

# The Ultimate Formula to Improve Conversions

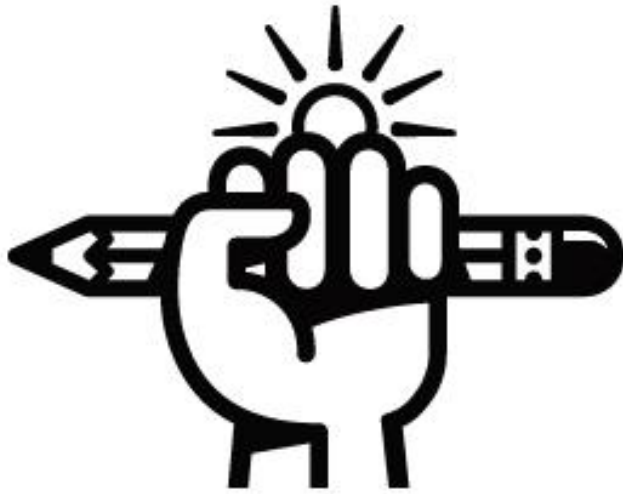


**Byron White**  
CEO and Founder  
ideaLaunch  
@ByronWhite  
#UltimateCRO

**July Content Marketing Webinar**  
Monthly Webinar #24  
Monday July 25th, 2011

**Tim Ash**  
CEO and Founder  
Site Tuners  
@Tim\_Ash  
#CRO  
#LPO  
#UltimateCRO



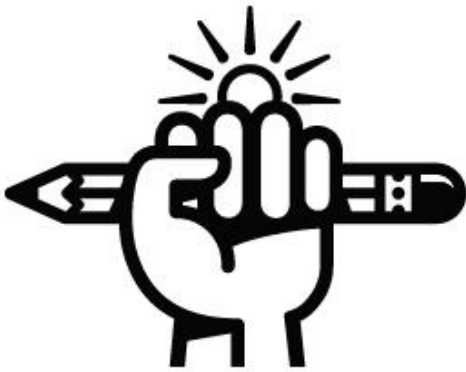


**The Content  
Marketing Revolution**



**The Ultimate Formula  
to Improve Conversion Rates**

# The Content Marketing Revolution



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# It's the art of listening to your customers' wants and needs.

- Search Box
- Social Media
- Web Analytics
- Keyword Popularity
- Customer Service
- Questionnaires



**And the science of distributing it to them in a compelling way.**

- ➔ Apps
- ➔ Downloads
- ➔ Printed Books
- ➔ eBooks
- ➔ RSS Feeds
- ➔ Newsletters
- ➔ News Feeds
- ➔ Widgets



# It's catching readers orbiting at high speeds.

- **Classes**
- **Desktop**
- **Events**
- **Information Portals**
- **iTunes**
- **Mobile**
- **Online Offsite**
- **Social Networks**
- **Webinars**



# With information they want and need.

- Comparisons
- Competitive Reviews
- Do's and Don'ts
- How To's
- Tips and Advice
- Video Tours
- Webinars
- Workbooks



# It's testing campaigns to learn what works best.

- ➔ A/B Testing
- ➔ Multivariate Testing
- ➔ Eye Tracking
- ➔ Segmentation
- ➔ Geo Targeting
- ➔ Usability
- ➔ Content Testing



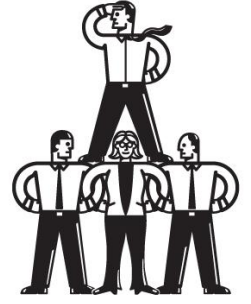
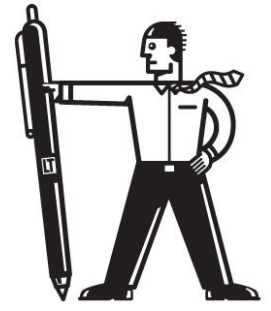


## And finding the most efficient path to sales.

- ➔ **Beta Testing**
- ➔ **Content Scoring**
- ➔ **Conversion Analysis**
- ➔ **Customer Surveys**
- ➔ **Lead Scoring**
- ➔ **Purchase Patterns**
- ➔ **Teaser Campaigns**
- ➔ **Trial Offers**



# Content marketing is a six-step process and you need all six.



# **The Ultimate Formula to Improve Conversion Rates and Grow Your Business**



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# The Ultimate Formula to Improve Conversions

**Conversion = (Content + Usability + Motivation + Incentive) - (Friction + Anxiety)**

- **Content:** Are you earning trust with information customers want and need?
- **Usability:** Is your content and imagery optimized for conversion?
- **Motivation:** Do you give clear reasons to buy and not try the competition?
- **Incentive:** Are you offering any incentives, trials or rewards?
- **Friction:** Have you identified potential resistance and reduced the pain points?
- **Anxiety:** Have you pinpointed the concerns and resolved the issues?



# 1 Content

## → How Good?

Customer Wants and Needs  
Access to Industry Expert Writers  
Conversion Influence  
Cost for Conversion Ratio

## → How Much?

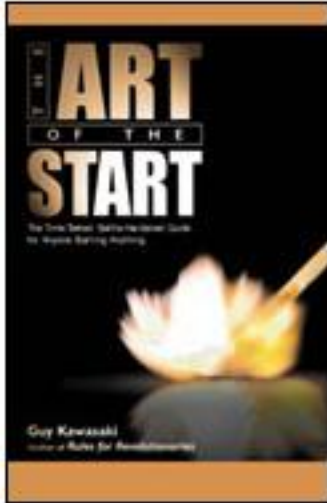
Content Curation  
Topic Research  
Competitive Intelligence  
Link Popularity  
Market Share Value

## → How Often?

Competitive Publishing Frequency  
Timeliness and Contextual Relevancy  
Conversational and Contagious



# Identify your company's mantra as the starting point.



Winning is Everything

Think

Fun Family Entertainment

Save Babies

Healthy Fast Food

Kick Butt in Air and Space

Green Bay Packers

IBM

Disney

March of Dimes

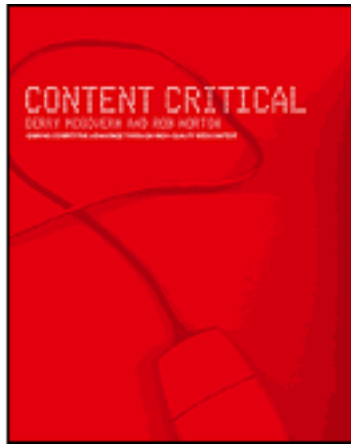
Wendy's

Air Force

*The Art of the Start*, Guy Kawasaki



# Get in tune with Customer 2.0 wants and needs.



## Customers Needs

- Credibility, Belief and Logic
- Exposure to New Information
- Features and Benefits
- Mystery and Bravery
- Surprise and Delight
- Personal Reference

