

Rapidly Maximizing Conversion

How one company quickly achieved a 58.1% lift with a radical redesign

ABSTRACT

To achieve accurate numbers in your tests, you must be thorough. But there is a tradeoff between being thorough and achieving a result quickly. This transcript records the teaching in our original Web clinic where Dr. Flint McGlaughlin drilled down on how to achieve an accurate result in your testing quickly.



MarketingExperiments.com



Rapidly Maximizing Conversion

How one company quickly achieved a 58.1% lift with a radical redesign

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[Note: This document is a transcript of our original Web clinic on [radical redesigns](#) that aired January 11, 2012. A [full video replay](#) is also available.]

Flint McGlaughlin: All right good afternoon, we are at yet another Web clinic. I want to remind you that again we are testing new technology; this is our second official run. We are also standing in the new studio that we have recently developed at our facilities. This studio is different than the one that's even on the last video that we produced where we showed you behind the scenes of the development of a Web clinic.

Today, we are going to be drilling down on "[Maximizing conversion; how one company quickly achieved a 58.1% lift with a Radical Redesign](#)". I think the operative adverb here is quickly. It's important because the testing process must be thorough and there is a trade-off between being thorough and being fast and what we have pioneered in this laboratory from years of experimentation is a way to achieve both and that is the precise point of the time we are going to be spending together.

You can use [#webclinic](#) to discuss this as we continue throughout the presentation. I am going to be joined today by Nicholas and by Spencer and both are experts working in our research group. Nicholas is a Research Manager and Spencer is a Senior Manager and I will be walking you through the first case study.

Experiment: Background



Experiment ID: *(Protected)*

Location: MarketingExperiments Research Library

Test Protocol Number: TP1429

Research Notes:

Background: The company is a leading automotive head gasket repair solution.

Goal: To increase total orders on cart page

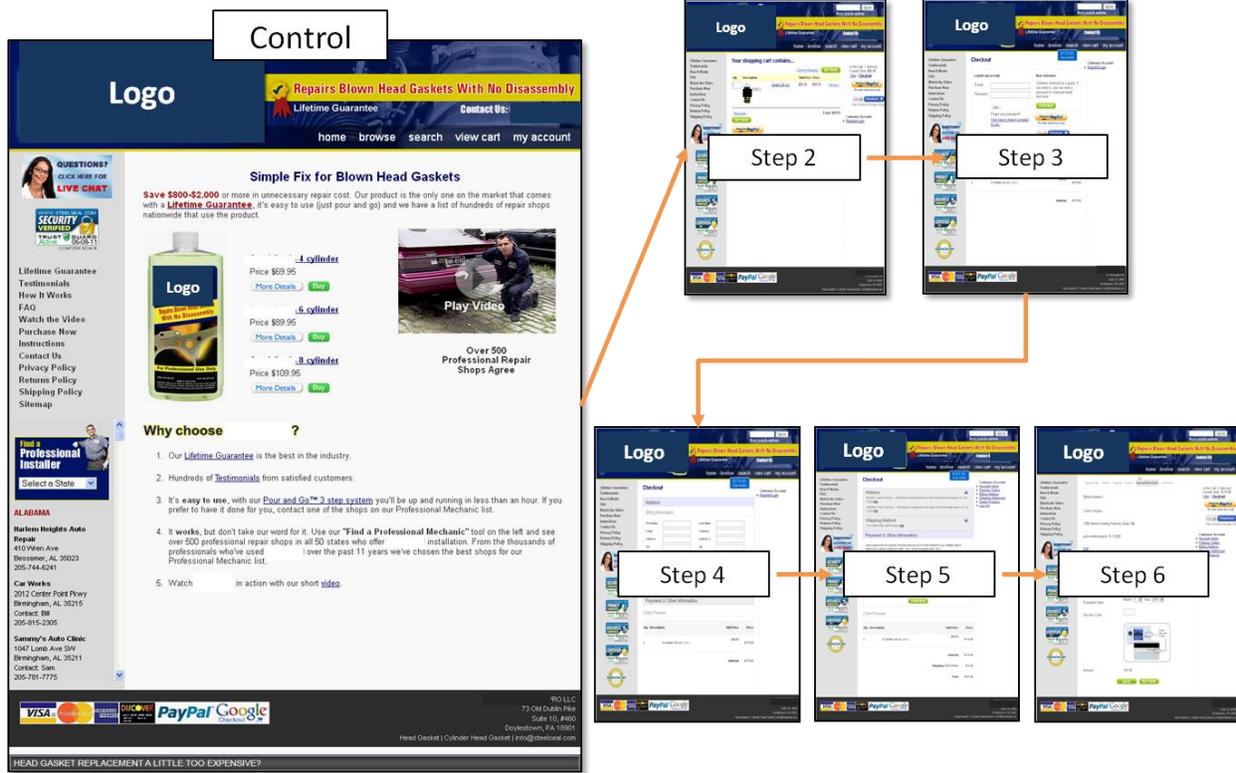
Primary Research Question: Which landing page/cart will result in a higher conversion rate?

Approach: Radical redesign of cart page through a variable cluster A/B split test.

Dr. Flint McGlaughlin: Let's begin with the test protocol, its TP1429, the company is a leading automotive head gasket repair solution and the goal was to increase total orders on the cart page. The question was simply this; "Which landing page, which cart would result in a higher conversion rate?"

Take a look at the control.

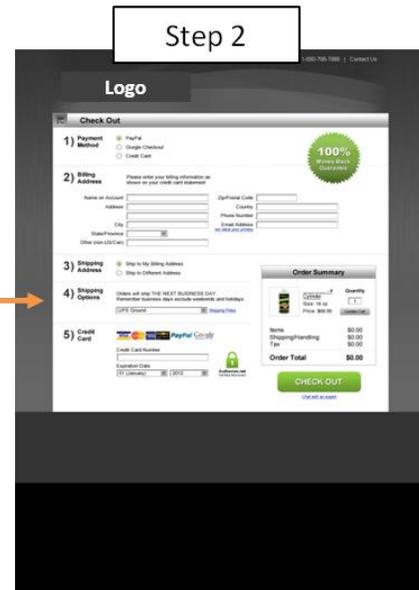
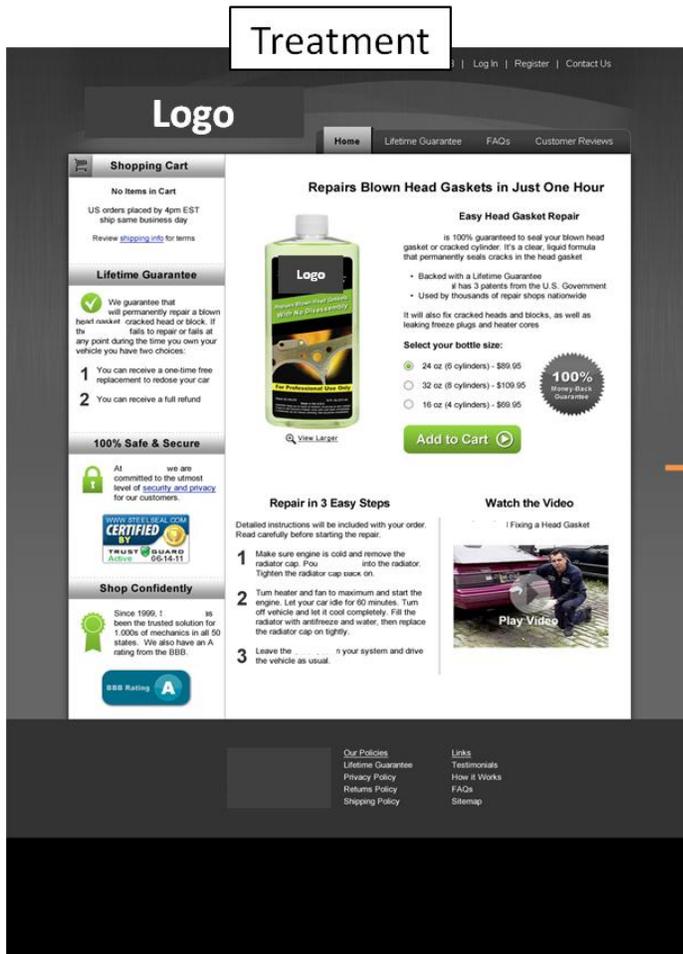
Experiment: Control



Dr. Flint McLaughlin: You will see step two, step three, step four, step five, and step six. This is a very successful site and it's focused around a single product purchase. I would like to give you just a moment to take a look at this and make some of the recommendations that you would offer in order to improve the performance of this page. So I'll walk over to where I see your recommendations coming in and it says "Cut the steps", that's Josh "Condense the steps" says Maynard and you may use the Q&A feature of your control panel to address this particular concern. "More structure" says Graham and I am watching as your recommendations come in. "A clear call-to-action" says Dominic, "Get rid of the professional installer, better visual hierarchy" says Ben, "Make a larger buy buttons" says Cory, Less clutter on the pages" says Brianna and on they start coming in.

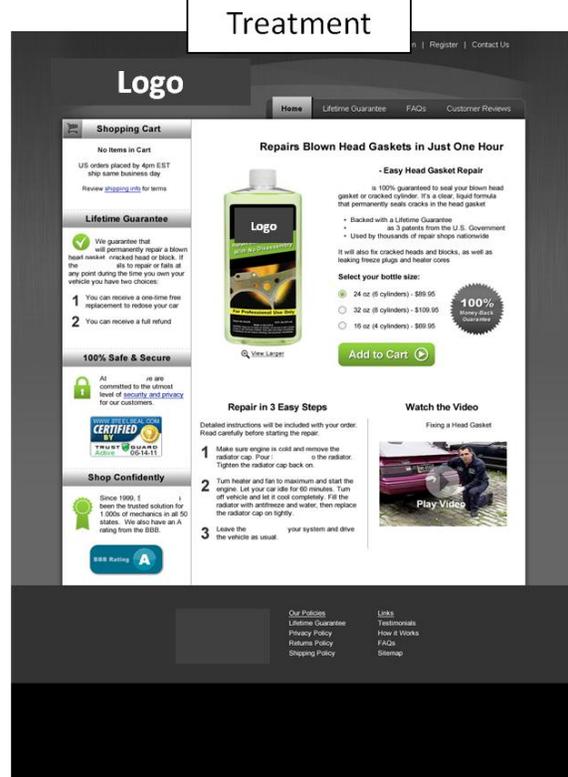
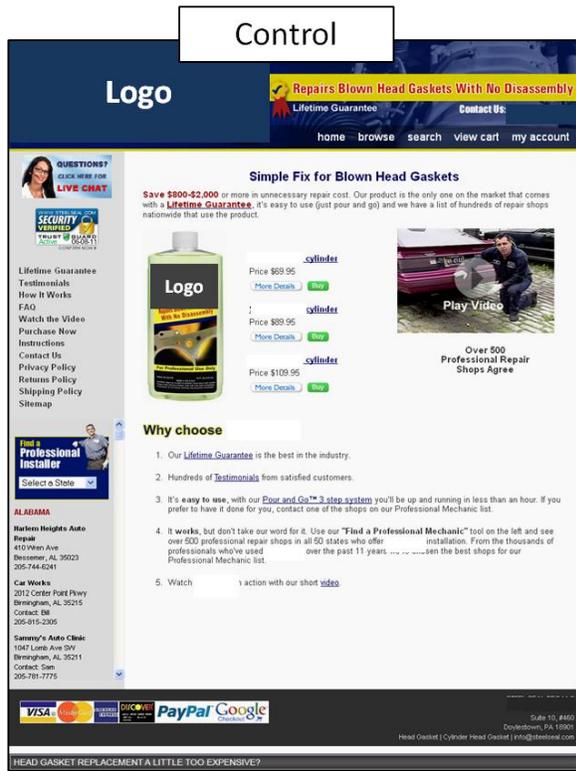
Hundreds of you are responding right now as I speak, I want to share you just a little bit more with what happened and here is the best treatment.

