BRINGING BUSINESS TO RETAIL PODCAST

EPISODE TRANSCRIPTION

Salena: Hey there and welcome to this week's episode of the bringing business to retail podcast. I've just finished up doing a bunch of live events and I have to say that my assistant Elizabeth does a little bit of a sticky beak at the websites of people before they come to the workshop. Just purely for our own interests and I have to say that not necessarily the people at the workshop but I look at a lot of websites every single day and a lot of them need a lot of work and there's a lot of a lot in there because there is a lot of a lot. So I asked Chris Daley to come onto the show and help you guys understand what it takes to make a high converting website. Now Chris is a digital marketing entrepreneur and his passion is for helping you to create a higher converting website and that includes e-commerce sales. So welcome to the show Chris.

Chris: Thank you so much for having me on. I'm excited to chat.

Salena: I have a feeling before we even get started that this might be one of the highest downloaded ones. It's funny that you don't always know but I think our top three is how to take better pictures and you just think hello, this is a podcast. Having it come across but pretty much I would say I don't know do you have any retailers actually have websites? Do you know the stat between like bricks and mortar? I heard one recently and it was something like only 40 percent of bricks and mortar stores actually have an e-commerce website.

Chris: That sounds about right.

Salena: Yeah. So let's put it at below 50 percent which means you have a lot of competition out there. If you have a bricks and mortar store and if you have e-commerce there is such a low barrier to entry. I mean anyone can get a free WordPress website throwing world commerce, get some products off Ali Express and lo and behold you know you didn't drop ship. You don't have to buy product. So I see a lot of websites and I'm sure you see way more than I do. So let's start at the

beginning. Well, let's let you tell everybody a little bit about how you ended up here and then we'll start at the beginning which is the home page.

Chris: Yes, so, well I'll just make, my quick background, so I've been in the digital marketing world for a little over 10 years now. I got my start doing search engine optimization SEO, which is all about driving traffic to your Web site. Right. You want to get your website ranked on Google so people can find you. And so I spent a few years doing search engine optimization and I ended up in-house at a company where we had tripled our organic traffic to our website in like a six-month timeframe. I just completely blew it up. Right. Which is yes, you would think that is a great thing. And so I was sitting down feeling pretty awesome about myself, telling the CEO that we tripled traffic. And then of course his next obvious business owner question is well how much money id I drive? And of course my you know idiot mind back in the day was oh I don't know. I don't even care. We just we got more traffic. And so as you know as I start answering the obvious elephant in the room come to find out we did not triple our sales.

Chris: In fact we didn't double our sales. You know we got, we tripled our traffic and barely increased our conversions. And so then, of course, the obvious marketing question is well why? You know how come those people didn't convert what was happening?

Salena: It could be a downer though on a fantastic day.

Chris: Right. Yeah, I know. And so you know by necessity I discovered the industry that I'm in now which is conversion rate optimization, I discovered that you can run and maybe split test and take a page on your website, make a change and then split traffic between two different versions of your page to find out which one works better. So what the heck let's give it a shot. You know I've got nothing to lose. And so we ran our first test which by the way did not look great. I was, you know I'm not a designer I'm still not a designer. I had taken I think a free landing page template that I found online and tested it against Star one of the pages that are one of our very professional designers that created. And it worked better.

Salena: Ugly landing I have to say this is why you have to test guys and even I am a bit like I hate the woods a b testing. But because I do it all the time I just don't like calling it that. My highest converting pages, the one we just did for the event literally just have, do you want to get more customers and a video, and the time in the day and press a button. Whereas opposed to a great big copywriting ones and all that kind of stuff. Sometimes the ugly of the simpler is probably the better would; the simpler less clotted straight to the point pages can make such a big difference.

Chris: Well and especially, I mean, you talked about the home page and so you know talking about the home page for example, home pages are, I would argue are the pages that have the most executive time spent discussing the most creative fluff like type of conversations happen specifically around the home page because it's people's first impression of your business. When you're an e-commerce business, your home page is a place where you can feature all of your new products. Right. It's, most businesses use it as kind of like their billboard or their commercial so that they can, whatever is in season or whatever is know the latest and greatest. And most businesses have no idea what people actually want on your home page.

