



UHUBS PRESENTS

Optimising your Website to Make more Sales

With **Farhan Hussain**

Who am I?



Who am I?

- Web Development
- Web Design
- Search Engine Optimisation
- Paid Media
- Conversion Rate Optimisation

What to expect from today...

1. Quantitative/Qualitative Research
2. CRO Testing Process
3. Tests & Results

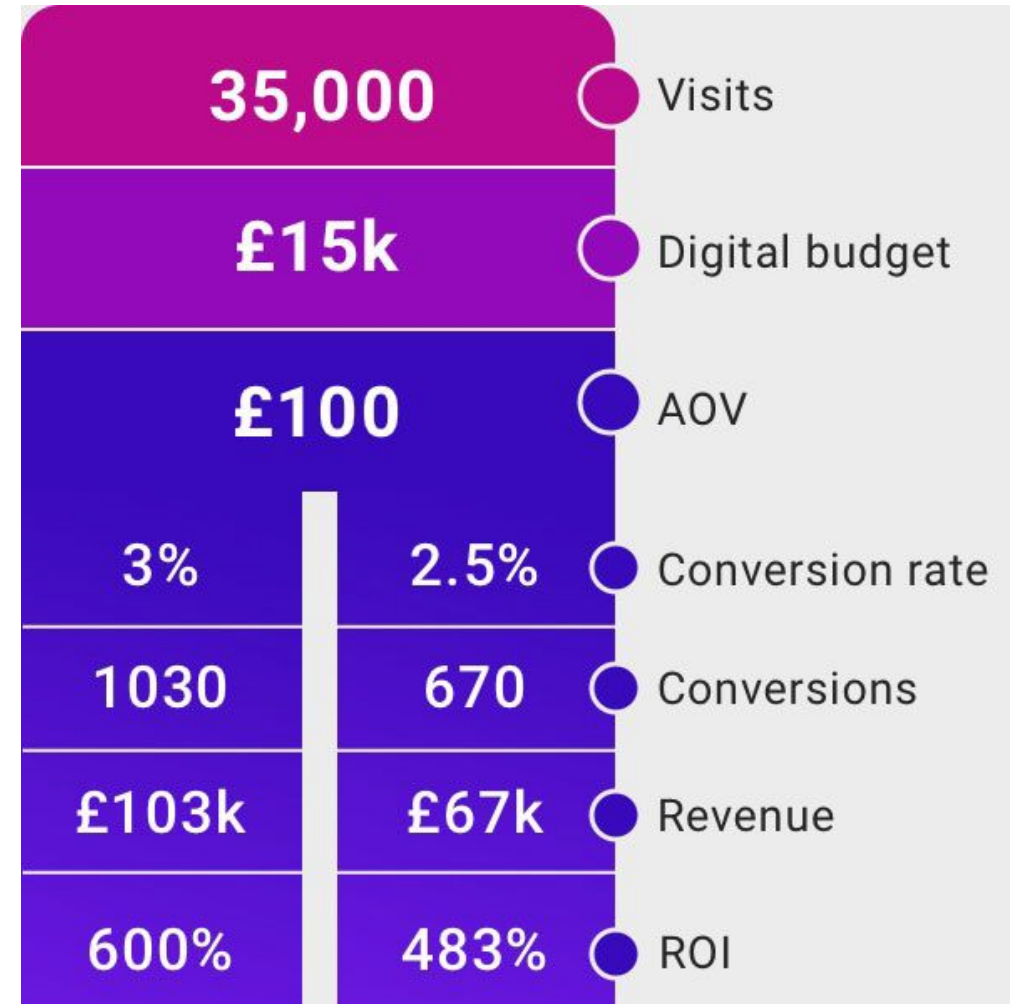
Tell me about you..

1. Your name
2. Your current job/project/startup
3. What you want to get from today

What's the benefit for your business?

In a nutshell, the benefits for your business will be huge. As CRO is a relevantly young discipline, we see more organisations to apply it over time.

- By helping you understand your clients, it will get you more clients.
- Will lower your customer acquisition cost.
- Be your secret weapon to beat out the competition - because you will know what your ideal clients need.
- Improves your brand perception.





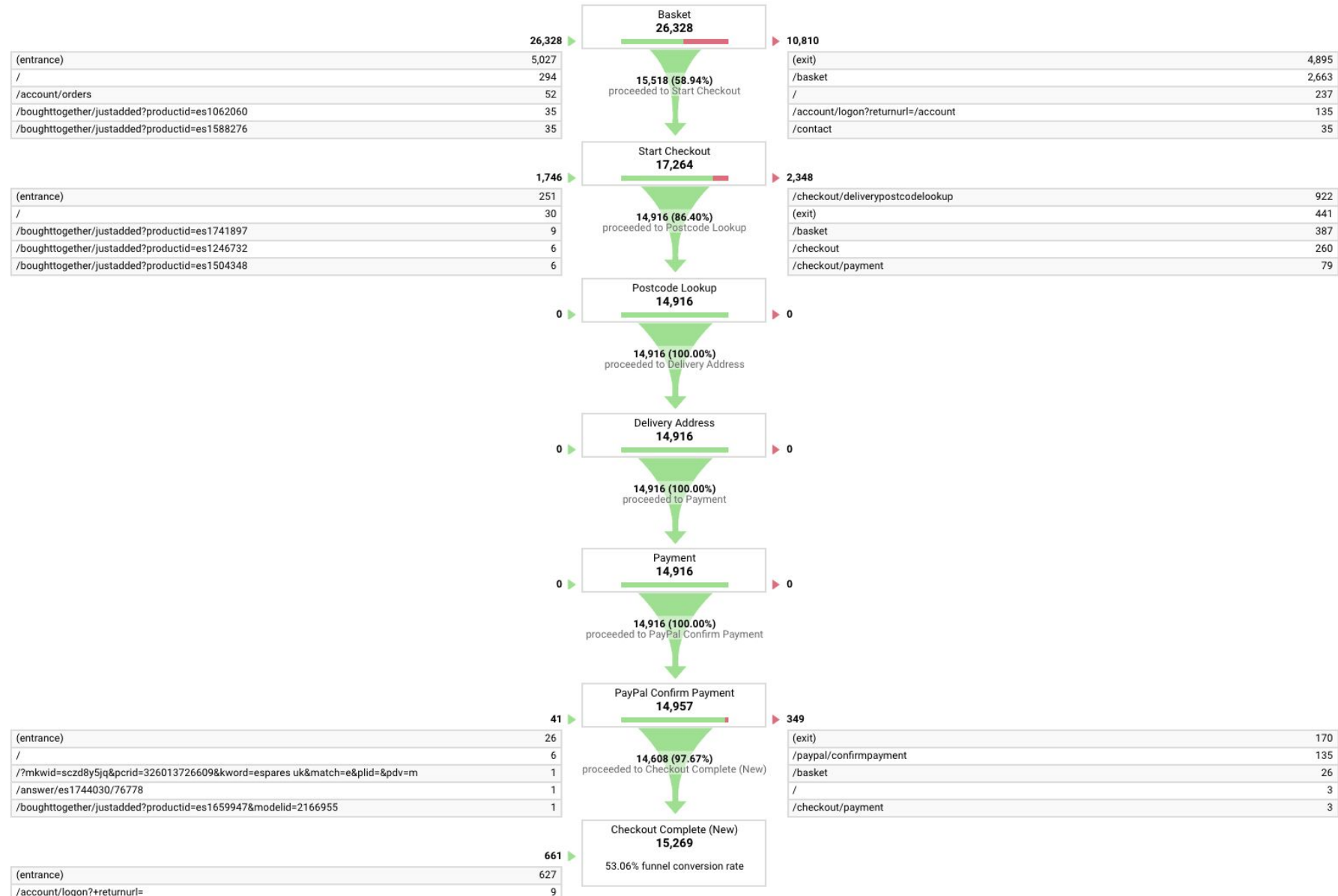
#1: Quant & Qual Research

Accurate Data



Google Analytics - Funnel Visualisation

rate



Google Analytics - Browser CR

Realtime											
Audience	<input type="checkbox"/>	1. Chrome									
Overview		All Users	832,482 (40.58%)	823,037 (40.55%)	1,225,330 (39.84%)	62.18%	3.07	00:02:13	31,157 (42.31%)	£1,418,078.34 (40.87%)	2.54%
Active Users		Desktop Traffic	345,625 (51.19%)	341,452 (51.61%)	511,399 (49.20%)	56.32%	3.47	00:02:49	19,180 (54.18%)	£944,903.53 (50.30%)	3.75%
Lifetime Value ^{BETA}		Tablet Traffic	97,077 (22.25%)	94,189 (22.17%)	157,886 (22.95%)	58.02%	3.53	00:02:37	3,747 (21.21%)	£172,556.68 (22.47%)	2.37%
Cohort Analysis ^{BETA}		Mobile Traffic	395,103 (41.37%)	387,396 (41.07%)	556,045 (41.25%)	68.74%	2.57	00:01:33	8,230 (40.01%)	£300,618.13 (36.51%)	1.48%
Audiences	<input type="checkbox"/>	2. Safari									
User Explorer		All Users	782,228 (38.13%)	778,610 (38.36%)	1,140,567 (37.09%)	64.48%	2.88	00:01:59	25,304 (34.36%)	£1,107,108.50 (31.91%)	2.22%
Demographics		Desktop Traffic	63,607 (9.42%)	62,412 (9.43%)	85,765 (8.25%)	56.73%	3.56	00:02:31	3,088 (8.72%)	£157,107.54 (8.36%)	3.60%
Interests		Tablet Traffic	292,219 (66.99%)	285,642 (67.22%)	451,914 (65.69%)	59.01%	3.41	00:02:33	12,416 (70.28%)	£540,786.17 (70.42%)	2.75%
Geo		Mobile Traffic	433,909 (45.44%)	430,557 (45.65%)	602,888 (44.72%)	69.68%	2.40	00:01:30	9,800 (47.64%)	£409,214.79 (49.70%)	1.63%
Behavior	<input type="checkbox"/>	3. Internet Explorer									
Technology		All Users	134,778 (6.57%)	129,959 (6.40%)	247,909 (8.06%)	47.29%	3.77	00:04:00	4,942 (6.71%)	£345,830.31 (9.97%)	1.99%
Browser & OS		Desktop Traffic	129,287 (19.15%)	124,138 (18.76%)	236,959 (22.80%)	47.35%	3.77	00:04:03	4,748 (13.41%)	£335,763.58 (17.87%)	2.00%
Network		Tablet Traffic	6,318 (1.45%)	5,582 (1.31%)	10,595 (1.54%)	45.55%	3.83	00:03:05	168 (0.95%)	£9,539.84 (1.24%)	1.59%
Mobile		Mobile Traffic	278 (0.03%)	239 (0.03%)	355 (0.03%)	58.31%	2.89	00:02:33	26 (0.13%)	£526.89 (0.06%)	7.32%
Attribution ^{BETA}	<input type="checkbox"/>	4. Samsung Internet									
Discover		All Users	109,060 (5.32%)	109,112 (5.38%)	178,643 (5.81%)	66.38%	2.84	00:01:53	2,933 (3.98%)	£126,809.85 (3.65%)	1.64%
Admin		Desktop Traffic	233 (0.03%)	213 (0.03%)	336 (0.03%)	63.39%	1.85	00:01:22	0 (0.00%)	£0.00 (0.00%)	0.00%
		Tablet Traffic	12,475 (9.86%)	12,002 (9.89%)	22,977 (9.47%)	56.57%	2.60	00:02:42	607 (9.44%)	£30,220.04 (9.56%)	2.54%

