

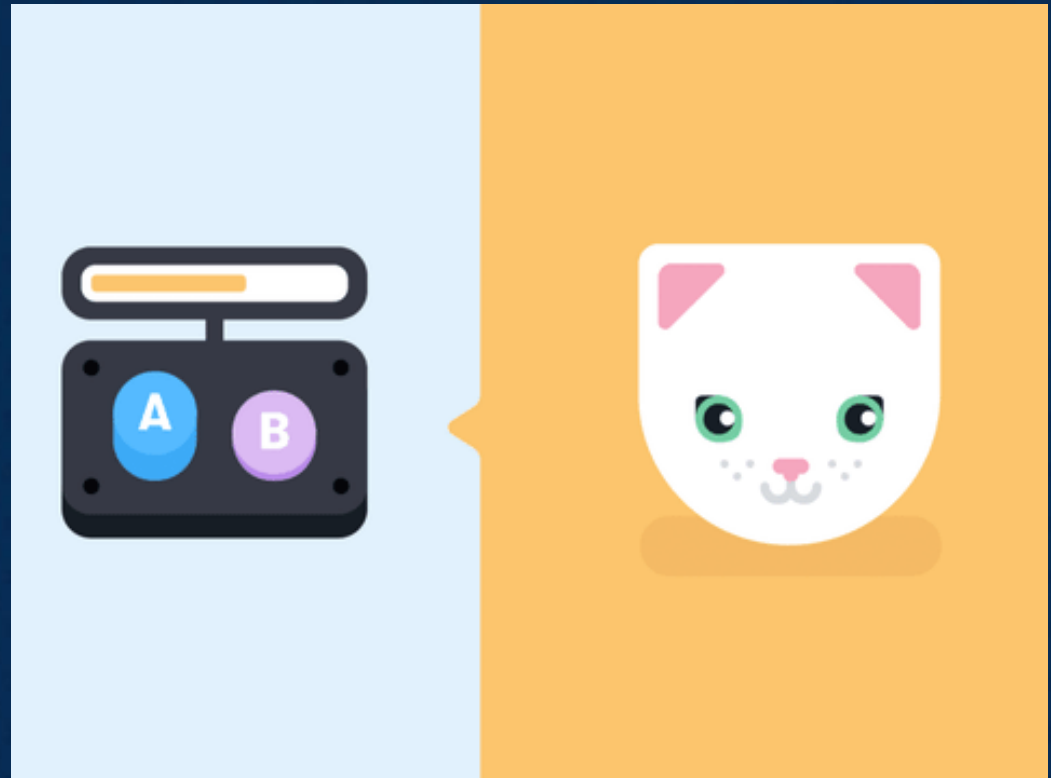
Nicole Wiesenthal, Web Marketing & Communications Specialist

The A/BCs of Analytics Testing

Presenting on...

Two New Services!

