



Misconceptions & Fundamentals of CRO


Chris Butterworth for **DEJAN**





CRO Makes Sense

CRO for a website is not dissimilar
to making a store effective.

A high-angle, slightly blurred photograph of a person sitting at a dark wooden desk. The person is wearing a teal-colored short-sleeved button-down shirt and a dark wristwatch on their left wrist. Their hands are clasped together near their face. On the desk in front of them is a white Apple keyboard and a white Apple mouse. To the right of the keyboard is a black smartphone. The background shows a light-colored wooden floor. Overlaid on the left side of the image is a green rectangular box containing the text '5 Common Misconceptions of CRO' in white, serif font. Below this box, the text 'People have some funny ideas.' is written in the same white, serif font.

5 Common Misconceptions of CRO

People have some funny ideas.



Myth 1. Best practices
are universal

14% Increase in Conversions

Old Design →

The screenshot shows the old Basecamp website design. The header includes navigation links: Home, Tour, Who uses Basecamp?, Extras & Add-ons, Help/Support, Plans & Pricing, and Sign in. The main content area features the Basecamp logo and the headline "The Better Way To Get Projects Done." Below this, it states "Trusted by millions, Basecamp is the leading web-based project collaboration tool." and "Share files, meet deadlines, assign tasks, centralize feedback, make clients smile." A green button says "See Plans and Pricing" with the text "30-day free trial, sign up in 60 seconds." To the right, there's a preview of the Basecamp interface showing "Our Projects" and "Latest activity across your projects." Below the main content, there's a row of logos for various brands: National Geographic, WWF, adidas, USA, Trek, Fox, Subaru, Patagonia, Kellogg's, and USA Today. At the bottom, it says "Every day the world's most respected brands, small businesses, non-profits, and entrepreneurs depend on Basecamp to make their projects run smoothly. Safe, secure, and reliable. Since 2004."

← New Design

The screenshot shows the new Basecamp website design. The header is identical to the old design. The main content area features the headline "Manage Projects Better with Basecamp." and the subtext "Millions of people use Basecamp to collaborate and manage projects online." Below this, there's a central graphic with a green mountain icon and the Basecamp logo, surrounded by icons for a calendar, clock, speech bubble, and document. A green button says "See Plans and Pricing" with the text "30-day free trial, sign up in 60 seconds." At the bottom, it says "Collaborate with clients or your own team. Basecamp is trusted by small businesses, big businesses, and non-profits worldwide."

14% Increase in Conversions

20% Increase in Conversions

Old Design →

Home Tour Who uses Basecamp? Extras & Add-ons Help/Support Plans & Pricing Sign in 37signals

The Better Way To Get Projects Done.

Trusted by millions, Basecamp is the leading web-based project collaboration tool.

Share files, meet deadlines, assign tasks, centralize feedback, make clients smile.

See Plans and Pricing
30-day free trial, sign up in 60 seconds.

Our Projects

Latest activity across your projects

Projects

98%

Every day the world's most respected brands, small businesses, non-profits, and entrepreneurs depend on Basecamp to make their projects run smoothly. Safe, secure, and reliable. Since 2004.

NATIONAL GEOGRAPHIC WWF adidas TRUCK FOX SUB-ZERO patagonia Kellogg's USA TODAY

← New Design

Home Tour Who uses Basecamp? Extras & Add-ons Help/Support Plans & Pricing Sign in 37signals

Manage Projects Better with Basecamp.

Millions of people use Basecamp to collaborate and manage projects online.

Basecamp

See Plans and Pricing
30-day free trial, sign up in 60 seconds

Collaborate with clients or your own team. Basecamp is trusted by small businesses, big businesses, and non-profits worldwide.

Old Design →

Sprache: Deutsch | Warenkorb | Kundenlogin | Newsletter

Produkte — Free Download — Service — Kaufen — Community — Partner — Über AquaSoft

Startseite » Kaufen

DiaShow 7 Ultimate

DiaShows für DVD-Player und PC. Die Profi-DiaShow jetzt inkl. DiaShow-Manager.

14" Download (49,90 €)
14" Boxversion (79,90 €)
Vertriebslizenz

DiaShow 7 Premium

DiaShows für DVD-Player und PC. Mit Timeline und vielen Animationsfunktionen.

Download (39,90 €)
Boxversion (49,90 €)
Vertriebslizenz

DiaShow Suite

Das Softwarepaket zum Sparpreis: DiaShow 7 Ultimate plus EarthPlot 7, PhotoKalendar 3, PhotoAlbum 3, ScreenShow 4 und WebShow 3

Download (99,90 €)
Boxversion (109,90 €)
Vertriebslizenz

DiaShow-Manager 7

DVD-Menüs und PC-Menüs für Ihre DiaShows mit vielen Vorlagen und freier Vorlagengestaltung.

Download (19,90 €)
Boxversion (29,90 €)
Vertriebslizenz

Fragen?
Sie wünschen eine Beratung vor dem Kauf? Rufen Sie uns kostenlos an:
0800 45 70 70 0
Hier klicken: Vergleich der DiaShow-Editionen

Vollversion sofort downloaden
Die Download erfolgt unverzüglich nach dem Kauf, sodass Sie Ihre neue Software sofort nutzen können.

Bankleitzug und Überweisung
VISA
Visacard
Mastercard

← New Design

Sprache: Deutsch | Warenkorb | Kundenlogin | Newsletter

Produkte — Free Download — Service — Kaufen — Community — Partner — Über AquaSoft

Startseite » Kaufen

Einkauf ohne Risiko

Made in Germany

Kostenlose Updates

Lebenslange Downloadgarantie

Vollversion sofort Downloaden

Bankleitzug

Bonussoftware

DiaShow 7 Premium

DiaShows für DVD-Player und PC. Mit Timeline und vielen Animationsfunktionen.

