



WHEN IT COMES TO MOBILE SHOPPERS, DON'T REDESIGN, OPTIMIZE!



"We're big believers in running things by the numbers and in letting our customers tell us what they like. We've always been very active in testing on the site and now understand even better why segments convert differently, empowering us to quickly refine the message, image, offer or landing page to engage with visitors, drive revenue and create an even better customer experience."

*James Keller,
Chief Marketing Officer,
Shoebuy.com*

In recent years, eye contact is an increasingly rare occurrence as consumers' lives become more and more attached to their mobile devices. How often have you seen seas of people, heads down, so engaged in their emails, music, videos, browsing and mobile chats that they don't even seem to be paying attention to where they are walking? Mobile lives are a growing phenomenon, and retailers have long been anticipating reaping vast rewards from a culture of always-on-the-gos. Despite high hopes for sales booming from consumers shopping as they stand in lines, ride trains and wait in doctors' offices, retailers report only 2% of sales coming from mobile devices in 2011.

So what's the deal? Sure it seems convenient to have the ability to shop for your favorite book, the season's newest shoes, or even that new flat screen you've been eyeing right from your phone as you take care of other errands. But if the experience ends up frustrating you to the point where the item you were longing for suddenly seem like it can wait, the convenience no longer seems quite as alluring, and you are likely to abandon the purchase all together. Mobile sites are hard to browse and navigate. Possibly the most vein popping aspect is entering personal and credit card information into a site from a mobile device. Consumers are highly attracted to the idea of mobile shopping, but they want to do it their way. It needs to be simple and satisfying, not difficult and cumbersome. The potential for mobile sales is still huge. After all, in 2010 eBay generated almost \$2 billion in mobile sales, and is still growing. The answer? **It's time to start testing your mobile site.**

The fundamental best practice in website testing and optimization is to start with the low-hanging fruit. Online merchants can often experience significant wins from testing some of the simplest, most obvious elements of their sites first. The good news? Mobile merchants can too! So where should you start testing your mobile site?

Focus on your calls to action, the elements that actually drive users to complete a purchase. *When Users Click Right Call to Actions More Than Left Ones* gives an important, detailed account of the particular eye patterns users tend to follow when viewing a web page. According to this article, the terminal area or the bottom right area of your page is the optimal place to display your call to action button.

So take this user experience research into account when browsing your website on a mobile device. Two things differentiate the mobile browsing experience from the desktop: Users can see significantly less information at once than they can on a computer screen, and images on the page become almost painfully small to view in context. Because of this difference, users are likely to click on the image in an effort to enlarge it for a better view. Applying that to a common eCommerce scenario such as browsing a product page on an online store, quickly highlights the need for a different treatment by the mobile website. While on a desktop users rarely need to zoom in and the 'Add to Cart' call-to-action gets the most accessible page real-estate; however mobile users are much more likely to click a product image before making their final purchase decision.

So put it to the test.

Target your mobile users and split the traffic in half, offering one page version that is the default layout of your website and one version with the product image positioned on the right side of the page. The theory? **The right-side product image version will lead to a significant lift in conversions and revenue.** Respecting users' natural viewing rhythm and catering to their "on the go" needs will enhance the mobile shopping experience, and leave the frustration at the left. But this is just the beginning. The lesson here is you don't have to design an entirely new mobile site to entice mobile shoppers. Instead, test and optimize your current site to better fit their needs, and start reaping those rewards you have been leaving behind for far too long.



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