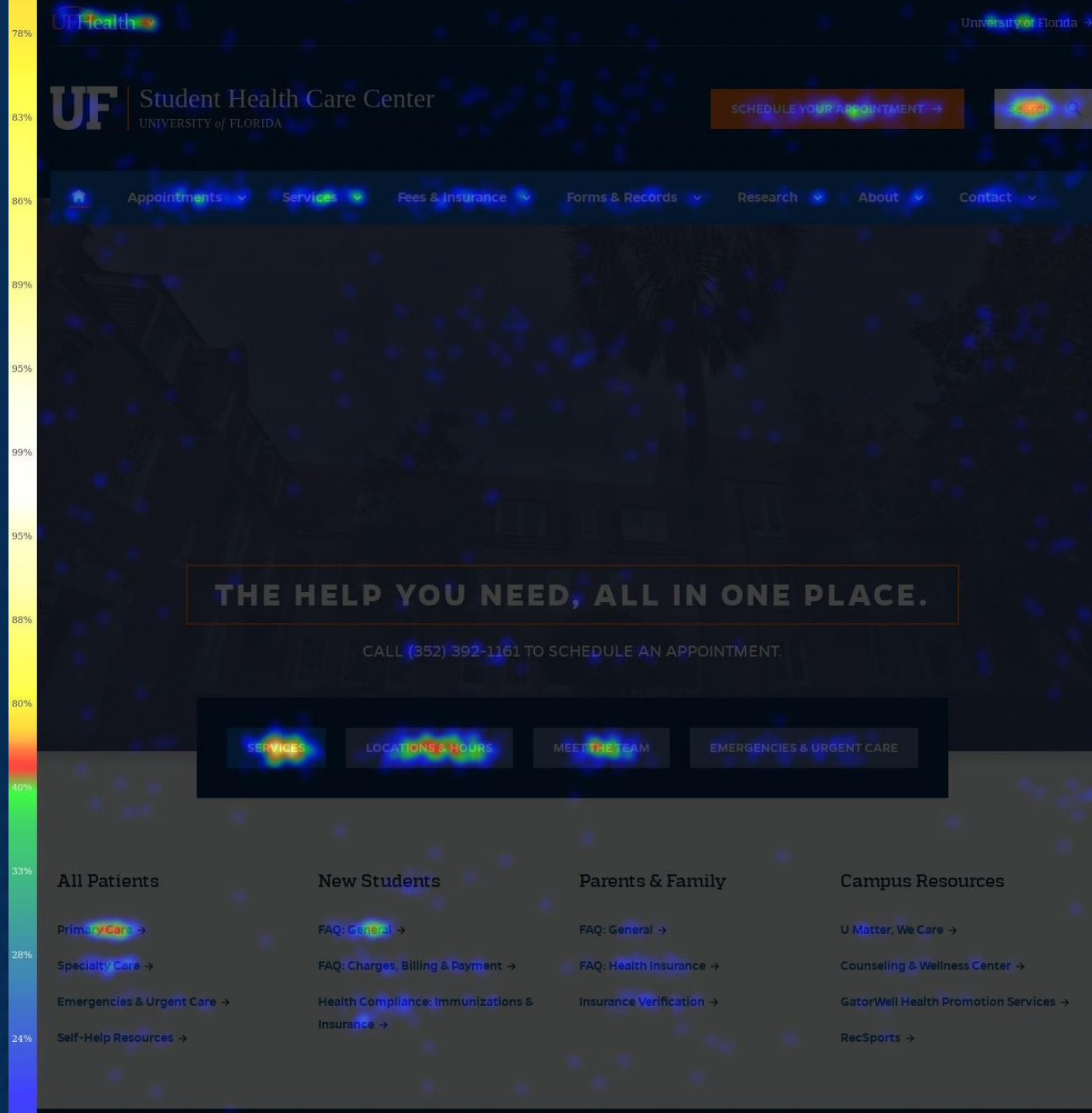
- Heatmapping + Analytics
- A/B Testing



What can we do?