## 2.0 Customers Needs

- Info in a Hurry
- Access to Specific Things
- Personalization
- Authority Advice
- Relevant Content
- Social Support

*Content Critical* by Gerry McGovern and Rob Norton



# You need a Content Plan packed with lots of research.

## What's in the Plan?

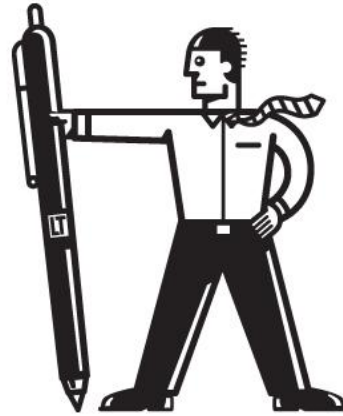
- Content Analysis
- Competitive Research
- Customer Research
- Keyword Research
- Keyword Silos
- Market Share Reports
- Style Guide
- Content Recommendations
- Performance Goals





# You need Great writers with great characteristics.

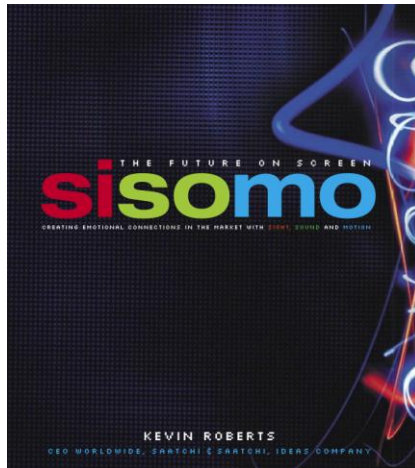
- Curiosity
- Passionate Voice
- Well Traversed
- Make Meaning
- Keep it Simple
- Less is More
- Short and Sweet
- Fresh Insight
- Results Driven
- Inquisitive



- Storytellers
- Journalists
- Researchers
- Socratic
- Optimizers
- Knowledge Seekers
- Wordsmiths
- Deep Diggers
- Big Picture Thinkers



# Learn how and why to tell stories.



*Sisomo* by Kevin Roberts

## Great Stories

- Solve Problems
- Teach us to be Smart
- Offer Surprise and Delight
- Focus on What Happens Next
- Introduce Great Characters
- Contagiously Get Passed Around
- Engage Readers
- Keep Readers Coming Back for More



# Why some stories get passed on and on.

Information	A Story
Fills You Up	Moves You On
Facts	Acts
Citing	Exciting
Reams	Dreams
Promotional	Emotional
Static	Dramatic
Checklists	Casts of Characters
Compiling	Compelling
Annotated	Animated
Feeding the Brain	Touching the Heart
Expires	Inspires



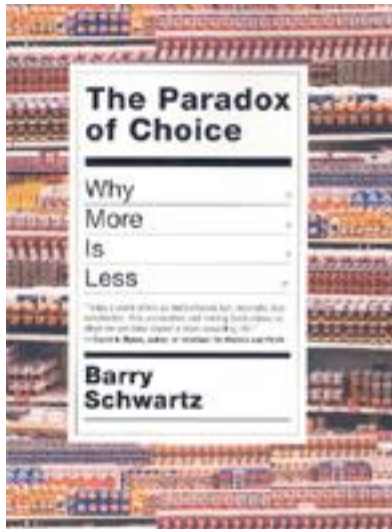
## 2 Usability

Information Is the Driver of Usability

- **How Hard to Find What You Want**
- **Information Architecture**
- **Segment Readers and Customers**
- **Keep-It-Simple Stupid (KISS)**
- **Make It Easy to Test**



# The Paradox of Choice



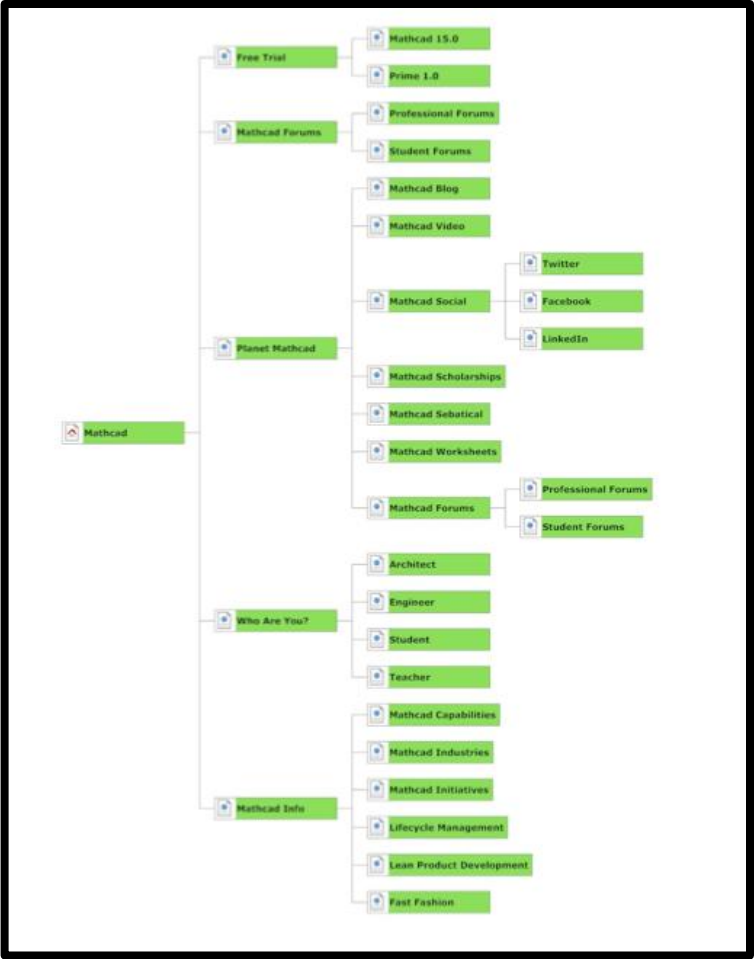
Too Many Choices in the New Micro-Expansion Age

- ➔ New rules for complex decision-making have changed.
- ➔ New meaning needs to be developed to find the best path.
- ➔ New methodology for the web-confined space.
- ➔ New reward needs to surface to influence decisions.

*The Paradox of Choice* by Barry Schwartz



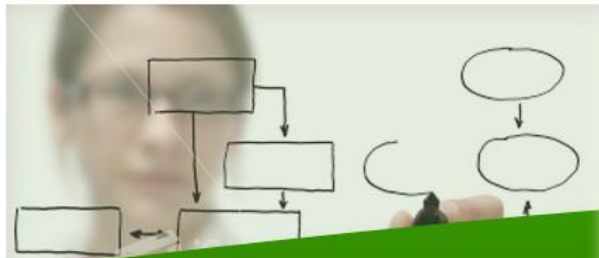
# Develop an Information Architecture Plan (NOT a Site Map)



# Segment your prospect customers for best conversions.



**We can help you start or grow a business.**



**Start a Business Now**



**Grow Your Business Now**

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### 3 Motivation and Incentive

Who Are Your Customers?