Experiment: Treatment



Dr. Flint McLaughlin: Take a look at this for just a moment. Now this will not be your typical MECLABS case study and so let's back up, look at the control and then take again a look at the treatment. Now let's look at them side by side. There is the control and the treatment of the primary page side by side.

Experiment: Side-by-side



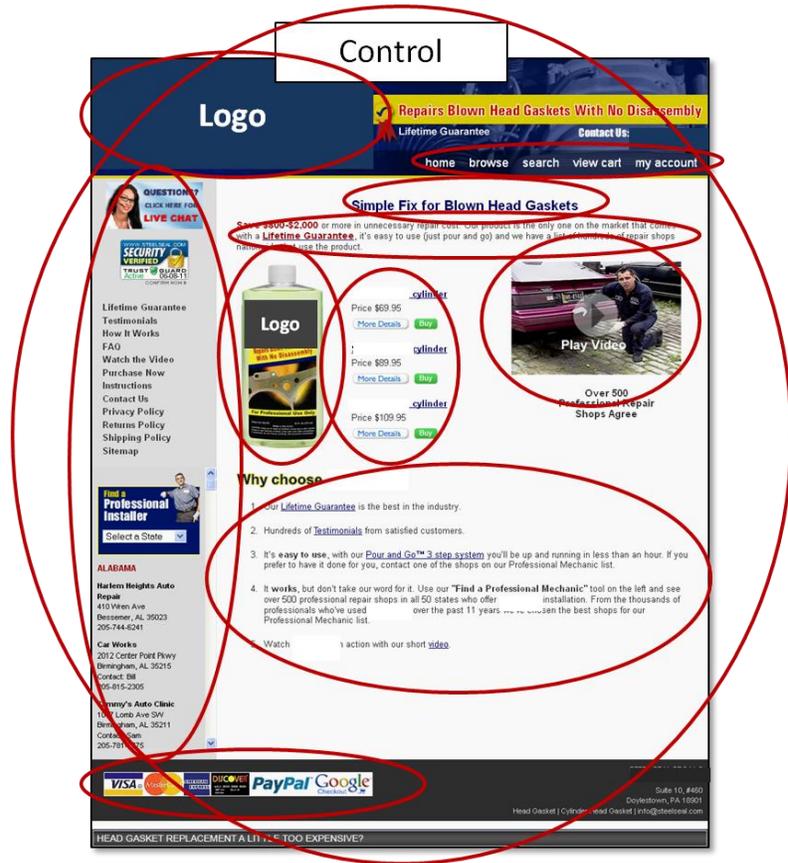
Dr. Flint McLaughlin: There is something very different about this test and that's what I want you start to discern.

So as you think about those two, let's go back to the control and let's point out that an average experimenter conducted by a professional researcher who understands the testing process, who is attempting to isolate variables would likely pick out a single variable at a time. They might test the headline, they might test the button itself the color, the call-to-action, the wording on it etc., the size of the three dimensionality. They might test the video that you see. They might test the copy but in each of these cases, we would be picking out a single isolated variable and we would be using that variable to try and determine really how the customer was thinking and to try to get a lift, but there are some problems. Testing this one variable at a time has a significant impact on the time it takes to get a meaningful result.

So let's look at what we actually did and if you will take the same page, and let's point out some of the changes that we made.

Experiment: Control

Instead, we changed almost everything...



Dr. Flint McLaughlin: Here is one, the logo, here is another the logo on the bottle itself, this is at the top of the page, not just a logo but the actual graphic, the image and then you will see that we change navigation and look at all the other changes. In fact if you look at the page carefully, we made changes everywhere. Now we have a research laboratory. We have the world's largest library of case studies and experiments in this field. We have been doing this over thousands of pages across multiple iterations, why would a science laboratory be willing to make those changes that many at one time? That's key and the answer to that question drives much of what we are going to talk about today.

So let's backup just little bit and think about that question. Again we are looking now at the new page and let's consider three points that I think are critical for the audience to understand.

Experiment: Treatment

- We are not operating in a clinical environment with sterile conditions. **This is a field test.**
- In a field test you must deal with special conditions that you do not have in a lab. **This business is dependent upon its revenue stream.**
- We cannot wait for a series of ten tests across twelve months to get the results we need. **Every error everyday costs money.**

Treatment

The screenshot shows a website for 'Logo' with a navigation bar (Home, Lifetime Guarantee, FAQs, Customer Reviews) and a 'Shopping Cart' section on the left. The main content area features a product titled 'Repairs Blown Head Gaskets in Just One Hour'. The product is described as a '100% guaranteed' liquid formula that permanently seals cracks in the head gasket. It is backed by a lifetime guarantee and is used by thousands of repair shops nationwide. The page offers three bottle sizes: 24 oz (8 cylinders) for \$89.95, 32 oz (8 cylinders) for \$109.95, and 16 oz (4 cylinders) for \$69.95. A '100% Money Back Guarantee' badge is visible. Below the product, there are 'Repair in 3 Easy Steps' and a 'Watch the Video' section with a video player.

Dr. Flint McLaughlin: Number one, we are not operating in a clinical environment with sterile conditions, this is a field test. One of the keys in the whole approach that MECLABS has taken over the last decade is to form the bridge between what we understand in the science laboratory and what occurs in the field. It's so tragic but so true that in many situations the academic environment is isolated from the field and what happens is, many theories are determined but very few of them are actually pushed out in a pragmatic way that can impact the practitioner.

At MECLABS we are trying to bridge these two points. I think there is an old joke and I am quoting it from memory, so gentlemen go easy on me and it's not in the notes and it's not in the slides and Paul Cheney one of the writers has worked with this is grinning at me and I think its sarcastically, but it is about two economists and one of them says "You know this whole finding works well in practice" and the other economist says "Yes, but will it work in theory?". The whole reversal in that is part of the problem that we see. In a field test you must deal with special conditions that you do not have in the lab. This business is dependent upon its revenue stream. Most of its revenue flows through this single product offering and you can't wait for a series of ten tests across 12 months to get the results that you need. Every single error everyday costs money, so with that in mind, we ran a test and now you can see the results.

Experiment: Results

| Versions | CR | Rel. diff | Stat. Conf |
|------------------|-------------|--------------|--|
| Control | 2.1% | - | - |
| Treatment | 3.3% | 58.1% |  99.4% |

- ✓ **What You Need to Understand:** The reduction of friction throughout the entire process coupled with the single call-to-action led to a 58.1% relative increase in conversion rate.

Dr. Flint McGlaughlin: Now I would like to point out that this is a 58.1% increase in conversion all the way through the cart process. That's a significant increase in revenue and that significant increase in revenue is essential for you to consider because had we done this improperly or single step at a time, every single day that it took us to arrive at this page category, this primary test would have cost this business unit money. So what did we do and what can you learn from this?

Well there are a lot of theories about how to consider our communication, communication theory, value proposition itself is something that we are writing extensively on look for more books, more content, more material and we have studied everything from usability to decision theory, cognitive psychology to game theory trying to understand a simple question "How can we get more people to say yes to our offer?". Along the way we have done our own experiments, we have done our own training and we have worked through process after process, methodology after methodology slowly building out a meta theory based on what we are experiencing in the field and with that in mind, I would like to kind of cut through most of that clutter and simply give you three ways that you can learn how to capture this kind of gain in your testing process and to do so, let's begin right away with the first point.

 **Key Principles**

1. We must understand how to utilize **radical redesigns** to determine your best **page category** before you conduct **iterative, single-factor testing**.
 - A. **Radical Redesign** – An experimental approach in which the treatments are “categorically” different from the Control.

Dr. Flint McGlaughlin: I want to point out that if you are just joining us we are going to be adding live optimization to the end of the day’s session we are going to look at your own pages, we are going to consider how you might make wholesale critical, changes and even design what we call Radical pages or Radical Redesigns. That’s coming, the audience you have submitted your pages and many of those will be considered today as we go forward but I would like to teach the first point right now and that is this. You must understand, we must understand how to utilize Radical Redesigns to determine the best page category before we can conduct iterative single factor testing. Now if you are not an academic, there may be some words in that particular sentence that we need to think about together. If this seems like an abstract concept stay with me because we are going to break it down and we are going to understand it one key phrase at a time. Here is the first of Radical Redesign and here is the definition.

A Radical Redesign is an experimental approach in which the treatments are categorically different from the control. So many times we experience degradation in performance; we experience diminishing returns in our efforts to optimize, because we are making incremental changes to the wrong page. Some pages should be optimized, some pages should be destroyed and we should start over. The problem is you don’t know which page is which and you need a methodology and that’s what this entire session is about. So a Radical Redesign is an experimental approach in which the treatments are categorically different from the control.

Example: If this...

$$C = 4m + 3v + 2(i - f) - 2a \text{ ©}$$

Problems:

- Headline
- Layout
- CTA
- Value proposition
- Thought Sequence



Dr. Flint McLaughlin: Here is an example. Here is a page and I am going to show you a new page, a Radical Redesign and in some ways it looks very similar, but if you look at the elements outlined under problems they are all being changed simultaneously in the treatment.

Example: Then this...

$$C = 4m + 3v + 2(i - f) - 2a \text{ ©}$$

Hypothesis:

- Headline
- Layout
- CTA
- Value proposition
- Thought Sequence

↑ 54%
IN CONVERSION

Radical Redesign

The World's #1 On-Demand Business Software
6459+ Customers World Wide ... and still growing!

Forbes THE CPA

- Companies Worldwide Manage Their Business with [Software Name]. We have thousands of customers globally, spanning a wide range of industries, company sizes and business needs. [Software Name] is the all-in-one solution that can grow with your business.
- One System For Your Entire Company. Eliminate IT costs and concerns associated with maintaining and upgrading separate applications.
- Software That Grows With You. You work hard to expand your business. [Software Name] ensures that your growth won't outpace your business systems.
- Real-Time Dashboards. [Software Name] is a web-based solution, giving you and your employees the ability to make better, faster decisions and access info from virtually anywhere. We have a long list of satisfied customers that save thousands of dollars every year due to streamlining their businesses with [Software Name]. These savings are within your grasp when you join the [Software Name] community.

Start Your No Obligation Free Trial of [Software Name] Today!

Get My Free Trial!

"[Software Name] gives you unprecedented control of your company."
Inc Magazine

"We saved \$1 Million by switching to [Software Name] from SAP, and reduced costs from 3% of revenue to 0.15%."
David Stover, CFO, Asahi Kasei

"We save more than \$200,000 annually in transaction costs and \$70,000 per year in IT costs."
Jim Graham, CEO, Full Source LLC

"In a class of its own."
eWeek

Dr. Flint McLaughlin: The headline, the layout, the call-to-action, the value proposition, the thought sequence all of them are being changed and you can see in the Radical Redesign how all of these particulars have been changed and tested in one single move. What happens is a 54% increase in conversion. Now if you are a PhD and you are watching this particular presentation you may be saying to yourself yes but what about the isolated variables, how can we understand more about the why factor all that's coming and we will talk to you about that before this is done, but let's look at another example.

Example: If this...

$$C = 4m + 3v + 2(i - f) - 2a \text{ ©}$$

Problems:

- Headline
- Layout
- CTA
- Form fields
- Perceived value

Original

Dr. Flint McLaughlin: This is from our library, one of our test protocols. Here is the page, we identify multiple problems and with those multiple problems we look for a solution that will help us to get closer to what we should be incrementally testing and so we redesigned the page and the new version is radical.

Example: Then this...

$$C = 4m + 3v + 2(i - f) - 2a \text{ ©}$$

Hypothesis:

- Headline
- Layout
- CTA
- Form fields
- Perceived value



Radical Redesign

AAAA SmartBrief



Click here to read a sample issue

"AAAA SmartBrief cuts right to the chase and give me exactly the news I am looking for pertaining to our industry. No need to look anywhere else."
Joe Bloggs, CEO
Some Agency Inc

"I would be lost in a sea of periodicals without AAAA SmartBrief. I save many hours every day now by not having to look through all the nonsense that doesn't apply to me."
Jane Doe, COO
That Agency Inc



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Dr. Flint McLaughlin: This again is a Radical Redesign and what's significant, what's so important is that with this single test, we are able to achieve an 816% increase and with that 816% increase we are able to go back now and iterate and learn and refine and optimize and isolate variables and drive performance up higher, but had we started that process on the original design, we would have come, well we would have never achieved that kind of number at anywhere near this kind of speed.

