

# Knowing What to Test

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“Unless your conversion rate is 100%, you’re never done testing.”

– Avinash Kaushik



# Know Your Users

- Understand the needs of your visitors:
  - What are they there to accomplish?
  - What motivates them?
- Types of personas/personality types:
  - Competitive
  - Spontaneous
  - Humanistic
  - Methodical
- Each has different needs and motivations



# Testing Calls to Action

- Eliminate guessing
  - Let your users decide what works best
- Test these CTA's:
  - Location, location, location
  - Button shapes & colors
  - Texts vs. graphics
  - Button and link copywriting
  - CTA size





LunaMetrics™

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# Turning Browsers into Buyers

412.343.3692  
1.800.975.1844

We increase your [website conversion rate](#) (by turning visitors into customers or leads) and we [send more traffic to your site](#).



Search for all things Web Analytics.

Google™ Custom Search

## What we're up to

Omniture released a case study which shows how LunaMetrics helped one of our customers, Pegasus Associates, [increase their conversion rate](#) by

## Does your site work for you?

Is it accomplishing your mission? Are you [converting web visitors into customers and leads](#)? Do you have out-of-this-world sales? Or do you keep saying to yourself, "I really should do something to make my site work for me."

### Website Conversion Services

So -- why aren't more web site conversions happening?

- Your important pages don't look like what you do.
- You unintentionally make visitors jump through hoops.
- You forget that visitors don't know your business like you do.

Great [web analytic consulting](#) uses those thousands of reports (the ones that make your eyes glaze over) to tell a story; sometimes good, sometimes bad. Most stories suggest some immediate corrections. We tell your story so that you don't get that glassy eyed look. We also make actionable suggestions (or do it ourselves) that result in more [conversions](#).

### E-Marketing

Without traffic there aren't any visitors to convert into customers. No browsers to become buyers. No hits to become homeruns. Are you getting enough visitors to your site? New studies show that your [search listing](#) needs to be on the top half of the first search engine response page if it is to be seen by at least 50% of searchers. Are you there? If you aren't, are you using [paid search](#) and [email marketing](#) to help align the planets in your favor?

Not sure that we're the right conversion rate consultant or Internet marketer for you? Fill out our four-field form on the

### Join Our Mailing List

My Email

### Contact LunaMetrics

I'd like more information, or I just have a question.

My Name

My Email (Required)

[Privacy Policy](#)

My Question or Comment

3 + 8 =



# Testing Page Layout

- The five second test!
- A new layout
  - Location of elements above the fold
  - One, two or three column layouts
  - Image location
  - More/less headlines/scanable content
- Font type
- Making text and images clickable
  - Use CrazyEgg for insight
- Colors
  - Background and font colors



# Testing Site Navigation

- Is it obvious where you should click?
- Is your navigation descriptive?
  - Do they know where they are going?
- Adding active verb to links
- The order of your navigation
- Converting headers to links
- Adding/removing breadcrumbs
- Top or side navigation?



# Testing Product Presentation

- Ensure product pricing is clear
- Adding product reviews
- Adding a video
  - Instead of or to complement an image
- Adding your call to action to each product page
- Adding multiple views to a product
  - Larger pictures
  - Show the product in use





# Testing the Purchase Process

- Adding progress bar to your checkout process
- Offering free shipping
- Reducing the number of steps and form fields
- Adding approximate time of arrival
- Removing promo code box
- Removing requirement to register



# Best Resource Available



Your Users!



# Vanity Slide

- @pratt on Twitter
- <http://www.awesome-seo.com/>
- <http://www.nfusion.com/>
- E-mail: [tpratt@nfusion.com](mailto:tpratt@nfusion.com) for slides

