Conversion Rate Optimization Workshop –
Let's optimize!

Lina Hansson, *Conversion Specialist, Google Nordics*

Agenda

1   Create mobile conversions – load times and design

2   Conversion Rate Optimization – the process

3   Quantitative and qualitative research

4   Heuristic evaluation – LIFT Model and checklists

5   Prioritize ideas

6   Methodology

7   Let's go!

Google

The specialist team

Google

Discover **problems**
(slash opportunities!)

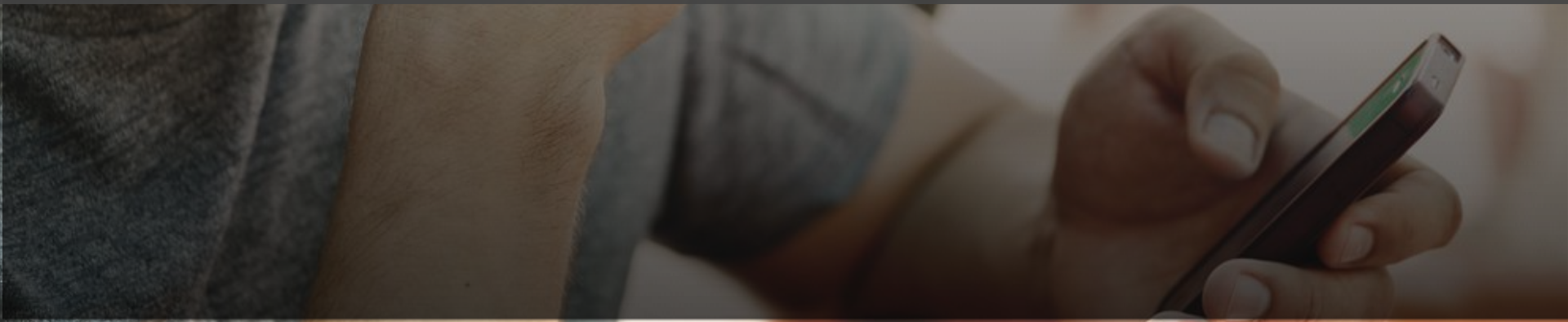

Help priority clients get
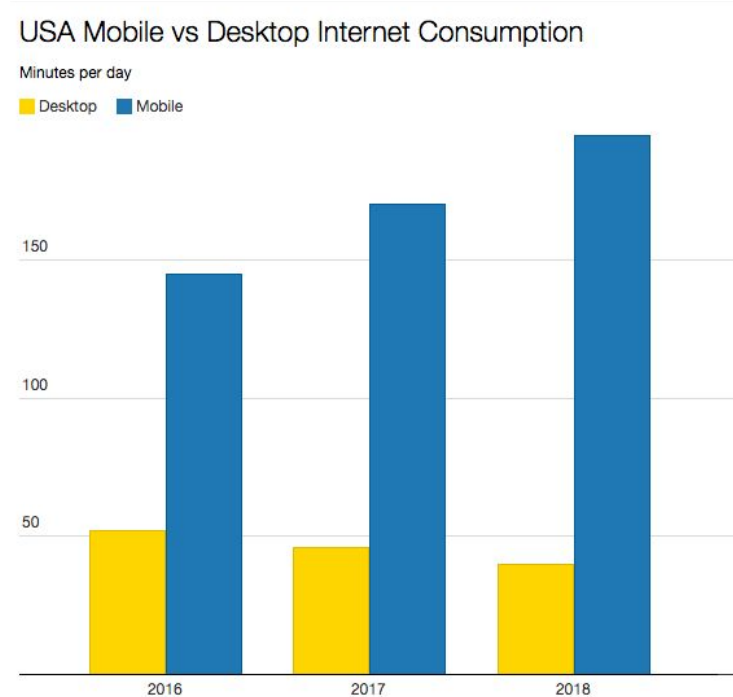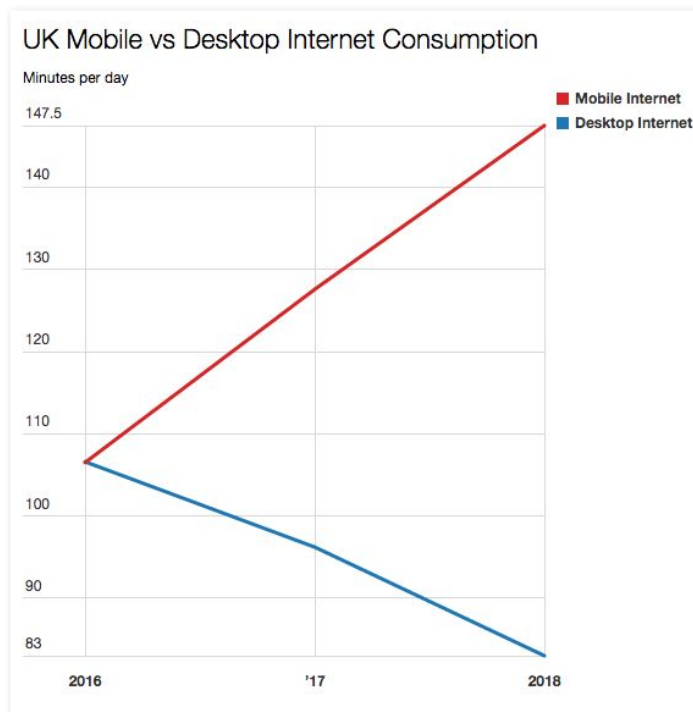the knowledge their
teams need
to **fix** the problems

Fixed problems give
higher **results**!

Google

Problem / opportunity
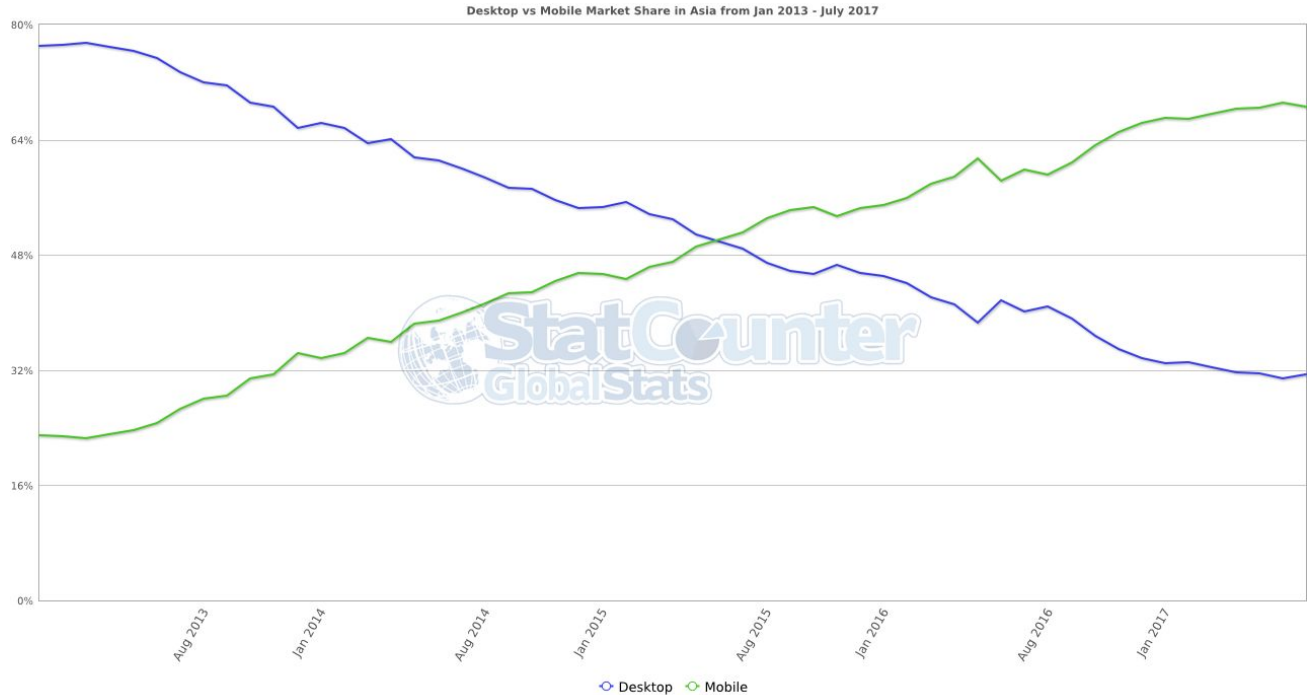
Time spent on mobile vs desktop - Digiday

UK Mobile vs Desktop Internet Consumption

Minutes per day

- Mobile Internet
- Desktop Internet

147.5
140
130
120
110
100
90
83

2016   '17   2018

USA Mobile vs Desktop Internet Consumption

Minutes per day

- Desktop
- Mobile

150
100
50

2016   2017   2018

Google

Market share mobile vs desktop in Asia - StatCounter

Desktop vs Mobile Market Share in Asia from Jan 2013 - July 2017

Desktop

Mobil

Google

What do you dislike the most when browsing the web on your mobile device?

Waiting for slow pages to load — **46%**

Being shown interstitials — **16%**

Encountering unplayable videos — **14%**

Getting redirected to the homepage — **13%**

Other — **11%**

Google
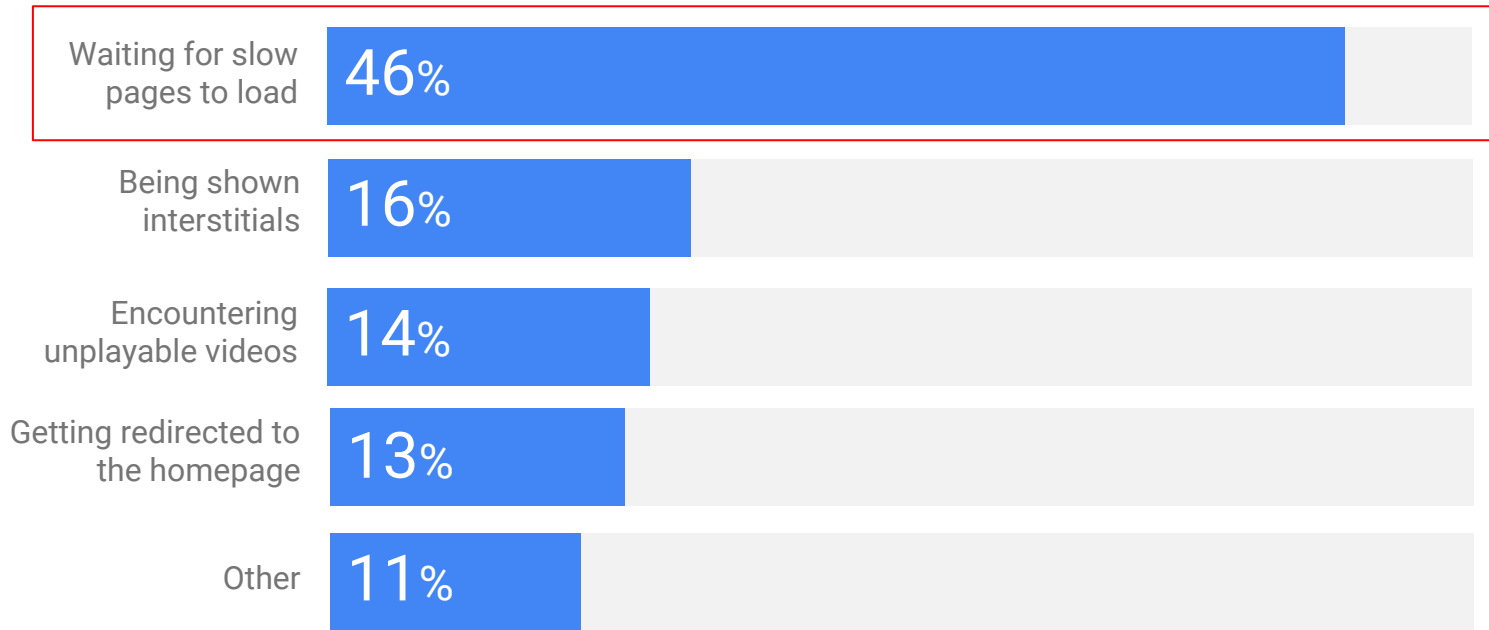
How to get great at speed

1. To your analytics

Start making speed
a part of your KPIs

2. To your developers

Get the knowledge you
need, and give them
resources to finish the
project

3. To your creative team

Introduce a
performance budget.
This will connect developers
and creatives

Google

Let's fix this together

Google

Speed = conversions

15s > 7s ▶ **+24%**

7s > 5s ▶ **+4%**

4s > 2s ▶ **+2%**

30%

Google
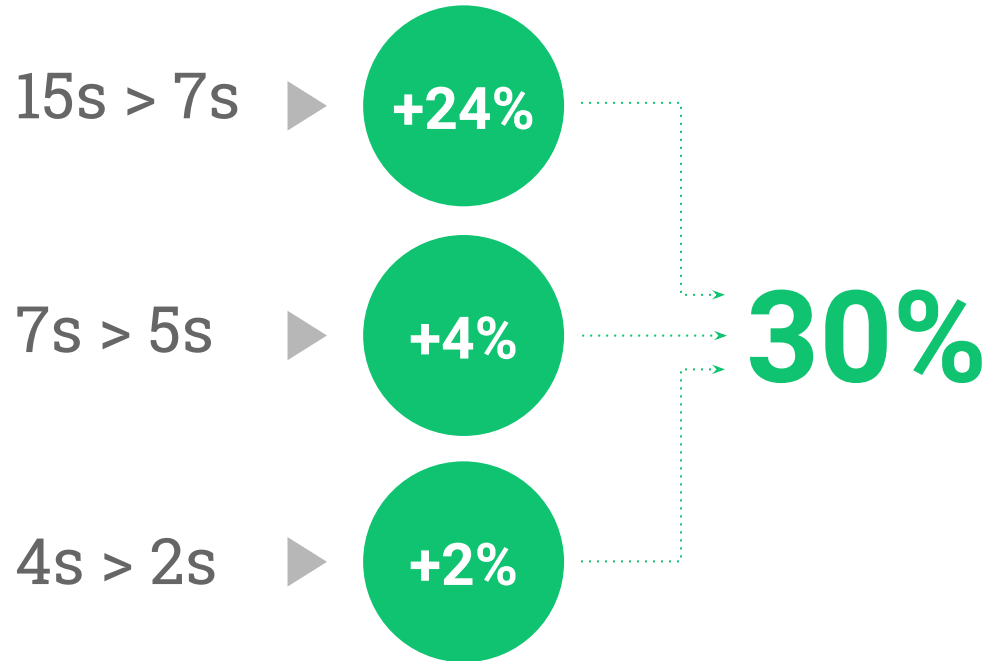
How

fast

are you on mobile?

Go to WebPageTest.org

1. Enter url
2. Test location: Choose a location that is closest to the market for your site.
3. Choose connection: 3G Fast for Northern Europe and US, 3G Regular for Southern Europe.
4. Number of tests to run: 3
5. Choose "First view only"
6. Click on the tab Chrome, and click in "Emulate mobile browser" and choose "Motorola G (gen 4)".

Google

How to read WebPageTest.org – basic

1. **Load time** should be below 5 s.
2. **Speed Index** should be below 3000.
3. **Requests** should be below 40, if you're not really good at optimizing code.
4. **Bytes In** should be below 1,000 Kb, if you're not really good at optimizing code.
5. The grades go from A to F – how many A:s do you have?

70% of cellular network connections globally will occur at 3G or slower speeds through 2020

Central Copenhagen is **not** the world – build for slower networks
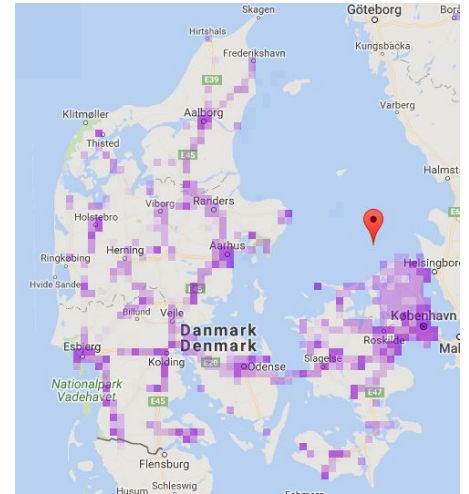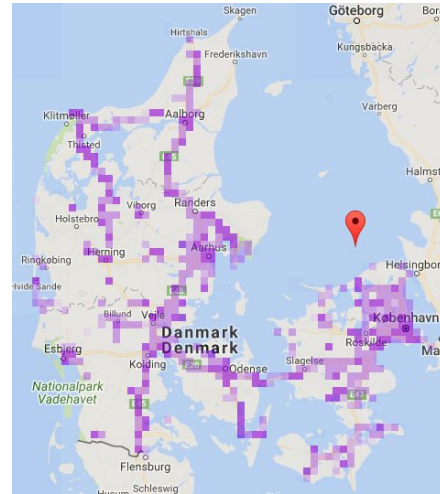
4G coverage in Denmark
Source: Sensorly

Google

How fast are you?

Load Time: **X.xx s** ← Psst! Set 5 s as an initial target. Then go after 3 s!

Speed Index: **x** ← Set below 3000 as a target.

Google

Time to **celebrate**

the discovery of weak spots

On average **the majority** of the loading size of web pages is **coming from images**

Google

The average web page weight
has now reached

3 MB

Best practice:

1 MB

| | Images | Scripts | HTML | Stylesheets | Videos | Fonts | Others |

Google
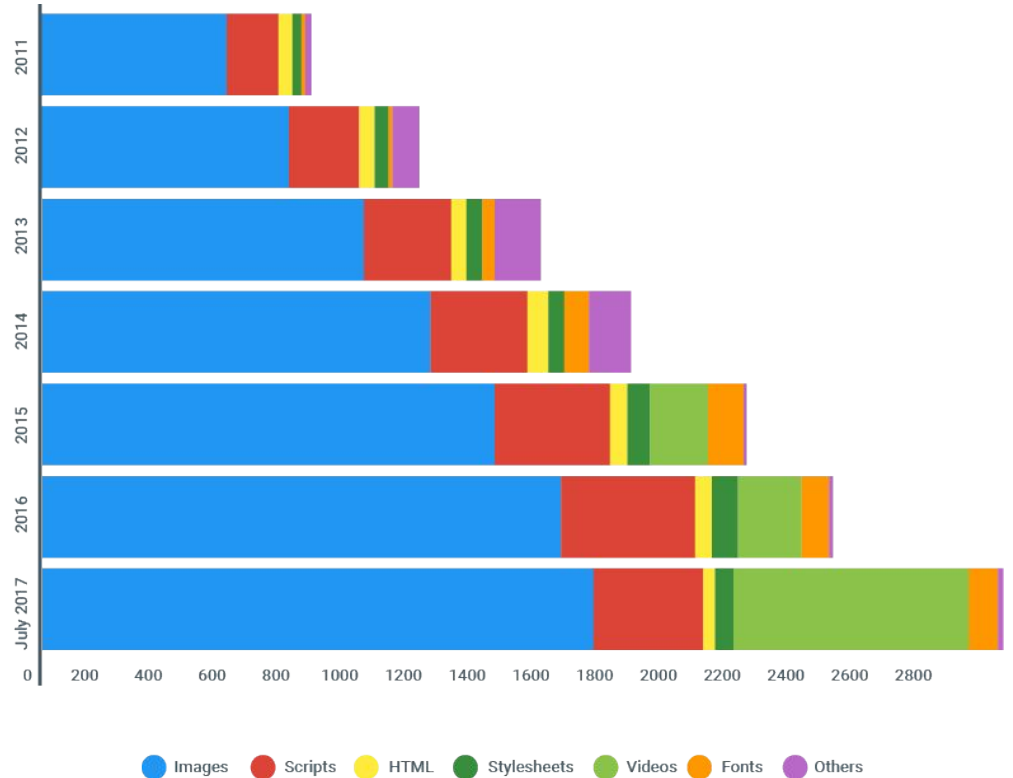
To do – help fix speed

Clean old pages, and to this before new ones:

❏ Compress images (test, but it's possible to save images on a quality of 50%).

❏ Shorten pages.

❏ Remove all the images you don't need.

❏ A/B test if you really get a better conversion rate with video.

❏ Cut all the tools (scripts) you don't need.

Process

❏ Create monthly meetings when the load times of pages in the funnel are measured in WebPageTest.org and discussed. Gather developers, designers and managers. Together you will succeed!