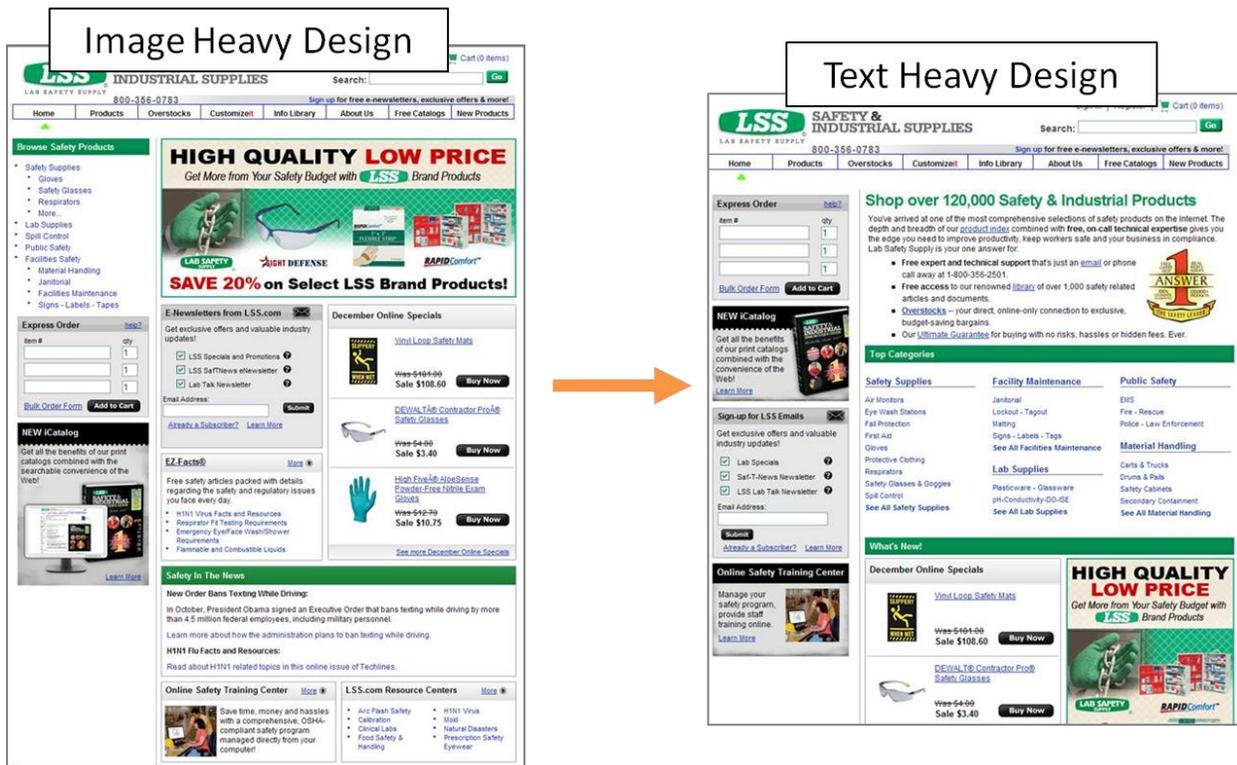
So let's look further.

 **Key Principles**

1. We must understand how to utilize **radical redesigns** to determine your best **page category** before you conduct **iterative, single-factor testing**.
 - A. **Radical Redesign** – An experimental approach in which the treatments are “categorically” different from the Control.
 - B. **Page Category** – A particular communication archetype (i.e. long copy vs. short copy)

Dr. Flint McLaughlin: Let's look at the second keyword or key term in this definition or in this principle. We must understand how to utilize Radical Redesign determine our best page category. Now what are we talking about here? Well a category is a kind of communication archetype it's a particular, one might be long copy versus short copy. Now if again that's still a little bit nebulous for you bear with us because I am going to give you precise examples of a difference in category. Think about your own page right now. The whole point of today's session is to learn everything you can learn that will help you go back and get a lift as soon as possible in your own operation.

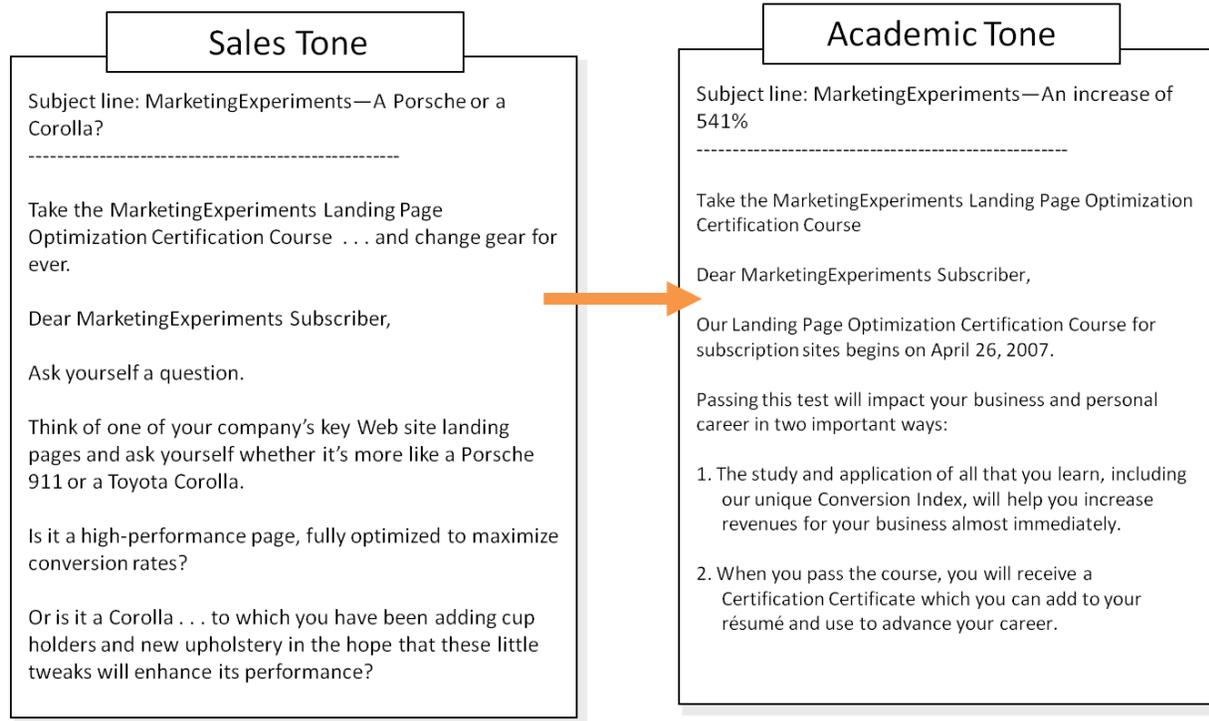
Page Category Shift Examples - Elemental



Dr. Flint McLaughlin: So look at the page on the left, it is image heavy in its design. Look at the page on the right, it is text heavy in its design. This is called an elemental category shift.

Key page elements are being radically transformed and this category of shift enables us to see whether or not we are even starting to optimize the right foundation, the right page. Look at the next.

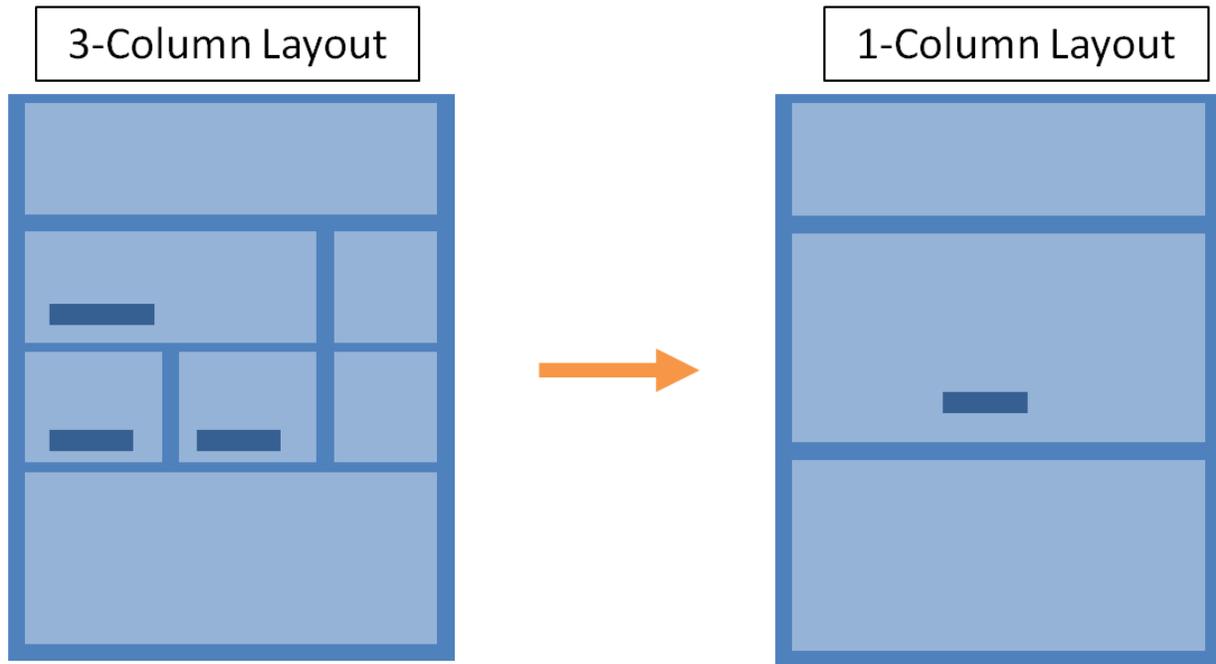
Page Category Shift Examples - Tonality



Dr. Flint McLaughlin: Here is a complete difference in sales tone and is from one of our own mailings and this was a very specific test that we ran and one use is traditional sales language and the other use is a more clinical tone. By the way, the academic tone out-produced the sales tone dramatically, but just notice the difference, sales tone and academic tone.

Now what is this category shift? Its tonality and yours may not be from sales tone to academic tone but there are many different voices and in a sense we are changing the voice of the page. This brings me to the next.

Page Category Shift Examples - Structural



Dr. Flint McLaughlin: From a three-column layout to a one-column layout, what are we looking at here? This is a categorical shift; this is a major structural change. Look carefully and you can see without any of the content on the slide except just the bear out line of the page, there is a significant difference in the approach and this is a structural shift.

So one last key, this is a difference in message, this is a fundamental difference in message.

Page Category Shift Examples - Message

*Focus is on free access

*Focus is on value of product

Dr. Flint McLaughlin: It's a shift in the essence of the message we mean for focus on free access to a focus on the value of the product, the whole, the whole aim of the copy is transformed in the second.

Now here again we are not just changing a single element but we are changing the entire approach and that is the key to a good Radical Redesign. Now we have defined two of these key concepts that we are utilizing in this principle, let us define the third. Bear this in mind, I am moving towards a six-step process and then live optimization. We are going to move from this kind of theoretical conversation right into action and we are going to show you example after example but let's look at this third point.

Single factor testing; this is a testing approach that limits the number of independent variables to one.

Key Principles

1. We must understand how to utilize **radical redesigns** to determine your best **page category** before you conduct **iterative, single-factor testing**.

