

Index

Note to the Reader: Throughout this index **boldfaced** page numbers indicate primary discussions of a topic. *Italicized* page numbers indicate illustrations.

A

- A-B split testing, 207, **213–214**
 - advantages, **214–215**
 - conversion rate curve, 208, 208
 - disadvantages, **215–216**
 - GWO, 312, 316
 - recipes, 226
- “above the fold” considerations, **115–116**
- accessibility issues, **130–132**
- accumulating goals, 205
- accurate tracking property, 7
- acquisition activities
 - offline, **12–13**
 - online, **8–11**
- action factors in AIDA decision process, **87–89**
 - brand strength, 89
 - previous resource investment, **89–90**
 - risk reducers, **90–92**, *91–92*
 - simplification, **98–102**, *99*, *101*
 - surprises, **102–103**, *103*
 - total solution, 90
 - transacting, 94
 - and unnecessary tasks, **94–98**, *95*, *97–98*
 - validation and credibility, **92–93**, *93*
- action plan development, 263
 - business objectives, **265–267**
 - data collection, **286–289**
 - implementation, **282–284**
 - landing page selection, **270–271**
 - preliminaries, **264–265**
 - QA plans, **284–286**, *284*
 - results analysis, **289–290**
 - success criteria, **271–273**
 - team building, **267–269**
 - test area selection, **273–279**, *276*, *278–279*
 - traffic source selection, **269–270**
 - tuning method selection, **279–282**
- active cooperation, 250
- Adams, Ned, 61
- Adorama site, **72–74**, *73–74*
- advertisements
 - banner and text, **9–10**
 - as conversion action, 32
 - print, 12
 - TV and radio, 12
- Aesop, 239
- affiliate cost (AC) in subscriptions, 43
- affiliate programs, 10
 - catalog sales, 40
 - for testing, 256
 - in third-party lead generation, 41
- affinity factor
 - in accessibility, 131
 - onsite conversion, 19
 - validation and credibility indicators, 92
- affordability factor in insourcing vs. outsourcing, **260–261**
- aging data, 302
- AIDA decision process, 67
 - action. *See* action factors in AIDA decision process
 - awareness. *See* awareness factors in AIDA process
 - desire factors, **78–79**
 - comparisons, **84–85**
 - customization, 86
 - details, **85–86**
 - research, **79–84**, *80*, *82–83*

- interest factors, 75–76
 - need recognition, 77–78, 77
 - self-selection, 76–77, 76
 - overview, 67–68
 - Alessandra, Tony, 48, 58
 - alias structure in parametric testing, 223
 - alienation factor, 19
 - all-caps text, 132
 - alpha-levels in null hypotheses, 187
 - alternative HTML content, 314–315
 - alternatives
 - transaction mechanisms, 90
 - for visitor wants, 84–85
 - Amazon site, 113, 114–115
 - amygdala, 126
 - analysis
 - A-B split testing, 214
 - in action plans, 289–290
 - multivariate testing, 218–222
 - parametric. *See* parametric analysis.
 - analysis of variance (ANOVA), 182, 219
 - Andersson, Axel, 17
 - animation, 139
 - anticipation in permission marketing, 70
 - anxiety factor, 17–18
 - applied statistics, 181–182
 - appreciating visitors, 78
 - approval process for test elements, 151
 - archipallium, 126
 - architectural design aspects, user
 - experience people for, 242
 - attention factors. *See* awareness factors
 - in AIDA process
 - audience, 47
 - in baselines, 292
 - behavioral styles, 55–59
 - changes in, 209–212
 - demographics and segmentation, 50–55, 54, 150
 - design for, 31
 - determining, 49–50
 - empathy for, 48
 - Matrix, 65–66
 - role modeling, 109–111, 110
 - as test element, 142–143
 - user-centered design, 59–65
 - auditory learning modality, 127–128
 - autonomic functions, 126
 - availability
 - in accessibility, 131
 - insourcing vs. outsourcing, 259
 - average revenue per initial sale (ARIS), 39
 - average revenue per repeat sale (ARRS), 39
 - average revenue per sale (ARPS)
 - product purchase, 39
 - third-party lead generation, 41
 - awareness factors in AIDA process, 69–70
 - banner ads, 71
 - creating, 75
 - entry pop-ups, 71
 - exit pop-ups, 72
 - home page, 72–74, 73–74
- ## B
- B&H site, 74, 74
 - back links, 9
 - background colors and images, 132
 - baggage in test elements, 151
 - bandwidth
 - baseline recipes, 273
 - for control version, 190
 - and GWO, 330
 - throttling, 206–208
 - banner ads, 9–10, 71
 - banner blindness, 137, 154
 - Barnes & Noble site, 98, 99
 - baselines
 - ignoring, 292–293
 - recipes, 200
 - Bates, Marilyn, 58
 - Beckwith, Harry, 88

behavioral styles of audience, 55–59
bell curves, 178, 179
belonging factor, 19
biased samples, 171–174, 288
biased visitors, 210–211
Big Brother concerns, 330
billboard advertising, 13
blacklists, 20
“Blind Men and the Elephant,” 240
blogs
 in acquisition activities, 11
 for problem identification, 125
 in retention marketing, 21
bounce rate, 120
brain, 125
 constraints and conventions,
 128–129
 learning modalities, 127–128
 limbic, 126
 neocortex, 126–127
 reptilian, 126
branching factor, 200
brand awareness, 12
brand guardians, 250–251
brand strength factor
 in action, 89
 in conversion rates, 14
breadcrumbs, 81
breadth of impact filters, 142
 audience size, 142–143
 conversion actions, 142
 paths through site, 143–145
 prominent page parts, 145
Briggs, Katherine Cook, 56
brochure ware, 110
browser considerations
 in landing page design, 68
 in Web analytics, 115–116
budget cycles, 254
Burman, J. P., 227
business case building, 266–267
business development issues, 253

business objectives in action plans,
 265–267
business rules in GWO, 332
business-to-consumer (B2C) e-commerce
 websites, 37
button text, 135–136
buy-in
 company politics, 250–254
 insource vs. outsource considerations,
 258–261
 startup strategies, 255–257
 team for. *See* teams
buying guides, 79