Salena: This is so very very true. It's kind of like the lobby of the hotel right. You walk in and you're like oh my gosh. And then you click through and it's like this is where I am. And just this week I've been talking with my private clients about bounce rates and one e-commerce store which is actually a really pretty e-commerce store, the home pages anyway has a bounce rate of about 70 percent. A little bit scary if you're in E-commerce because most people come to your website and they're looking for a specific thing. We talked about some reasons about why that might be happening but I would love it if you could share some tips on what should be on a home page or how to work out. You know what you should be featuring there so that it reduces that bounce right and actually draws the customer in. Because this is what you are good at.

Chris: Yes. I love that and I love that you bring that up and I'll, let me let me take a step back real quick. So I do a workshop every year at social media marketing world. I met Mike Steltzner who runs social meat Examiner a couple of years ago and he actually heard me on a podcast and he said Hey I was really interested about what you're talking about. I want to see if you can help me on my Web site; social media Examiner and then subsequently on the social media marketing world

Web site. And what I speak about there is a fairly, I call it a simple process but it's usually eye opening for most people that attend. because what I talk about is six areas that you should look at on your Web site to make sure you know whether or not you're converting the maximum number of people. Because like I said most people have no idea what your audience actually wants to see. Right. And so from that conference, so I went through my six points that I'll mention here in just a second. I went through my six points, had somebody come up afterward and said, hey, we just spent like three hundred thousand dollars on a new site design and you know it's an e-commerce site.

Chris: And we launched it and it didn't come out any better, like it converted the same as our previous site. So we're all scratching our heads trying to figure out what happened. So I went in and and started asking him some questions. That's a why did you design the new site the way that you did. And they said well, and they had, this was one of the best answers that I've ever heard. They said well we've done a lot of research and our audience a lot of our audience are females. They're coming from Instagram and they're coming in and they are purchasing on their mobile devices. So we've taken our site and we've designed it to look like Instagram. And so you come to the home page and you can scroll and scroll and scroll and scroll and it keeps loading more and more products. And it has kind of like an app like feel to it. And we have dozens of products that you know I mean there was probably 40 or 50 or 60 different products listed on their home page. Sounds like a really good idea. Right. It sounds like a very data-driven idea because they aren't they understood where their audience was coming from. And this is the dangerous part, they had drawn a bunch of conclusions or they made a bunch of assumptions that because people were coming from Instagram they wanted a Web site that looked like Instagram.

Salena: And let's be honest, if you walked into a marketing meeting and said that everyone would be that awesome idea.

Chris: Oh yeah. You'd get a promotion the next day. And so again it sounds like a great idea but one of my jobs and this is one thing that I love about my job is to challenge everybody's assumptions. And so one of the first questions I asked is, do people actually want to see that many products on the site? Right. So you've got, or on the home page you've got whatever 50 products

that are listed on the home page. Is that how many you should actually have. So we ran a very simple test I call it an existence test where we just test what should be on this page. And so we created I think eight different versions of their home page. So we had you know their existing version with 50 products, we had another version with 40, another version with 30 20. You know we had, we removed different sections, different categories of products of the home page.

Salena: Can we guess what a good number was.

Chris: Yes. Yeah. Guess how much we increased conversion rates by, by removing stuff.

Salena: Well I would love to, first of all, guess what the optimum number of products was.

Chris: Yes. OK. I'd love to hear that.

Salena: I'm going to go with eight.

Chris: OK.

Salena: And then your conversion rate; if you got this right. I would say 60 percent.

Chris: Ok great. So that's a great yes. And so first we tested eight different versions of the home page, six of them increased conversion rates. So you know and all six of those were removing products. We had an increased conversion rates by about 30 to 40 percent. And what this meant for the client by the end of one week sales had increased by about thirty thousand dollars just from removing things from the site. So what that immediately did for us is it immediately debunked that assumption that they had made which is people want a lot of products because on Instagram you can scroll and scroll and scroll. People didn't want that. Right. It was too much. There were too many products. And so I mean if you think about if I'm going to a Web site and I want to buy a product even if I see the product I want, if there is a bunch of other products on the site I might just scroll around just to see if there's something else that I might want more. Yeah you've got too many distractions and so that's actually one of the six categories that I talk about in my workshop

is identifying potential distractions on your Web site especially for e-commerce sites is is a major area of opportunity. And so that's a question that I ask people often is do you know what is distracting people on your site.

Salena: So what is distracting people. Nice lot of guys.

Chris: So that's, and that's an interesting thing. So as I worked with, you know I've worked with hundreds of e-commerce companies at this point. And I will say there are no two e-commerce sites that are the same. I have some like general rules of thumb that are broken every single day. You know for a long time I thought the same way you did. Sliders or distracting sliders move there. You know it's hard to read them, it's hard to see what's on there like why don't you just have one static offer. And for every test I run that shows that sliders don't work. I also have another test that show that they do. And so it's a really fascinating thing. Yeah, it's just it's it's fascinating to look at and go do I know what my audience wants. How am I going to know that if I haven't tested it. Right. You've you've got to run these tests to figure these things out.

