

LANDING PAGE OPTIMIZATION

ПОСРЕЩАЙ И ВЛАДЕЙ

A/B тестване и процес по оптимизиране

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SoftUni
digital

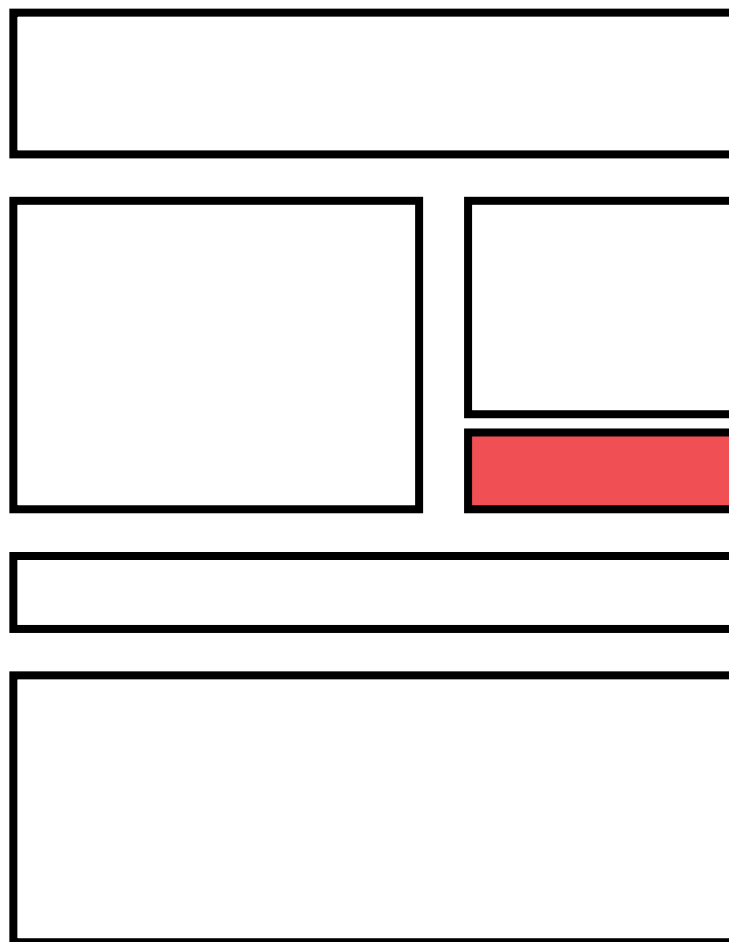
4

МОДУЛ

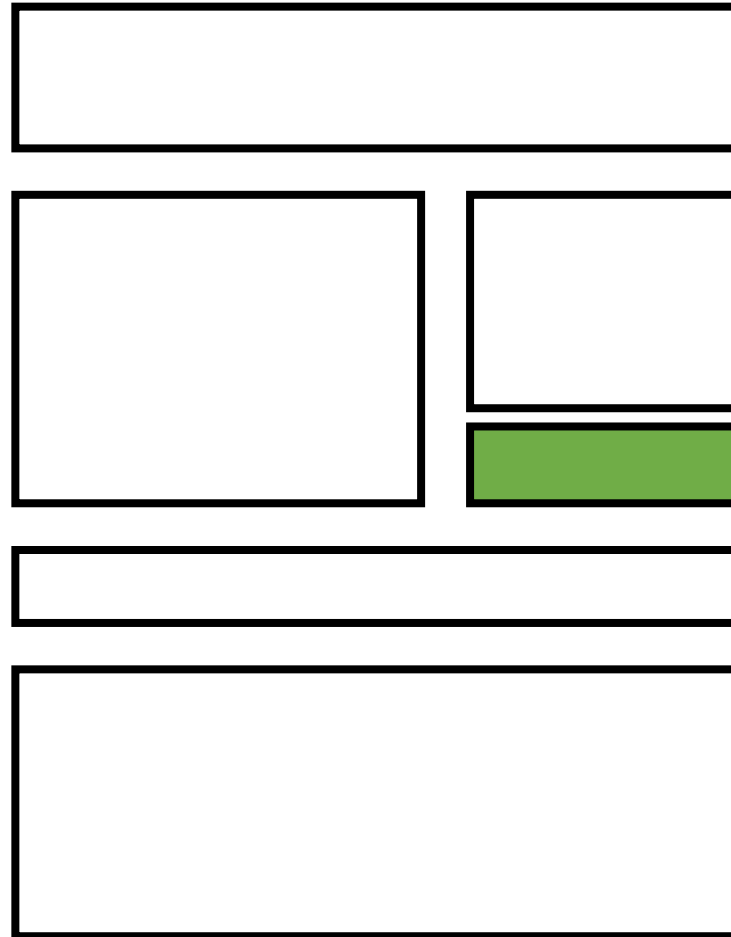
BORIL
BOGO
EV

КАКВО Е А/В ТЕСТВАНЕ?