Google

Master mobile
with…

1

Speed

we need to help our developers

2

CRO will help us

A different design

Google

2
A different design
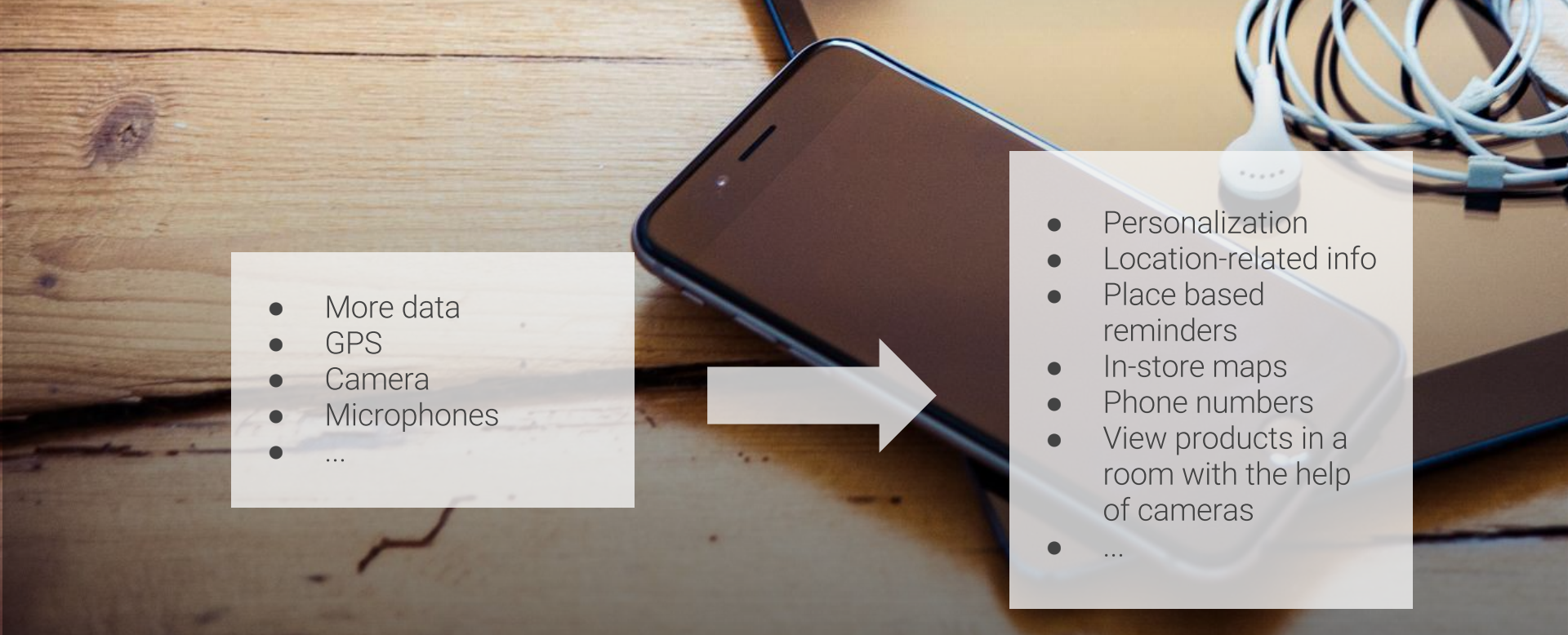
Mobile **is** challenging

New behavior - new traditions

The reach of the thumb
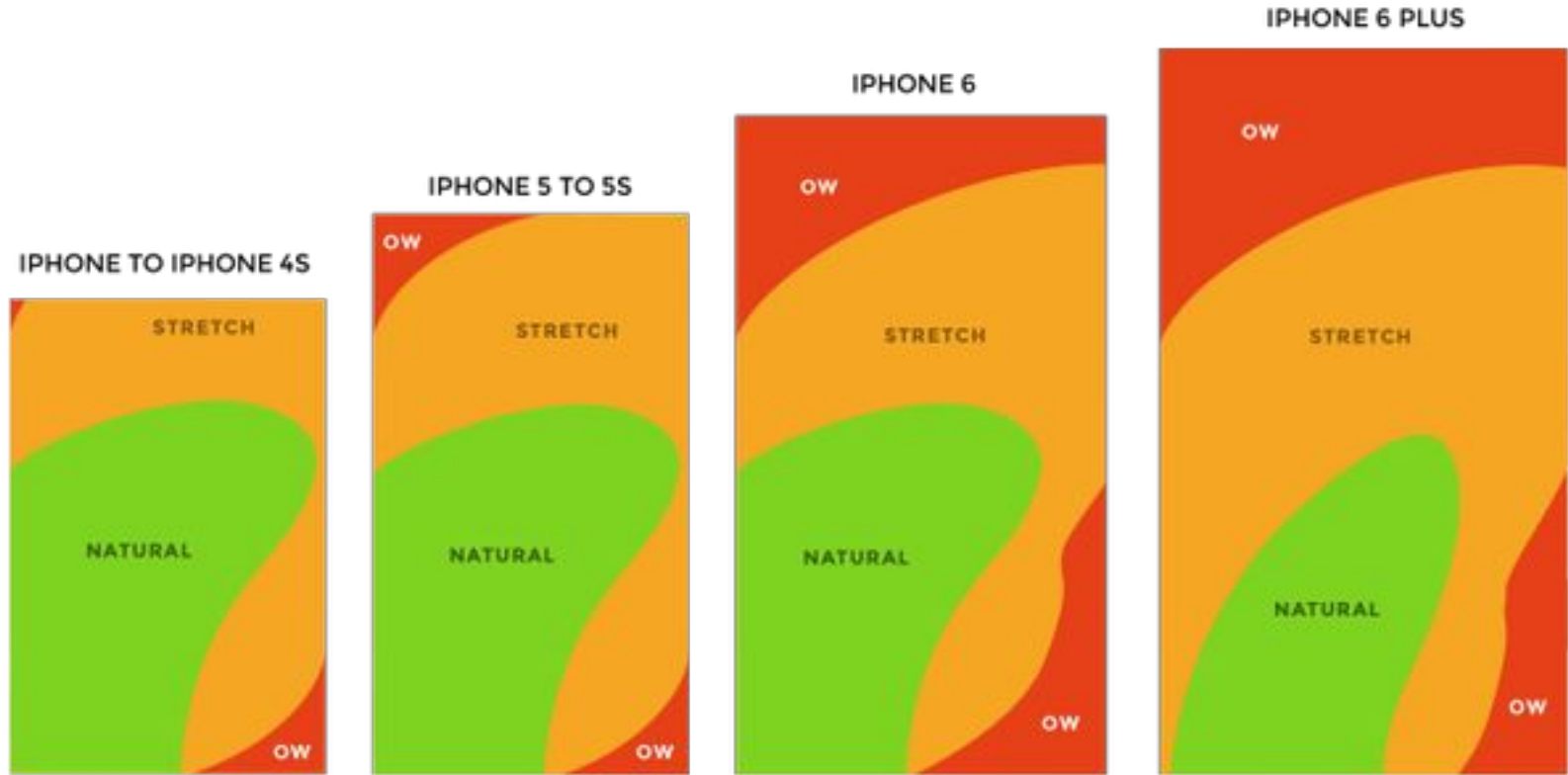
A/B test specifically for mobile

Conversion Rate Optimization
(CRO)
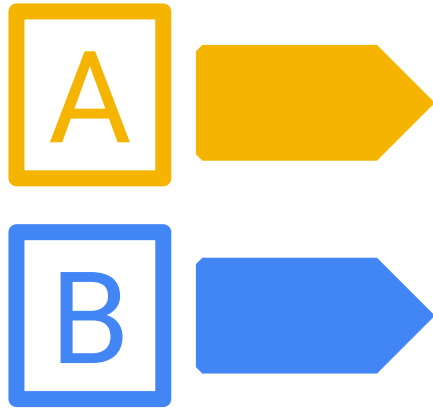
The Conversion Rate Optimization process

Quantitative research

Qualitative research

Heuristic evaluation

List of weak spots

Hypothesis

A/B test

Win!

Google
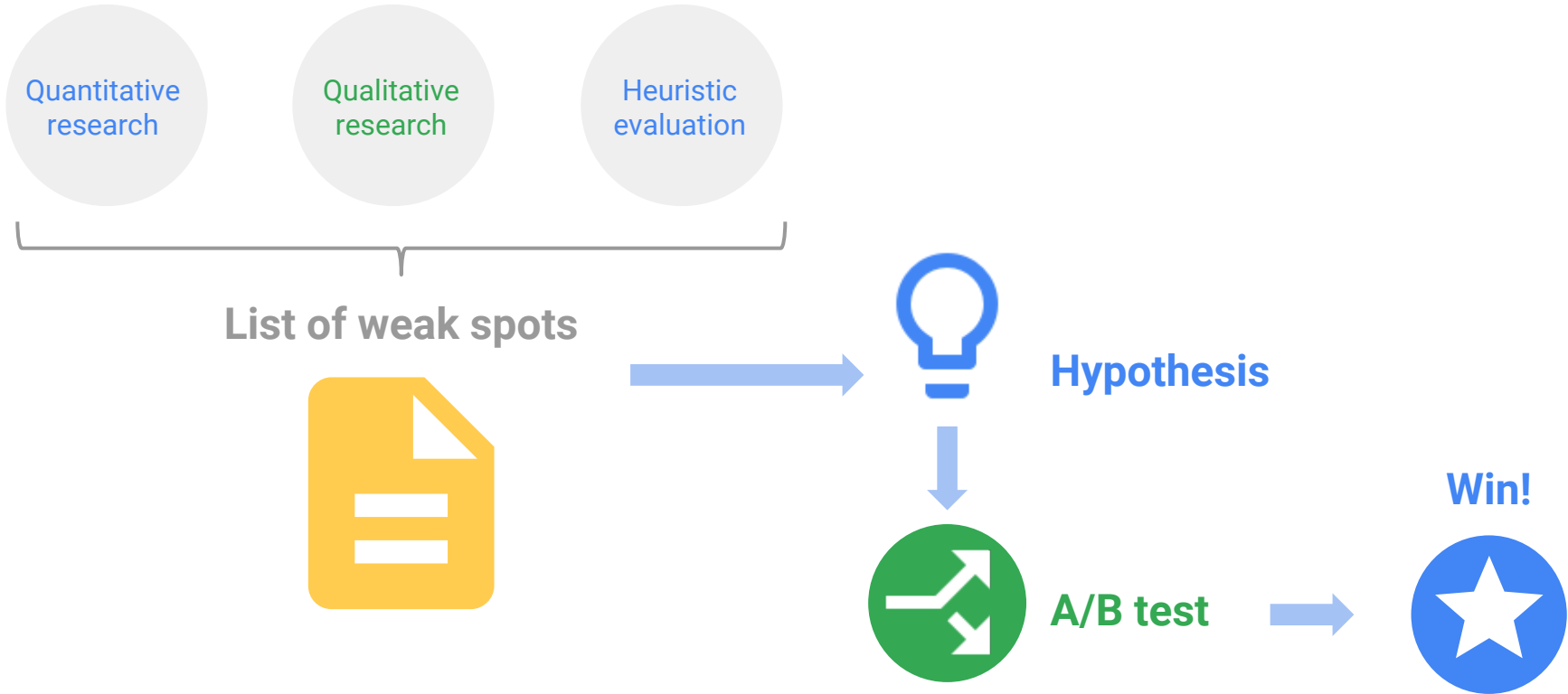
Some of the CRO enthusiasts

amazon

Developed their own machine learning tool and algorithm for multivariate testing

Booking.com

Has been performing A/B testing for a decade

Etsy

Get both engineers and creatives involved in CRO

Google

CRO methods

Usability	Persuasion	Scientific method

Information Architecture

UX & Design

Psychology

Marketing

Quantitative & qualitative research
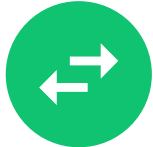
Testing
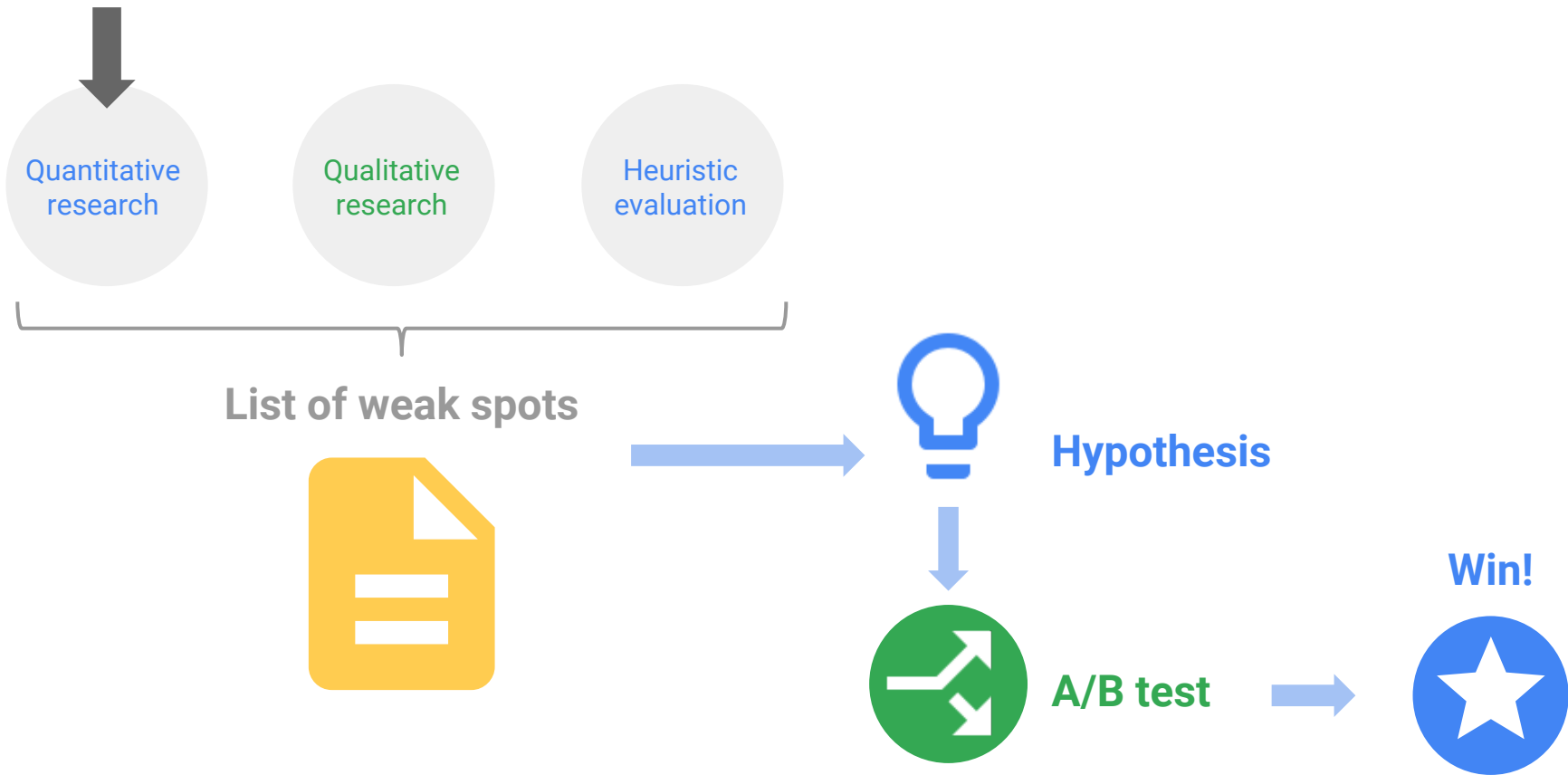
Research with the help of Google Analytics

Check the funnel

Kvantitativ
research

Google

Find weak spots in the funnel
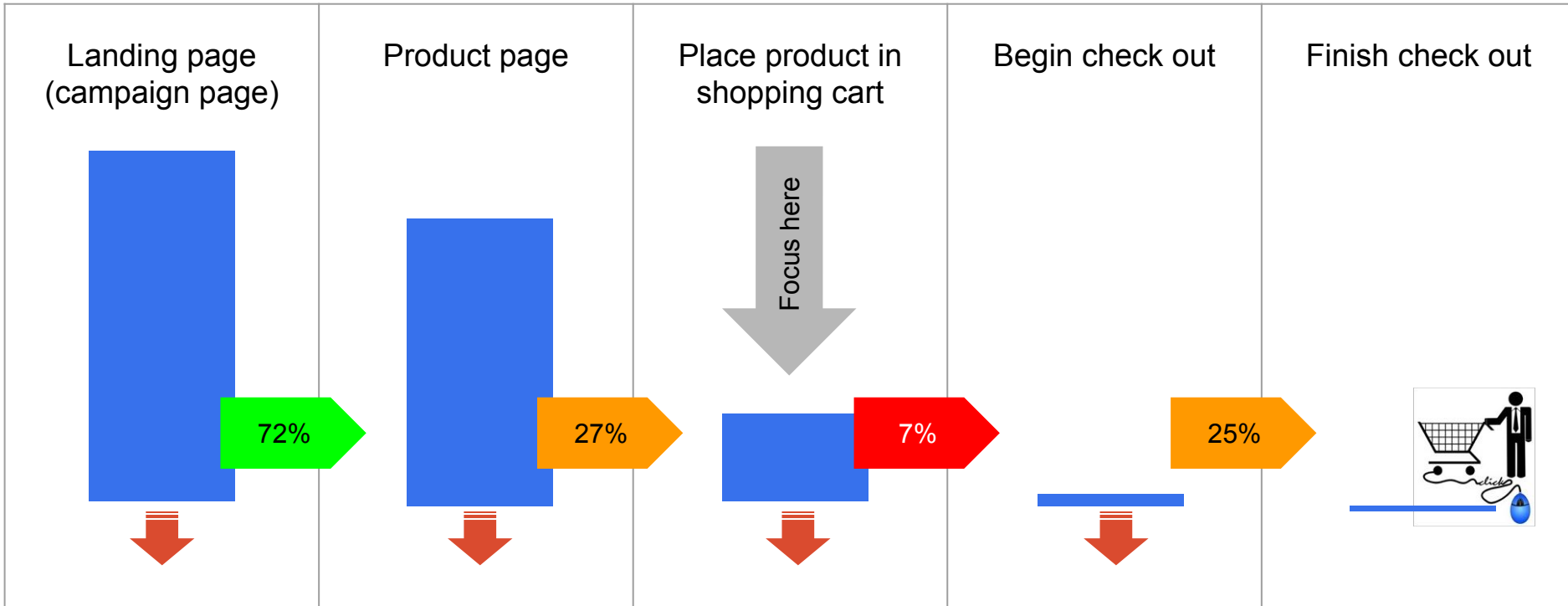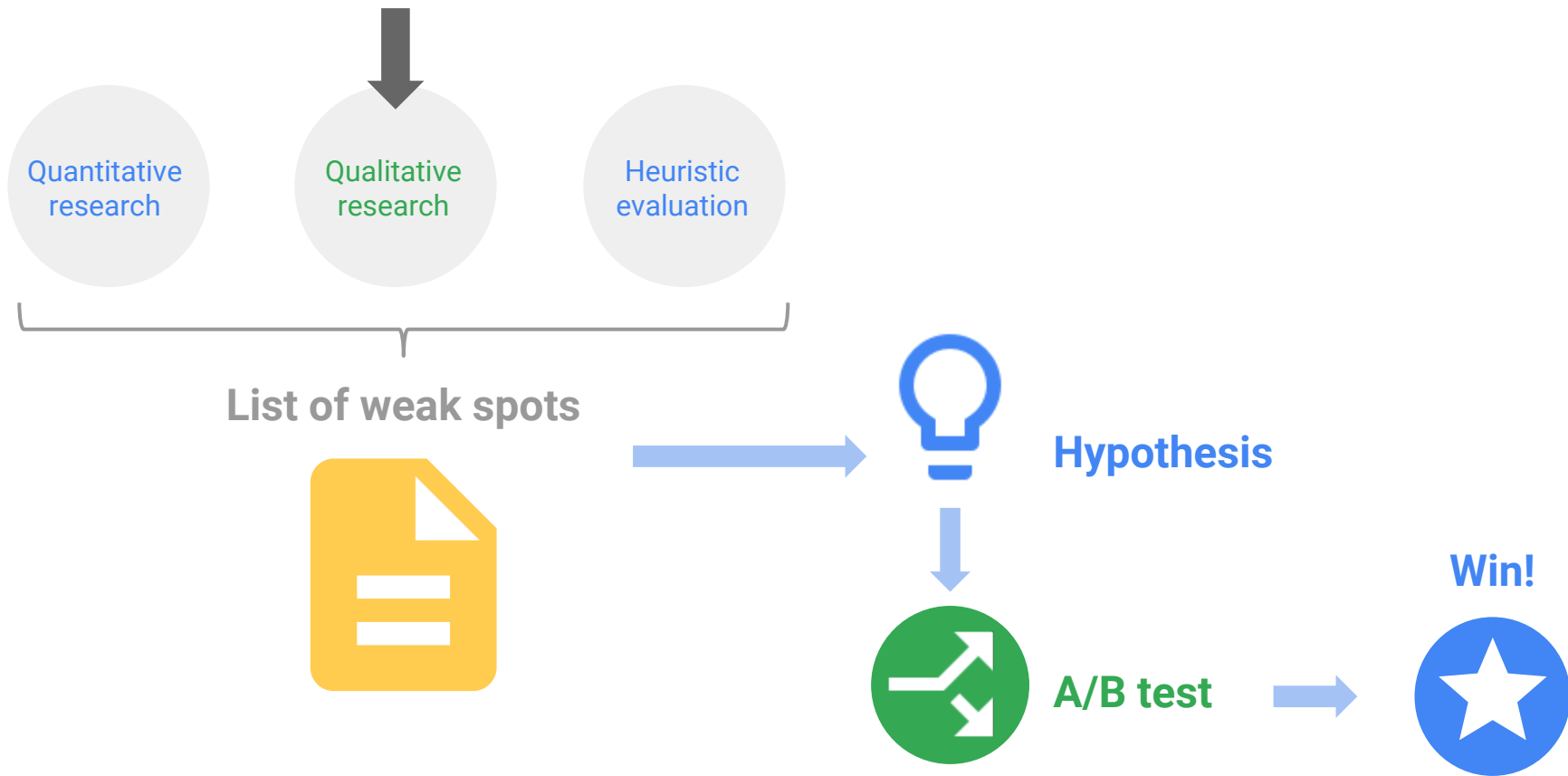
Landing page (campaign page)	Product page	Place product in shopping cart	Begin check out	Finish check out

Focus here

72% 27% 7% 25%

Quantitative research

Qualitative research

Heuristic evaluation

List of weak spots

Hypothesis

A/B test

Win!