Google Analytics - Browser CR

Realtime

Audience

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences

User Explorer

Demographics

Interests

Geo

Behavior

Technology

Browser & OS

Network

Mobile

Attribution BETA

Discover

Admin

1.	11.0											
	All Users	132,052 (97.92%)	127,278 (97.94%)	244,084 (98.46%)	47.06%	3.79	00:04:02	4,942 (100.00%)	£345,830.31 (100.00%)	2.02%		
	Desktop Traffic	126,638 (97.96%)	121,619 (97.97%)	233,380 (98.49%)	47.13%	3.79	00:04:05	4,748 (100.00%)	£335,763.58 (100.00%)	2.03%		
	Tablet Traffic	6,286 (99.51%)	5,549 (99.44%)	10,562 (99.71%)	45.45%	3.83	00:03:06	168 (100.00%)	£9,539.84 (100.00%)	1.59%		
	Mobile Traffic	129 (46.57%)	110 (46.03%)	142 (40.00%)	45.77%	3.92	00:05:10	26 (100.00%)	£526.89 (100.00%)	18.31%		
2.	8.0											
	All Users	1,079 (0.80%)	1,072 (0.82%)	1,163 (0.47%)	76.70%	1.68	00:01:06	0 (0.00%)	£0.00 (0.00%)	0.00%		
	Desktop Traffic	1,047 (0.81%)	1,047 (0.84%)	1,131 (0.48%)	75.95%	1.70	00:01:08	0 (0.00%)	£0.00 (0.00%)	0.00%		
	Tablet Traffic	0 (0.00%)	0 (0.00%)	0 (0.00%)	0.00%	0.00	00:00:00	0 (0.00%)	£0.00 (0.00%)	0.00%		
	Mobile Traffic	32 (11.55%)	26 (10.88%)	32 (9.01%)	100.00%	1.00	00:00:00	0 (0.00%)	£0.00 (0.00%)	0.00%		
3.	9.0											
	All Users	691 (0.51%)	652 (0.50%)	1,008 (0.41%)	57.64%	3.13	00:02:17	0 (0.00%)	£0.00 (0.00%)	0.00%		
	Desktop Traffic	665 (0.51%)	627 (0.51%)	982 (0.41%)	57.23%	3.18	00:02:20	0 (0.00%)	£0.00 (0.00%)	0.00%		
	Tablet Traffic	6 (0.09%)	6 (0.11%)	6 (0.06%)	100.00%	1.00	00:00:00	0 (0.00%)	£0.00 (0.00%)	0.00%		
	Mobile Traffic	19 (6.86%)	19 (7.95%)	19 (5.35%)	68.42%	1.37	00:00:16	0 (0.00%)	£0.00 (0.00%)	0.00%		
4.	10.0											
	All Users	523 (0.39%)	504 (0.39%)	756 (0.30%)	56.35%	2.11	00:01:18	0 (0.00%)	£0.00 (0.00%)	0.00%		
	Desktop Traffic	478 (0.37%)	452 (0.36%)	659 (0.28%)	55.84%	2.18	00:01:23	0 (0.00%)	£0.00 (0.00%)	0.00%		
	Tablet Traffic	19 (0.30%)	19 (0.34%)	19 (0.18%)	68.42%	1.37	00:00:37	0 (0.00%)	£0.00 (0.00%)	0.00%		



Google Analytics - Mobile

Audience

Overview

Active Users

Lifetime Value BETA

Cohort Analysis BETA

Audiences

User Explorer

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Interests

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Behavior

Technology

Mobile

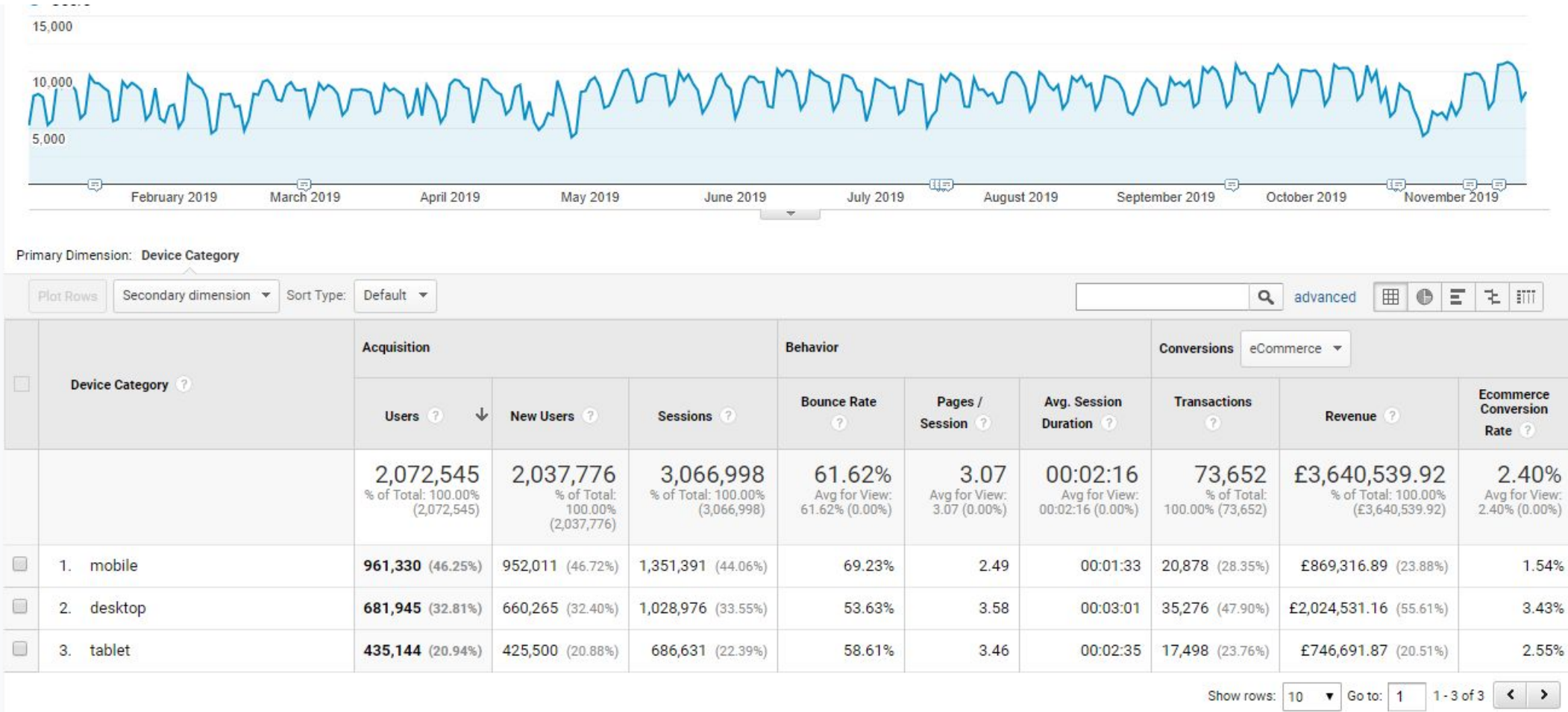
Overview

Devices

Cross Device BETA

Attribution BETA

Discover



Google Analytics - Mobile

<div> <div> Audience </div> <div> <div>Overview</div> <div>Active Users</div> <div>Lifetime Value <small>BETA</small></div> <div>Cohort Analysis <small>BETA</small></div> <div>Audiences</div> <div>User Explorer</div> <div>Demographics</div> <div>Interests</div> <div>Geo</div> <div>Behavior</div> <div>Technology</div> <div>Mobile</div> <div>Overview</div> <div>Devices</div> <div>Cross Device <small>BETA</small></div> </div> <div> <div>Attribution <small>BETA</small></div> <div>Discover</div> </div> </div>										
<div> <div>Primary dimension: Mobile Device Info</div> <div>Mobile Device Branding</div> <div>Service Provider</div> <div>Mobile Input Selector</div> <div>Operating System</div> <div>Other</div> </div>										
<div> <div>Plot Rows</div> <div>Secondary dimension</div> <div>Sort Type: Default</div> <div>advanced</div> <div> <div></div> <div></div> <div></div> <div></div> <div></div> </div> </div>										
Mobile Device Info		Acquisition			Behavior			Conversions eCommerce		
		Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Transactions	Revenue	Ecommerce Conversion Rate
Mobile Traffic		954,366 % of Total: 46.13% (2,069,059)	942,223 % of Total: 46.42% (2,029,743)	1,346,731 % of Total: 43.79% (3,075,461)	69.34% Avg for View: 61.60% (12.57%)	2.49 Avg for View: 3.09 (-19.34%)	00:01:32 Avg for View: 00:02:19 (-33.52%)	20,435 % of Total: 27.75% (73,639)	£819,102.67 % of Total: 23.61% (£3,469,980.52)	1.52% Avg for View: 2.39% (-36.49%)
1. Apple iPhone		449,801 (47.16%)	445,667 (47.30%)	624,736 (46.39%)	69.82%	2.39	00:01:29	10,265 (50.23%)	£435,231.98 (53.14%)	1.64%
2. Samsung SM-G950F Galaxy S8		36,610 (3.84%)	36,241 (3.85%)	52,127 (3.87%)	70.24%	2.43	00:01:25	698 (3.42%)	£27,303.73 (3.33%)	1.34%
3. Samsung SM-G960F Galaxy S9		31,732 (3.33%)	31,455 (3.34%)	45,202 (3.36%)	69.42%	2.54	00:01:23	782 (3.83%)	£38,641.11 (4.72%)	1.73%
4. Samsung SM-G930F Galaxy S7		23,315 (2.44%)	23,043 (2.45%)	32,960 (2.45%)	69.42%	2.47	00:01:29	504 (2.47%)	£19,749.09 (2.41%)	1.53%
5. (not set)		17,643 (1.85%)	17,216 (1.83%)	24,245 (1.80%)	65.39%	2.86	00:01:57	362 (1.77%)	£11,480.73 (1.40%)	1.49%
6. Samsung SM-G935F Galaxy S7 Edge		15,311 (1.61%)	15,168 (1.61%)	21,732 (1.61%)	70.30%	2.62	00:01:33	291 (1.42%)	£15,695.02 (1.92%)	1.34%
7. Samsung SM-A520F Galaxy A5 (2017)		14,038 (1.47%)	13,799 (1.46%)	21,364 (1.59%)	67.89%	2.66	00:01:40	413 (2.02%)	£13,720.73 (1.68%)	1.93%
8. Samsung SM-J320FN Galaxy J3 Duos		13,153 (1.38%)	12,875 (1.37%)	21,480 (1.59%)	65.08%	2.91	00:01:57	297 (1.45%)	£8,546.72 (1.04%)	1.38%
9. Samsung SM-J330FN Galaxy J3 2017		12,610 (1.32%)	12,378 (1.31%)	19,775 (1.47%)	67.20%	2.67	00:01:46	355 (1.74%)	£16,799.25 (2.05%)	1.80%
10. Samsung SM-G965F Galaxy S9+		10,898 (1.14%)	10,795 (1.15%)	16,609 (1.23%)	70.75%	2.51	00:01:23	213 (1.04%)	£7,224.07 (0.88%)	1.28%



