No matter what business you’re in, converting prospects through the marketing funnel equals revenue. Whether you want customers to download, register or buy, you want your conversion rate to be the highest it can be. The best way to achieve this is through testing variations of content to know for certain what drives conversions.

Working with global brands for more than 20 years, Webtrends knows what it takes to get the best results and highest possible conversion lift from a digital testing and optimization strategy. Following are our top 10 tips for optimizing your conversion funnel.

**Tip 1: Develop a rich collection of test ideas**
- Use analytics, heat maps, webtrends expertise and user testing against your own website to identify areas of improvement.
- Rank all possible user actions on your site. Work toward maximizing the highest value actions. Would you give up 10 “privacy policy” clicks for one “buy now” click?
- Evaluate competitors’ websites: what works, what doesn’t?

**Tip 2: Know your numbers**
- Define what “conversion” means. It should translate to one measurable metric, such as click-through rate.
- Understand the status quo. Identify a baseline metric and test against this as a control. (E.G., “Current click rate is 3.4%.“)
- Identify a hypothesis and target goal. How much do you think you will be able to lift your baseline through testing? (E.G., “Desired click rate is 5% and expected lift is a 47% increase.”)
Tip 3: Share the fun
• Bring others into the testing process early on.
• Generate excitement about new test ideas. Place bets!
• Be a leader and share what you’ve learned across your company.

Tip 4: Test, don’t guess
• Test it all: shopping carts, landing pages, social campaigns, across the entire site, etc.
• Test by removing elements as well as replacing them.
• Don’t assume website enhancements or new designs produce better results. Include testing as part of rolling out website changes.
• Transform your organization to one driven by testing.

Tip 5: Segment and target your customers
• Identify your most common segments (returning users, mobile users, etc.)
• Test and optimize different content within each segment.
• Serve winning content to your customers based on segments.

Tip 6: Stick to your testing schedule
• Missing one milestone pushes back all the others.
• If the test plan is put on pause, it’s difficult to pick it up again.
• Always remember: testing lifts revenue.
Tip 7: Test more than one page
- Testing a wide variety of pages gives you a clear picture of user flow.
- Lessons learned on one page are not necessarily true on another.
- You can grow your revenue lift by continuing to test.

Tip 8: Create distinct test variations
- Forget subtle. Be bold!
- What you’re testing should be immediately apparent.
- Similar content yields similar results; distinct content gives you clear understanding.

Tip 9: Test across digital channels
- If you are running facebook campaigns, optimize your facebook landing page.
- If your mobile app uses an interstitial, optimize it for greater conversion.
- Optimize different ad creative or different parts in the conversion funnel.

Tip 10: Stay focused on the big picture
- Remember, whatever you’re testing is just one step in an overarching conversion funnel.
- Before you test, make sure the funnel itself does not have obvious technical or flow issues.
- Pinpoint multiple steps in the flow to test. And test more than one conversion metric.
- Examine your tests from a user’s perspective. Test variations should make sense across the whole funnel.

Want to know more about improving conversions and revenue with testing?
webtrends.com/optimize

Or contact your Webtrends account manager for additional details.
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About Webtrends Inc.

Webtrends helps companies make sense of their customer data to drive digital marketing success. By combining innovative technology with our team of trusted and creative advisors, our solutions are designed to provide actionable insights, increase customer engagement and boost revenue.

We partner with companies at all levels of digital maturity and offer solutions in analytics, audience segmentation, streaming data delivery, remarketing, online testing and targeting, as well as search and social marketing. We work closely with approximately 2,000 global brands including Microsoft, KLM Royal Dutch Airlines, Kimberly-Clark, HSBC, Marks & Spencer, npower, BMW, Toyota, The Telegraph, Lastminute.com, Mindjet and many more.