C

C-level officers, 253–254
calculators, conversion improvement
 profit, 36, 36
canned reports, 51
capabilities of GWO, 314–316
capacity in insourcing vs. outsourcing
 decisions, 260
capital letters, 132
capped number of leads, 40
Card, Stuart, 155
Carlin, George, 108
case studies
 Power Options site, 302–307,
 303–306
 RealAge.com site, 158–161, 159–160
catalog sales, 38–40
causality and correlation, 174–175
Central Limit Theorem, 180
cerebrum, 126
certainty in statistics, 183–187,
 185–186
Chak, Andrew, 68
challengers in A-B split testing, 214
champions in A-B split testing, 214
Chance to Beat All report column, 325
Chance to Beat Original report column,
 325

- changes
 - audience, 209–212
 - frequent, 293
 - product/service mix, 34
 - technology, 212–213
- clarity factor for onsite conversion, 18
- classes in Matrix, 65
- click-through rate (CTR), 32, 309
- click-throughs, 32
- clickstream analysis, 51
- client referrals, 13
- client-side changes and search engines, 308
- client-side requirements for GWO, 314
- cloaking issues, 308–309
- clutter
 - and awareness, 75
 - problems, 73–74
 - testing, 157–158
- coalition building, 257
- coherency
 - in design, 148–149
 - in QA plans, 286
- collaborative authoring sites, 11
- collection. *See* data collection
- color
 - in accessibility, 132
 - conservative, 139
- combination naming convention in GWO, 331
- Combinations report, 324–325, 324
- commitment factors in conversion rates, 16
- common buy-in issues
 - copywriters, 247
 - graphics designers, 246
 - marketing managers, 247–248
 - product managers, 243
 - programmers, 248–249
 - quality assurance testers, 249
 - system administrators, 245
 - user experience people, 242
 - webmasters, 244
- company politics, 250
 - brand guardians, 250–251
 - C-level officers, 253–254
 - finance, 254–255
 - I.T. staff, 251–253
 - procedural gatekeepers, 253
- comparisons for visitor wants, 84–85
- competency factor in insourcing vs. outsourcing, 258
- competing needs in personas, 62–63
- compliance, regulatory, 253
- concise writing style, 136
- conclusions in statistical methods, 181
- conditional testing elements in GWO, 330
- confidence levels, 171
 - GWO, 331
 - in null hypotheses, 187
 - sample size, 184–186, 185–186
 - selecting, 272–273
- confusion factor in onsite conversion, 18
- connections in page flows, 155–156
- consistency of visitor experience, 205–206
- constrained designs, 201–203
- constraints
 - brain operation, 128–129
 - QA plans, 285
 - test plans, 275, 277
- constructing personas, 62
- consumer product purchases in conversion rate, 37–40
- content
 - audience segmentation, 150
 - changing, 7
 - GWO, 314–315, 332
 - implementation plans, 283
 - user experience people for, 242
 - Web analytics, 119–120, 121
- context
 - flexible page flows, 157
 - navigation, 81
 - statistical variables, 193–194, 193–194

- contingent variables, 201
 - continuous variables
 - fractional factorial parametric testing, 224
 - price testing, 164
 - tuning methods, 199–200
 - contrast in accessibility, 132
 - control for visitors, 79
 - control scripts in GWO, 315
 - controllable traffic, 54–55
 - conventions in brain operation, 128–129
 - conversion activities and rates
 - breadth of impact filters, 142
 - consumer product purchases, 37–40
 - data collection, 288
 - defined, 14
 - delayed, 299–302, 301
 - external factors, 14–16
 - financial impact, 34–37, 36
 - GWO, 331
 - intermediate, 44–45
 - landing pages, 31–33
 - lifetime value of, 33–34
 - Matrix, 65
 - Myth of Perfect Conversion, 22–23, 23
 - online and offline combined, 19–20
 - onsite factors, 16–19
 - subscriptions, 42–43
 - success criteria, 272
 - third-party lead generation, 40–41
 - Web analytics, 120
 - Conversion Improvement Percentage (CIP), 35–37
 - conversion improvement profit calculator, 36, 36
 - Conversions / Visitors report column, 325
 - cookies
 - for consistency, 205–206
 - for flexible page flows, 157
 - GWO, 314
 - requiring, 172
 - for returning visitors, 116
 - copywriters, 246–247
 - core competency focus in insourcing vs. outsourcing, 258
 - coregistration, 97–98
 - correlation vs. causation, 174
 - cost of goods sold (COGS) in catalog sales, 40
 - cost of product (CP) in subscriptions, 43
 - cost per thousand impressions (CPM) basis, 9
 - costs factors
 - testing, 297–299, 299
 - tuning method selection, 279
 - counting issues, 203
 - consistency, 205–206
 - fixed vs. variable values, 203–204
 - single vs. multiple goals, 204–205
 - throttling, 206–208, 208
 - Covey, Stephen R., 27
 - credibility issues, 92–93, 93
 - credit card charges (CC) in catalog sales, 40
 - cross-sells, 97
 - culture in personas, 62
 - customer considerations in landing page design, 68
 - customer relationship management (CRM) systems, 44, 51, 100
 - customer service representatives, 124
 - customization for visitor wants, 86
- D**
- data analysis. *See* analysis
 - data collection
 - A-B split testing, 217
 - audience demographics, 50
 - checklist, 289
 - fractional factorial analysis, 230
 - full factorial analysis, 295
 - GWO, 327–328