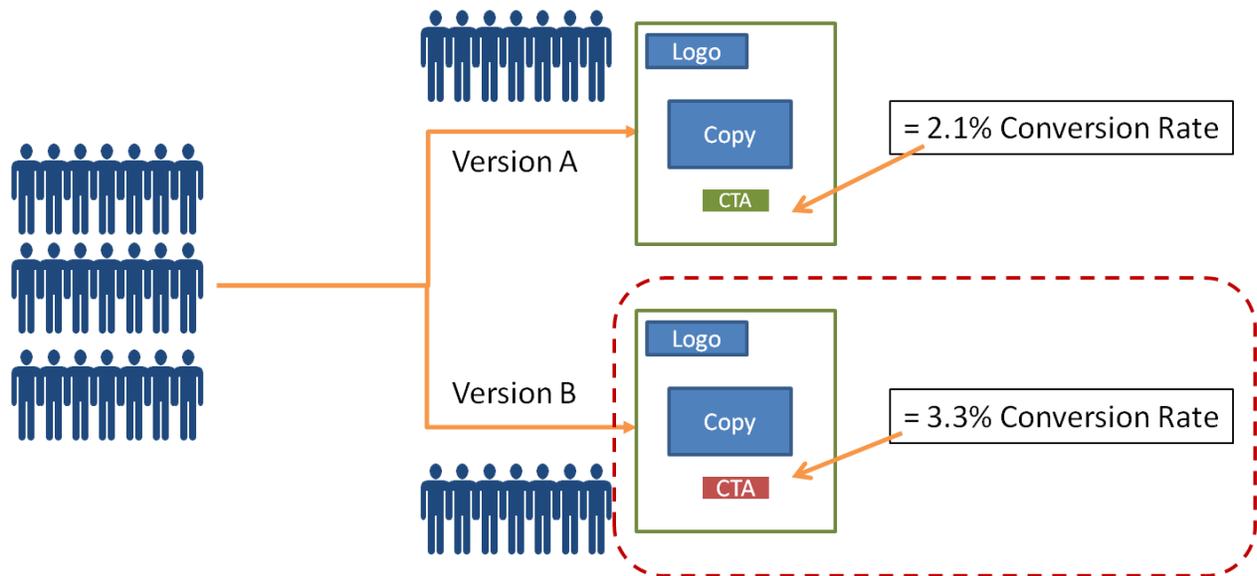
- A. **Radical Redesign** – An experimental approach in which the treatments are “categorically” different from the Control.
- B. **Page Category** – A particular communication archetype (i.e. long copy vs. short copy)
- C. **Single-Factor Testing** – A testing approach that limits the number of independent variables to one.

Dr. Flint McGlaughlin: Now I say that as a part of this first principle, the idea is that before you move to this type of test design you often have to change the entire page category and ask yourself a more fundamental question “Am I even starting with the right page, am I even starting in the right category?”

Now I want to give you an example of single factor testing but before I do let me just warn you, I get to see many tests all over the world and in doing so I have reviewed process after process. The Internet is coming alive to the possibility of testing, but as we do we are running tests that have not been properly thought through. We are running test that we haven't even set up for [validity](#) thorough validity checks, I mean validity issues arise that are more than say your confident size or your confidence factor. There are lots of threats to our data, but another big issue is that we will just randomly pick various pages and run different tests on them and hope we get a result.

Single factor testing is a wonderful way to learn a great deal but we need to know when to zero in and narrow our focus and when to be wider and a good test design involves first of all figuring out the categories of pages that you should challenge your control with. Here is a classic single factor test; you here it called an A/B split.

Definition: Single-Factor Testing



Variable – A general element to be tested **Value** – The specific version of the variable to be tested.

Dr. Flint McGlaughlin: Now mind you this could be an A/B/C/D/E/F split if the traffic was simple and it would still be single factor because on all versions of the page, we don't want to be testing one element. What's the difference between the two versions? Can the audience see the difference? Somebody tell me use the Q&A feature, what's the big difference?

Look at version A and version B. Yes the CTA, if the CTA color the call-to-action, so there is the big difference. Now let's look at the conversion differential. There let's... in a sense we are running hypothetical test right now. We created two pages, one is a control, one is a treatment. Version A is the control; version B is called the treatment. You have a call-to-action we are testing the color of the button. The green color produces a 2.1% yield, the red color produces a 3.3% yield and we now have a winner. That is a classic single factorial test or a single factor test and what you add is a variable and in this case the variable is the button color and the value is this specific color, is it red or is it green and that's how you set up a single factorial test. So if you keep all of that in mind, then this first statement makes more sensitive and if the first of the three points we need to learn we have to understand how to utilize a Radical Redesign to determine the best page category before we conduct iterative single factor testing.

All right, let's move to the second you can see that's highlighted now.

 **Key Principles**

1. We must understand how to utilize **radical redesigns** to determine your best **page category** before you conduct **iterative, single-factor testing**.
2. We must carefully employ a **six-step methodology** for identifying the best page category.

Dr. Flint McGlaughlin: We must carefully employ a six-step methodology for identifying the best page category. Now if you are, if you are trying to imagine how we are going to spend the balance of this time, we are going to walk through these six steps with you right now, help you get clarity about how to take what we just described in theory and go back and apply it in practice. Then we are going to look at live examples and work through those. So let's go to the first point. Number one; evaluate your results to date.

STEP 1: Evaluate the results to-date

Dr. Flint McGlaughlin: So here is the methodology, you may want to take notes on as later you can get a copy of this online and there is about 10 million dollars of the [research at MarketingExperiments.com](http://researchatMarketingExperiments.com) where you can read lots of helpful information like this and watch many clinics like this and all of it is at no cost to you.

Review your testing results to-date and look for the hallmarks of a ‘wrong forest’ problem.

Previous Control

Control

Negligible results

Dr. Flint McLaughlin: So let’s work through the first step, evaluate your results to-date. So here we go, review your test results today and look for the hallmarks of a “wrong forest” problem. What do we mean by a wrong force problem? Well that’s an internal reference here to a group of loggers who are do an effective job at chopping down lot of trees but it is in the wrong forest and so the fact that they had an excellent day’s work doesn’t really impact the task at hand, are you in the right forest or not? Well here is the previous control and then here is the control that they tested against the previous control before we got engaged and the results were negligible.

This is why we had to get engaged and take this new methodology; this is why the partner came to us. They had already tried testing; they had already changed the entire website. In fact they had gone backwards in their conversion rate, and so we had to first of all get them to revert back to the highest performing control, set that as a benchmark and then work through a testing process to help them achieve the highest gain. So you may need a radical redesign if and no this is not Letterman and certainly Letterman is more effective than I.

You may need a radical redesign if...

- Your website is significantly underperforming
- Your test results are unimpressive
- You have trouble getting a valid test
- Your market has shifted (either macro or micro)

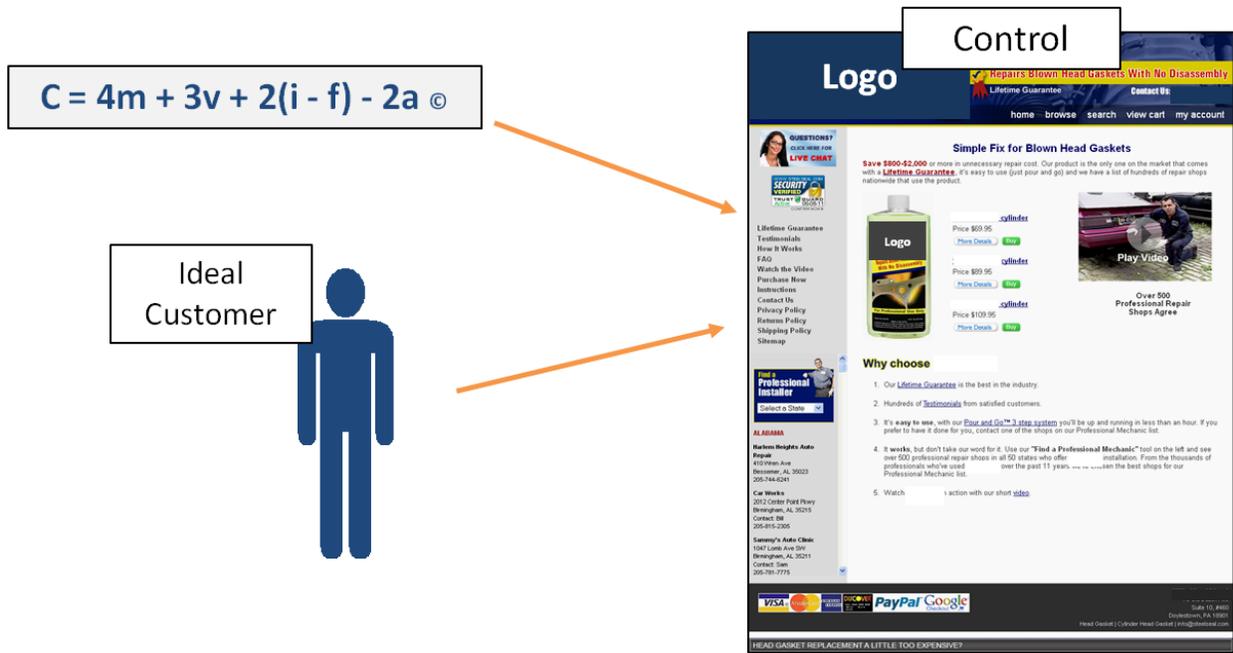
Dr. Flint McGlaughlin: If your website is significantly underperforming, that's a clue I think most of us are familiar with that one. If your test results themselves are unimpressive. I look at a lot of test cycles where they are excited to get a 4% gain, a 2% gain, a 5% gain, a 11% gain. Sometimes that's very significant, many times its not and either case it makes you wonder what could we really achieve if we design the test in the most efficient way?

Here is another. You have trouble getting a valid test. We review test after test for the validity is almost impossible to determine. These are tests that have been submitted to us and people asking for help. You may need a Radical Redesign if the market is shifted either a macro or micro and because of that your message is no longer relevant or you are not certain that your approach is the best approach. In any case, it leads you to the second step which is determining problems.

STEP 2: Determine Problems

Dr. Flint McGlaughlin: So you have identified you got a problem, now we are going to look drill down and look at the actual problems associated with the communication.

Review your Conversion Index and Customer Profile analyses and determine major categorical problems with the control.

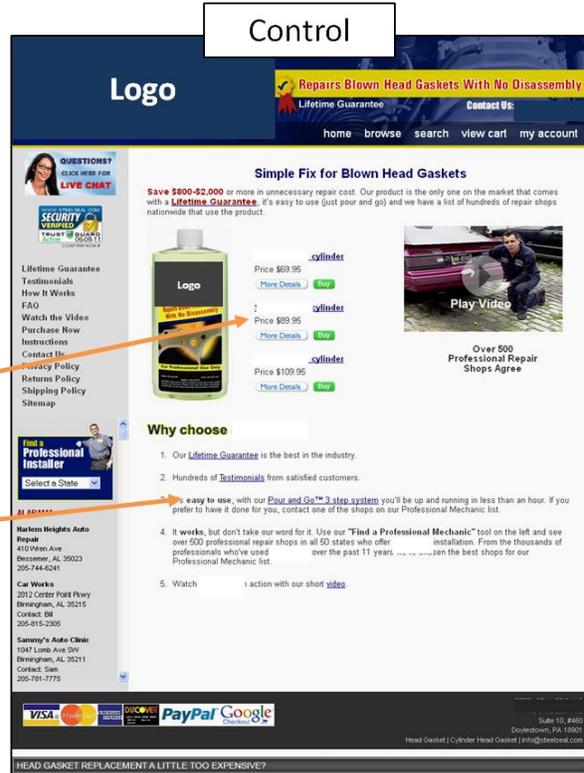


Dr. Flint McGlaughlin: So here you have the conversion index, if you are not familiar with the conversion sequence or the [conversion index](#) go to the MarketingExperiments.com site, do a search on to that name and there is lots of lectures and help there that would teach you how to use that heuristic you see on the left, C equals 4m plus 3v plus 2(i minus f) minus 2a. I have seen in one retail test that's simple heuristic produce a 53 million dollar yield. It's made hundreds of millions of dollars because this enables us to drill down on the Cognitive psychology of a message and understand where it is leaking in its efficiencies. In this case, we are looking at this page and we are trying to understand between the conversion index and the customer profile analysis, are we saying the right things in the right way and problems are identified.