- What do they want?
- What do they need?
- What motivates them?
- What turns them on?
- Are you giving it to them?
- Test, test, test!





# Customer research is the key to motivation.

Who Are Your Customers?

- Search box. Track what prospects are looking for and what they find.
- FAQ's. Review what customer ask for and the language used.
- Customer service reps. Learn the FAQs and knowledge requests.
- Customers. Speak with customers and learn the wants and needs.
- Analytics. Discover the source of traffic and navigational pathways.
- Surveys. Ask for feedback on your content, navigation and methodology.




# Learn what your customers want and need.



## Apple Feedback

Thinking about this particular Genius Bar visit at the Apple Store, CambridgeSide on Sunday, May 9, 2010, how would you rate your satisfaction with the following aspects?

	Not At All Satisfied	0	1	2	3	4	Neutral	5	6	7	8	9	Extremely Satisfied	10
Overall satisfaction with your visit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Genius' technical expertise and ability to diagnose your issue	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The Genius' attitude and appreciation for your concerns	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The choice of available days and times when scheduling this session	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The amount of wait time between your scheduled time and when you were called	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

 Next

ideaLaunch™



# Learn when your customers are happy and not.



## Apple Feedback

	Not At All Likely	0	1	2	3	4	Neutral	5	6	7	8	9	Extremely Likely	10
How likely are you to recommend the Apple Store to a friend or family member?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>

Is there anything else you would like to share with Apple about this visit or the Genius Bar in general?

 Next



# Develop customer personas for content creation.



## Mr. Skeptical

Account Manager at a medium-sized advertising firm in Boston

- Is looking for graphic designers for a new print-based advertising campaign
- Wants a way to connect with a large number of qualified graphic designers to receive ideas and input, and eventually build a pool of reliable freelancers
- Forward thinking, experimental and creative, but is still nervous that a freelancer who is not in-house will not be able to learn the nuances of this kind of project
- Has used talent agencies in the past, and has not had remarkable success

**Customer Wants:** Fresh talent and perspective for this new project

**Customer Needs:** To stay within budget and time constraints, and to work with an agency and freelancers that he can trust to help him meet his goals without having to micromanage



# Customer personas



## **Ms. Busy**

Director of Web Content at a rapidly growing publishing company

- Suzanne runs a large web development department with a great deal of employees and projects to manage
- Needs to recruit as much quality web writing talent as possible for her ever-expanding portfolio of clients and web development projects
- Is willing to take the risk of working with a new agency if she can find a valuable wellspring of talent for her clients

**Customer Wants:** A great deal of web writing talent for a rapidly expanding web content development department

**Customer Needs:** A reliable source of writing talent to supplement the efforts of her hard-working team; she does not have time hold anyone's hand or provide hours of copywriting training



# Develop style guides for content creation.

## Content Style Guide

This style guide outlines the editorial guidelines for writers creating Artisan Talent content. Our writers and editors follow the best-practice editorial standards found in the Associated Press Style Manual for all grammar, punctuation and consistency issues.

### Content Tone

Writers should convey a solid understanding of the industry and be able to engage the audience—that is, creative professionals looking for freelance web and graphic design, art, project management, marketing and production work, and the companies in need of their services. It would be beneficial for writers to be published authorities; content should convey confidence and instill trust. Readers should want to return to the site often because of the clear, easy-to-understand, concise and expert advice they find at Artisan Talent. Emerging technologies, design advice, and guidance on how to land the perfect job (and more) will all be topics covered on Artisan Talent.

Content should be warm and welcoming yet informative and semi-exclusive. At no point should we give the impression that we are talking down to any segment of our audience.

### Journalistic

Content should be journalistic—communicating the who, what, where, when, why and how when relevant. This will establish Artisan Talent as an authoritative resource for creative professionals and the companies in need of their services.

Both talent and client companies need to constantly stay informed about emerging technologies in the marketing, production, and online and print design industries. It should be presented in a journalistic way, with the most important facts first, and should encourage readers to find out more about a particular topic. This will affirm Artisan Talent's position as a thought leader and readers will continue to return to the site to stay abreast of what is going on in the industry.

### Educational/Promotional Balance

We will strive for a 70/30 educational/promotional balance in our content for Artisan Talent. The goal will be to establish Artisan Talent as a thought leader in the creative design space, and an expert in connecting creative professionals with the companies that need their services.

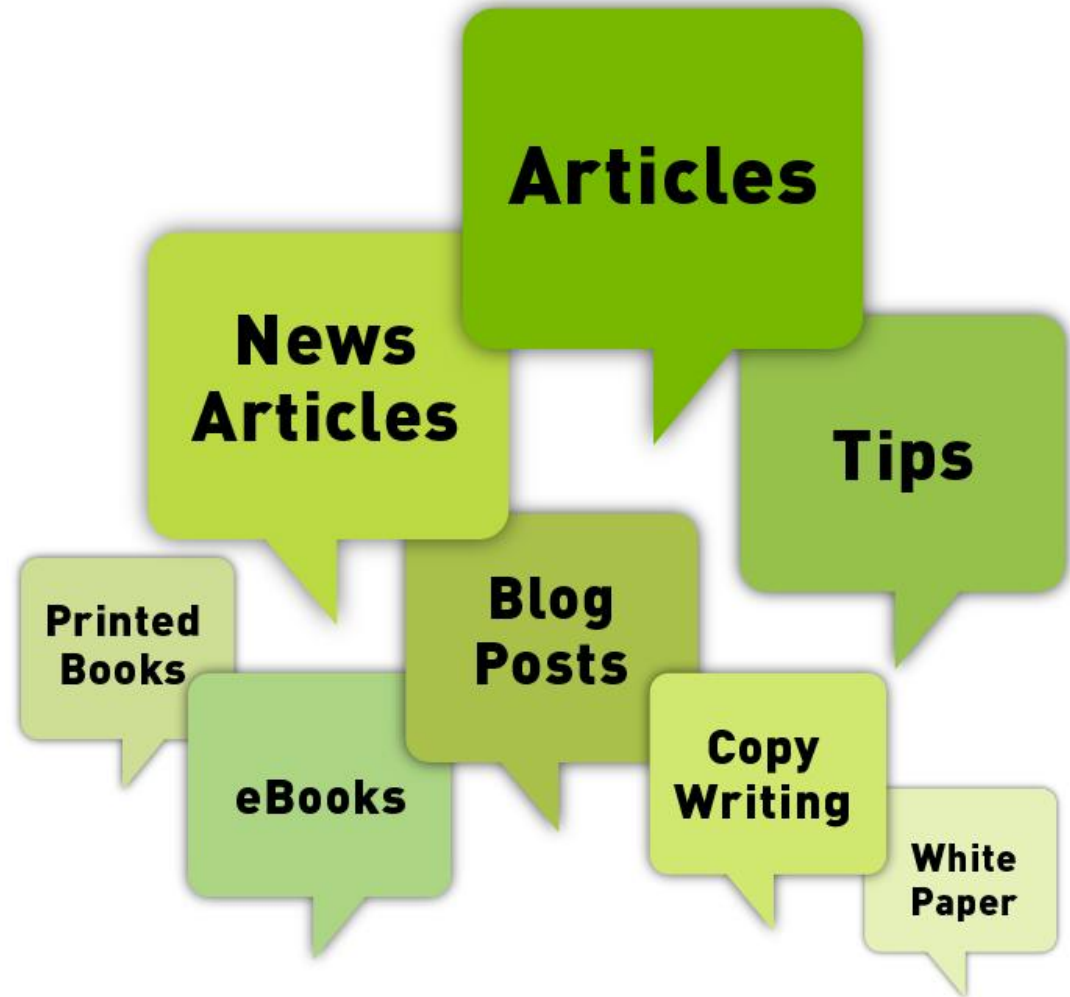
### Topic Suggestions:

