

Web content is king? Social media rules? Online testing rocks!

[Kissmetrics](#) has released on their blog an interesting infographic that summarize the golden rules of testing, optimizing, testing again and... getting results!

It's that simple, check these five steps:

- **test your landing pages** - how many Adwords advertisers don't?
- **test your signup forms** - just try to get into the user's shoes! what may go wrong with registration?
- **test your PPC campaigns** - this deals with being able to spot the **right** campaign
- **test your media campaigns** - Pro only
- **test your email campaigns** - that's damn right: just imagine you're someone out there getting an undesired and uninteresting email, without even be able to unsubscribe!

I definitely sign the final statement: **People pay you, not pageviews!**

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**ONLINE TESTING ESSENTIALS** PRESENTED BY **KISSmetrics**

A well built sales funnel is never complete until every part of it has been tested and optimized. For maximum success, customers should be engaged and represented with every customer interaction point. What does it look like for the customer when they are going to register for your online program including PPC, mobile, social, landing pages, and email campaigns?

## 1. TEST YOUR LANDING PAGES

**HEADLINE**  
An attention grabbing headline encourages visitors to click on your website and use what you have to offer. The headline and sub-headline are the most important elements on the page.

**CALL TO ACTION**  
The part of your website that motivates visitors to take action. Customers who do not click on the call to action are not interested in your offer. Make the call to action stand out from the rest of the page.

**YOUR HEADLINE**  
Supporting copy

**FORM & AESTHETICS**  
Some forms are easy to fill out, but some are not. Make sure your forms are easy to use and that they are visually appealing. Use a clean, professional design.

**CONVERTED VISITS**  
The number of visitors who have completed a desired action on your website. This is the most important metric for landing pages.

**LOCAL**  
The value of your page is determined by the local market. Make sure your page is optimized for the local market.

**TEST TO PROVE**  
The only way to know if your page is working is to test it. Use A/B testing to compare different versions of your page and see which one performs better.

**TIP**  
Use a clean, professional design. Avoid clutter and make sure your page is easy to navigate.

## 2. TEST YOUR SIGNUP FORMS

**HEADLINE**  
Use a headline that is clear and concise. It should tell visitors what they are signing up for and why they should sign up.

**FIELD LABELS**  
Make sure your field labels are clear and easy to understand. Use simple, direct language.

**FIELD TYPES**  
Use the appropriate field type for each field. For example, use a text field for a name and a dropdown menu for a country.

**FIELD PLACEMENT**  
Place your fields in a logical order. Start with the most important fields first and then move on to the less important ones.

**FIELD WIDTH**  
Make sure your fields are wide enough to accommodate the information you are asking for. Avoid fields that are too narrow.

**FIELD HEIGHT**  
Make sure your fields are tall enough to be easily visible. Avoid fields that are too short.

**FIELD SPACING**  
Use consistent spacing between your fields. This will make your form look more professional and easier to use.

**FIELD VALIDATION**  
Use validation to ensure that visitors are providing accurate information. This will help you maintain a high quality database.

**FIELD ERROR MESSAGES**  
Use clear and helpful error messages to guide visitors when they make a mistake. Avoid using technical language.

**FIELD SUBMIT BUTTON**  
Use a clear and prominent submit button. Make sure it is easy to find and click.

**FIELD RESET BUTTON**  
Use a reset button to allow visitors to start over if they have made a mistake. This will improve the user experience.

**FIELD CAPTCHA**  
Use a captcha to prevent spam bots from signing up. This will help you maintain the integrity of your database.

**FIELD SECURITY**  
Use secure connections to protect visitor information. This will help you build trust with your visitors.

**FIELD PRIVACY POLICY**  
Use a privacy policy to inform visitors about how their information will be used. This is a legal requirement and will help you build trust.

## 3. TEST YOUR PPC CAMPAIGNS

**PPC = Pay per Click**

**AD COPY**  
The text of your ad should be clear and compelling. It should highlight the benefits of your offer and include a strong call to action.

**AD TARGETING**  
Make sure your ad is targeted to the right audience. Use demographic and geographic targeting to reach the people most likely to be interested in your offer.

**AD BIDDING**  
Use a bidding strategy that will help you get the most out of your budget. Consider using automated bidding options.

**AD DISPLAY**  
Make sure your ad is displayed in the right places. Use placement targeting to reach the websites and pages most likely to be visited by your target audience.

**AD TRACKING**  
Use tracking to measure the performance of your ads. This will help you understand which ads are working best and make adjustments accordingly.

**AD OPTIMIZATION**  
Use the data from your tracking to optimize your ads. Test different versions of your ads to see which one performs best.

**AD REPORTING**  
Use reporting to track the performance of your ads over time. This will help you identify trends and make adjustments as needed.

## 4. TEST YOUR MEDIA BUYING CAMPAIGNS

**SALES COPY**  
The copy on your media buying campaign should be clear and compelling. It should highlight the benefits of your offer and include a strong call to action.

**AD CREATIVES**  
Use eye-catching creatives to grab attention. Make sure your creatives are visually appealing and easy to read.

**AD TARGETING**  
Make sure your ad is targeted to the right audience. Use demographic and geographic targeting to reach the people most likely to be interested in your offer.

**AD BIDDING**  
Use a bidding strategy that will help you get the most out of your budget. Consider using automated bidding options.

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## 5. TEST YOUR EMAIL CAMPAIGNS

**EMAIL COPY**  
The copy in your email campaign should be clear and compelling. It should highlight the benefits of your offer and include a strong call to action.

**EMAIL TARGETING**  
Make sure your email is targeted to the right audience. Use demographic and geographic targeting to reach the people most likely to be interested in your offer.

**EMAIL BIDDING**  
Use a bidding strategy that will help you get the most out of your budget. Consider using automated bidding options.

**EMAIL DISPLAY**  
Make sure your email is displayed in the right places. Use placement targeting to reach the websites and pages most likely to be visited by your target audience.

**EMAIL TRACKING**  
Use tracking to measure the performance of your emails. This will help you understand which emails are working best and make adjustments accordingly.

**EMAIL OPTIMIZATION**  
Use the data from your tracking to optimize your emails. Test different versions of your emails to see which one performs best.

**EMAIL REPORTING**  
Use reporting to track the performance of your emails over time. This will help you identify trends and make adjustments as needed.

**SPECIAL THANKS TO @perrymarshall**

**PEOPLE PAY YOU. NOT PAGEVIEWS.**  
KISSmetrics is a powerful web analytics solution that helps you make smarter business decisions. Learn more at [kissmetrics.com](http://kissmetrics.com)

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[Via [Kissmetrics](#)]