Heatmapping

- Track users' website visits on a page
- Uses a color key to indicate activity

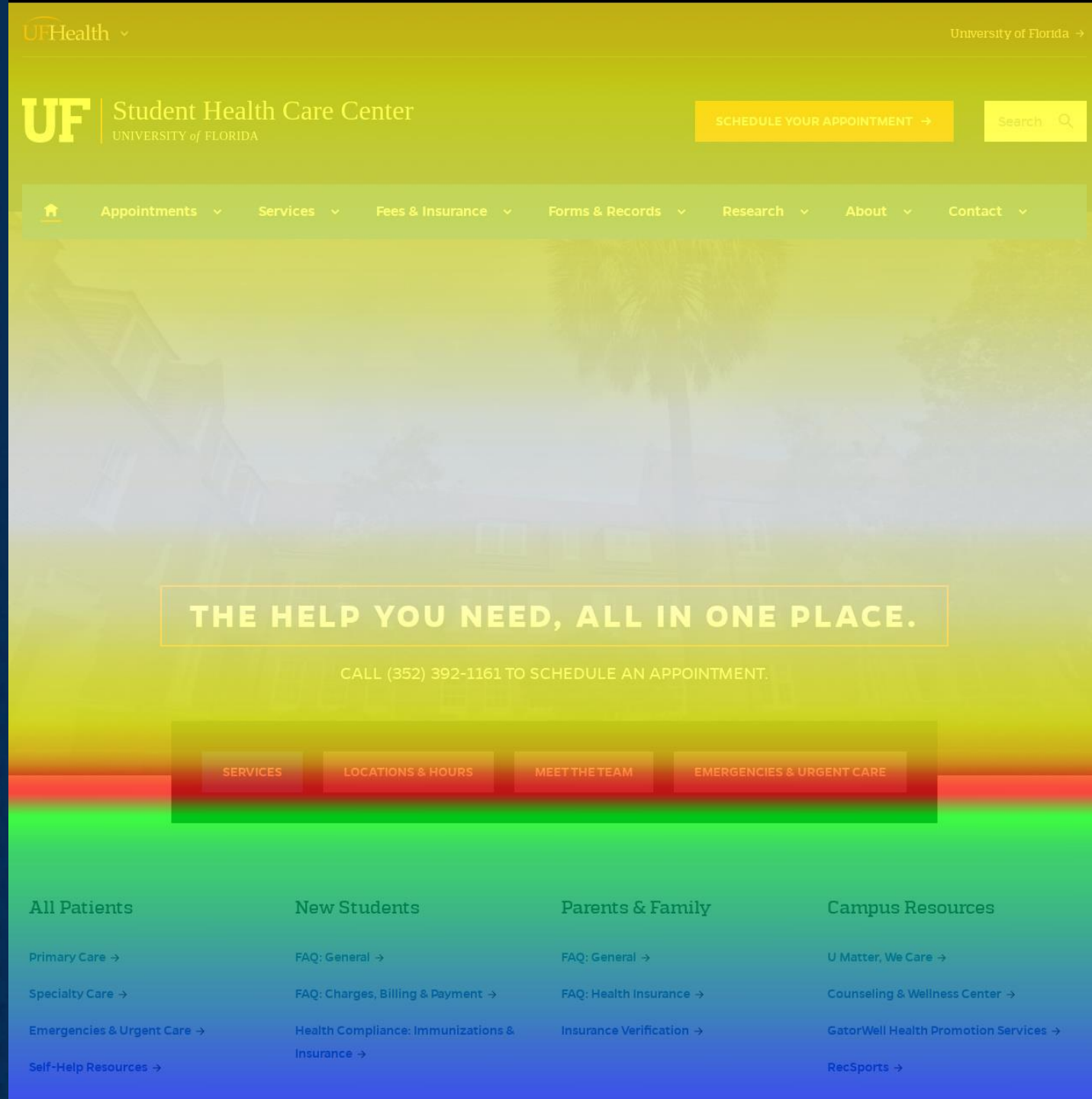




Additional Tracking

Scrollmap

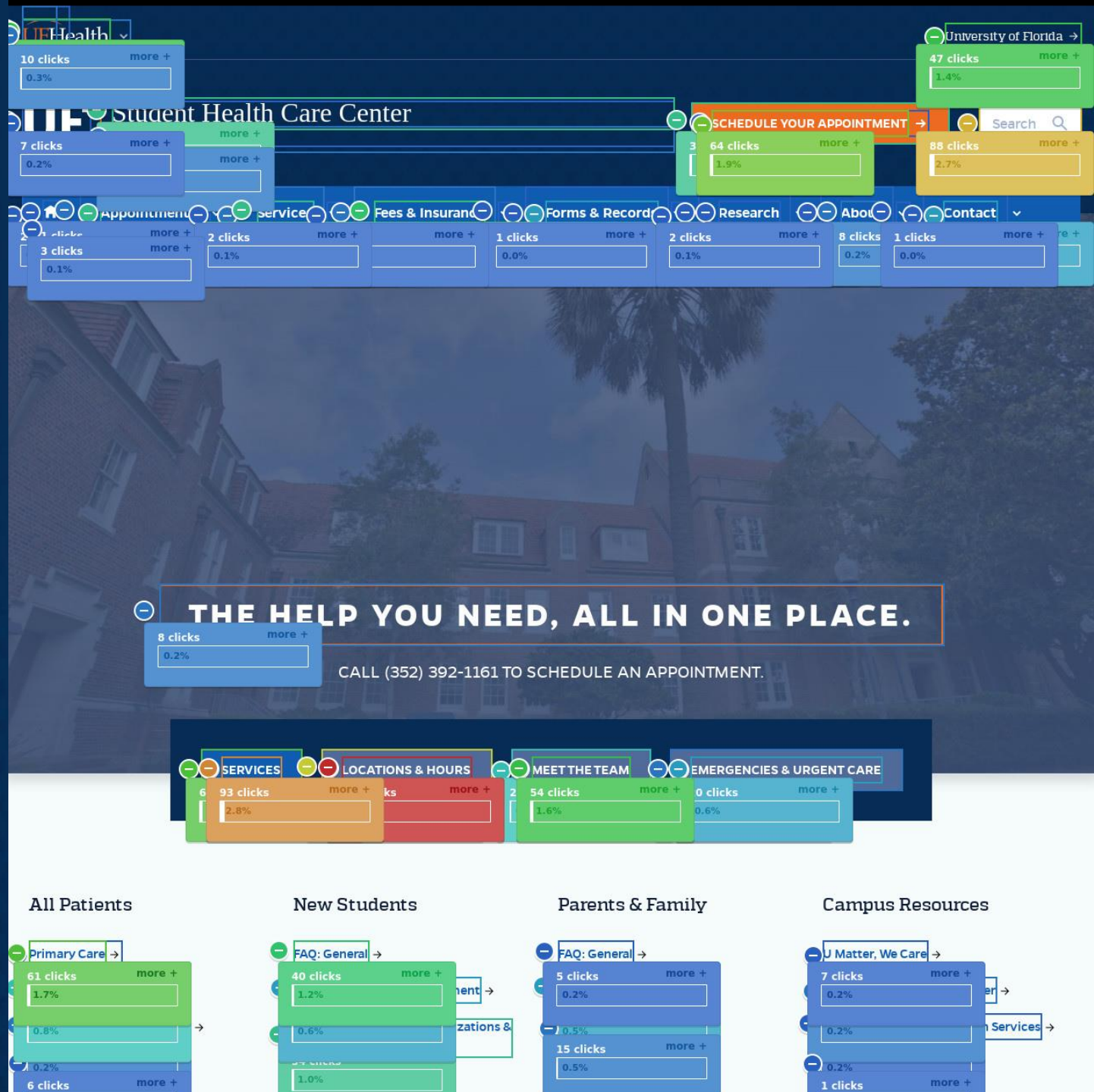
- Shows how far people scroll down a page