Google Analytics - Mobile

<div>Audience</div> <div>Overview</div> <div>Active Users</div> <div>Lifetime Value <small>BETA</small></div> <div>Cohort Analysis <small>BETA</small></div> <div>Audiences</div> <div>User Explorer</div> <div>Demographics</div> <div>Interests</div> <div>Geo</div> <div>Behavior</div> <div>Technology</div> <div>Mobile</div> <div>Overview</div> <div>Devices</div> <div>Cross Device <small>BETA</small></div> <div>Attribution <small>BETA</small></div> <div>Discover</div>	<div>Plot Rows</div> <div>Secondary dimension: Browser Version</div> <div>Sort Type: Default</div> <div></div> <div>advanced</div> <div></div> <div></div> <div></div> <div></div> <div></div> <div></div>										
	Device Info ?	Browser Version ?	Acquisition			Behavior			Conversions <small>eCommerce</small>		
			Users ?	New Users ?	Sessions ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?
	Traffic		954,366 % of Total: 46.13% (2,069,059)	939,796 % of Total: 46.30% (2,029,743)	1,344,663 % of Total: 43.72% (3,075,461)	69.34% Avg for View: 61.60% (12.57%)	2.49 Avg for View: 3.09 (-19.34%)	00:01:32 Avg for View: 00:02:19 (-33.52%)	20,186 % of Total: 27.41% (73,639)	£819,102.67 % of Total: 23.61% (£3,469,980.52)	1.52% Avg for View: 2.39% (-36.49%)
	iPhone	12.0	101,392 (10.15%)	97,665 (10.39%)	139,572 (10.38%)	68.89%	2.47	00:01:32	2,345 (11.62%)	£109,104.95 (13.32%)	1.68%
	iPhone	12.1.1	81,359 (8.15%)	78,097 (8.31%)	108,531 (8.07%)	70.12%	2.39	00:01:30	1,634 (8.09%)	£71,877.00 (8.78%)	1.51%
	iPhone	12.1.2	73,794 (7.39%)	72,302 (7.69%)	100,436 (7.47%)	70.55%	2.36	00:01:27	1,531 (7.58%)	£57,766.47 (7.05%)	1.52%
	iPhone	12.1	56,591 (5.67%)	52,980 (5.64%)	77,826 (5.79%)	69.34%	2.45	00:01:33	1,499 (7.43%)	£54,221.65 (6.62%)	1.93%
	iPhone	605.1	36,196 (3.62%)	34,588 (3.68%)	47,224 (3.51%)	69.63%	2.32	00:01:19	859 (4.26%)	£27,766.98 (3.39%)	1.82%
	iPhone	13.0.1	34,814 (3.49%)	34,045 (3.62%)	45,047 (3.35%)	69.44%	2.34	00:01:29	808 (4.00%)	£35,583.45 (4.34%)	1.79%
	iPhone	11.0	23,089 (2.31%)	22,468 (2.39%)	31,138 (2.32%)	69.83%	2.33	00:01:36	381 (1.89%)	£29,813.56 (3.64%)	1.22%
	iPhone	604.1	19,070 (1.91%)	17,785 (1.89%)	24,348 (1.81%)	70.47%	2.21	00:01:15	381 (1.89%)	£10,114.47 (1.23%)	1.56%
	iPhone	10.0	9,813 (0.98%)	9,567 (1.02%)	13,360 (0.99%)	70.40%	2.59	00:01:44	181 (0.90%)	£6,039.02 (0.74%)	1.35%
	ing SM-G950F Galaxy S8	9.2	4,122 (0.41%)	4,005 (0.43%)	6,234 (0.46%)	70.89%	2.49	00:01:29	90 (0.45%)	£2,830.91 (0.35%)	1.44%

Google Analytics - Channels

Tablet Traffic	438,289 % of Total: 21.18% (2,069,059)	424,916 % of Total: 20.93% (2,029,743)	687,922 % of Total: 22.37% (3,075,461)	58.48% Avg for View: 61.60% (-5.06%)	3.46 Avg for View: 3.09 (12.01%)	00:02:35 Avg for View: 00:02:19 (11.88%)	2.57% Avg for View: 2.39% (7.27%)
Mobile Traffic	954,947 % of Total: 46.15% (2,069,059)	943,190 % of Total: 46.47% (2,029,743)	1,348,029 % of Total: 43.83% (3,075,461)	69.34% Avg for View: 61.60% (12.56%)	2.49 Avg for View: 3.09 (-19.32%)	00:01:32 Avg for View: 00:02:19 (-33.46%)	1.53% Avg for View: 2.39% (-36.27%)
1. Google Paid Search							
All Users	1,079,357 (48.91%)	1,015,188 (50.02%)	1,511,070 (49.13%)	70.11%	2.40	00:01:35	2.53%
Desktop Traffic	275,997 (37.56%)	250,570 (37.87%)	374,754 (36.05%)	64.39%	2.78	00:02:09	3.75%
Tablet Traffic	256,410 (54.11%)	235,608 (55.45%)	376,698 (54.76%)	65.17%	2.72	00:01:57	2.76%
Mobile Traffic	556,594 (55.30%)	529,009 (56.09%)	759,618 (56.35%)	75.38%	2.06	00:01:07	1.82%
2. Organic Search							
All Users	803,514 (36.41%)	719,623 (35.45%)	1,080,190 (35.12%)	53.30%	3.67	00:02:55	1.71%
Desktop Traffic	314,086 (42.74%)	280,694 (42.42%)	450,170 (43.31%)	47.33%	4.05	00:03:32	2.32%
Tablet Traffic	149,611 (31.57%)	127,717 (30.06%)	200,846 (29.20%)	49.73%	4.38	00:03:23	2.06%
Mobile Traffic	338,932 (33.67%)	311,212 (33.00%)	429,174 (31.84%)	61.22%	2.94	00:02:02	0.91%
3. Direct							
All Users	140,263 (6.36%)	137,291 (6.76%)	190,807 (6.20%)	55.46%	3.55	00:03:07	2.94%
Desktop Traffic	52,702 (7.17%)	52,159 (7.88%)	76,462 (7.36%)	47.56%	3.87	00:04:01	4.17%
Tablet Traffic	25,996 (5.49%)	25,595 (6.02%)	35,311 (5.13%)	54.78%	4.10	00:03:19	3.13%
Mobile Traffic	61,107 (6.07%)	59,537 (6.31%)	79,034 (5.86%)	63.42%	3.00	00:02:10	1.65%



Google Analytics - Page Load

Home

Customization

Dashboards

Custom Reports

Saved Reports

Custom Alerts

REPORTS

Realtime

Audience

Acquisition

Behavior

Conversions

Attribution BETA

Page Load Speed Report

All Users
100.00% Avg. Page Load Time (sec)

+ Add Segment

Jan 1, 2019 - Nov 17, 2019

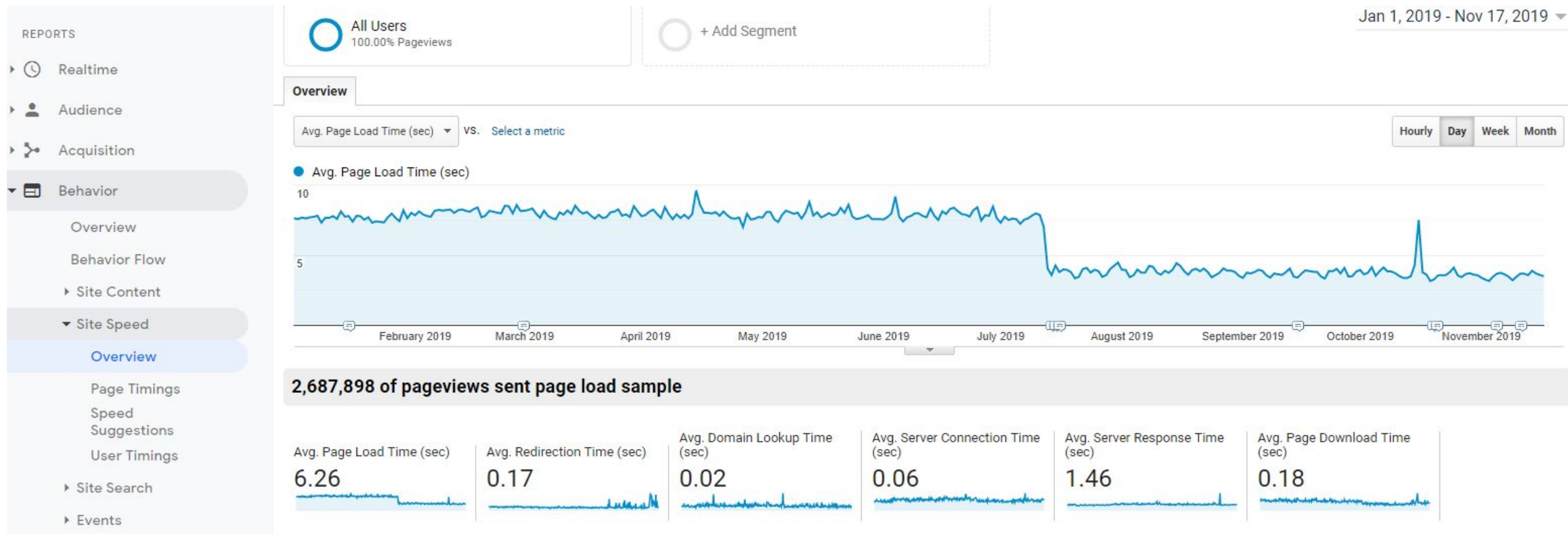
Report Tab

advanced

Browser	Browser Version	Avg. Page Load Time (sec)	Avg. Document Interactive Time (sec)	Avg. Document Content Loaded Time (sec)	Page Load Sample
1. Internet Explorer	11.0	7.20	3.96	3.96	218,747 (8.15%)
2. Safari	12.0	5.52	2.50	2.51	217,688 (8.11%)
3. Safari	12.1.1	3.94	2.36	2.42	152,414 (5.68%)
4. Safari	12.1.2	2.74	2.17	2.26	131,477 (4.90%)
5. Safari	12.1	5.40	2.62	2.63	109,758 (4.09%)
6. Edge	17.17134	7.60	3.13	3.15	87,942 (3.28%)
7. Chrome	76.0.3809.132	2.89	2.33	2.45	83,420 (3.11%)
8. Chrome	71.0.3578.98	6.93	3.29	3.29	62,573 (2.33%)
9. Safari	605.1	5.11	2.41	2.45	62,069 (2.31%)
10. Chrome	74.0.3729.157	9.08	4.14	4.15	56,274 (2.10%)



