

Mixergy Master Class

Increase Conversions Transcript

with

Dennis van der Heijden
Co-founder, [Reedge.com](https://reedge.com)

Increasing Conversions Transcript

Andrew: This course is about increasing your site's conversions. It's led by Dennis van der Heijden, one of the founders of reedge.com, where online businesses can test personalized websites with dynamic, targeted content for their prospects, and they can do it simply and inexpensively.

I'm Andrew Warner, founder of Mixergy.com, where proven founders like Dennis teach. Dennis, do you have an example of what our audience will be able to do at the end of this session?

Dennis: We're going to focus on getting everybody 10% more conversion in thirty days by taking five steps.

Andrew: 10%. Both my hands, in thirty days, focusing on these five steps.

Dennis: I'm positive they might even be getting it in three, really.

Andrew: I see. You're saying that just by making changes to your site you're going to see increased conversions. Let's jump into an example. Tell me about this page. What are we looking at here?

Dennis: This is one of our clients that uses Reedge. They use it in a very simple manner. They changed the homepage banner on the right hand side where it says 'buy now.'

Andrew: OK.

Dennis: And it changed it for a pricing plans area so you'll see in the next slide.

Andrew: I see. We're seeing that what they did was they changed from this button, to this button right here.

Dennis: Yes. The 'see pricing and plans.' They had a specific hypothesis. They tested around five buttons and this was one of them and these two compared for 20 days gave them around 20-25% more increase.

Andrew: There it is right there. 24.18% increase.

Dennis: Yeah. The actual [inaudible]. That increase was about products added to the [??]. In that sense, it seems like a slight increase from 3.64% to 4.5%, but I don't think anyone is able to get 24% increase in just 20 days just by increasing [??].

Andrew: Is this the only change that they made to this area to get this increase? All they did was they went from a 'buy now' button to a button that says, 'see plans and pricing, questions, call us 800-', whatever is their phone number. That's all they did to increase conversions that dramatically?

Dennis: Yeah. As you see at the bottom there they actually tested five variations because they had a hypothesis about how this needs to be improved. They changed five, and the winner was the 'see pricing and plans.'

Andrew: Got it.

Dennis: So, one decreased conversion, and four increased.

Andrew: OK. Now before you show me another one, I've got one here loaded up, I just want to explain to people that what you're using is a tool called Reedge. It's your company and what you do with Reedge is manipulate a webpage and compare it to the original.

You take your original, you make some adjustments to it, and then you have a second version. Then you guys on Reedge will do AB testing for the user until you figure out which is the best converting.

Dennis: Basically what you do is test one code in your website and from then on you make these variations in Reedge and we'll serve it to a [??] audience to see which one is going to work better.

Andrew: OK. The reason I invited you here is that you have customers who run these tests all the time and what I asked you to do was go through everything that your customers have learned and everything that you've watched them learn and help us understand what are some of the key things that increase conversions for them so we don't have to run an infinite number of tests or try to figure out every test combination.

I want to know what's worked for others and then we can bring those to our sites, test them, and see how they increase our own conversions. That was the first test that you wanted to show us. The second one is this one. Can you tell me a little bit about this one?

Dennis: This test is from a website called ABtest.com. I think it's a great site to get some inspiration. This is a typical example of one of the first points we're going to talk about. It's simplifying the site. As you see, this site has audio additions, they have a long sign-up form, and a lot of [cold] actions.

They have a whole left bar of all the things you can do, there's a book, you can sign-up, there's a newsletter, lots of stuff. On the right you can even email them, call them, lots of stuff I can do. I can go away and read your top ten. Anything that's not related to this

conversion. So what they did, and they used another tool which is Google Website... (inaudible).....Very nice start. What they used is simplifying it Simplify it to the core. And the core is I want people to sign up using this form. And all the rest is extra. And it's not relevant for this page. So simplifying this form they removed some fields and the only thing is like requests is free audio catalog. What you see here, a big picture, small fields and long big send button, and that's it.

Andrew: Let's quickly take a look at the before and of course the before has all the links that you described earlier on the left and on the right. The after has less stuff to do on the sight, fewer distractions. And here is the difference. Bottom line difference. 67.4 percent more sign ups. So we're not talking about increasing sign ups by paying more money for advertising, or paying more for developers or coming up with a better product. We're just saying you can increase your results, get more sales, get more leads, get more of what you are looking for by making the kinds of tests that you are going to teach us how to discover here. And we can see actually, side by side, it almost looks like a no-brainer that the one on the right is going to work out with the big call to action, the fewer fields, the fewer distractions on the page in general. And the numbers bear it out. 67.4 percent and you are also telling us check out ABtest.com for other inspirational examples like this one. OK. So.

