E-Commerce Website Optimization

Second Edition

E-Commerce Website Optimization

Why 95% of your website visitors don't buy, and what you can do about it

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KoganPage

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CONTENTS

List of figures and List of Tables ix
Preface xiv
Acknowledgements xv

01 Introduction to e-commerce optimization 1
E-commerce website optimization 1
Summary 9
Endnotes 9

02 The kick-off 11
Be an evangelist 11
Get top-level support 12
Get the team in place 13
Gathering evidence 15
Experimentation platform 16
How to deal with resistance 19
Summary 22
Endnotes 23

03 Gather data 24
From data to insights 25
Extract insights like the CIA 25
Problem framing 32
Summary 35
Endnotes 35

04 Behavioural research 37
Website analytics 38
User journey mapping 47
Session replay 53
Usability testing 54
Heuristic evaluation 62
Customer immersion 68

Site search 69
Form analysis 70
Summary 72
Endnotes 73

05 Voice of customer 74
Interviews 74
E-mail surveys 78
Feedback and transcript analysis 84
Onsite polls 84
NPS survey 86
Value proposition 87
Competitor analysis 93
Put it all together in personas 94
Summary 99
Endnotes 100

06 Merchandising analytics 104
New product analysis 104
Ratio analysis 109
Look-to-book analysis 110
Price-point analysis 112
Price testing 114
Summary 115
Endnotes 116

07 Create an experimentation roadmap 117
How to prioritize test ideas 117
Prioritization frameworks 124
The experimentation roadmap 127
Summary 131
Endnotes 132

08 From hypothesis to experiment 133
What is a hypothesis? 133
Why you need hypotheses 135
From hypothesis to test 138
Summary 148
Endnotes 149

09 Testing your hypothesis 151
Online experimentation 151
Types of online experiments 157
Big or small changes? 159
Statistics for optimizers 162
The test brief 166
When to stop a test 166
Testing on low-traffic sites 169
How to avoid common pitfalls 171
Post-test analysis 174
Make the winning experience live 178
Document test results 178
Summary 183
Endnotes 184

10 Personalization 186
Data and segments 186
When to do personalization 190
Technical options for personalization 193
Personalization vs A/B testing 194
Summary 194
Endnotes 195

11 Optimizing the optimization 196
Summary 200
Endnotes 201

12 Optimization people and culture 202
How to find, select and motivate in-house optimizers 202
Obstacles to a culture of optimization 208
When to outsource 213
Summary 214
Endnotes 215

13 The science of buying 216
Why do people buy? 217
Six principles of influence 219
The buying decision-making process 223
FBM model of behaviour 226

Summary 229
Endnotes 229

14 Launching a new website 231
Five stages of a new website 235
Summary 244
Endnotes 245

Index 246

LIST OF FIGURES AND TABLES

Figures

1.1 The scientific method 6

3.1 The e-commerce optimization research landscape 27

4.1 Basic user journey map, constructed with GA user data. The rows show drop-off rate at each stage of the journey, segmented by device type 41

4.2 Segmenting data in GA by using inline segmentation 42

4.3 Create advanced segments in Google Analytics - a powerful way to build your own audiences based on various attributes 44

4.4 Example of GA funnel visualization. This one shows the flow of visitors through three main stages in the checkout funnel of this e-commerce site 46

4.5 Segmented clickmap of a login page, where darker (red) dots are new visitors and white dots are returning visitors 51

4.6 Example of a pop-up served by Ethnio to recruit usability testing participants in real time 59

4.7 Using EyeQuant to compare the perception map of two design variations. The predictive algorithm, developed by analysing thousands of eye movements, shows where users are likely to look within the first few seconds 65

4.8 Jakob Nielsen's experiment. The black squares represent an opportunity spotted and white squares are those that were missed 66

5.1 An example of an on-site poll box, using Qualaroo 85

5.2 This value-infused homepage delivered a sizable uplift in revenue per visitor as it matched the desires of key personas. It also used mechanisms proposed by Michael Lanning to improve messaging 92

