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The A/BCs of Analytics Testing
Presenting on...

Two New Services!

• Heatmapping + Analytics
• A/B Testing
What can we do?

**Heatmapping**

- Track users’ website visits on a page
- Uses a color key to indicate activity
Additional Tracking

Scrollmap

• Shows how far people scroll down a page
Additional Tracking

Overlay Report

- Shows how many people clicked on each element and where click trends are on the page
Additional Tracking

Confetti Report

• Shows individual clicks and data about them
What is the purpose?
Like scientists, we use these maps to make hypotheses.
What button color gets more clicks?
Will moving this section down make people stay on this page longer?
Will changing this photo get more conversions?
And like scientists, we want to test these hypotheses.
Introducing A/B (variant) testing...

A/B Testing
What’s in it for you?

Why does this matter?

• We can do this for you!
What’s in it for you?

We set up and evaluate your analytics.

• Google Analytics
• Heatmaps
• Scrollmap
• Etc.
What’s in it for you?

We create a variant of your website.

• Based off your analytics, we see what might perform best.
• You get a list of adaptations.
What’s in it for you?

We run the test.

• We run a two-week test where visitors are shown the original and variant 50% of the time.
What’s in it for you?

We make recommendations.

• We’ll share what we noticed and how you can improve your site.
What do you need to do?

Just reach out and relax.

• We handle the:
• Tracking
• Testing
• Recommendations
Interested? All Apollo 2 sites are eligible.

Get started.

Apply for mapping and testing on the Web Services website.

tinyurl.com/ufhealthtest

Go to Website Design/Support > Project Request

Don’t forget to check out our other user testing services. Visit webservices.ufhealth.org/services/usability-reviews-and-testing.