

# Testing & Tracking

*Never Do Business without Testing & Tracking!*



[www.Bonus.PLRtoMakeMoney.com/](http://www.Bonus.PLRtoMakeMoney.com/)

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*[YES] Can be offered as a bonus*

*[NO] Can be sold*

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## INTRO

You can use every marketing strategy under the sun, but they need to translate into conversions, or else it's all for nothing.

With targetted traffic coming to your site, your sales / squeeze page can easily increase conversions to over 40% by slowly testing and tweaking and improving.

Your business will grow if you recognize the value of your conversion rates and continue to take steps to improve them.

Testing and tracking are one of the basic and most crucial steps to marketing success!

**Just a few small tweaks can lead to massive sales improvements**, but how do you know what to tweak if you aren't testing and tracking?

## FOCUS ON CONVERSIONS!

You should heavily test each and every component of your squeeze page. I can't stress this enough. The difference between 20% and 70% conversions can be one little tiny change.

**It's amazing what differences in conversion rate one can achieve simply by testing and tweaking.** You need to understand the basics of ad tracking to realize the value of the process.

## KEEP YOUR EYES PEELED

If any of your rates start to slip or you simply desire better results, read this report again and start playing around with more split testing.

**“Test Test Test and Then Test Some More ... Everything counts!”**

***“It can always be better!”***

Treat your business like a business & think of your business as an on going experiment.

It's the only way you'll learn what matters to your customers & increase your sales!

## GOOD CONVERSION RATES

It's amazing what a difference in conversion rate you can achieve by testing.

You can guess and you might be right, but guessing is risky.

Testing and tracking will reveal proof and evidence.

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**Conversion** = A visitor to your site who takes action after seeing your offer and becomes a paying customer or lead.

**CR** = Conversion Rate. This is the total conversions divided by number of clicks, which yields the percentage of users who take action after seeing your offer.

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Changing your conversion rates involves testing different elements of your page such as your header, title text, call to action etc. ... aka **Split Testing**

Experts will tell you to change one thing at a time, otherwise, it is hard to determine what caused the difference in results.

## SPLIT TESTING

Split testing is also called A/B testing. A/B Experiment - The simplest way to start testing fast

As you run a split test, your goal should be to make improvements to increase your CTR.

**CTR** = Click-Through Rate which is obtained by dividing the "number of viewers who clicked on an offer on a web page" by the "number of times the was viewed (impressions).

For example, if an offer link was viewed 100 times (impressions delivered) and one person clicked on it (clicks recorded), then the resulting CTR would be 1 percent.

### 3 SIMPLE SPLIT TESTING STEPS

Set up a quick split test and forget about it for awhile until you have enough conversions to show which one your visitors react to better.

#### 1 – SETTING UP YOUR SALES / SQUEEZE PAGE.

There's no reason to get all worked up about this step. There is a very easy way to get this done fast!

Try to remember three things when setting up your sales / squeeze page.

- 1 – What your product does.
- 2 – Why your visitors need it.
- 3 – How they get it from you.

Make your page user friendly and easy to read, covering the three points above. Use bullet points to stress the important reasons your visitors need your product.

If you are looking to follow success, go to Clickbank and search for a product that has a high gravity rate. Model after what you see on that sales page for your sales template.

Once you have your sales page set up, “save as” two more times the exact same page, but with different file names. TIP, use keywords in these file names.

If you want to grab your visitor's attention, and have them read the rest of your page, you need to hook them with a good headline. Test several variations to find one that works well.

I would suggest you use a [headline tool](#) to help you out.

As you know, reaching your web site visitors in an deep and emotional way is the key to successful copywriting, and your headline is unquestionably the most important piece of copy you use to reach prospects.

I recommend you use some “keywords” in your headlines and think of at least three to start with.

Now **change the headline** on each of the saved copied pages (headline is a good place to start). So now you have [www.yourdomain.com/copy1](#), [www.yourdomain.com/copy2](#) and [www.yourdomain.com/copy3](#). Upload them to your server.

I like to have one of the three pages as my main index file on my domain.

## 2 - USE GOOGLE WEBSITE OPTIMIZER. FREE SPLIT TESTING TOOL.

<http://www.google.com/websiteoptimizer>

... a good tool to experiment with - you can test your changes by automatically showing different visitors different versions of your site.

The main problem is that it's not real time tracking. It lags behind a few hours, but otherwise it's quick and easy and free.

Go to Google's Website Optimizer and set up your account if you don't have one yet.

Follow the simple instructions they lay out for you to set up your split test.

This will include:

1. Create a new experiment. Make sure you complete the A/B experiment checklist.
2. Inputting your url to your 3 page variations as well as your conversion page (which is the page your visitors will see next, usually a 'thank you' page or OTO page)
3. Installing the javascript code on your pages. They give good examples to show you how to do this. Or if you're like me and love Wordpress, then you can download the "Google Website Optimizer for Wordpress plugin, which makes it awesomely easy.
4. Validate your codes and pushing the done button!

## 3 – DRIVE TRAFFIC TO YOUR SITE

Ideally you should wait until you have at least 100 conversions per page to know which one is the winner. So in this case you would need 300 conversions.

Once you have the proof you need, use the "[Money Making Formula](#)" to decide how much money you want to make.

After you get all the conversions you need log in to your Goggle account to determine which page is the winner.

Then create another variation and do it again! That's really all there is to it.

This is a great way to get your feet wet and start improving any landing page you're using.

## TESTING FACTS

What Is Your Conversion Rate?

You should aim to get 1,000 page views to know your true conversion rates. The more you can get the more accurate your testing results will be.

Split testing does not take forever, you can get statistically significant results after about 50 or 60 actions taken by your web visitors.

A good rule of thumb is 40 actions to achieve a statistically significant test result.

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For email leads your conversions should be at least 10%.

A minimum should be 40% with targeted traffic ... keep tweaking to reach at least the minimum.

A least 1% conversion for sales where customers have to pull out their credit cards. Keep tweaking to see improvements on these conversions too.

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**Any slight change can alter your measures from steady to overflowing!**

Test everything! Seriously. Test everything.

## EXTRA EXTRA!

Quickly and easily test & track ALL your bonus offers ... [CLICK HERE](#)  
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