Google

Opinion vs behavior:

Actions speak louder than words

Research with the help of people

Qualitative research ········ ⊕ **Usability tests**

- With IOS11, set screen recording. With Android, Lookback is an alternative.
- Give your user an assignment and ask them to think aloud.
- Register feelings, problems and bugs.

Google

Research with the help of people

Qualitative research ·········· Usability tests

- With IOS11, set screen recording. With Android, Lookback is an alternative.
- Give your user an assignment and ask them to think aloud.
- Register feelings, problems and bugs.

Google

What users like (+)

What users dislike (-)

Ideas users came up with (*)

Questions users had (?)

Exercise:

- Check your email.

- Watch the video and write down feelings and problems in Backlog / Qualitative research: Usability tests.

Qualitative research

Once a month:
Usability tests

Give an assignment,

use screen recording.

Before every new page:
Visitor recordings

Watch the visitors for

one hour.

Possible addition:
Heat maps

Google

Quantitative research

Qualitative research

Heuristic evaluation

List of weak spots

Hypothesis

A/B test

Win!

Google

The LIFT Model

By Chris Goward

The LIFT Model

By Chris Goward

4 behavior types

By Bryan Eisenberg
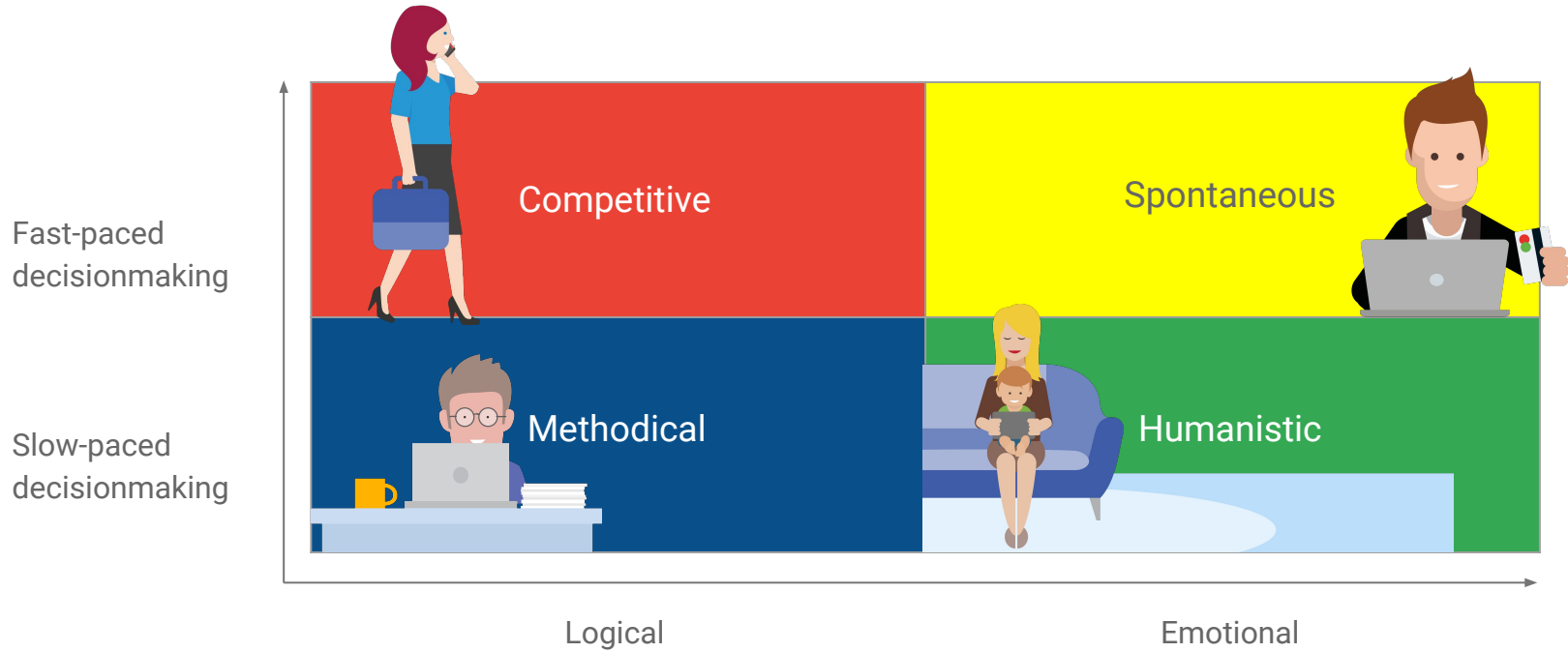
Fast-paced decisionmaking

Slow-paced decisionmaking

Competitive

Spontaneous

Methodical

Humanistic

Logical

Emotional
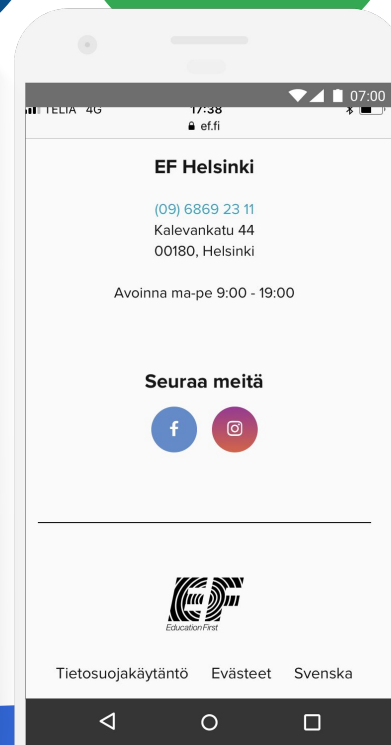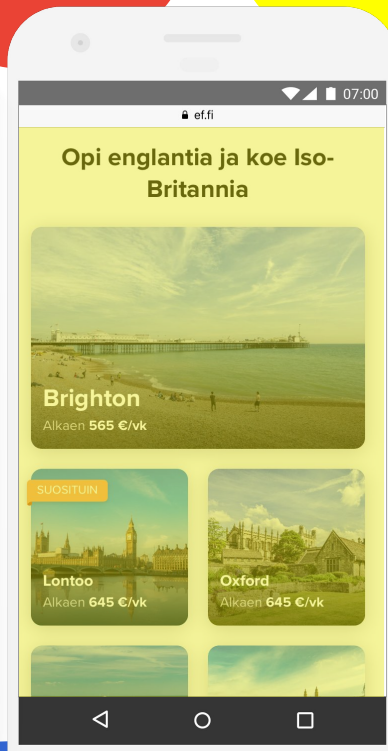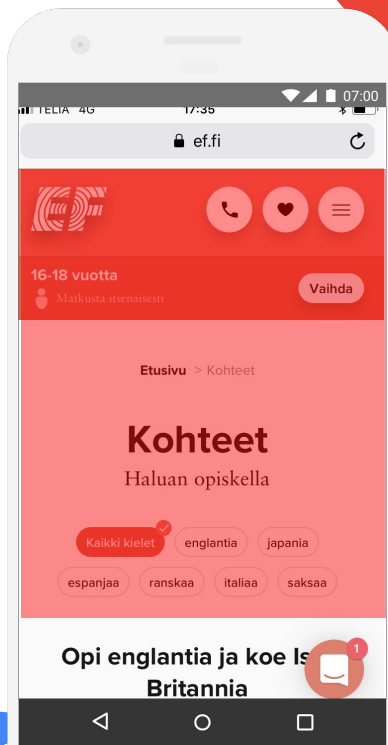
What can we add
for the 4 behavior types?

Value Proposition

6 persuasion techniques

1. **Reciprocity**
   Give a gift, and they will give in return.

2. **Scarcity**
   People want more of all that there's less of.

3. **Authority**
   We follow knowledgable experts.

4. **Consistency**
   People want to be consistent with what they've previously said or done.

5. **Principle of liking**
   People say yes to the ones they like.

6. **Consensus**
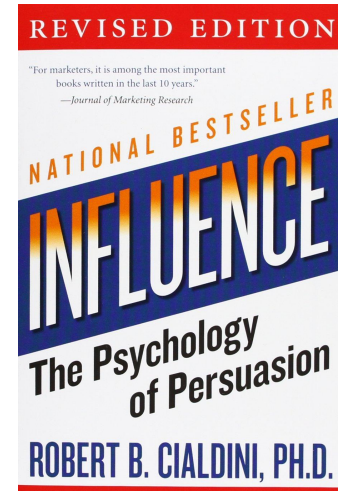   People look to the actions and opinions of others to determine their own.

Principles of **Persuasion:**

Reciprocity

Scarcity

Authority

Consistency

Liking

Consensus

REVISED EDITION

"For marketers, it is among the most important books written in the last 10 years."
—*Journal of Marketing Research*

NATIONAL BESTSELLER

INFLUENCE

The Psychology of Persuasion

ROBERT B. CIALDINI, PH.D.

Google

Think big!

How can A/B tests help you?

Test tagline

Test product

Test offer

Google
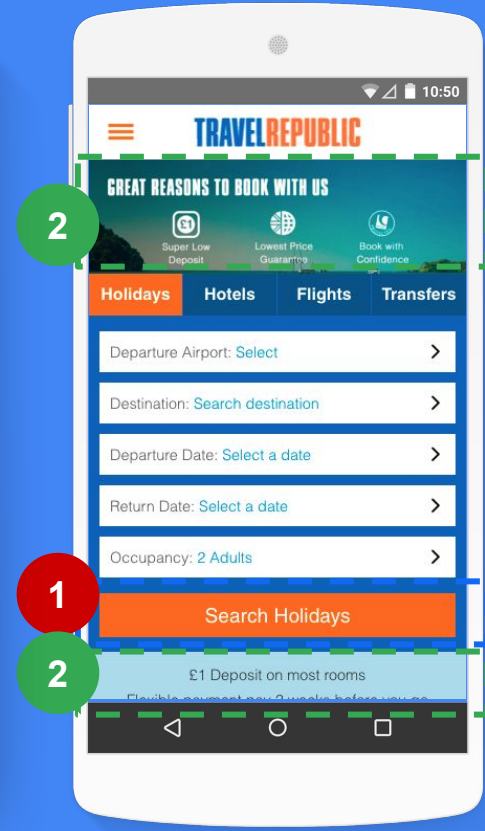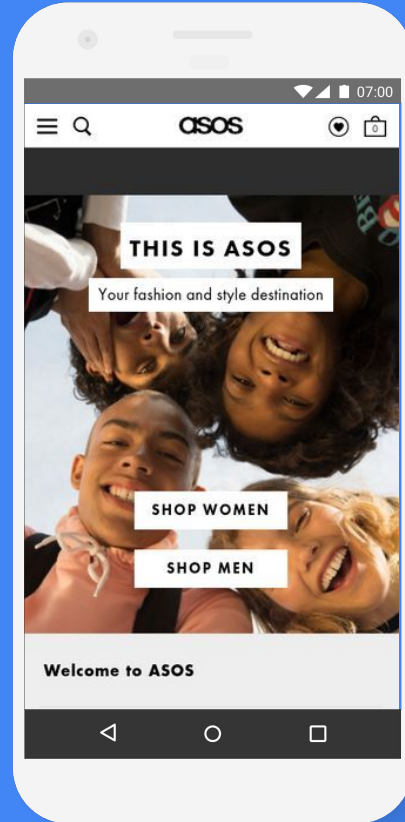
Value Proposition
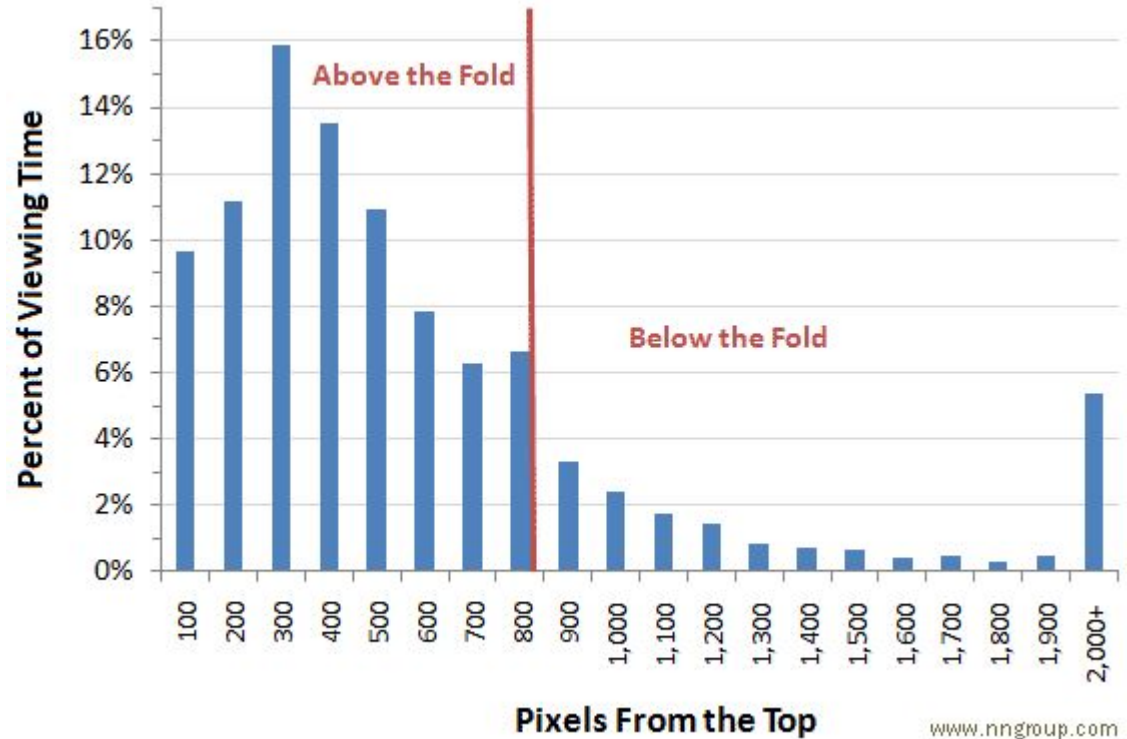
1. A clear **Call To Action**
2. A clear **Value Proposition**

Both **above the fold**!

Google

| Above the fold

A Nielsen Norman Group study in 2010, investigating 57 453 eyetracking fixations, showed that **web users spend 80% of their time looking at information above the page fold**. Although users do scroll, they allocate only 20% of their attention to below the fold.
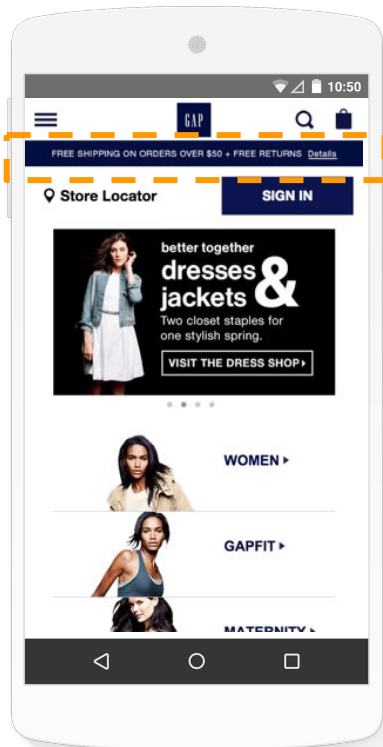
"Users do scroll, but only if what's above the fold is promising enough."

Jakob Nielsen, Nielsen Norman Group

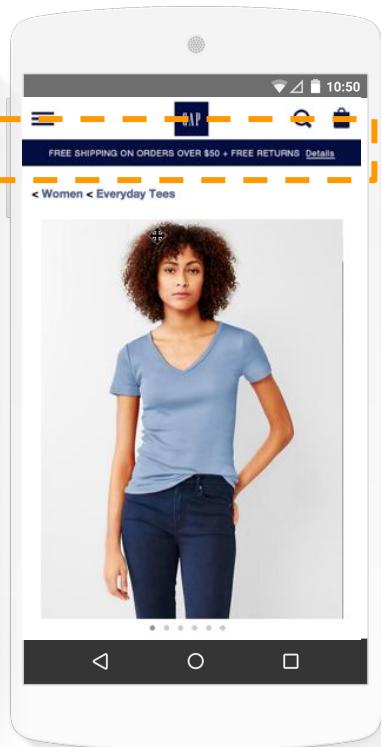Google

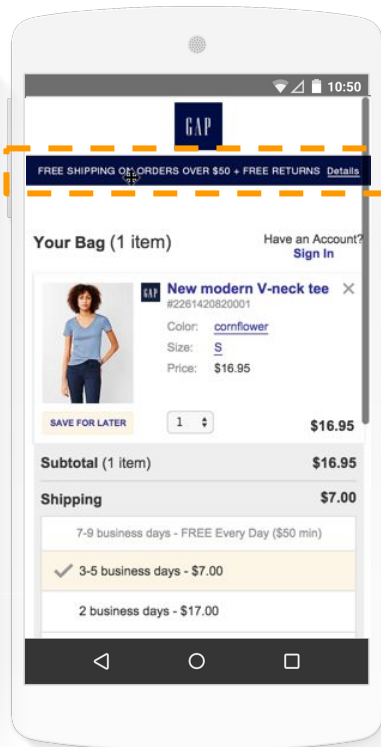# Display your value proposition at every step of the funnel

Homepage

Product detail

Checkout

Recommendations:

Display your value proposition at every steps of the booking funnel to reassure users at all time.
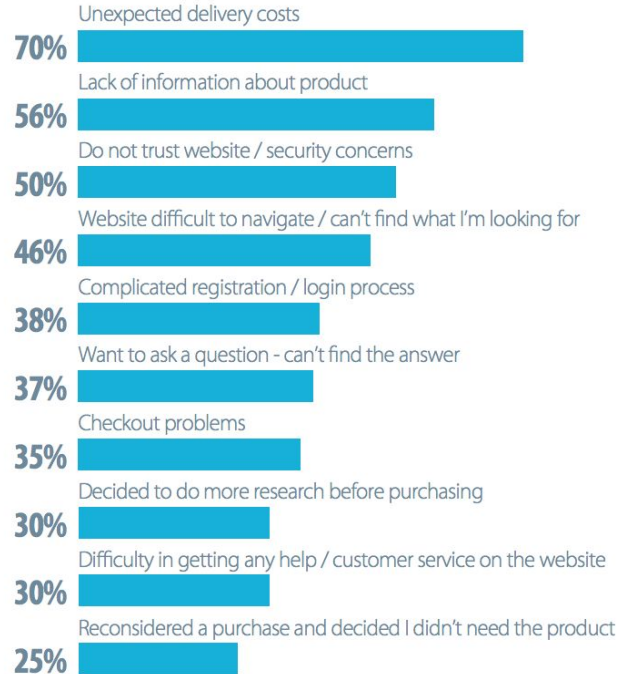
What's more, you don't know where users will land on your site, so it's important to display your value proposition on every page.
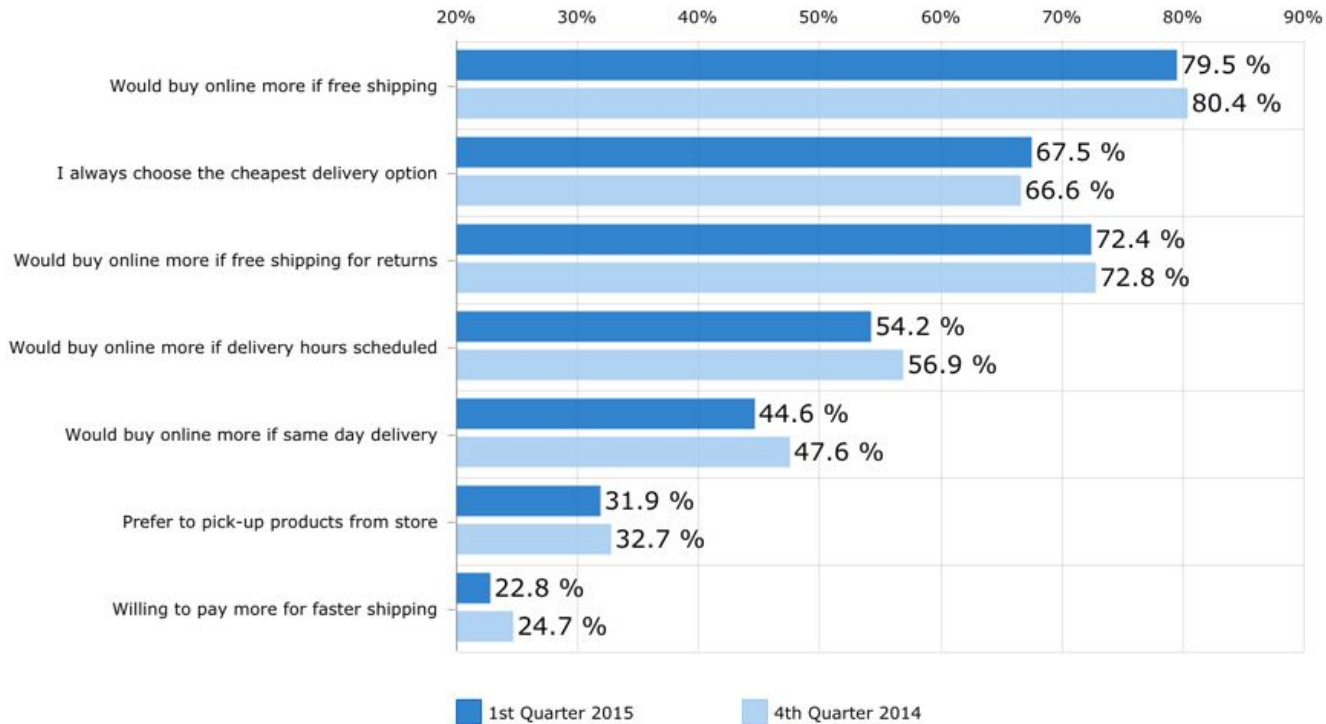
Expected business impact:

Google

Retail – watch out for delivery costs!
One of the most important reasons to leave the basket

Unexpected delivery costs
70%

Lack of information about product
56%

Do not trust website / security concerns
50%

Website difficult to navigate / can't find what I'm looking for
46%

Complicated registration / login process
38%

Want to ask a question - can't find the answer
37%

Checkout problems
35%

Decided to do more research before purchasing
30%

Difficulty in getting any help / customer service on the website
30%

Reconsidered a purchase and decided I didn't need the product
25%

Google

Retail – watch out for delivery costs!