Dennis: I think, simplifying a site is sometimes, it's looking at your site and you just go blind on your own site, right? It's like, where do I start? I think (??). So I would like to take a look at examples that your audience sent in.

Andrew. Let's have a look.

Dennis: The Scrubbly website.

Andrew: And that brings us to, the first thing I'll ask is what is the first step that someone in our audience needs to take, and you want to show us based on this website.

Dennis: Exactly. This is going to be a great example of simplifying a site. This website has a good design. It's well, it's professional so no questions asked there. It's already a very good page. So looking at your own website let's say this is it. What do you want me to do? It's the first question you have to ask yourself. There are a lot of things that I could do here. I could Like you on Facebook. Not sure that's what you want me to do, but okay, it can be done apparently. I can take a video here. I can start it here; I can see how it works. I can click maybe on this icons or (??). I don't know where I can all click. Even though it's a great site it doesn't still tell me what you want me to do. What is your preferred call to action?

Andrew: I see. You want us to have one clear preferred call to action on the website.

Dennis: Yeah. I'm fine with the secondary, I mean of course you want us to sign up and read the newsletter.

Andrew: Sorry, sorry, Dennis. It looks like we've got a bit of a lag here in the session, which is fine. But, before we started out this course you and I were looking over some of the websites that our premium members sent us. Scrubbly is one of those websites. And as you looked at this you said, Andrew there is a lot on this that I like and there is a lot on this that other sites can learn from. Before we talk about what can be improved, what is it about this that you see that really works? Because as I said in the pre-interview, for a lot of amateurs, when we look at this website we look at that cute little animal on the home page and we say that's beautifully done, its eye catching, it's well designed, that's something that we like about it. And we might notice a few other things like the logos on the bottom. But we don't have your eye for it. With your eye, what are you seeing here that you especially like. What one or two things should we learn from?

Dennis: OK. It seems to be a very obviously web 2.0 kind of design. It has a main video with two calls of actions, which is very typical and I think very good. But there are so many sites that show their portfolio all over the home page and hide somewhere in the menu pricing or sign up. So you want me to go into your menu, look next to your contact and find the sign up? You need to tell me what I need to do. So basically it's very important that you give me one big call to action right in the middle of my screen that where you want me to click.

Andrew: OK. And you are saying that they do this right because they have this "start here" button?

Dennis: They do this right. They do this right. It's just not big enough.

Andrew: OK. How do you feel about having two buttons on the page, one that says start here and another that says how it works? Is it distracting that there are two, or in your experience do you say that helps?

Dennis: I think it's very important that they have a collection because there are two types of people that you get on your site, the people that's like, I want to go for this, and there's people, I want to research this. It makes perfect sense to have two-fold actions. Just give me the one that's the preferred one.

Andrew: Gotcha. And here, you can see here that's the preferred one. That's brighter. That's the one that's catching the eye. The other one is a little darker and less. What about the lower part of the page, what do you like?

Dennis: What I like, I'm going to start here. There are four logos, especially logos that everybody will recognize. To me, this means it's probably a new start-up because I can see through this because I do this all day. They don't have 10,000 clients. If they would, they would mention them here.

Andrew: Right.

Dennis: That's OK. They use all the trusted ones. They are going to use Microsoft Outlook, the Mac logo, the Google logo to increase trust, and I think that is very smart.

Andrew: I see. Trust that it works with those and let me throw in one other thing that you and I talked about before the session started. You especially like the logos underneath as featured in Life Hacker, Giga Home, et cetera.

Dennis: That's smart. And I think it's a great way for people that don't have Microsoft or Google as a client. What do you do on day one if you're a start-up?

Andrew: Right.

Dennis: Who are you going to place here? Well, are you going to send out a press release, and everybody that mentions your press release, you are going to take their logo and paste it on your home page and say as mentioned in or as featured in or whatever. It's a great way to increase trust and saying you know what, we actually matter. People talk about us.

Andrew: OK. All right. So, that's what works. You want to give them some feedback on how to improve, and we're going to learn from that for our own sites. Here's the second page that you and I looked at.

Dennis: As soon as you click on the buttons, start here. Go to this page which says it in the header. You click here and you see sign-up. Every time you're going to confuse me, you have a chance of losing me. I click "start here", and I will see sign-up. At least, make sure the bottom text and the header of the next page match. So, either start here or start here or make the button say sign-up. Raise the specific expectation and make sure you deliver.

