Pre-launch vs. Post-launch Optimization
Tools for pre-launch optimization

• Online Surveys
• Online Focus Groups
• User Testing
• Eye tracking
Tools for post-launch optimization

- Analytics
- A/B Testing Software
- Heatmap and Mouse Tracking
- Session Recording
- On-site Surveys
The Rules of Behavioral Science

That you already know.
bigger sample size is better
data over time is better
more-recent data is better
blindness:
it’s better if they don’t know they’re being tested.
customers and prospects are better than pretenders
quantitative data is more reliable than qualitative data
You sent a survey to 1000 current customers asking them about their experience buying from your website. 79 of them responded.

- Participants are Blind
- Testers are Blind
- Sample Size n=____ is large
- It’s Behavioral Data
- It’s Quantitative Data
- It’s recent
- It’s collected over time

-----------------------------
Count: _______
Where would you click to Enroll?

Mockup 1

Mockup 2
Where would you click to Enroll?

Mockup 1

Mockup 2

Correct Answers: 15

Correct Answers: 21
Where would you click to Enroll?

Mockup 1

Mockup 2

Correct Answers: 15

Correct Answers: 21

\[
\frac{(21 - 15)}{15} = 40\%
\]
Where would you click to Enroll?

Mockup 1

Mockup 2

Correct Answers: 15

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\[
\frac{(21 - 15)}{15} = 40\%
\]
High-traffic vs. Low-traffic Optimization
Low-traffic Website relay more on pre-launch optimization methods.
Option 1

The eComm event this year where your heart goes boom boom and your checkout page goes ring ring.

Option 2

The most anticipated eCommerce event this year.
## Option 1

<table>
<thead>
<tr>
<th>Chosen</th>
<th>Success Rate</th>
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</tr>
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<tbody>
<tr>
<td>4 Times</td>
<td>16.0%</td>
<td>29.8 seconds</td>
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## Option 2 (Winner)

This alternative is performing better, and the difference is 99% likely to be statistically significant. This means that you can be very confident that it is actually better, and not performing better due to random chance.

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### Option 1

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### Option 2 - Winner

This alternative is performing better, and the difference is 99% likely to be statistically significant. This means that you can be very **confident** that it is actually better, and not performing better due to random chance.

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$2.50 per test subject
study: 5-second test
study: click test
Click Test:
Find Roadside Assistance.

Took 20 seconds on average.
Final iteration.
From 20 seconds to 5 seconds to find roadside assistance.

Source: UsabilityHub.com
question test
Does this company seem reputable?
“It’s as much a collaboration tool as a task tracking tool and I like that, I like it a lot.”

66% Yes
"It's as much a collaboration tool as a task tracking tool and I like that, I like it a lot."

Source: UsabilityHub.com
study:
eye tracking
Evaluating CTAs

Courtesy: Tobii (formerly Sticky.ai)
Evaluating CTAs

Courtesy: Tobii (formerly Sticky.ai)
Evaluating CTAs

83% of users saw your AOI

High impact. Consider the surrounding messaging/imagery of

58% of users saw your AOI

Courtesy: Tobii (formerly Sticky.ai)
Bringing it all Together
Body Language for Entrepreneurs

Use nonverbal communication to increase your income and influence as a business owner. Master body language for success.

⭐⭐⭐⭐⭐ 51 reviews 3215 students enrolled

Do you want to have more business success? Mastering body language is the missing ingredient for many business owners.

Nonverbal communication can not only help you be more effective in your business dealings, but it can also give you an added edge above competitors.

93% of our communication is nonverbal.

But we rarely think about our body language when dealing with clients, investors or at networking. We think about what we are going to say, but we don’t consider how we say something. Research shows how we say something is even more important than what we say.

This course is made up of 6 areas every entrepreneur needs to master: 

Customer Relations:
- Building Rapport
- Successful Selling
- Winning Client Relations
- Customer Validation

Your Nonverbal Brand:

Vanessa Van Edwards is a published author and behavioral expert. As an acclaimed writer and behavioral investigator, Vanessa specializes in human lie detection and body language. Her company, the Science of People and unique approach have been featured in CNN, Forbes, Business Week and the Wall Street Journal and she is sought after consultant and speaker for companies all over the world.
In Practice

User Research Tools:

- Emails
  - SurveyMonkey
  - Verify
- Phone Calls
  - UserTesting.com
  - Google
- Interviews
  - Qualaroo
  - Crazy Egg
  - Amazon Redshift

Accuracy

http://conversci.com/udemyux

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Body Language for Entrepreneurs

Learn to use nonverbal communication to increase your income and influence as a business owner with this online course.
Body Language for Entrepreneurs

Learn to nonverbally communicate to increase sales income and influence as a business owner with this online course.