Google Analytics - Site Speed

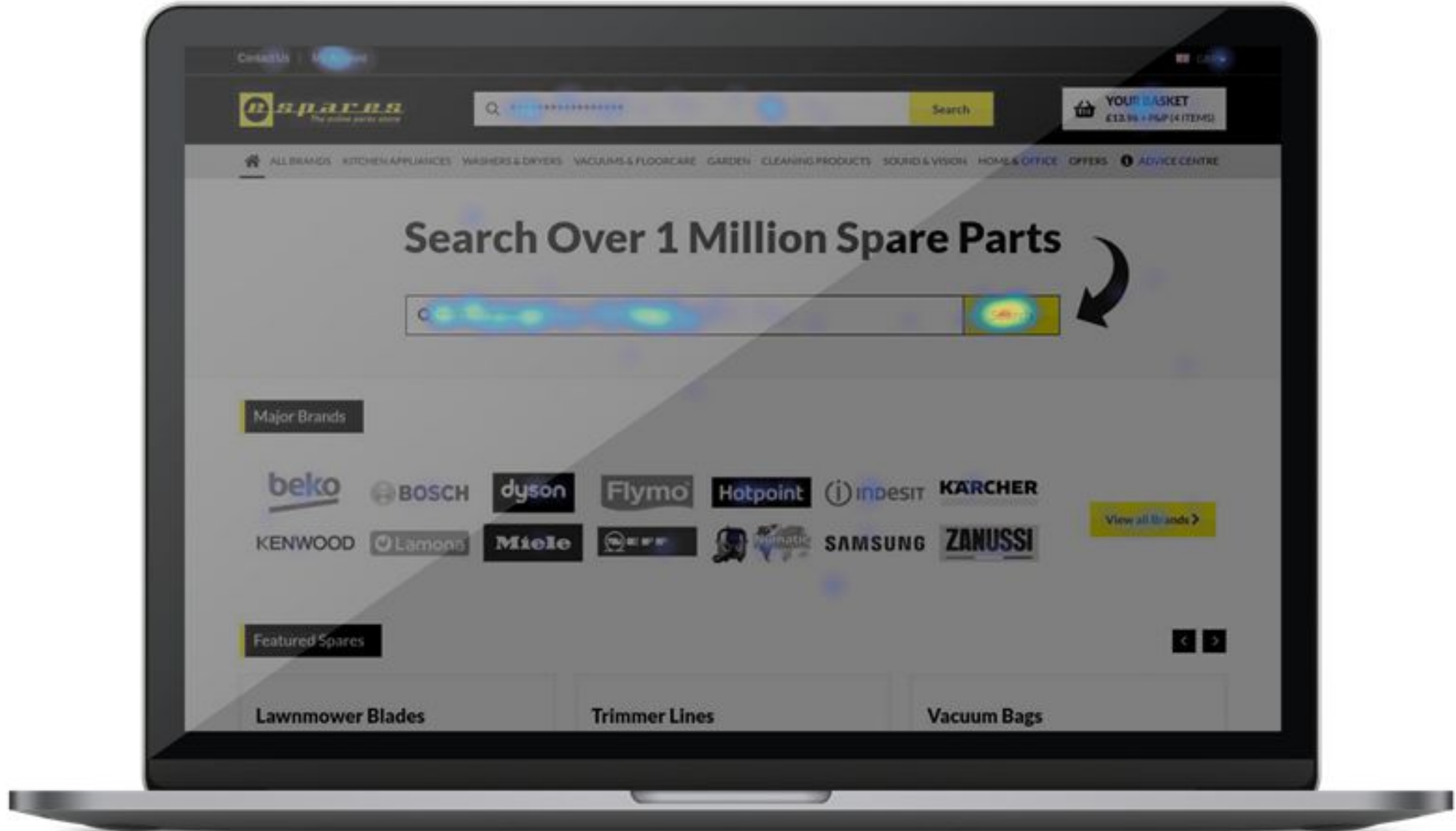


Google Analytics - Landing Page

Primary Dimension: Landing Page Content Grouping: none Other											
bathroom-aids advanced											
Landing Page ?	Acquisition			Behavior			Conversions eCommerce				
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Transactions ?	Revenue ?	Ecommerce Conversion Rate ?		
	569,478 % of Total: 18.57% (3,066,998)	63.78% Avg for View: 66.44% (-4.00%)	363,241 % of Total: 17.83% (2,037,776)	60.79% Avg for View: 61.62% (-1.34%)	3.06 Avg for View: 3.07 (-0.54%)	00:02:16 Avg for View: 00:02:16 (-0.37%)	14,818 % of Total: 20.12% (73,652)	£714,197.30 % of Total: 19.62% (£3,640,539.92)	2.60% Avg for View: 2.40% (8.35%)		
1. /bathroom-aids	38,170 (6.70%)	60.32%	23,025 (6.34%)	34.77%	6.77	00:04:50	1,028 (6.94%)	£45,740.52 (6.40%)	2.69%		
2. /bathroom-aids/shower-seats-shower-chairs	18,670 (3.28%)	63.35%	11,828 (3.26%)	34.88%	4.95	00:03:33	454 (3.06%)	£26,884.01 (3.76%)	2.43%		
3. /bathroom-aids/toilet-aids/raised-toilet-seats-raiser	17,972 (3.16%)	63.75%	11,458 (3.15%)	49.80%	3.19	00:02:09	295 (1.99%)	£10,249.65 (1.44%)	1.64%		
4. /bathroom-aids/toilet-aids/commodes	17,473 (3.07%)	60.19%	10,517 (2.90%)	43.46%	3.99	00:02:37	323 (2.18%)	£23,614.69 (3.31%)	1.85%		
5. /bathroom-aids/toilet-aids/toilet-frames/mowbray-lite-toilet-frame-seat-width-adjustable	15,545 (2.73%)	64.18%	9,977 (2.75%)	77.24%	2.04	00:01:26	318 (2.15%)	£16,196.79 (2.27%)	2.05%		
6. /bathroom-aids/bath-lifts	14,667 (2.58%)	71.05%	10,421 (2.87%)	39.60%	3.37	00:02:39	79 (0.53%)	£18,250.58 (2.56%)	0.54%		
7. /bathroom-aids/bath-chairs-bath-seats	14,398 (2.53%)	71.02%	10,225 (2.81%)	53.05%	3.19	00:02:17	111 (0.75%)	£6,543.58 (0.92%)	0.77%		
8. /bathroom-aids/shower-seats-shower-chairs/shower-stools/shower-stool-with-handles	14,318 (2.51%)	62.49%	8,948 (2.46%)	64.40%	2.92	00:02:27	795 (5.37%)	£24,204.03 (3.39%)	5.55%		
9. /bathroom-aids/bathroom-grab-rail	12,404 (2.18%)	68.94%	8,551 (2.35%)	41.15%	3.95	00:03:04	436 (2.94%)	£11,989.81 (1.68%)	3.51%		
10. /bathroom-aids/toilet-aids/urinals/male-urinal	10,647 (1.87%)	74.90%	7,975 (2.20%)	65.86%	2.75	00:01:50	758 (5.12%)	£8,763.09 (1.23%)	7.12%		



Hotjar - Heatmap Analysis



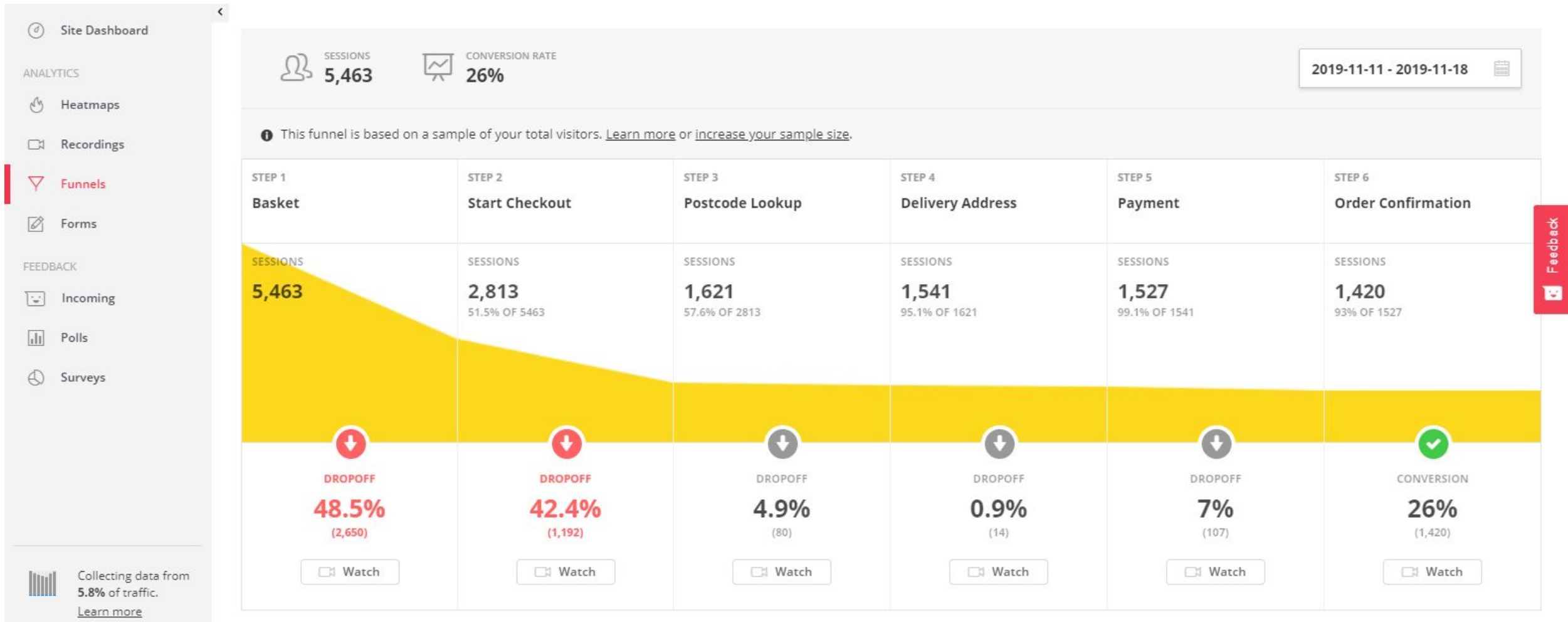
Hotjar - Heatmap Analysis

The screenshot shows the eSpares website for a 'Silver Hob Control Knob'. The page features a navigation bar with links like 'About Us', 'Contact Us', and 'My Account'. Below the navigation bar, there are promotional banners for 'OVER 1 MILLION SPARES', '566+ HOW TO VIDEOS', 'UK NEXT DAY DELIVERY', and 'PRICE MATCH GUARANTEE'. The main product section displays the 'Silver Hob Control Knob' with its stock number 'ES1636404'. A large image of the knob is shown with a Hotjar heatmap overlay, indicating high user interest in the top and right areas. To the right of the image, there is a rating of 4.2 out of 5 stars and a description: 'Genuine spare part for select models of Stoves hobs'. Below the image, there is a 'View video' button. To the right of the product image, there is a price section showing '£11.99' and a promotional offer 'Save 10% if you buy 2 or more' for 'Only £10.79 each'. There is also an 'Add to basket' button and a countdown timer for 'Next Day Delivery'. Below the price section, there are several status indicators: 'In Stock', 'UK Next Day Delivery Available', and 'We won't be beaten on price'. At the bottom of the page, there is a 'Description' section with text about the product and a 'Will this part fit my Appliance?' section with a brand selection dropdown and a 'Does it fit?' button. The entire page is overlaid with various Hotjar heatmaps, including a 'Back to Spares' link heatmap, a 'View video' button heatmap, and a 'Does it fit?' button heatmap.