- Mobile marketing
- Mobile design
- How to integrate social media into an effective job search
- What technologies do designers need to be aware of next?
- What are the trends in mobile design and development?



# Diversify your content asset portfolio to earn trust.

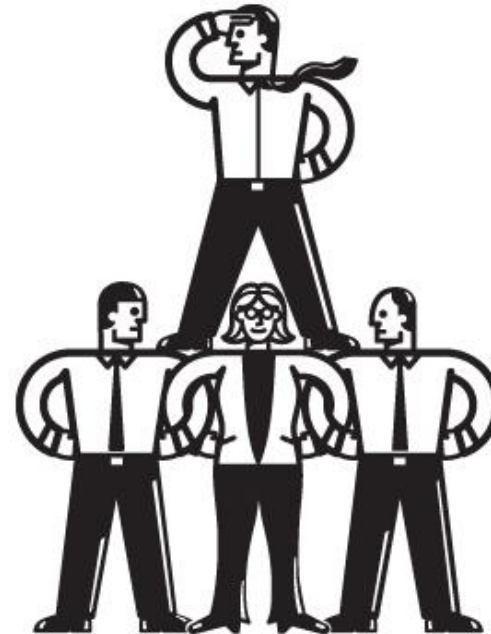
- Articles
- Books
- Courseware
- eBooks
- Podcasts
- Printed Books
- Tip Centers
- Webinars
- Whitepapers
- Widgets
- Workbooks
- Video



# Distribute your content assets to multiple channels.

## Distribution Channels

- Blog
- Facebook
- Linked In
- Press Releases
- Podcasts
- Twitter
- Webinars





# Try “Feel” words in content to improve conversion rates.

## Employment Feel Words

- Entry-Level Position
- Excellent Growth Opportunity
- Immediate Openings
- Leading Company Seeks
- Growing Company Seeks
- Team Player
- Strong Interpersonal Skills
- Financially Motivated
- Annual Performance Bonus
- Team Environment

## Financial Feel Words

- You’re Already Pre-Approved
- Cash Back Offer
- Be Debt-Free in Weeks
- Instant Financial Freedom
- No Annual Fee
- Pocket Extra Money
- Low Introductory Rate
- Fast Cash
- Start Saving Now
- Peace of Mind



# Try “sell” words in content to improve conversion rates

## Offer Well Words

- Special Offer
- Exclusive Offer
- Limited Time Offer
- Click Here
- Right Now
- Instant Access
- Instant Download
- Free Shipping
- No-Fuss Signup
- Easy Signup

## Trial Sell Words

- Free Trial
- First Time Trial
- No-Risk Trial
- Risk-Free Trial
- Buy After Review
- Test Drive
- Free Membership
- Free Subscription
- Join Beta Group
- Free Trial with Feedback

## Motivator Sell Words

- Free Gift
- Pays for Itself
- Limited Availability
- As Seen on TV
- Solve X
- Stop Y
- All-Inclusive
- Best-Rated
- Tested and Proven
- Money-Back Guarantee



# Test both positive and negative sell words in content.

## Negative Sell Words

- Baffling
- Blurred
- Unclear
- Bewildering
- Mind-Boggling
- Complicated
- Convoluted
- Perplexing
- Puzzling
- Mixed Up

## Positive Sell Words

- Persevering
- Efficient
- Hard-Driving
- Proactive
- Adaptable
- Responsive
- First-Rate
- Top-Notch
- Highly Competent
- Powerful



## Tip # 1: Funny or Die: Groupon's Fate Hinges on Words

<http://tinyurl.com/ByronGroupon>

**“Groupon’s breakthrough sprang not just from the deals but from an ingredient that was both unlikely and ephemeral: words.”**

**“Groupon borrowed some tools and terms from journalism, softened the traditional heavy hand of advertising, added some banter and attitude and married the result to a discounted deal. It has managed, at least for the moment, to make words pay.”**

**“Without horses,” she writes, “Polo shirts would be branded with monkeys and Paul Revere would have been forced to ride on a Segway. Celebrate our hooped counterparts with today’s Groupon. ...”**



## Tip #2: Maybe the incentive to buy should be YOU!



### Apple Store Feedback

**Thanks for sharing your thoughts on the Apple Store.**

We are committed to providing the best possible customer experience, and your input is important to us.

The Apple Store Team



[Learn more](#) about the services available at the Apple Retail Store

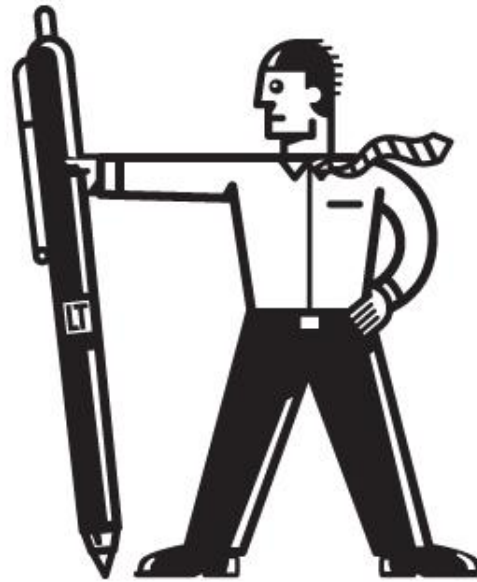
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## 4 Friction + Anxiety

### Sources of Friction and Anxiety

- Lack of Trust
- Customer and Fan Base Support
- Alignments with Wants and Needs
- Difficulty in Solving Problems
- Risk in Taking Action
- Risk in Not Taking Action



# Research your content marketing strength and weakness.

Content Asset	YourSite.com	Competitor.com
Traffic	A	C
PPC Spend	B	A
Content Portfolio	B	B
Content Authority	C	B
Publishing Frequency	D	C
Social Reach	F	D
Social Conversations	F	F
Testimonials	A	F
Partnerships	B	A
Internal Links	C	B
Inbound Links	C	C
SEO Strength	A	C
SEO Performance	B	A
Testing Methodology	A	B



