The "C.R.E. Methodology"

1. Determine the stakes of the game
   - Understand your business goals and the specific problem or opportunity you are facing.
   - Set clear, measurable objectives for your experimentation strategy.

2. Understand (and tune) existing traffic sources
   - Analyze your current traffic and conversion data to identify areas for improvement.
   - Optimize existing pages and offers to capture more value from existing traffic.

3. Explore the hidden wealth in your business
   - Use tools like KISSmetrics to gain insights into how visitors interact with your site.
   - Identify bottlenecks and opportunities for improvement.

4. Create your experimental strategy
   - Define a clear hypothesis for each experiment.
   - Choose the right A/B testing tool and set up the experiment. A typical KISSinsights survey can help you formulate your hypotheses.

5. Design your experimental web pages
   - Develop wireframes that captivate your target audience.
   - Test the wireframes to ensure they are persuasive and user-friendly.

6. Carry out experiments on your website
   - Implement the experimental pages on your site.
   - Use A/B testing software to calculate which version of the page performs better.

7. Carve out experiments on your website
   - Repeat the process of hypothesis, wireframing, and testing with each new experiment.

8. Transcribe your winning combinations into other media
   - Take the insights from winning experiments and apply them to your offline marketing efforts.

Conclusion

If a particular offer performs well in your own marketing efforts, you can give it a trial run and see how it does in a broader context.

A winning landing page can be adapted for offline media. A winning headline for your AdWords campaigns (or vice versa).

Wanna hear a secret? The "C.R.E. Methodology" is a well-defined, systematic approach to conversion rate optimization. It doesn't involve shoot-from-the-hip guesswork, and it doesn't have a magic bullet. It's a process that requires persistence and a willingness to learn from each experiment. It's great platform for A/B tests, and it can help you formulize your hypotheses.

The C.R.E. Methodology will help you identify which parts of your business your customers are saying in social media and on review sites. They can help you determine which changes need to be made. Bold research, and prioritize those big, bold, targeted ones that will grow your business in the shortest time.

The C.R.E. Methodology is iterative. Subsequent experimental plans will be based on the outcome of the previous experiments. Each improvement builds upon the success of the previous ones. After each split-test, it's important to "zoom out" and look at the whole conversion funnel again, to determine which part of the business you should focus on next.

Conversion Rate Experts and KISSmetrics have a working business relationship with each other. They have used it to measurably grow some of the web's most prestigious and successful companies. Enjoy!