- monitoring, 288
 - multivariate testing, 217–218
 - pitfalls, 293–294
 - preparing for, 286–288
 - statistical methods, 171–173, 181, 184–186
 - data mining, 51
 - data rates
 - A-B split testing, 215–216
 - data collection, 288
 - full factorial non-parametric testing, 236
 - for tests, 190
 - data recording activities, 288
 - decision process
 - AIDA. *See* AIDA decision process
 - in Matrix, 66
 - deep linking, 28–29, 143
 - deepening relationships, 30
 - defining relations, 223
 - degree of commoditization, 14–15
 - delay
 - conversions, 299–302, 301
 - GWO, 314
 - demographics, audience, 50–55, 54
 - demonstrations, 80
 - dependencies in QA plans, 285
 - dependent variables, 180, 198
 - depth of interaction in Web analytics, 116–117
 - descriptive statistics, 181
 - design of experiments (DOE) umbrella, 218
 - designs for tuning methods
 - constrained, 201–203
 - unconstrained, 201
 - desire factors in AIDA decision process, 78–79
 - comparisons, 84–85
 - customization, 86
 - details, 85–86
 - research, 79–84, 80, 82–83
 - desired conversion actions, 31–33
 - details for visitor wants, 85–86
 - deterministic processes, 175
 - direct marketing, 13, 16–17
 - direct-to-consumer e-commerce sites, 37
 - direct traffic, Web analytics for, 117
 - director style in Platinum Rule, 58–59
 - discrete variables
 - fractional factorial parametric testing, 225
 - price testing, 163–164
 - tuning methods, 199–200
 - display resolution in Web analytics, 112–114, 113–115
 - Disraeli, Benjamin, 170
 - disruptions, minimizing, 97
 - diverse visitor populations, 62
 - diversion of traffic, 255
 - downloads as conversion action, 32
 - Drucker, Peter F., 147
 - dynamic content presentation, 51–52
- ## E
- e-mail in retention marketing, 21
 - e-mail lists
 - in-house, 11
 - third-party, 10–11
 - economies of scale, 34
 - education as conversion action, 32
 - Effect Heredity Principle, 222
 - Effect Sparsity Principle, 222
 - 80/20 Rule, 142
 - elasticity price modeling, 165–167, 166–167
 - elements, test. *See* tests
 - Emerson, Ralph Waldo, 148, 250
 - emotions, 126
 - empathy for audience, 48
 - emphasis
 - on new customers, 96
 - testing, 154
 - empirical rule, 179
 - engagement support in GWO, 331

Engine Ready site, 100, 101
 enterprise-level testing in GWO,
 331–332
 entry pop-ups, 71
 Epic Sky site, 234–235
 error bars, 185–186, 185–186
 Estimated Conversion Rate Range
 report column, 325–326
 Euler, Leonhard, 227
 evaluators, design for, 68
 event participation, 13
 events
 external, 211–212
 internal, 209–211
 in probability theory, 176
 exit pop-ups, 72
 expensive prototypes, 224
 experiment pages in GWO setup,
 317, 318
 experimental design
 full factorial non-parametric testing,
 236
 statistical methods, 180–181
 external conversion factors, 14–16
 external events, 211–212
 external factors in questionnaires, 264
 extroverts in MBTI, 56
 eye-tracking studies, 123–124, 123
 EyeTools Inc., 123–124, 123

F

Facebook sites, 11
 factual writing style, 135
 false causality, 174–175
 fault tolerance, 131
 fear of changing pages, 307
 feedback
 in accessibility, 131
 customer service representatives, 124
 feelers in MBTI, 57
 fields, form, 100–102, 101

filters
 data collection, 286–287
 sampling, 171
 test elements, 142–145
 financial case, 257
 financial gatekeepers, 254–255
 financial impact of conversion rate,
 34–37, 36
 financial model building, 266
 first-party cookies
 for consistency, 205–206
 GWO, 314
 requiring, 172
 for returning visitors, 116
 fixed costs, 36
 fixed values in tuning, 203–204
 flattening constrained variables, 202
 flawed sampling, 209–210
 flexibility
 A-B split testing, 215
 page flows, 156–157
 search options, 81
 focus groups, 122–123
 fonts, 131
 forced registration, 94–96, 95
 form-fill rates, 32
 formats
 testing, 153
 written words, 136–137
 forms, simplifying, 100–102, 101
 forums, 125
 fractional factorial design, 217, 217
 characteristics, 218
 effects in, 220, 233
 parametric, 222–223
 advantages, 230
 disadvantages, 230–232
 Latin squares design, 227–229, 228
 overview, 223–227
 Plackett-Burman design, 227
 Taguchi method, 229–230
 frames, 138
 Franti, Michael, 47

free prototypes, 224–225
full factorial design, 217, 217
 characteristics, 217
 data analysis vs. data collection, 295
 non-parametric, 234–235
 advantages, 235–236
 disadvantages, 236
 parametric, 232–233
 advantages, 233–234
 disadvantages, 234
 GWO, 312, 327–328
function focus in audience
 segmentation, 150
functional aspects, user experience
 people for, 242
funnel analysis, 120