56 Reviews
3,823 Students Enrolled
+5 h Interactive Video Content

Enroll now

$199 75% Off $49

What's in the Course

Learn to Speak Volumes Without Saying a Word

Research shows that how we say something carries more weight than what we say. If you think your body language doesn't matter, think again.

Body Language in Negotiation

All entrepreneurs need to know the basics of negotiation. Could your body language be letting you down? Learn how to decode oppositional body language and anticipate objections.

Lie Detection

Ever wondered if a prospective employee is telling the truth? Decode resume bluffs and watch for the micro expressions that will help you decide who you want on your team.

Leadership and Public Speaking

What does it take to be a compelling speaker? Good content is just a start. Delivery is critical. Learn how to use dynamic gestures to control the stage.

Maximize Partnerships

Business is all about relationships, and understanding body language can help you build rapport with your employees or investors alike.

Your Non-Verbal Brand

Use networking to your full advantage by presenting yourself with confident and engaging posture. Learn what to do, and what never to do, to make yourself the most magnetic person in the room.

246% Increase in Clicks
Body Language for Entrepreneurs
Learn to use nonverbal communication to increase your income and influence as a business owner with this online course.

56 Reviews  See all
3823 Students Enrolled
+5 h Interactive Video Content

$199 75% Off: $49

Watch video (2 min)

Enroll now

Featured in: Bloomberg  WALL STREET JOURNAL  Forbes  U.S. News
Let’s Run an Experiment
UsabilityHub.com

- Create a UsabilityHub account
- While logged in go to https://usabilityhub.com/codes/claim
- When prompted enter the code 31BA7
- 25 credits will be added to your account which you can use to recruit participants
Help the participant pretend to be your prospect.
What do they need to know?

• The problem they are trying to solve.
• Their interest or role in a company.
• The size of their company.
• How they came to this creative (search result, Facebook ad, email)
• Should they have a perception of price?
What they don’t need to know

• Industry jargon.
• What you hope they will do.
• Where to look on the mockup.
• What your company does.
• What the product or service does.
Don’t ask your participants their opinion. Ask them to complete a task.
Include a qualifying question.
Qualifying Questions

• The service provides Gender, Age and Location. May also provide income levels.

• Do they or have they worked for a large/small business?

• Have they worked in the field your prospects work in?

• Have they ever solved the problem you want them to solve?
Blind them to what you’re really asking.
Don’t lead them

Have you ever worked in the financial services industry?
- Yes
- No

Have you ever worked in any of these industries?
- Insurance
- Financial services
- Human resources
- Accounting
Failure is OK
Example

Havi G wants you to have the wedding you're imagining
Get two hours with Havi for $150.

Schedule Now

You may be the best planner for your wedding, and will save the wedding planner’s fee of 10% of your budget.

Are you good at organizing and coordinating?
Havi says, “You can do it!”
But, you don’t have to do it alone.
## Results

<table>
<thead>
<tr>
<th>Question</th>
<th>Version A</th>
<th>Version B</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. What is the page offering?</td>
<td>24% / 8%</td>
<td>25% / 4%</td>
</tr>
<tr>
<td>2. What is the cost?</td>
<td>20% / 4%</td>
<td>29% / 4%</td>
</tr>
<tr>
<td>3. If interested in the offer, what action would you take?</td>
<td>16% / 8%</td>
<td>17% / 4%</td>
</tr>
<tr>
<td>4. Choose your reaction to the statement, &quot;The person featured seems credible.‘‘</td>
<td>3.1 out of 5</td>
<td>3.2 out of 5</td>
</tr>
<tr>
<td>Sample Size</td>
<td>25</td>
<td>24</td>
</tr>
<tr>
<td>Qualified</td>
<td>24%</td>
<td>29%</td>
</tr>
</tbody>
</table>
More:

How to ask survey questions of liars and pretenders.
Conversion Optimization Masterclass
www.ConversionLive.com