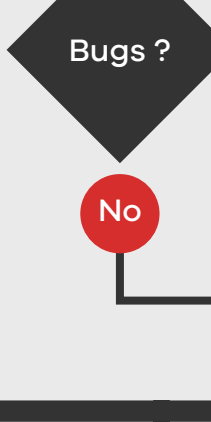


THE CONVERSION OPTIMIZATION SYSTEM



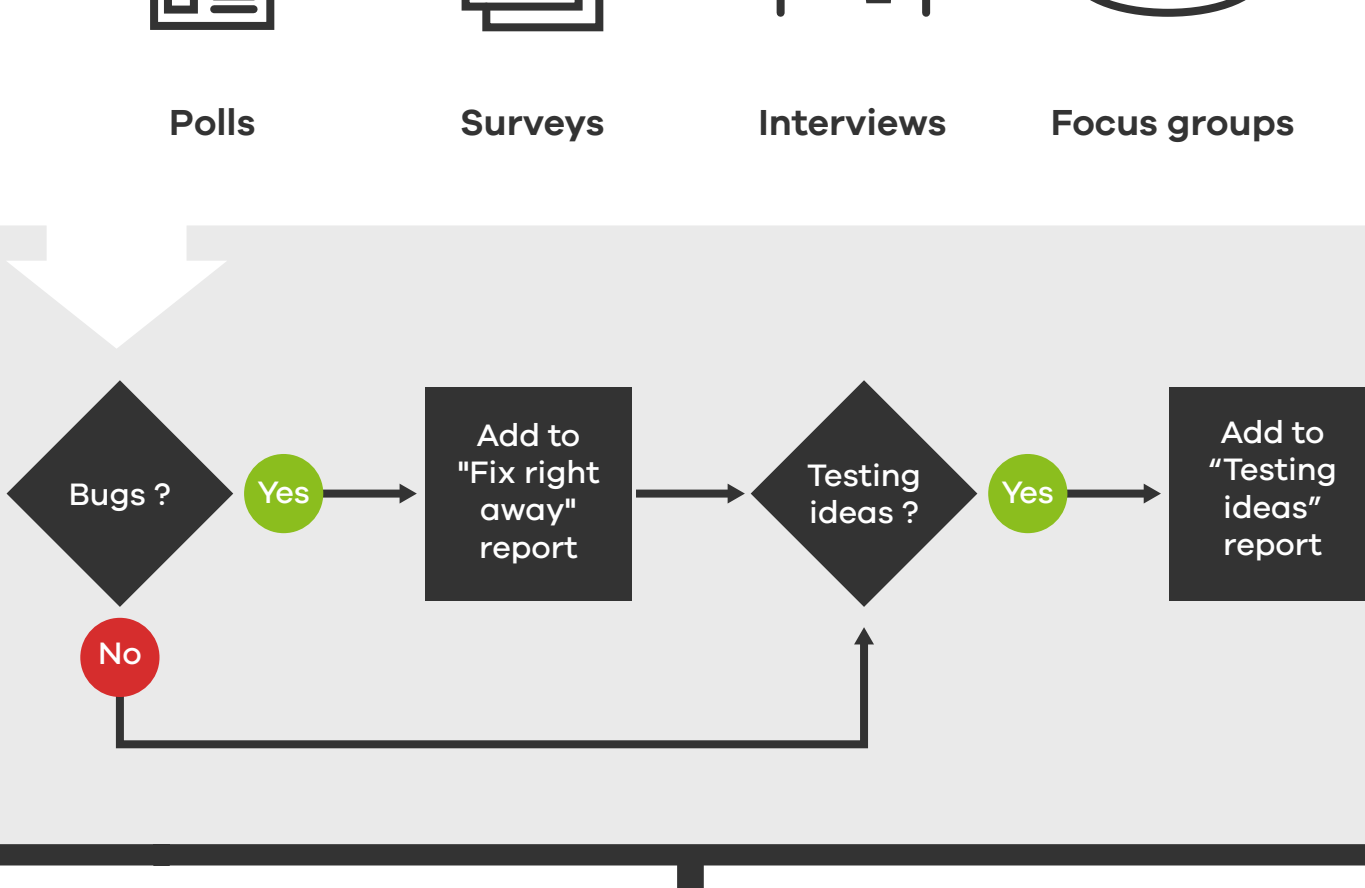
Conduct Heuristic Analysis



Determine common visitor paths



Walk through the common visitor paths with the team



Conduct Qualitative Research



Polls



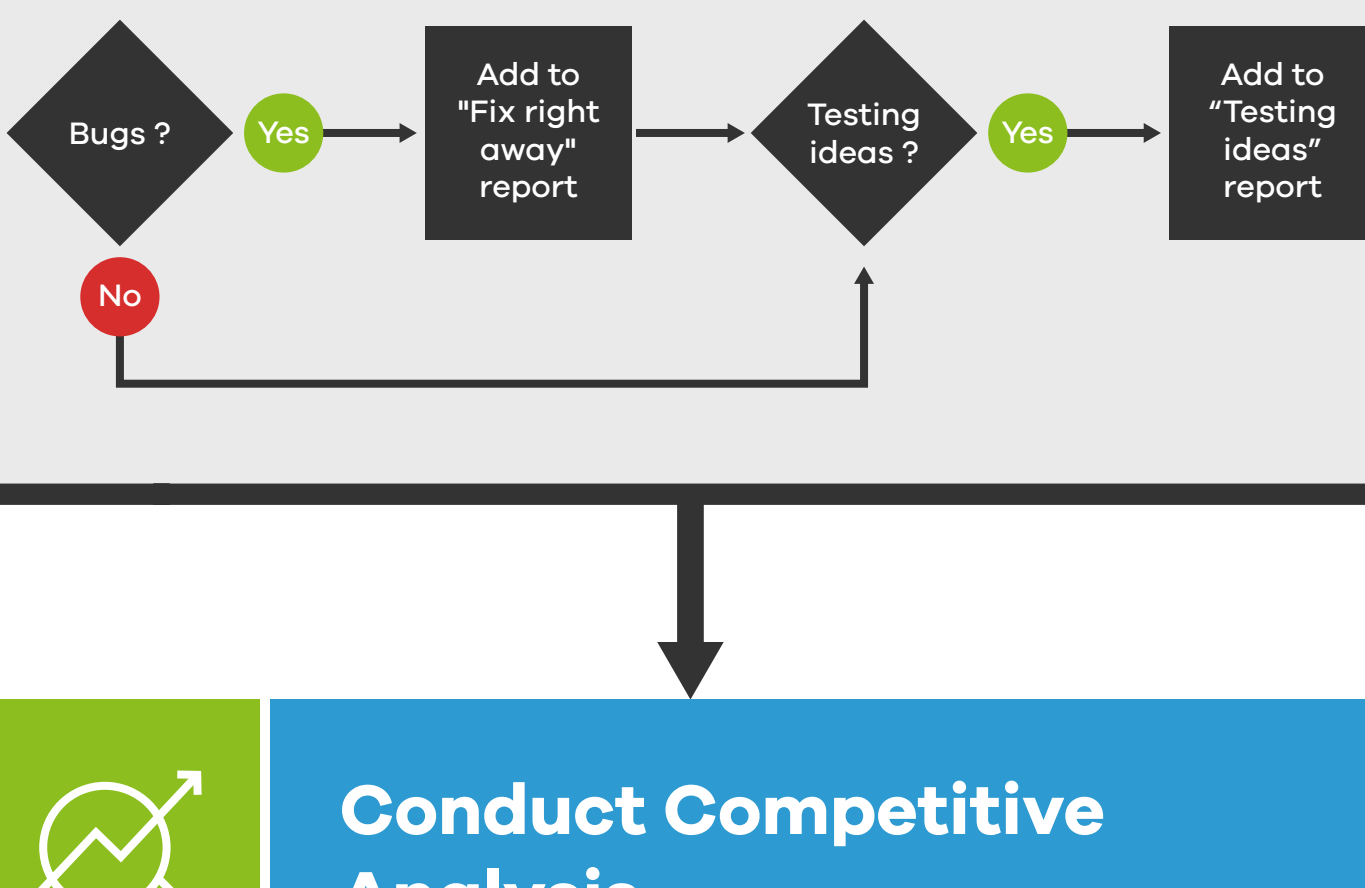
Surveys



Interviews



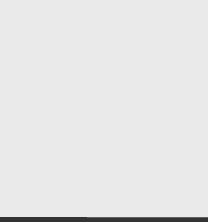