	20%	30%	40%	50%	60%	70%	80%	90%

Would buy online more if free shipping — 79.5 % / 80.4 %

I always choose the cheapest delivery option — 67.5 % / 66.6 %

Would buy online more if free shipping for returns — 72.4 % / 72.8 %

Would buy online more if delivery hours scheduled — 54.2 % / 56.9 %

Would buy online more if same day delivery — 44.6 % / 47.6 %

Prefer to pick-up products from store — 31.9 % / 32.7 %

Willing to pay more for faster shipping — 22.8 % / 24.7 %

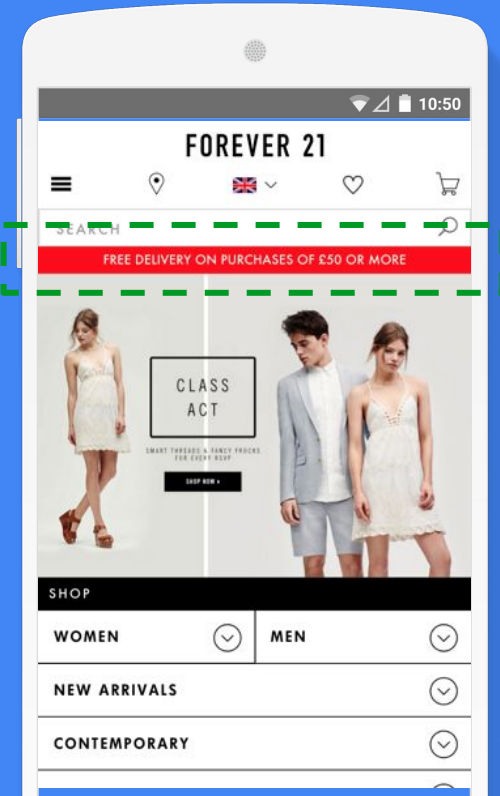■ 1st Quarter 2015   ■ 4th Quarter 2014

Google

Value Proposition

1. A clear **Call To Action**
2. A clear **Value Proposition**

Both **above the fold**!

Recommendations for retail:
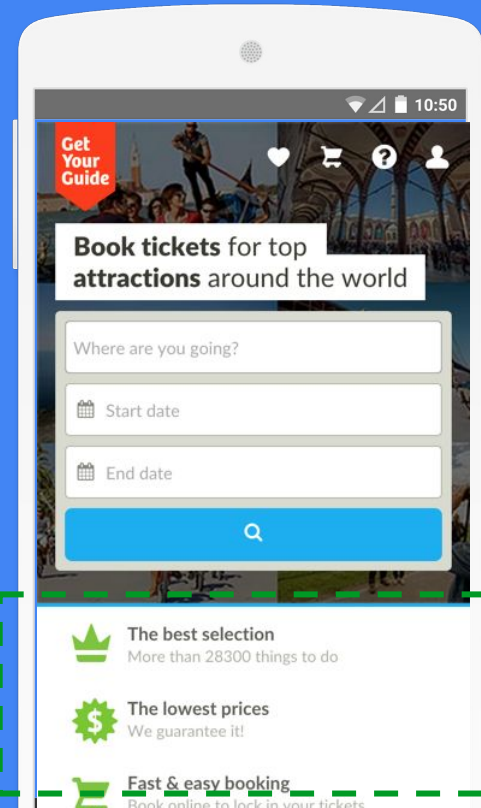- Use "Free delivery and returns".

Value Proposition

1. A clear **Call To Action**
2. A clear **Value Proposition**

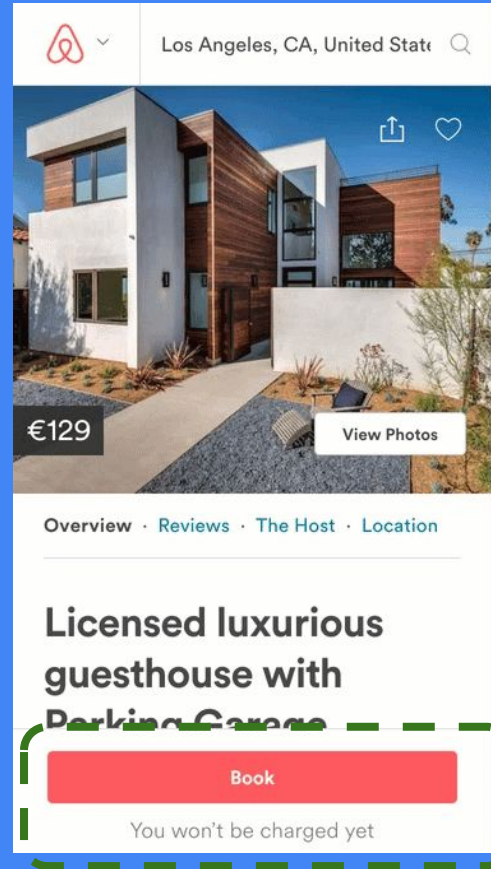Both **above the fold**!

Recommendations for travel:
- Free cancellation
- Security
- Possibility to save money
- Something about the nature of travel that sticks out

Google

Sticky CTA

Recommendations:

Test the use of a sticky CTA above the fold.
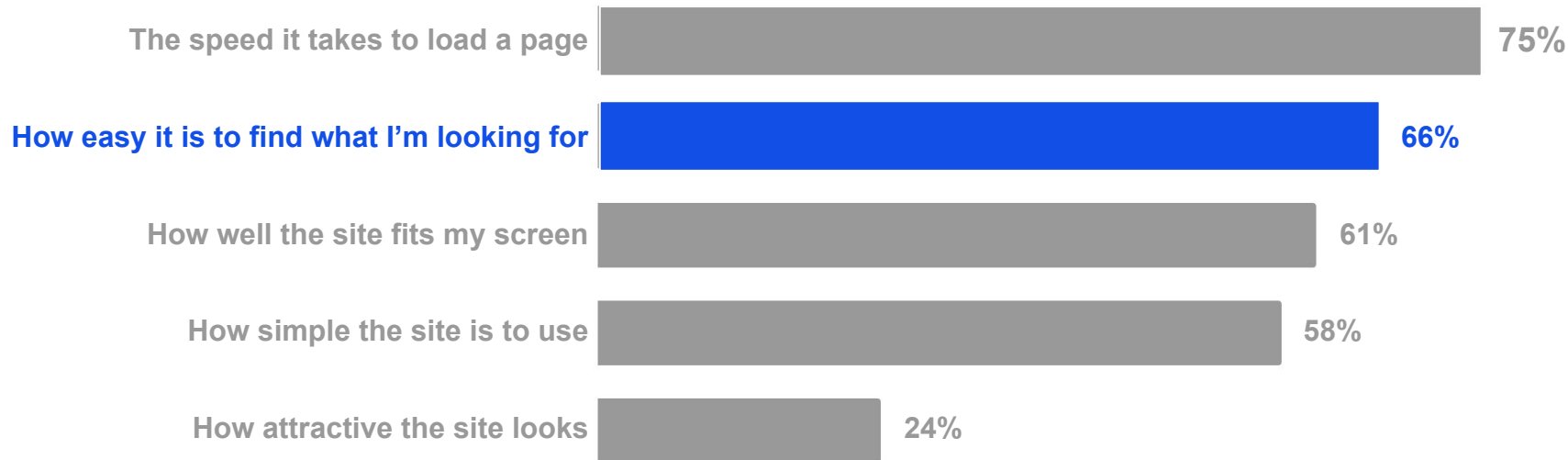You can grey it out until the user selects the right size/color.
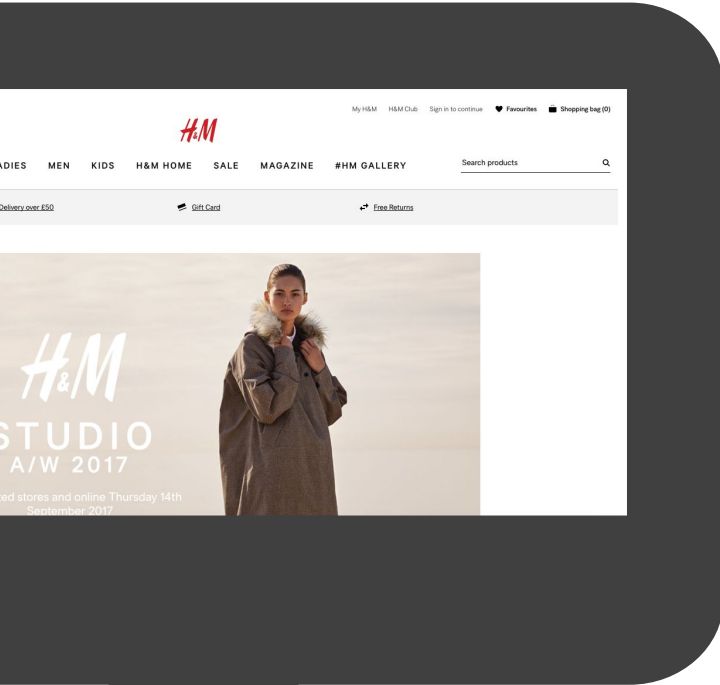

Google

The LIFT Model
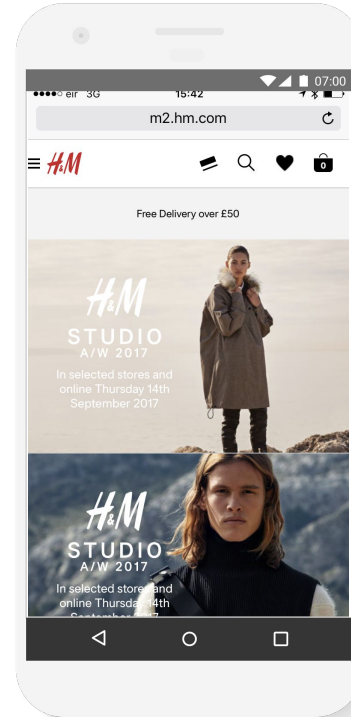
By Chris Goward

Indisputable truth:

You can't buy something that you can't find.

Google

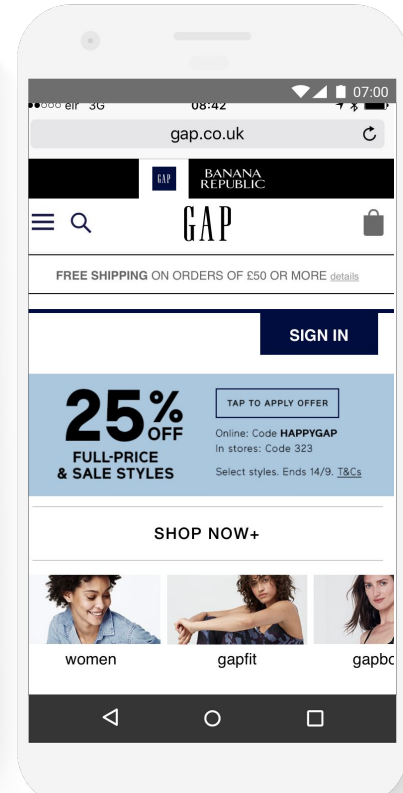# Desktop design goes mobile
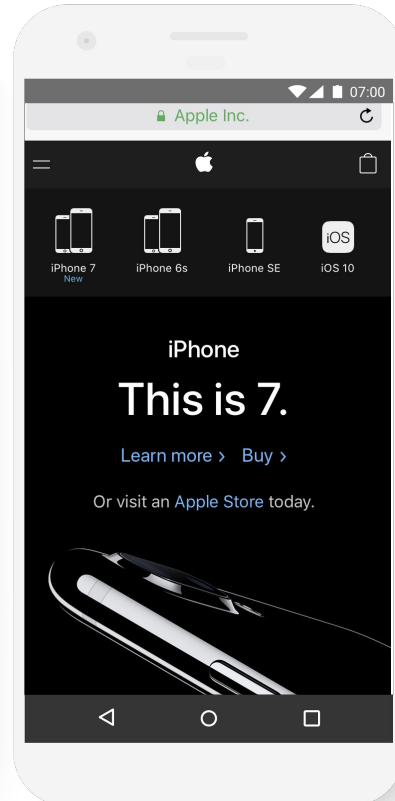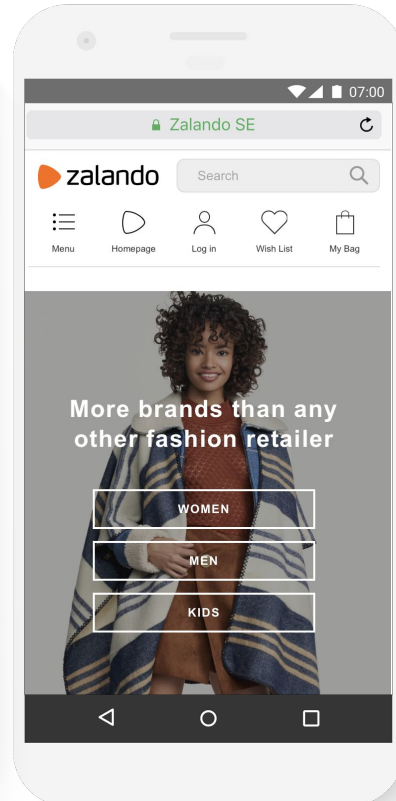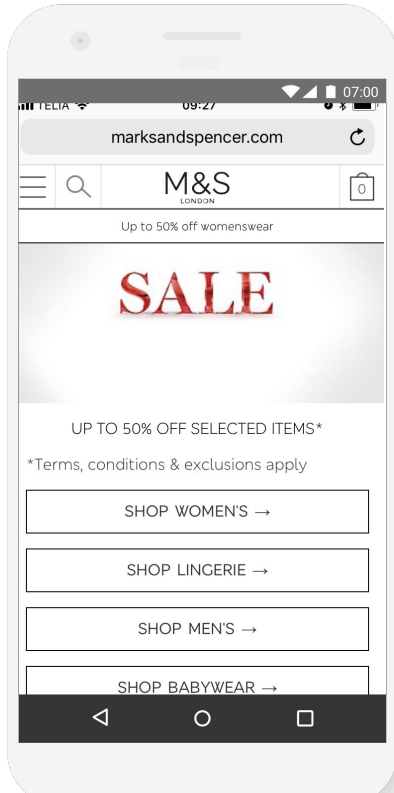

Menu with top categories

Hero image / campaign

Hero image / campaign

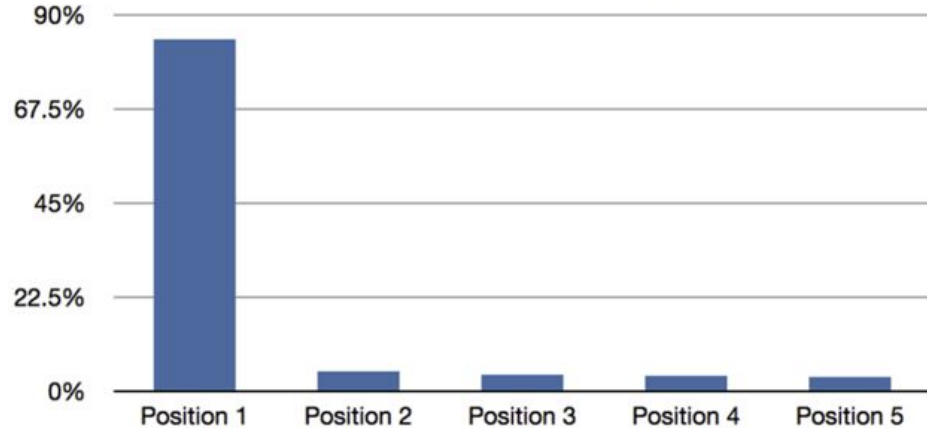**What happened to the top categories?**

How do others solve this?

One final thing about clarity
on mobile…

Google

One final thing about clarity on the homepage…

Don't solve limited space with a slider!
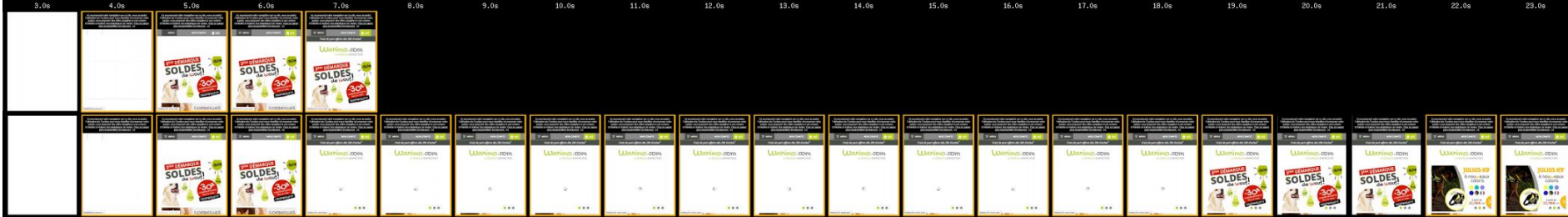
Google

Why sliders are a bad idea

ND.edu Feature Click-Through Rate

- ○ **Reason #1**: Human eye reacts to movement (and will miss the important stuff)
- ○ **Reason #2**: Too many messages equals no message
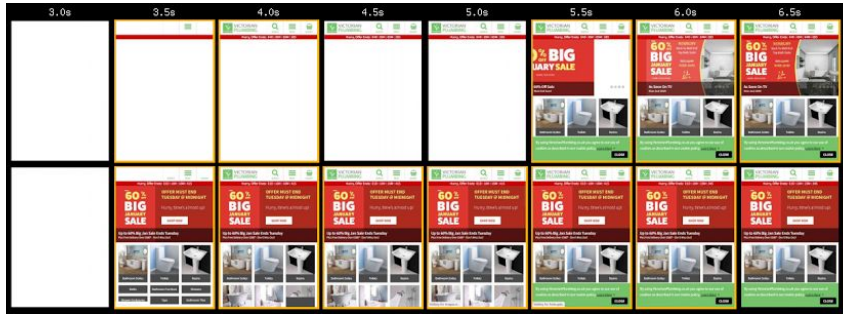- ○ **Reason #3**: Banner blindness

RESEARCH: http://conversionxl.com/dont-use-automatic-image-sliders-or-carousels-ignore-the-fad/
http://www.clickz.com/clickz/column/2164452/rotating-banners
http://www.widerfunnel.com/conversion-rate-optimization/rotating-offers-the-scourge-of-home-page-design
https://www.nngroup.com/articles/auto-forwarding/
https://erikrunyon.com/2013/01/carousel-stats

Google

Why sliders are a bad idea

3.5s

6.5s

http://shouldiuseacarousel.com/

Google

If you had problems with findability in your usability test – listen up!