Kaufen 39,90 €
Vertriebslizenz

DiaShow 7 Ultimate

DiaShows für DVD-Player und PC. Die Profi-DiaShow mit noch mehr Funktionen und inkl. DiaShow-Manager.

Kaufen 69,90 €
Vertriebslizenz

DiaShow 7 Suite

Das Softwarepaket zum Sparpreis: DiaShow 7 Ultimate plus EarthPlot 7, PhotoKalendar 3, PhotoAlbum 3, ScreenShow 4 und WebShow 3.

Kaufen 99,90 €
Vertriebslizenz

DiaShow-Manager 7

DVD-Menüs und PC-Menüs für Ihre DiaShows mit vielen Vorlagen und freier Vorlagengestaltung.

Kaufen 19,90 €
Vertriebslizenz

Lebenslange Downloadgarantie

- ✓ lebenslange Downloadgarantie
- ✓ kostenloses Kundenlogin
- ✓ 24h/165 jeden Tag im Jahr, rund um die Uhr Zugriff auf Ihre Software
- ✓ kostenlose Updates und kostenlose Bonussoftware herunterladen

AquaSoft 50 Jahre

Fragen?



Myth 2. Tests come from
gut feelings



Myth 3. Long copy doesn't sell



“

The consumer isn't a moron; she is your wife. You insult her intelligence if you assume that a mere slogan and a few vapid adjectives will persuade her to buy anything. She wants all the information you can give her.

- David Ogilvy (1963)

WE STOLE THEIR LAND, THEIR BUFFALO AND THEIR WOMEN. THEN WE WENT BACK FOR THEIR SHOES.

The Red Indians were an ungrateful lot. Far from thanking the whiteman for bringing them civilization (guns, whisky, disease, that kind of thing), they spent years making very bad medicine.

Naturally, during the course of their disputes, the whiteman found it necessary to rob the Red Indians of certain items.

Thousands of square miles of land, for instance, which they didn't seem to be using.

The odd buffalo, which provided some interesting culinary experiences for the folks heading West.

And of course the squaws, who were often invited along to soothe the fevered brains of conscience-stricken gun-runners and bounty hunters.

But perhaps the most lasting testament to this cultural exchange programme is the humble moccasin.

A shoe of pure ingenuity, construction, and remarkably comfortable to boot.

Even now, nearly two centuries after the first whiteman tried a pair on, they have yet to be bettered.

Which is why at Timberland, all of our leathers, boot shoes and walking shoes are based on the original Red Indian design.

How is this possible? Surely a shoemaker of our standing is capable of showing a clear pair of heels to a few pesky imitations?

Not really.

Although over the years, we have managed to make some modest improvements.

Rather than use any old buffalo hide, we always insist on premium full-grain leathers. And when we find a tannery that can supply them, we buy in entire output.

We then dye the leathers all the way through so you can't sniff the colour off and impregnate them with silicone oils to prevent the leather going dry.

It is at this point that we employ the widespread construction of the moccasin to create the classic Timberland shoe.

Using a single piece of softened leather, our craftsmen mould and stretch the upper



around a specially-developed geometric last. This has the effect of breaking the shoes in before you've even set foot in them.

It also extends the life of the shoe for many, many months.

Our hand-sewn shoes also hark back to the days before the whiteman came.

No machines. No mass production. No deadlines.

Just a pair of nimble hands making shoes in the time-honoured way.

With just a little help from the twentieth century.

Like the high-strength nylon thread, double-knotted and pearl stitched to prevent it coming undone even if it's cut or in the unlikely event that it breaks.

The two coats of latex sealant, added to stop even tiny droplets of water seeping in through the needle holes.

And the patented process which permanently bonds the uppers to the soles.

(If the Indians had only known how to cobble soles onto their moccasins, we probably wouldn't be in business today.)

As you would expect, the result of all our

labours is a shoe which comes with a heap big price tag.

For which we make absolutely no excuses.

After all, who else uses solid brass eyelets? Or self-sealing airtight liners? Or glove leather linings?

Come to that, what other shoemaker shows such concern for your feet when big rains come?

For example, as well as utilising all our traditional methods, our new Ultra Light range uses new technology to keep your feet dry.

They're lined with Gore-Tex to make them completely waterproof while allowing your feet to breathe. (Gore-Tex has 9 billion holes per square inch. We didn't believe it either but it works, so now we believe it.)

The soles are made from an incredibly lightweight and highly resistant, dust-density polyurethane.

And, in an uncharacteristic concession to fashion, some models even sport tightly woven woven cotton socks.

So you can keep your feet dry and your socks dry.

A far cry from the Red Indian moccasin? We certainly hope not.

Because if we ever forget our origins, or change our old-fashioned way of making boots and shoes, one thing's for sure.

A lot of people are going to be on the wayback.

Timberland Shoes and Boots, 13 Poultry Square, London EC2 4DB. Telephone 01-727 1575.

Timberland

Timberland

Timberland

Timberland

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Timberland

Timberland

Timberland

Timberland



Myth 4. CRO is a once off



Myth 5. CRO is all about
buttons & colours

Maybe we should change this

SEO Quote

Website URL

Your website URL is required so we can check competition and provide an accurate quote.

Next

We Can Show Each Variation
to 50% of Users



SEO Quote

Your website URL is required so we can check competition and provide an accurate quote.

Next

SEO Quote

Your website URL is required so we can check competition and provide an accurate quote.

Next

Or Show Multiple Versions



SEO Quote

Your website URL is required so we can check competition and provide an accurate quote.

Next

SEO Quote

Your website URL is required so we can check competition and provide an accurate quote.

Next

Get an SEO Quote for Your Website

Your website URL is required so we can check competition and provide an accurate quote.