Now look this is what we call a pervasive case study. This is the case study that we opened with and if you will notice it's going to help us capture the whole point that we are trying to make today.

Problems:

- Multiple steps in the buy process cause excessive friction
- Multiple CTAs add friction and confuse the user
- Value proposition is buried in copy and links



Dr. Flint McGlaughin: We identified with the team these problems; multiple steps in the buy process and it cause excessive friction many of you saw the same thing. Multiple calls to action which of course adds friction to the process and it confuses the user remember “clarity trumps persuasion”. Value proposition is buried in copy and links and so it’s very difficult for the person to understand why. When you get to pages like this, you have to ask and answer three questions immediately. You have got four inches to do that; “Where am I, what can I do here, and why should I do it?” Of those three questions this page is only answering one and the other two it’s answering poorly and of course that informs the way we approach the next step.



Audience Question:
 What categorical problems can you identify on this page?



<http://www.shopjeepparts.com/>

Dr. Flint McLaughlin: Once we determine problems we have got to go past that and we got to hypothesize the solution, but before I tell you how we approach that one, I got a new page upon the screen, I would like the audience to help me. I want to take a look at what you would do, what are the problems on this page, now we didn't pick this out because we thought it might make the point you submitted this page to us, later we are going to do live optimization we are just using this page to help teach right now.

Audience let's optimize for the person who submitted this page. I am looking "It's a visual headache" says Braden, "Too many images" says Daniel, "Too much muck" says Christian, "Add more pictures" says Nathan yeah that's what we need more pictures good call Nathan. "No CTA" Shelly, yeah it's even a landing, "Is it even a landing page?" somebody said. And then I love this is creative marketer, Mitch too much blog, too much text, too many things to look at.

Now if you submitted this page, we are not really trying to ruin your day or insult you but you have got one of the world's largest most sophisticated focus groups for viewing your page with you and you can learn a lot. We will read every line that you submit to us and we will read them after this is over and my point is the audience is overwhelmed by the amount of the contact they are trying to process and we are going to talk more about how to fix such things in the future, but the bottom line is in step two you try to determine the key problems and then that helps you move to the next step which is hypothesize the solutions.

STEP 3: Hypothesize Solutions

Dr Flint McGlaughlin: So let's look at another example. Remember that first page we looked at? Here is the first; multiple steps in the buy process cause excessive friction, multiple call-to-actions remember that value proposition is buried.

Problems:

Multiple steps in the buy process cause excessive friction

Multiple CTAs add friction and confuse the user

Value proposition is buried in copy and links



Solutions:

Eliminate as many cart steps as possible.

Create a single CTA with radio buttons to select product.

Clarify and highlight value proposition in copy

Dr. Flint McGlaughlin: So here what do we do, we posited solutions and you can see those solutions and they work themselves out on a new page. So we designed the alternate treatments to do that. So let's look at that page and here you see those solutions, eliminate as many cart steps as possible, create a single call-to-action with the radio button to select product and clarify and highlight the value proposition in the copy.

STEP 4: Design alternative treatments

Dr. Flint McLaughlin: Now think we are on step four, we have just shifted almost seamlessly into this fourth step “Designing alternate treatments”.

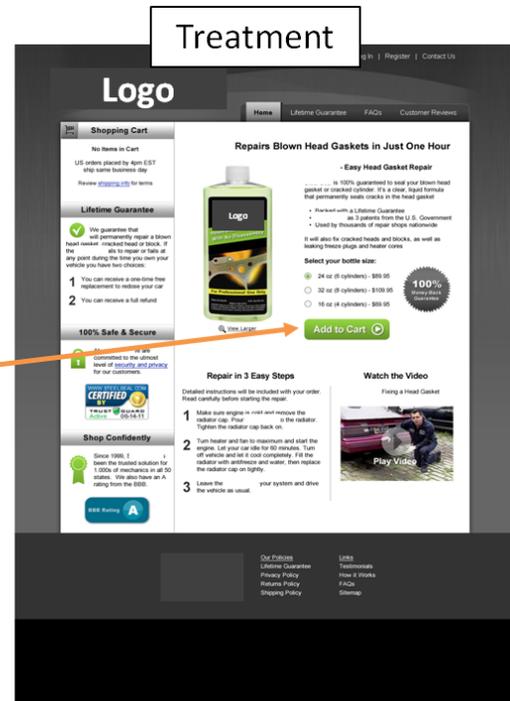
Design alternative experimental treatments that best serve to test your hypothetical solutions.

Solutions:

Eliminate as many cart steps as possible.

Create a single CTA with radio buttons to select product.

Clarify and highlight value proposition in copy



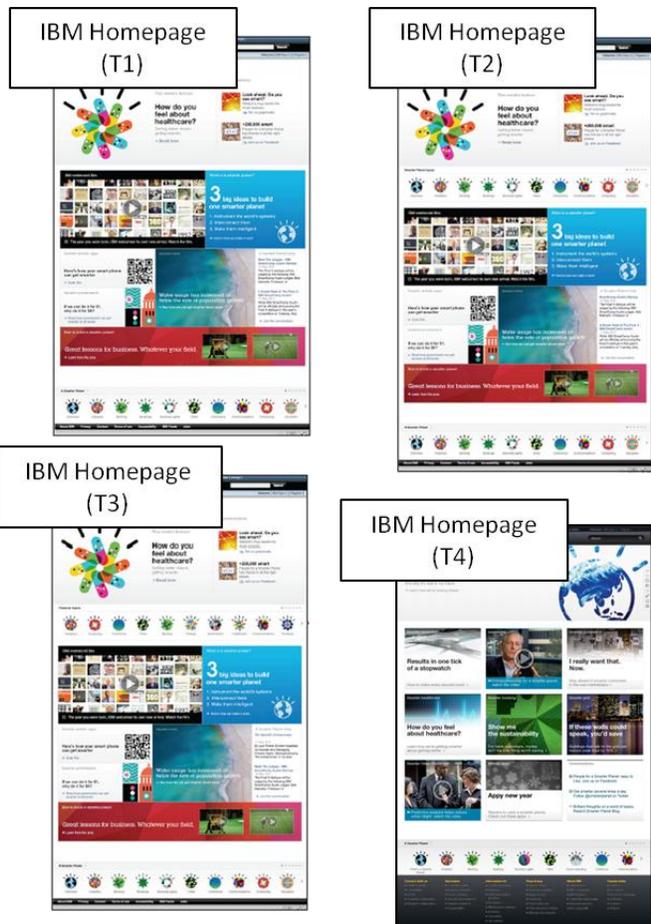
Dr. Flint McLaughlin: These are the treatments we are going to test and they are now posing the solutions, but what you need to understand is that we are making many changes at one time to see if this general design is going to be a better performing design, and then we are going to iterate, we are going to refine, we are going to test carefully and we are going to try to drive up the response by gaining a deeper understanding about the customer’s thinking through isolating independent variables, let’s keep going.

So here is the point that was made by our Director of Sciences Bob Kemper, due to high volume and we took this example from a test with IBM, you should try to test as many treatments as your traffic will allow, two factors determine how fast you can test.

Test as many treatments as your traffic will allow.

For example, due to the high volume of traffic on IBM's homepage, they were able to test several variable cluster treatments.

* From IBM Homepage Test featured in MarketingSherpa



Dr. Flint McGlaughlin: The first and I am saying if you are trying to achieve you know validity. The first is the number of actions you can measure with lots of traffic; there are a lot of actions. The second is the differential between the response to the controls and the treatments. The wider the gap, the quicker you can reach validity. Those two factors enable you to test many pages rapidly if they are present and sufficient and that's what occurred in this IBM test. By the way this is not in my notes but a real sexy word that's being used all the time is multi factor testing, multivariable testing, multivariate testing they are all the same concept.

Do we believe in that process, yes, do we use that process ourselves, yes, but its misused most of the time. It requires an enormous amount of traffic to reach fidelity and we find it hard to get big, solid high conversion rate wins by simply doing multivariate testing. In many cases we need to first of all do the categorical shifts use variable clusters and get to a certain point in the process and many of us are using multi factor or multivariate or multi variable testing at the wrong time and because it sounds like the latest thing because it's a buzz word, we get excited about it and think it's the most sophisticated way it is not. It is just another tool that should be used at the right time but let's keep going.

STEP 5: Analyze and interpret results

Dr. Flint McLaughlin: I am in step five. I am almost ready for live optimization. There are six steps total and this is the fifth; “Analyze and interpret the test results”. So let’s look at this example remember at the beginning we talked about the 58.1% increase in conversion?

Analyze the test results and compare the performance characteristics of your radical redesign treatments.



58.1% Increase in conversions
The Treatment generated 58.1% more conversions than the control



Dr. Flint McLaughlin: You will notice underneath that the control and the optimized page you will see how we are consistently watching the wind. By the way for those of you that are looking do you see there is a point where the control is beating the optimized version? It looks like on 8/6/11 the optimized path, the treatment is under performing. If you shut off at that point, you make a grave error. You think this control isn’t working but that’s because you don’t have enough actions and you don’t have enough differential between the two to find out the truth. You can see again somewhere around 8/12, there is a difference.

This is why we must run test the full cycle, we must do true confidence interval in our thinking and calculations to achieve validity and data points that we can really act on.

As you look at that whole piece you will see there is 58.1% increase in conversion and you may celebrate victory, but this is just the beginning. All this is done, has enabled us to understand that right page category possibly in which to conduct our other testing. Remember this, a 58% increase in conversion but we need to go past this and this is probably the most important thing I have to say in this entire clinic.

Changes:

1. Reduced the amount of cart steps
2. Created a single CTA with radio buttons to select product.
3. Clarified and highlighted the value proposition in the copy



↑ 58% IN CONVERSION

Dr. Flint McLaughlin: The goal of the testing is not to get a lift, it's get to a learning and you will not get the learning if you just look at the numbers.

So, what does this tell me about my ideal customer?

Dr. Flint McLaughlin: You have got to convert how much or how many into why so. You got to think about okay so this is what the numbers tell me about the number of people making a certain decision, but what can I learn about my customer from this and so you go back you look at that same design and you say...

Changes:**Interpretations:**

- | | | |
|--|---|---|
| 1. Reduced the amount of cart steps | → | The customer's motivation is not high enough to maintain momentum through longer cart processes. |
| 2. Created a single CTA with radio buttons to select product. | → | The customer is confused by the multiple calls to action. |
| 3. Clarified and highlighted the value proposition in the copy | → | The customer is not ready to click the CTA button until they have read and understood the value of the product. |

Dr. Flint McGlaughlin: “Okay we reduced the amount of cart steps but I am learning now that my customer's motivation is not high enough to maintain momentum through the longer cart process why, and we created a single CTA and now we understand that our customers potentially confused by those multiple calls to action”, what's going on they are thinking when you arrive at this page, what are they expecting to see and not only does it start to teach me about my customer but as always it suggest more questions and those additional questions are the key to designing your next test.

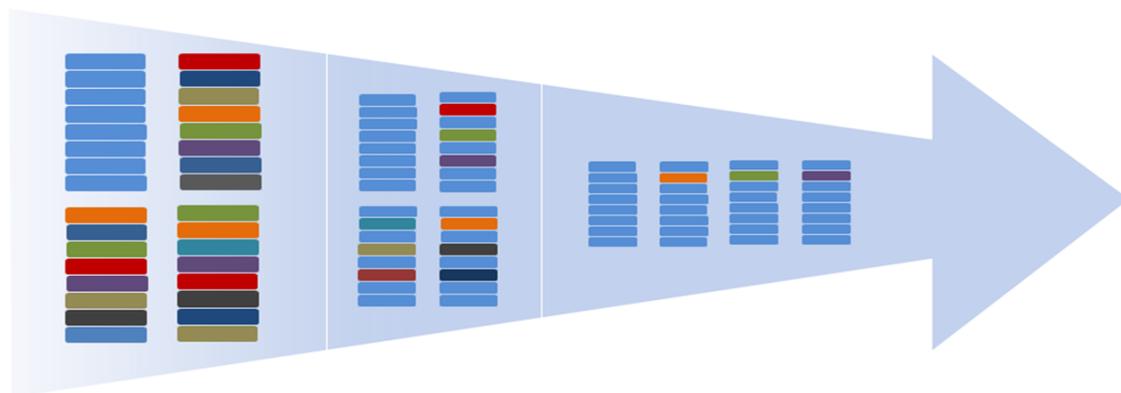
You can see again that when we clarified and highlighted the value proposition of the copy, we realized that the customer is not ready to click that they perhaps haven't read and understood the value of the product that we got to get the call-to-action at the right point in the thought sequence. I have taught before that you know you wouldn't leave this studio now at the end of the day and walk up to a bar, see a beautiful girl and grab her by the shoulders and kiss her full on the lips. The reason is because you probably get thrown out of the bar and you definitely would probably have a problem developing a meaningful relationship with this girl in the future.