How to solve browsing

Google

Solve browsing

- ❏ Show top categories (and potentially sub categories) on the homepage.
- ❏ Find the right top categories!
- ❏ In the menu, focus on what's crucial for navigation. Use + for sub categories.

The plus icon (+) versus arrows (>) in accordion menus

Arrow Icon

˅ Accordion Label

▸ Accordion Label

Accordion Label ˅

Accordion Label ▸

✘ DON'T

Plus Icon

+ Accordion Label

✔ DO

Collapsing Icon

Plus icon changes to X icon when menu expands.

+ Accordion Label

✕ Accordion Label

Menu Option
Menu Option
Menu Option
Menu Option

+ Accordion Label

Google

Clarity in text

Most visitors don't read – they scan!

- ❏ Keep track of where the text changes row on mobile. Test on different devices.
- ❏ Write short paragraphs.
- ❏ Write short sentences.
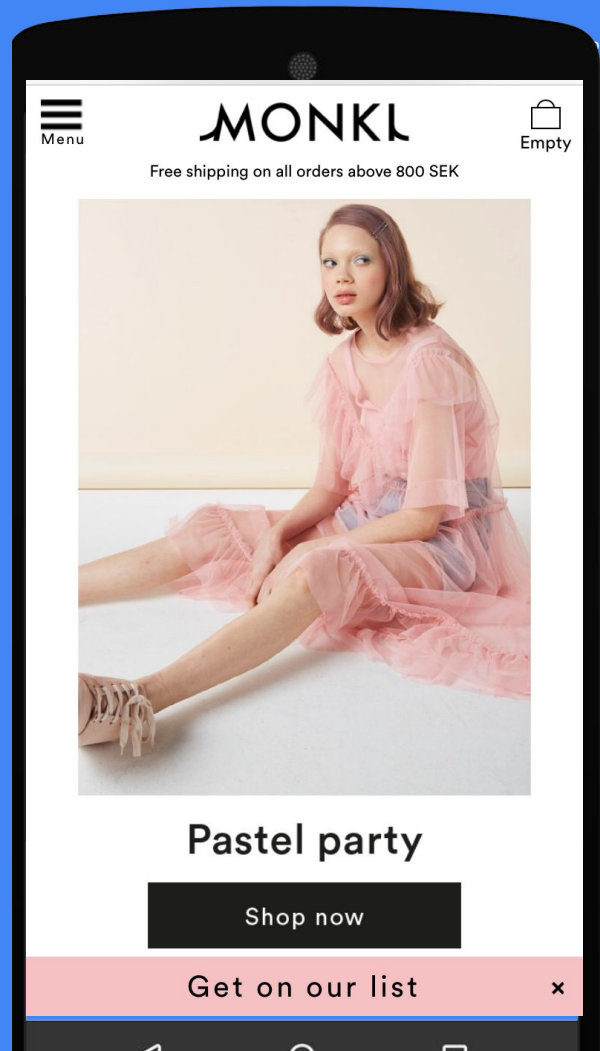- ❏ Use appropriate font size.
- ❏ Test long vs short copy

- ❏ Highlight keywords.
- ❏ Use meaningful sub headers.
- ❏ Use bullet lists.

" Remove half of the words on the page – then remove half of what's left!
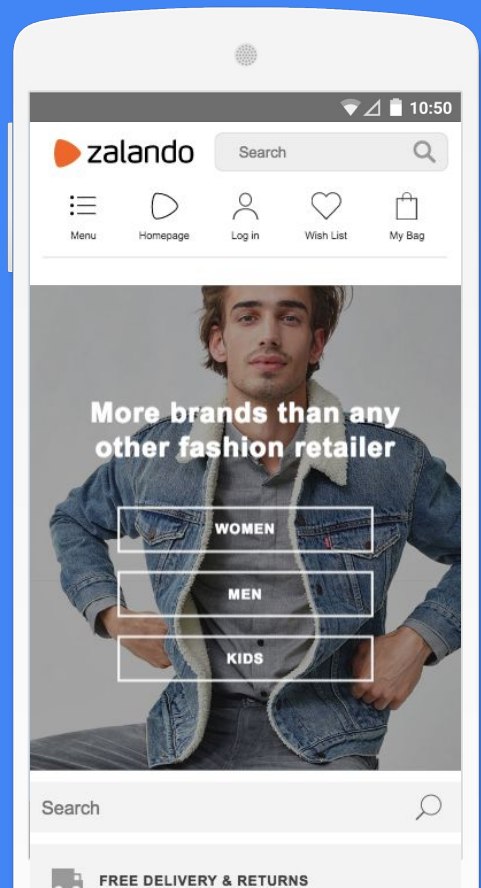/ Steve Krug

Google
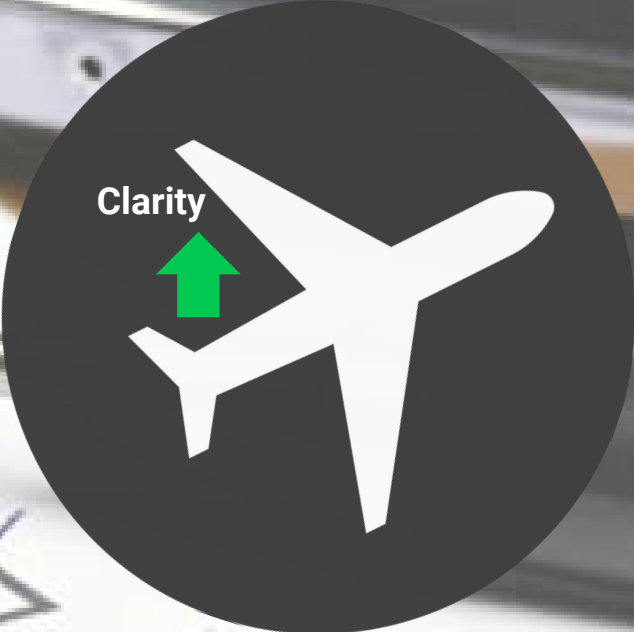
Clarity

Use appropriate font size

Write words under icons in the top menu

Recommendations:
We can't take for granted that visitors will understand the meaning of icons – write words.
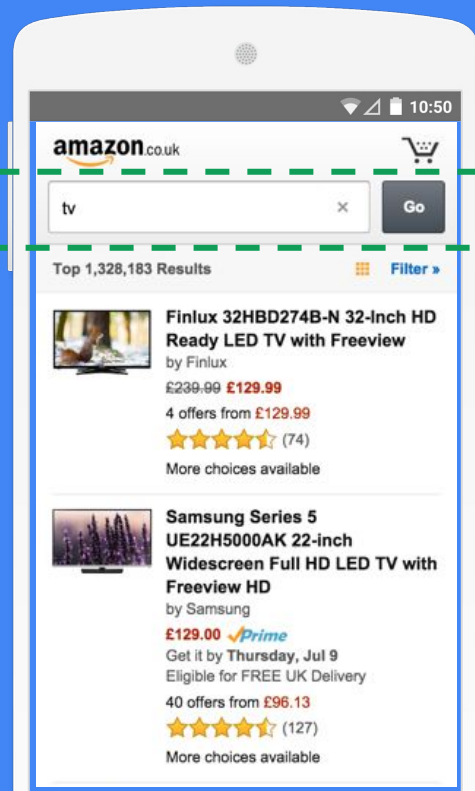

Google

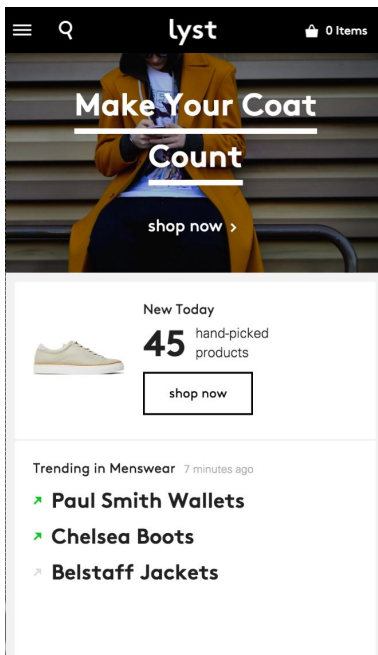# Make the search field folded out, not just an icon
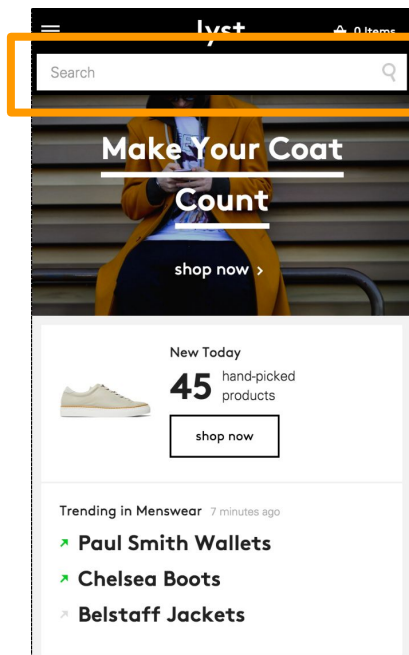
Recommendations:
Visitors who search convert more often.

Make search easier to find, by folding out the search field. Not just on the homepage, but on category pages and product pages as well.

A/B Test
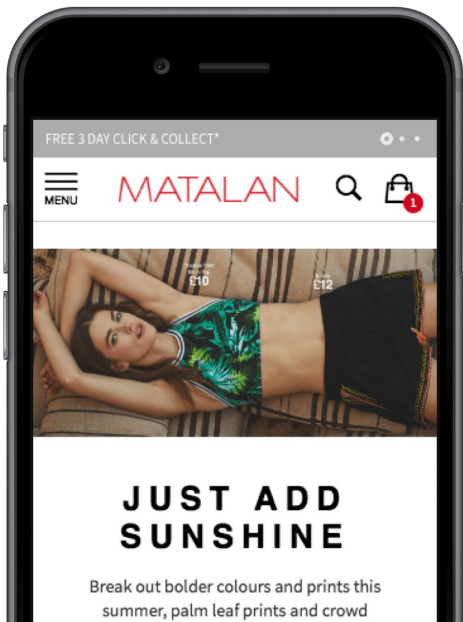
Make the search field folded out, not just an icon
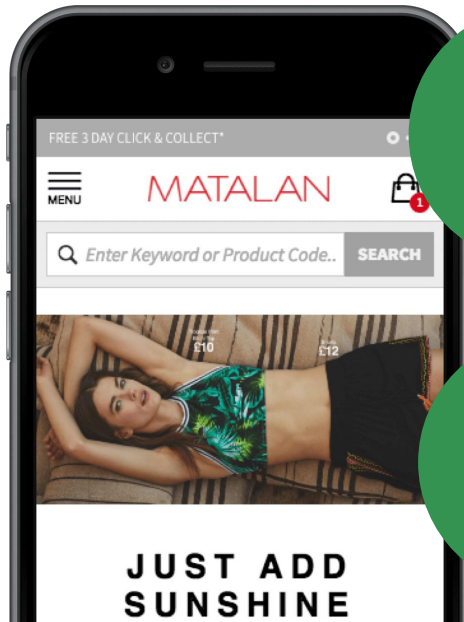

Before

After

+13% usage

Google

Make the search field folded out, not just an icon

Before - Search bar not fully exposed

+32%

Searches on mobile

+51%

Searches on tablet

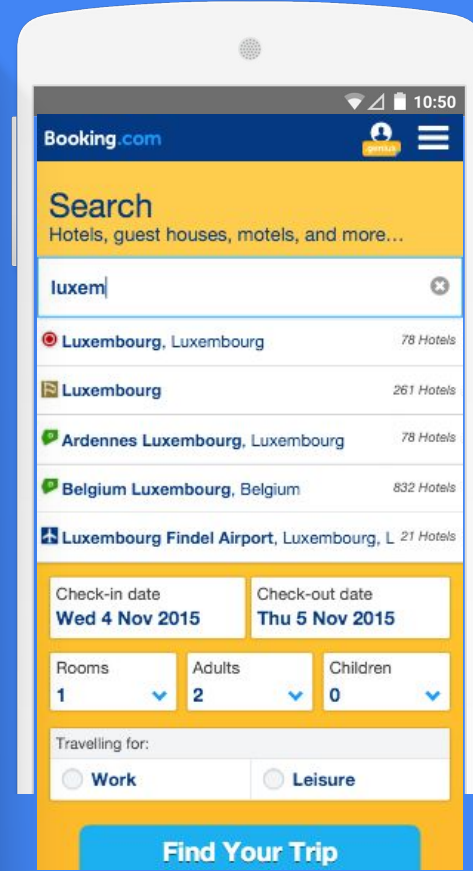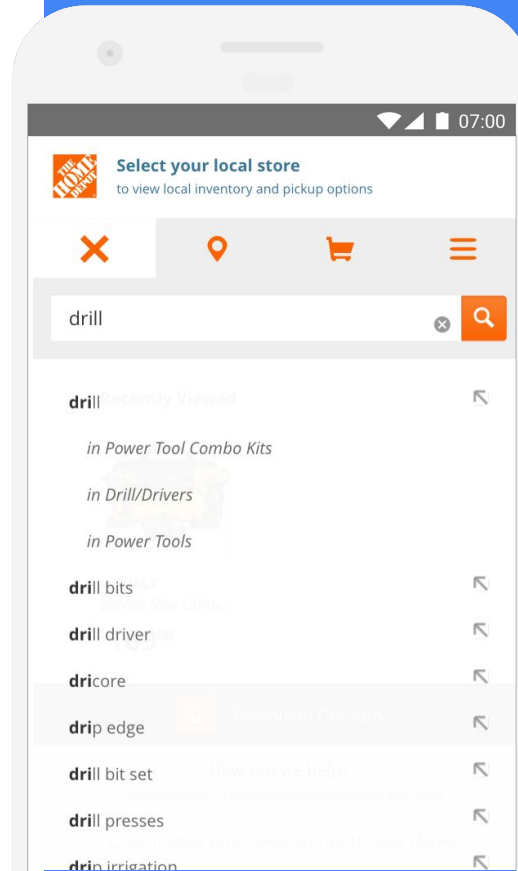After - Search bar exposed on all pages

Google

Use auto-suggestions and implement spelling suggestions

Recommendations:

- Visitors who use search are 200% more likely to convert.

- But 22% of the searches give zero results.

- 85% of the searches didn't give what the visitors were looking for.

- 80% abandoned the site.

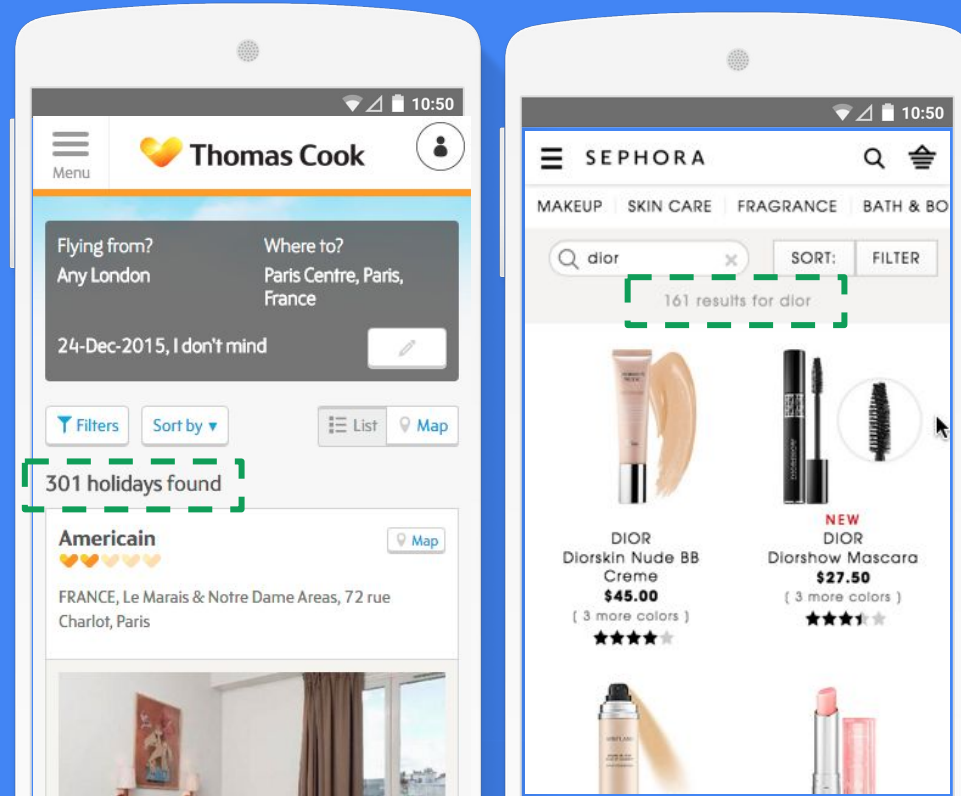Create a great search experience!

Google

Show the number of search results

Recommendations:

Visitors want to know how many results there are before they start scrolling.

If there are too many results, they want to sort, filter and perform a new, more exact search.

Without the number of results visible, they have to discover it themselves when using the site.
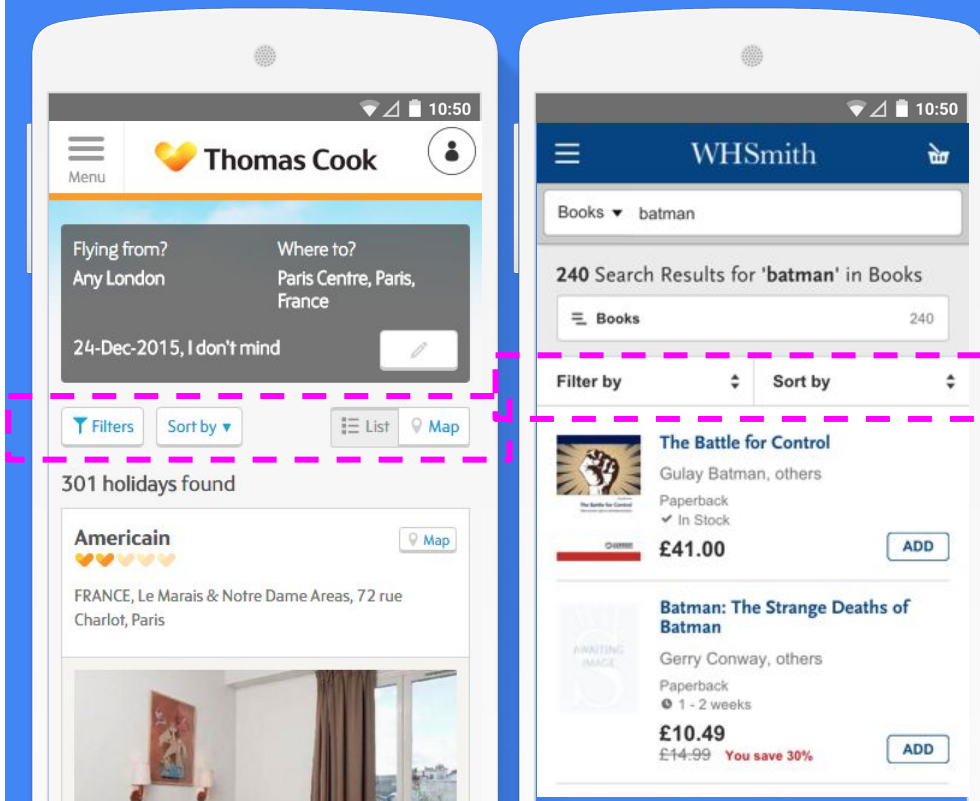

Google

Make it possible to sort and filter the results

Recommendations:

Visitors don't want to scroll through hundreds of results that might not be relevant.

Consider adding filtering / sorting at the end of the list as well.