Next

Get an SEO Quote for Your Website

Your website URL is required so we can check competition and provide an accurate quote.

Next

A top-down view of a laptop on a wooden desk. The laptop is open, and its keyboard is visible. To the left of the laptop is a white mug. Several small potted plants are scattered around the desk, including a succulent in the bottom right and a small plant in a square pot to the left of the laptop. A green vertical bar is positioned above the laptop's keyboard.

“

*And now to enjoy some quality time with
Analytics.*

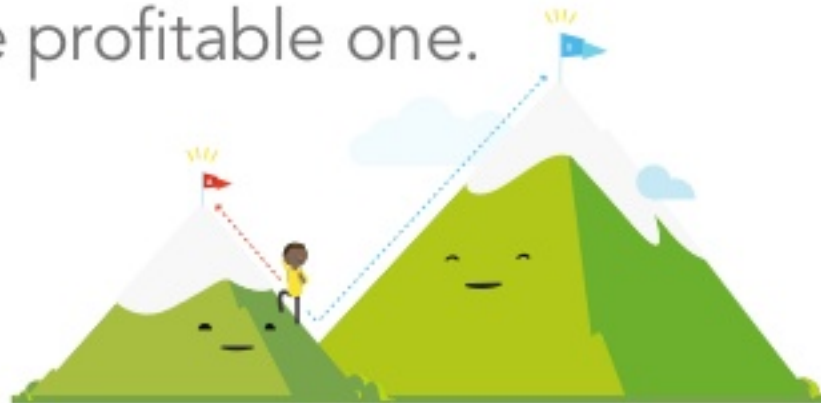
- No one ever

The Local Maximum Trap

The “Local Maximum” Trap

risk: Missing out on the real potential.

Occurs when you conduct experiments that optimize around a local maximum, while ignoring the larger opportunity. Positive testing feedback might get you stuck with a much less profitable model while there is a more profitable one.



There's so much more...





CRO Does More

CRO has a process and goes deeper than simple visual changes

6 Fundamentals

No universals, but some
fundamentals

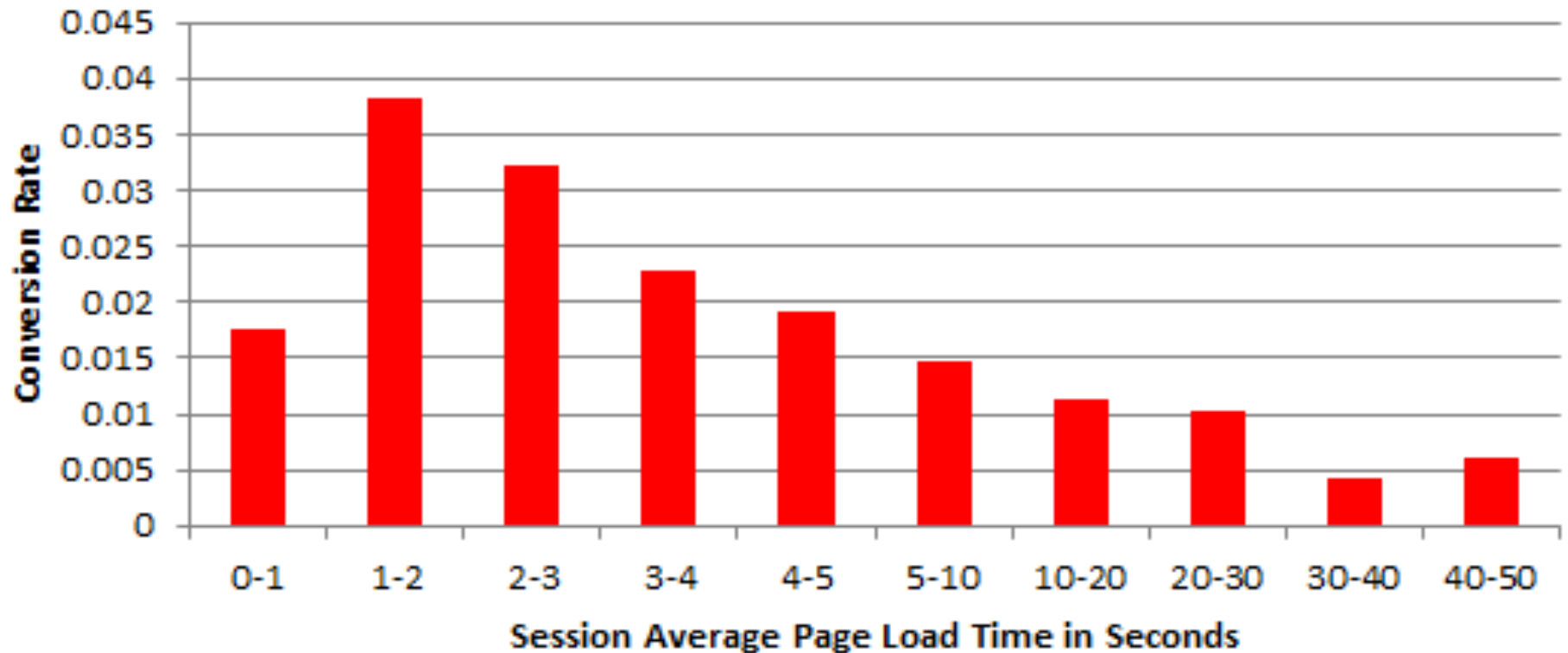
/ˌfʌndə'men(t)əl/

FUN-DA-MEN-TAL

*A central or primary rule or principle on which
something is based.*

#1 Make Pages Load Fast

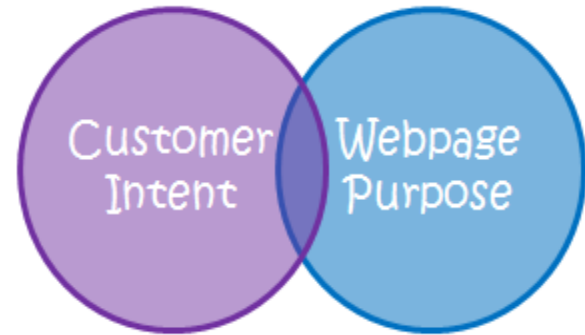
Conversion Rate by Page Load Time



#2 Align Visitor Intent & Page Purpose



HIGH BOUNCE RATES / LOW CONVERSION!