The reality is your call-to-action is about the fold. The reality is you are asking too soon. You are asking before they are at the right place in thought sequence and that applies right here. We are looking and saying do they have sufficient evolution in their thought process in order to be ready to make this decision, otherwise their answer will be no and they terminate our opportunity. That's all being thought about and we are trying to understand that as we start to interpret the test results.

STEP 6: Plan iterative tests

Dr. Flint McLaughlin: We are at step six, you are doing very well, and it's almost time for live optimization. Spencer is standing by and Nicholas is standing by and we are going to get into that very, very soon but let's look at the sixth step.

Once you've tested into the correct category, plan iterative tests to gain more insight into the mind of the customer.



Radical Redesigns: The objective is to challenge the control enough to generate a significant difference

Focused variable clusters: The objective is to test the highest performing variables and increase channel specificity

Single variable testing: The objective is to determine relative impact by isolating variables

Dr. Flint McLaughlin: So once you have tested enter the correct category now you can plan those iterative tests, those refining tests with isolated variables so that you can gain more insight into the mind of the customer. Radical Redesign in this first stage, now focused look at the diagram that you can see up here. Look at the Radical Redesigns, look at the way you move from that into more focused variable clusters, you say what's a variable cluster, there is a whole training program on this and we would send you a [link to that training a program](#). In fact we will, may use Twitter right now to get it to you. It teaches you what a variable cluster is. This is when you change a small group of carefully chosen variables in a single design, not the entire page, not a category shift but it might be the headline, sub-header and opening sentence, that's a variable cluster.

So you are gradually narrowing the focus of your testing from the Radical Redesign to the variable clusters and then to the single variable test. This process is allowing you to answer those important questions about the customer and so let's look at this original test, audience, need your help now. We are still testing with this group.

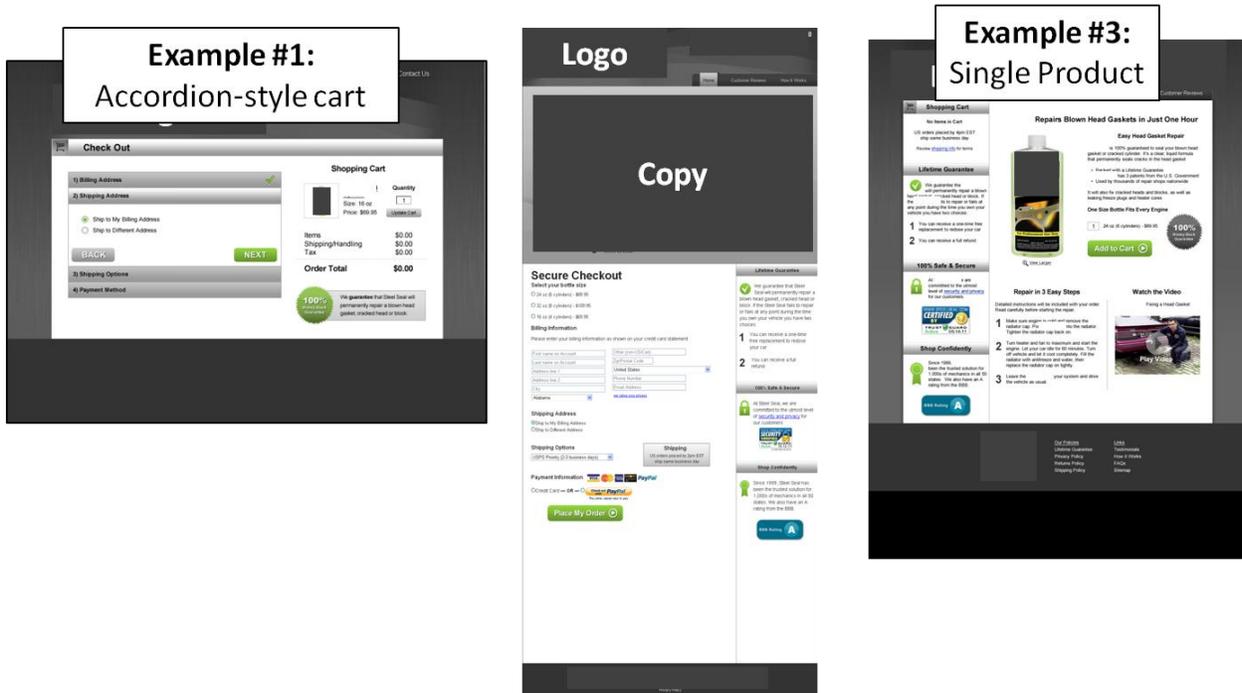


Audience Question: What would you test next?



Dr. Flint McGlaughlin: They are a wonderful research partner they have got a very, very sharp leader who is thinking through the business and where it's going to be in the future, help them now, tell me what new test you would design, what would you test next, I am going to walk over to the screen and look at your response.

"I would try to improve the eye path" says Jeff. "I would check and test video versus images" interesting. "I would try to improve the button color, add SSL and better business bureau logo" someone said. "A money back guarantee on this page", "The color scheme" someone said, "The repair up higher" someone said "No SEO". Andrew you are right, but we have different pages for SEO this page is designed to work with your existing traffic. "The yellow button" someone says, "The testimonials" says Joan, "The money back guarantee" says Gregory, "Add a testimonial or a quote" I assume they mean apart from the video. All right change the grid, eliminate them now, the product rating" interesting point.



Dr. Flint McLaughlin: We are going to read all of these you may have some good ideas in you. Let me take the tests that we have already run and give you a sense of the ones we got running right now are the ones we have just completed. An accordion style cart we just tested, putting the cart on the page itself, so they can move right into the process. A single product offer with no choices and no drop downs, can you see how these versions are helping us to isolate further and understand more and more about the best way to communicate with this customer, that's driving the entire thinking across this process. When you put it altogether it really comes down again to these three principles.

 **Key Principles**

1. We must understand how to utilize **radical redesigns** to determine your best **page category** before you conduct **iterative, single-factor testing**.
2. We must employ a **six-step methodology** for identifying the best page category.
3. We must identify **transferable principles** from seeing steps 1 and 2 in action during a Live Optimization Session

Dr. Flint McGlaughlin: Number one, we need to understand how to utilize Radical Redesigns to determine our best page category, and then we are going to conduct iterative single factorial testing. Number two; we must employ a kind of six step methodology for identifying the very best page category. We have walked through those six steps. We can teach you more about that and we probably have subsequent clinics. We also have training, [landing page optimization courses](#) of course that you may want to take what we teach you how to do these things. The third is; we must identify transferable principles guess what, I am on step three. There is one, there are two and finally three, remember we talked about three ways that we tried to help you in this clinic, here is the third. We must identify transferable principles because we are going to see steps one and two in action as we approach our live optimization session.

So we have to move into that, but I want to stop for a moment I want to get your feedback, is this moving at the right pace for you, are you learning from this, can you use the Q&A to communicate with me? I am welcoming here where I can see, I see a big yes in all caps, good pace excellent. Keep giving your feedback I am reading it I am going to optimize on the fly good feedback excellent. All right this helps for me to see this, I am going to keep watching it even when I call up Spencer to help me in just a moment and he is going to join us as we start to look at a page. I have been I see that they have inserted this page for you.

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Overall, how would you rate the content of today's free web clinic?

Excellent
 Very Good
 Good
 Adequate
 Poor

Would you like more information about ...

Research Partnership Opportunities
 Team Training
 Online Certification Courses

For faster assistance, please provide a daytime phone number:

Was there anything you particularly liked about today's clinic?

Dr. Flint McGlaughlin: If you are interested in having our team help you with some of your own testing needs then you can go to that particular e-mail address you can call that particular number or you can...

Paul Cheney: It's a survey after the webinar.

Dr. Flint McGlaughlin: Oh on the survey you can check that box. All right I am being coached by Paul Cheney one of our writers. Fairly, you check the box on the survey that seems easier, I think he is optimized and we are going to move out on to a submission...

Primary Channel:

Paid Search

Conversion Objective:

Enroll in wine club

Target Audience:

People searching for “wine club” related terms on search engines

Zagat Wine
Special Introductory Offer

12 outstanding wines JUST \$69.99

Enjoy a dozen expertly selected wines delivered to your door and **SAVE \$100** as an introduction to the Zagat Wine Club.

SAVE \$100 plus FREE gifts

Order now and also receive a **FREE** set of four professional wine glasses from master glassmaker Luigi Bormiol — designed to make your wines taste even better. Plus, you'll get **FREE** tasting notes to help you get the most from every bottle and a special binder to keep them in.

Helping you choose the perfect wine

For over 30 years Zagat guides have sought to help you in your restaurant choices. Now, the Zagat Wine Club can help you make smart wine decisions too. You'll **save \$100** on **12 delicious wines** just for starters. See full benefits at right and give it a try today.

Choose a mixed, all-reds or all-whites case

Select which type of case you would like for your **introductory price of JUST \$69.99** (plus \$19.99 shipping and applicable tax; please allow 10-14 days for delivery). **Learn more** about the wines in this remarkable offer.

- Zagat Wine Club Introductory Case - Mixed [12] - \$69.99
- Zagat Wine Club Introductory Case - Reds [12] - \$69.99
- Zagat Wine Club Introductory Case - Whites [12] - \$69.99

Delivery Information

Billing Address:

* Email:

* First Name: * Last Name:

Company Name:

* Address 1: Address 2:

* Zip: City: State:

Enjoy all this today

- 12 premium wines Choose reds, whites or a mix \$69.99
- Four Luigi Bormiol wine glasses **FREE**
- Tasting notes and binder **FREE**
- No obligation club membership **FREE**

100% Money-Back Guarantee

If a wine fails to live up to your expectations — for whatever reason — simply let us know and you will receive a full refund.

Zagat Wine Club Benefits

- 12 special wines delivered to your door every 3 months at the low price of \$19.99 (plus \$19.99 shipping and applicable tax).
- A **guaranteed minimum 20% savings** on all future Zagat Wine Club cases.
- Useful tasting notes and serving advice included with every case.
- Advance notice of each case.** Take only the cases you want. You're free to delay delivery, skip cases or cancel at any time.
- Change your wine preference at any time.** All reds, all whites, a mixed case — just let us know.
- Special member-only savings** on additional purchases of your favorite wine club wines. **Our 100% money-back guarantee.** If you wine

<http://bit.ly/zagatwine>

Dr. Flint McGlaughlin: Zagat Wine, so primary channels paid search, the conversion objective is to enroll in the wine club, the target audience there is people searching for a wine club. We are going from the slide to the live Internet feed. So we can scroll up and down and give you data. Audience; before we hear from Spencer tell me how to make this page better, tell me how to make this page better what would you do, show me.

All right I am listening one call-to-action, “Learn more at top ticks and the way from the form”. “Bad idea, shorten it, make it shorter” someone else says “Conversion point above the fold” says James, “What wines do I get?” get says Paul, Paul is already interested in the wines he is obviously a serious drinker. “Put the form above the fold, change the text on the button, better eye path” says Graham, “Be an instant wine expert” by the Karen I saw that correction from bitten to button, I am assured now that you have a competent speller. “Call-to-action above the break, all text left align” someone says “use both of this as paragraphs. All right I have got Spencer; Spencer is an expert here that works on major projects for us. He oversees one of the largest research programs we have with one of the largest

banks in the world and so he is, he has seen a lot of optimization projects, Spencer tell us how you help this page get better.

