



Testing your online communication to improve the online conversion rate by WSI My Web Guide in Dubai

Research has shown a major difference in conversion and return on investment between companies that test their online communications and those who don't. So why doesn't every online business have a regular testing program? The fact is that many businesses and marketers are confused about where to begin, and how. Some that do test don't do it often enough, or are not sure how to interpret the results. With so many potential areas to test, including home page, landing pages, pay-per-click ads, emails and now the influence of social media, marketers need to know:

1. Which tests provide the biggest potential return on investment
2. How to structure tests for consistency and accuracy
3. How to continue improving test results and duplicate success

First of all you need a solid benchmarking framework for basic online testing that enables you to realize significant gains in conversion and revenue. There is only one key thought process you need to act on to increase your online conversion rate and that is simply Test, Test and Test.

Within the testing there are (4) key areas you need to understand to increase your online conversion and reduce your overall cost per lead.

1. Ask The Right Questions
2. Measure The Right Items
3. Perform The Right Tests
4. Analyze & Make Adjustments Based On Results

There are (3) main areas that need to be tested:

1. Home page
2. Landing page
3. Email & the impact of social media.

The testing will give you a better understanding of what do you intend to achieve as you apply the conversion strategy:

1. Are you trying to attract more subscribers?
2. Capture more qualified leads?
3. Obtain a higher conversion rate?
4. Produce a better ROI on a pay-per-click (PPC) campaign?

After establishing what you want to achieve, choose the element you wish to test in order to select the appropriate metric. There are essentially (4) elements you can measure:

1. The **amount** of activity on your site
2. The **source** of that activity



3. The **nature** of that activity
4. The **results** of that activity

Use organizing questions to help you choose the appropriate metric; for example:

1. Who visited my page? Number of unique visitors (UV)
2. Where did they come from? Referring URL, organic search, PPC ad & social media influence
3. What did they do/view? Page views per visitor; clicks
4. What did they buy / sign up for / or did they call?
5. Number of orders, average amount, total revenue

Testing allows you to identify your clients or potential client's profiles which ultimately leads to higher conversions. Understanding each potential audience allows you to communicate the right message at the right time.

1. Testing gives you the opportunity to maximize conversion rates, solve problems, and challenge assumptions.
2. You can also challenge an existing page by designing and writing a radically different version, where almost everything is different. In fact, it is through these dramatically changed approaches that you are most likely to achieve breakthrough improvements.
3. Testing provides companies with an invaluable means to demonstrate to company heads and management the hard figures behind any suggested changes or improvements.
4. Use of consistent testing will increase the knowledge base of your web group or company significantly. You will learn more, and soon be able to determine a set of optimized practices that work best for your particular business.
5. The absence of rigorous testing leaves you in the dark, depending on guesswork alone when creating your pages.

Most businesses today do not take advantage of how important it is to test regularly. The key for any business wanting to achieve online success is knowing how to communicate to your target audience and knowing that all parties do not act on the same principles. This also allows you to figure out your online ad spend in an effective manner. The average online conversion today is 2%, which means that 98% of your ad budget is not being used effectively.

The key is really to keep the testing simple and uncomplicated and once you have established your benchmarks then you can start to divert from your Control Page. This can be a simple process and or a more complicated one but the key is simply testing, testing and more testing of the right things and you will increase your online conversion.

Work with (WSI My Web Guide) in Dubai to make sure you test perform ethically on Social Media

Let WSI My Web Guide in Dubai help you to establish a solid benchmarking framework for your basic online testing that enables you to realize significant gains in conversion and revenue. With our proprietary WSI Power we can quickly identify



and obtain creative content ideas that will develop your credibility as an expert in your industry. Let WSI become your Internet marketing partner in the United Arab Emirates (UAE).

To learn more please visit our site - www.wsimywebguide.com or email: info@wsimywebguide.com in Dubai in the United Arab Emirates (UAE)

Resources:

- Marketing Experiments
- Marketing Sherpa
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