AHHH... SOME MAGIC, BUT...



NOW THAT'S WHAT I'M TALKING ABOUT!



#2 Match Your Message

Start Your Own Business
www.startupweekend.org/
Start A Business This Weekend
At Startup Weekend. Learn More!



Startup Weekend
Learn How To Start A Business

What is Startup Weekend?

Startup Weekend brings together people who want to learn how to start a business. We host 54-hour long events where you can come up with an idea, find a team, and start a business all in a weekend!

Startup Weekends are weekend-long, **hands-on experiments** where entrepreneurs and aspiring entrepreneurs can **find out if startup ideas are viable**. Most events have about 75 attendees, half of which have technical backgrounds and the other half have business backgrounds.

Real companies that got their start at one of our events:

Foodspotting **Zaarly** **memolane**
supermarmite **launchrock**

Subscribe Today

Sign up for our **FREE weekly newsletter** to read about team success stories and find out when Startup Weekend is coming to your area.

Email *

Name

Region *

Select a region

Subscribe Now!

Why attend a Startup Weekend Event?

Education: Startup Weekends are all about learning. Learn a new skill, a new language, a new way of thinking.

Build your network: Startup Weekend works hard to recruit high-quality, driven entrepreneurs – like you! Create relationships that last long past the weekend.

Learn how to launch a business: Startup Weekend is the epitome of LeanStartup Methodology. Go from idea to launch in 54 short hours.

Get face time with mentors and thought leaders: Local tech and startup leaders mentor and participate in Startup Weekends and interact with other participants.

Get access to valuable startup resources: By participating in Startup Weekend you are given instant access to great products and tools. No one leaves Startup Weekend empty handed!

Sign up for our **FREE e-newsletter** above to learn more about Startup Weekend and when the next event is coming to your area.

The Startup Weekend crew says you rock. Cooley Godward Kronish, LLP says "Startup Weekend is a Trademark, yep."
© Copyright Startup Weekend 2011. All rights reserved.

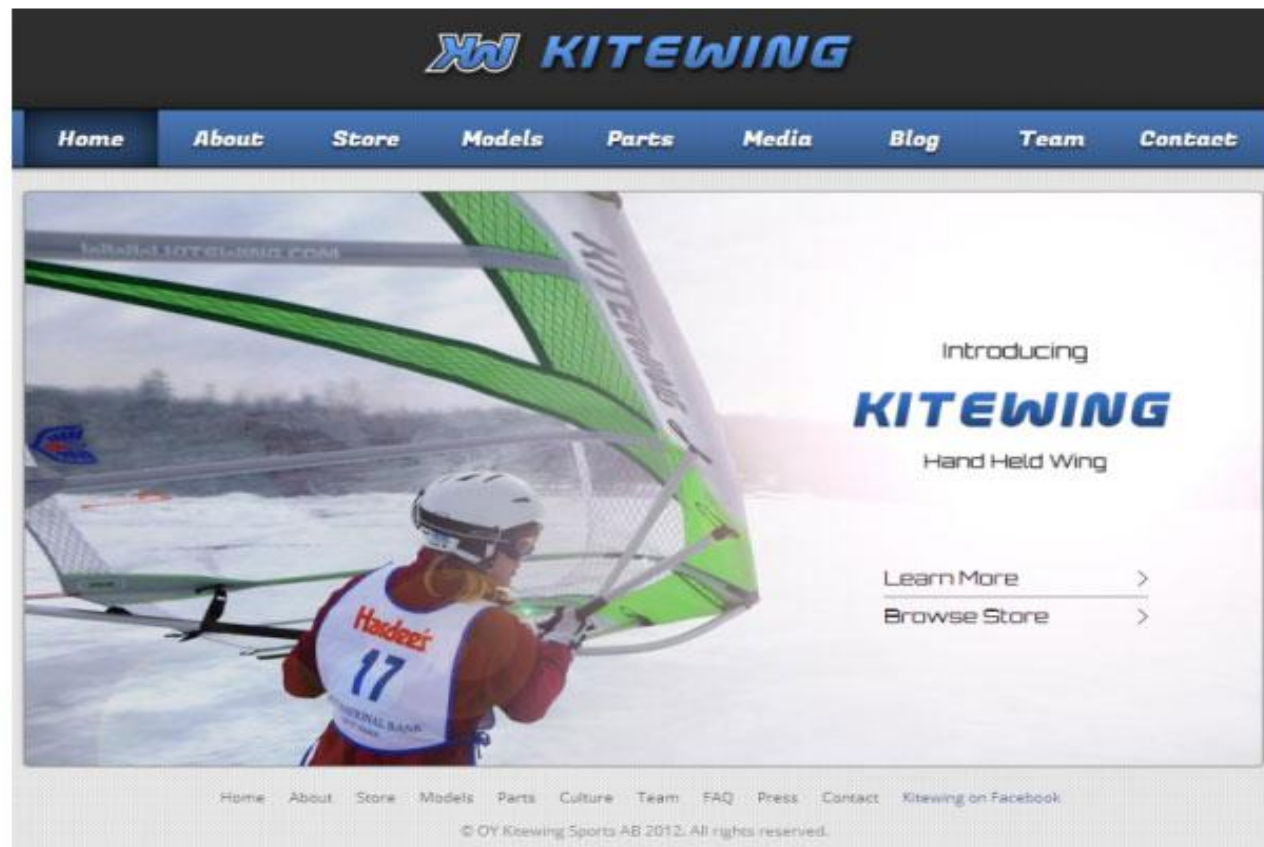
#2 Match Your Message

Kitewing



Kitewing the handheld wing sail for use on snow, ice or ground, visit our webpage and shop.

