



Checklist 3 - Identifying What To Test

Project Name: _____ Date: _____

Yes No

It is important to identify test worthy pages that are bound to add value to your site. Identify what works for your site based on the data analysis and limit your testing to the pages that have value. It is worth noting that it is not always advisable to test a page simply because it has a high capability for testing. Rather, analyze data to determine factors that are significant such as the conversion rate baselines for a page to determine whether or not it is worth testing. This checklist provides necessary guidelines to follow in identifying what to test:

- 1 Use data analysis tools such as Google Analytics, Heap Analytics, and Wicked Reports to identify test worthy pages.
- 2 Clarify your page level goals for your tests.
- 3 Consider whether or not a page gets enough unique visitors before testing.
- 4 Establish whether or not the page gets enough raw conversions.
- 5 Determine the potential impact of a page to your target metrics.

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Determine the campaign level goals for your tests.

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Analyze whether or not the page directly impacts your set goals and objectives.

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If a page has an indirect impact on your goals, determine how far from the primary conversion rate the page is.

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Identify your worst performing pages and avoid testing them.

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Avoid testing pages that have no impact on your business' long-term goals such as the 404 page.

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Consider testing the placements on your CTAs.

12

Try testing the product pricing in order to test for revenue.

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- 13 Consider AB testing images on your site in terms of their placement, captions, and size.
- 14 Test copywriting in terms of value proposition.
- 15 AB test the design and layout of your page to ensure it is in an optimized form.
- 16 Test the website's navigation to optimize user experience.
- 17 Consider testing forms on your page in terms of length, texts, and field type.
- 18 Consider testing different types of social proofs in terms of placement and layout to determine their impact.
- 19 AB test the headlines and sub-headlines on your website.

Notes