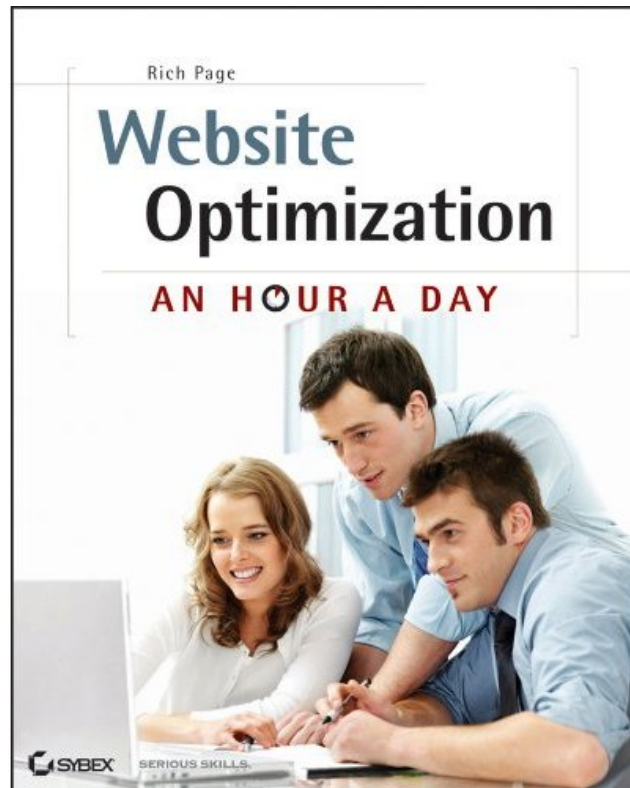# Bonus Kick-start Reader Guides for 'Website Optimization: An Hour a Day'

Everyone is extra busy at work these days, so it's hard to find enough time to read books like 'Website Optimization: An Hour a Day'. To help make sure you focus on the right parts of the book for you, and get the most out of it quicker, I've created some kick-start guides for you!

First, go ahead and print these out now, and keep them handy while you are reading the book.

Enjoy - and wishing you great success!

Kick-start Guide for 'Website Optimization: An Hour a Day'

For the first kick start guide, here are some general quick tips on how to get the most value and results out of using the book, and as quickly as possible!

✓ Just one hour a day isn't really enough to get through the book quick enough. Block out at least 2 hours a day, or dedicate a few extra evenings/ mornings to read it quicker.

✓ To ensure you finished reading the book quick enough, schedule time in your calendar to read it - blocking off several hours in a row work best.

✓ Try to read the book by your computer so you can check out examples of websites mentioned, see how your website compares, and look for test idea inspiration!

✓ Take lots of notes while you are reading the book, in particular ideas and things that resonate the most with you, and refer back to them often.

✓ To help you track and prioritize the many test ideas you want to use from the book, print out multiple copies of the test idea tracker and use it while reading the book.

✓ Use the website optimization best practice checklist immediately and every few months (an updated expanded version of this checklist can be found here).

✓ It's critical you read Chapter 2 and 3 - don't be tempted to skip these testing and optimization fundamentals otherwise your efforts won't meet their true potential.

✓ Share it with your co-workers after you have read it - it's much better to have them on the same wave length as you, and you will get buy-in for testing quicker too!

✓ If you want to sink yourself into some great unique testing ideas 'meat' quicker, I would recommend you read Chapter 6, particularly the social proof and trust weeks of it.

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E-commerce Website Optimization Kick-start Guide

While 'Website Optimization: An Hour a Day' features best practices and test ideas for any type of website, if you have an e-commerce website make sure you pay extra attention to these weeks:

✓ **Week 2: Success metrics by website type.** In this week, find and use the success metrics for an e-commerce website - these are critical to understand, focus on and set targets for.

✓ **Week 13: Optimize your navigation menus and links.** Critical for e-commerce visitors to navigate through many categories & subcategories. Key test: advanced drop down menus.

✓ **Week 14: Optimize and learn from your internal search.** Many e-commerce visitors rely on these to navigate. Key test: add better functionality to search box like auto-predict.

✓ **Week 16: Influence by Optimizing Your Images, Promotions, Videos, Rich Media, and Advertising.** In particular, focus on the image optimization part of this to increase orders.