КОНТРОЛНА ВЕРСИЯ (А)

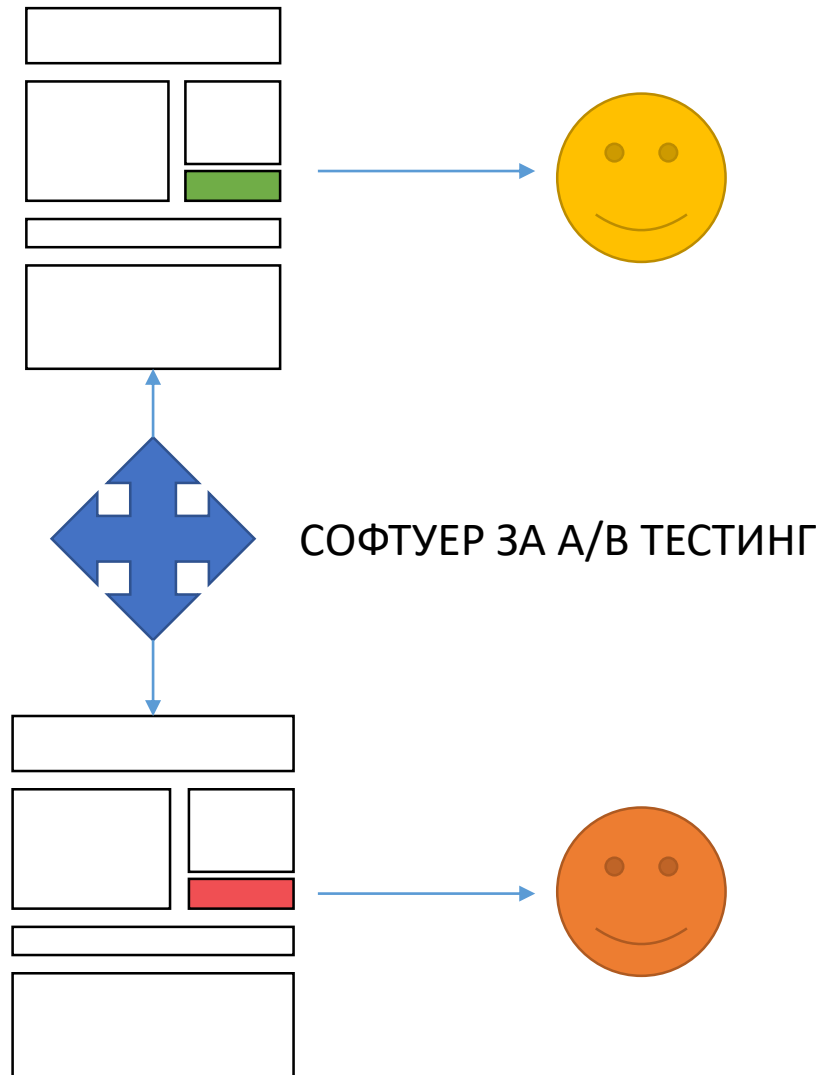


ТЕСТОВА ВЕРСИЯ (В)



**ПОТРЕБИТЕЛЯТ ОБИКНОВЕНО
НЕ РАЗБИРА, ЧЕ НЕЩО СЕ
ТЕСТВА!**

РАВНОМЕРНО „СЕРВИРАНЕ“



STATISTICAL SIGNIFICANCE

Трябва да имаме между 300 и 3000 интеракции с теста, за да имаме валидни резултати от него.

Не можем да вземаме решение за това коя вариация е по-успешна, на базата на малък брой интеракции.



КАК РАБОТЯТ СОФТУЕРИТЕ ЗА А/В ТЕСТВАНЕ?