1,487 people like Kitewing Sports.



The screenshot shows the Kitewing website homepage. At the top is a dark blue header with the 'XW KITEWING' logo in white and blue. Below the header is a navigation bar with links: Home, About, Store, Models, Parts, Media, Blog, Team, and Contact. The main content area features a large image of a person in a red and white racing suit with the number 17, holding a green and white Kitewing handheld wing sail on a snowy slope. To the right of the image, the text reads 'Introducing KITEWING Hand Held Wing'. Below this, there are two links: 'Learn More' and 'Browse Store', each with a right-pointing arrow. At the bottom of the page, there is a footer with a secondary navigation bar containing links: Home, About, Store, Models, Parts, Culture, Team, FAQ, Press, Contact, and Kitewing on Facebook. Below this bar is the copyright notice: '© OY Kitewing Sports AB 2012. All rights reserved.'

#2 Match Your Message



(1) Remarketing Display Ad

"All our customers, tasks and conversations are in Highrise. We can't run our shop without Highrise."

Highrise
Simple CRM

Start using Highrise today

(2) Website

Highrise
Simple CRM by Salesforce

"All our customers, tasks and conversations are in Highrise. We couldn't run our business without Highrise."
— Matt, Owner of Potted Capcins

- ✓ Save and organize notes and email conversations for up to 30,000 customers and contacts.
- ✓ Keep track of proposals and deals. Share status with your company, department, or team.
- ✓ Never forget to follow-up. Get a text message or email so you never forget to make the call.

See Highrise Plans and Pricing

Risk-free 30-day trial. Cancel anytime.



HavenWorks.com

Tuesday, 30 November 2010

[CALENDAR](#)

News Reference Facts Information Sources Intelligence Haven Works !)

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[TV Online Television](#)



New

Fair. Balance

Democratic News:



2010 TV:



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Republican News:



Atwater Politics



Two Santa Clauses or How The Republican Party Has Conned America for Thirty Years.

[HavenWorks.com](#) [+A-Z](#)



[Hartmann/MP3s/TV](#)

[Greenwald/+Radio/MP3s](#)

[Blogs!;](#) [ABlog/TV Blog](#)

Weblog

20090330

OPINION

[+Torture](#) - [Criminal](#) - [Dick Cheney](#) - [+War](#)

[Crimes](#) - [NB](#) - [Military](#) - [Government](#) -

[Intelligence](#) - [Terrorism](#) - [+Detainee](#) - [+War](#)

DEM 2010 TV



OBAMA TV

WHITE HOUSE TV

'News' Media Politics



[PBS.org/moyers](#)

Jay Rosen and Glenn Greenwald discuss journalism and media

[U. S. A.](#)

20090330

Politics



[John McCain](#) -



[Government](#) -



[Money](#) -



[Accounting](#) -

[Arizona](#)

"Despite McCain's Comments, Senate GOP Not Offering Detailed Budget." ...

"On Thursday, House Republicans did wind up offering the frame of an alternative budget -- but then they were widely panned for not releasing a more detailed alternative to the Democratic proposals." ... "That's what made an exchange Sunday with [Arizona Republican Senator] Sen.

TV



WORLD

20090331

Terrorism



[Pakistani](#) -



[Police](#) -



[Military](#) -



[Political](#) -



[Religious](#) -



[History](#) -



[Afghanistan](#) -



[India](#)



"Insurgent Threat Shifts Pakistan: Assault on Police Academy Indicates Risk Has Moved Beyond Tribal Areas." ...



"The brazen occupation of a Pakistani police academy Monday by heavily armed gunmen near eastern mega-city of Lahore [Pakistan] was the latest indication that Islamist terrorism, once confined to Pakistan's northwest

HavenWorks.com A-Z Search News by Date NewsStand -Z- 2008 Election

#4 Poor Design Negatively Affects Everything

News Reference Facts Search: Google: CALENDAR TV Online Television

Democratic News: 2010 TV: US - AK - AL - AR - AZ - CA - CO - CT - DE - FL - GA - HI - IA - ID - IL - IN - KS - KY - LA - MA - MD - ME - MI - MN - MO - MS - MT - NC - ND - NE - NH - NJ - NM - NV - NY - OH - OK - OR - PA - RI - SC - SD -

Republican News: **Atwater Politics**

Two Santa Clauses or How The Republican Party Has Conned America for Thirty Years.

HavenWorks.com+A-Z

News Topics

A-Z

20090330

OPINION

Torture - Criminal - Dick Cheney - War

Crimes - NB - Military - Government - Intelligence - Terrorism - Detainee -

DEM 2010 TV

OBAMA TV

WHITE HOUSE TV

'News' Media Politics

Jay Rosen Glenn Greenwald

PBS.org/moyers

Jay Rosen and Glenn Greenwald discuss journalism and media

U. S. A.

20090330

Politics

John McCain - Government - Money - Accounting - Arizona

"Despite McCain's Comments, Senate GOP Not Offering Detailed Budget."

"On Thursday, House Republicans did wind up offering the frame of an alternative budget -- but then they were widely panned for not releasing a more detailed alternative to the Democratic proposals." ... "That's what made an exchange Sunday with [Arizona Republican Senator] Sen.

WORLD

20090331

Terrorism

Pakistani - Police - Military - Political - Religious - History - So

Afghanistan - India

"Insurgent Threat Shifts Pakistan: Assault on Police Academy Indicates Risk Has Moved Beyond Tribal Areas."