Google

Show how many items that are left in stock
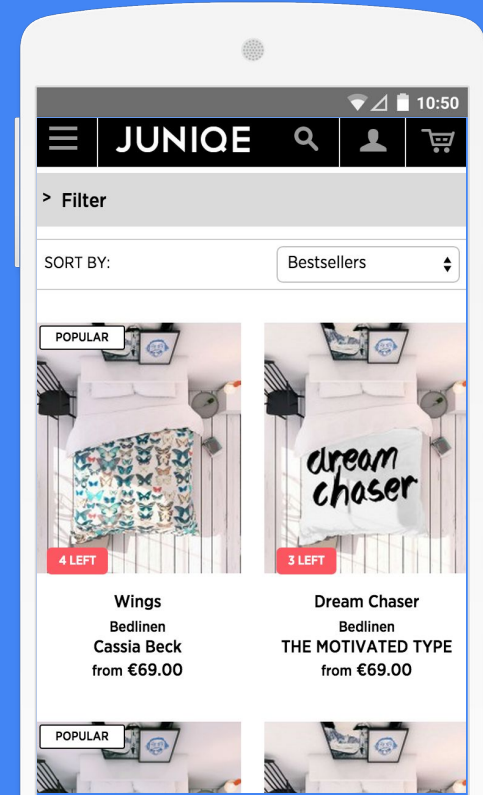
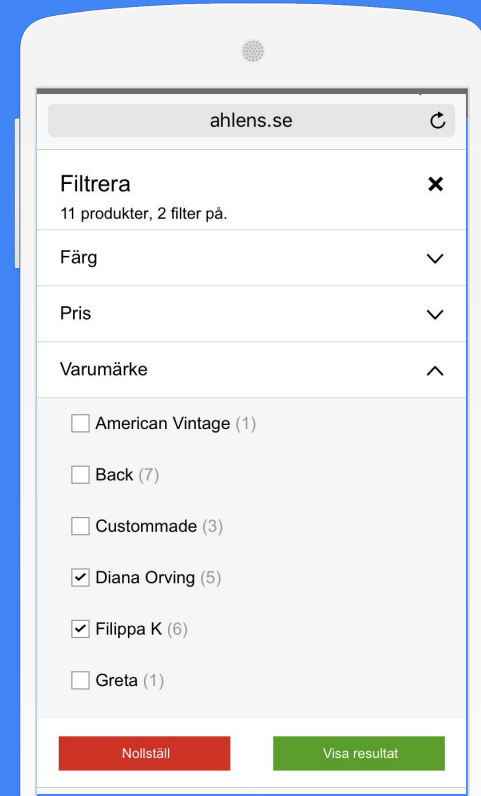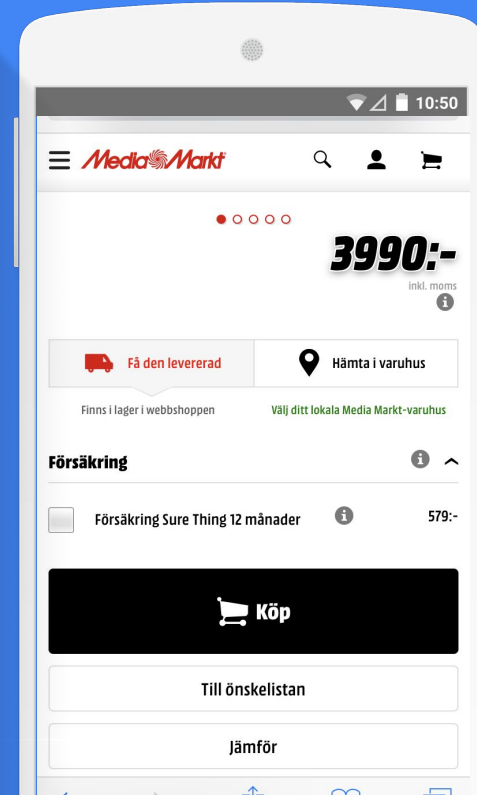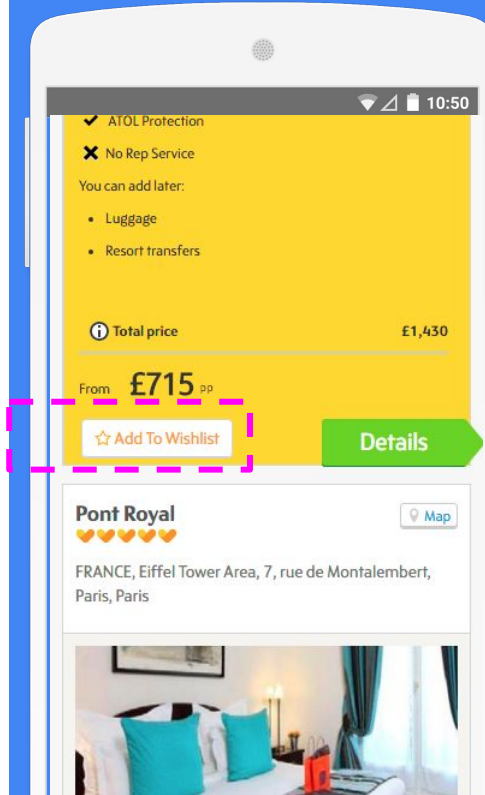# Use advanced filtering

Recommendations:

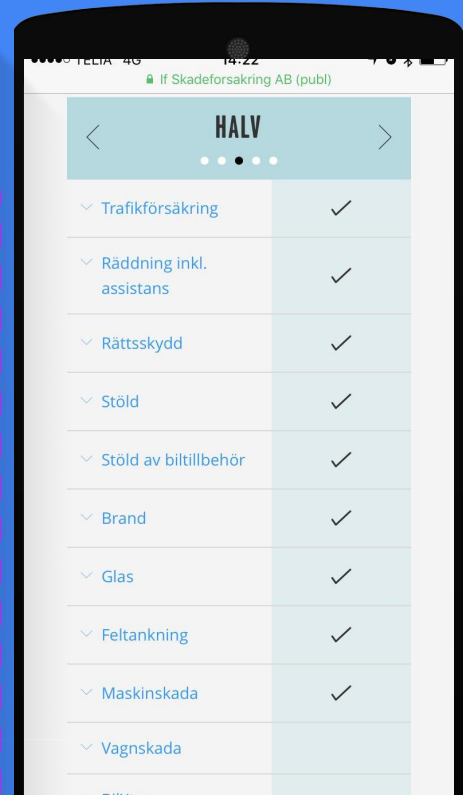Let users pick several choices when they filter.
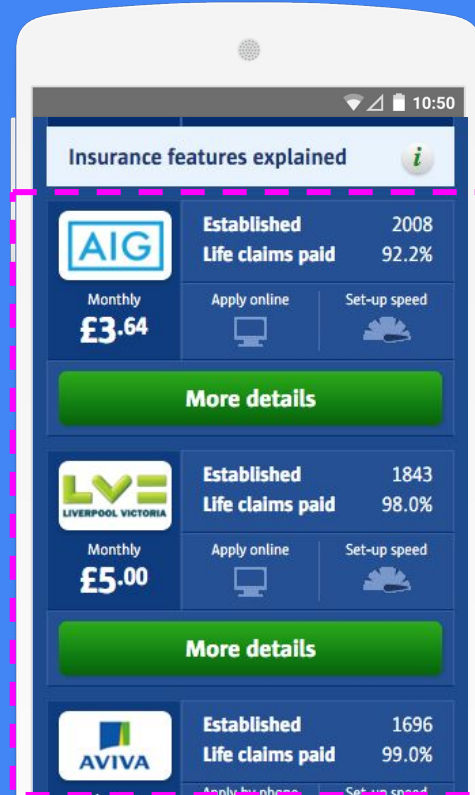
Show how many products the search will lead to, in order to avoid visitors doing a search and getting zero results.
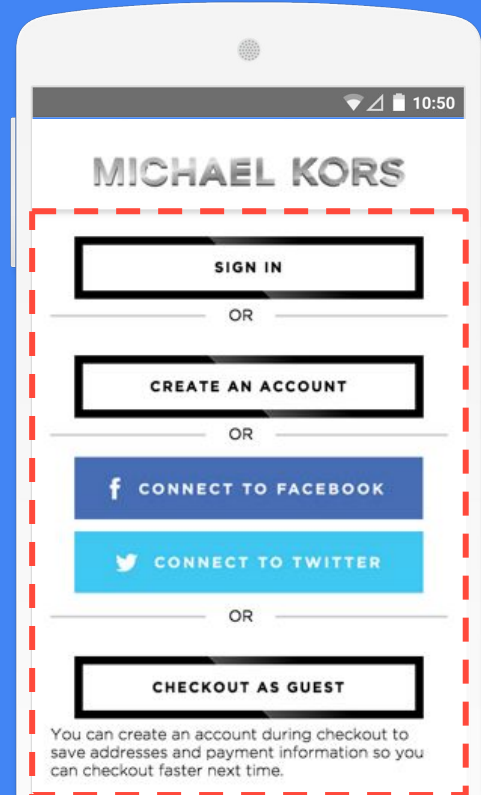

Google

Offer both "Put in basket" and "Save favorite"

For difficult choices, offer product comparison

Offer several ways to buy

Let's battle!

How's your clarity?

Clarity

Let's battle! Your site against a competitor

1. HOME/LANDING PAGE	2. MENU & NAVIGATION	3. SEARCH	4. CATEGORY/PRODUCT	5. CONVERSION	6. FORMS
Clear CTA above the fold	Show compressed menu	Make the search field folded out, not just an icon	Make it possible to sort and filter		
Clear value proposition above the fold	If the physical stores are important, show an icon to find a store in the menu	Use auto-suggestions	Add urgency		
Prioritize your value propositions to 1–2 above the fold	Try to reduce menu choices to fill only one screen	Implement spelling suggestions	Show how many items that are left in stock		
Repeat your value proposition in every part of the funnel	Sort the primary menu after traffic. If subcategories are used, sort them alphabetically	Show the number of search results	Use advanced filtering (to be able to choose several and show how many products each category will bring)		
Avoid automatic sliders	Write words under icons in the top menu	Make it possible to sort and filter the results	Offer both "Put in basket" and "Save favorite"		
Show top categories on the homepage			For difficult choices, offer product comparison		
Use appropriate font size			Offer several ways to buy		

Google

The LIFT Model
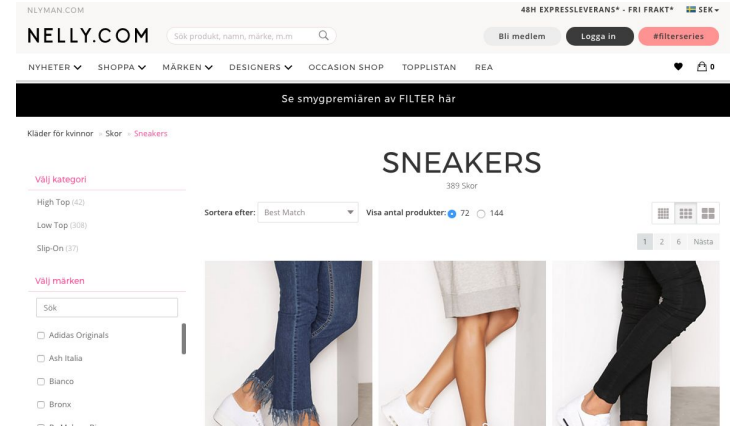
By Chris Goward

Pattern-matching mind frame

I want sneakers!

Sneeeaakeerss...

Yay! Sneakers!

Google

Pattern-matching mind frame

Check Google Analytics or Search Console for the search
terms people use, and highlight them on the landing pages.

Google

Relevance

- Make sure you keep an information scent between ad, landing page and product page

- Personalization based on ad, source, behavior or phase in the buyer's journey help increase relenance.

Google

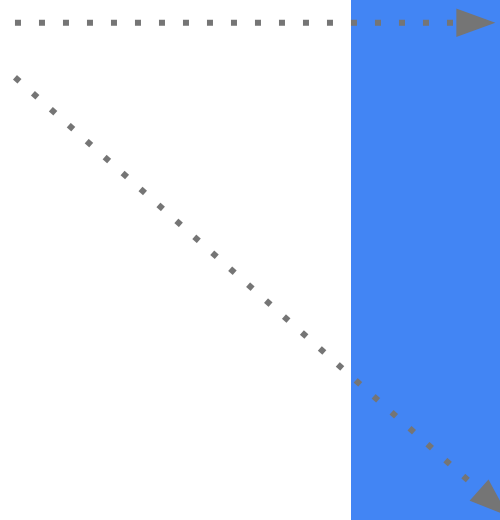# The LIFT Model

By Chris Goward

Urgency

Urgency

Scarcity – limited editions, time limited offers

Google

Urgency

Scarcity – limited editions, time limited offers

Google
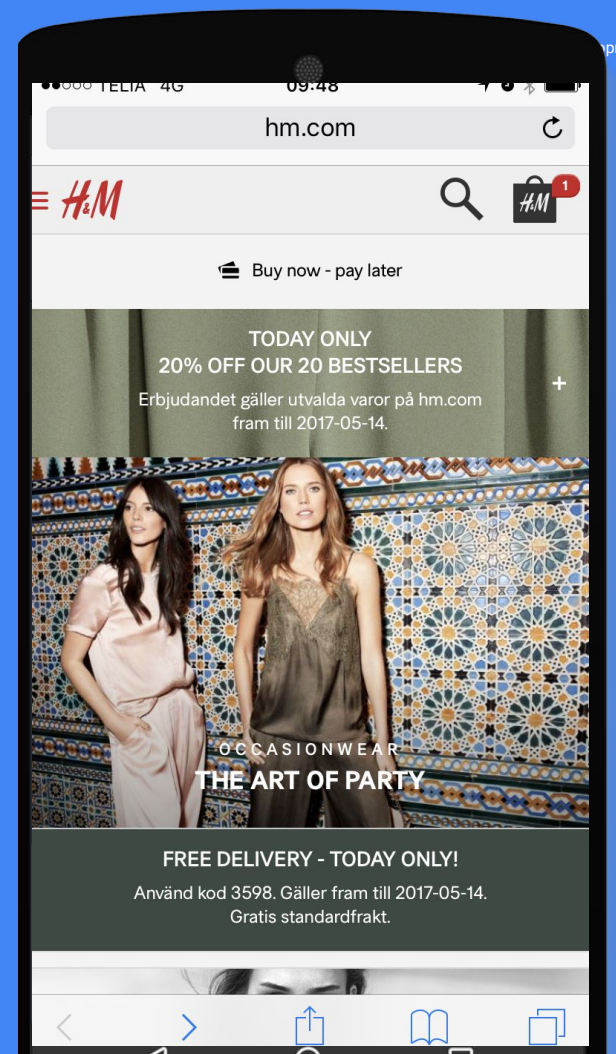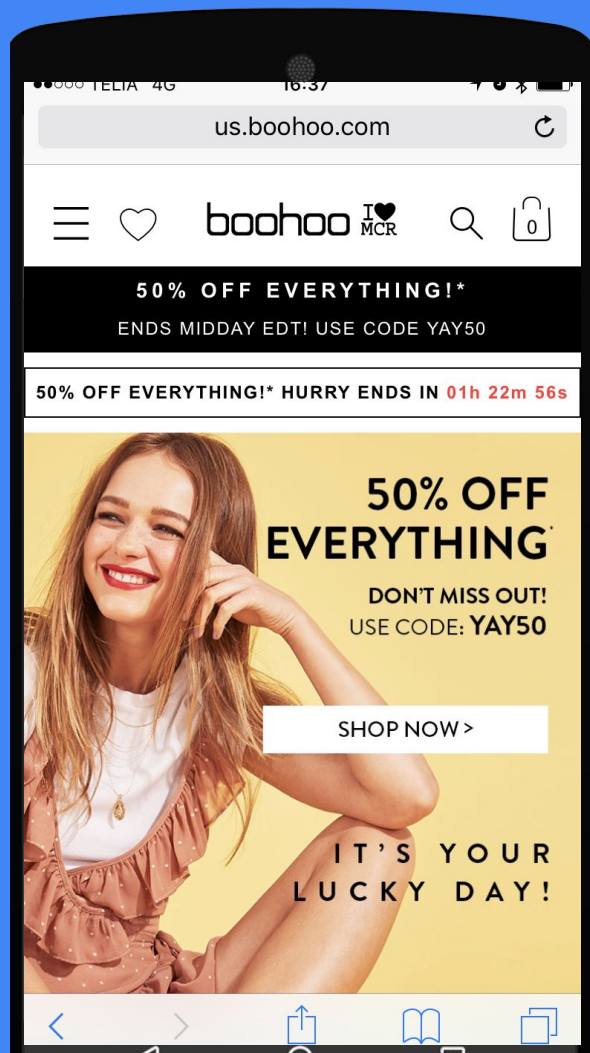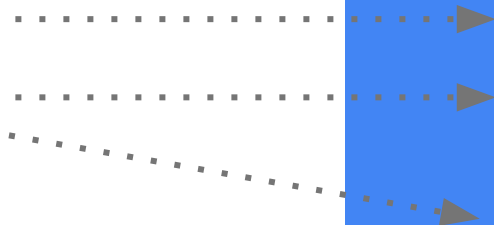
Urgency

Scarcity – limited editions, time limited offers
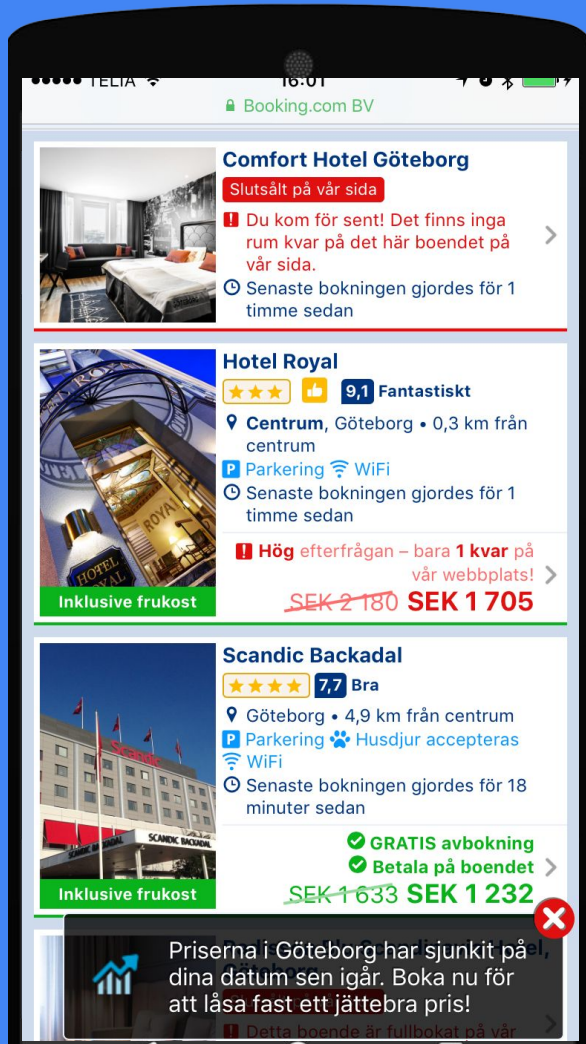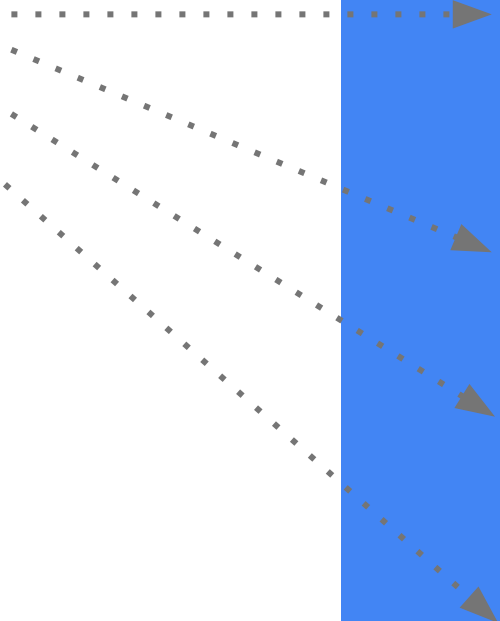
Urgency: Highlighted fast selling products
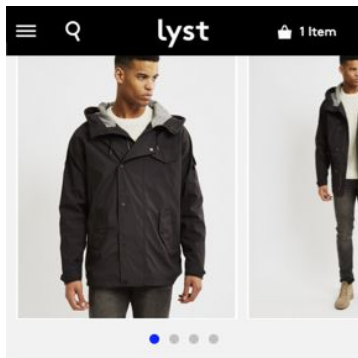
Before

After

+17% CvR

Google

The LIFT Model

By Chris Goward

Distraction
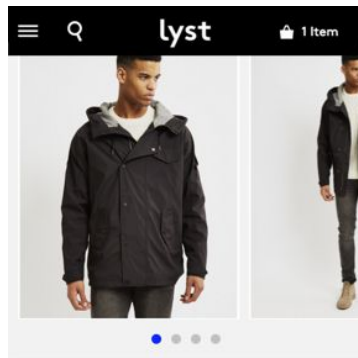
Mobile:
Little space – little time

Don't waste!

Google

Hunter

Wants to find specific information or perform a specific task fast.

illustrations of.com   #1217464

- ❏   Easy to find
- ❏   Easy to compare
- ❏   Easy to buy

Gatherer

Wants to look around, fill time and be inspired.

- ❏   Easy to see broad info
- ❏   Easy to understand the brand
- ❏   Easy to connect in the future

Google

Task oriented

- Where are they landing?

- Can they easily find their target?

- What's the primarily task on each page?

- If the task is to buy, are the pages focusing on that task?

- If not, what's more important, than to buy?

Inspo browsing

- Where are they landing?

- What are you giving them?

Google

Distraction

Reduce distraction

Is the important tasks on this page…
- Cookies?
- Chat?
- Newsletter pop up?
- Or to buy?

What about buying the product?