G

Gaussian distribution, 178–180, 179
Godin, Seth, 20, 70
Google Analytics Authorized
 Consultants (GAACs), 328
Google search engine issues, 308–309
Google Website Optimizer (GWO), 311
 advantages, 327–329
 background, 312–313
 drawbacks, 329–332
 example test setup, 316–327,
 317–324, 326
 fractional factorial parametric testing,
 232–234
 requirements and capabilities,
 314–316
granularity of test elements, 145–147
graphics, 15, 132, 138–139
graphics designers, 245–246
gross margin contribution, 204
guarantees, 90

H

Hacker, Bob, 17
HackerSafe trust mark, 92, 92, 202

heat maps, 123–124, 124
hemispheres, brain, 127
Hierarchical Ordering Principle, 222
high data rates property, 6–7
high visibility of landing pages, 254
hippocampus, 126
home page awareness, 72–74, 73–74
Hopper, Grace Murray, 256
horizontal rules, 138
“How” question for audience, 50
Huck, Schuyler W., 170
hypothalamus, 126

I

identity factor in onsite conversion, 19
ignoring baselines, 292–293
images, 15, 132, 138–139
implementation
 A-B split testing, 214
 action plans, 282–284
 GWO, 328
implication in causality, 174
importance vs. significance, 186
improvement size, 191
in-house e-mail lists, 11
in-house resources and procedures,
 268–269
in-house vs. outsource decisions,
 258–261, 280
in-store sales, 37–38
inaction, 310
independent variables
 in causation, 180
 in interactions, 192
 tuning methods, 198
industry analyst coverage, 12
industry tradeshow, 13
inferential statistics, 181–182
information architecture
 testing, 153
 usability, 130
information foraging theory, 155

information gathering in MBTI, 57
information processing in MBTI, 57
information scent, 155
input variables, 198
insourcing vs. outsourcing, 258–261, 280
InsWeb site, 102–103, 103
intention factors in conversion rates, 16
interactions, variable. *See* variable interactions
interest factors in AIDA decision process, 75–76
 need recognition, 77–78, 77
 self-selection, 76–77, 76
intermediate conversion actions, 44–45
internal events, 209–211
interruption marketing, 8, 70, 75
interviews with customer service representatives, 124
introductory offers, 90
introverts in MBTI, 57
intuitives in MBTI, 57
inverted pyramid for written words, 133
Issigonis, Alec, 241
I.T. staff, 251–253

J

JavaScript
 GWO, 314
 tag installation, 321–322, 321–322
JavaScript validator error report, 322, 322
JoggingStroller.com site, 88
judgers in MBTI, 57
Jung, Carl, 56
justification, paragraph, 132
juxtaposition, 149

K

Keirse, David, 58
Keirse Temperament Sorter, 58

keys to online marketing, 7, 8
 acquisition, 8–13
 conversion, 13–20
 overview, 24–25, 24
 retention, 20–22
keywords
 PPC campaigns, 10
 search engine optimization, 9, 118–119
kinesthetic learning modality, 127–128
Krug, Steve, 129

L

landing pages overview
 in action plans, 270–271
 audience considerations, 31
 brain considerations, 125–129
 defined, 14
 desired conversion actions, 31–33
 lifetime value of conversion actions, 33–34
 parts, 29–30
 problem identification. *See* problem identification methods
 purpose, 27
 types, 28–29
 usability. *See* usability
LandingPageOptimizationBook.com site, 265
language
 spoken, 112
 written words, 132–133
 format, 136–137
 structure, 133–134
 tone, 134–136
large numbers, law of, 177–178
last-minute up-sells, 97
latency in GWO, 314
Latin squares design, 227–229, 228
launch pages in testing, 284, 284
launching GWO setup, 323, 323
law of large numbers, 177–178

- lead generation
 - conversion delay graph, 300, 301
 - third-party, 40–41
 - learning curve in insourcing vs. outsourcing, 259
 - learning modalities, 127–128
 - legal department, 253
 - legibility, 131
 - Lehrer, Tom, 3
 - LendingTree.com site, 103, 103
 - length of relationship factor, 33
 - level of branching factors, 200
 - lifestyle orientation in MBTI, 57
 - lifetime value (LTV) of conversion actions, 33–34, 266
 - Likert scale, 124
 - limbic system, 126–127
 - line length, 132
 - linear models, 219
 - link text, 132
 - list fatigue, 11
 - loaded questions, 173–174
 - longevity of test elements, 150–151
 - lost opportunity costs in insourcing vs. outsourcing, 259
 - low-cost testing platforms, 255
 - low-key testing, 256
 - loyalty in retention marketing, 21–22
- M**
- MacLean, Paul, 125–127
 - main effects
 - in parametric testing, 219, 233
 - reports, 329
 - of variables, 328
 - main site landing pages, 28–29
 - managing by exception, 109
 - maps
 - heat, 123–124, 124
 - in Web analytics, 111, 112
 - Marine, Larry, 48
 - marketese, 134–135
 - Marketing Experiments Journal,
 - 188–189, 188
 - marketing factors in questionnaires, 264
 - marketing managers, 247–248
 - Marketing Sherpa, 123, 123
 - math of tuning. *See* statistics
 - Matrix, 65–66
 - “Maybes” visitors, 22–23, 23
 - McAfee site, 97–98, 98, 102
 - meaningful transactions, 30
 - means in normal distribution, 178
 - measuring issues, 203
 - consistency, 205–206
 - fixed vs. variable values, 203–204
 - single vs. multiple goals, 204–205
 - throttling, 206–208, 208
 - media coverage, 12
 - mental models, 129
 - microsite landing pages, 28
 - minimal data entry requirements, 96
 - mission critical activities, 29–30
 - monitoring data collection, 288
 - most visited content, 119
 - multiple conversion actions, 33
 - multiple goals, 204–205
 - multiple listing service (MLS) books, 87
 - multiple-page flows, 154–157
 - multivariate testing, 217, 217
 - data analysis, 218–222
 - data collection, 217–218
 - fractional factorial parametric. *See* fractional factorial design
 - full factorial non-parametric, 234–236
 - full factorial parametric, 232–234
 - GWO, 312, 327–328
 - multiple-page, 316
 - tuning methods, 198
 - Myer, Mike, 232
 - Myers, Isabel Briggs, 56
 - Myers-Briggs Type Indicator (MBTI), 56–58
 - MySpace sites, 11
 - Myth of Perfect Conversion, 22–23, 23

