Landing page multivariate Testing to revive an under performing website by Valuebound

Article published on August 13th 2012 | Web Design

So, you have done all the right things to have a properly functioning website. You have invested in user testing, developed your website using quality code and information architecture, have applied analytics to your site. However, even after doing everything, you aren't getting the results that you need to increase your sales, or to achieve your business goals.

There are a lot of times that we have to talk to some clients off the edge, who want to re-develop their existing sites or want to abandon their entire website because they weren't hitting critical performance indicators. The thing is that websites and user behavior aren't like - all or nothing. Sometimes they are can be - a bit of this and a bit of that. This means that you donâ€™t need to change everything but small changes, multivariate, can also make a big difference to bring you success, but the thing is that you need to know which changes to make.

In case your website is underperforming, we can understand the pain you are experiencing. Thereâ€™s a lot of expectations and hope when you invest to create your website and its landing page, but before you decide to kill your website, first consider a less drastic procedure.

Using A/B testing as a rescue tool

Before starting all over to create a site afresh, give A/B testing a shot. It can need a little bit of patience, because in order to succeed with A/B testing, you are required to test one element at a time. However, the good thing is that it is less expensive than a rebuild procedure and provides greater insight into your users along the way.

As A/B Testing / Multivariate relates to web properties, it thus employs the scientific technique of experimentation to a single element or layout of a web page. While A (or control) refers to the existing element or layout; B refers to the updated treatment of the same element.

The following are some high-level guidance to help you out to deploy an A/B testing in order to determine which version of your website users like better:

Gather baseline metrics.

Distribute user traffic equally between both versions at the same time.

After the predetermined number of users or percentage of site traffic has visited each version, assess results using the metrics most closely tied to your KPIs (conversion rate, bounce rate, etc.) to decide on which one is more successful.

Deploy the most successful version for use on your site.

Repeat as required.

Online Tools

If you are not too inclined to implement a custom A/B testing framework, then there are tools that can help you out. We have provided a short list below, which consists of some online tools and services that simplify A/B testing:

Web Trends Optimize - http://webtrends.com/products/optimize/

monetate - http://monetate.com/

Visual Website Optimizer - http://visualwebsiteoptimizer.com/

Vertster - http://www.vertster.com/howitworks

HeadMetrics - http://headmetrics.com/

Google Web Optimizer - http://www.google.com/analytics/siteopt

Optimizely - http://www.optimizely.com/

Conclusion

Now, choosing what to test really depends on your goals. For instance, if your goal is to get more registered users for your site, then you should probably test the call-to-action. You can test the color, placement, or size, but keep in mind that youâ€™ll get better results, if you test one element at a time. You should also consider to the length of your sign-up form and the types of input fields being used. In this way keep on testing all the relevant elements. A/B testing is a constant process of improvement, which actually helps to get what you want by realizing the root cause of problem and fixing it. Give it a try to renew and revive your website rather than just dumping your precious investment.

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Article Keywords:
valuebound,drupal,software solutions

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