Hotjar heatmaps are overlaid on the page, showing user interaction patterns. Notable heatmaps include:

- A heatmap on the 'Back to Spares' link in the top left.
- A heatmap on the 'View video' button below the product image.
- A heatmap on the 'Does it fit?' button in the 'Will this part fit my Appliance?' section.
- A heatmap on the 'Add to basket' button in the price section.
- A heatmap on the '£11.99' price tag.
- A heatmap on the 'Genuine spare part for select models of Stoves hobs' text.
- A heatmap on the 'Silver Hob Control Knob' product image, with the highest concentration of clicks in the top right corner.

Hotjar - Funnel Analysis



Hotjar - Form Analysis

Site Dashboard

ANALYSIS

Heatmaps

Recordings

Funnels

Forms

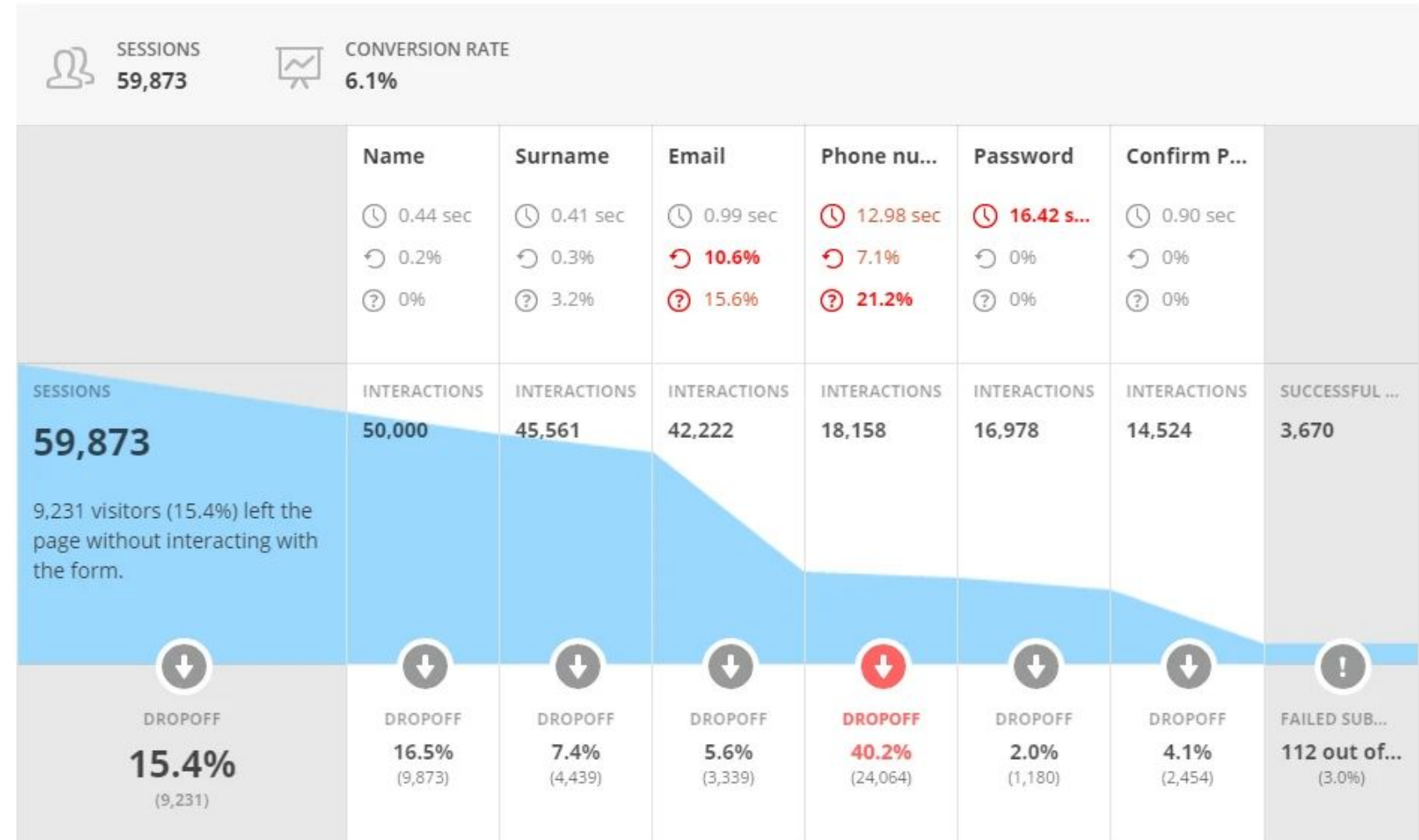
FEEDBACK

Polls

Surveys

Recruiters

Forms > Register EDIT



Quick Q&A

#2: A/B Testing



Platforms



Hypothesis

“IF _____, THEN _____ DUE TO _____.”
[Variable] [Result] [Rationale]

The Variable:

A website element that can be modified, added, or taken away to produce a desired outcome.

Result:

The predicted outcome. (More email sign-ups, clicks on a call to action, or another type of behavior.)

Rationale:

Demonstrate that you have informed your hypothesis with research: what do you know about your visitors from your qualitative and quantitative research that indicates your hypothesis is correct?

Goals

Primary

Sales (Online)

Phone Calls

Newsletter Sign Up

Secondary

Visit Category Page

Visit Product Page

Click Add to Basket

Visit Basket Page

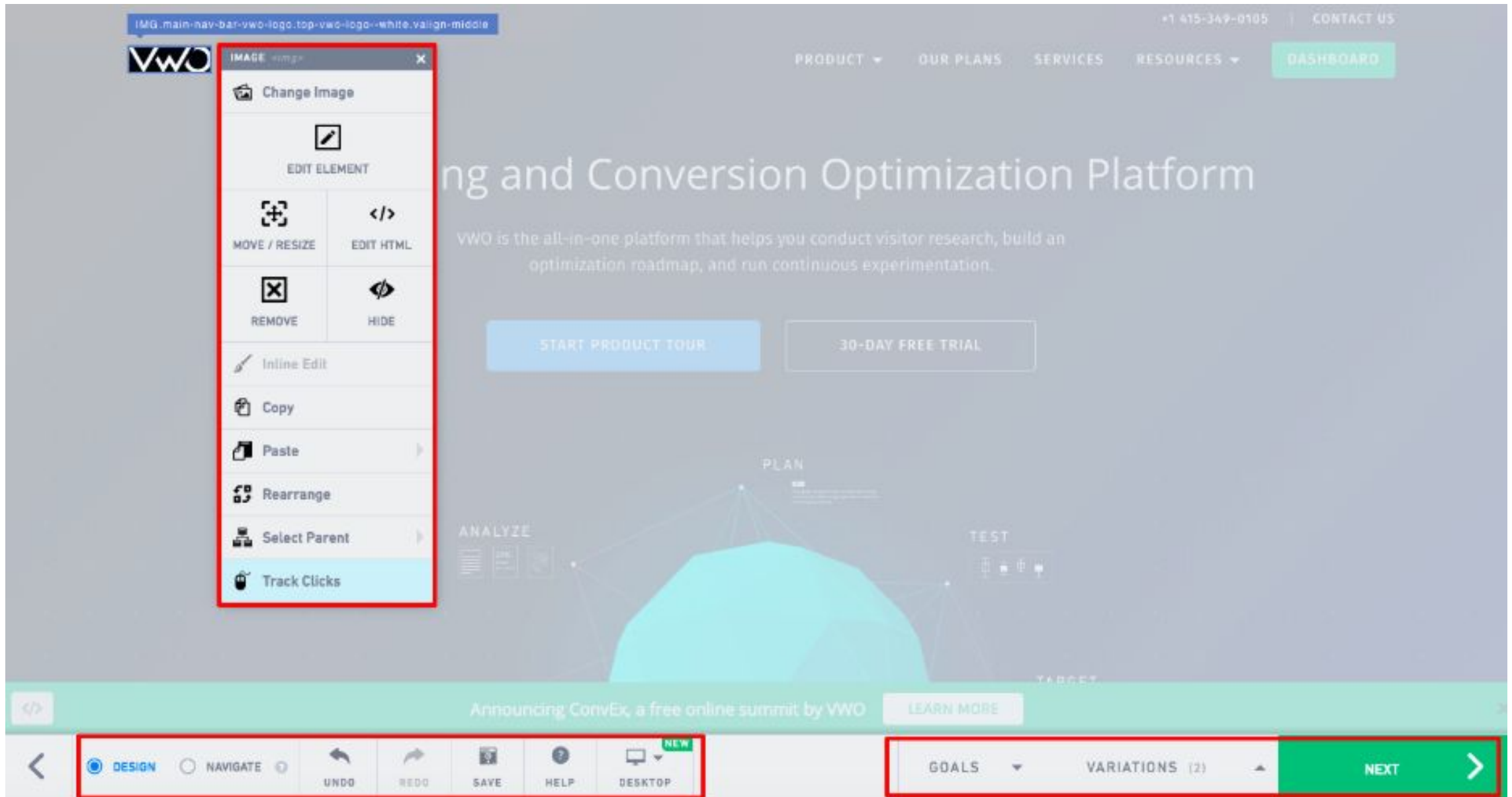


WHAT ARE YOUR
GOALS?

