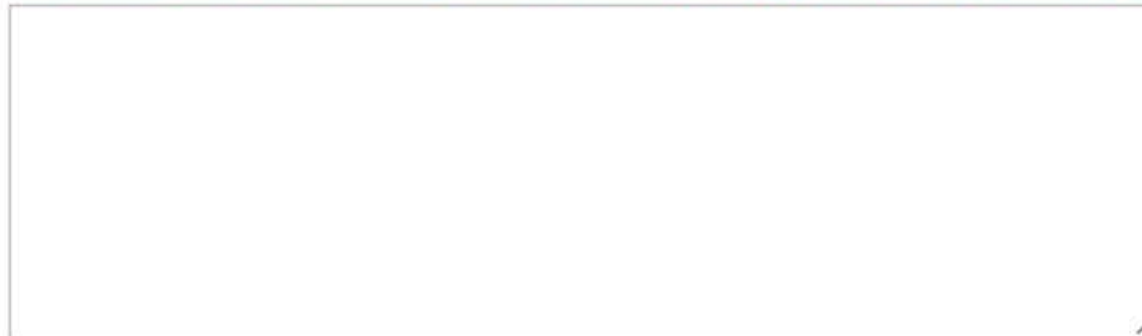
**What was your biggest challenge, frustration or problem in finding the right product?**

A large, empty rectangular text box with a thin grey border, intended for the user to provide feedback on their biggest challenge or frustration in finding the right product. A small double-slash icon is visible in the bottom right corner.

**What doubts and hesitations did you have before completing the purchase?**

A large, empty rectangular text box with a thin grey border, intended for the user to provide feedback on their doubts and hesitations before completing the purchase. A small double-slash icon is visible in the bottom right corner.

**What's the one thing that nearly stopped you from buying from us?**

A large, empty rectangular text box with a thin grey border, intended for the user to provide feedback on the one thing that nearly stopped them from buying from the company. A small double-slash icon is visible in the bottom right corner.



Customer Survey

File Edit View Insert Format Data Tools Form Add-ons Help



£ % .0 .00 123

Arial

10

**B** *I* ~~S~~ A





A	P	Q	R	S	T	U	V
		What's the one thing that nearly stopped you from buying from us?					
Email	What's the one thing that nearly stopped you from buying from us?	cost	shipping & customs fees	delivery times	desired size / color not avail	not sure if I like it	exchange r
peterkctay@gmail.com	I cannot find brand new from my favorite Brand.	0					
Harlem_man@hotmail.com	Nothing stopped me	0					
scott.paterson@hotmail.com	the discount coupon issue pointed out.	1					
TOTAL	Nothing	0					
	Time until product arrives and how safe my credit card details are.			1			
	TOTALS	35	15	26	14	6	



What are you looking for?

Search

- Deals
- Smallwares
- Dinnerware
- Tabletop
- Food Preparation
- Restaurant Equipment
- Janitorial Supplies
- Storage
- Furniture
- Chef Wear
- Disposable Tableware
- Shop Business Type

TigerChef

# Shopping Cart

Product	Unit Price	Quantity	Price
<div><div>Adcraft FW-1200WR Countertop Round Food Warmer / Cooker , 7 - 11 Quart ITEM # (FW-1200WR) Ships in 3-5 days</div></div>	\$113.29	<div>1</div> <div>Update</div>	\$113.29

Product Total:	\$113.29
Shipping:	---
Order Total	\$113.29

[Coupon Code/Gift Certificate](#)

[Redeem Reward Points](#)

[Calculate Shipping & Taxes](#)

 SECURE CHECKOUT →

CHECK OUT WITH 

CONTINUE SHOPPING

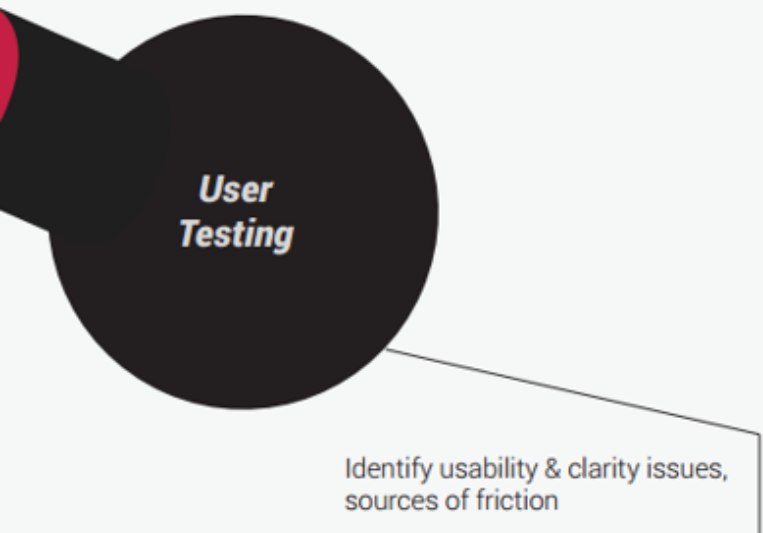
shipping

coupon  
high  
cost  
price  
code  
free  
looking  
order  
need  
item  
charges  
costs  
rate  
buy  
want  
get  
see  
discount  
email  
expensive  
trying  
freight  
9.99  
cheaper  
stock  
much  
items  
get  
see  
whole  
ship  
one  
chances  
signing  
talk  
order  
rate  
buy  
item  
chances  
signing  
talk



# #6: User testing

- What's difficult to understand?
- What's difficult to do?
- What goes wrong?



