Project Part II: Optimization:

**A few key parts for Optimizations;**

1. Run tests for at least a month. The longer the test run, the more confidence you can have in the accuracy of the results.
2. Never stop monitoring site performance.
3. Test at the right time, ie. not in holidays

**Test #1 – The wording of your calls-to-action:**

*You only have a few words to convince your clients to click the “sign up” button, so keep the call-to-action copy clear, concise, and persuasive. Also try changing the wording of it. For example, instead of “sign up” it could be “Get your free sample!”.*

### Test #2 – The color of your calls-to-action

*Despite the color’s connotations with the word “stop”, tests executed by Hubspot found that a red call-to-action button outdid a green button by 21%. That is a nice increase on clicks.*

### Test #3 – The number of calls-to-action

### *How many call-to-action buttons are there? The more chances the client sees the option, the more likely they are to click it.*

### Test #4 – The length of your wording

### *How long is the information provided in order to click the call-to-action button? The shorter, more concise, direct messages seem to work much better than a lengthy description for the call-to-action button.*

### Test #5 – The images on your landing pages

### *What images are you using? Are they catchy enough to the eye? Are they exactly what the promo describes? Also depending on the product, would it be better to use professional photos or stock images. There was a time for stock images, but people are leaning towards professional images now.*