

Big Profits Through Split Testing

10 Point Checklist

Justin Rondeau

Want to gain as much knowledge as possible out of Marketing Speak?
Read on below for a **10 point checklist** that gives the next, real steps
you can take to elevate your marketing to the next level.

MARKETING SPEAK 

HOSTED BY **STEPHAN SPENCER**



“Testing is the foundation of optimization.”

JUSTIN RONDEAU

10 STEPS YOU CAN TAKE TODAY

Want to step up your marketing game?

Here are 10 steps that can move you closer to your goals – today.

- Invest some time in split testing to see what truly works in my CRO. Not every conversion strategy will work for my business.
- Evaluate my current CRO before spending more on resources. Eliminate strategies that are not successful.
- Understand the 4 influences of optimization: what you offer, how you offer it (articulation), targeting and web design.
- Optimize my web form fields. Make it easy for people to navigate when they subscribe or purchase.
- Offer products or services that don't require big commitments. Use free trials, discounted memberships, or limited time offers to increase conversions.
- Add a compelling risk reversal tactic to my campaign to build more trust with my customers. Offer money back guarantees or full refunds for unsatisfied customers.
- Use particular language throughout my sales process. Test headlines and call to actions to see what works best for my customers.
- Use charts and infographics to help site visitors easily understand my offer. The faster they understand my offer, the sooner they can buy it.
- Keep my message simple and highlight only the best products or offers on landing pages.
- Place social proof all over my site. Use testimonials, reviews, "as seen on" logos as well as verified payment methods.