Design



Development



Test Duration

Estimated existing conversion rate (%)	<input type="text" value="30"/>	%
Minimum improvement in conversion rate you want to detect (%)	<input type="text" value="20"/>	%
Number of variations/combinations (including control)	<input type="text" value="6"/>	
Average number of daily visitors	<input type="text" value="200"/>	
Percent visitors included in test?	<input type="text" value="100"/>	%

CALCULATE TEST DURATION



Launch

Launch @ 10% Traffic (Mon-Thu)

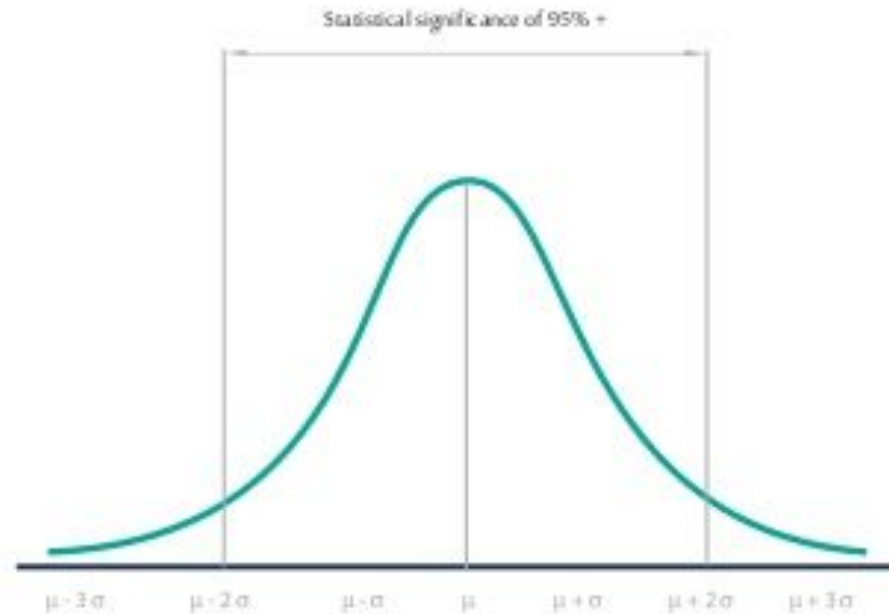
24hrs @ 50% Traffic

48hrs @ 100 Traffic

Statistical Significance

Importance of Statistical Significance

Statistical significance proves the level of certainty that the results of a given test are not due to a sampling error.



Statistical Power - Will share in resources!

The statistical power of an **A/B test** refers to the test's **sensitivity to certain magnitudes of effect sizes**. More precisely, it is the probability of observing a **statistically significant** result at level **alpha** (α) if a true effect of a certain magnitude (**MEI**) is in fact present.

When communicated as a single number statistical power is evaluated at a specific **alternative hypothesis** (magnitude of the difference between the null). However, it is recommended to communicate it by presenting the entire **power function** over all possible values of the parameter of interest (e.g. all possible absolute or relative differences between the variant(s) and the control).

Statistical power is equal to **1- β** where **beta** is the **type II error**, or the false negative rate of the test procedure. Thus, power is inversely related to statistical significance while being positively related to the sample size and the minimum effect of interest. Increasing the sample size increases the power against all possible alternatives, increasing the MEI results in a higher power given fixed sample size and **significance threshold** while increasing the α results in lower power.

Statistical power is also inversely related to the **variance** and the **standard deviation** of the metric of interest: higher variance results in lower power, assuming fixed sample size, significance threshold and MEI.

All of these relations become apparent once we consider the full notation of statistical power: $POW(T(\alpha); \mu_1) = P(d(X) > c(\alpha); \mu_1)$ for any μ_1 greater than μ_0 , where $c(\alpha)$ is the **significance threshold**, $d(X)$ is a test **statistic** (distance function), and μ_1 is the magnitude of the effect under a particular **alternative hypothesis** H_1).



Calculators :)



AB Testguide

Is your test result significant? Does it have enough power?

Play with the controls and get a better feel for how a lower confidence level will boost the power or how an increase in test size can make a small CR-difference significant!

Pre-test calculation or post-test evaluation?

- ☐ Pre-test analysis
- ☒ Test evaluation

Test data

Visitors A

Conversions A

Visitors B

Conversions B

Apply changes

Settings

Hypothesis (?)

- ☒ One-sided
- ☐ Two-sided

Confidence (?)

- ☐ 90%
- ☒ 95%
- ☐ 99%

Test result

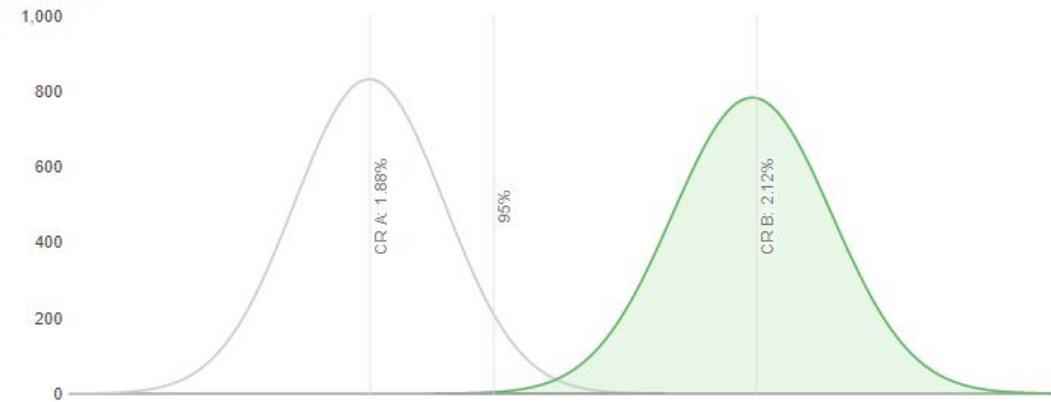
Significant test result!

Variation B's observed conversion rate (2.12%) was 13.07% higher than variation A's conversion rate (1.88%).

You can be 95% confident that this result is a consequence of the changes you made and not a result of random chance.



The expected distributions of variation A and B.



Conversion Rate Control

Conversions A / Visitors A

Conversion Rate B

Conversions B / Visitors B

Relative uplift in Conversion Rate

$CR_B - CR_A / CR_A$

Observed Power

p value

Z-score

$(CR_B - CR_A) / SE_{\text{difference}}$

Standard error A

$(CR_A * (1 - CR_A) / \text{Visitors}_A)^{1/2}$

Standard error B

$(CR_B * (1 - CR_B) / \text{Visitors}_B)^{1/2}$

Std. Error of difference

$SE_{\text{difference}} = (SE_A^2 + SE_B^2)^{1/2}$



Quick Q&A

#3: Tests & Results


Winning Tests

Home Page



Variation A


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The parts you want, the advice you need.
Get all your home & garden appliance spare parts from our award winning website...



OVER 1 MILLION SPARES















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EXCELLENT REVIEWS


Major Brands



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4.7 ★★★★★
Google
Customer Reviews


Featured Spares






Variation B

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Major Brands

Featured Spares


Google
Customer Reviews

Tumble Dryer Balls

Ideal for sensitive skin, this eco-friendly alternative to fabric softener reduces drying time by up to 25%

From £3.99

Tumble Dryer Belts

Replace your faulty belt to keep your tumble dryer spinning and dry clothes evenly.

From £7.99

Tumble Dryer Filters


Keep your dryer safe by replacing damaged filters to avoid lint and fluff build up in the machine.

From £16.99

40


Variation B Won

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Search Over 1 Million Spare Parts


 

Major Brands

Featured Spares


Google
Customer Reviews

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Tumble Dryer Belts

Replace your faulty belt to keep your tumble dryer spinning and dry clothes evenly.

From £7.99

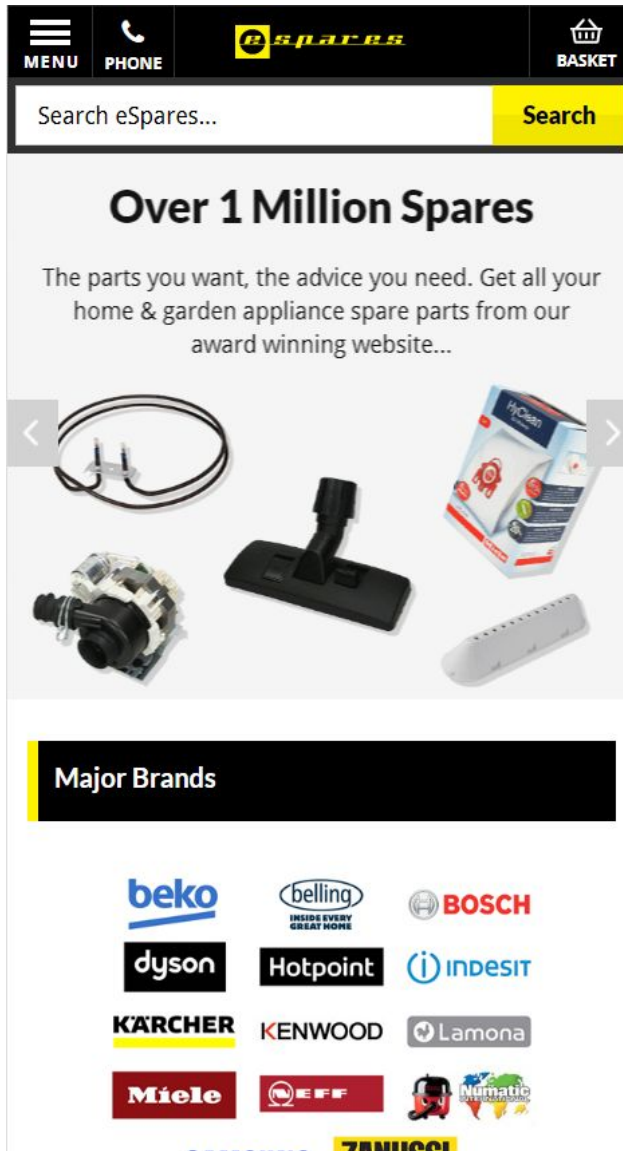
Tumble Dryer Filters

Keep your dryer safe by replacing damaged filters to avoid lint and fluff build up in the machine.

