

A/B Testing on UsabilityWeb.nl

Using Visual Website Optimizer

www.usabilityweb.nl

Rick Venema
rick@concept7.nl
+31(0)50-3600233

Paras Chopra
paras@wingify.com
+91-98682-21372

First Test

Traffic to “Huur mij in” (“Hire me”) page



A The button is called “Huur mij in” (“Hire me”) which might scare people away because they probably don’t want to do that right away or first want to now something about Stefan which is also on that page.

Statistics (Sept. 2010)

Visits	5712
Clickthrough rate	2.8%



B

Hypothesis: By changing the label to “Over mij” (“About me”) people will be more inclined to click on the link to view more information about Stefan.

Statistics (Sept/ 2010)

Visits	5096
Clickthrough rate	5.1%

First Test – Results and Conclusions

“*About Me*” had 80% higher clickthrough rate as compared to the text “*Hire Me*”

Conclusion: by decreasing the weight of the label and making it more personal, visitors will more likely click on the link.

Second Test

Traffic to “Magazine” page

Usabilityweb magazine ontvangen?

Ontvang het Usabilityweb magazine als digitale uitgave (pdf) in je inbox

[Ik meld me aan voor het magazine](#)



A The label “Ik meld me aan voor het magazine” (“**I want to subscribe to the magazine**”) sounds like you get yourself into a paid subscription if the visitor doesn’t notice the free banner (alongside, as a red button).

Statistics (Sept. 2010)

Visits	1000
Clickthrough rate	6.7%



B Hypothesis: By changing the label to “Gratis aanmelden” (“Free subscription”) the visitor is more likely be encouraged to click on the link.

Statistics (Sept. 2010)	
Visits	1040
Clickthrough rate	9.8%

Second Test – Results and Conclusions

“Free Subscription” had 46% higher clickthrough rate as compared to the text *“I want to subscribe the magazine”*

Conclusion: by highlight the *“free”* aspect of the offer, a visitor doesn't need to think a lot before clicking on the offer.

About Visual Website Optimizer

- ***World's easiest A/B and Multivariate testing tool***
- Made for marketers; no technical experience needed
- Only insert code once in the website; and then create unlimited number of tests from the interface
- Integrated Heatmap and Clickmap reports

visualwebsiteoptimizer.com

About Concept7

- We are a team of passionate designers, that help companies grow their online business. We believe in the power of Human Centered Design. Therefore, we design websites, inspired by the people who'll use them.

www.concept7.nl