


CF Powered Traffic Optimization



What to do with users after they find us.

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What are you talking about?

- Examples
 - DBA – Normalization
 - Designer – Psychology of Color
 - Developers – Frameworks
 - Business Manager - ???
- Don't think your sermon is on track because the choir sings your praise.

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Gut, Rut and Real Experts

- How do we know what works on the web?
 - Gut Feeling
 - Rut Trends
 - Personal Preference
 - Shady Surveys
- Research in the real world
 - Sticky or Bouncy
 - Conversions or Desertions

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Who is Right?

- Water Doesn't Change
- Technology Does

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Who is Right? (cont.)

<p>Page View A</p> <ul style="list-style-type: none"> • Designer's Concept <ul style="list-style-type: none"> – Color Changes – Borders – Photos – Flash Animations – CSS 	<p>Page View B</p> <ul style="list-style-type: none"> • Owner's Concept <ul style="list-style-type: none"> – Buzzwords – Testimonies – Links – Product Description
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How do you know what you know?

- Real world research
 - Analytics
 - Data Mining
 - Real Surveys
 - Periodic Review

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A/B Testing

- Whole Page
- Content Block



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A/B Testing

- Client A/B Technology
 - Cookie Connection
 - Repeat Consistency
 - Redirect
 - Rewrite
 - Third Party Data
- Server A/B Technology
 - Cookie Connection
 - Repeat Consistency
 - Deliver Correct
 - Deliver Correct
 - Local Data
- Opt: Hybrid Mix



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Sell don't Resell

- The user is already sold on our site as an option.
- People are at your site don't over compare.
- A good experience will bring conversions.
- Attract customers (SEO) that want your product
- Find out why customer came and serve them



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Resell by Making the Sale

- If the user wants something and his/her experience doesn't achieve his/her goals will he/she return?
- Many shopping experiences aren't 'good'.
- What would your customer consider a shopping experience worth repeating?



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Consider Socialization

- No body cares how much you know till they know how much you care
- Watch boundaries
- Remember why the user came
- Is this repeat visitor someone trying to make a social purchase?



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The Right Mix

You may not be doing the web wrong ...
BUT...
are you doing THIS right?

- THIS : Traffic Optimization



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