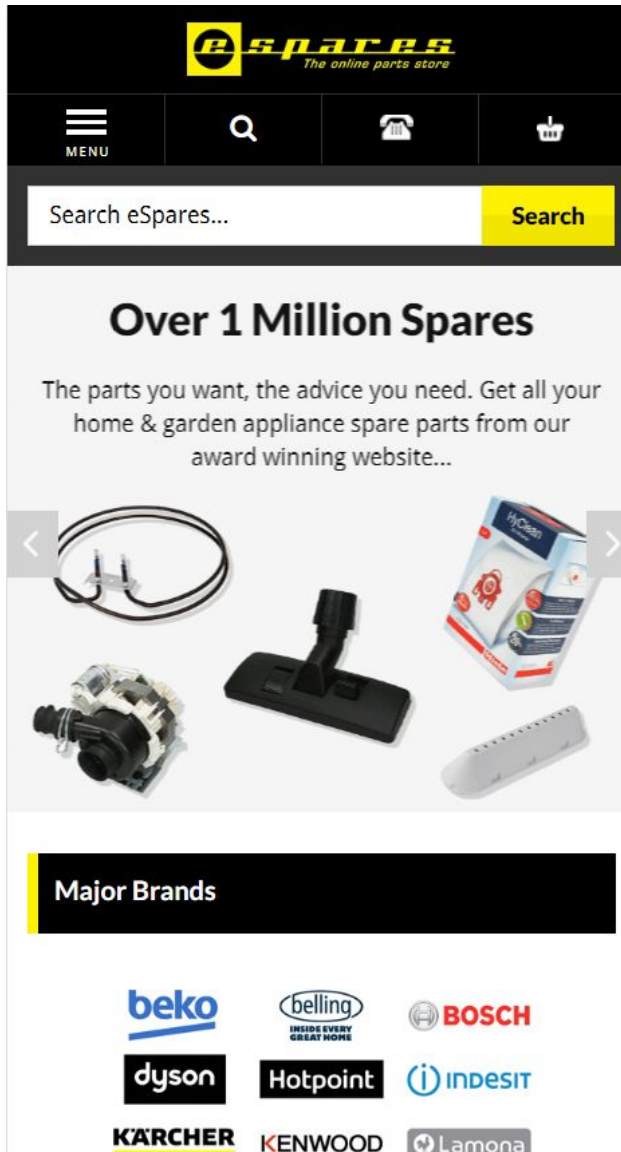
From £16.99

41

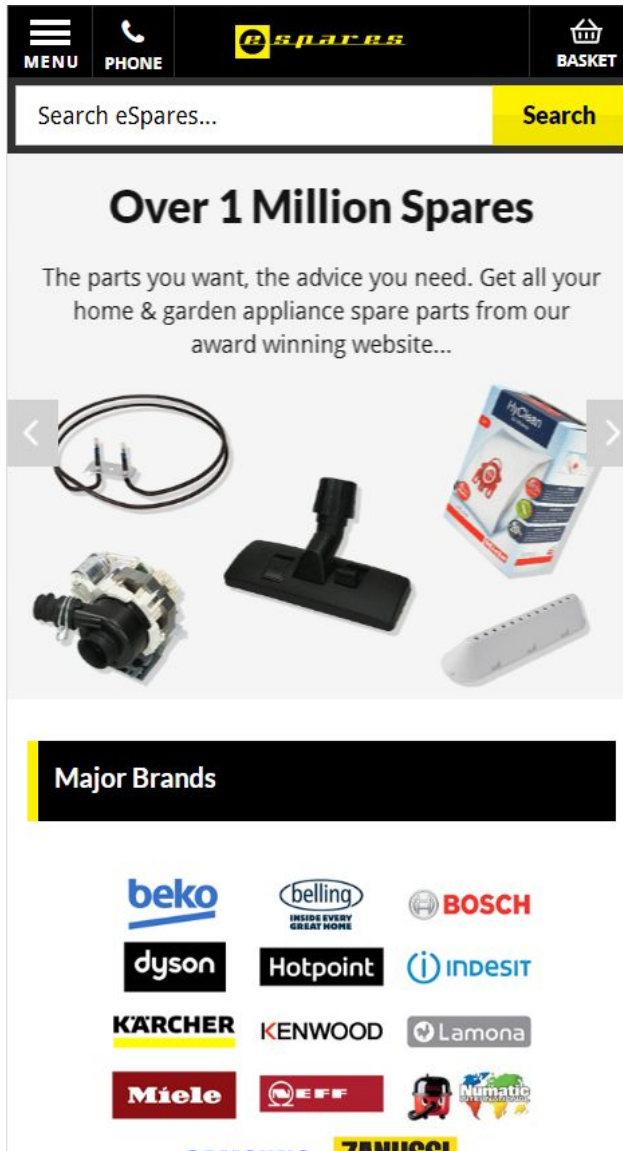
Variation A



Variation B




Variation A Won



Category Page

Variation A

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Your Selection


Kitchen Appliances

Appliance Type

Cookers & Hobs

Part Type

Doors x



Cooker & Hob Doors

1 to 10 of 11747 items

[Rangemaster Main Oven Door Catch and Roller](#)
★★★★★
Genuine spare part for select Rangemaster, Maytag and Falcon cooker and hobs
[More information >](#)
✓ In Stock

[Stoves Main Oven Inner Door Glass](#)
★★★★★
Genuine spare part for select models of Belling, Stoves, New World and Diplomat cookers
[More information >](#)
✓ In Stock

Stock Number ES475527
£12.99
Add to Basket


Stock Number ES1027537
£57.99
Add to Basket

4.7 ★★★★★
Google
Customer Reviews

Brand


- > AEG
- > Beko
- > Belling
- > Bosch
- > Electrolux

46



Variation B

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Your Selection

Kitchen Appliances

Appliance Type

Cookers & Hobs

Part Type

Doors

Cooker & Hob Doors

1 to 10 of 11747 items

« 1 2 3 4 ... 1175 »



[Rangemaster Main Oven Door Catch and Roller](#)

★★★★★

Genuine spare part for select Rangemaster, Maytag and Falcon cooker and hobs

[More information >](#)

✓ In Stock

Stock Number ES475527

£12.99

[Buy Now >](#)



[Stoves Main Oven Inner Door Glass](#)

★★★★★

Genuine spare part for select models of Belling, Stoves, New World and Diplomat cookers [More information >](#)

✓ In Stock

Stock Number ES1027537

£57.99

[Buy Now >](#)

Brand

- > AEG
- > Beko
- > Belling
- > Bosch
- > Electrolux



Variation B Won

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Your Selection

Kitchen Appliances

Appliance Type

Cookers & Hobs

Part Type

Doors

x

Brand

> AEG

> Beko

> Belling

> Bosch

> Electrolux

Cooker & Hob Doors

1 to 10 of 11747 items

<<

1

2


3

4

...

1175

>>



[Rangemaster Main Oven Door Catch and Roller](#)

★★★★★

Genuine spare part for select Rangemaster, Maytag and Falcon cooker and hobs


[More information >](#)

✓ In Stock

Stock Number ES475527

£12.99

Buy Now >



[Stoves Main Oven Inner Door Glass](#)

★★★★★

Genuine spare part for select models of Belling, Stoves, New World and Diplomat cookers

[More information >](#)

✓ In Stock











Stock Number ES1027537

£57.99

Buy Now >

48

Variation A

				
Extra Wide Perching Stool with Arms & Padded Back	Bariatric Mobile Commode Chair	Mowbray Toilet Seat & Frame - Extra Wide	Extra Wide Perching Stool	Big John Bariatric Toilet Seat
£65.00	£262.80	£100.74	£77.60	£144.61
				
Advanced Wall Mounted Shower Seat with Padded Seat & Back	Bariatric/ Heavy Duty Detachable Back Shower Stool	Commode Removable Arms	Nuvo™ Extra Wide Free Standing Toilet Frame	Mowbray Toilet Seat & Frame Floor Fixed - Extra Wide
£592.14	£227.72	£143.29	£71.99	£113.34

Page 1 of 2

Next Page >

Our customers say **Excellent** ★★★★★ **9.3/10** based on over **8000** reviews ★ Trustpilot

What are bariatric and obesity bathroom aids?

Bariatric and obesity bathroom aids include toilet frames, steps and shower chairs that help make the bathroom more accessible for anyone with a higher user weight.



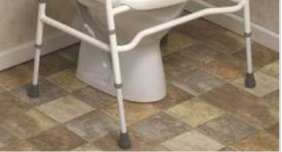







What are the benefits of bariatric and obesity bathroom aids?

My Account

Back to Shop

Your Basket
1 item(s) in basket

Variation B

				
Extra Wide Perching Stool with Arms & Padded Back	Bariatric Mobile Commode Chair	Mowbray Toilet Seat & Frame - Extra Wide	Extra Wide Perching Stool	Big John Bariatric Toilet Seat
£65.00	£262.80	£100.74	£77.60	£144.61
				
Advanced Wall Mounted Shower Seat with Padded Seat & Back	Bariatric/ Heavy Duty Detachable Back Shower Stool	Commode Removable Arms	Nuvo™ Extra Wide Free Standing Toilet Frame	Mowbray Toilet Seat & Frame Floor Fixed - Extra Wide
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Page 1 of 2

Next Page >

What are bariatric and obesity bathroom aids?

Bariatric and obesity bathroom aids include toilet frames, steps and shower chairs that help make the bathroom more accessible for anyone with a higher user weight.

What are the benefits of bariatric and obesity bathroom aids?

Bariatric bathroom aids reduce any discomfort or difficulty during your bathing routine and can give you independence in the place where you most want it.











What different bariatric and obesity bathroom aids do you offer?

Commodes – we offer mobile and static commodes that have attachable pans with lids. They have strong seats and frames and a water-resistant design so they can be used in the bathroom or shower. All the commodes we provide have detachable arms for increased comfort during transfers, and we also have a commode with fold in foot rests.

[My Account](#)

[Your Basket](#)

Variation A Won

				
Extra Wide Perching Stool with Arms & Padded Back	Bariatric Mobile Commode Chair	Mowbray Toilet Seat & Frame - Extra Wide	Extra Wide Perching Stool	Big John Bariatric Toilet Seat
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What are the benefits of bariatric and obesity bathroom aids?

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Your Basket




Product Page



Variation A

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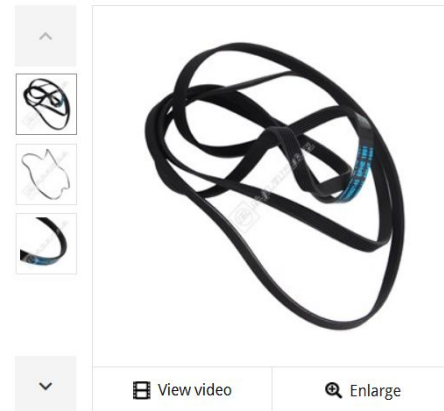
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[« Back to Tumble Dryer Belts](#)

Tumble Dryer Polyvee Drive Belt - 1991 EPH

Stock Number: ES537769



★★★★★ 4.8 out of 5 (82 Reviews)

Genuine spare part suitable for select models of Hotpoint, Indesit and Ariston tumble dryers

[Read more](#)


Manufactured by Hotpoint

(This part fits select models)

£21.99

- 1 +

[Buy Now >](#)

 Order within **02h 59m 41s** to be delivered **tomorrow!**

Will this part fit my appliance?

[Check Now](#)

 **In Stock**
[Available for immediate despatch](#)

 **UK Next Day Delivery Available**
[About delivery](#)

 **We won't be beaten on price**
[Price match guarantee](#)

Will this part fit my Appliance?