СЕРВИРАНЕ И ИЗМЕРВАНЕ

СКРИПТ, РАБОТЕЩ САМО НА
БРАУЗЪРА

РЕАЛНАТА ВИ СТРАНИЦА

- Скриптът на софтуера се инсталира на сайта ви.
- Той визуализира тестовата версия, генерирайки я в движение на браузъра (Java Script).
- Отчитат се кликвания, конверсии и други интеракции.

КАКВО ИЗМЕРВАМЕ ОБИКНОВЕНО?


- Оптимизираме за „конверсия“ или за „интеракция“.

Конверсията“ е извършване на основното действие на лендинг страницата (покупка, регистрация...) до край (т.е. до Thank You page).

„Интеракцията“ е взаимодействие на потребителя с елементите на страницата – обикновено „време за разглеждане“ и „кликване“ на линк или бутон (само кликването).



КАКВО СЕ СЛУЧВА СЛЕД ТЕСТА?

- 
- **Ако тестът е успешен, т.е. ако тестовата версия е победила контролната:**
 - Контролната версия се променя, за да стане като тестовата версия (променя се цвета на бутона, текста и т.н.).
 - Създава се нова тестова версия, съгласно следващата хипотеза от плана за тестване (непрекъснато тестване).
 - **Ако тестът не е бил успешен, т.е. ако контролната версия „победи“:**
 - Контролната версия не се променя.
 - Създава се нова тестова версия съгласно хипотеза от плана за тестване.

ЦИКЪЛЪТ НА УСПЕХА



ЗАЩО Е ВАЖНО ДА ПРАВИМ A/B TESTING НА НАШАТА LANDING СТРАНИЦА?

ТРИТЕ ИЗТОЧНИКА НА ВДЪХНОВЕНИЕ ЗА ПОДОБРЕНИЕ

1. Добрите практики
2. Това, което правят „конкурентите“
3. Анализ на наши собствени резултати (история)
4. Тестови данни (целенасочени тестове)



ДОБРИТЕ ПРАКТИКИ В БРАНША

- Блогове
- Книги
- Обучения
- Уъркшопи
- Консултации с експерти
- Обсъждане с колеги



КАКВО ПРАВЯТ „КОНКУРЕНТИТЕ“

- Кой са конкурентите ни (работещи с нашата аудитория)?
- Как изглеждат техните лендинг страници?
- Какви елементи имат и каква е структурата?
- Какъв е техният copywriting (заглавия, текстове)?
- Какви calls-to-action използват?
- Какъв е процесът им на конверсия?
- Какъв е трафикът и от къде? (SimilarWeb)



АНАЛИЗ НА НАШИ ДАННИ

- **Правили ли сме подобни лендинг страници (или предишни версии на настоящата)?**
- **Какъв е бил трафикът и от какви канали?**
- **Каква е била „кликаемостта“ и къде?**
- **Каква е била конверсията по дни, седмици, месеци?**
- **Кога сме се представили добре и каква е била причината?**
- **Кога сме се представили зле и каква е била причината?**
- **Анализ и изводи**



ЦЕЛЕНАСОЧЕНО ТЕСТВАНЕ

- Използваме „Цикъла на успеха“.
- Съставяме списък с хипотези.
- Съставяме тестов план.
- Провеждаме тестовете и измерваме резултатите.
- Правим анализ и вземаме решения.



ЗАЩО Е ВАЖЕН A/B TESTING-ЪТ?

Ние сме активната страна.

Не чакаме нещата да се случат.

Не сме наблюдатели.

Тестовете са целенасочени и планирани.

Ние определяме посоката и бързо достигаме до решение, получавайки обратна връзка.



**КАКВО МОЖЕМ ДА
ПОСТИГНЕМ?**

**Плавно покачване на
конверсията (интеракциите).**

Забележими резултати.

Повечето експерименти може да са неуспешни

(т.е. тестването не показва голяма разлика между представянето на версиите)

**КАКВО НЕ МОЖЕМ ДА
ПОСТИГНЕМ?**

**Безкраен растеж на конверсията
(интеракциите).**

**Скок в конверсията, т.е.
„Големият удар“.**

ДОБРИ ПРАКТИКИ ПРИ А/В ТЕСТВАНЕ

1.

Тестваме само един елемент в даден тест.

2.

**В даден момент тече само един
тест за дадена страница.**

3.

**Поддържаме явно написан
СПИСЪК ОТ ХИПОТЕЗИ.**

4.

