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# Testing and Tracking Your Sites For Enhanced Performance

One error numerous web internet marketers do is they fail to test their various websites. Ask any knowledgeable internet marketer, and you will hear the same thing again and again. It isn't important what sort of conversion you want, or rather, what your most sought-after response is from a visitor. You could test landing and squeeze pages, site text, sales letter copy, preselling copy, videos on squeeze pages, and many other things. You will notice that nearly all people start with the headline because it is very important. The overall procedure is quick and easy to understand because it is simple split testing. Keep reading because we will talk about several a few useful information pertaining to testing and setting up your tracking.

Testing exclusively will not do anything that will be of useful to you. Every time you read anything pertaining to testing, go ahead and assume you have to perform tracking, too. You have to know each time a visitor clicks through one of your links on the page you are testing. You do not implement tracking on squeeze pages, although it may be nice to see how many actually click on the link. Otherwise, you can promptly obtain free and paid-for scripts, and Google Analytics is a very good script if you care to use it.

Testing is crucial because no person on the earth crafts the highest converting copy with their first final draft. Website designs can contain design miscalculations that can truly hurt your conversions. You may not believe this, but professional copywriters don't usually do not get it right with any new piece of copy. Hopefully you realize that there is a very clear and powerful need to test everything for the highest possible conversions attainable. We feel lots of online marketers are unable to do this because they simply do not know, or they are simply too lazy to do it.

A software script that switches or rotates your URL being tested is how you carry out this testing. Majority, if not all, URL rotator scripts are available with instructions, and they actually are not tough to use. After you have created another page with the modification to be tested, then you FTP to your web host and are all set to test. Because each person will see a different version of that page, you will want to make one change to it. Testing only one item is important because you need to know what created any conversion rate differences. You can test two or more elements at once using the Taguchi multivariate testing, but that is somewhat advanced for most all web marketers.

For instance, I had a product and promoted it using Adwords PPC, and then I set out to do tests on it in order to enhance rates of conversion. The conversion rate was below 1% when I tested it on cold visitors. Then after about 30 days, after changes and testing, that sales letter converted at approximately 7 percent. Hopefully you clearly see that testing and optimizing all you have will certainly work out for you.