Spencer Whiting: Well the first thing I considered in this page is that, did anybody know that its page search? So the folks are definitely looking for a wine club. So the first thing you have got to know is where am I, so is Zagat Wine, great URL for them.

Dr. Flint McGlaughlin: Right.

Spencer Whiting: And so they know where they are, they know what they can do here is 12 outstanding wines just 69.99 and I do think you don't know what kind of wines you are going to get? I think that the question about why should I do here is the one that's really missing on this and what I wanted to do a Radical Redesign on is what are the wines, I want to have some testimonials from very happy clients and going from there I think as you go down, down the way, if you are going to rotate down, we just go down.

Dr. Flint McGlaughlin: Yep...

Spencer Whiting: You have the purchase down here in the left side. In some ways when I am thinking about the thought process, I want to put it over to the right; you see the Zagat Wine club benefits. That should be up higher in that situation as you go through and then, so those are the first thoughts that I have about that. It's not a bad page, I think it probably sells very much but boy I think there is a lot of opportunity you know lot of missed wine sales there.

Dr. Flint McGlaughlin: All right so Spencer designed a treatment. I am going to design another test treatment with him right now since he has given us this. I have not seen this page until just now but let me make some points. Number one; we are offering free gifts and incentive. That's wonderful but the incentive is early in the process before I fully understand what the offer is, and never use an incentive that you have to sell so that you can sell what you are really trying to sell. In this case, the incentive is taking more text than they offer at the top. Something is wrong when we interrupt the thought process with this much text regarding incentive I would put it later in the process and I would use that variable space to tell more about what the core offer is.

The next thing I would do if you scroll down is, I would be very careful right now about collecting this much information on this page. I like the idea that you are trying to more or less collect through order on the single page, but I would test against that and we won't know until you run the test and I have seen this go both ways but in most times, if we just capture the name an e-mail address here and initiate the order, and told them to step one of two, we could then remarket to anyone who didn't complete the order process and I have often seen a huge...

Spencer Whiting: Great point, great point.

Dr. Flint McGlaughlin: A huge gain from those people, so I would test e-mail and name only, take them to a second page. By the way put value on that page. Remind them on that page use the right column to keep that value proposition in front of them. Now there is more than that because what's carrying this

offer is the brand. It is not clear why I would particularly use this as opposed to some of the other offers on the Internet. The value proposition needs to be strengthened all the way through this offer and then I would attempt to do this two step close process and I would by the way for those of you who had a concern about spam, what you do is you put a pre-check text box that says “Contact me unless if I am unable to complete my order”.

Well anyone that doesn't go to the next step has not completed the order. You send them an e-mail message from customer support, not from marketing and it says something like “We noticed you are unable to complete your order, is there any way we can help?” and then has this very helpful, very friendly message, you would be amazed at how many you can drive back into the cart from that process. So Spencer has given you treatment and here is it, and frankly he may be right but one there is a single page. I mean there are no, I just want to stress this to everybody here, there are no expert marketers. There are only experienced marketers and expert testers, and Spencer is an expert tester and what happens here is we all posit what those treatments might be and then we get the test design.

Spencer Whiting: What I would like to see is we can test them against each other and see who wins.

Dr. Flint McLaughlin: Right I don't have a ready answer for that. I would like to appear smart enough to be in Lincoln said, “it's better to be thoughtful than to open your mouth and remove all doubt.”

Spencer Whiting: Oh yes exactly.

Primary Channel:

SEO (From Main Website),
SEM (Google Paid Search,
Search Alliance)

Conversion Objective:

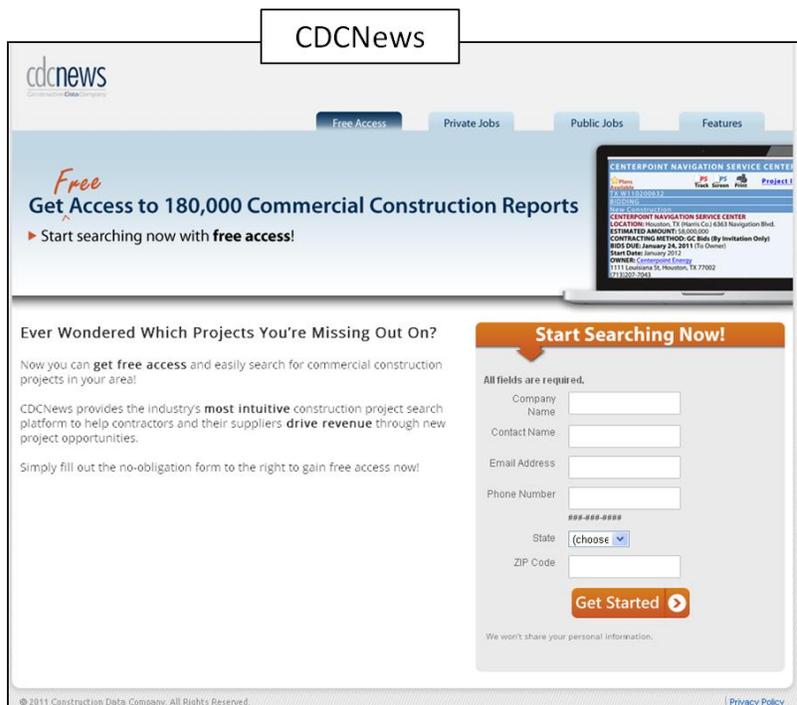
Submit lead form

Ultimate Objective:

- (1) Increase the quality of leads
- (2) Increase the quantity

Target Audience:

Commercial Construction
Industry Professionals
(Contractors, Subcontractors,
and Suppliers)



<http://bit.ly/cdcnews>

Dr. Flint McGlaughlin: All right so I am going to ask for Nicholas to come up and join us. I am moving to another version of the deck so let's go forward to the next page. I think we have the page itself but take me to the slide deck first if you could gentleman, so that we can look at the background information. I want to see the primary channel and so on. So they are going to shift this from the actual web browser to the deck. There it comes, so the primary channel is SEO and SEM, the conversion objective is to submit lead form, so that's the key. The ultimate objective is of course the quality and the quantity and then the target audience is commercial construction industry professionals and Nicholas is with me he is a Research Manager and running four major projects for us right now, that we are doing across the research laboratory, Nicholas tell us what you do.

Nicholas Borszich: I am the Research Manager on this page. One of the major flaws I see in it is that there is no communication of value proposition in this.

Dr. Flint McGlaughlin: Okay.

Nicholas Borszich: We have to get 180,000 commercial construction reports but there is no statement of why you would want those.

Dr. Flint McGlaughlin: Yes.

Nicholas Borszich: And we are targeting professionals, but we are trying to increase the quality of our lead, I would maybe possibly add some more form fields on the right side and just add more value on there mainly.

Dr. Flint McGlaughlin: Now Nicholas says something that's kind of intuitive. He talks about adding form fields. There are two ways to achieve this, but at the beginning very reason you say that tell us why you would add friction to a process?

Nicholas Borszich: Adding friction with form fields can often increase the quality of your leads while in no doubt decrease from the quantity, but generally find that having it, getting more quality is better than this.

Dr. Flint McGlaughlin: Okay all right. Now I want to take, I want to take what Nicholas just said and I want to talk about a design that is a hybrid of that. So scroll back up, first of all he just put his finger on the key, the value proposition is not clear and it looks I don't who submitted this particular page but I really want to help you. This is a page that I think you can improve and see a dramatic increase. Start searching now with free access is good, get free access to 180,000 that's a good headline, but I need to understand more about what this means and I could use the space in the left to give me a visual about what these construction reports look like if indeed that's necessary, but never offer an incentive or a product that isn't easy to conceptualize or visualize and often this is where your graphic can do significant work for you.

I would punch up the value proposition, I would punch up the visuals, I would have a really strong call-to-action and then I would change this form, and here is why I would change it. I would change it so you could use it to maximize your understanding of the quantity of leads and I would make it two steps. On the first part of this form I would capture only the name and e-mail address similar to what we talked about before but for different reason. On the next page, I would add form fields; I would use Nicholas's idea. I would probably add more than you have here and use that friction to further qualify the lead. Someone who completes both pages is a high quality lead, but more importantly someone who fills up those fields is going to help you score better.

You can adjust the number of skills, you can reduce them on the next page depending on how many people are dropping off between the first and the second page but why that is so helpful for you is simply this. You now have a two dial system, you can dial up quantity and measure it independently on this page and you can measure quality independently on this page and so what's going on is you are being able to go back and forth between the two and you can tell so confidently now the quantity of leads is not down. Now the quality of leads is not down or we assume more quantity but less quality we are seeing more quality but less quantity but you have the facts because you are not trying to do two objectives on one page and that makes it easier for you. So excellent point anything else you would add Nicholas?

Nicholas Borszich: I would also add some third party credibility. There is nothing in here stating why the 180,000 commercial reports are effective here.

Dr. Flint McGlaughlin: Absolutely good point. I don't even see you could scroll up to the top if you could in the tech news, CDC news free access, private jobs, public jobs. All right I would like to understand the full impact of that brand and its impact on design, but we will move on. Now if you are here and you submit a page and we have a look at it, remove the point here, I want to help you understand transferable principles. What we are trying to do is posit Radical Redesigns or we would use in situations like this to ask or even in the right category before we tried the other type of testing, so thank you Nicholas okay.

Unicef

Primary Channel:
Television commercials

Conversion Objective:
Make a donation

Ultimate Objective:
To acquire new monthly donors

Target Audience:
Philanthropic individuals who viewed the DRTV ad

The screenshot shows a donation form for UNICEF. At the top, it says 'unicef united states fund'. The main heading is 'End child deaths by making a monthly gift'. Below this, there is a paragraph explaining the impact of the donation and a small photo of a child. To the right, there is a video player with a play button and a quote from Alyssa Milano. The form itself is divided into three main sections: 'Gift Information' with radio buttons for \$15, \$18, \$20, and 'Other' monthly gift amounts; 'Contact Information' with fields for first and last name, street, city, state/province, ZIP/postal code, country, phone number, and email address; and 'Payment Information' with a dropdown for credit card type and a field for the credit card number. There is also a checkbox for 'No thanks - I don't want a water bottle.' and a promotional message about receiving an exclusive UNICEF water bottle.

<http://bit.ly/unicefdonations>

Dr. Flint McGlaughlin: All right so Spencer is going to come back up with me, we are going to look at another page. This is UNICEF and it is television commercials, it is the objective is to make a donation, so your traffic is coming from the commercials; the job is to make a donation, the ultimate objective new monthly donors. Spencer take a look at this page but before you do let's through the audience on this one. Audience let's help them, I have the world's smartest focus group, tell me what you do to make this page better?

"The form is way too long, a life story" says Daniel, interesting Daniel. "Terrible blue header" says Marlene, "Too many folds, shorten it", "Less text" says someone else, Melody says, "Use multi ethnic photos", "What does the headline mean?" says Christian, Blue text; sad face", says David he is an eloquent communicator. "Two step forms" says Jeff McKay; "Lessen the form field" says Gregor. "Why should I donate?" says Egar "Change the process phase" says Trevor.

All right keep those coming, I want to see what you would do. In fact let me just stop, you are identifying this but audience tell me the number one change. You are all seeing problems but what is the number one thing you would change about this page? "Bullet point showing how it helps" says Jeff. "I think using a video is too distracting". The headline" says Christian and he says it in all caps he means it, this whole form. "Navigation, value prop too blue, too long" and "Give more reasons why this should donate". All right I am getting a sense from the audience how they are thinking. We will study that in more details, I am going to turn it over to Spencer, Spencer talk to us.

Spencer Whiting: Well when I was looking at this page, what I am thinking about people, they are coming from the TV so they are taking TV commercials, UNICEF is very well known. So in some ways we don't have to worry about the credibility that might be involved with some of the other partners we have. One of the things that hit me in and I agree the headline to me, "End child death by making a monthly gift", to me is I want to change that completely to go into the positive side and seeing what happens then, because that is really the connection that people come in. I also agree you look at the gift information, there is three different options then you can put in your own different decision there.