Additional Tracking

Overlay Report

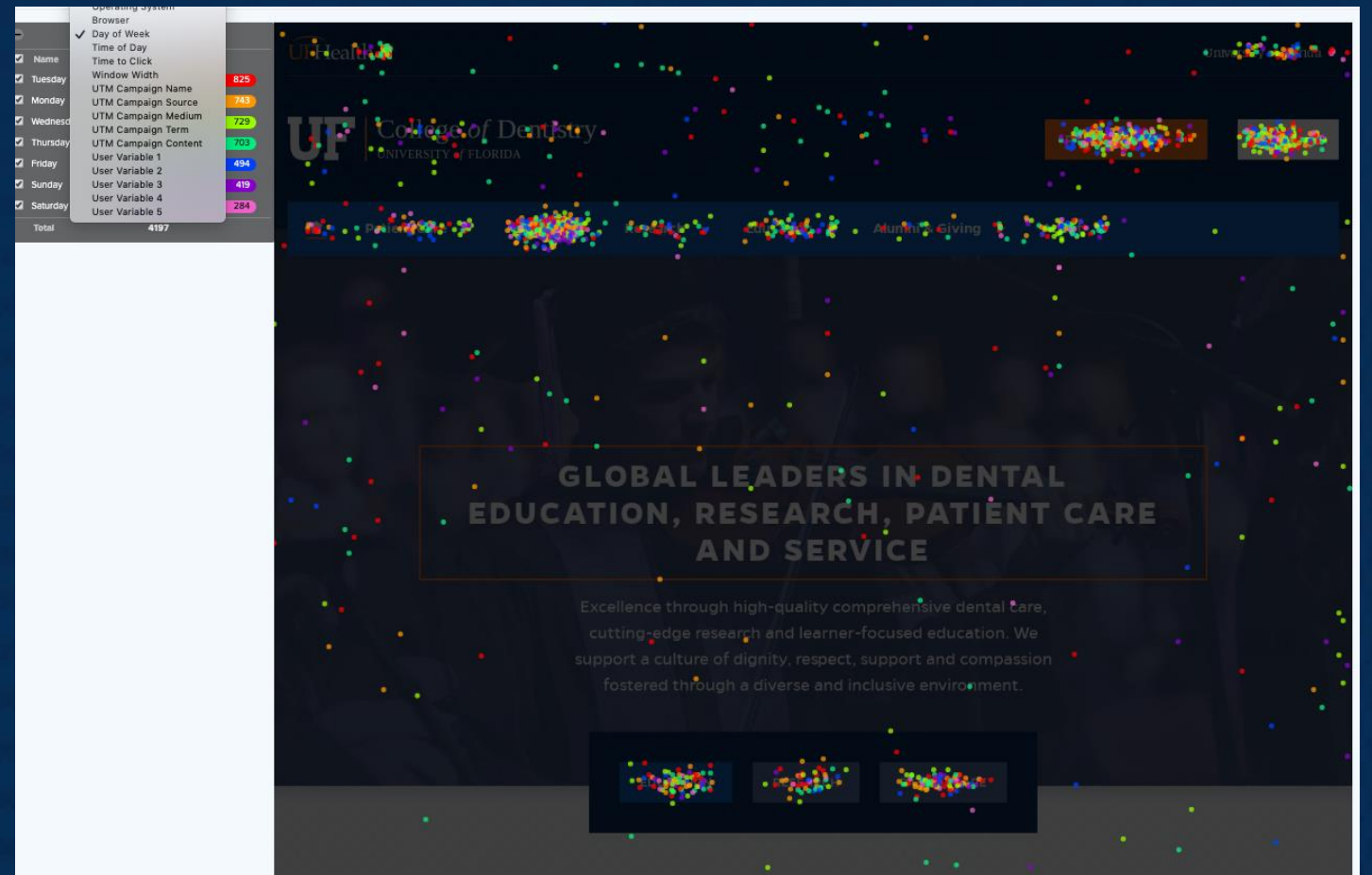
- Shows how many people clicked on each element and where click trends are on the page



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?

The image displays two side-by-side versions of the Performable website, illustrating an A/B test for button color. Both versions share the same layout, including the Performable logo, navigation links, a main headline, a sub-headline, a screenshot of the software interface, a list of features, and a 'Get Started Now!' button.

Left Version (Green Button):

