

WEBSITE TESTING IS MISSION CRITICAL: 9 TIPS FOR GETTING STARTED



"Technology enables analysts and marketers to figure out how to best invest their marketing dollars. Amadesa offers online businesses tangible solutions to understand who their website visitors are and how to engage and convert them into long-term customers."

*Matt Spiegel, CEO
Omnicom Media Group Digital*

Ten years ago, just having a website that allowed consumers to shop for your products or services online put you miles ahead of the competition and impressed users. Today, most businesses must have a website just to be in the game at all, and in most cases, it should include a minimum level of sophistication and functionality or visitors will be turned off and go elsewhere. With the maturing demands of the modern consumer has come the refinement and evolution of online marketing. Today website testing and optimization, and the actionable data that can be gleaned from such efforts, has become an indispensable tool for many marketers. The positive effects on user experience and, ultimately marketing ROI, can be seen almost immediately.

In a highly developed digital world customer expectations continue to soar, and businesses have to keep a strong focus on continually improving the user experience. Website conversion rate optimization is the most effective way to accomplish this. Despite recognizing the value of such efforts, many e-businesses still struggle to get up and running with a comprehensive testing program. So we turned to our expert optimization team at Amadesa and collected 9 great tips to getting started on the right foot.

Don't Just Jump In. Prepare!

- 1. What's the challenge?** What specific challenges are you facing? Are conversions not what you'd like them to be? Are customers not spending enough time on your site? Create a list so that the goals you wish to accomplish are documented and clear.
- 2. KPIs** Make a detailed list of key performance indicators to decide exactly how you will measure the success of the changes to your site.
- 3. Team up!** Get a testing team together, and solicit their input on your list of goals and KPI. Together decide what testing tools you will use and create a timeline for execution. Pick a team leader to keep everyone hyped and on track.

Start Easy

4. It's So Obvious Take a look at your website. Pinpoint those problems that have been screaming at you for months. Find the things that will be the easiest to fix. If you have a particular page that is experiencing abnormally high abandonment rates, there must be some very obvious issues you can test first.

5. Keep it Simple In order to be successful, start slow. You will want to design simple tests first that will allow you to make quick, meaningful changes to your site, and show wins almost immediately. Once you have become comfortable with testing, and your organization has seen some positive effects come from it, you can move on to the more complex tests.

6. Take it Slow Don't get too excited and test too many elements on your website at once. Make sure to isolate each change so that you can be sure of its effect on conversions, revenue per visit, or any other KPI you designate. Use this knowledge to build more complex tests later on.

Put Your Analytics to Work

7. Use What You Already Know Before you even start testing, take advantage of the data you already have about your users. Where are you seeing the poorest performance? Which pages don't seem to be doing their job properly?

8. Study Your Audience Pay close attention to your user segments. Use this data to decide which groups require the most attention in terms of testing.

9. All Users are not Created Equal Don't run the same tests on all of your users. Segment them properly, so that you can design your tests to help you glean insight on each group's individual preferences. This will help you enhance the user experience for a wide variety of users, not just one type. It's simple. To be a successful online marketer in today's world, you have to test and keep testing. Start looking at testing as your most valuable marketing tool. It could be the difference between a failed or barely breathing website and a booming one.

AMADESA ADVANTAGE

When choosing a partner for the betterment of your business, you want to select an affordable solution that provides actionable business insights for long-term success.

Amadesa packages innovation, flexibility, and ease-of-use at a price point even your CFO just might smile at. Tired of waiting in the IT queue? Our solution requires no IT support or resources, giving marketers unlimited control to increase conversions and ROI.

Amadesa can test **everything** and **everywhere** on your site, including;

- Landing pages
- Product pages
- Checkout pages
- Registration pages
- Home pages

Amadesa can also extend beyond your website to test and target within offsite channels such as display ads, mobile, Facebook, and e-mail images.

ABOUT AMADESA

Amadesa is the first company to deliver an enterprise level software-as-a-service (SaaS) solution in a fully integrated suite spanning testing, targeting and automated content delivery. The Amadesa Customer Experience Suite™ offers end-to-end testing and relevance targeting solutions to help online businesses maximize revenues, enhance customer engagement, increase conversions and improve marketing ROI. Ease of use and implementation are benchmarks of our products, but we also offer a wide range of on-demand professional services options to fit your needs and ensure your success.