# Use free tools to find all the answers fast and easy.

## Free Research Tools

- WordVision.com
- SpyFu.com
- Compete.com
- QuantCast.com
- SEOMajestic.com
- Raven-SEO-Tools.com
- Tools.SEOBook.com
- SEOToolSet.com
- LinkVendor.com
- MarketLeap.com

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MAJESTIC SEO

quxntcast

HubSpot

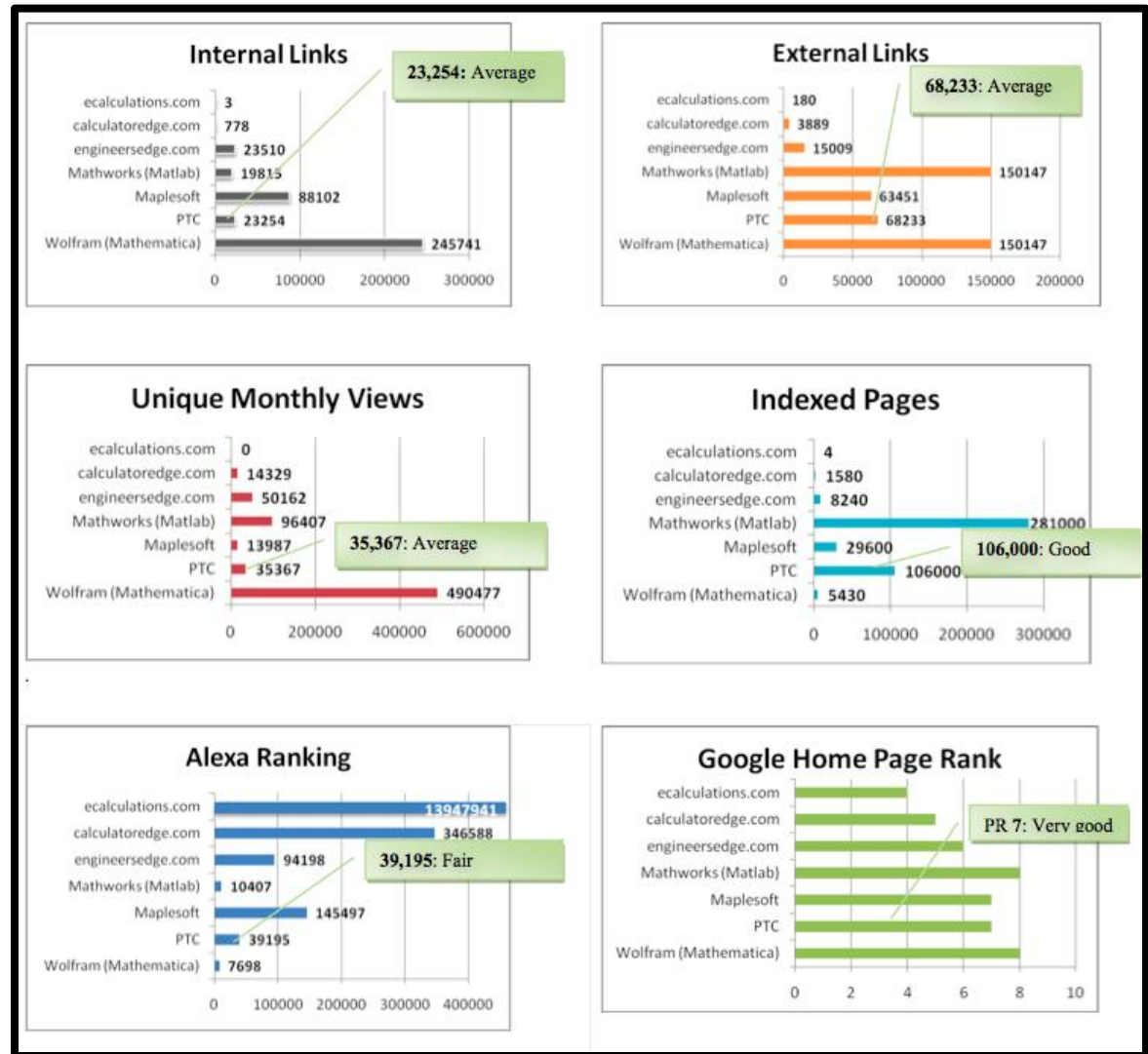
compete

SEOBOOK  
LEARN. RANK. DOMINATE.