N

naming conventions in GWO, 331
“Narrow By” navigation bar, 80–81, 80
navigation for action, 100
need recognition, 77–78, 77
negative variable interaction, 192
neocortex, 126–127
nested testing elements, 330
new visitors, 116
news feeds, 21
newsletters, 21
newspaper writing, 133
Nielsen, Jakob, 132
“Noes” visitors, 22–23, 23
non-parametric analysis, 217, 217,
234–235
 advantages, 235–236
 characteristics, 221–222
 disadvantages, 236
 vs. parametric, 218
nonstationary time series, 177
normal distribution, 178–180, 179
normalized metrics, 205
Norman, Don, 59–60, 129
notification features in GWO, 331
null hypotheses, 187

O

observational studies, 180
observed effects, 188
Observed Improvement in
 Combinations report, 325
off-page search engine factors, 307
offers
 audience segmentation, 150
 testing, 162
offline acquisition activities, 12–13
on-page search engine factors, 307
online acquisition activities, 8–11
online and offline combined conversion
 activities, 19–20
online video ads, 11

onsite conversion factors, 16–19
onsite search
 in problem identification, 120–122
 Web analytics for, 120–121
operational policies, I.T staff for, 252
opportunity costs in insourcing vs.
 outsourcing, 259
order independence
 fractional factorial parametric testing,
 230
 for navigation, 81
organization in accessibility, 131
outdoor advertising, 13
output variables, 198
outsourcing
 vs. insourcing, 258–261, 280
 testing, 256–257
overgeneralization in sampling, 173
overlay information, 120
Overstock.com site, 94–95, 95
overview section in test plans, 275–276,
276

P

page layout, 137–138
page quality score, 309–310
page sections
 GWO, 315, 318–319, 318–320
 reports, 326–327
 scripts, 322–323
page size, 133–134
page structure testing, 152–153
paid traffic, Web analytics for, 118–119
paid units (PU) in subscriptions, 43
paleo-mammalian system, 126
parallel pricing presentations, 167
parallel testing, 172
parametric analysis, 217–218, 217
 characteristics, 219–221
 fractional factorial. *See* fractional
 factorial design
 full factorial, 232–234
 GWO, 312, 327–328

- Pareto Principle, 142
- path analysis, 119, 143–145
- pay-per-click (PPC) model, 9–10, 28–29, 143, 309–310
- payment methods in insourcing vs. outsourcing, 260–261
- perceivers in MBTI, 57
- performance vs. positive results, 298–299, 299
- permission marketing, 70
- personal messages in permission marketing, 70
- personality types, 55
 - Keirsey Temperament Sorter, 58
 - Myers-Briggs Type Indicator, 56–58
 - Platinum Rule, 58–59
- personalization, 161–162
- personas
 - vs. roles, 64
 - in user-centered design, 61–63
- perspective in insourcing vs. outsourcing, 260
- PetCareRx site, 136, 136
- PetSmart.com site, 92, 92
- phone call logs, 124
- phone sales, 38
- physical processes in parametric testing, 232
- physicality factors in conversion rates, 15–16
- piecewise construction
 - fractional factorial parametric testing, 230–231
 - Page Sections reports, 327–328
- piecewise review in QA plans, 285
- Pirolli, Peter, 155
- pitfalls, 291
 - baselines, 292–293
 - case study, 302–307, 303–306
 - data collection, 293–294
 - delayed conversions, 299–302, 301
 - inaction, 310
 - search engines, 307–310
 - seasonality, 296–297
 - test costs, 297–299, 299
 - variable interactions, 294–296
 - warnings, 292
- Plackett, R. L., 227
- Plackett-Burman (PB) design, 227
- Platinum Rule, 58–59
- point-of-sale (POS) promotions, 13
- policies as risk reducers, 90
- politics, 250
 - brand guardians, 250–251
 - C-level officers, 253–254
 - finance, 254–255
 - I.T. staff, 251–253
 - procedural gatekeepers, 253
- pop-ups
 - entry, 71
 - exit, 72
- positive results vs. performance, 298–299, 299
- positive variable interaction, 192
- potential profit impact, 254
- Power Options site, 302–307, 303–306
- PPC (pay-per-click) model, 9–10, 28–29, 143, 309–310
- precise writing style, 135–136
- precision in statistics, 187–189, 188
- predictive models in GWO, 327
- presentations
 - in statistical methods, 181
 - testing, 153
- previous resource investment factor, 89–90
- price point in GWO, 328–329
- price/profit curves, 164–165, 164
- price testing, 162–163
 - qualitative methods, 163
 - quantitative methods, 163–167, 164, 166–167
- print ad magazine advertising, 12
- print catalog sales, 38
- printouts as conversion action, 32
- prioritizing projects, I.T. staff for, 253

