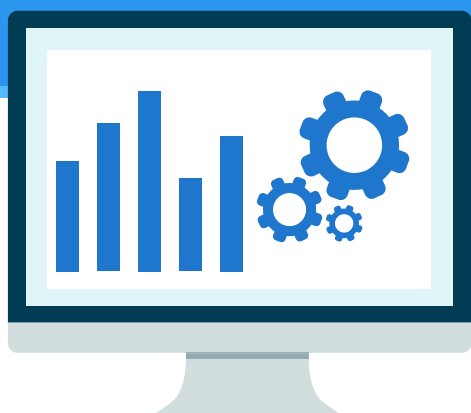


36 TESTS TO IMPROVE YOUR ONLINE REVENUES, CUSTOMERS, AND LEADS




Running live experiments on your site is the best way to test what will resonate with your customers and what won't. The key to success is trying different experiments to optimize your site based on how your customers actually shop.




SITEWIDE TESTS


These test ideas can be tried on any page of your site.




Add a phone number to the header




Add an address to the header




Offer free shipping




Highlight return policy




Change search bar appearance



Move key info to the site footer



Try different email signup incentives



Use personalization for custom offers



Prominently display your top selling products



Pause (or remove) your homepage image slider



Display only one clear call to action



Try different variations of your brand's value proposition



Simplify the content on your homepage



Remove any content that slows down page load time




HOMEPAGE TESTS

Your homepage is the most important place to help your customers get started down the purchase funnel.




PRODUCT CATEGORY TESTS


Run these tests to dial in the right mix of content and organization for your customers.




Add sorting options




Add filters based on use cases




Display price and product rating stars



Use large, high resolution images



Experiment with category naming conventions



Use personalization to display relevant categories



Use large, high resolution product images



Display customer reviews higher up on the page



Remove social sharing icons



Test different feature / benefit callouts



Show product sizing charts on the page



Modify lengths of product description copy



Provide back-in-stock inventory signup option



Change "added to cart" messaging and display




PRODUCT PAGE TESTS

These tests will help you put the right content in the right places to help your customers buy.




CART PAGE TESTS


Use these tests to help keep your customers on track with an optimized checkout flow.



Test single page checkout




Try defaulting to guest checkout




Add security badges to your checkout page




Present an exit intent popup




Upsell products related to what's in the cart



Remove or hide your coupon code field



Try a live chat option



Use remarketing / abandoned cart emails to increase return visits

The Good are conversion rate experts who deliver more revenues, customers, and leads. We have helped brands like Nike, Xerox, Easton, and Klean Kanteen drive sales and ensure proper revenue realization from their ecommerce and lead conversion efforts.