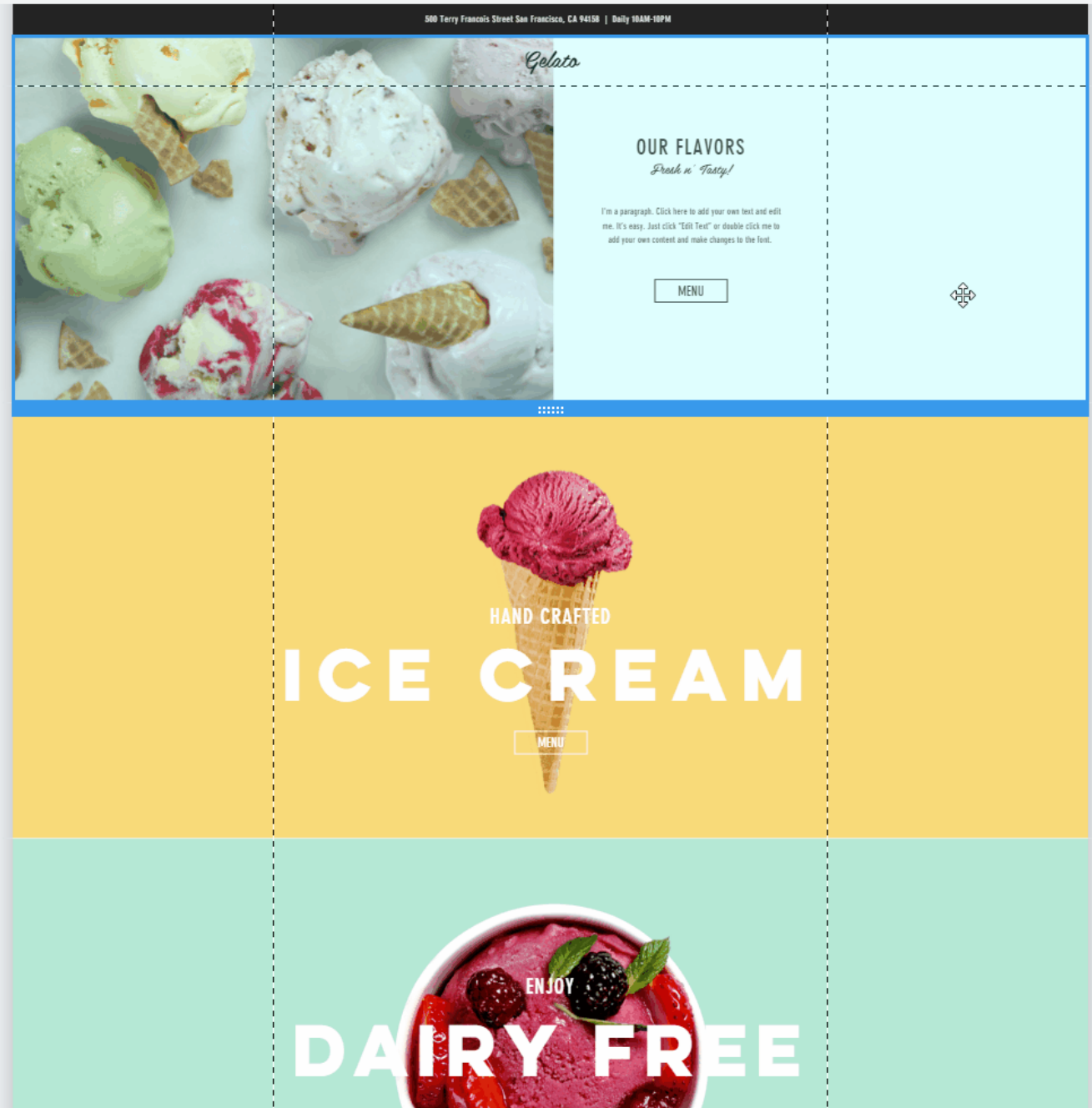
- Headline: Stop closing the door on potential customers. Get your message right with Performable.
- Sub-headline: Create beautiful landing pages, measure your conversions, and continuously improve your message over time.
- Button: Get Started Now! (Green)
- Features:
 - Make more money from your ad traffic: Start with your ad traffic in a second. Show them your best offers in a targeted landing page instead.
 - Acquire more business leads: Increase your conversions with lead generation forms, and get more leads from your website.
 - Get more subscribers to your newsletter: Create a great newsletter sign-up page for landing and website conversions to that can add more leads.
 - Sell more product using targeted video pages: Adding a video to your landing page can increase engagement & sales. Create this now in just 10 minutes.
 - Optimize your Google Adwords campaigns: Be better and optimizing your Adwords campaigns, you'll get more conversions over time.
 - Improve your web site contact form: Increase the number of people who request your sales services by optimizing your contact forms.

Right Version (Red Button):

- Headline: Stop closing the door on potential customers. Get your message right with Performable.
- Sub-headline: Create beautiful landing pages, measure your conversions, and continuously improve your message over time.
- Button: Get Started Now! (Red)
- Features: (Identical to the left version)

A large blue arrow points from the right side of the image towards the red 'Get Started Now!' button, indicating the focus of the test.

Will moving
this section
down make
people stay
on this page
longer?