5.3 Personas should be goal driven and focused on motivations 96

6.1 Example of price reduction after higher-priced has been added to basket 115

7.1 A basic value/effort prioritization matrix. Ideas with the highest ROI sit in the top left quadrant. In optimization, these are experiments that cost less to execute yet return strong increases in online sales **118**
7.2 Using GA advanced segments to compare revenue for homepage views to all sessions reveals a multiplier of 32%. That's the revenue contribution of homepage viewers to site-wide revenue (£173,287 / £547,524 = 31.6%), rounded up to 32% **122**
8.1 The PDP template of a major global shoe brand, where concerns about size and fit were a source of purchase anxiety. In our first treatment, we made use of the open white space above the size selector **136**
8.2 The first iteration of the experiment, showing the social proof element placed very prominently in the eye path. Revenue per visitor decreased by 12 per cent and there was a significant reduction in clicks on `Size Information' **137**
8.3 The second iteration of the experiment folded the social proof element into the `Size Information' tab. This time, it resulted in 7.9 per cent increase in revenue per visitor **138**
8.4 Early-stage lo-fi wireframe, created with Whimsical. It shows just the outlines of a mobile screen redesign **139**
8.5 Lo-fi wireframe for the homepage of Xero Shoes. It shows the position of images, video and copy. Figure 8.6 shows how this was translated into final design **147**
8.6 The final design of the wireframe shown in Figure 8.5 that resulted in a 6.45 per cent increase in RPV **148**
9.1 Revenue trend of an imaginary business, showing the impact of launching a website redesign. From the graph on the left, it looks as if the new site is performing well. However, it turns out that this performance is linked to external variables in the competitive environment. The dotted line in the graph on the right represents the old design. It shows that the old design would have produced an even better result **152**
9.2 E-commerce KPIs used as primary metrics in experimentation. RPV is a composite metric, a product of AOV F0B4 Conversion rate. It is a measure of how much revenue is earned per visitor on the site, including visitors who didn't make a purchase. When choosing a primary metric, always get as close as possible to revenue **156**
9.3 Local and global maxima **161**

9.4 Strategic theme exploration 161
9.5 A dashboard of Qubit's Digital Experience Platform shows the tension between statistical power and statistical significance. Despite observing a high probability (99.86 per cent) of a strong lift, the experiment `needs more data' to say that there really is an effect 165
9.6 A screenshot from a test result in Optimizely, illustrating regression to mean. This is a common pattern, so be careful of jumping to conclusions before the test has run its course 168
10.1 Personalizing the Burton homepage to show weather data to users in cold locations achieved an 11.6 per cent increase in conversion rate 190
10.2 Boyle achieved a 5 per cent increase in new account creation by showing a personalized offer tailored specifically to new visitors 190
12.1 Left- and right-brain thinking 203
13.1 The social proof message that led to a 6 per cent increase in revenue per visitor 222
13.2 Our client, a famous retail chain, makes the evaluation of alternatives easier by offering a great variety of product images. This invokes System 1 thinking by subtly answering key questions that a customer may have. What is the shape? How thick is it? How large is it? What is the texture like? These can all be answered subconsciously by looking at this collection of images. By the time the user examines product copy, it may be just a matter of System 2 rationalizing the decision, already made subconsciously by then 225
13.3 The Fogg Behavioural Model shows how different factors come together to make target behaviour occur 227
13.4 This winning test intensified the trigger force on the Cox & Cox mobile site. In the control, on the left, each category is represented by an image. Our variation, on the right, removed the images and simply replaced it with tabs 228
14.1 Evolutionary site redesign 232
14.2 Radical redesign 233
14.3 Conversion disaster recovery programme 243