privacy symbols, 90
probability distribution function, 175
probability theory, 175–176
 Central Limit Theorem, 180
 conversion rate, 182–183
 landing page testing applications, 176–177
 law of large numbers, 177–178
 normal distribution, 178–180, 179
problem identification methods, 107–109
 in action plans, 273–279, 276, 278–279
 audience role modeling, 109–111, 110
 customer service representatives, 124
 eye-tracking studies, 123–124, 123
 focus groups, 122–123
 forums and blogs, 125
 onsite search, 120–122
 surveys, 124–125
 usability reviews, 122
 usability testing, 122
 Web analytics. *See* Web analytics
procedural changes in data collection, 287
procedural gatekeepers, 253
product managers, 242–243
product purchases in conversion rate, 37–40
profit margins, 204, 254
programmers, 248–249
project-based support commitment from I.T staff, 252–253
prominent page parts as test elements, 145
promo codes, 13
promotional items, 13
prototypes, 224–225
psychological predispositions in parametric testing, 232
public relations, 12

purchases
 as conversion action, 32
 in conversion rate, 37–40

Q

qualitative methods in price testing, 163
quality assurance (QA) plans, 284–286, 284
quality assurance (QA) testers, 249
quality score (QS), 309–310
quantitative methods in price testing, 163–167, 164, 166–167
questionnaires, 264–265
questions
 loaded, 173–174
 for personas, 63

R

R-complex, 126
radio advertising, 12
random processes, 176
random variables, 175–176
rate cards, 9
real estate, 87
RealAge.com site
 case study, 158–161, 159–160
 test plan excerpt, 276–279, 276, 278–279
recipes
 A-B split testing, 216
 fractional factorial parametric testing, 234
 GWO, 330
 tuning methods, 200
recurring traffic in audience demographics, 54
referral business, 34
referred traffic, 117–118
regions in third-party lead generation, 40
registration, forced, 94–96, 95

- regulatory compliance, 253
 - relater style in Platinum Rule, 58–59
 - relationship length factor, 33
 - relationships, deepening, 30
 - relevance rating in Page Sections reports, 327
 - relevant messages in permission marketing, 70
 - repeat buyer rate, 34
 - repeat visitors, 116, 210–211
 - reports in GWO, 324–327, 326, 332
 - reptilian brain, 126–127
 - requirements for GWO, 314–316
 - research
 - in statistical methods, 181
 - visitor wants, 79–84, 80, 82–83
 - resolution
 - parametric analysis, 220–221
 - screen, 112–114, 113–115
 - resource allocation, I.T staff for, 252
 - resources
 - in-house, 268–269
 - outsourcing for, 256
 - shared, 283
 - test elements, 151
 - restrictive test design, 232
 - results analysis, 289–290
 - retail catalog e-commerce sites, 37
 - retention activities, 20–22
 - returned leads, 41
 - returning visitors, 116, 210–211
 - revenue
 - catalog sales, 39
 - in conversion rate improvements, 34–35
 - intermediate conversion actions, 45
 - subscriptions, 42
 - third-party lead generation, 41
 - revenue from sales (RFS), 42
 - revenue from trials (RFT), 42
 - reverse goal paths, 143
 - reversible searches, 81
 - rewards in retention marketing, 21–22
 - Ries, Al, 89
 - risk reducers, 90–92, 91–92
 - robustness in GWO, 328
 - ROIRevolution.com site, 331
 - role modeling of audience, 109–111, 110
 - roles
 - Matrix, 65
 - MBTI, 57–58
 - user-centered design, 64
 - run of network campaigns, 9
- ## S
- safe shopping symbols, 90–92, 91
 - safety for visitors, 78–79
 - sales force automation (SFA), 44, 100
 - samples and sample sizes
 - biased, 171–174, 288
 - GWO, 327
 - pitfalls, 293
 - uneven and flawed, 209–210
 - sans serif fonts, 131
 - satisficing, 90
 - saturated main effect designs, 227
 - saturating goals, 205
 - Saxe, John Godfrey, 240
 - ScanAlert HackerSafe trust mark, 92, 92, 202
 - scenarios in user-centered design, 65
 - schedules
 - data collection, 287
 - insourcing vs. outsourcing, 260
 - I.T staff for, 252
 - test elements, 151
 - screaming at visitors, 75
 - screen resolution, 112–114, 113–115
 - scripts, GWO, 315–316, 322–323
 - search, Web analytics for, 118, 120–121
 - search engine marketing (SEM)
 - agencies, 10
 - search engine optimization (SEO), 8–9, 118–119, 307–310

search engine pitfalls, 307–310
 search engine results pages (SERPs), 9
 search space size, 200–201
 seasonality factors

- conversion rates, 15
- external events, 211–212
- pitfalls, 296–297
- traffic analysis, 53

 segmentation

- audience, 50–55, 54, 150
- GWO, 332

 selective focus, 207
 self-esteem factor, 19
 self-selection

- in interest, 76–77, 76
- for registration, 96

 sensors in MBTI, 57
 separators in pages, 138
 sequential testing, 172
 serial pricing presentations, 167
 serif fonts, 131
 SF Video site