Salena: So what was the optimum number of products.

Chris: So ultimately I think we ended up with about 16 products so you're pretty close with eight.

Salena: I thought between eight and 12. But I had to pick a number.

Chris: Yeah. and so again it really depends like the industry the types of products you're selling, that will determine in large part how many products you should have. Now this particular client sold all kinds of different products. They have apparel and they had I mean they sold parts for your diesel trucks and they sold you know they sold hats and whiskey bottles. I mean it's like all kinds of stuff. So they had a very diverse group of people coming to their home page who are looking for a bunch of different types of things. And the other thing that was interesting was we tested showing categories of products or showing specific products and show for this client showing categories of products work better. And that actually also went counter to what was the best practice in my mind because I've seen that usually showing specific products works best.

Chris: So again it was a really interesting situation and a really interesting scenario that just highlighted it tied a bow on this whole principle of asking yourself. Do I know for sure with data what my audience wants to see on my site?

Salena: I think I guess because I'm so focused on people increasing their revenue and their conversions in the back of my mind I'm thinking you basically paid for the new Web site in 10 weeks.

Chris: Yes exactly.

Salena: They recoup their initial return on investment in 10 weeks.

Chris: With one test.

Salena: With one test, not to mention I imagine you did a whole bunch of other ones. Before we get into logistics you said you've got six things and so far I've written down distraction. Can we because I reckon we could talk about this for hours. Maybe we just get you back about as I'm writing notes. We'll get you back to talk about the other stuff. Oh maybe I'll come and see you at social media marketing well because I'm heading off to traffic and conversion so there right next door.

Chris: Yeah that's right after. Yeah. OK. So take things one of them being distraction. What else can we look at to increase our conversions on our website.
Yeah. So the other areas that I suggest you look at and what end. And the way that I suggest if you were looking at your own Web site instead of looking at what I think people want I usually recommend that businesses just identify what do I have now on my site? Right. So with distractions you can identify what are the potential distractions on my site. I don't know what's what's distracting people and what's helping people. I just need to ask a question what could be destractive. The other areas that I typically look at are I look at what is and what should be my called to action on my page? On each page of the site. What is the called action right?

Salena: And if I don't know some stores don't even have a call to action do tha?
Chris: Yes.

Salena: They just expect you to click. Yes. Well, you're going to click on a thing but if you put the shop now, shop the collection, grab things, you're actually telling people to do something. We expect that when someone comes to a website that they intuitively know what to do. But I say this every single day that I'm clicking around like you and know both visit a lot of Web sites and I'm clicking around trying to work out way to find things.

Chis: Yes. Well and here's something that's interesting, so psychologically we as human beings we like to feel smart. And the harder it is to figure out what I'm supposed to do, the dumber I feel. Right. So. So the simpler you can make it for somebody the more you can just spell it out for somebody, the more they start getting those feel goods and their brain of. Well, I know what to do. I am so smart like you know I feel so empowered. And so that's that's kind of the principle behind why that works is you're empowering your visitors by making it very easy to know exactly what you're supposed to do. So all the action is important. Do I know what I'm supposed to do and is it easy to identify on the page. The next thing is your value proposition. So value propositions are something that cracked me up because usually when I talk to business owners and I say, what are your value propositions? You can't get them to shut up for 30 minutes. Right. Because they're talking about every value proposition that they possibly have. So you know I sell products online and they're made in the United States and they're you know animal cruelty-free and a 30 day money back guarantee and I've got 10 percent lower prices than everybody else and I you know whatever.

Chris: I mean I've got all these value propositions. So really the question that I ask is, do you know what value propositions your audience cares about? Which ones they want to see on your Web site. Because nine times out of ten you're showing too many value propositions. You're drowning your audience in all this information that you want to show about your products, when really maybe they only care about the 30-day money back guarantee or maybe the only thing they care about is the price. And if that's the case then everything else that you have on the page is just a distraction.

Salena: It comes back to distraction.

Chris: Yes

Salena: Underline that one again.

Chris: And so value propositions again it's critical to ask which ones do they want to see and where do they want to see these value propositions. Because a lot of times we as entrepreneurs, as marketers we want to tell our story to somebody everywhere. So it's like we've got our story written on the home page and then on a category page, we have a big banner at the top that talks about our story and our mission and maybe that is a unique selling point that you have or maybe people don't care.

