

When you reach this step, you should have a full conversion research report with the following items completed:

- Cross-device & cross-browser testing
- Speed analysis
- Heuristic analysis
- Customer surveys
- Web / exit surveys
- Other qualitative research items – interviews, transcripts etc
- Google Analytics health check
- Web analytics analysis
- Mouse tracking analysis + user session video replays
- User testing
- Usability analysis

Basically you have identified all the issues that you could find.

**Next: Allocate every finding into one of these 5 buckets:**

<b>Bucket</b>	<b>Description</b>
<b>Test</b>	If there is an obvious opportunity to shift behaviour, expose insight or increase conversion – this bucket is where you place stuff for testing. If you have traffic and leakage, this is the bucket for that issue.
<b>Instrument</b>	If an issue is placed in this bucket, it means we need to beef up the analytics reporting. This can involve fixing, adding or improving tag or event handling on the analytics configuration. We instrument both structurally and for insight in the pain points we've found.

## Hypothesize

This is where we've found a page, widget or process that's just not working well but we don't see a clear single solution. Since we need to really shift the behaviour at this crux point, we'll brainstorm hypotheses. Driven by evidence and data, we'll create test plans to find the answers to the questions and change the conversion or KPI figure in the desired direction.

## Just Do It

JFDI (Just F Do It) – is a bucket for issues where a fix is easy to identify or the change is a no-brainer. Items marked with this flag can either be deployed in a batch or as part of a controlled test. Stuff in here requires low effort or are micro-opportunities to increase conversion and should be fixed.

## Investigate

You need to do some testing with particular devices or need more information to triangulate a problem you spotted. If an item is in this bucket, you need to ask questions or do further digging.

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## Next: issue scoring

### We can't do everything at once and hence need to prioritize. Why?

- Keeps you / client away from shiny things
- Focus is almost always on biggest money / lowest cost delivery
- Helps you achieve bigger wins earlier in projects
- Gives you / the client potential ROI figures
- Keeps the whole team grounded

Once we start optimizing, we start with high-priority items and leave low priority last – but eventually all of it should get done. There are many different ways you can go about it. A simple yet very useful way is to use a scoring system from 1 to 5 (1= minor issue, 5 = critically important).

In your report you should mark every issue with a star rating to indicate the level of opportunity (the potential lift in site conversion, revenue or use of features):

<b>Rating</b>	<b>Description</b>
★★★★★	This rating is for a <b>critical</b> usability, conversion or persuasion issue that will be encountered by many visitors to the site or has high impact. Implementing fixes or testing is likely to drive significant change in conversion and revenue.
★★★★	This rating is for a <b>critical</b> issue that may not be viewed by all visitors or has a lesser impact.
★★★	This rating is for a <b>major</b> usability or conversion issue that will be encountered by many visitors to the site or has a high impact.
★★	This rating is for a <b>lesser</b> usability or conversion issue that may not be viewed by all visitors or has a lesser impact.
★	This rating is for a <b>minor</b> usability or conversion issue and although is low for potential revenue or conversion value, it is still worth fixing at lower priority.

### **There are 2 criterias that are more important than others when giving a score:**

- **Ease of implementation** (time/complexity/risk). Sometimes the data tells you to build a feature, but it takes months to do it. So it's not something you'd start with.
- **Opportunity score** (subjective opinion on how big of a lift you might get). Let's say you see that the completion rate on the checkout page is 65%. That's a clear indicator that there's lots of room for growth, and because this is a money page (payments taken here), any relative growth in percentages will be a lot of absolute dollars.

Essentially: follow the money. You want to start with things that will make a positive impact on your bottom line right away.

Be more analytical when assigning a score to items in Test and Hypothesize buckets. Whenever possible, it makes sense to calculate the value of potential uplifts to assess how much more revenue you would get if you'd plug a leak on page X or page Y.

Let's look at an example. Google Analytics shows this funnel. All steps have a leak. Which one would bring in more money if we had a 30% lift?

Average transaction value here is \$175. Value of 30% lift per step:

- Bag:  $1009 + 30\% = 302$  more visitors proceed to the next step. This equals 45 roughly more transactions.
- Checkout:  $1178 + 30\% = 353$  more visitors proceed to the next step. This equals roughly 134 more transactions.
- Place order:  $735 + 30\% = 220$  more visitors proceed to the next step. This equals roughly 220 more transactions. Looks like a clear case: the potential is bigger closer to the checkout!

## Example



<b>Issue</b>	<b>Bucket</b>	<b>Background</b>	<b>Action</b>	<b>Rating</b>
Google Analytics bounce info is wrong	Instrument	Google Analytics script is loaded twice! Line 207 and 506 of the home page both contain GA code, as do all the other pages.	Remove the double entry	★★★★★
Free trial downloads are not recorded in GA.	Instrument	You need to set up event tracking for each trial download, so we could optimize this KPI.	Add event tracking for trial downloads	★★★★★
Site search tracking is switched off and unconfigured.	Instrument	You don't have data on what people are searching for, and how searchers behave differently from non-searchers	Enable and configure site search tracking in GA	★★★★
Missing value proposition on the home page	Hypothesize	Add a compelling value proposition in the header of your website that states what your website is about, what can they do here and why should they do it	Add prominent value proposition	★★★★★
Content is very hard to read	JFDI	Font size 11px is too small	Increase font size	★★★