I think this next page actually is very good. It seems to have all of the trust elements. They have very few fields to fill out, so it's pretty good to start here.

Andrew: OK. So, keep it simple. You would also add the trust elements like the Life Hacker and Geek Wire logos and maybe, even...

Dennis: Maybe, you could repeat those.

Andrew: I see.

Dennis: You can repeat, yeah. We work with it here. Maybe, some trust, verify, logo, whatever you want to add here to make sure that you add trust, that you're not going to spam me and stuff like that. A different message, like we're not spamming or we won't use your email for anything else [??].

Andrew: OK. Let's go over to the next image that you have here.

Dennis: It's really interesting. If you want, this tool through a website is called `browsersize.google.app.com`. It's a tool that we often use to make our points which I'm going to do again here. This is how many people, their screen size, and how they see this page. So, you can see in this image that 90% of the people will see the "start here" button. Only 80% will see the "how it works" button, and everything else on the page is basically falling off.

Andrew: I see.

Dennis: I would like to increase that. It makes perfect sense to make sure that everybody sees the "start" button. Let's make it 99%.

Andrew: So, this is what you would suggest doing.

Dennis: Exactly. Go for the next [??] and see what I did for it. I just flipped it around. What if I just placed the "start here" button on the left side and [??] on the right side? That means it's more in my eye. I go from the logo straight down to the "start here". And the only thing I did is just exactly what we talked about. It's learning how this works is not a secondary goal. It's the secondary goal action. So, now "start here" is becoming more visible.

Andrew: I see. Right. OK. So you move this over to the left, and now it's within a broader-, it's a-, it'll show up on people's screens, sorry. Show up on people's [crosstalk]

Dennis: Because not everybody has a very large laptop or a very large screen. There's a lot of people that, especially for services like this, would still like to clean up their address book and are still on the Windows XP machine with an older display, so leaving them out because your start here button was falling off is basically excluding a lot of people.

Andrew: OK. Let's take a look at...

Dennis: Now I think there's more improvement here. Let's go to the next one.

Andrew: All right. So this is-, this is the first thing that you suggest doing, and here is more improvement.

Dennis: Yeah. OK. I think everybody will see the first change that

I make is the start button is bigger and it's red. Now everybody can say it's ugly. Yeah, it might be. Let's show if the statistics can prove that this gives you more money. So, I mean, aesthetics aside, just see if this is going to work. And the last thing I did, and it's-, it may be subtle, but all the logos on this page are now gray.

Andrew: I see them here. Here, lets do the-, here we can see the logos works with these address books and as featured in, have color and then you're suggesting graying them out. Why? You say that it adds a lot of trust to the website and it gets people to fill in the form, but now you're suggesting that we understate it. Why?

Dennis: Well, the reason, and this is different for everybody. There's two ways of looking at this. It's, you're adding still the trust elements, you're just removing the color from it. You can only do it if the trust elements are so familiar to people that they don't need the color. So everybody knows the Gmail and the Mac logo so they don't need the color. So I'm saying, removing the color on logos that are so familiar to people is just fine. And that way, we focus on the most important thing now, which is the start here.

Andrew: I can actually see that. My eye really goes directly, now to the start here button. And I actually don't think [crosstalk]

Dennis: There's no way your eye can escape this.

Andrew: Yeah. Is there another-, let's take a look at this next one. You say, now, start here, and now you've simplified-, actually, you tell me what you've done next. What's the next step that you took?

Dennis: OK. We as a [??] a lot of other start-ups used this-, a lot of text like they did to work out what is the USP of your company? I mean, you need to work out, what do people like? I mean, are we this or are we that? I mean, we can do everything, but what are we? So I understand that they have six bullets. They had six bullets before. As soon as you know what's going to work, so for example you use A/B testing to change these three lines every time and see if the text inside them increases conversion. So to figure out what is your USP?

Andrew: I see.

Dennis: Now you did that, leave them.

Andrew: Dennis, what you're suggesting is, take all of these bullet points, and just experiment with running them three at a time and then once you find the three that get you the most conversions, then you understand what three features people value most, and those are the three that you should focus on here, and eliminate the rest of them because they become a distraction.

Dennis: Yeah, it's basically looking at, I mean you have to figure out the product market fit. I mean, for start-ups, it's very important

to make sure that-, to figure out what you are. I mean, you made a product, sometimes you still need to iterate on the market. Like, so where are we as far as [??] people? You have the same tool, what are we now? We are now an A/B testing tool for [??] so next time we are an optimization specialist, or next time maybe we are personalization. Just figure out what we are.

Andrew: I see. [crosstalk] figure out what you are. You test three different statements you just gave me...

