ONLINE TESTING ESSENTIALS

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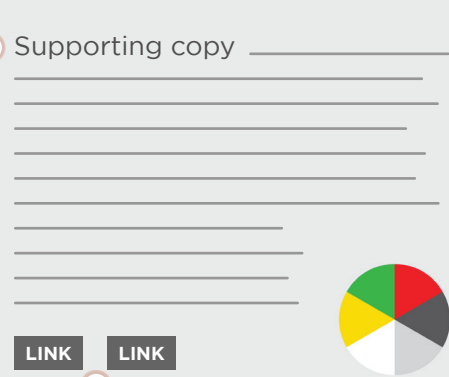
COPY
Supporting copy can strengthen a solid call to action. Change up this copy to highlight different aspects of your product and test how it affects your conversions.

TIP
Use KISSmetrics to A/B test your landing pages and easily view their performance with the best conversion funnels in the business.

YOUR HEADLINE
Supporting copy

BUY TODAY!

LINK   LINK

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.

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.
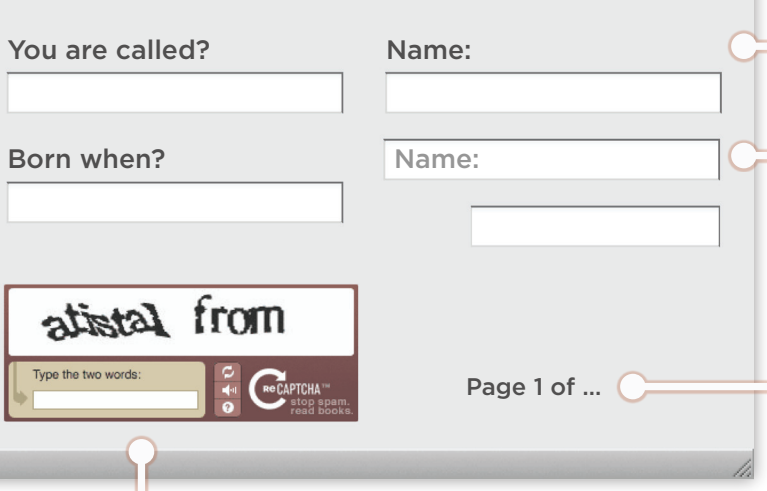
2. TEST YOUR SIGNUP FORMS

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 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.

3. TEST YOUR PPC CAMPAIGNS

PPC = Pay-per-Click.

HEADLINES
Run two ads with the same body text but different headlines to isolate the effect they have on clicks or conversions.

DESTINATIONS
Experiment with sending clicks to different landing pages. Try to make your landing pages as targeted to the sending ad as possible.

#1 BUY OUR WIDGETS!
We stock the best widgets in the area—at the best prices!

#2 WE HAVE THE BEST WIDGETS!
We stock the best widgets in the area—at the best prices!

#1 BUY OUR WIDGETS!
yoursite.com/ourwidgets

#2 WE HAVE THE BEST WIDGETS!
yoursite.com/bestwidgets

#1 BUY OUR WIDGETS!
We stock the best widgets in the area—at the best prices!

#2 BUY OUR WIDGETS!
Need widgets? Look no further! We stock them all!

#1 BUY OUR WIDGETS!
yoursite.com

#2 BUY OUR WIDGETS!
yoursite.com/widgets

COPY
Run two ads with the same headline but different body text to find out its effect on clicks and conversions.

TIP
Use KISSinsights to find out what copy and keywords are attracting customers, and use them in future ads.

DISPLAY URLS
Test different domain formats to determine what display URL attracts the most clicks.

4. TEST YOUR MEDIA BUYING CAMPAIGNS

SALES COPY
The copy used to attract clicks should be varied and tested to find the optimal message for every unique ad in display.

DISPLAY WEBSITES
Try displaying your ads on a wide variety of websites and test the responsiveness of each site's audience to build an optimized display network.

TIP
KISSmetrics can track which combination of displays ads and landing pages are producing the best ROI.

Sales copy
Click here

YOUR CREATIVES
The nature, design, and color of your banner ads should be constantly tested for clicks and resulting conversions.

#1 GREENWIDGET.COM   CTR: 1.5%

#2 BLUEWIDGET.COM   CTR: 0.8%

#1 BUY THE GREEN WIDGET!
yoursite.com/greenwidget

#2 BUY THE BLUE WIDGET!
yoursite.com/bluewidget

DESTINATIONS
Like your pay-per-click campaigns, different display ads deserve unique pages optimized for your sales messages.

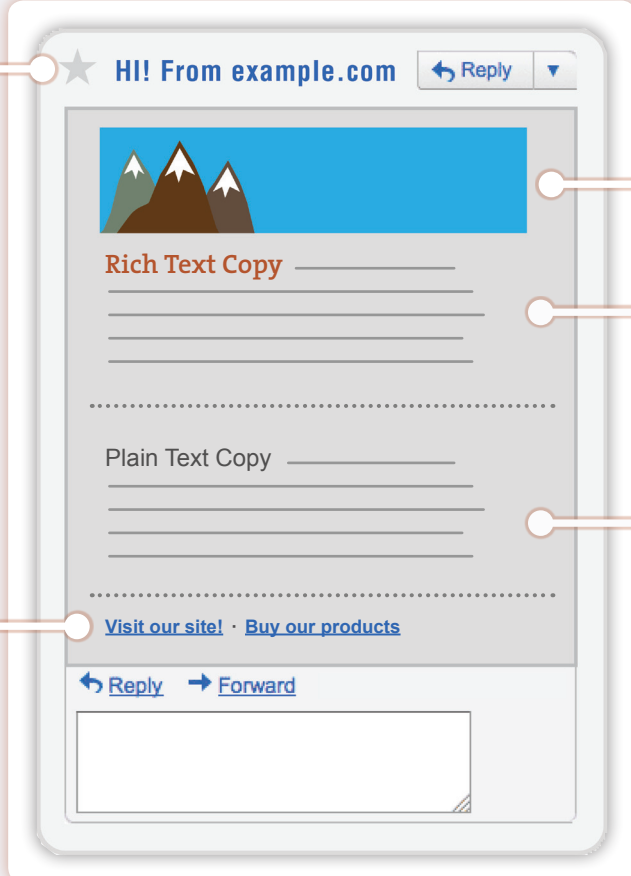## 5. TEST YOUR EMAIL CAMPAIGNS

OPEN RATE
Test different subject lines and text formatting to achieve the highest possible open rate.

TIP
You can also use KISSmetrics to track which layouts, calls-to-action and link text perform the best for all your email campaigns.

DESTINATIONS
Landing page destinations should reflect the same sales message conveyed in your email messages. Test different on-page elements to improve conversions.

HI! From example.com   Reply

Rich Text Copy

Plain Text Copy

Visit our site! Buy our products
Reply   Forward

EMAIL COPY
The sales copy you use in your email will determine how many recipients click through to your website, and how many of those visitors become customers. Experiment with different copy variations and test the effectiveness of each one. Test to see which one works best for you.

RICH VS. PLAIN TEXT
Experiment with both graphically-enhanced "Rich Text" and text-only message. See which format your subscribers respond to the most.

PEOPLE PAY YOU. NOT PAGEVIEWS.