**Хипотезите са разпределени във
времето с помощта на тестов
план.**

5.

**Вземаме решения само на базата
на валидни тестове.**

6.

**Процесът по тестване и
инкрементално подобрене
продължава циклично.**

7.

**Използваме адекватен софтуер
за А/В тестване.**

ЧЕСТО ДОПУСКАНИ ГРЕШКИ И ЛОШИ ПРАКТИКИ

1.

Не се тества.

2.

**Тестът се провежда неадекватно
(без подходящ софтуер и
методика).**

3.

**Вземат се решения на базата на
невалидни тестове.**

4.


Тества се хаотично.

5.

Тества се 1-2 пъти и се спира.

ИНСТРУМЕНТИ ЗА А/В ТЕСТВАНЕ

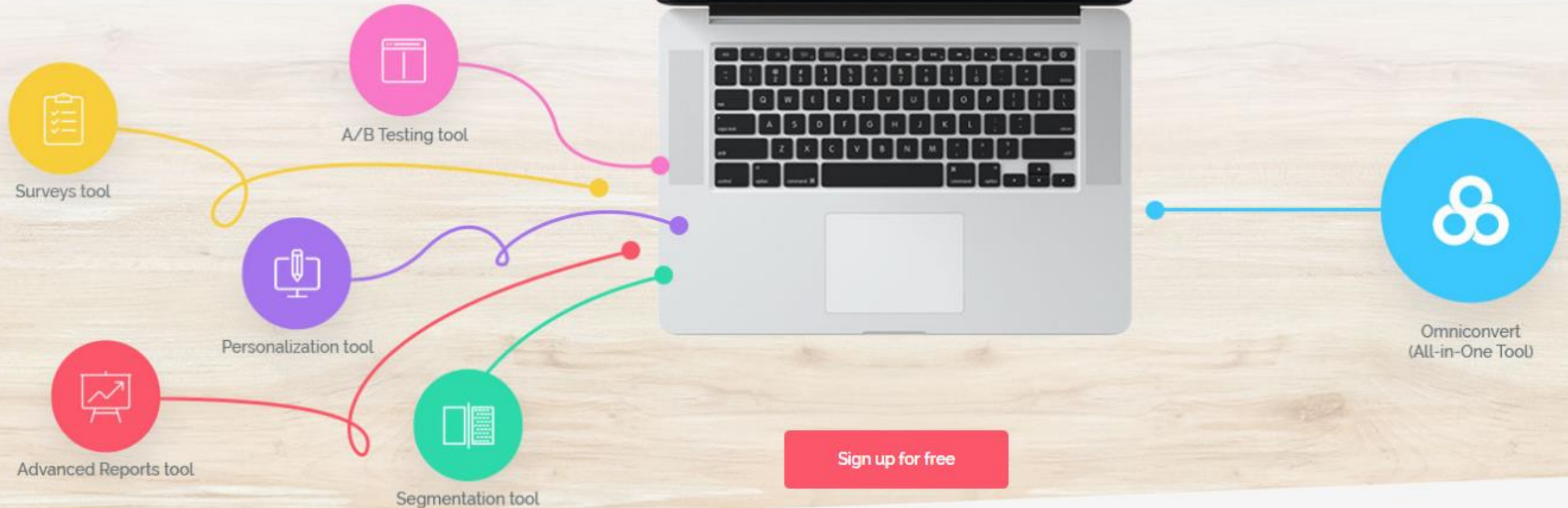
СРАВНЕНИЕ НА ИНСТРУМЕНТИТЕ



	Omniconvert	Optimizely	A/B Tasty	VWO	Google Optimize	Adobe Test&Target
WYSIWYG Editor	✓	✓	✓	✓	✓	✓
General Targeting	✓	✓	✓	✓	✓	✓
Behavioral Targeting	✓	✓		✓	✓	✓
Statistical Significance Calculator	✓	✓	✓	✓	✓	✓
Pause, Reset, Duplicate	✓	✓	✓	✓		✓
Custom Scheduling	✓	✓	✓	✓		

<https://www.omniconvert.com/compare> (biased, защото е от OmniConvert)

OmniConvert



<http://www.omniconvert.com>

Google Optimize



Google Analytics

Gain new insight with a total view of the customer experience.



Google Tag Manager

Update your website tags easily, without having to edit code.



Google Optimize (beta)

Test and deliver more personal experiences on your site.