Focus groups



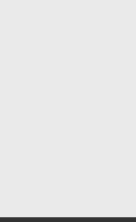
Conduct Quantitative Research



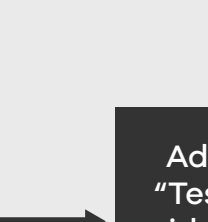
Funnels



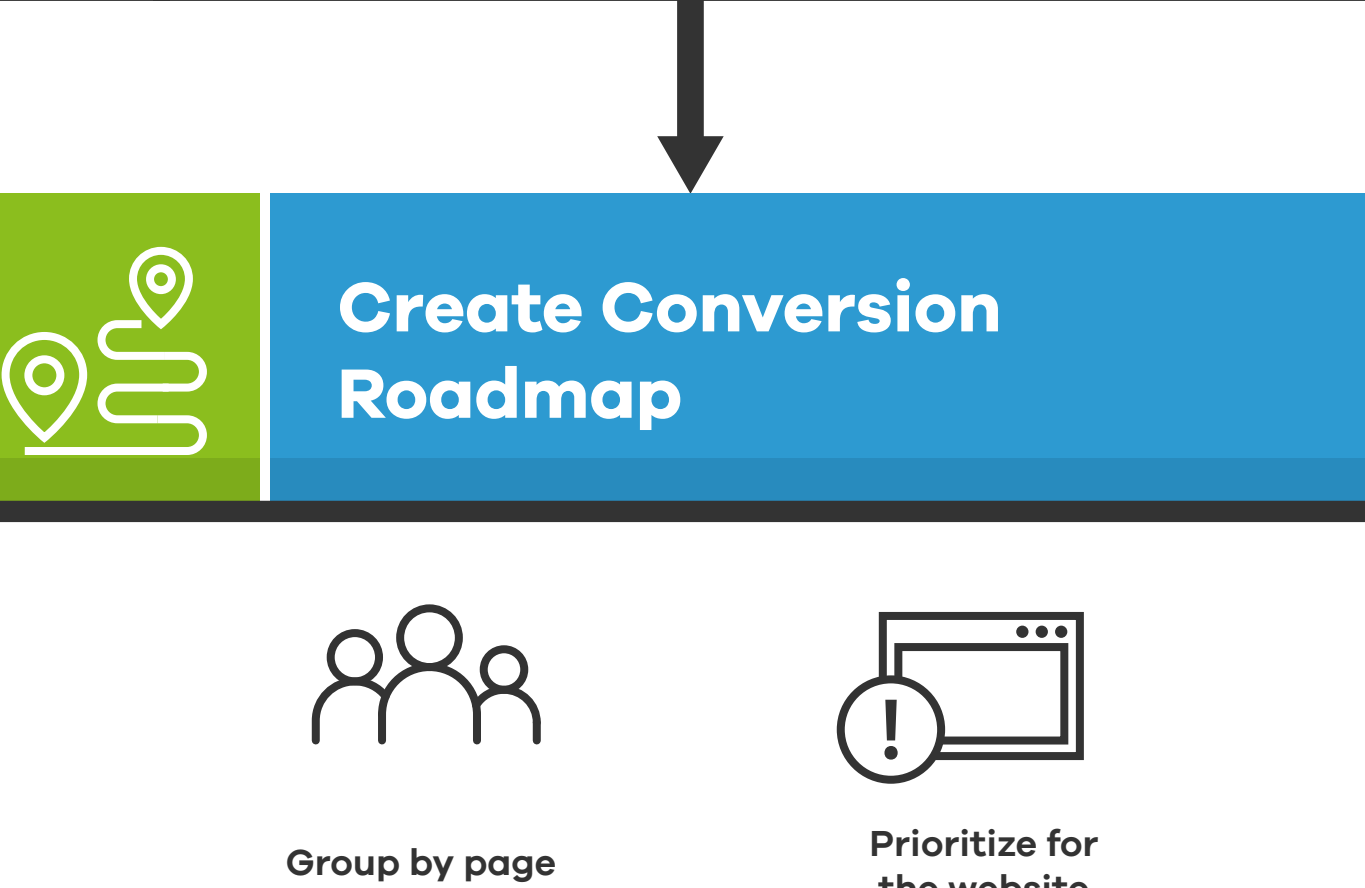
Source/Medium



New/Returning



Mobile/Desktop



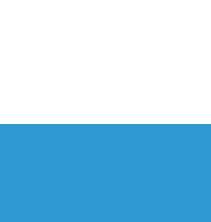
Conduct Competitive Analysis



Competitor positioning



Customer generation