**Will changing
this photo get
more
conversions?**

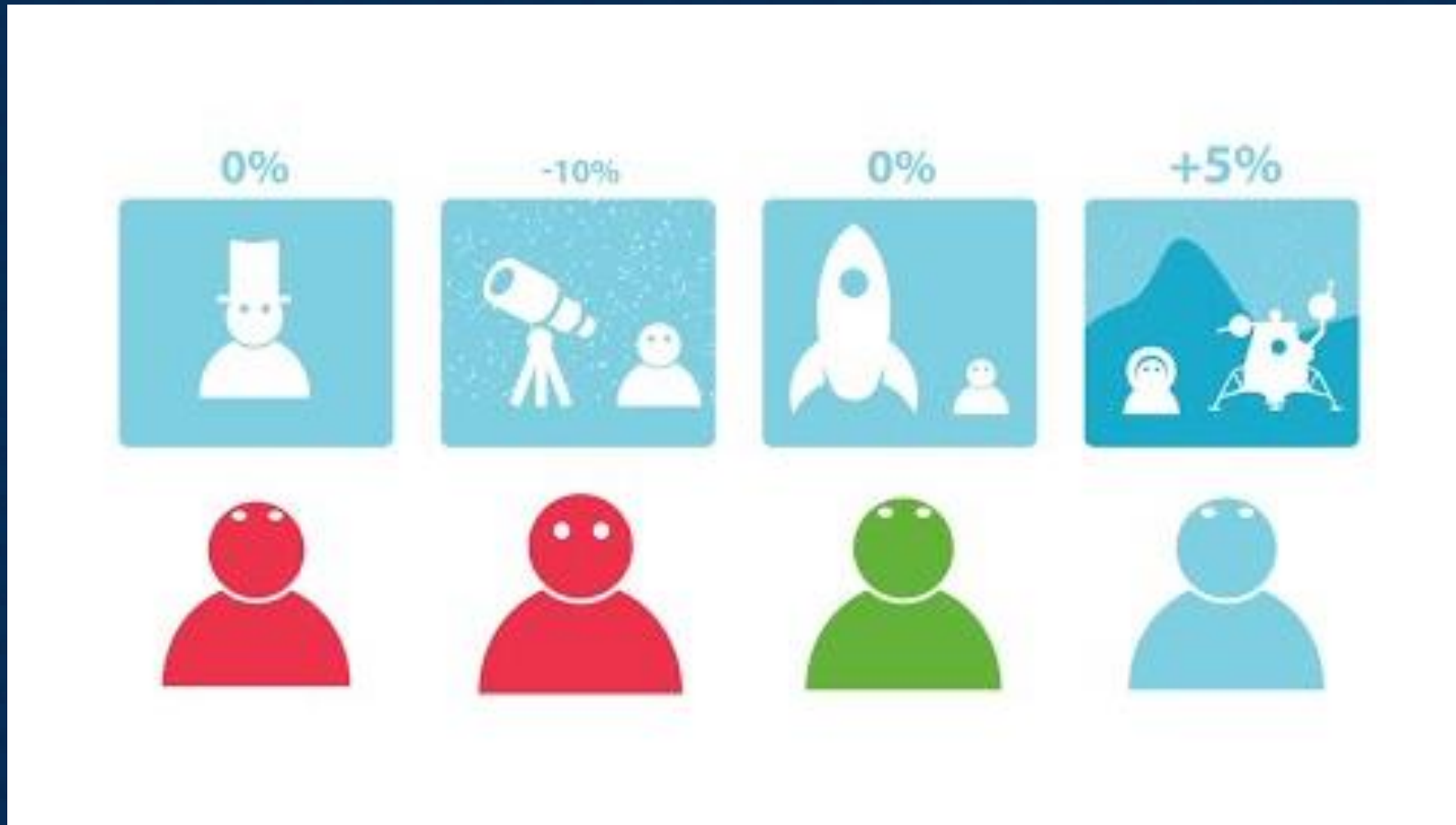
The image shows a screenshot of a website editor interface. The top navigation bar includes 'Marketing', 'Dashboard', 'Contacts', 'Content', 'Social', 'Reports', and 'Productivity'. Below this, there are options to 'Back to website pages', 'Content', 'Settings', and 'Publish or Schedule'. The main content area features a background image of a desk with a laptop, a smartphone, a coffee cup, and magazines. Overlaid on this image are four circular progress indicators with the following values: 95% (Project Win Rate), 71% (Client Retention), 41% (Annual Growth), and 88% (Up Time). Below the statistics, there is a text block: 'Statistics Reinforce Your Solutions & Provide Credibility. Use this area to highlight some of your company or personal stats. You are an authority and a trusted solution provider in your industry. Show them why.' At the bottom of the editor, there is a product advertisement for 'Launchpad Canopy' featuring a smartphone displaying a graph and the text: 'Launchpad Canopy Allows You To Customize Everything. Choose from an unlimited amount of colors, utilize a...'



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?

