

[Six Website Testing Ideas](#)

Have you ever wanted to improve your website, but didn't know where to begin? Here are some ideas:

1. The Headline: This is one of the most important factors to test on a web page. If you want to grab your visitor's attention, and have them read the rest of your page, you need to hook them with a good headline. Test several variations to find one that works well. (important)

2. The Stylesheet: If you use a style sheet to set the font styles, sizes, and colors of all your headlines, subheadlines, body text and more, you can test different schemes very easily. This is often worthwhile. If you link to your stylesheet, it can be tough to run the test, depending on the software you're using. So for the test you might want to pull the stylesheet into the head section of your test page.

3. The Layout: Do you have one column or three? Do you have a long sales letter, or a short fact sheet. The general approach you take on your page can make a big difference. This might even be the most important choice to make. Unfortunately, when using multivariate testing software, it's often difficult to test this factor with other factors, because it pervades so much of the page. You can either test this factor separately, or run your multivariate test from a spreadsheet. Or, with a server-side PHP-based software program, you can test it with other factors with some clever work, though it will probably be much easier just to run a simple split test for this factor alone. (important).

4. Your Offer: Do you give them 10% off, or a \$100 rebate? Do you offer a free eBook as a bonus? Should you offer three bonuses, or just one? More is not always better. Should you do an upsell before purchase? Or should you do a "One Time Offer" after purchase? These things are extremely important. (important)

5. Your Price: Should you try to sell more copies at \$19.95, or fewer copies at \$37.95? You might even sell more copies at \$37.95. You won't know unless you test. Price is a tricky thing to test, though. You have to make sure you present a consistent price throughout your process to each individual visitor. It can be tricky, but it can also add a lot of money to your bottom line. (important)

6. Referring To Where They Came From: So the visitor clicks on a Google ad, and they come to your site, and it says: "Congratulations for clicking on my Google ad. You have just taken the first step toward . . ." This can have a powerful influence on the user, because it keeps them in their flow of consciousness that started at Google. You can try all kinds of things along this line. (important)

Do you want some more split testing ideas? I've got all kinds of ideas. And you know where to find me.

About the Author

Jim Stone, Ph.D. produced the Split Test Accelerator, and is an expert at using multi-variate split testing to improve landing pages. Visit [the STA site](#) to learn more, or visit [this page for more split testing ideas](#).

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