

## Resources from EveryAction Fireside Chat: Data-Driven Testing

### Design Tools

- Adobe Creative Suite – monthly nonprofit pricing available
- Canva
- Gimp
- Pixlr

### Online Visibility Tools

Moz

Content Shares and Links: Insights from Analyzing 1 Million Articles

- <https://moz.com/blog/content-shares-and-links-insights-from-analyzing-1-million-articles>

### Organizing for Action

Explanation of form optimization

- <http://kylerush.net/blog/meet-the-obama-campaigns-250-million-fundraising-platform/>

### Planet Money

Episode 677: The Experiment Experiment

Testing will be inconclusive most of the time. Testing will surprise you. You can't have an attachment to a particular outcome because you'll end up skewing the results. Here's a great Planet Money podcast explaining this concept in further detail.

- <http://www.npr.org/sections/money/2016/01/15/463237871/episode-677-the-experiment-experiment>

### Planet Money

Episode 669: A or B

Dan Siroker wanted to increase the percentage of people who signed up for Obama's email list. So he created two versions of the website. Half the visitors saw version A with the "Sign up" button, and half saw version B, "Learn more".

That's A/B testing. And it is everywhere. It shapes everything online. It's invading stores. And schools. Even the first paragraph of this post was A/B tested. Today on the show: What you want and how we, and the rest of the world, give it to you.

- <http://www.npr.org/sections/money/2015/12/11/459412925/episode-669-a-or-b>

### How to conduct your own user tests

- <http://alistapart.com/article/quick-and-dirty-remote-user-testing>
- <http://uxmastery.com/learn-user-testing-in-10-minutes/>

### EveryAction Blog

Optimization Wins: New Online Forms Improve Conversions by 5.9%

- <http://blog.everyaction.com/company-product-news/optimization-wins-new-online-forms-improve-conversions-by-5.9-percent>

### Sources

- <http://cognition.happycog.com/article/ behold-the-fold>
- <http://blog.invisionapp.com/designing-with-eye-tracking-in-mind/>
- <http://www.webmarketinggroup.co.uk/blog/why-every-seo-strategy-needs-infographics/>
- <http://billiondollargraphics.com/infographics.html>