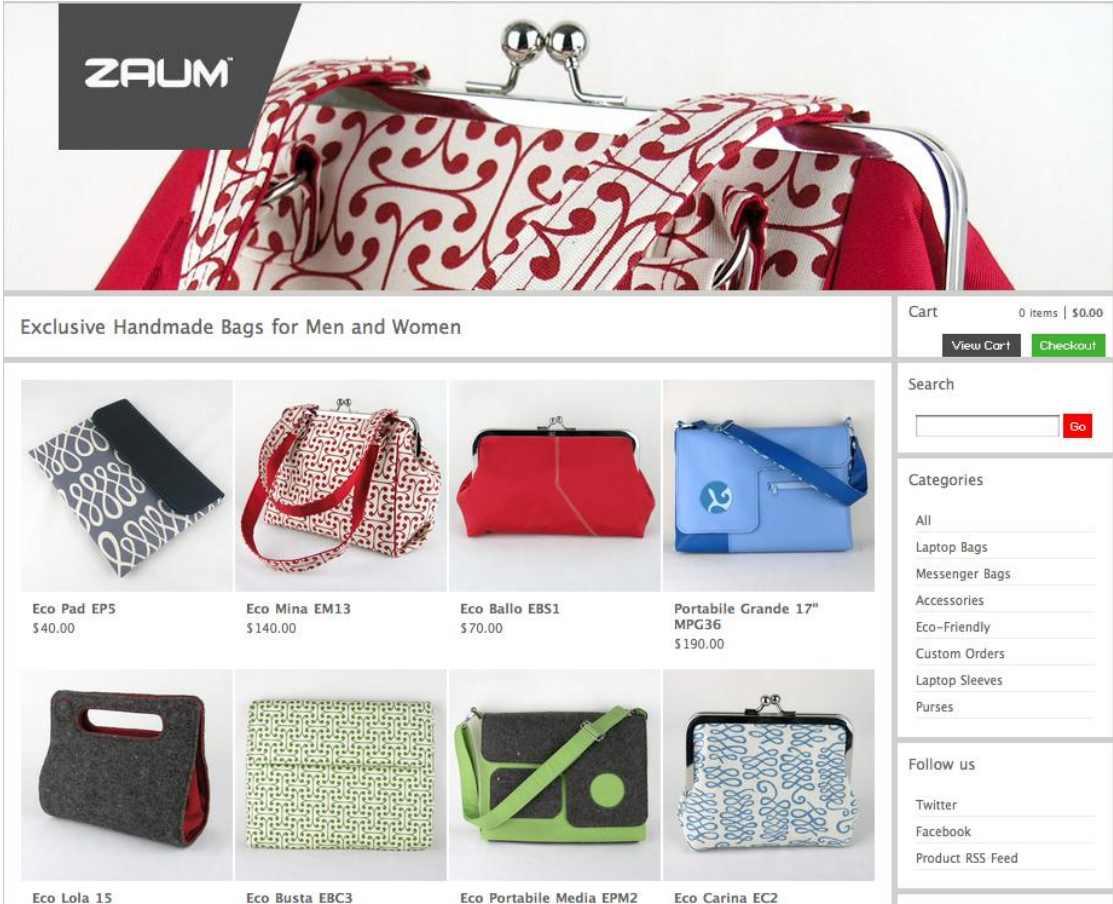




# Organize all the data to pinpoint opportunity for betterment.



# Is the friction and anxiety driven by not enough information?



**ZAUM**

Exclusive Handmade Bags for Men and Women

Cart 0 items | \$0.00  
[View Cart](#) [Checkout](#)









Search  [Go](#)

Categories

- All
- Laptop Bags
- Messenger Bags
- Accessories
- Eco-Friendly
- Custom Orders
- Laptop Sleeves
- Purses

Follow us

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 <p>Eco Pad EP5 \$40.00</p>	 <p>Eco Mina EM13 \$140.00</p>	 <p>Eco Ballo EBS1 \$70.00</p>	 <p>Portabile Grande 17\" MPG36 \$190.00</p>
 <p>Eco Lola 15</p>	 <p>Eco Busta EBC3</p>	 <p>Eco Portabile Media EPM2</p>	 <p>Eco Carina EC2</p>



# Is the friction and anxiety driven by TOO MUCH information?

Clearance Center | Speaker Buyouts | Special Offers | New Products | Cable Finder

MyCart 0 items - \$0.00

Sign In | Create Account | Contact Us

**PARTS EXPRESS**  
YOUR ELECTRONICS CONNECTION

**FREE SHIPPING EVERY DAY**  
\*On Most Orders Over \$98

QUESTIONS? Click For Live Chat or Call Us Today 800-338-0531

keyword / partnumber

The #1 Source for Audio, Video and Speaker Building Components!

Home Audio/Video | Batteries Electrical | Car Audio | Commercial Sound | Connectors | Electronic Components | Pro Audio | Speaker Building | Speakers | Structured Wiring | Tools Hardware | Wire/Cable | Surveillance

**Jump On These Deals!** in our new Sales Flyer ▶

Get truly "invisible" ceiling tile speakers for your next install: **Only \$49** ▶

What do **YOU** want to do today?

- See WHAT'S NEW at PE
- Easy-To-Use Cable Finder
- TECH TALK** CUSTOMER FORUM Active Users 147
- Browse Speaker Projects
- View 5-Star Products

**Deal of the day** **Wall of Fame**

Complete your home theater installation with Dayton Audio home theater wall plates. Audio connections for seven speakers, plus a clean installation worthy of the record books.

Save 35% **\$24.00** Was \$36.65

#300-619

**Deal of the Day** 2 3 4 5 6 7 11

**Why BUY From Parts Express?**

- Authorized Distributor
- Fast Same-Day Shipping
- 45 Day No Hassle Returns
- Highly Acclaimed Service
- Customer Testimonials

25th ANNIVERSARY

Specials & Highlights | Clearance Center | Top Categories | Product Spotlight | New Products

**12 VDC 2 Amp Universal Power Supply Buyout**

Don't miss this great deal on a popular AC/DC adapter

Special Price - \$7.80 ▶

**THIS WEEK ONLY...** **Pioneer**

Get **10% OFF** the **VSX-821-K** Home Theater Receiver

Yours for \$314.99 ▶ price is effective July 17-23rd

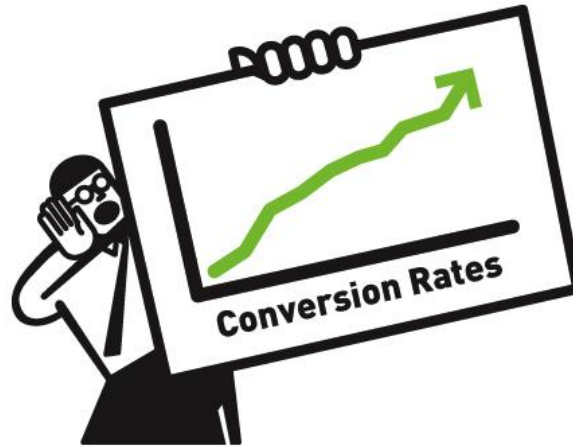
**Cat 5e Network Cable**

7 ft. Cat 5e cable—buy ten for the same price as one from the "big box stores"

10 Cables for \$7.80 ▶



## 5 How do you measure success with this new formula?



# Customers that download content assets.

The screenshot displays the ideaLaunch CRM interface. At the top, the logo 'ideaLaunch™' is visible on the left, and 'Setup · System' is on the right. A navigation bar contains tabs for Home, Leads, Contacts, Accounts, Campaigns, Reports, Dashboards, VR Email, VR Postcard, and VR Statistics. On the left sidebar, there is a 'Search' section with a dropdown menu set to 'Search All', a search input field, a 'Go!' button, and a checkbox for 'Limit to items I own'. Below this is an 'Advanced Search...' link and a 'Create New...' dropdown menu. A 'Shortcut' section includes a 'Calendar' link. The main content area is titled 'Search Results' and shows a search for 'content center download'. Below the search bar, it indicates 'Scope: All Objects | Advanced Search'. There are two summary rows: 'Tasks and Events [25+]' and 'Scoring [1]'. A table titled 'Tasks and Events [25+] Show Filters' is displayed, with navigation links for 'Previous Page (351-375)' and 'Next Page'. The table has three columns: 'Action', 'Subject', and 'Name'. The first row is highlighted in yellow and has its 'Subject' cell circled in red. The table contains the following data:

Action	Subject	Name
Edit	Prospect Interaction Points: Content Center Download	susan schaffer, www.market-inc.biz
Edit	Prospect Interaction Points: Content Center Download	bryan villeneuve, torontohockey.net
Edit	Prospect Interaction Points: Content Center Download	Matt Czarnek, www.justkeepclicking.com
Edit	Prospect Interaction Points: Content Center Download	Tony Frazier, www.tonyfrazier.com



# Revenue from customers that downloaded content assets.

Opportunities		New Opportunity		Opportunities Help ?	
Action	Opportunity Name	Stage	Amount	Close Date	
<a href="#">Edit</a>   <a href="#">Del</a>	Education Services-S	Closed Won	\$9,000.00	11/5/2009	