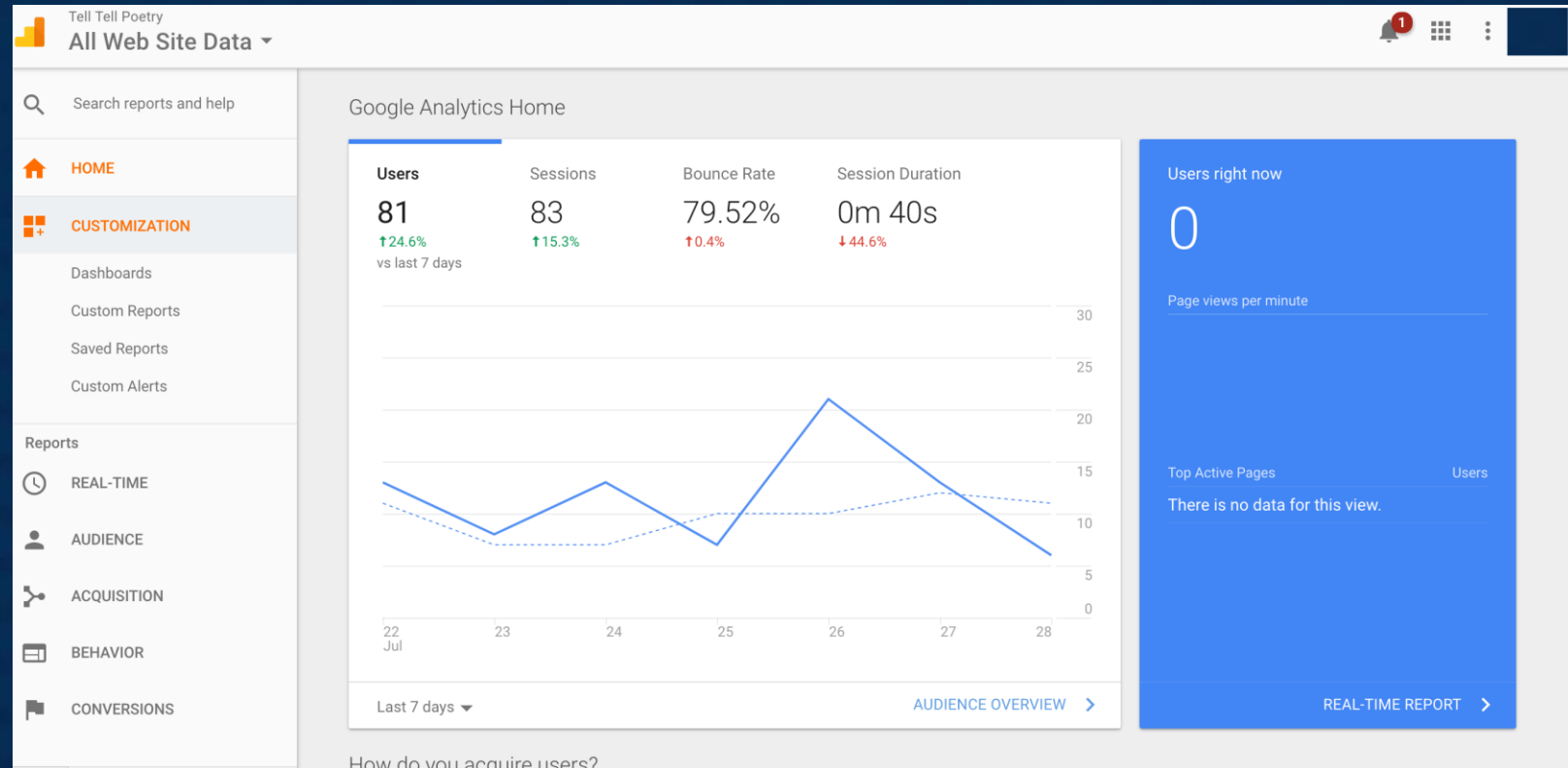
- We can do this for you!



What's in it for you?

We set up and evaluate your analytics.

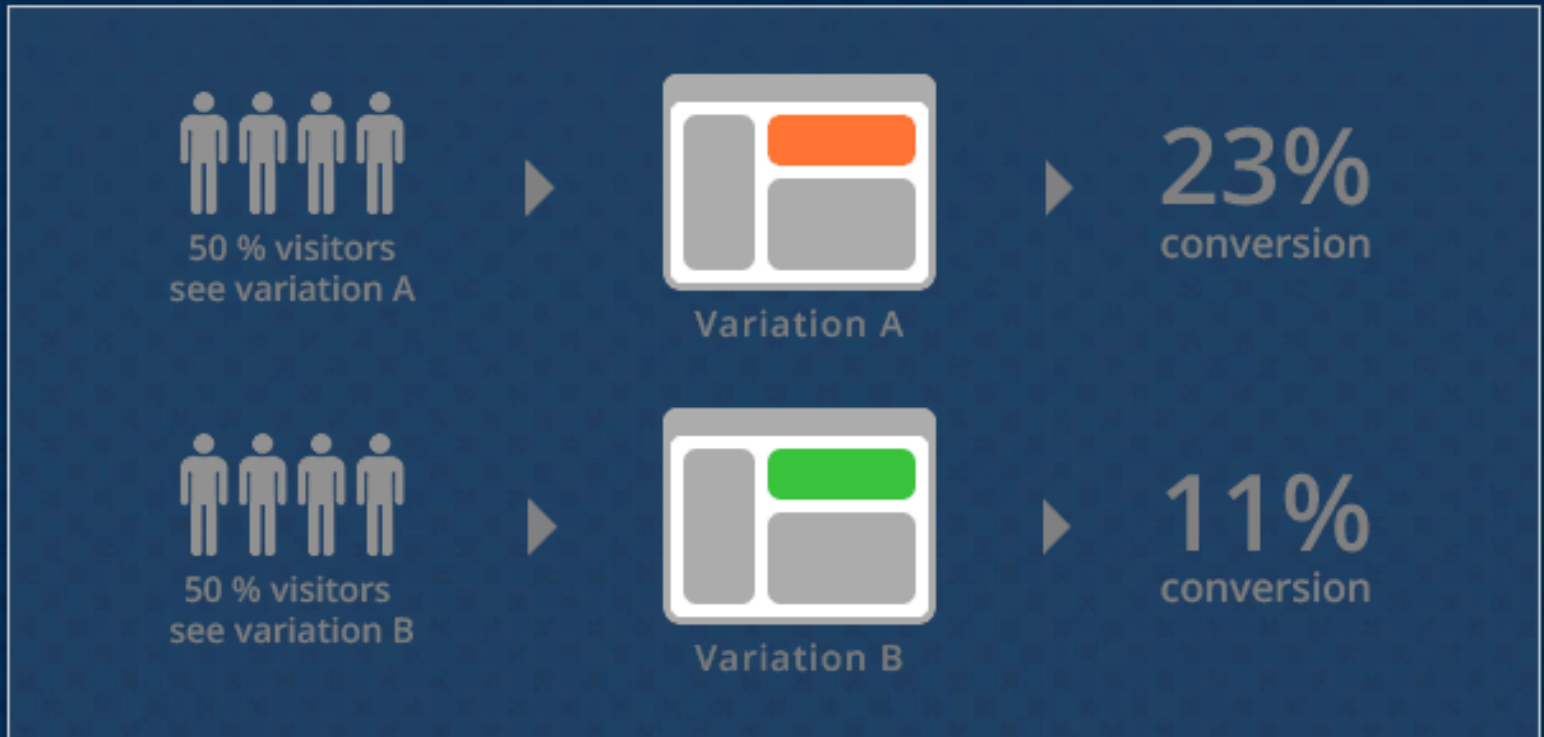
- Google Analytics
- Heatmaps
- Scrollmap
- Etc.