Google Data Studio (beta)

Empower everyone to tell better stories and make better decisions with data.



Google Data Studio (beta)

Empower everyone to tell better stories and make better decisions with data.



Google Surveys

Get fast, reliable opinions from consumers across the internet and on mobile devices.



Google Attribution

Discover the true value of all your marketing channels.



Google Audience Center

Match the right people with the right message.



<https://www.google.com/analytics>

DEMO: google-optimize-demo.avi

Divi Leads

The screenshot displays the Divi Builder interface with the Divi Leads module active. The main workspace shows a layout with two yellow 'Fullwidth Header' modules. A 'Divi Builder Settings' modal is open, showing the following options:

- ENABLE SPLIT TESTING:** YES
- BOUNCE RATE LIMIT:** 5

In the background, a data visualization panel is visible, showing a line graph with orange data points and a grid. The graph has three data points corresponding to the dates: Feb 29th, Mar 1st, and Mar 2nd. The panel also includes filters for 'LAST 7 DAYS', 'LAST MONTH', and 'ALL TIME'.

<https://www.elegantthemes.com/gallery/divi/divi-leads/>

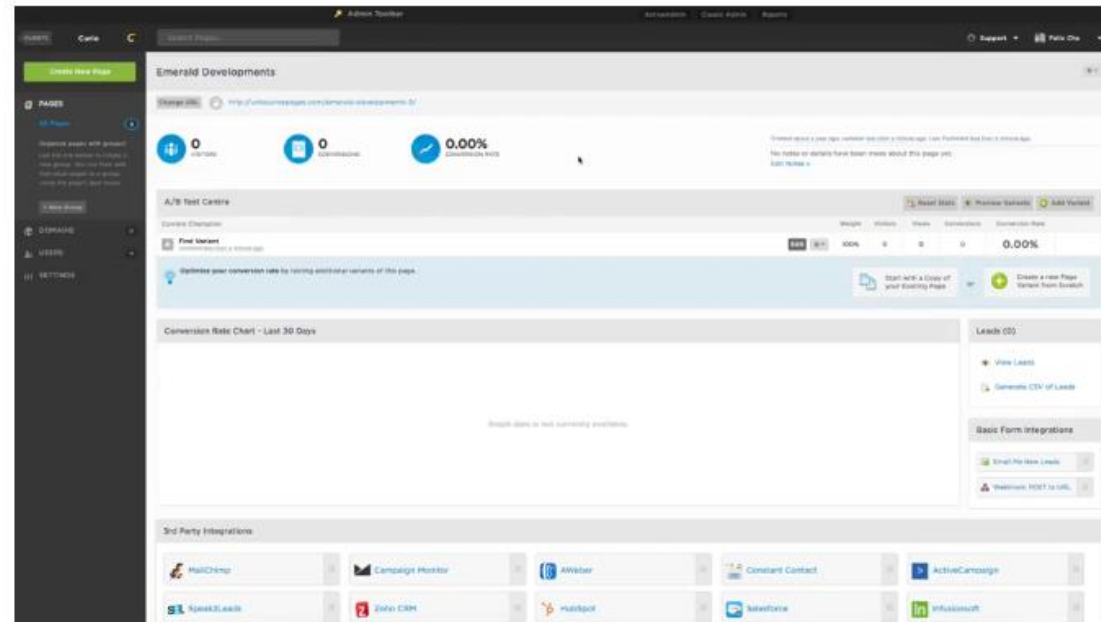
VIDEO: <https://youtu.be/RFMfs3TTRQE>

UNBOUNCE A/B Testing

A/B testing is more than just an Unbounce tool; it's central to our philosophy on data-driven, conversion focused marketing.

This classic feature allows you to split traffic between two variations of the same landing page, and then use your dashboard to see which version performs better.

Setting up A/B tests is dead simple. Each test will teach you more about how your visitors behave, and what motivates them to convert.



