

# YOUR OPTIMIZATION GAME PLAN

## 3 STEPS TO GETTING YOUR TEAM ON BOARD

1

### Team Kick Off for Testing Success

#### GET EVERYONE ON THE FIELD

Testing briefs ensure all departments are aligned to a plan.

#### DON'T FORGET THE TECH

Get your technical team on board in advance to avoid pitfalls in the future.

#### BEGIN AT THE BEGINNING

Build testing into the I/A and Content Strategy process.

#### GET OUT OF YOUR SILOS

Decentralize optimization as a business unit. Develop subject matter experts.

#### BE FUTURE FORWARD

Store results, validate hypotheses down the road.

2

### Plan Your Testing

#### A LITTLE GOES A LONG WAY

Even a small amount of research translates to more focused testing, better results.

#### MAKE IT TESTABLE

Form hypotheses that are testable, i.e. solve conversion problems, gain market insights.

#### START SMALL

Start with A/B testing of single variables and work your way up.

#### TAKE ACTION

Ensure that you are getting actionable data from your analytics.

#### GO BIG

Don't be afraid to test boldly when you want big increases and are game for some risk.

#### FORGET ABOUT AVERAGES

Slice and dice testing results by segments to tease out insights.

#### BEING RIGHT ISN'T THE END GOAL

The key value of testing is to learn, not to prove your point.

3

### Prioritize for Results

#### BANG FOR YOUR BUCK

Prioritize pages and test ones with highest impact first. Look beyond the homepage to most visited pages, top landing pages or pages with most expensive exits.

#### BALANCING ACT

Balance prioritization by looking at pages from multiple angles. Think about conversion opportunities, end goals and simplicity of testing when prioritizing.