Campaign History		Add to Campaign		Campaign History Help ?		
Action	Campaign Name	Start Date	Type	Status	Responded	Member Status Updated
<a href="#">View</a>   <a href="#">Edit</a>   <a href="#">Del</a>	November Webinar Blast	11/12/2009	Email	Sent	<input type="checkbox"/>	11/12/2009 5:58 PM
<a href="#">View</a>   <a href="#">Edit</a>   <a href="#">Del</a>	October Webinar Blast	10/13/2009	Email	Clicked	<input type="checkbox"/>	10/17/2009 11:25 AM



# Improvements to time on site.

THE NEW YORK CONSERVATORY FOR DRAMATIC ARTS  
SCHOOL OF FILM & TELEVISION

Download Course Catalog

## Industry Tips

**The ins and outs of the acting business**

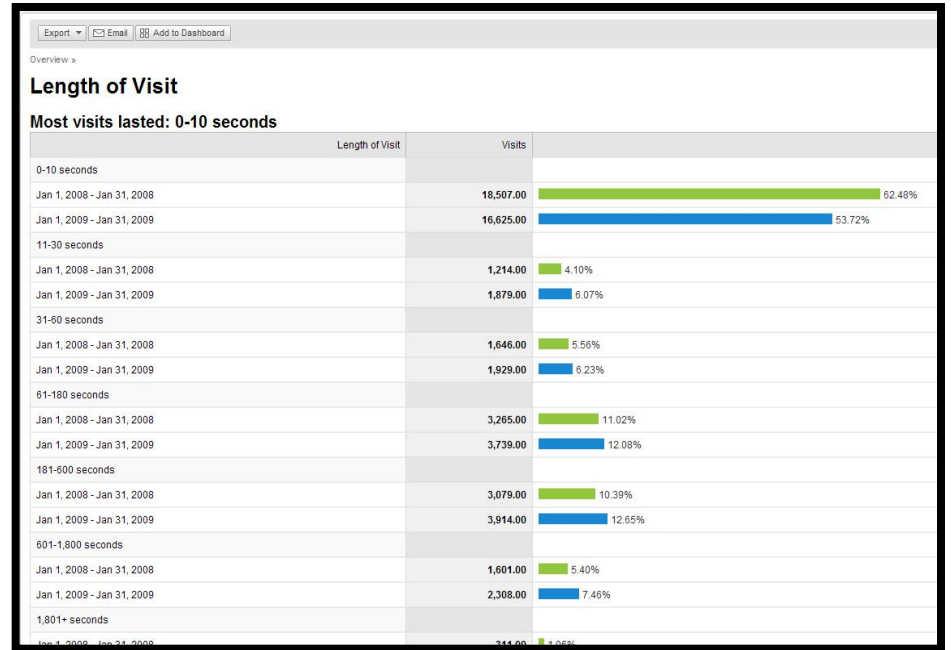
**Overview**

The New York Conservatory for Dramatic Arts (NYCDA) has compiled a host of acting tips and information on the ins and outs of acting and the business.

Whether you are just starting an acting career or have been going on auditions for years, read our acting tips to take your acting career even further. You'll find acting information about the types of classes that are available for you to take, working with an acting agent, how to impress casting directors, and much more.

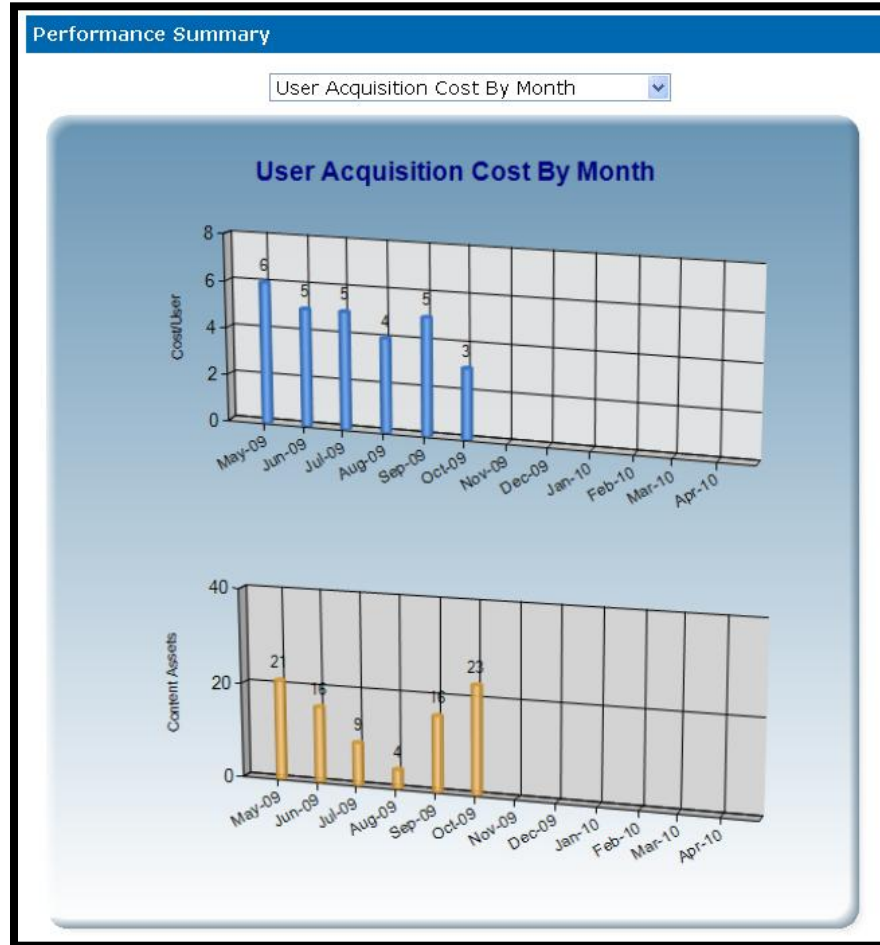
Click thru the categories to the left to find acting information that will help you in starting your career, or advancing it even further!