✓ **Week 17: Harness the power of social proof, reciprocity and scarcity.** These work very well for e-commerce sites. Key test: using scarcity to increase conversions and sell more.

✓ **Week 18: Influence by making your visitors safer and building trust.** Building trust and security are ESSENTIAL for e-commerce sites, particularly if yours is not well known.

✓ **Week 20: Optimize your product, service, lead generation, and other key pages**. Product and category pages this week are very important to focus on for e-commerce sites.

✓ **Week 21: Optimize your shopping cart and checkout flow.** It doesn't matter how good the rest of your e-commerce site is if your visitors can't easily and quickly use these pages.

✓ **Week 23: Optimize your website's mobile experience.** Mobile e-commerce is HUGE - if your website doesn't cater to unique needs of mobile users, you'll miss out on higher revenue!

✓ **Week 26: Optimize your email marketing efforts to get more repeat visits.** This is vital to encourage a great amount of visitors back to purchase more on your e-commerce website.

Lead Generation Website Optimization Kick-start Guide

If you have a lead generation website, you should pay particular attention to these weeks:

✓ **Week 2: Success metrics by website type.** Find and use the success metrics for a lead generation website - these are critical to understand, focus on and set targets to improve.

✓ **Week 11: Understand and improve your websites layout.** The design of websites has a big impact on lead gen websites. Key tests: usage above page fold and improved eye flow.

✓ **Week 15: Influence your visitors by optimizing your calls-to-action, headlines and text.** It's key to optimize these on lead gen pages to capture visitor's attention and convert them.

✓ **Week 16: Influence by Optimizing Your Images, Promotions, Videos, Rich Media, and Advertising.** Lead gen sites need to focus on image and video optimization in particular.

✓ **Week 17: Harness the power of social proof, reciprocity and scarcity.** Social proof is very important need for a well converting lead generation site, particularly great testimonials.

✓ **Week 18: Influence by making your visitors safer and building trust.** Building trust and security is very important for lead gen sites, particularly if yours is not well known or new.

✓ **Week 19: Focus on and optimize your home page.** Your homepage is critical to optimize, as many of your lead gen visitors will come through this, and it needs to convey a lot of value.

✓ **Week 20: Optimize your product, service, lead generation, and other key pages.** Lead gen pages and service pages are very important parts of a lead generation website to optimize.

✓ **Week 25: Optimize your registration and sign up pages.** Lead gen sites usually offer a service requiring visitors to sign up or register for, so these pages are critical to optimize.

✓ **Week 26: Optimize your email marketing efforts to get more repeat visits.** It's vital to encourage lead gen prospects to come back and eventually convert for your main site goal.

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What and How to Test for Quicker High Impact

To help give you the best chances of success quicker, here are some tips for how and what to test for high impact, including the weeks in the book where you can learn more about them.

✓ Test things that are easier to change, like an image, headline or call-to-action button on a page relating to your main site conversion goal (then move on to harder things to change).

✓ Try using a low-cost testing tool instead of using Google Content Experiments unless you really are a beginner to testing (it's VERY basic). Here is a <u>good review of your options</u>.

✓ Review your competitor's websites and make notes of ideas of try and replicate on your website (e.g. good new offerings, features or functionality - refer to Tuesday Week 6).

✓ Use a test plan for every test idea you come up with - this makes it easier for everyone to understand your reasons for wanting to test it (refer to Thursday Week 4).

✓ Analyze your top entry pages in your analytics tool and find the ones with highest bounce rate - these will have high impact for lifting conversion rates (refer to Monday Week 22).

✓ Don't try going for complicated tests initially, even if you think they will have high impact (testing things like your shopping cart will be harder and slower to make changes for).

✓ Start with simple A/B tests - complicated MVT usually take longer to create variations and require more traffic to test each variation, usually meaning it takes longer to get a result.

✓ Run targeting for home page first-time visitors to lift conversions - use your testing tool to highlight your value proposition & first-time guides (refer to Wednesday Week 6).

✓ Test removing content on key pages to unclutter them. This reduces visitor confusion and helps engage and convert them better (refer to Tuesday Week 6).

✓ Check performance of traffic sources (e.g. SEO) to your key pages. You might uncover issues causing high bounce rate and low conversions (refer to Thursday Week 22).

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