

A spiral-bound notebook with a white cover and a black spiral binding on the left side. The cover has a slight shadow on the left and bottom edges. The text is centered on the cover.

Stomper Storm

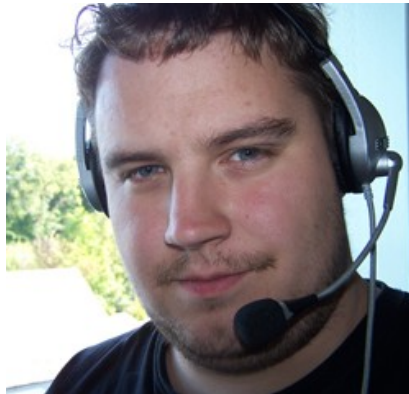
Report

Taguchi Split Testing

StomperStorm Report

Taguchi Split Testing Software

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Willful Web Design © 2009

1 Introduction

Hello and thank you for downloading this special report on [StomperStorm](#) and split testing. My name is Brendan Will and I own Willful Web Design. I have a background in computing having completed a degree at the University of Dundee in Applied Computing. A core discipline in my course was designing applications that solve real problems for real people.

How this relates to YOUR online business is like, so you get a visitor who has a problem that they need to solve. You hold the solution to their problem, but you have problem yourself, convincing the visitor to buy. The easier you make the experience for them the more sales you get. This is where split testing comes into play. You want to increase your conversions and I'm about to show you a tool that can help you in a dramatic way.

[StomperStorm](#) is a true Taguchi multivariate split testing software that allows you to quickly and easily test your web pages. That allow you to make changes that lead to better conversion rates and more sales. Like many people, you are at the stage where you want to grow your business online. There are only five ways to increase your business.

1. Increase Selling Price
2. Cut Expenses
3. Sell More to Customers
4. Increase Traffic
5. Increase Conversions

Increase Selling Price

Charging more for your goods and services will increase the contribution margin which will instantly add to your bottom line.

Cut Expenses

Cutting expenses is another way to increase profit both on cost of goods sold and on general expenses such as marketing. However if you cut your expenses too far you will cause the research development of new products to slow down. No new products equals no new sales. If you cut your marketing budget to much you will also eventually lose business as you become less and less heard in market place.

Sell More To Customers

Another way to increase your profits is to sell more items to the customer. When someone buys from you should try and maximize the amount they spend by either up

selling, cross selling, bundling or simple reselling them at a later date. This will increase the average value of each customer to your business.

Increase Traffic

You can increase your margins simple by increasing the amount of traffic to your site. You will have to increase your marketing budget for both Search Engine Optimization(SEO) and Pay Per Click traffic to accomplish this.

Increase Conversions

Perhaps you do not want to alter any prices or budgets to get more sales but you still want to increase profits so you're going to have to get better at closing the sale. Lets say you get one sale from every hundred visitors, giving you a 1% conversion rate.. Now lets say you want to increase profits margins by 50% (you would be converting at 1.5%). You decide to redesign your website to make it more user friendly. There is a problem though you do not know what affect the new design will make and a new design is expensive.

This is where split testing comes in. Split testing allows you to compare one version of a page using traffic under very similar conditions and you can track results down to very specific elements on page.

2 Split Testing

There are two styles of split testing A/B split testing and Multivariate split testing. There are also a couple ways to run a split test. The easiest way is to run one page for a period of time (Day, Week, Month) then run the variation of it for the same period of time. Next compute the conversion rate of each page using the following formula:-

$$\text{Conversion(\%)} = (\text{Sales or Actions}) / \text{Visitors} * 100$$

If you run the formula for both pages you will come up with two percentages. You should then choose the page that has the highest percentage. Now there is an issue with this implementation caused by using two different time periods. There is a chance that the tests you are running may be subject to external influence. Something in the news could quite easily cause a spike in one test result which could skew your results and ultimately lead you into making a bad decision.

A better way to perform a split test would be to randomly rotate which page gets displayed. For example, visitor A gets the control page and visitor B would get the test page and so on. This method is more complicated as it normally involves complex programming. This used to be the case but [StomperStorm](#) has changed that

as you will find out below.