*User  
Testing*

Identify usability & clarity issues,  
sources of friction

help

Questions? 1-800-903-9493

Recording 10:12

Step 5 of 5

Buy these swim shorts. Use this dummy credit card data:

4111 1111 1111 1111

any date in the future

CVV: 123

Stop when you receive a "payment failed" error msg.

Paused Time

Rotate Video

## DJ mobile

Tested by dail (10/22/15 - #1035676A)

Annotate Clips Tasks Answers

5:39

5

Pause the video when I annotate

### Post a comment

This is where you add personal comments. They get queued at specific time-points in the video so you can:

- Quickly jump to specific issues
- Export them to Excel
- Share them with team members
- Create downloadable video clips



05:39 / 13:12

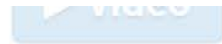


Rate User Tester ★★★★★

Send Video

Report Problem

Tell us

[Click here to add notes](#)

## Tester's Answers for DJ mobile

1. **What frustrated you most about this site?**

Nothing really. The site worked very well, and all the relevant information and products were displayed well.

2. **If you had a magic wand, how would you improve this site?**

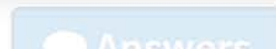
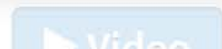
I don't think I would change any thing, except maybe a more masculine color than the aqua/teal.

3. **What did you like about the site?**

I like how easy it was to use. The products were very well displayed.

4. **What was the one thing that was most off putting about the site?**

Nothing really.

[Click here to add notes](#)





**Now you have your very  
own list of 99 problems**

- **Instrument**
- **Just Do It**
- **Hypothesize & Test**

Issue	Bucket	Background	Action	Rating
Google Analytics bounce info is wrong	Instrument	Google Analytics script is loaded twice! Line 207 and 506 of the home page both contain GA code, as do all the other pages.	Remove the double entry	★★★★★
Conversions are low for IE9.	Investigate	Possible cross-browser issues.	Conduct cross-browser testing.	★★★★
People don't know how to use category pages	Hypothesize	Too many options, unfamiliar information architecture & layout.	Re-think the category page layout	★★★★★
Missing value proposition on the home page	Test	Add a compelling value proposition in the header of your website that states what your website is about, what can they do here and why should they do it	Add prominent value proposition	★★★★★
Content is very hard to read	JFDI	Font size 11px is too small	Increase font size	★★★★



# PXL test prioritization framework

PXL prioritization framework by CXL											RESULT
Test hypothesis:	Above the fold?	Noticable within 5 sec? (2 or 0)	Adding or removing an element? (2 or 0)	Designed to increase user motivation?	Running on high traffic page(s)?	Addressing an issue discovered via user testing?	Addressing an issue discovered via qualitative feedback (surveys, polls, interviews)?	Addressing insights found via digital analytics?	Supported by mouse tracking heat maps or eye tracking?	Ease of implementation (less than 4 hrs = 3, up to 8 hrs = 2, under 2 days = 1, more = 0)	
Re-structure and re-write the copy on the Tour page	1	2	2	1	1	1	1	1	0	2	12
Reverse the order of the home page content blocks	1	2	0	0	1	0	0	1	0	3	8
Increase body copy font size for mobile	0	2	0	0	1	0	0	0	0	2	5

<https://docs.google.com/spreadsheets/d/1DGUw1vkqYZ61plOpTcGHFDvh4MMP4kaRnITtaXSWrJA/edit?usp=sharing>

# Running A/B/n tests

---

36%

---

0.05%

---

0.23%

4%

97%

-1.7%

0.04%

-41.0%

0.13%

.1%

06%

-0.2%

0.05%

+99.6%

0.45%



## 1. Conduct Research

The more insight you have, the more successful your CRO projects will be. Both qualitative and quantitative research is crucial. Google Analytics and stakeholder interviews are the CROs best friends.



## 2. Build Hypotheses

Most CRO projects fail because the underlying optimization hypothesis is fundamentally flawed or nonexistent. The better your hypothesis – the better the results. The better the insight – the better the hypothesis.



## 3. Create Treatment

Once you've built solid optimization hypothesis based on insight from conversion research, you're ready to create the treatment that you want to test live on your website or landing page.



## 4. Test Treatment

Testing treatments live on the target audience is the only way to see if your hypotheses were right. A/B Testing must follow the scientific method – otherwise data will be useless.



## 5. Analyze Results

Analyzing your test data and learning from your experiments is what it's all about. If your tests don't give you insight, there's no point in testing at all. Every test should provide deeper insight and lead to new hypotheses.



## 6. Follow-Up Experiments

CRO is an ongoing process. The real value of testing is in refining your hypotheses and constantly getting deeper insight. That's how to move the needle and win in the long term.

**→ Ask me about CXL Institute**

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optimization and beyond.**

**peep@conversionxl.com**