Choose your brand to check if this part fits your appliance

Select your brand

[Does it fit?](#)

Excellent  **TRUSTPILOT**




[See our reviews](#)



Variation A Won

[About Us](#) | [Contact Us](#) | Call **0844 9777 888** (7p per min + any network access charge) GBP | [My Account](#) **MY BASKET** £11.73 + P&P (1 ITEM)

 [Search](#)

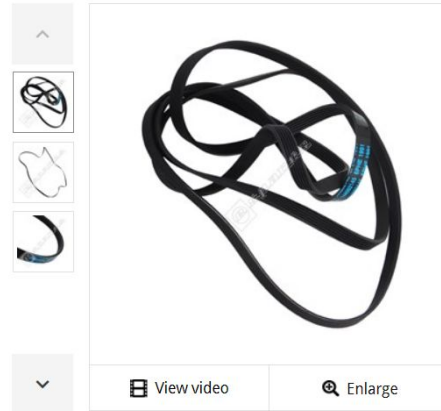
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[« Back to Tumble Dryer Belts](#)

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£21.99

- 1 +

[Buy Now >](#)

 Order within **02h 59m 41s** to be delivered **tomorrow!**

Will this part fit my appliance?

[Check Now](#)

 **In Stock**
[Available for immediate despatch](#)

 **UK Next Day Delivery Available**
[About delivery](#)

 **We won't be beaten on price**
[Price match guarantee](#)

Will this part fit my Appliance?

Choose your brand to check if this part fits your appliance

Select your brand

[Does it fit?](#)

Excellent  **TRUSTPILOT**



[See our reviews](#)



Variation A

Description

Hoover H-Free 500 HF522UPT Pets Cordless Vacuum Cleaner - Black/Blue

Introducing the H-Free 500 Pets Cordless Vacuum cleaner from Hoover, the most compact stick vacuum in the Hoover range! Weighing only 2.2kg and measuring just 69cm in storage mode, it is ideal for small houses short on space. Boasting a turbo boost function giving extra power to easily remove pet hairs that are embedded into carpets, cushions and car seats.

The H-Free 500 is compact and agile, making light work of moving around furniture and in tight spaces. Achieve outstanding cleaning results with the "H-Lab Brushless Compact Motor", thanks to a combination of motor power, airflow and a powerful agitator to pick up hairs and all types of dust matter. The brushless motor gives you consistent power of 25 minutes when using the motorised floor head or 40 minutes of use with the supplied accessories. An added benefit is the on board LED battery indicator that lights up when the battery is running low, so that you won't run out of power unexpectedly during your cleaning routine.

Included with the H-Free 500 is an integrated 2in1 dusting and furniture tool which is ideal for delicate surfaces such as ornaments or upholstery. You can use the integrated crevice tool for skirting boards or spot cleaning tight corners. A mini motorised turbo brush is included which is perfect for removing pet hairs and fluff all around the house.

Removing tangled hairs from the brush roller couldn't be any easier as the floor roller easily detaches without any tools. The H-Free 500 boasts front LED lights into the floor nozzle, giving you greater visibility in low light situations perfect for use under furniture.


Specifications:




- **Model Number:** HF522UPT
- Auto Run Time: 40 minutes
- Standard Run Time: 25 minutes
- Turbo Run Time: 8 minutes
- Charge Time: 6 Hours
- Voltage: 22V
- Bin Capacity: 0.45L
- Battery Type: Li-Ion

£237.25

- 1 +

Buy Now >

 Order within **02h 57m 36s** to be delivered **tomorrow!**

-  **In Stock**
[Available for immediate despatch](#)
-  **UK Next Day Delivery Available**
[About delivery](#)
-  **We won't be beaten on price**
[Price match guarantee](#)

Excellent  TRUSTPILOT



See our reviews

Variation B

Hoover H-Free Pets 500 HF522UPT Pets Cordless Vacu... £237.25

 Description  Reviews

Buy Now >

See our reviews

Description

Hoover H-Free 500 HF522UPT Pets Cordless Vacuum Cleaner - Black/Blue

Introducing the H-Free 500 Pets Cordless Vacuum cleaner from Hoover, the most compact stick vacuum in the Hoover range! Weighing only 2.2kg and measuring just 69cm in storage mode, it is ideal for small houses short on space. Boasting a turbo boost function giving extra power to easily remove pet hairs that are embedded into carpets, cushions and car seats.

The H-Free 500 is compact and agile, making light work of moving around furniture and in tight spaces. Achieve outstanding cleaning results with the "H-Lab Brushless Compact Motor", thanks to a combination of motor power, airflow and a powerful agitator to pick up hairs and all types of dust matter. The brushless motor gives you consistent power of 25 minutes when using the motorised floor head or 40 minutes of use with the supplied accessories. An added benefit is the on board LED battery indicator that lights up when the battery is running low, so that you won't run out of power unexpectedly during your cleaning routine.

Included with the H-Free 500 is an integrated 2in1 dusting and furniture tool which is ideal for delicate surfaces such as ornaments or upholstery. You can use the integrated crevice tool for skirting boards or spot cleaning tight corners. A mini motorised turbo brush is included which is perfect for removing pet hairs and fluff all around the house.

Removing tangled hairs from the brush roller couldn't be any easier as the floor roller easily detaches without any tools. The H-Free 500 boasts front LED lights into the floor nozzle, giving you greater visibility in low light situations perfect for use under furniture.

Specifications:

- **Model Number: HF522UPT**
- Auto Run Time: 40 minutes
- Standard Run Time: 25 minutes
- Turbo Run Time: 8 minutes

Variation B Won

Hoover H-Free Pets 500 HF522UPT Pets Cordless Vacu... £237.25

 Description  Reviews

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Description

Hoover H-Free 500 HF522UPT Pets Cordless Vacuum Cleaner - Black/Blue

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£11.73
✓ In Stock for delivery on Wednesday 20th November

Sub total: **£11.73**

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Sub total: **£11.73**


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+

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Subtotal

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UK Next Day Delivery

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Deliver to: United Kingdom

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Subtotal **£11.73**

Deliver to: United Kingdom


UK Standard Delivery ☐ £3.99

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Eating & Drinking Aids


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Mobility Aids


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Discount Code

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NRS
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<p>NRS 3-Wheel Rollator Colour:</p>	£41.95	- 1 +	£41.95

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Discount Code

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Discount Code

Enter your discount code

Apply Coupon


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Subtotal

£41.95

VAT


£8.39

 You have qualified for FREE Delivery

Total


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
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
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2 Items £49.74


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
 Bathroom Aids


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 Order Summary





 **Delivery Details**


Miss Jen Bren
97 Alan Moss Road
LOUGHBOROUGH
United Kingdom
LE11 5LS


 **Billing Details**

Miss Jen Bren
97 Alan Moss Road
LOUGHBOROUGH
United Kingdom
LE11 5LS

 **100% Secure Payment**

 **Order Summary**




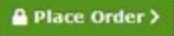
Product	Qty	Subtotal
NRS Combi-Reacher Size: 660mm (26 inches)	1	£7.74
NRS 3-Wheel Rollator Colour: Blue	1	£42.00
Free Delivery		£0.00
VAT		£8.29
Total		£49.74


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2 Items £49.74


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
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



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100% Secure Payment



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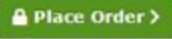
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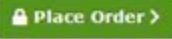
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Part assist UK call centre

**9.8 million parts delivered**
Next day delivery until 6:00pm

**Trustpilot**
Over 150,000 Reviews!
Rated 9.4/10

 EMAIL

 DELIVERY

 **3** PAYMENT

Payment Details

Card number

End date

01

2019

Name on card

Mr Test Test

Security code



Last 3 digits on back of card.

☐

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Order summary

Delivery Address [\(edit\)](#)

Mr Test Test
Connect House Talbot Way
Birmingham
B10 0HJ

Billing Address [\(edit\)](#)

Mr Test Test
Connect House Talbot Way
Birmingham
B10 0HJ

[+] 1 x Item £11.73

UK Next Day Delivery £6.99

Total (inc VAT) £18.72

Variation B



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3 PAYMENT

4 COMPLETE

Payment

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Birmingham
B10 0HJ

[Change billing address](#)

Your delivery address

Mr Test Test
Connect House Talbot Way
Birmingham
B10 0HJ

[Change delivery address](#)

Payment details

Name on card*

Mr Test Test



Card number*

End date*

01 ▼

2019 ▼

Order summary

1 x Microwave Glass Turntable

£11.73

✓ In Stock

Sub total **£11.73**

UK Next Day Delivery **£6.99**

Total **£18.72**

! [Change items or delivery options](#)

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Over 4 million customers served
Part assist UK call centre



9.8 million parts delivered
Next day delivery until 6:00pm



Trustpilot
Over 150,000 Reviews!
Rated 9.4/10

✓ EMAIL ✓ DELIVERY 3 PAYMENT

Payment Details

Card number

End date

01



2019



Name on card

Mr Test Test

Security code



Last 3 digits on back of card.

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Order summary

Delivery Address [\(edit\)](#)

Mr Test Test
Connect House Talbot Way
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Billing Address [\(edit\)](#)

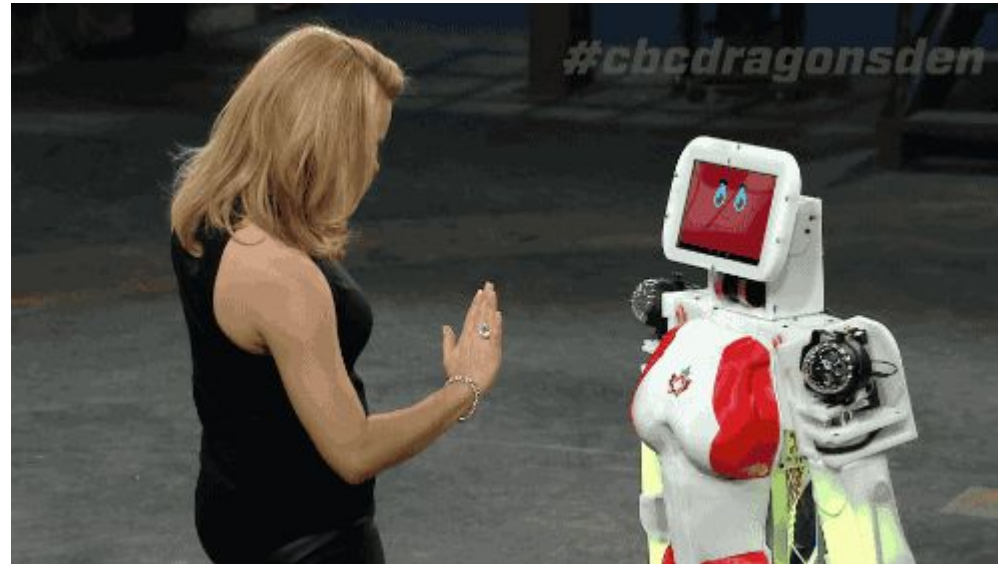
Mr Test Test
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UK Next Day Delivery £6.99

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What you have learned

1. Quantitative/Qualitative Research
2. CRO Testing Process
3. Tests & Results

Q&A



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