Salena: It's funny because, I think a lot of people just they have blindness to all of that as well. So one of my clients did do a money back guarantee and she just started putting it at the bottom of every product description. And with our 30 day Love it or I'll return it guarantee, you'll know that this is perfect for you. And she was just putting it into the text and all of a sudden people were saying oh my gosh I never knew you had a guarantee. It is literally past, they just past it on the front page.

Chris: Yes. So it's important these show them at the right place right like the right place at the right time. Something interesting along those lines as well. So we just we were doing some Black Friday testing right for some of our e-commerce clients. That's the biggest e-commerce event of the whole year. And so it's critical that you figure out what to do during that time. So we were trying to figure out how should we highlight some of these offers. What are the things that people really care about? And Amazon does a great job of this.

Chris: And so what we tested was, does it does it make a difference to people when they're going to get their product? Right. I mean I say Amazon does a great job of this because usually on every page it'll say or do this today to get it by Wednesday. Right. And so we tested that concept on the product page. So when they add it to their cart do they want to know when they're going to get

their product? We tested it on the cart page and we tested on the checkout page to figure out where do they want to see this information? So the interesting thing was when we put it on the cart page, we ended up with way more purchases. When we put on the product page, we got more add to carts but the same number of purchases. Right. So that was really interesting. But that's just a small nuance. But if we show on the cart page they're already in a higher intent like a more of a buyer mindset. And so if I showed on the car page that can give them the extra motivation they need to check out versus if I showed on the product page I'm increasing their motivation to add stuff to their cart.

Salena: So did you try on both?

Chris: We did try it on both pages and so, and again this is with a couple of specific clients. I'm thinking of where just showing it on the cart page turned out to be the ideal experience. So again this is you know I'm not saying that that is the end all be all I'm not saying that that's what people should do. And Amazon has it on the product page and Amazon runs hundreds of tests every month. That must be what works well for them. So OK. So value propositions is critical to understand. Do I know which ones they want to see and how do I know where they want to see it? The next area is content. So this is something that SEO people have very strong opinions on. Right. The more content you have on the site the better. You know I used to do SEO and so I'm very aware of the need for that. But the question with content that I always ask is similar to value proposition. How much content do they want and where do they want it. Right. And I found that usually, businesses tend to give too much information, too much content.

Chris: However there are always exceptions to this rule. So I mentioned I met Mike Mike Steltzner who I run the social media marketing world. We were testing on the conference Web site. So we're trying to get more people to sign up for conference. And so we had on on one of their information pages that described the conference. There was just pages and pages of content I mean Mike Stelter is a is a content genius and he had written all this content personally and it was just to me I looked at it and I wanted to throw up because I was like this is way too much content, like there's no way anybody's reading this. And so we ran a test with the question in mind how much content do people want? So we took his original site. We had one version that had less content, one version that had

more content and one version that had the same amount of content just organized differently. Like in bullet points with like a quick navigation that kind of stuff. And can you guess which one won?

Salena: I'm going to go short.

Chris: And that's what I thought was going to win too. And this was shocking.

Salena: The reason I say short is because I would think the majority the people who went to that website already had an idea that maybe they wanted to buy. So they already knew that. I thought was a concept of what was going on. They just needed to be pushed over the fence to press the buy button. But you're saying more content would but organize better.

Chris: Not only that, not only that less content worked worse. So conversion rates went down when we removed content. So that was an eye-opening thing to me to go this audience obviously cares, they're reading this content and they're they're voracious readers. I mean they are consuming this content. And so for this audience you know more is better. But you know in general and I say that was shocking to me because in general less is more.

Salena: I would think that warm audience less is more.

Chris: Yeah right. If they're already aware of your offer. So I actually I ran a similar test with John Lee Dumas. So he has a podcast that and on his podcast he drives people to create it. And in his book The Freedom journal he I mean and he is his audience is extremely warm. They he sells it basically to them on the podcast. They go to the landing page and they buy it. And so his page was bare bones, it was like here's the product here's the price buy now, very very bare bones. And so again I wanted to challenge that concept is that how much information. We ran some versions where we added paragraphs of content, we had added just maybe a few bullet points with value propositions and adding content increased conversion rates like 20 percent which again just reinforced. Even if it's a warm audience even if you've already sold them on the product, when they come to the site if you can just reaffirm it to them, if they can be sure that this is what you

were talking about or understand how this is going to benefit their life then they can connect that with the decision they're about to make.