What's in it for you?

We create a variant of your website.

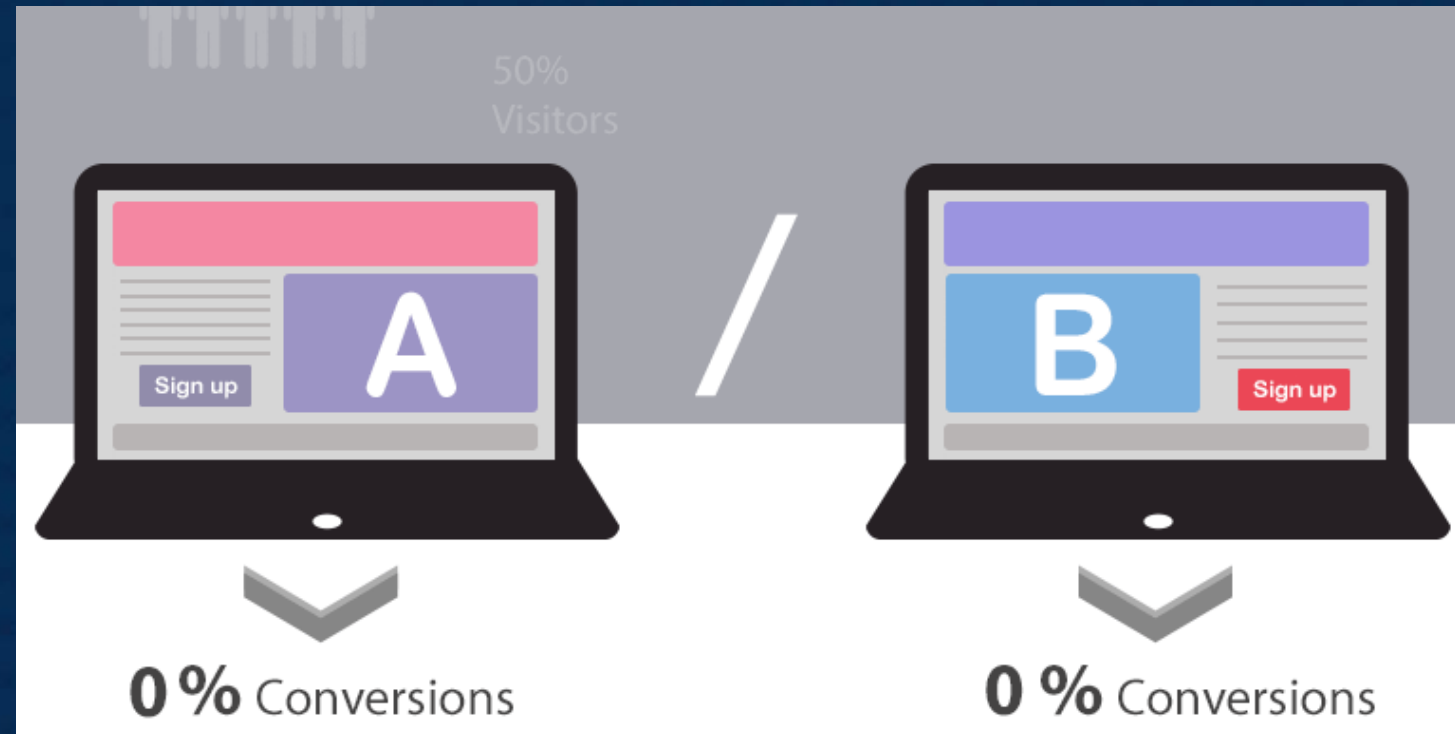
- Based off your analytics, we see what might perform best.
- You get a list of adaptations.



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.



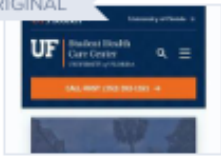
What's in it for you?

We make recommendations.

- We'll share what we noticed and how you can improve your site.

Test Variants

ORIGINAL



Control

This is your original design and acts as a baseline to compare your other variants against.

Duplicate this variant

23% of total traffic
758 visitors
38 visits
5.01% conversion rate

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BEST SO FAR



Variant 1

Added a month ago

Retire · Duplicate this variant

77% of total traffic
1251 visitors
96 visits
7.67% conversion rate

53.07%
improvement



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.