



## Checklist 11 - Prioritizing Your Testing Opportunities

Project Name: \_\_\_\_\_

Date: \_\_\_\_\_

Yes No

*Once you have set your goals, defined your KPIs and identified what to test, the task becomes prioritizing what to test from the list of identified variables. While your analytics data provides myriad data options for you, it is always advisable to prioritize split tests that have potentially more value to your site. There are multiple prioritization frameworks to choose from in the market that provide guidance when selecting your priorities when it comes to testing opportunities. Among the popular prioritization models include the ICE score and the PIE framework. This checklist highlights points to consider when selecting your testing priorities.*

- 1 Use analytic tools such as Google Analytics' to analyze the conversion funnel.
  
- 2 Analyze the top-exit pages in your data analytics to identify problem areas in your website.
  
- 3 Tests that have a direct impact on your metrics' bottom-line should be given top priority.
  
- 4 Review the persuasive end of the conversion funnel to identify the most viewed pages on your site.

*Notes*

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5 Analyze the transactional end of the conversion funnel to gain actionable insights on split testing priorities.

6 Consider the timeliness of the test in terms of your schedule and objectives.

### Part 1 – Prioritize Based On Potential

7 Prioritize tests that pose a high potential for conversion.

8 Prioritize the high value and low cost elements for your tests.

9 Determine whether a test has the potential to change multiple elements on a page.

### Part 2 – Prioritize Based On Importance

10 Prioritize tests that pose a high potential for conversion.

*Notes*

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- 11 Important pages should be given top priority for testing.
- 12 Consider the number of visitors that will be impacted by the test.
- 13 Determine traffic variables such as the cost, volume, and quality of traffic when prioritizing testing opportunities.
- 14 Consider the impact of the test on ROI.

### Part 3 – Prioritize Based On Ease

- 15 Examine how easy it is to test a specific page.
- 16 Consider the possible barriers (technical and political) to conducting a test on a page before prioritizing.

*Notes*

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- 17 Consider the duration in terms of number of hours taken to develop and design the test.
- 18 Decide whether to prioritize based on the simplicity of the tests or the complexity of the test which may ultimately pose higher impacts to your site.

*Notes*