<https://unbounce.com/features/unlimited-ab-testing/>



Launch



Optimize



Repeat

ДРУГИ ИНСТРУМЕНТИ



<https://vwo.com/>



<https://www.impactbnd.com/blog/top-conversion-rate-optimization-tools>

ПРОЦЕС ПО A/B TESTING

(checklist)

A/B TESTING PROCESS

- Избор на страница, която ще се тества
- Brainstorm списък с хипотези (и описание)
- Създаване на testing план
- Софтуер за тестване: акаунт, настройки, обучение
- Преглед на контролната версия
- Създаване на тестовата версия (по тестовия план)
- Настройване на теста
- Старт (+ трафик към страницата)
- Отчитане, анализ и решения
- Внедряване на решението

ПЪЛНИЯТ ПРОЦЕС ПО ОПТИМИЗАЦИЯ ЗА КОНВЕРСИЯ

Само повдигаме завесата КЪМ „ЕДИН НОВ СВЯТ“ 😊

Източник: <https://www.manageinbound.com/blog/conversion-rate-optimization-checklist>

1

DETERMINING BUSINESS OBJECTIVES

Deciding which metric(s) we want to increase.



TRANSFORMING OBJECTIVES INTO MEASUREABLE GOALS

- Determine where you are now
- Determine the requirements to solve each problem
- Identify the problems that need to be addressed
- Determine the possible barriers to your proposed solutions



BUSINESS QUESTIONS

2

Come up with as many questions as possible from the user's perspective.

QUESTIONS TO ASK YOURSELF DURING THIS STEP

- What do people think when they see our product?
- What are people doing on our website?
- What do people want?

3

DATA GATHERING

Set up relevant data collection and tracking. Wait for the data to come in.

THERE ARE 2 TYPES OF DATA TO COLLECT

A Quantitative Data

information that can be measured and written down with numbers

Acquisition Analysis

Use acquisition analysis to focus on your main traffic sources and monitor your metrics. Then, continue with a behavior analysis to see what your users are doing on your website.

- Bounce Rate
- Conversion Rate
- Average Order Value

Segmentation

How different users interact with your website. Many of us use segmenting to better understand our users.

- New vs Returning Visitors
- Shopping Cart Abandonment
- Most Loyal Customers

Hint:
You can find all this information in [Google Analytics](#)

B Qualitative Data

Data that approximates or characterizes but does not measure the attributes, characteristics, properties, etc., of a thing or phenomenon.

Get Your Team Involved

No one should know your customers better, so get them to help. These are the questions you want to ask:

What are our customers':

- Common behavior problems
- Shared pain points
- Universal goals, wishes & dreams
- General demographic & biographic info

Talk to Customers

There's no substitute for one-on-one conversations. Don't be afraid to reach out to your customers directly (over the phone, via email, or even in person) when applicable.

Create Surveys

Asking questions like the following can provide a wealth of new CRO testing ideas:

- How did you find out about us?
- Did you find everything you were looking for on our website?
- What suggestions do you have?



INSIGHT PHASE

4

Analyze all the different sources of data, identify patterns, draw conclusions.

Data is passive until it is applied, in other words if you don't use it correctly it's useless.

HOW TO ANALYZE YOUR DATA

- Segment data based on its relevance to your goal
- Analyze data based on traffic source and target market
- Make decisions based on context and ability to increase revenue

5

IDENTIFY PROBLEMS

Refer to the data to discover problem areas which need attention.



TYPES OF PROBLEMS YOU SHOULD BE LOOKING FOR

Is there a usability issue?

Is there a clarity issue?

Is our offer connecting with users needs?

Is there a technical issue? (ex. form not submitting properly)



HYPOTHESIS

6

Develop proper hypotheses for tests. Rank the hypotheses based on their potential and ease of implementation. This determines which ones we'd test first.

HOW TO FORM A HYPOTHESIS

- A solid test hypothesis is an informed solution to a real problem - not an arbitrary guess
- A test hypothesis consists of two things: A proposed solution and the anticipated results the solution will facilitate.

Hypothesis Statement Template

For [X user group] to the [specific page or from specific campaign], we believe [insert treatment based on X data] will solve [Y problem] and increase conversions from [X number] to [Y number].

7

DESIGN

Based on the hypotheses you develop wireframes for treatments. Wireframes are mainly used as communication and planning tool. Once completed, wireframes will be passed on to the designer who will turn them into design screens (alternative layouts / content for pages on your site).



5 THINGS TO KEEP IN MIND FOR YOUR WIREFRAME

- Navigation & accessibility: keep it simple to highlight conversion path
- Call to action: make it the center of attention
- Use visuals & emotions: message match your visuals to inspire, inform, and sell
- Conversion path: where are visitors coming from, where do you want them to go?
- User experience and message: make sure interactive elements serve the proper purpose, have a focused message

Tip:

Your wireframe must be designed to be more persuasive, believable and user-friendly than your existing version.