"The brazen occupation of a Pakistani police academy Monday by heavily armed gunmen near eastern mega-city of Lahore [Pakistan] was the latest indication that Islamist terrorism, once confined to Pakistan's northwest

#4 Poor Design Negatively Affects Everything

Credibility Factor	Incidence
Design Look	46.1%
Information Design	28.5%
Information Focus	25.1%
Company Motive	15.5%
Usefulness of Information	14.8%
Accuracy of Information	14.3%
Recognition & Reputation	14.1%
Advertising	13.8%
Bias	11.6%

Credibility Factor	Incidence
Tone of Writing	9.0%
Identity of Sponsors	8.8%
Functionality	8.6%
Customer Service	6.4%
Past Experience	4.6%
Info Clarity	3.7%
Test Performance	3.6%
Readability	3.6%
Affiliations	3.4%

#5 Reduce Unnecessary Steps

Replacing

Register

With

Continue

“You do not need to create an account to make purchases on our site. Simply click Continue to proceed to checkout. To make your future purchases even faster, you can create an account during checkout.”

#6 Make Your Core Purpose Obvious



Organize. Communicate. Succeed.

HOME

PRODUCT OVERVIEW

LICENSING

FAQ

ABOUT

LOGIN



Combine everything you need for your business
or group in one place

Get started for free today!

SIGN UP

Marketing + Operations = Simplicity!



Teamr helps you organize,
communicate, and succeed

Good for businesses, teams,
groups, clubs, and events

Save Time - look good while
automating the tedious stuff

Makes you money - easy
payment collection tools for
appointments, events,
donations, and an online store

Easy to use - intuitive
interface that supports over
300,000 users worldwide



Welcome

Who can use it

Benefits

Features

Why Teamr is special

Get Started Now!

Learn More

Unbounce tips for CRO

<http://unbounce.com/conversion-rate-optimization/544-conversion-rate-optimization-tips/>

544 Conversion Rate Optimization Tips (now 846 and counting)

By [Oli Gardner](#) | [Google+](#) | December 6th, 2009 in [Conversion](#) | [46 comments](#)

Optimizing your landing pages or website to perform better is a no-brainer, but if you're short on time or resources then it helps to have a bag full of tricks to kick things off.

The collection of links below brings together over 500 tips on **conversion rate optimization** and landing page improvement.

Naturally, there will be some repetition of the core principles, but it's a good idea to read the perspective of several experts when forming your own opinion.

[The Art of the Landing Page: 7 Tips For Increasing Conversions](#)

Tim Ash

7 fundamental tactics from one of the industry's established leaders in landing page optimization and testing.

[Read more](#)

[31 Conversion Optimization Tips – and Counting](#)

Chris Goward – Wider Funnel

A great quick read from Chris Goward. If you only have a few minutes to spare this is an excellent way to get your creative and analytical juices flowing.

[Read more](#)



All tips are appreciated. Here's 544 ways to make you landing pages convert more effectively.

Tools

Everyone's favourite bit!



5 Second Test

You're about to do a Click Test



All you have to do is:

- Read the instructions at the top of the page carefully
- Click the start button to see an interface
- Click on the image to carry out the instructions or complete the set task

Easy!

Start the test

UserTesting.com

Task 1 Think of a gift you want to buy for someone. Try to find that gift on the site.

Next Task

1 of 4

View Scenario and Previous Task

Problem?

Walmart Save money. Live better.

Shop Unbelievable Tax Refund Online Specials! New customer? Sign In | Help

Value of the Day | Local Ad | Store Finder | Registry | Gift Cards | Track My Orders | My Account | My Lists

See All Departments Search All Departments Search Go My Cart(0) My Store Los Angeles

In Stores Now: Canon Showcase In Stores Now | Free Samples & Savings | Free Events | New In Stores

Canon

SHOP ALL CANON CATEGORIES

- Ink & Paper
- SLR Cameras
- Supplies & Accessories
- Print and Shoot Cameras
- Compact
- DSLR Lenses
- Printers & Multifunctions
- Copiers & Fax Machines

FEATURED PRODUCTS

- Projectors & Visualizers
- Calculators
- Scanners
- Speedlite Flash

EOS Rebel T1S Digital SLR Camera

PowerShot SX720 HS Black Digital Camera

PIXIA MP820 Photo All-in-One Printer

Important Walmart Disclaimer: Product information is provided by the supplier or manufacturer of the product and should not be construed as advice. Walmart does not sponsor, recommend or endorse any third party, product, service or information provided on this site.

Financial Services Walmart MoneyCenter

Walmart.com About Walmart.com Terms of Use Affiliate Program International Customers

Stores & Corporate Store Finder Printable Coupons Corporate Website Diversity

Help Help Center Track Your Order Returns Policy Return an Item

Walmart Sample Video

Shopping Cart Test

Tested by [sudentom](#) (3/01/12 - #321317)

Annotations Clips Tasks Answers

- 0:02 task
- 0:23 User could not find out how to search for cameras.
- 0:41 user clicked on Canon Cameras but was taken to the "All Canon products" page
- 0:56 Text too small...he puts on his glasses
- 1:32 The camera results page just lists the same camera over and over
- 1:43 No prices on the results page, so user doesn't know which camera to start with
- 2:38 User's annoyed by Back button taking him to Canon product page instead of camera page.
- 3:18 Likes seeing all the customer reviews
- 6:53 He wants to be able to "Compare" two TVs with each other
- 7:23 frustrated he has to checkout to see the price
- 8:17 Back button doesn't work
- 9:37 LOL. He enjoyed the 97 cents shipping: "Gotta love that!"
- 10:42 can't locate printer cartridges using the site navigation