- Acting Agents + Agencies
- Acting Classes + Workshops
- Acting Conservatories + Universities
- Acting for the Comedy Genre
- Acting for the Drama Genre
- Acting for the Horror Genre
- Auditions + Callbacks
- Film Acting
- Monologues
- Pursuing an Acting Career
- Resumes, Headshots + Portfolios
- Stage Acting



# Decreasing user acquisition costs.

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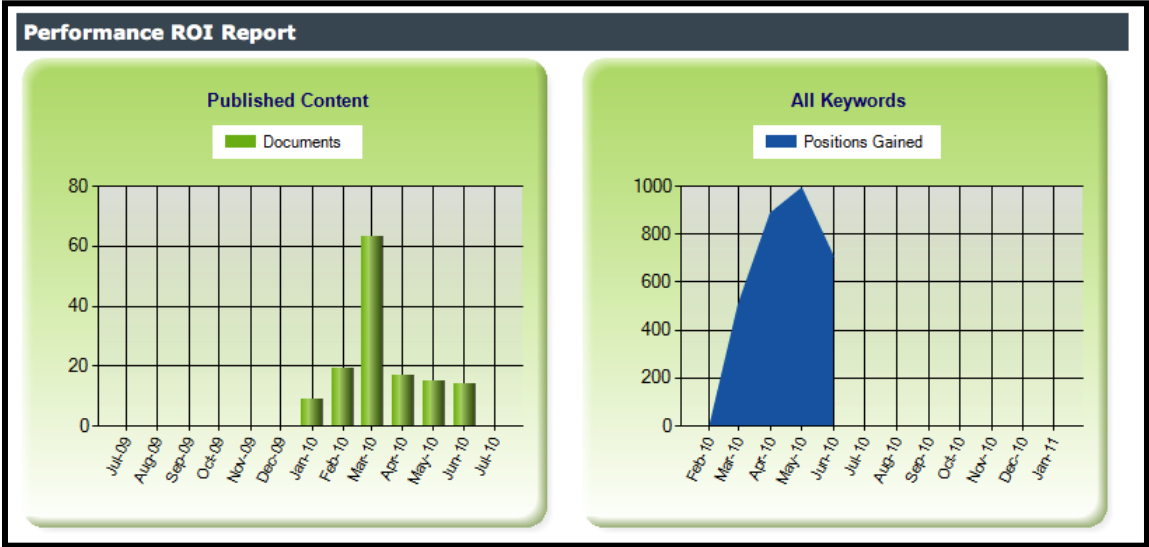


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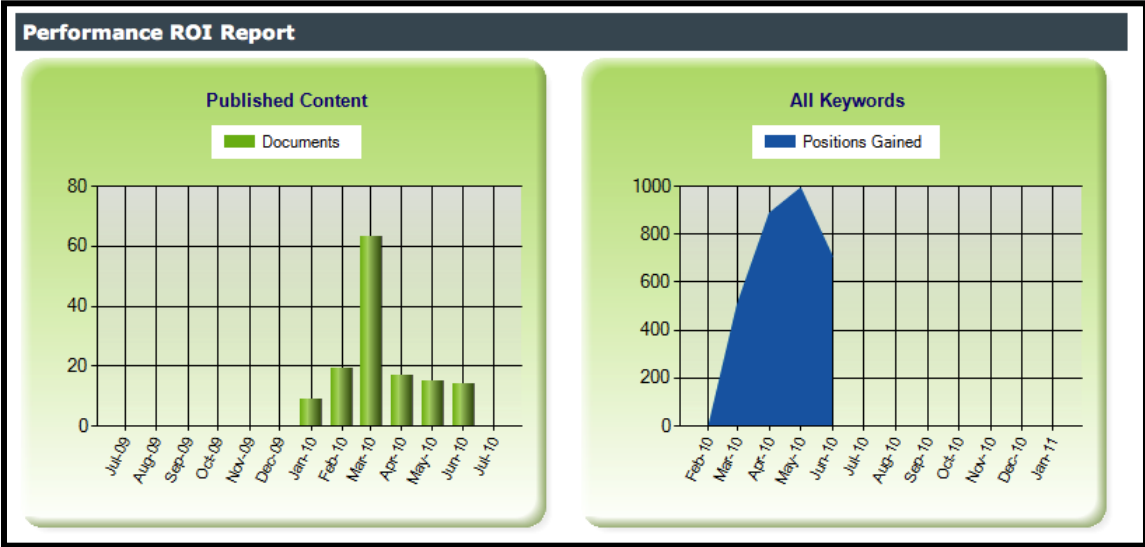


# Improvement in listing positions.



# Increasing organic traffic.

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# Return visitors to your website.



	Visitor Type <input type="button" value="None"/>	Visits <input type="button" value="Visits"/>	Visits
1.	<span style="color: blue;">■</span> Returning Visitor		
	October 1, 2009 - October 31, 2009	<b>2,667</b>	50.32%
	May 1, 2009 - May 31, 2009	<b>936</b>	41.20%
2.	<span style="color: green;">■</span> New Visitor		
	October 1, 2009 - October 31, 2009	<b>2,633</b>	49.68%
	May 1, 2009 - May 31, 2009	<b>1,336</b>	58.80%

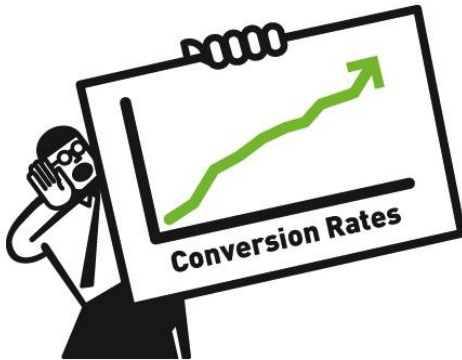


# Capturing organic market share from the competition.

**Share -** are keyword phrases that your competitor has a Top 10 listing and you do not  
**Share =** are keyword phrases that both you and your competitor have a Top 10 listing for  
**Share +** are keyword phrases that you have a Top listing for and your competitor does not



# Increasing conversion rates as the final goal.



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Customer ID 562-873-205

Home Campaigns Reporting Tools Billing My account

Tools > Website Optimizer > Catalog Request Variations (copy) > Report

### Catalog Request Variations (copy)

Running - [Pause](#) | [Stop](#) | [Follow Up](#) | [Copy](#) | [Settings](#) | [Report](#)  
Created: Dec 5, 2008 | Launched: Dec 5, 2008

☆ High-confidence winners found  
[Run a follow-up experiment to validate the results >](#)

Variations (3) Download: [PDF](#) [XML](#) [CSV](#) [CSV](#) [Print](#)

Disable All Combinations (3) Key: ■ Winner ■ Inconclusive ■ Loser

<input type="checkbox"/> Variation	Status	Est. conv. rate	Chance to Beat Org.	Observed Improvement	Conv./Visitors
<a href="#">Original</a>	Enabled	13.6% ± 0.9%	—	—	512 / 3778
☆ Top high-confidence winners. <a href="#">Run a follow-up experiment &gt;</a>					
<input type="checkbox"/> <a href="#">Var. Testimonial</a>	Enabled	17.8% ± 1.0%	99.9%	31.4%	668 / 3752
<input type="checkbox"/> <a href="#">Var. Selective</a>	Enabled	16.0% ± 0.9%	99.5%	18.0%	602 / 3764

Show rows: 15 1 to 2 of 2

Common Questions

- [What does my report mean?](#)
- [How do I update my page to a preferred combination?](#)
- [If the results are inconclusive, what do I do?](#)
- [How can I remove one combination from an experiment?](#)
- [How do I run the experiment again with some changes?](#)



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**“The only marketing  
left is content  
marketing.”  
Seth Godin**

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