TECHNICAL INTEGRATION

8

This is a necessary evil - new design screens need to be integrated onto the website. If the changes are minimal, this can also be done via testing tool itself.

POTENTIAL OBSTACLES TO KEEP IN MIND

- Depending on how complex your treatment is, you won't always be able to do it yourself.
- What kind of technical ability does the treatment require HTML, CSS, Javascript, PHP or something else?

9

TESTING

Do a proper controlled A/B testing following the scientific method, run every test until statistical significance.



HOW LONG SHOULD YOU RUN YOUR TEST?

Did your A/B test variations get 1,000 visits?

Tip:

The longest you should run your test is 28 days, after that your test will suffer from sample pollution



POST-TEST ANALYSIS

10

Assess data to discover how different variations performed against goals.

WHAT TO LOOK FOR IN YOUR ANALYSIS

- Measure your test against your hypothesis. Did it reach your goal?
- If your test didn't reach your hypothesis goal, did it reach any benchmarks or sub goals?
- Even if your test fails you still gather valuable information on your users

Tool:

Find out if your test is statistically significant at getdatadriven.com

11

LEARNING AND IMPROVING CUSTOMER THEORY

We analyze the test results (when done right, each test is a source for learning), gain new insights, develop new hypotheses. With each test our customer theory should improve.



QUESTIONS TO ANSWER TO IMPROVE YOUR CUSTOMER THEORY

What did you learn about your users / customers from this test?

Can you use these results to update your buyer personas?

DOCUMENTATION

12

Archive your test results and learnings.

WHAT YOU SHOULD BE DOING WITH YOUR DOCUMENTATION

- What can other departments learn from your observations?
- Have other departments noticed a trend you discovered?
- How will the results affect your next test?
- How will the results affect your plans for next month's campaign?



**ИЗГЛЕЖДА СЛОЖНО, НО
- ЗАСЕГА - ТОВА Е ЕДИН
ОТ МАЛКОТО НАЧИНИ ДА
СПРЕМ ЗА ГАДАЕМ НА БОБ
И ДА ВЗЕМАМЕ РЕШЕНИЯ,
БАЗИРАНИ НА ДАННИ, А
НЕ НА „ПОЗНАВАНЕ“.**

КАКВО ДА ТЕСТВАМЕ? (ИДЕИ ЗА ЕКСПЕРИМЕНТИ)

Източници:

<https://blog.kissmetrics.com/online-testing-essentials/>
<https://visual.ly/what-should-i-be-ab-testing>

1. TEST YOUR LANDING PAGES



HEADLINES

An attention grabbing headline encourages visitors to stay on your website and see what you have to offer. Try out different headlines and test their effect on visitor behavior.

YOUR HEADLINE

Supporting copy _____

COPY

Supporting copy can strengthen a solid call to action. Change up this copy to highlight different aspects of your product and test how it affects your conversions.

TIP

Use [KISSmetrics](#) to A/B test your landing pages and easily view their performance with the best conversion funnels in the business.

UNRELATED LINKS

Too many unrelated links within eyesight of your call to action can distract visitors and lead them away from your sales funnel. Test link placement and wording, and track if you're losing customers through them.

COLOR

The color of your page's background, text, and graphics can change the entire feel of your site. Mix them up, and test how they affect conversions.

PATH TO PURCHASE

Test different purchase paths to identify friction in your sales funnel and remove unnecessary factors.

CALL TO ACTION

The part of your website that motivates visitors to become a customer/subscriber needs to be clear and powerful. Experiment with different text, buttons, and placement—and then test conversation rates.

FONT & SIZE

Some fonts are easier on the eyes than others, and experimenting with various sizes and styles can have a noticeable impact on the success of your sales funnel.



2. TEST YOUR SIGNUP FORMS



HEADLINES

Like landing page headlines, try out different headlines on your signup forms and test their effect on signup rates.

WORDING OF FIELD TEXT

Confusing or poorly worded field text can discourage visitors from filling them out.

SIGN UP FOR OUR NEWSLETTER!

You are called?

Name:

Born when?

Name:



Page 1 of ...

PLACEMENT OF FIELD TEXT

The position of the field text relative to the input box can affect form completion.

NUMBER OF FIELDS PER PAGE

If your form is so long that it stretches onto to multiple pages, consider using fewer fields and test to see if form completions are increased.