- lead generation, 93, 93
- test setup, 296, 316–317, 317
 - experiment pages identification, 317, 318
- launching, 323, 323
- page sections, 318–319, 318–320
- reports, 324–327, 326
- tags, 321–322, 321–322
- variations, 322–323, 323

 shape in parametric testing, 223
 shared resources, 283
 Sheldon, Frederick, 68
 shifts in traffic mix, 211
 Shoes.com site, 80, 80
 sign-off authority, 254
 significance

- vs. importance, 186
- in tuning, 207–208, 208

 Simon, Herbert A., 69, 90
 simplification benefits, 98–102, 99, 101
 single goals, 204–205

single product price elasticity model, 166–167, 166–167
 site appearance and functionality in questionnaires, 264–265
 site performance in questionnaires, 264
 SiteTuners.com

- conversion rate gains, 24
- hierarchical scales, 17
- launch pages, 284, 284
- Matrix, 65–66
- performance based payment
 - option, 256
- PriceTuning method, 166
- profit impact model, 34
- TuningEngine technology, 146, 159, 172, 235
- Web analytics goal overlay, 120, 121

 size

- page, 133–134
- sample, 184–186, 185–186
- search space, 200–201
- test, 191–192, 279

 skills

- copywriters, 246–247
- graphics designers, 245
- marketing managers, 247
- outsourcing for, 256
- product managers, 242
- programmers, 248
- quality assurance testers, 249
- system administrators, 244
- unavailable, 151
- user experience professionals, 241
- webmasters, 243

 SLI Systems site, 121
 small sample sizes, 293
 SmartBargains.com site, 91, 91
 social networking sites, 11
 socializer style in Platinum Rule, 58–59
 Sony site, 86
 Southwest Airline site, 77–78, 77
 special offers, 97
 specific overlap

- copywriters, 247

- graphics designers, 246
 - marketing managers, 247
 - product managers, 243
 - programmers, 248
 - quality assurance testers, 249
 - system administrators, 244–245
 - user experience professionals, 241–242
 - webmasters, 243–244
 - specified constraint test construction approach, 202
 - spiders, 308
 - split-path A-B split tests, 316
 - spot testing prices, 164–165
 - St. Elmo Lewis, Elias, 68
 - stable traffic for audience demographics, 55
 - staging environments, 287
 - stand-alone landing pages, 28–29
 - standard deviation, 178–180
 - starting small, 255
 - states of variables, 199–200
 - statistical theory, 181
 - statistics, 169–170, 180–181
 - applied, 181–182
 - biased samples, 171–174
 - certainty, 183–187
 - confidence levels, 171
 - false causality, 174–175
 - precision, 187–189, 188
 - probability theory, 175–176
 - Central Limit Theorem, 180
 - conversion rate, 182–183
 - landing page testing applications, 176–177
 - law of large numbers, 177–178
 - normal distribution, 178–180, 179
 - results interpretation, 187
 - significance vs. importance, 186
 - test length, 189–192
 - variable interactions, 192–195, 193
 - staying power in GWO, 328–329
 - stochastic processes, 175–176
 - stragglers in conversion delay, 300–302, 301
 - streaky data in parametric testing, 231
 - structure, writing, 133–134
 - subscriptions, 42–43
 - success criteria in action plans, 271–273
 - summarization in statistical methods, 181
 - support in systematic page flows, 155
 - surprises, minimizing, 97, 102–103, 103
 - surveys
 - loaded questions in, 173–174
 - for problem identification, 124–125
 - sweep, 147
 - system administrators, 244–245
 - systematic page flows, 155
- ## T
- t-tests, 183
 - tags in GWO, 321–322, 321–322
 - Taguchi, Genichi, 229
 - Taguchi method, 229–230
 - task-oriented writing style, 135
 - tasks
 - implementation plans, 283–284
 - unnecessary, 94–98, 95, 97–98
 - user-centered design, 65
 - Teak Warehouse site, 110, 110
 - teams, 239–241
 - assembling, 267–269
 - copywriters, 246–247
 - graphics designers, 245–246
 - in implementation plans, 283
 - marketing managers, 247–248
 - product managers, 242–243
 - programmers, 248–249
 - quality assurance testers, 249
 - system administrators, 244–245
 - user experience people, 241–242
 - webmasters, 243–244
 - technical capabilities
 - GWO, 314

- tuning method selection, 280
 - in Web analytics, 112–114, 113–115
- technical feasibility determinations, 251–252
- technical issues with search engines, 308
- technology changes, 212–213
- tests
 - in action plans, 273–279, 276, 278–279
 - cost assumptions, 297–299, 299
 - design
 - A-B split testing, 214
 - fractional factorial parametric testing, 233
 - elements, 141–142
 - audience segmentation, 150
 - baggage, 151
 - breadth of impact, 142–145
 - coherency, 148–149
 - granularity, 145–147
 - longevity, 150–151
 - multiple-page flows, 154–157
 - price testing, 162–167, 164, 166–167
 - selecting, 151–154
 - sweep, 147
 - timeless testing themes, 157–162, 158–160
 - GWO setup, 316–327, 317–324, 326
 - length, 189–192
 - personas, 63
 - size
 - fractional factorial parametric testing, 224–225, 230, 234
 - full factorial non-parametric testing, 235
 - tuning methods, 201–203
- text, 132
 - background colors, 132
 - format, 136–137
 - structure, 133–134
 - tone, 134–136