A/B Testing

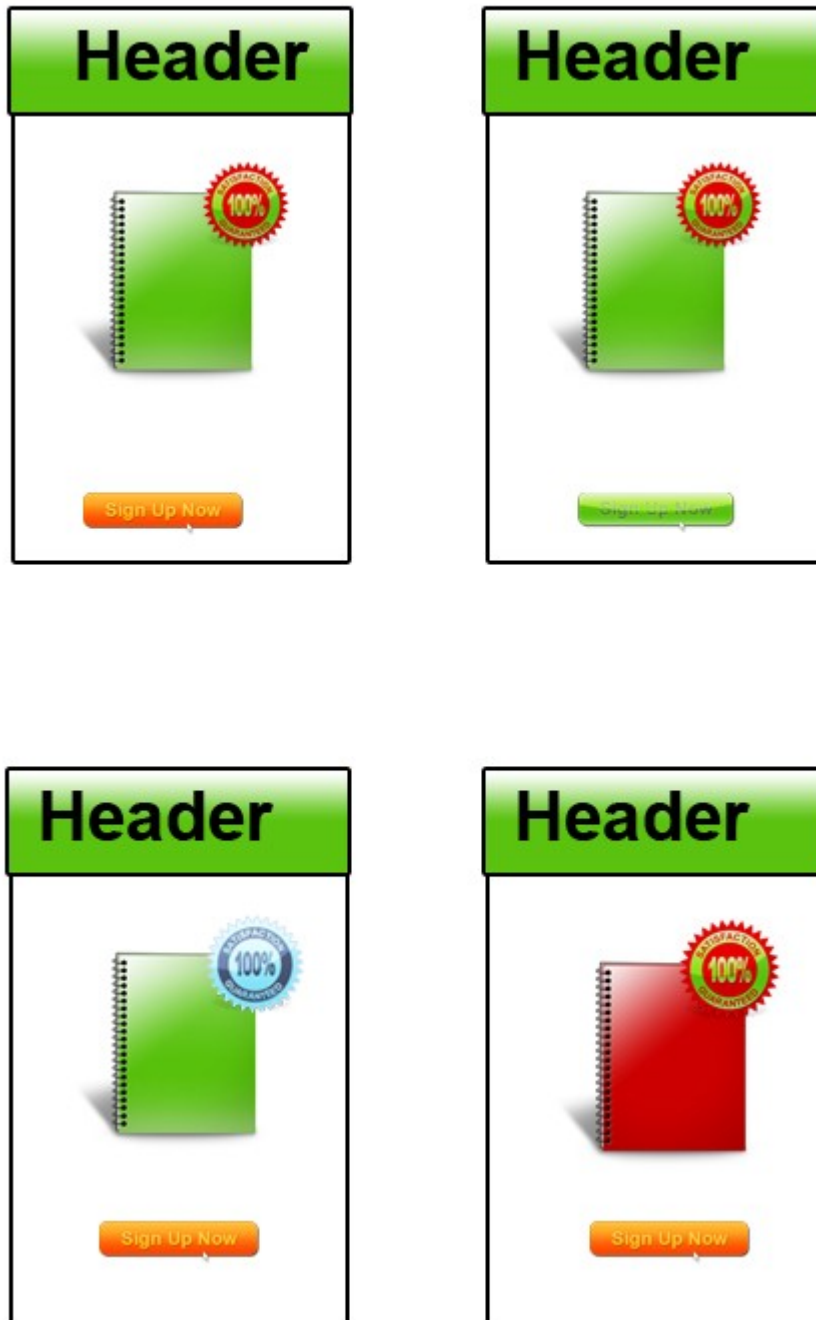


Normally for low traffic websites an A/B test is the way to go. The reason for this is you want to make actionable changes as soon as possible so you can increase conversions more quickly. If you are getting less 1000 visitors a month to a page it is better to do an A/B test so you can gain certainty about an elements affect sooner. Some things you might want test are the header, opening paragraph, product image or the action button. In the example below the test is to determine the effect of changing the color of the button has on conversions.

Multivariate Split Test

The other type of test is the multivariate split test. If you have enough traffic to a page it is possible to test more than one element and combination at a time. A multivariate split can allow you to test many more variations and find the highest converting design faster. In the example below you will see four different tests. The simple way to view it is as four A/B tests that are running at the same time testing the affect each element has on conversions. Now you want to be getting enough to run at least 500 visitors for each variation you want to run so you can start to get an accurate reading. This will allow you to make better informed decisions, which will lead to higher conversions.

Multivariate Split Test



3 StomperStorm

StomperStorm is a true Taguchi multivariate split testing software. That allows you to test multiple conversion points on a page. The core action you want a user to take is to buy from you. A secondary action maybe to get that user to sign up for your mailing list or to follow you on twitter, facebook etc. StomperStorm allows you to assign a value to all these actions.

Then it will let you test element changes such as in above diagrams and lets you start seeing the results of test with just 20 displays of each page variations. Personally I want to have more test data before making decisions on which page is the best.

StomperStorm allow you to quickly and easily set up a/b and multivariate split test using an intuitive WYSIWYG which allows you to click and element on page such as the header and instantly rewrite it, hit save and you have first element to your split test ready to go. You can run the split test like this or you can go back and set up a true multivariate test.

Some of the features of StomperStorm

- Use WYSIWYG
- Analytics Software – See where people a clicking and moving the mouse. Maybe find a blind spot in your offer that can be moved to greater effect.
- Nice interactive metric system.

To get StomperStorm visit the [StomperNet 999](http://www.stomper999.com) promotion page
<http://www.stomper999.com>