CAPTCHAS

While CAPTCHA fields are good at keeping spammers out, illegible ones can cause many visitors to drop out of the sales funnel. You might even try testing forms without captchas.

TIP

Fewer form fields don't necessarily mean more sign ups. Sometimes, as in the case of lead generation, it's beneficial to add extra form fields to extract more information.



PEOPLE IN IMAGES VS PRODUCT IMAGES

Find out if having a smiling face in your photos helps sell more of your products and services

Welcome

This book will change your life! Our clients, for as long as they could remember, were always shy people with terrible communication skills, but after reading this book, they have the confidence to be the lions of the crowd!

Change Your Life Forever!

This book will change your life! Our clients, for as long as they could remember, were always shy people with terrible communication skills, but after reading this book, they have the confidence to be the lions of the crowd!

ORIGINAL HEADLINE VS NEW HEADLINE

As one of the first elements visitors see, the wording of your headline will affect what actions your visitors will take! Make compelling variations

Lorem ipsum dolor sit amet tempor
consectetur adipiscing elit labore
Hurry! this deal doesn't last long!
Register today to go into the draw
for your chance to win \$5,000!

Register Today

TEXT BUTTON VS IMAGE BUTTON

Find out if your visitors prefer clicking links within your copy or your glossy buttons

After reading this book you can:

- Become more confident
- Stand out in crowds
- Hold a conversation
- Increase your charisma levels
- Turn more leads into sales!

After reading this book you can

become more confident, stand out in crowds, hold a conversation, increase your charisma levels, turn more leads into sales!

BULLET LIST VS PARAGRAPH TEXT

Find out if making copy more scannable will get you more sales

Project details:

Project details:

PLACEHOLDER TEXT *VS* NO PLACEHOLDER TEXT

Try placing words such as “type here” within text boxes for clearer instructions



BIG IMAGES VS SMALL IMAGES

Applies especially for eCommerce product pages, experiment with different sized images

КАК ДА НАПРАВИМ ПЛАН ЗА А/В ТЕСТВАНЕ?

СПИСЪК С ХИПОТЕЗИ (ОБРАЗЕЦ)



№	ХИПОТЕЗА	БЕЛЕЖКИ	ОЧАКВАН ЕФЕКТ И ПОТЕНЦИАЛ	TIME TO IMPACT	SCORE
1.	Червеният СТА бутон ще доведе до повече конверсии.	Източник: проучване ХХХ от сайт УУУ	50-200% увеличение на конверсията Score: 6	2 седмици Score: 5	6 * 5 = 30
2.					
3.					
4.					
5.					

Очакван ефект: колко си представяме, че ще се подобри даден параметър

Потенциал: „на око“, от 0 до 10.

Time to Impact: от 0 до 10 (по-голямото число = по-кратък срок.

Сортираме по Score, DESC и в този ред нареждаме тестовете в плана.

ПЛАН ЗА ТЕСТОВЕ (ОБРАЗЕЦ)



№	ХИПОТЕЗА	СТРАНИЦА	ВАРИАЦИЯ	НАЧАЛО	КРАЙ	БЕЛЕЖКИ
1.	Червеният СТА бутон ще доведе до повече конверсии.	/ojts	Червен СТА бутон.	17.05.17	27.05.17	Ще се използва FB реклама за повече трафик и постигане на валиден тест.
2.						
3.						
4.						
5.						

УПРАЖНЕНИЕ

МОДУЛ № 4

УПРАЖНЕНИЕ:

1. Да създадем списък с 5-10 хипотези (таблица 1).
2. Да подготвим план за тестване (таблица 2).
3. Да създадем първия тест със софтуер по избор.



ДОМАШНА РАБОТА

МОДУЛ № 4

ДОМАШНА РАБОТА

1. Довършваме упражнението.
2. Предаваме документа с попълнените данни.
3. Преглеждаме ресурсите.



ВЪПРОСИ И ОТГОВОРИ

ВЪПРОСИ И ОТГОВОРИ

SLIDO.COM

#LPO

СТУДЕНТИ НА SOFTUNI DIGITAL - ЦЯЛОСТНА ПРОГРАМА

<https://www.facebook.com/groups/SoftUniDigital/>

#emailmarketing

@borilbogoev

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**БЛАГОДАРЯ
ЗА ВНИМАНИЕТО!**