Tables

1.1 Scenario A has the better conversion rate, but produces less revenue. A narrow focus on conversion rate can be detrimental to your business 2
2.1 A list of popular experimentation platforms 18
3.1 The Five Whys technique applied to an investigation into low mobile conversion rates 30
3.2 A research canvas can be used to translate business problems into research questions 34
4.1 A breakdown of the different types of visitor behaviour visualization tools 41
4.2 A basic log for capturing observations during usability testing 42
4.3 Data obtained from GA that compares the behaviour of visitors who used site search versus those who didn't 44
5.1 Codifying open-text responses to identify themes and patterns. Column D in this example highlights actual words used by respondents to build up an `ordinary person' vocabulary. This may later be used in sales copy on the website and elsewhere 80
5.2 Summary table comparing your competitors' core messages 94
6.1 Example showing total new product revenue and average revenue per new product over the last three years 105
6.2 Count of bestsellers by year 107
6.3 Example of raw data required for product category analysis 108
6.4 Ratios within product category data 109
6.5 Segmenting each of your products by PDP views and intent to purchase 112
6.6 Product strategies after performing look-to-book analysis 112
6.7 An example of price-point analysis 113
7.1 Example of a prioritization framework, which can be set up in a spreadsheet with dropdowns for ease of use. The formula for Score is V/E*C 125
7.2 A sample rubric to quantify Value. Limit complexity in your framework as far as possible, but this is a good approach if you need more granularity. Remember to adapt this to your needs 125
7.3 A sample rubric to quantify Confidence. Use this approach if you feel that you need more granularity in your decision making 127
7.4 The binary model is an alternative method of prioritizing ideas. First, agree a list of considerations to put in the first column. Add 1 if it satisfies the condition, 0 if it doesn't 128

7.5 A basic roadmap, including hypothesis, prioritization (columns marked V-E-C represent Value, Effort, Confidence) and current status 128
7.6 Example of a slot-based schedule. Test 1 runs on the homepage for four weeks, and is replaced by Test 6 in the second month. The PDP has enough traffic to warrant a faster turnaround, so tests are replaced every 14 days 130
8.1 Examples of very subtle, yet powerful, copy changes 142
9.1 Options to integrate a winning test result into the live site. Number 1 is the preferred route 179
10.1 Framework for viewing different types of data for personalization 188
10.2 Example of results from a product detail page (PDP) experiment showing differences in behaviour for new and returning visitors 192
11.1 Thirty-two per cent improvement in total uplift from just a 10 per cent increase in each of your three power metrics 197
13.1 The difference between features and benefits, and how it could be expressed 220

PREFACE

We wrote this book for our younger selves. In the past we have both run online businesses where our challenge was to massively increase sales. At the time we were working on two different continents, but both of us were under intense pressure to find some way of growing our businesses.

A book like this did not exist at the time, and if it had we would have devoured it. If you are the person we were then, we have written this for you. Our vision was to write a step-by-step guide, with clear guidance on how to increase your online sales.

Our decision raised eyebrows. Some warned us that writing a book that gives away our knowledge, reveals our secret sauce and expertise, would hurt our agency by enabling potential clients to do it for themselves.

That never worried us. Every day we see how frustrated people get when using e-commerce websites, not only in terms of their experience of using the site, but also the thought processes they go through when making a purchase. Solving these problems is what drives us. At our agency, we have developed an e-commerce optimization process, refined over many years – and it works. This is what we share with you.

Follow our structured programme and watch your revenue curve go up. We routinely see our clients achieving double-digit revenue increases within 12 months. Implement the process and see your businesses grow this year, next year and into the future.

A note about the second edition

This second edition presents a major revision and comprehensive update of the successful first edition. Tools have changed, the industry keeps evolving, and so has our framework. That is the nature of what we do. Always learning. Always adapting. Always optimizing.

Everything you're about to read, we had to learn the hard way. We know this book can make your own challenge to increase online sales easier than it was for us. If you have any questions, or would like to share how this book has benefited your business, please e-mail either of us, dan.croxenjohn@awa-digital.com or johann.vantonder@awa-digital.com. We would be happy to hear from you and help you in any way we can.

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