Create Another Test

User Testing



01:02 17:52



1.0x Send Video

Feng GUI



Get the Edge in Search Marketing

[Get Started](#)

[Products](#)

[Pricing](#)

[Support](#)

[Company](#)

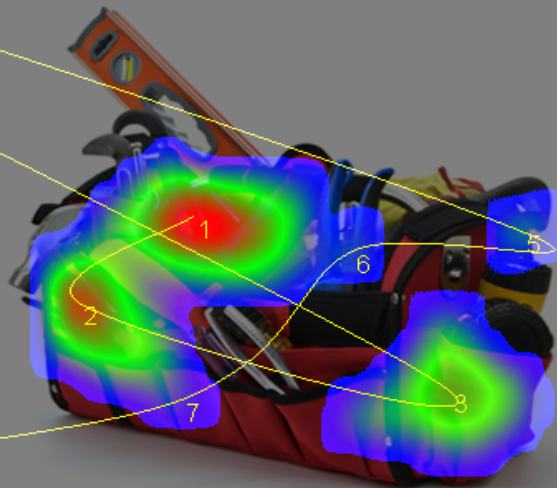
[Press](#)

[Blog](#)

SEM Insight™ Search Marketing Tools

Multiply your traffic, improve your quality scores, and exploit your competitors' every move. SEM Insight is the secret weapon thousands of advertisers and agencies use to boost their pay-per-click returns.

[Get Started](#) | [Features and Pricing](#)



PPC

Advanced reports and insights help you boost traffic and defend against the competition.

SEO

Monitor rankings, graph historical movement, and track competitors' organic traffic.

Learn

Phone and email support, knowledge base, training programs, and certification options.

Demo

View a quick walkthrough of the latest generation of SEM Insight.

What's the Biggest Challenge in Pay-Per-Click Advertising?

For most advertisers, it's not that they're spending too much. It's that they can't spend *enough*. Search marketing can be extremely profitable, but the combined efforts of your competitors and constantly changing search algorithms means that most advertisers are leaving money on the table and don't even know it.

Our three-step strategy will help you break through these barriers and get more from your campaign. Incorporating AdGooroo into your search marketing program can help you boost impressions, clickthrough rates, and conversions, even while dropping your average cost-per-click! [Let our analysts show you how.](#)

FREE Campaign Analysis

Want to see how SEM Insight can help you? Request a free in-depth review of your search marketing program today!

Email:

9



GT Metrix

GTmetrix

Welcome Chris! | [Logout](#)

Dashboard

Features

Recommendations

Top 1000

FAQ

API

Locations

Contact

GTmetrix PRO



Options

- › [Re-Test Page](#)
- › [Page Settings](#)
- › [Set up an Alert](#)
- › [Compare to another URL](#)
- › [Compare to another region](#)

Latest Performance Report for: <http://dejanseo.com.au/>

[Download PDF](#)

Report generated: Mon, Mar 9, 2015, 5:07 PM -0700

Test Server Region: Sydney, Australia

Using: Firefox (Desktop) 25.0.1, Page Speed 1.12.16, YSlow 3.1.8



Looks like you're running WordPress
[Have a look at our WP optimization tips »](#)



Looks like you might not be using a CDN
[Why should I use a CDN? »](#)

Summary

Page Speed Grade:

(90%)↑

A

YSlow Grade:

(71%)↓

C

Page load time: 5.37s

Total page size: 1.67MB

Total number of requests: 100

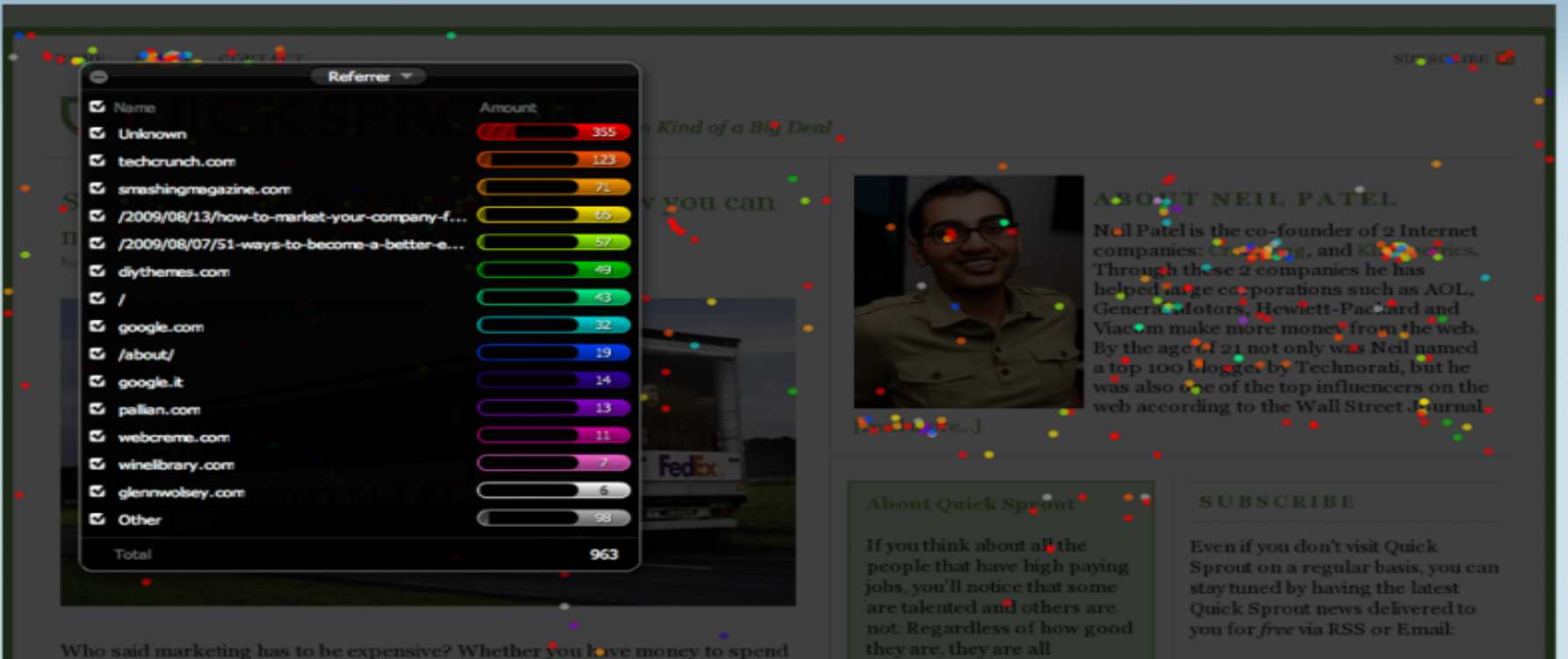
Crazy Egg

Quicksprout URL: <http://quicksprout.com/>
1000 visits 963 clicks

Comments, questions? Give us your feedback.

EXPORT TO PDF

OVERLAY LIST HEATMAP CONFETTI



Sumo Me

The screenshot shows a web browser window with a SumoMe extension overlay. The extension has a dark header with the 'APPSUMO' logo, a 'Browse' button, and a search icon. On the right, there are links for 'Account' and 'Logout', and a help icon. The main content area features a large LastPass advertisement. The ad has a red and white background with the LastPass logo and a masked password '****'. Below the logo, it says 'Free Year of LastPass Premium'. To the right of this text is a '357 TWEET' button and a yellow 'GET THIS »' button. Below the main headline, there is a quote by Anton Sepetov from August 25, 2014: 'Never worry about remembering a new password ever again'. Below the quote is the text 'If you're like me, you've seen this WAY too often:'. At the bottom of the ad, there is a box with the text 'Can't sign in? Forget your password?' followed by 'Enter your email address below and we'll send you password reset instructions.' and a text input field labeled 'Enter your email address'. On the right side of the ad, there is a 'FREE \$12' text and social media icons for Facebook, Twitter, and RSS, with the text 'we love you' above them.

APPSUMO Browse

Account Logout

LastPass ****

Free Year of LastPass Premium

357 TWEET

GET THIS »

FREE \$12

Anton Sepetov
August 25, 2014

Never worry about remembering a new password ever again

If you're like me, you've seen this WAY too often:

Can't sign in? Forget your password?
Enter your email address below and we'll send you password reset instructions.

Enter your email address

we love you

f t r

Unbounce

unbounce Dashboard Vert* Nantes A Support Account Logged In as: sgauchet@gmail.com Log Out

Save Preview Undo Redo Move Up Move Down Bring Forward Send Backward Duplicate Delete JS Scripts CSS Styles Title & Meta Meta

Close Editor

Main Page Show: ☒ Page guides ☒ Section guides

Follow us:

Application Name

The most awesome app in the universe.

Headline About App

Intro description for your Android application goes here. It tells people how this app is going to change their lives and keep them busy while on the bus.

This is the second paragraph of really useful info about your app and it's continuing to say really great things about how cool your app is.

And finally, we have the third paragraph which

Screenshot Image

Double-click to replace this blank placeholder with your own screenshot (196x326 pixels).

Video

If you'd like to use a video in this spot, delete this image placeholder and replace with a Custom HTML widget (and paste your video embed code into that).

Download from the

ANDROID

Market

Headline For Feat

☒ Number One Key F

And then some description is so important for the user.

☒ Number Two Key F

And then some description is so important for the user.

Properties

Page Properties

Conversion Goals

Page

Geometry

Size W: 960

Background Properties

Color #ffffff Transparent

Bkg. Image iphone-bg-light.png

Change Remove

Position

Tiling both

Default Text Style

Text Color #000

Link Color #f96b3e

Advanced

Id #lp-pom-root

Class .lp-pom-root

Visual Website Optimizer

Social proof (same text)

<http://visualwebsiteoptimizer.com>

[Resume](#) [Paused](#)[Delete Test](#) | [Flush Data](#) | [Clone Test](#)[Summary](#) [Detailed Report](#) [Preview Variations](#) [Heatmaps & Clickmaps](#) [View / Edit Test Details](#) [Code Snippet](#)Jun 17 to Jun 27    **3,516**

Total Visitors

22

Conversions

\$2,759


Total Sales

4

Variations Active





















5

Goals Tracking

 **Goal #4:** Congratulations! Winning variations found for the test. We would like to get this test featured as a Visual Website Optimizer case study, so please get in touch (success@wingify.com) with us.



Summary Table

Variations (visits) ⬆		Conversion Rates								Action
		Paid	Signups	Visit to pricing page	Goal #4	Visit to signup page				
Control	(894)	\$1.23	8.39%	23.71%	47.32%	4.92%			 	
Website v1	(849)	\$0.81	5.89% 	22.50% 	46.41% 	2.94% 			 	
social proof	(863)	\$0.72	6.84% 	21.44% 	53.07% 	2.43% 			 	
Social proof v1	(910)	\$0.38	6.37% 	21.54% 	47.69% 	2.64% 			 	

Feedback

Analytics in Real Life

Landing Page



Site Search



Checkout



A person is walking away from the camera on a wooden floor. They are wearing a blue and red plaid shirt, dark trousers, and sneakers. They are carrying a brown leather backpack. The background is slightly blurred, showing a white wall and a wooden staircase.

thanks!

ANY
QUESTIONS?

You can find me at:
@cbutterworth_
chris.butterworth@dejan.com.au

Credits

Special thanks to all the people who made and released these awesome resources for free:

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