Salena: So now the first thing I have to go and do is with my workshop landing pages. I need to go and do a long form one to see if a little bit more can convert.

Chris: Yes.

Salena: Oh this is so true because we all read, I interview a lot of people we read a lot of things and they come back with this data but it really truly can be what works for you is what works for your customers. It's not even about what works for you, it's about what works for your customers. I was on the on it the website supplement website. They do like health supplements. And I was on their Web site the other day having a look and they I was actually quite interested because all I have had a beautiful picture that takes up half the page of the bottle. And then it just has two lines about what the product D is. And then everything else you have to click a button for ingredients, you have to click a button. For more information, you have to click the button. I was going to actually ask you this question, I was gonna ask somebody who just happened to be here. The information that's hidden in those sort of you know click to opens. Does it get indexed by Google. So you that's still ranked on it.

Chris: Yeah it does because it's part of the page right. And so Google is going to load all of the all that's on the page. So it will still get indexed and for like PPC purposes if I'm driving page traffic there, that will typically not help my quality score. So if it's hidden on the page it's not going to increase my quality score because they're looking at what's visible to your audience.

Salena: Right. They do a lot of testing so I'm guessing that they've worked out their people. That's what works for them. Right. You said you had was it six things or seven?

Chris: Yes, so yeah. So we've gone through we talked about your call to action, type of value propositions. We've talked about content,, and we've talk about distractions. So we have four of them. Right. And the next thing, the next question that I that I might people ask is what could

potentially be causing people anxiety on your Web site? So anxiety if this isn't new information. Anxiety is not something you want somebody feeling on your website. And there's a lot of things that can cause anxiety. And so you need to be aware of what points on your site they might be feeling anxiety? So they might be feeling anxiety if they have a lot of products and they have to pick from one. They might be feeling anxiety about the price of your product. Maybe it's priced too high maybe it's priced too low. Maybe they're feeling anxiety because you have a promo code on your add to cart page and they don't have a promo code. And so they're going I need a search on google and find a promo code right. There's a lot of things like just nuances with e-commerce sites that can cause people to feel anxiety. And so what you need to look at is as a marketer as a business owner is I need to know what things could cause anxiety and what should I do about it?

Chris: Maybe I shouldn't do anything or maybe I should take that promo code thing and hide it right into some kind of a dropdown. Or maybe I should even have a promo code. You know why do I even have that thing anyways.

Salena: The website template.

Chris: And so again it's about questioning what does my audience want to see? What's going to provide them with the easiest experience? You know other things that can cause anxiety when I get to the checkout page and I have to give my payment information, every time I'm going to feel some small tinge of anxiety. So should I say something to them at that point? How can I reassure them you know. Do I need to say that we're safe and secure web? Or if I say that, is that actually heightening the anxiety? Now they're like Oh well should I be worried. Right. Or you know it's like we've done a lot of we've done a lot of testing on cart pages and checkout pages because those are the pages with a lot of anxiety because they're on a cart page they're looking at their total amount and it's like oh crap I didn't realize that you know I added five things to my cart.

Chris: Now it's going to cost five hundred dollars. Like you know like they're looking at their overall total. And then on the checkout page again they're giving their payment information. So we've done a lot of testing to say, maybe we should put the value propositions there. Right. You know like the get your product by this date or you know sometimes that's where we will kind of

reaffirm on a cart page or checkout page. Hey, 30-day money back guarantee free you know free returns you know, ships in two days or whatever you like. You know you might be featuring some sale or some deal and you say sale ends in five hours or whatever. Those are some things that can help people at that critical moment in their conversion journey to say OK I'm going to do it. And the best Web sites make you like anxious to do it. You're like I want to buy this now before I lose the discount.

Salena: Ticket countdown time and it works every time.

Salena: Now mine is color like I have to review websites for an awards ceremony every year. And there is this one business and they are awesome at what they do but their website is bright yellow and it works for their brand bright yellow bright red lots of bright colors. And every I get a little bit anxious every time I have to go to their website because...

Chris: You got to put on sunglasses.

Salena: It's just a little bit too overwhelming for me because adjust. And there are lots of products. But clearly, it works for them. And it suits their brand for what they do but every time I see their name I do that one last time before I have to get it .