Google
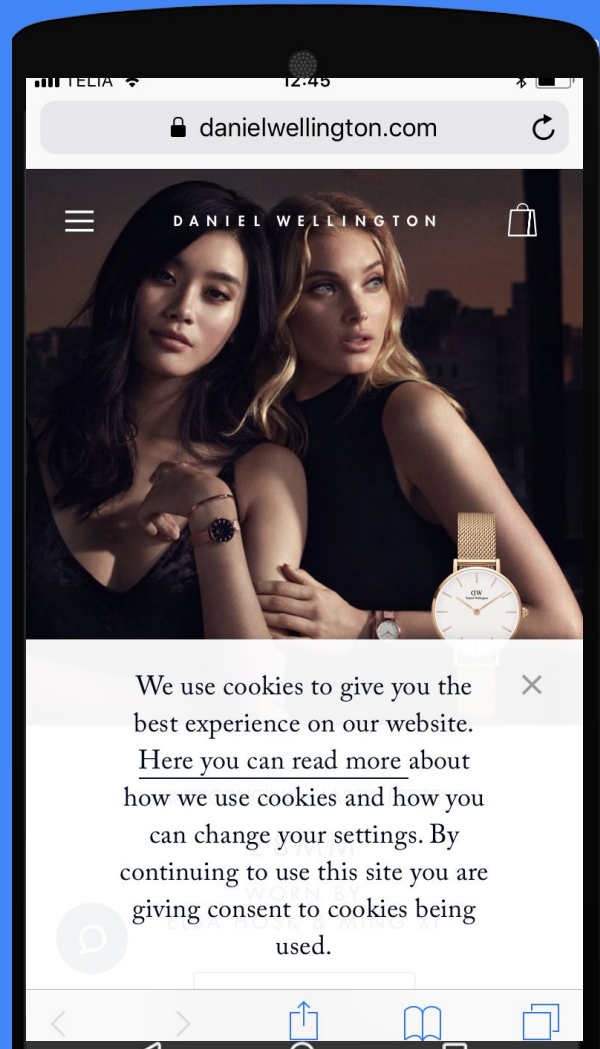
Reduce distraction

The LIFT Model

By Chris Goward

Usual anxieties

Privacy

Usability

Effort

Fulfillment

Google
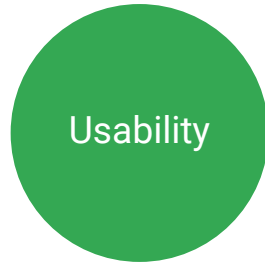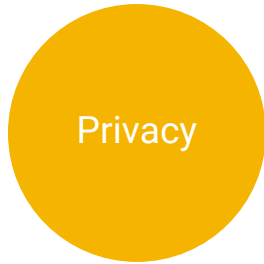
Fulfillment anxiety

"Will the size fit?"

"How long does the delivery take?

Thoughts before the purchase

"If I have complaints, will they take care of me?

"Will I be able to return easily? And without fee?"

Google

Usability anxiety

Do you get a good feeling now?

Usability anxiety

Do you get a good feeling now?

Instant Validation

First Name	First Name	First Name
James ✓	James ✓	James ✓

Last Name	Last Name	Last Name
Bond ✓	Bond ✓	Bond ✓

Desired Member Name
007
Must contain 5-20 characters.

Desired Member Name
JamesBond007 ✓

Desired Member Name
JamesBond007 ✓

Password

Password
****

Password
******* ✓

Re-type Password

Re-type Password
****
Your passwords do not match.

Re-type Password
******* ✓

Add direct validation after each right answer

Google

More on Google Developer's getting started guide.

Anxiety

Reduce number of checkout fields

Recommendations:

27% of users abandon orders due to a "too long / complicated checkout process".

Best performing e-commerce sites have 6-8 fields, total of 12 form elements. Average retail checkout flow has 14.88 form fields.

[Source](#)

Google

One solution: Google Address Autocomplete

Recommendations:

We suggest you to try the **Google Places API** to auto fill the address field, predicting the location the user may input:

- Easier and faster for users (1 field vs. 4-5)
- Ensure an address validation, minimizing the risk of a wrong or non-existing place

Google
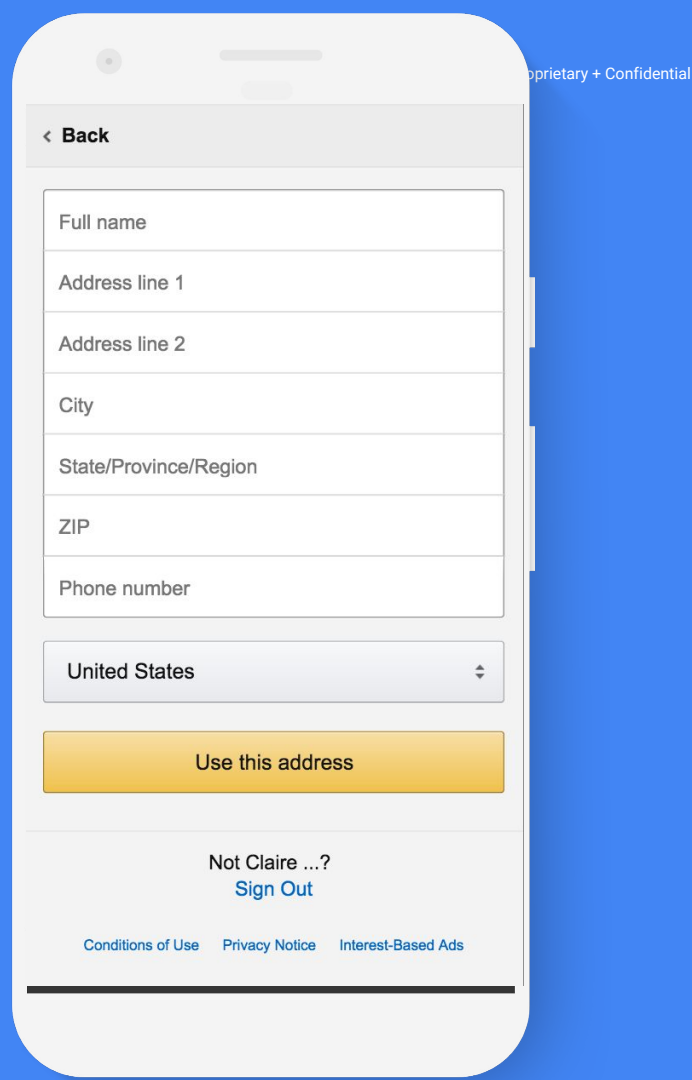
Use the correct keypads

Recommendations:

Always make sure to display the correct keypad. This ensures that users can enter digits straight away without having to change the input mask.

Use numeric for:
- Zip
- Phone
- Credit card info

VS.

Google
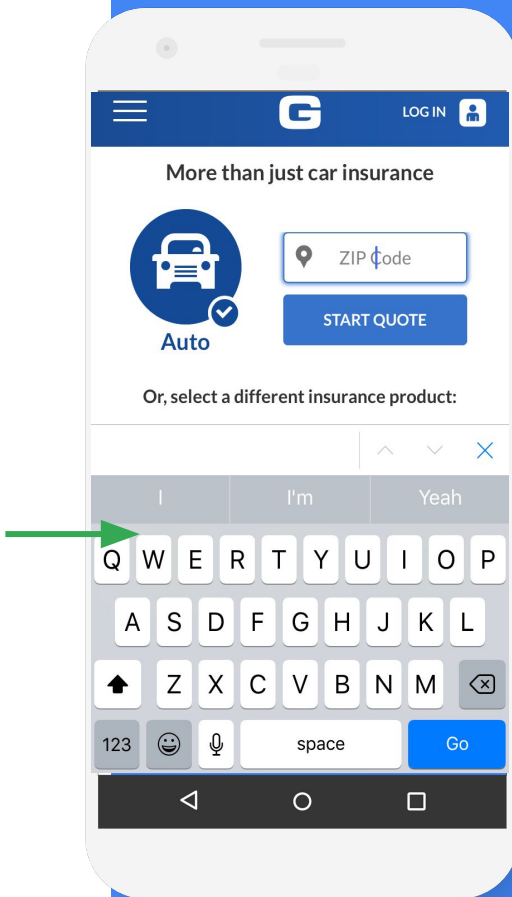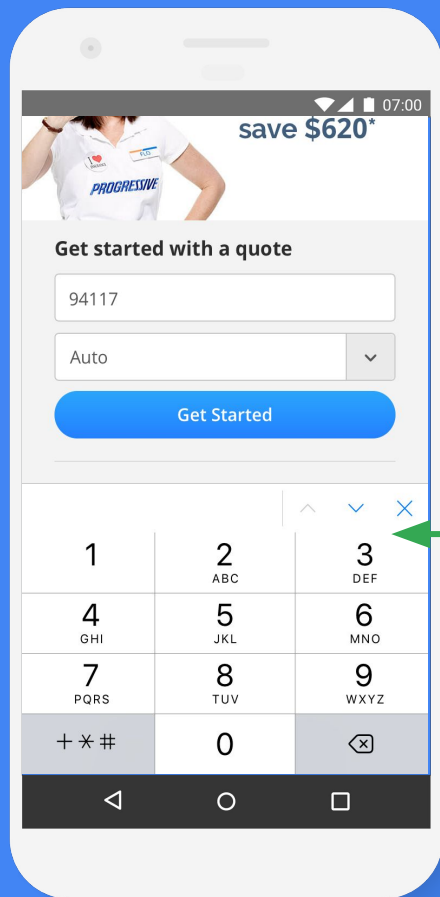
Ensure that the correct input type is used

Input Type	HTML

number	`<input type="number"`
	`        min="2" max="10"`
	`        step="2" value="6">`

email	`<input type="email">`
url	`<input type="url">`
date	`<input type="date">`

range	`<input type="range"`
	`        min="2" max="10"`
	`        step="2" value="6">`

Daytime Phone Number

⊕ Ext.

⊕ Another Number

Previous	Next		Done

1	2 ABC	3 DEF
4 GHI	5 JKL	6 MNO
7 PQRS	8 TUV	9 WXYZ
+*#	0	⌫

Effort anxiety

How do we solve the purchase step on mobile?

Google

Effort anxiety

54%
of users will quit before doing yet another signup
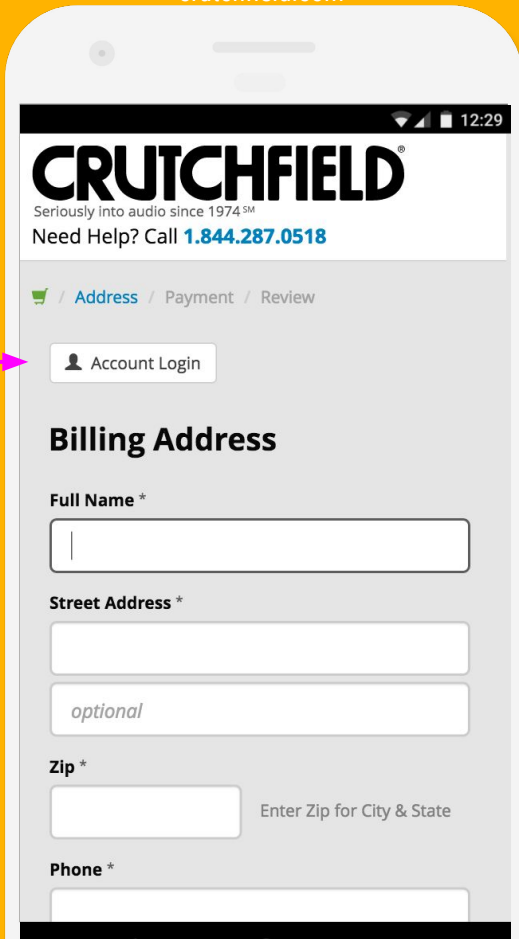
92%
of users will give up if they don't remember a username or password

Google

Experiences users are comparing your brand to:
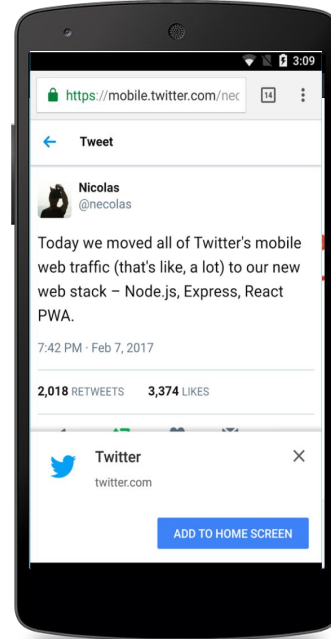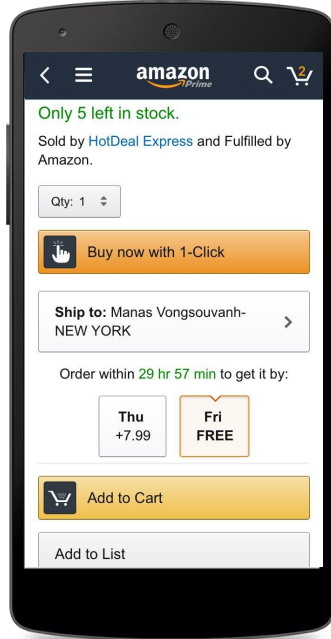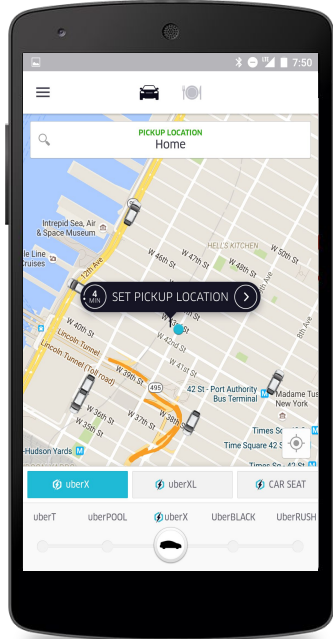
ALLOW CHECKOUT AS GUEST

crutchfield.com

michaelkors.com

patagonia.com

ALLOW CHECKOUT AS GUEST

35% of users
would abandon the checkout if retailer does not offer guest checkout.

Full research.

Bonus: USE PAYMENT REQUEST API FOR THREE-TAP GUEST CHECKOUT

User taps buy button
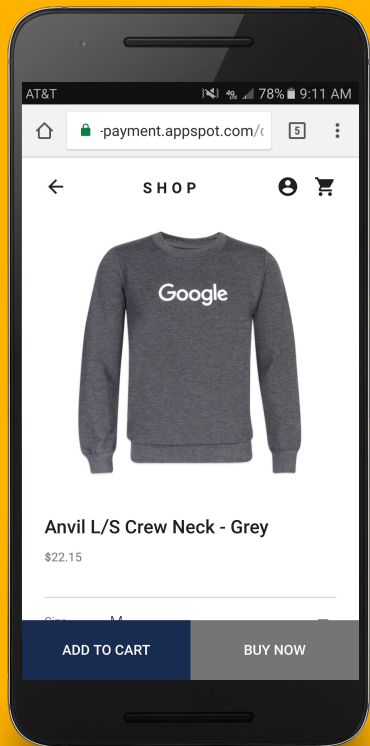
User selects shipping address
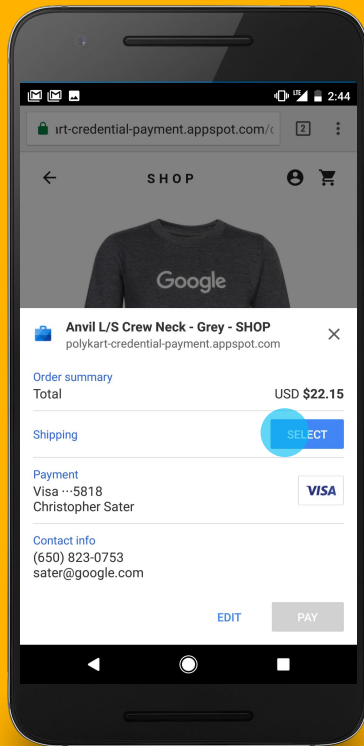
User taps **"Pay"** to complete checkout
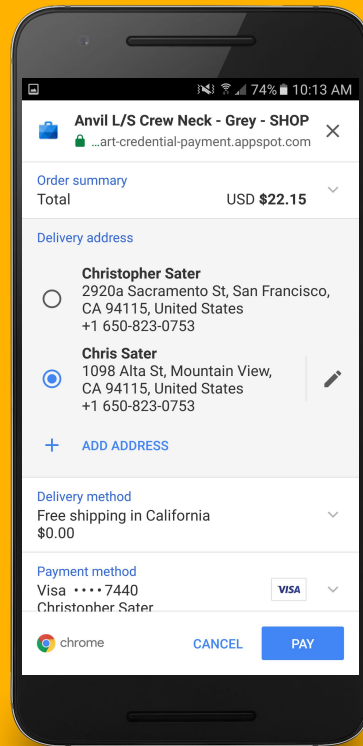
User enters CVV… that's it!
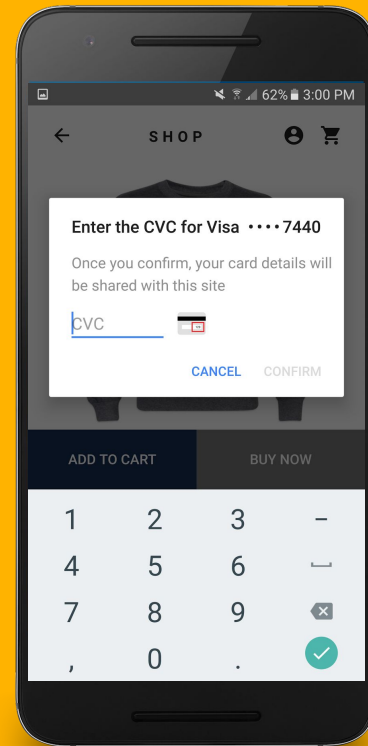
ANDROID PAY (AND APPLE PAY)
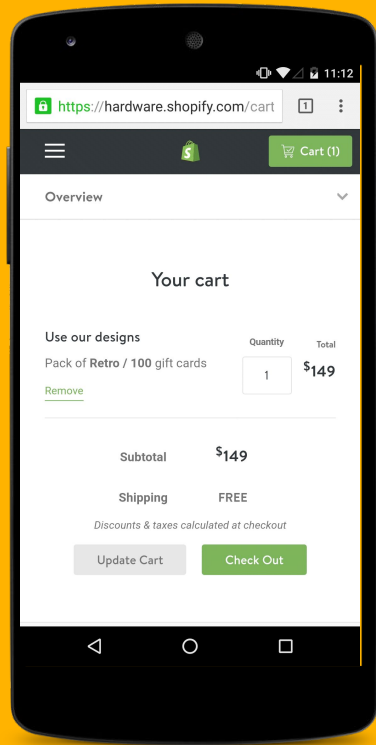
- Reduce 5 page mobile web checkout flow to one screen by leveraging what the browser knows about the user *(user can always change this information, modify the payment method or add an additional shipping address)*

- Introduces more secure, previously unavailable forms of payment to the web (Android Pay)

- Co-developed by major browsers, e.g. Chrome, Mozilla, IE, Safari, etc.

Reduce anxiety

Free cancellation

Google

Reduce anxiety

Social proof

Kundrecensioner

Jennie
2017-01-07

Så himla fin klänning, färgen och passformen är perfekt. Tog storlek 36 som är min vanliga storlek. Precis lagom i längden.

Ina ★★★★★
2016-12-26

Är 158 cm och den var lagom i längden, hade t.o.m. kunnat vara kortare utan problem. Supernöjd med färgen och allt!

Anonym
2016-12-25

Jätte fin färg!!! Men tyvärr såg jag väldigt pluffsig ut i den och "stor", tog den mindre storleken jag brukar ha och kunde nog tagit en 34a till och med istället för 36

Nikki
2016-12-08

Jag är 1m74 och klänningen är lagom kort.

Anonym
2016-11-18

Kobalt är mer lila

1 2

NLY One
Sweetheart Neckline Skater Dress
Skater Dresses - Svart
★★★☆☆ (35)

200 kr
33% 299 kr

Välj färg

Svart

Reduce anxiety

Social proof

apollo.se

89% av resenärerna rekommenderar

🦉 ⬤⬤⬤⬤◐ 994 omdömen

Utmärkt		589
Väldigt bra		301
Bra		75
Mindre bra		26
Underkänt		3

5 senaste omdömen

⬤⬤⬤⬤◯

2017-01-22

Inlägg av ollert Gamla Uppsala, Sverige

Riktigt bra

Vi bodde här med familjen i en vecka. När vi anlände till hotellet gick vi direkt och åt lunch, då fick vi känslan av att servicen inte var så bra, de brydde sig inte om en helt enkelt. Men det blev bättre ju längre veckan gick. Frukosten var riktigt bra, troligen den bästa jag upplevt i Thailand. Internet var lite sisådär, man blev utloggad ett antal gånger varje dag. En kort promenad ifrån hotellet fanns ett stort utbud av olika restauranger och affärer. Jag skulle gärna åka hit igen om vi kommer tillbaka.

⬤⬤⬤⬤⬤

2016-01-09

Inlägg av Frehage

Enastående

Vi bor på La flora som är det utan tvekan b...