- text ads, 9–10
- thinker style in Platinum Rule, 58–59
- thinkers in MBTI, 57
- third-party cookies, 116
- third-party e-mail lists, 10–11
- third-party lead generation, 40–41
- three brains, 125–127
- throttling
 - in parametric testing, 232
 - in tuning, 206–208, 208
- thumbnail images, 15
- TicketNow.com website, 53, 54
- time-based tests, 316
- time series, 176–177
- tone in written words, 134–136
- top entry pages, 119–120
- top exit pages, 119–120
- total solution for action, 90
- Townsend, Robert, 258
- tracking
 - in data collection, 286
 - scripts, 315
- tradeshows, 13
- traffic levels in questionnaires, 264
- traffic mix shifts, 211
- traffic sources
 - in action plans, 269–270
 - for audience demographics, 52–55, 54
 - in data collection, 286–287
 - in sampling, 171
 - Web analytics for, 117–119
- training issues
 - copywriters, 246–247
 - graphics designers, 245
 - marketing managers, 247
 - product managers, 242
 - programmers, 248
 - quality assurance testers, 249
 - system administrators, 244
 - user experience professionals, 241
 - webmasters, 243

transacting for action, 94
transaction mechanisms, 90
transactors, design for, 68
trial units (TU) in subscriptions, 43
trials offers, 90
tribalism factor, 19
triggers in GWO, 332
triune brain theory, 125–127
Trout, Jack, 89
trust factors, 17–18
trust symbols, 90–92, 91
tuning elements in action plans,
274–275
tuning methods, 197
 A-B split testing, 214–216
 in action plans, 279–282
 audience changes, 209–212
 introduction, 198–203, 199
 measuring and counting issues,
 203–208, 208
 multiple-page flows, 154–157
 multivariate testing. *See* multivariate
 testing
 overview, 213
 technology changes, 212–213
TuningEngine technology, 146, 159,
172, 235
turf issues, 151
TV advertising, 12
Twain, Mark, 170

U

unconstrained design, 201
uncovering problems. *See* problem
 identification methods
underlines in text, 132
underlying systems in statistics, 188
uneven sampling, 209–210
uniformity factors in conversion rates,
15–16
unit costs (UC) for subscriptions, 43
unit normal distribution, 179
universal resource locators (URLs), 12

University of California site, 76, 76
unnecessary items
 choices, 75
 tasks and action, 94–98, 95, 97–98
unpaired one-tailed equal-variance t-
 tests, 183
unspecified constraint approach, 202
unwelcome surprises, 97, 102–103, 103
up-sells
 price elasticity model, 167, 167
 price testing, 165
 warnings, 97
usability, 129–130
 accessibility, 130–132
 in audience segmentation, 150
 information architecture, 130
 language, 132–133
 format, 136–137
 structure, 133–134
 tone, 134–136
 in problem identification, 122
 testing, 60
 visual design, 137–139
usability testing, 122
use cases in user-centered design, 65
user-centered design (UCD), 59–60
 personas, 61–63
 roles, 64
 tasks, 65
 usability testing, 60
user experience people
 issues, 242
 teams, 241–242

V

Vacation Palm Springs site, 113, 113
validation for action, 92–93, 93
value
 of conversion activities, 33–34, 266
 of repeat sales, 34
 in test plans, 275–279
 in tuning, 199–200, 203–204
value per download (VPD), 45

variable cost of affiliate leads (VCAL),
41

variable cost of affiliate sales (VCAS),
40

variable cost of nonaffiliate leads
(VCNL), 41

variable cost percentage (VCP)
catalog sales, 40
conversion rate, 35
intermediate conversion actions, 45
subscriptions, 43
third-party lead generation, 41

variable interactions, 192–195, 193
A-B split testing, 216–217
fractional factorial parametric testing,
224–225, 230–231, 233–234
full factorial non-parametric testing,
235
GWO, 327–329
parametric analysis, 219
pitfalls, 294–296
in QA plans, 285

variables
contingent, 201
price testing, 163–165
in test plans, 275–279
tuning methods, 198–204, 199
values, 199–200

variance, 178

variations
GWO setup, 322–323, 323
Page Sections reports, 326

verifying improvement, 289–290

video ads, 11

visibility of landing pages, 254

visible browser window, 115–116

visible choices, 96

visitor state in page flows, 157

visitors
biased, 210–211
types, 22–23, 23
wants, 78–79

comparisons, 84–85
customization, 86
details, 85–86
research, 79–84, 80, 82–83
Web analytics for, 111–117, 112–115

visual design, 137
color, 139
graphics, 138–139
page layout, 137–138

visual learning modality, 127–128

visual mistakes, 113, 113

Voltaire, 129

von Moltke, Helmuth, 291

W

walking price curves, 165

warnings. *See* pitfalls

Web analytics
audience demographics, 51–52
content, 119–120, 121
problem identification. *See* problem
identification methods
traffic sources, 117–119
visitors, 111–117, 112–115

webmasters, 243–244

Website Optimizer Authorized
Consultant (WOAC) program, 313

“What” question for audience, 50

“When” question for audience, 49

“Where” question for audience, 49

whitelists, 20

whitepapers on visitor wants, 79

whitespace, 138

“Who” question for audience, 49

“Why” question for audience, 49–50

wizards for visitor wants, 79

Wooden, John, 192

written words, 132–133
format, 136–137
structure, 133–134
tone, 134–136

Y

“Yesses” visitors, 22–23, 23
yields in parametric testing, 224–225

Z

Z-scores, 184–186
Zappos.com site, 81–83, 82–83