Chris: Right. It's like I know if I'm going to research like auto insurance companies I know I'm just going to get blasted with offers and e-mails and phone calls soon as I fill out a form and so I'm on high alert when I go to those types of sites. And so again you need to understand like what is the mindset of somebody that's coming to your site. They may already have a ton of anxiety just because shopping for this product is really difficult or maybe you have a product that isn't a very competitive industry. So they've just been reviewing five other you know other versions of your product. And so again you need to just be aware of some of these things and try to figure out how can I address that anxiety or do I need to maybe I don't even need to address it. But again you should definitely test that. So that's the fifth thing. And then the sixth area is I call it responsiveness but what I mean by that is how customized is your mobile experience. This is an area that I would say almost across the boards. Every company is missing some opportunity on and that's because

mobile is I mean it's still a fairly new space even though people mean using mobile devices now for like 10 years. It's still something that businesses haven't really figured out how to do well. And so it's a huge opportunity. What most businesses do. That's why I hate the word responsiveness because when I say responsive every company is going to go on my search responsive like the look you shrink it down to Mobile and then it shrinks down. Right.

Salena: Can I throw an example in here and you could give me some feedback. So I was going through the ads of one of my private client and we were looking at which platform people were using, which device and that kind of stuff. And of the things I hit was I added into the views, add to cart and then we obviously already have purchased. And what we found was on mobile which was where it all happened. She had had a 100 add to cart in four purchases. And all of them were on iPhone. And the first thing I said to her was done you have Apple pie. And she said no. And I said okay, 4 percent is yours and I had a conversion rate. But if you added it to cart that number should be a lot higher. You`already, I know some people do window shopping.

Chris: You are very high in ten at that point.

Salena: Very high intend and she was running all the retargeting ads and things like that But my first suggestion was, do you have apple pie because if they are on their phone, I don't know. But if you are trying to type your name and address and phone number and all that stuff on a little device. Sometimes I just go, I'll wait until I get one. But on a desktop, all I have to do is just press a button and it already fills. And then I press another button and it puts my credit card details in. So is that way that you find, and I see that as responsiveness because I only find out about 18 months ago that you can customize form field if you are good at what you are doing. So if it says a credit card number you can have the only thing that pops up on your phone is the keypad. You don't have to press shift and try to so is that some way that you find like they get a lot of friction is probably the word I would use, where people are adding to cart especially on mobile that is converting?

Chris: Absolutely, yeah I mean you hit the nail on the head which is, and this kind of blend in the anxiety portion with the responsiveness portion which is what could I do to potentially make an easier site experience. Anytime someone feels anxiety there is a very high chance they are going

to leave and maybe never come back. Anytime somebody feels frustrated on your site experience, anytime they have to take additional steps. But what you are mentioning is, if I have to sit there and input all my information instead of having an auto populate, that's a lot of additional work that I have to do. And so anytime there is additional work involved you are going to lose some percentage of your people. And so that's where being a very great marketer or being a really great business owner is asked what do people want on my site What would make this as easy as possible, as simple as possible? What would give them the right amount of information at the right times: Like what is it the people actually want and how can I do a better job facilitating them, Yeah, I mean you brought up a great point. There are lots of different payment options But here is a great mistake that some people make. They go, oh you are right, I need Apple pay. But if I have apple pay then I also need to have Amazon pay and if I have Amazon pay then I also need to have... and they start throwing everything in there. And so suddenly you have several payment options and that just becomes confusing;.

Salena: For her, it was literally no other. They were all iPhone. Every single person was on iPhone. So we were able to deduce that, if there was one she was going to put in, let's give that one a try. And this was only last week so we haven't had a chance to test it. ut that's the other thing that I get overwhelmed with is because I have Apple pay, if it doesn't it populates everything. and I'm like oh, maybe I want to choose PayPal. You can get to both sorts of levels. But tell me, because we have been dropping...35:13 and I swear we could spend the whole day talking about this. People are probably thinking this sounds really, really difficult. So could you maybe share with us two or three tools that you use to help with your testing that is within the reach of an independent business owner because I know that cost $7000 a month for something ridiculous like that?

Chris: You bet, so I have a couple of good free options. I have a couple of free tools. Yes, so if it is free you have no excuse not to use it right.

Salena: At least let's give it a try.

Chris: Yes, at least a try. So the first tool is called hot jar. I love hot jar. It is a heat napping tool. And what this heat knapping tool will do is it will tell you where are people clicking on my page.