`Feedback`

🔒 ving.se

...stranden på Mauritius. Hotellet är ett mecka för alla golfälskare, Belle Mare Plages två... Mer ›

SE PRIS OCH BOKA

- ✓ Ligger på stranden
- ✓ All Inclusive mot tillägg
- ✓ WiFi ingår i rummen/lägenheterna
- ✓ Gym

⌄

4,8/5   🦉 ⬤⬤⬤⬤◐

Vings gäster ›   Omdöme TripAdvisor ›

Baseras på 34 svar

HOTELLFAKTA

Pool	4 st	Barnpool	Ja
Hiss	Nej	Bar	5 st
Poolbar	Ja	Restaurang	7 st
Minimarket	Nej	Städdagar/vecka	7
Närmaste centrum	5 km	Huvudcentrum	40 km
Närmaste strand/bad	0 m	Internet	Ja
Vattenrutschbana	Nej		

`Tyck till`

Reduce anxiety

Safe e-commerce
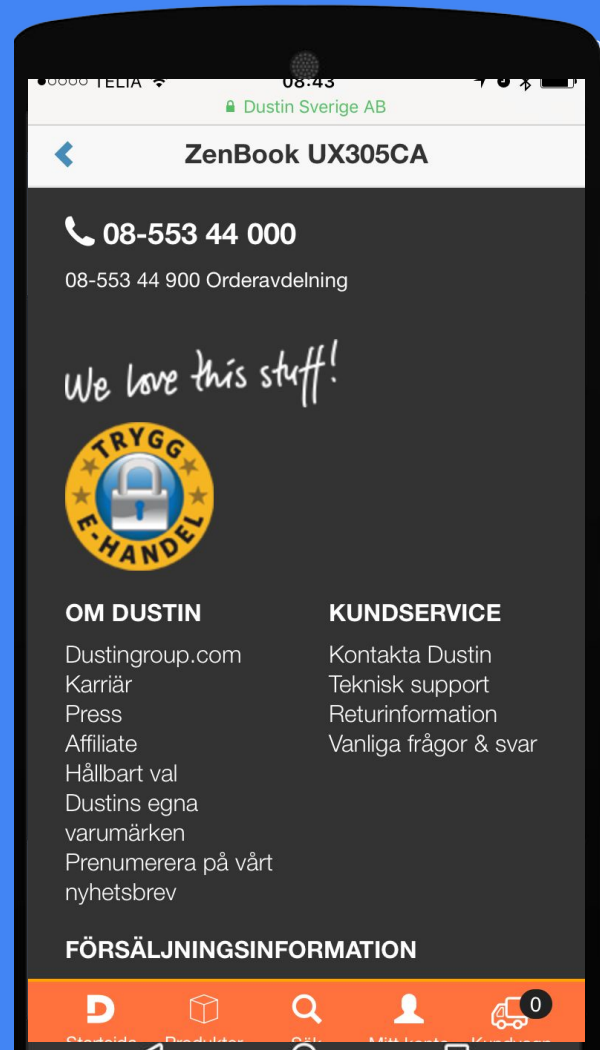
Possible tests

Value proposition
❏ Test tagline, product and offer in big campaigns.
❏ Design for the 4 behavior types.

Clarity
❏ Test your way to the perfect homepage. (Campaign area, top categories, sub categories.)
❏ Test clarity in text. (Keywords, meaningful sub headers, bullet lists.)
❏ Improve navigation with tips from the usability tests?

Relevance
❏ Can you increase relevance between ad and landing page?

Urgency
❏ Test to increase conversion rate with urgency.

Reduce distraction
❏ What can you clean out? Do you have one goal?

Reduce anxiety
❏ Test if CvR increases by displaying free cancellation, free delivery, free returns, size guide and certification symbols.
❏ Test if CvR goes up with social proof and reviews?
❏ Test 1 click solutions in the checkout.

Google

How to create a great mobile experience

1. HOME/LANDING PAGE	2. MENU & NAVIGATION	3. SEARCH	4. CATEGORY/PRODUCT	5. CONVERSION	6. FORMS
Clear CTA above the fold	Show compressed menu	Make the search field folded out, not just an icon	Make it possible to sort and filter	Limit the exit paths in the checkout	Use validation
Clear value proposition above the fold	If the physical stores are important, show an icon to find a store in the menu	Use auto-suggestions	Add urgency	Show the number of steps in the checkout	Use the right input type
Prioritize your value propositions to 1–2 above the fold	Try to reduce menu choices to fill only one screen	Implement spelling suggestions	Show how many items that are left in stock	Repeat value proposition at the point of conversion	Use autofill where you can
Repeat your value proposition in every part of the funnel	Sort the primary menu after traffic. If subcategories are used, sort them alphabetically	Show the number of search results	Use advanced filtering (to be able to choose several and show how many products each category will bring)	Test CTAs	Reduce the number of fields as much as possible
Avoid automatic sliders	Write words under icons in the top menu	Make it possible to sort and filter the results	Offer both "Put in basket" and "Save favorite"	Allow visitors to continue on a different device by offering the option to mail or save	If the written input is wrong, give suggestions for what the field is inquiring after
Show top categories on the homepage			For difficult choices, offer product comparison	Allow checkout as a guest	
Use appropriate font size			Offer several ways to buy	Add value proposition that explains why the visitor should create an account	
			Use social proof and reviews		

Google

These 25 Design Principles help you to delight users and drive conversions

Homepage & Site Navigation

- ❑ Menus are short and sweet
- ❑ Calls-to-action are front and center
- ❑ Easy to get back to the homepage
- ❑ Promotions don't steal the show

Site Search

- ❑ Site search is visible
- ❑ Use filters to improve search results
- ❑ Search results are relevant
- ❑ Guides users to better results

Ability to Convert

- ❑ Click-to-call is present
- ❑ Users can purchase as a guest
- ❑ Users can explore before committing
- ❑ Easy to finish on another device
- ❑ Existing information is used

Form Entry

- ❑ Info entry is streamlined
- ❑ Uses toggles/dropdowns to simplify input
- ❑ Visual calendars used for data selection
- ❑ Minimize errors with real-time validation
- ❑ Form design is efficient (auto-fill)

Usability & Form Factor

- ❑ Entire site is optimized for mobile
- ❑ Don't need to pinch + zoom
- ❑ Product images are expandable
- ❑ Shoppers are told which screen orientation is best
- ❑ Users aren't brought to new browser windows
- ❑ Site avoids "full site" labeling
- ❑ Site is clear about why it needs user's location

Google

Let's start A/B testing!
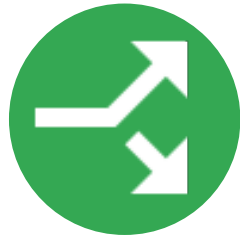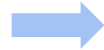
| Prioritize!

Hypothesis:

Pros	Cons
Potential: (1−5)	Effort: (1−5)
Importance: (1−5)	Backend complications: (1−5)
Traffic: (1−5)	Frontend complications: (1−5)
Sum:	**Sum:**

Google

Hypothesis

Go to the Backlog – write in and change hypothesis

Idea

Measurable result

By changing _____
we will decrease_____
since _____

what research has proved is a problem

Google

Hypothesis

Go to the Backlog – write in and change hypothesis

Idea

Measurable result

By changing ___the homepage so that top categories women/men is shown___
we will decrease___bounce rate_____
since ___top categories will increase clarity in the navigation._____

what research has proved is a problem

Google

Quantitative research

Qualitative research

Heuristic evaluation

List of weak spots

Hypothesis

A/B test

Win!

Google

CRO methodology

Google
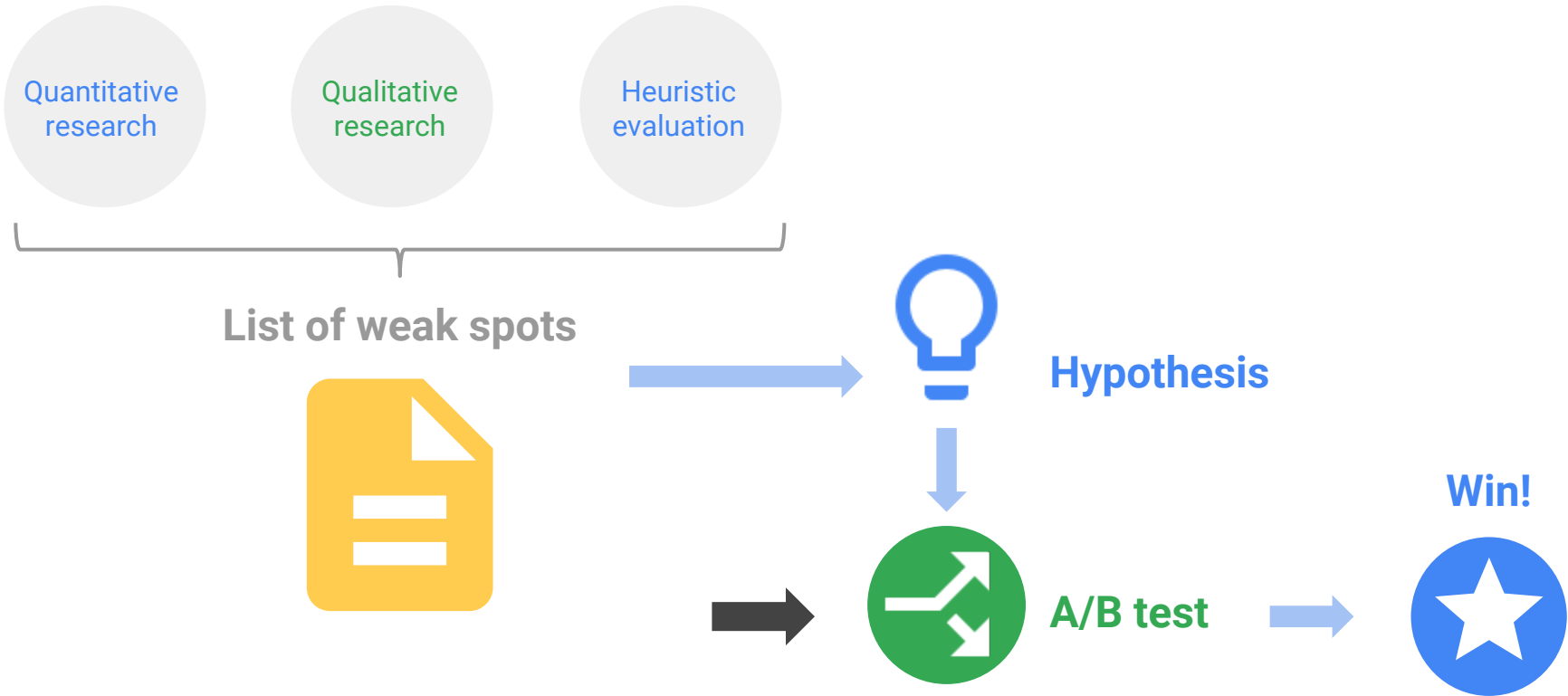
The hard truth...

But both is better than indecisive

Google

Process
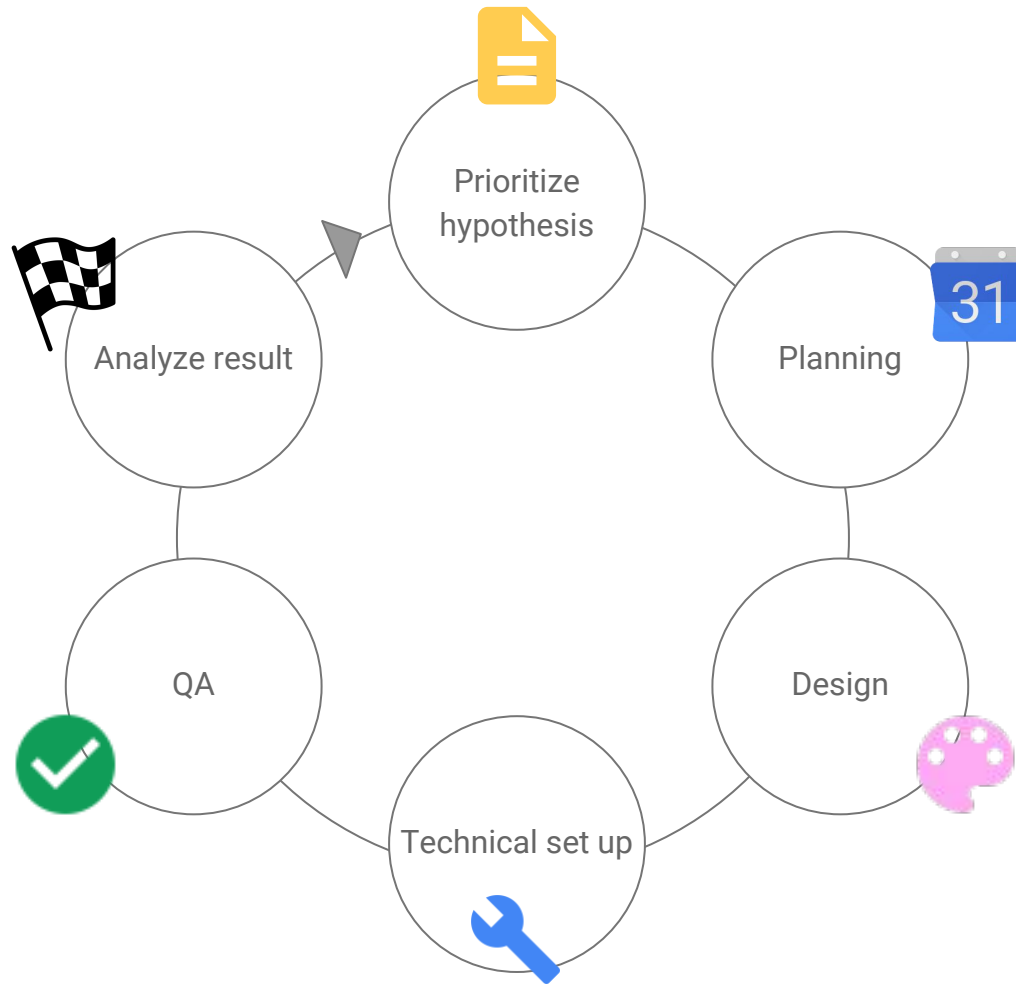
Good to know

- A/B testing tools focuses on users. Analytics tools focuses on sessions.

- Watch out for tests during christmas campaigns, sales and other seasons when the internal urgency is high. Differences in the conversion rate will be lower between tests. Layout, copy and design have less effect.

- You will lose a lot. A normal win rate usually is about 30%.

- Types of experiment:
  - A/B/n
  - Split test (different url:s)
  - Multivariate (tests all versions in one test)

- Make sure you isolate your tests so that they don't affect each other.

- Peeking problem - don't check tests too soon or too often. It may affect your opinion.

Google

Always ask yourself:
If tests don't show a positive outcome – was it due to the **hypothesis** or the test **execution**?

Google

Rules

- How much traffic do we need? Reach statistical significance, but don't stop until you have at least 200 conversions for each variant.

- Test where you have enough traffic.

- Test during at least…
  - Whole traffic cycles (whole weeks).
  - At least two traffic cycles (two weeks).
  - At least one business cycle (from the first visit to conversion).

- How long after the above rules?
  - When you have statistical significance.
  - When you have at least 200 conversions per version.

Google

| QA

See in-depth checklist in the doc

- Is basic setup for the testing tool up?
- What type of experiment do you want to do?
- Which URL:s will the test show up on?
- Are the goals chosen?
- Is the script on all pages where the test will running and where the goals are?
- Is the experiment segmented for the ones who should be exposed to it?
- Is there enough quota in the tool to make the experiment reach its goal?
- Is the experiment integrated into your analytics tool? (GA)
- Are internal IP adresses excluded?

- Use Browser Stack or crossbrowsertesting.com to see the test in different browsers.
- Does the test work on your usual devices?
- Does the website work as regular? Click your way through the normal user journeys to check that everything is working as it should.
- Use CSS for changes in as large extent as possible. When starting to use the editor in Optimizely, VWO and Sitegainer they use jquery. Your own CSS us better.

Google

The struggles of A/B testing

Step **1** Fix speed

Google
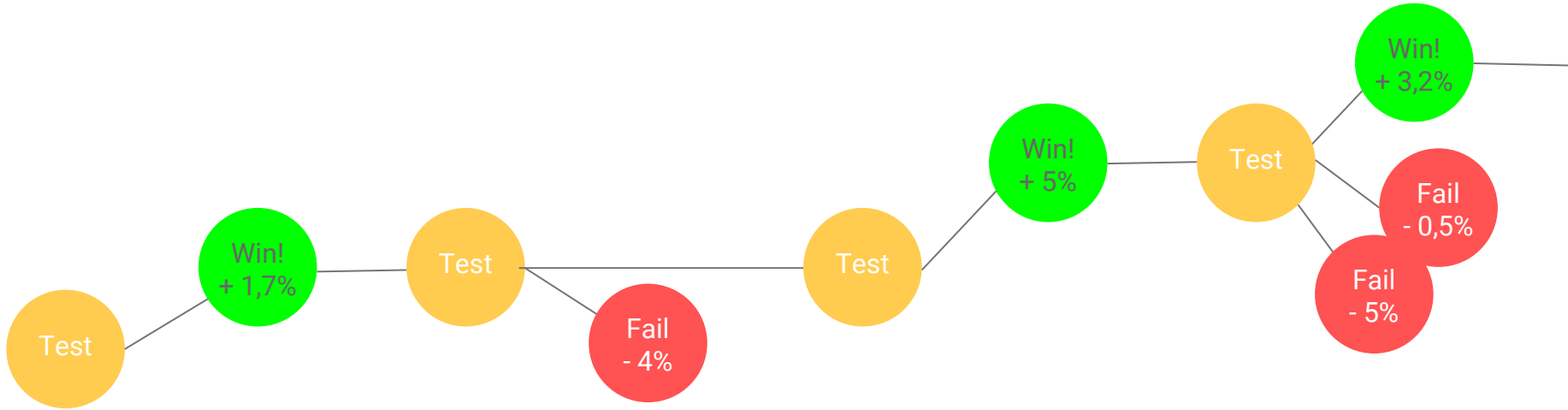
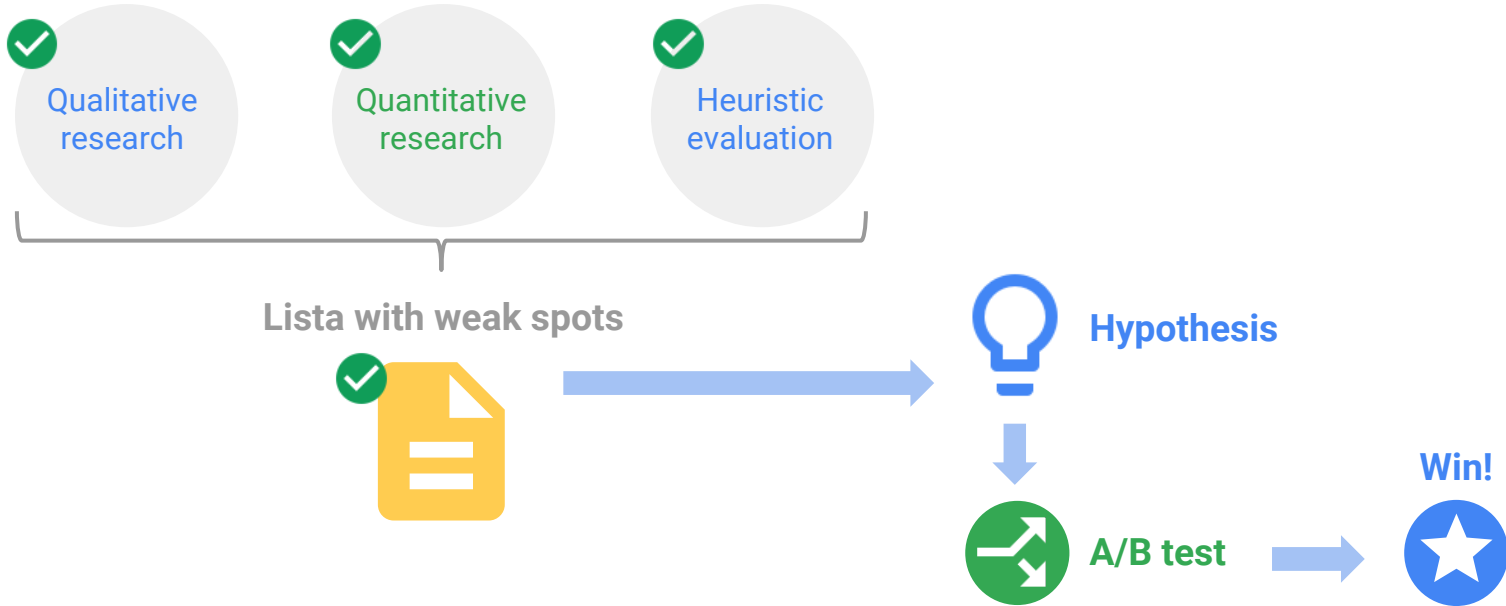Step

1 Fix speed

Step **2** Create a great
mobile design

Google

Step

1 Fix speed

2 Create a great mobile design

2.1 Go through the recommendations

2.2 Prioritize your hypothesis

2.3 Test!

✓ Qualitative research

✓ Quantitative research

✓ Heuristic evaluation

Lista with weak spots

✓ 📄

Hypothesis 💡

A/B test

Win! ⭐

Google

All recommendations should be A/B tested!

Get ready to win!

Psst! Stay in touch and let me know how it goes! – lchansson@google.com

Google

THANK YOU!

Lina Hansson - Conversion Specialist
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