Landing page strategy



Pricing strategy



Create Conversion Roadmap



Group by page



Prioritize for the website

Conversion Roadmap document



Identify Problems



Visitor videos



Heatmaps



Surveys

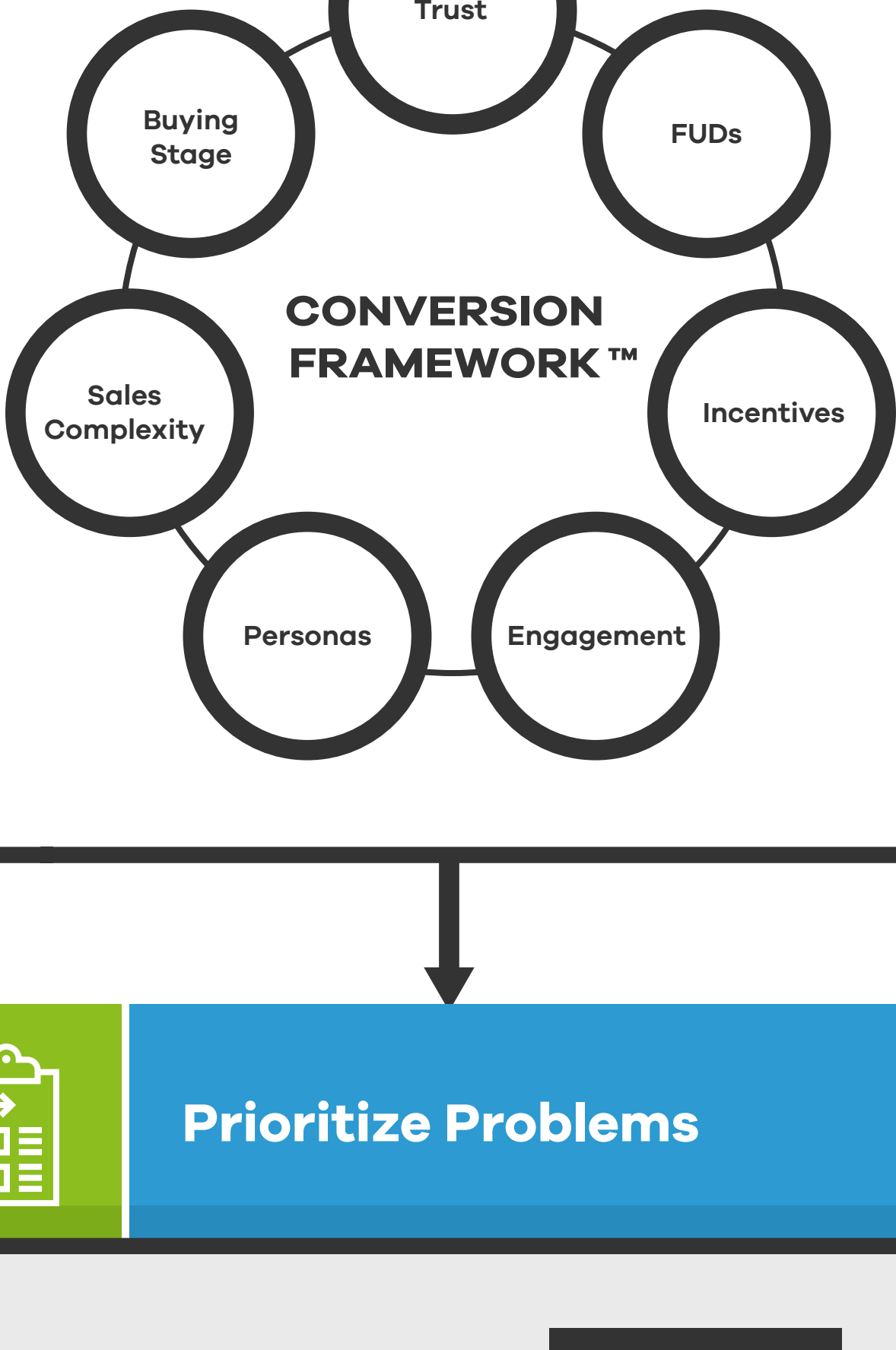


Polls

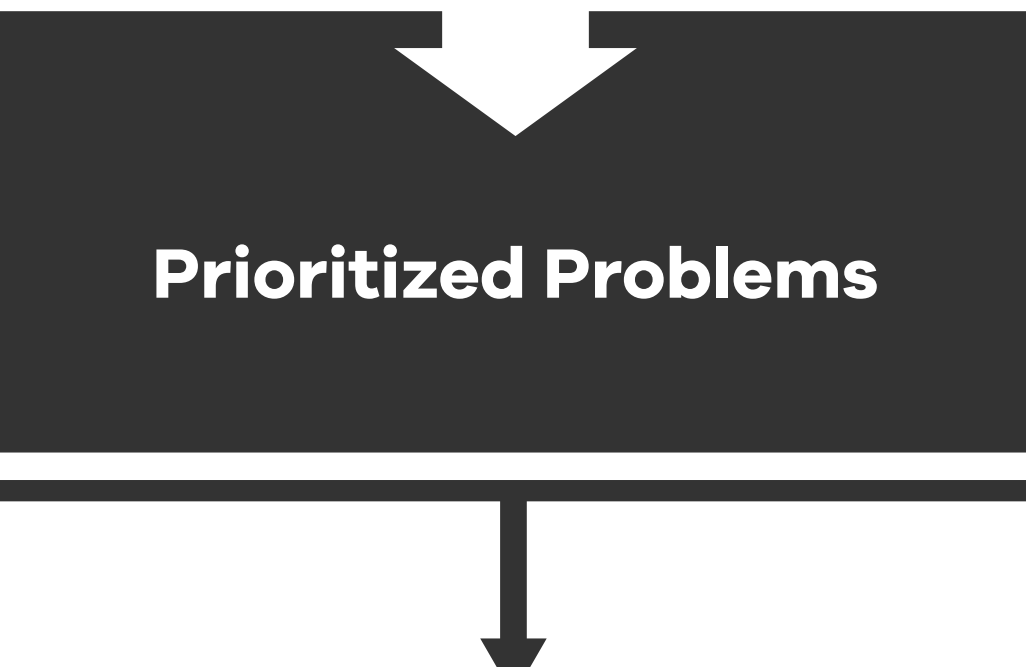
Potential Problems



Conversion Framework Analysis



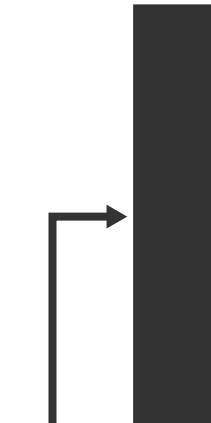
Prioritize Problems



Create Hypothesis

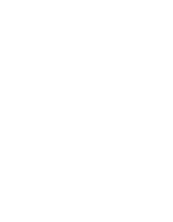
Because we saw (qual & quant data), we expect that (X change) will cause (Y impact). We'll measure this using (data metric)

Hypothesis



Create New Designs

Use the test hypothesis to create new designs



New Designs

Do designs match the hypothesis?



Conduct A/B Testing

Test the new designs vs. original design

Testing Guidelines

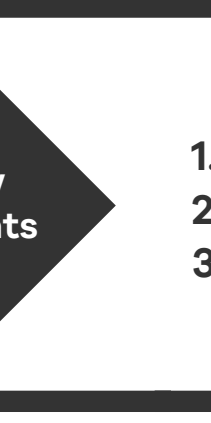
Sample Size ✓

Estimated Run Time ✓

Implement Test ✓

Monitor Data ✓

Validate Results ✓



Post-Test Analysis

New Insights

1. What were our assumptions about our visitors?
2. Did the results validate our assumptions?
3. What additional information did we learn?