This is particularly helpful on pages like homepage or a category page. And why this is helpful is if I look at my category page and I have got, I'm selling shirts and I have 30 shirts listed out. And I see all of the people or the vast majority of people are all clicking on this one shirt, that might be a ding ding ding. A good thing for me to look at and go, oh maybe I should make that shirt easier ti find. Maybe I should put that one up the top. Maybe I shouldn't even have those other options Maybe what they want is that one shirt. or if there are three shirts that get that type of engagement then maybe I should leave those up to the top and say like most popular products and you can have all the rest of them listed down there below. So those are some things that help me understand what are people are clicking on and what they are not clicking on. There is another thing that is really surprising to me that works really well on an e-commerce site. We put heat nap on a cart page and we saw on the heat nap that a lot of people were clicking on a product thumbnail image. It's like a little tiny image of the product and a lot of people were clicking on that product image. And so we sit there and go, why would they be clicking on that product image. They just came from the product page that has all the pictures, the nice large pictures, like why would they be clicking on that picture. And the only reason that I could possibly think of that you would click on a picture is that you want to see a bigger picture, right?

Salena: Yes, that's what I would do. You just want to reaffirm you've chosen the right thing.

Chris: Yes, especially when you have those little thumbnails, it that the one that I picked?

Salena: I put my hand up. I do that. I swear I click on the product about five times just to make sure I got the right one.

Chris: Yes, because even though you have free returns that doesn't mean that people want to go through the hassle of returning it. So what we did is, and on this particular client site when you click on the product image nothing happens. It was just like it wasn't a clickable image. And so that was a signal to us. People are looking for something. So we ran a test and said hey, when they click on that, let's have different things happen. We also had one version where they click back to the product page so they can see the pictures. And another one that has a little popup window that has all the images. And I have another one that you are just trying a different version. And by

adding something that happened, by adding a little popup that had all of the images and the reviews listed out. We were able to increase conversion rate by like 30%.

Salena: That's game-changing, like we said 30 percent, we toss this number around. And 30 percent just tend to be a really good number in e-commerce when you add something in. Like one click up to 33%. But I'm just going to cut in because this is an awesome example. I was reading a case study about and their process and on the first day they had a 28 percent take-up rate and that one thing was responsible for turning them into a cash flow positive business. So we saved 30 percent but 30 percent could literally be the difference between you making money or not.

Chris: Oh totally, absolutely. Well, again, if you think about this, what we are talking about is, we are talking about converting more of your traffic that you are already paying money to get to your site. Right. It's like I'm already running Facebook ads, I'm already running Google ads. I'm already doing organic SEO. So I've already paid to get these people to my site. So I better make sure that I'm doing the best darn job I know how to convert these people. So that's the first tool, hot jar. It's a very simple tool that just allows you to analyze people's behaviour on your site; so where people clicking. The next tool is an actual A B testing tool. So what I've been talking about is, testing different versions of your site and Google actually has its ow free tool that you can use. It's called Google optimize. It's not the best tool out there but it is free and you can use it and it plugs right into Google analytics. So frankly it is pretty convenient. And so, and the fact that Google actually created it says...40:02 rankings right. Like if Google is telling me that I should test, then it's probably not a bad idea. So you can do Google optimize and this is how simple it is to build a test. So it walks you through a step by step process of how to get this tool installed on your site, you're really just adding stimulus code to your Google analytics code on your site. And if you have like a Shopify site, it's really, really simple. So, fairly simple process, once you have this setup, it will ask you what page do you want to test on, and you'll put your likin there. So you'll just put your homepage url in there. And then what the tool does is that it will load your home page up into this tool so you can see it. And then you can hover over there from parts of your site. Like, click on your banner on your homepage. And it will give you a bunch of options. Do you want to remove it somewhere else, do you want to replace this with something else? Do you want to add the text inside of it. It will give you a bunch of different options. And so, again building a very basic test

is pretty easy. Right now where people usually would come in and work with with us is, if you want to build something a little bit more complicated, and you will usually need a designer and a developer to get involved. And that's where it can get a little outside the scope of what one person can do.

Chris: But if all you want to do is, for example, I talked about the home page existence test. I want a test removing some products from my home page, I can do that on Google optimize. I can go on a create a new version, remove some products fairly easily and then launch the test and see what happens. So those are a couple of free tools. Like I said anybody can use, no barrier and it just a little bit of having some snippets of code to your site.