So getting people in a two step process where you are getting the name they are interested in doing that nurturing as you go forward if they don't complete the process because certainly when they are making a donation, you have a lot of form fields that you have to fill out there. So I think you know being an established organization, I would look at a lot of different things the video is a YouTube video. I like having videos that are not YouTube, so it's more professional. Alyssa Milano, I know she might have been on the commercial, so I might try something else which is more of an individual who is actually receiving the benefits from it so they can see that good part of it. There would be a lot of things I would want to try on with this.

Dr. Flint McLaughlin: Milano is, since they are coming from the commercials...

Spencer Whiting: Be hooking yeah.

Dr. Flint McLaughlin: Yeah there is a hook, it is type continuity, but I think Spencer made some important points, anything else you would say Spencer...

Spencer Whiting: No I think I would love to have an opportunity to do this, so I certainly believe in what UNICEF does so.

Dr. Flint McLaughlin: Excellent okay.

Spencer Whiting: We go from there.

Dr. Flint McLaughlin: All right so I want to do something difficult than I did in the last. I want, I want to get technical about the page, I want to talk about every single thing I would like to change rather than give you a general concept for Radical Redesign and I am going to do it rapidly. If you have your own page in mind right now, this whole live optimization session would be better for you because you should be thinking about "Okay how does this connect with my page?" It doesn't matter if you are B2B legion, it doesn't matter if you are B2C right now, it doesn't matter if you are for profit as opposed to a not for profit, most of these principles will apply to you.

Let's start with the top. I think the colors need to be tested. I think blue is probably a UNICEF color that's good but the entire page should be highlighted this way because I think in its own right it may hurt your conversion right. I think the glaring issue at the top of the page is the headline. That's called a fear based motivated headline, we have a clinic on this. If somebody you can send the audience or I

used Twitter to give them a link to a recent clinic where we talked about how to get headlines right. In fact we may have some new things we are going to be teaching about that, but the bottom line is that headline is difficult to understand, its negative in its motivation and it is a bit direct in your face and class.

Secondly it's missing a sub header I would go to more compelling headline and I would use a sub header underneath before I get him into the paragraph. Next, I wouldn't use blue on white for all the paragraph text. Every test I have ever done shows it how its conversion rate. Two; I wouldn't use paragraphs that are that long. I would shorten the paragraphs I would use bullet points and I would use a bold font through there. Three let's stay, just stay right up at the top still. I would change the copy, so loop at just slightly up to the top. I would change the copy, C; I would test that image may you have done this but I would test a dozen images there because the right face will have a major impact on conversion that's a compelling picture. It's attractive, but if it's not your best, in fact we ran a test recently. It was not, a not for profit, but we had offices submitting pictures of their personnel for the face shot on a landing page and I think Spencer were you in that test?

Spencer Whiting: No I know the test so John was running that one.

Dr. Flint McGlaughlin: John was running that test in our group and from what I understand it produced a, it produced the winning was a Chinese employee?

Spencer Whiting: Yeah Chinese office was the one who made that winning submission and this is primarily in United States are doing the selling, so that was rather interesting.

Dr. Flint McGlaughlin: Yeah so in place submitted, the face shots were used then we tested them and for some reason the Chinese face in the U.S based test produced the highest conversion lift what's the point to test the image. Next thing I would test is the gift amount. We recently did, I say recently its been a couple of years ago but a series of tests where we changed the messaging of the tone, and the way that the gifts amount were stated and we saw increase not only in the number of conversions but the average dollar of the donation. I would thoroughly test the gift amount and I would be careful. I would also pre check the radio box if at all possible and so one of the decisions are made for them three evenly waited options mitigate your conversion rate.

What you want is a conversion rate that has maximum or minimum building towards it and every time you ask them to stop and think about it too hard, the momentum slows down the page and you can see that as we come and look at this. To the right I would question that big blank space with the UNICEF bottle, scroll down; "Sign up today and receive an exclusive UNICEF water bottle". Who knows that this is the best incentive and if you do that's not the place to put it. That in serious needs to be down there near the call-to-action button not over in the right hand side and I would use that entire right hand side because this is a not for profit to establish either motivation or credibility. Motivation would be more touching stories, credibility would be more testimonials. The UNICEF brand if it's respected well enough may not need a lot of additional credibility. So you may invest in motivation in stories and elements that really drive the pathos behind this donation.

Spencer Whiting: Yeah such as your 20 month, \$20 a month donation will do this or make it very specific.

Dr. Flint McGlaughlin: Yes, yes. I think the field is intimidating. If you must collect all this information on this page, then you see that's middle section shows the middle section little where it talks about contact. You can, you have got enough width there to make that to cut the length of that to make that in two columns, just the form fields and make it way less intimidating in terms of perception and friction, because remember friction occurs in the mind not on the page. I will try to reduce these number of fields, I would question whether not to collect all these on one page and I would definitely test and I have done it both ways and sometimes this works better, but I would definitely test in this case step one of three, break into three or step one of two, break it into two. Keep going down, keep going down, we are trying to be very careful about this. On to the credit card on to the CVV number and the expiration date and all this information I see no statements of privacy.

The privacy statements down here there is a verify or VeriSign secured, but its too far to move when we are asking for the information. Move it closer to the process and look at the button itself, process is a terrible button. Nobody wakes up in the morning and wants to process; nobody wakes up the morning and wants to be processed. Nobody wakes up at the morning and wants to process. The button has its own independent sub value proposition and it needs to be weighted in favor of a promise. So its something like start making a difference today. Get your free kit today, but instant and value what I get and when I get it is a prime motivator for that click and you got to give somebody a reason to click on every single thing. In fact every action you ask them to take must be motivated by a click.

Spencer Whiting: Yeah start helping now might be a good one also.

Dr. Flint McGlaughlin: Yeah start helping now could be good. Scroll back up, look at how you have always billing separate from all this, this whole form field needs to be redesigned to get the most value out of it and it can be done and you would see a huge lift and I want to suggest to you that if you think this current page is performing well, then look out because there is an opportunity to take this page and dramatically improve it. We have done this not just for groups like you, we have done it with major non profits. On the fund raising side, we are doing it along with one of the largest non private foundations we are right now. We are running test, we just finished a series for World Vision and we have learned a lot from one of these kinds of tests and there is much here that can be helpful.

Primary Channel:

80% Adwords
20% Adcenter

Conversion Objective:

To complete the form and click a link that is emailed to them to make their request for bids live.

Target Audience:

Consumers who are looking for AutoBody services and want to compare bids and services

The screenshot shows the WhoCanHelp.com website. At the top, there is a video player with the title "You're A Click Away From Finding The Perfect Auto Repair Specialist." Below the video is a registration form with the following fields: "What do you need done?" (text input), "Email" (text input with placeholder "So we can send you the bids"), "Zip Code" (text input with placeholder "Where?"), and a green "START >>" button. Below the form, there is a privacy notice: "We do not share your email with anyone else." and a "Geotrust" logo. At the bottom of the page, there is a section titled "People come to WhoCanHelp.com for:" with five bullet points: 1. Price, 2. Ease, 3. Quality, 4. Speed, and 5. Convenience. To the right of this section, there is another section titled "How WhoCanHelp.com Works for You:" with three bullet points: Create your FREE Auto Repair services post, Service providers in your area receive an alert, and They bid online to get your business. The footer of the page includes the WhoCanHelp.com logo, a Facebook social media link, and the text "Need something done? Just ask: 'Who can help?'"

<http://bit.ly/whocanhelp>

Dr. Flint McGlaughlin: Let's move on, we are running out of time we have got four minutes and I am asking Nicholas to come up here. Nicholas is going to talk faster, are you still learning from this, is this still helpful or do you find the live op is a good part to add to these. If you have thoughts on that let me know. Meanwhile I am going to go straight to a page because I am going to use every single minute of what we have together to teach something so that we can all learn together and give value. I see the primary channel here is ad words, Nicholas with 20% ad center, the objective here is to complete the form and click a link that's e-mail to them so that they can make their request and who is the target audience, consumers who are looking for an auto body service. So this is the page, Nicholas what would you do?

Nicholas Borszich: The first thing I see is that first of they have to go, they have to click a link they get in their e-mail to make the bit live, I don't see it say that anywhere on the page, so something stating that they are going to be getting an e-mail to make and they will need to make the test live because they may put in a 10 minute e-mail to avoid getting spam mail from them. So in this case, it would destroy the lead on that and if they are sure that they have to put in the real e-mail address, should be a way to ensure that they do that?

Dr. Flint McGlaughlin: Yes.

Nicholas Borszich: Another thing is lower on the page, there are bullet points. I would add these above the call-to-action. So it follows user style sequence, they have the value proposition before they are

asked to engage in any activity and the video I see that as supporting information. I don't know if I would keep it right up almost above the title, I would probably move it down probably on the right side of the bullets once they are moved up.

Dr. Flint McGlaughlin: Now that's a test, we don't know if that's going to work better but this is, I have based in this for redesign. You may have tested somebody's answer for it and it's the combination of them that produces zeal, but Nicholas makes a good point. I want to point out for those of you that are joining this is the best page we have looked at so far today. This page will out perform every page I have seen today unless there is a higher motivation of the incoming audience.

I think you benefit from a sub header. Nicholas I think the paragraph you think the paragraph is the right, its too much text and too larger cluster with no bulleted font, too hard to grasp it. I tried to cut that to two or three sentences and drop a couple of bullets underneath it. I would like simplicity of your form, I like the fact that you are using your form fields to communicate provide a summary you could add more detail late I think that's smart, I think start is a good idea but its vague. What do you mean start, didn't I just do what I need to do what else is going to happen how long is this, what is this going to take, how many minutes is this?

I call this form my two minute something, something process or my 90 second or my three minute so that everybody understands this is really quick you can really learn what you need and I would go down, scroll down let me see a little bit more. I think your credibility indicator was good, but I don't know that you have dealt with the most important anxiety and that is who are these people and why can't they really help me this particular problem, what is their expertise, what is their specialty what is their connection and it might be what you are trying to say in the grade box, but I have been on the Internet a long time and I have never heard of you and I would probably try harder to establish a little more credibility about why you can help them find the best answer.

Dr. Flint McGlaughlin: I think we are out of time today but Nicholas thank you.

Nicholas Borszich: Thank you.

Dr. Flint McGlaughlin: Spencer, thank you also, we took you away from lots of research and busy work, and spending time on Facebook. But we are going for all of your input if you are just joining us we have been doing these clinics for years. We are the oldest laboratory in the world studying the Internet and optimization and we are still learning every day. It's a community of researchers and scientists and we want to learn more help us learn more, interact with us go to the websites, tell a friend about us. We have also not used the television style format that you are going to be seeing more of. This whole business is going to show you more and more options for how you can learn from us, you can watch it, you can read it and oh you can listen to it, but we want to give you every possible way to get better at helping people say "Yes" to the right offer. Thank you and we will be back again in about two weeks with more research briefs.

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Welcome to the MarketingExperiments Journal email for March 17, 2011. Every three weeks we send this high-level update of our research to 98,000 marketers. Today you'll find:

- The on-demand replay of [Do You Have the Right Value Proposition?](#), where we taught five simple steps to determine your optimal value proposition
- An invitation to our next Web clinic, where we will discuss proven strategies for [Converting Leads to Sales](#)
- An opportunity to [share your optimization and testing discoveries](#) with your peers at the 2011 Optimization Summit and receive a complimentary ticket to this inaugural event.

Our job is to help you do your job better. [Let us know](#) how we can help.

Daniel Burstein
Director of Editorial Content
MECLABS Primary Research

Resource #1

Do You Have the Right Value Proposition?
How to test, measure, and integrate your Value Proposition online

According to Dr. Flint McGlaughlin, there are five simple steps any marketer can take to identify their optimal value proposition. During this dense, yet very practical, Web clinic, he reviewed two recent experiments aimed at discovering value propositions that increase customer response.

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