Salena: I love that Google, I didn't know that one existed. And I have to say it pains me when my client says I feel like my website is not converting. But then I just spent all weekend installing the new theme and redoing it. It's like but you didn't actually know what was wrong. And mapping it sounds a little bit scary but it's very important. Like you said it's so easy to actually do and to get an understanding of where people are clicking and what they are actually engaging with, and where their anxiety might be. I have one last question for you before I let you go because we have been talking for ages. One of the things that pained me is, because we love Shopify a bit, is on especially on Shopify sites, is ending navigation menu. It will say things like, about something rather and then shop. And you have to actually click the shop button to start shopping. It drives me insane. I would much rather it just says shirts, jumpers, shoes, blah blah blah. Have you ever tested the shop versus actual categories in the navigation menu? And if so what was your outcome? Is it just me?

Chris: So it's not just you. And again, so part of the reason for testing like your menu, for example, can be so powerful is, people are going to see that on every single page of the site. Now if you are on a mobile device, probably all you are going to see is the little hamburger menu. And then when you click out pops out you get other options. But on desktop, you are going to see all those options al the time. And so it's a site-wide element. It's going to influence people almost on every single page of your site. So it has very high potential for impact. That's how I categorize those tests, is they have very high potential impact. And it will impact everyone on the site.And you are spot on in saying what you put in the menu does impact users behaviour. So what you want to ask is again,

what options should I put in my menu. Like if I have sale in there or discount or whatever. Is that going to screw up my traffic? Is everybody just going to go to my sale page? And so I make less revenue because people are not just going to my cheap products or do I sell more because all the cheapskates who were going to leave the site now have something to buy. And similarly, should I have shirts, pants, hats or should I have women's, men's, kids? Like what should my categories be that I'm listing out in the menu? So yeah I think you bring up a great point and I've seen huge, huge revenue impacts from changing what's on the menu. But then there is not like a one size fits all.

Salena: You just got to test it. As a consumer, it's like I'm coming to an e-commerce site and I see about us, frequently asked questions, shop. It's never the first one, shop. Maybe something about shipping and maybe sale. and I'm like well now I have to go shopping. Shop or sale? I have to keep clicking to get to the thing.

Chris: Well, let me just say one more thing on the menu too. Because there are very, very simple menus that are like shirts, pants, shoes. And then there are sites like Nike. You'll go to Nike, you'll hover over men's and then you get like fifty other options that pop out for me's. And it's like men's shirts, men's shoes, men's winter, men's jackets, men slippers, whatever. You've got all of these subcategories and for some websites that works phenomenally well. Especially when you have a very loyal customer. For some sites, I actually ran a test for one of our clients recently, where we tested taking one of those really complicated menu and reducing it to the pure bone. So we went into analytics, we looked at what are the most visited pages on the site, let's keep those ones in the menu, we'll take everything else out. And conversion rates almost doubled by reducing the complexity of the menu. So again, you want to figure out like what should be in my menu and how customized should it get?

Salena: And even as a consumer when you said that, I was thinking the whole mega menu. when it pops up, so intimate with Nike. When it pops up all in one box, with each thing and you just kind of click on it versus you hover over women's and then it says, shirts, jacket, pants. And then when you hop on pants it says short pant or long pants. And so you kind of have to follow it. Whereas the mega menus are just in a box. It's just pants and I click on the one thing. I'm not kind of following my mouse around to get to it and then it disappears and you have to start all over.

Alright, I think we should finish up there because yeah, I think you and I could talk a long time about this, I have no doubt on trying to help people to make more money. But it's really interesting to see that some of these things are so simple but can make such huge differences. And you have given us two fantastic tools that we can use right away. So thank you for that. But I think you also have a treat, treat for us.

Chris: I do, so I get asked a lot of questions like the ones that you have been asking me today. What tools should I use, where should I get started, what are the easiest test to get built? Those kinds of stuff and so I created a starter guide that people can download for free. It's at disruptiveadvertising.com/guide. and you can download that for free. There is a little box that you can check if you are interested in talking with me or someone from disruptive. If you just want the guide just don't check the box. Anything grab the guide and be on your merry way.

Salena: Reducing anxiety. That is awesome. I think that is going to be one of those most downloaded episodes because you just gave us good usable implementable stuff and ways that people who are listening can just put that in place. And even just next time when we are making some changes on our website, thinking actually, is that what my customers are looking for. Maybe I could just go and contact my five best customers and ask them Because they are the ones who are spending more money. We want more of those people. So if you want the free guide head on over to disruptiveadevertising.com/guide. Check the box if you would like Christopher and his team to give you a call. Thank you so much for being on the show. I'm going to head off and do an A B test on my landing page for my next event in New York.

Chris: Thank you so much for having me on, it was a great conversation. Talk to you soon.