Dennis: That's how we figured it out.

Andrew ...for the exact same product, which is your product, and you just test it to see which one people react to best. Got it.

Dennis: Exactly. I mean, we are not an A/B testing tool, we figured out. We still haven't figured out what we are, but closer to this we are now and optimization conversion specialist or optimization conversion tool, we're still figuring that out.

Andrew: And when you say... [crosstalk]

Dennis: We're testing exactly this.

Andrew: You just keep taking different phrases to describe what you do, testing it on your homepage, see what gets you the most reaction, and that's what you are. That's how, at least you explain what you are to your customers.

Dennis: Exactly, I mean, of course we talk to our customers, but we have our wanting to do for everybody, but this is a good way of, like, being very objective. I mean, you don't know who's on the other side of your screen, you [??] they click more on the sign-up here button. I added something else on the last page. It's also subtle. I didn't say 'start here' anymore. I just called it what it was: 'sign up.' It used to say 'start here' and now it says 'sign up here.' Even more, I added a small phrase under it, 'for a free account,' because I think it's important that people know before they click that this is not going to cost them anything to avoid any questions on the next page. That will increase numbers.

Andrew: OK. All right. Now let's see the before and after. This is what you're suggesting and you walked us through an understanding of how you got here. This is what was on the website that our premium members submitted before. We can see all the changes that you've made here.

Now you've flipped it so that the button is more visible to more people, you've made the button clearer, you've added a little line of text underneath for a free account, you've made all the other changes that we've talked about. I shouldn't go through all of them. People can now see it for themselves.

Dennis: Even though the site was already really good, I think I focused more on what you want them to do. I think it is cleaner now. You focus on the main objective, but you can choose a secondary objective as you learn how or [??] which is the third option.

Andrew: OK. You actually gave us not just this, but you created...did you create multiple versions? No. But what you would test is...

Dennis: No. I created steps. I basically wanted to walk you through the idea of how I think on these websites.

Andrew: Got it. OK. The idea is with modern tools like reedge.com like Google Website Optimizer, you don't have to redo your whole site. You can just drag and drop, you can change text, and the tool will do AB testing so that you don't have to redo your site. You just run it through the system and you can edit it just as easily as you edit a Word document and it'll run and will get AB tested for you.

Dennis: It's really important to not spend a lot of time on things like this. I think the tool should do it for you so you enter it quickly, it's a whole new start-up methodology, figure it out fast, let it run for a week and if it doesn't work, kill it and do something else. Go for it.

Andrew: All right. Let's talk about this one. This is another site submitted by one of our viewers.

Dennis: Yeah. In that one what I wanted to do there is start a second topic which is increase trust. First you have to simplify your site, and second is to increase the trust on your site.

Andrew: Got it. You told us at the beginning of the session that you're going to teach us five different techniques for increasing our conversions by at least 10% and you've showed us that some of the sites that have gone through this process have gone beyond 20% and even beyond 60%.

The first thing is to simplify, and you showed us how you simplified from this. Even this, a beautiful simple site, got simplified even further to this, which makes it more effective. Now you want to talk about trust. This is another site submitted by one of our viewers. It's volcanic. What do we need to know about this?

Dennis: Well, a slight detail. As soon as people go and search for this site, they find a title that says 'ugly sites must die.' It does not do a lot of trust for me. It doesn't increase my trust. I think [inaudible].

Andrew: You're saying that 'ugly sites must die' is what they see where? That's on the Google search result?

Dennis: It's in the title, it's in your tab as soon as you open it.

Andrew: I don't have it here, but it's on the site. 'Ugly sites must die.'

Dennis: If people go to extreme websites, if they search for that, they'll find this website. That doesn't help. It doesn't help me trust that there's a professional company behind this. It made really significant changes. I first looked at this page last week, and the one you see right now is so much better already than last week's. There is still some room for improvement.

Andrew: That's encouraging to see that [??] didn't just submit his site to you, that he didn't just come in to watch this course, but even before he got to the course and even before we started recording the course, he started making changes to the site and as you were looking at the site to include it here, you saw that it was changing from day to day. That's cool to see.

Dennis: Yeah, I think, it's like everybody knows they have to work in their site. There's just no time, a lot of other things happening. And it's quite intense to change the entire site. So I think the latest testing tools should really help saying, "OK. I just want to prove one point. Would a different pull action work?" Instead of changing and going to your designer, coming up with a whole new design. I think it's usually a big step for people.

Andrew: OK.

Dennis: But this one, this site changed completely... and for the better.

Andrew: This is what it was now. This is what it was at least the day that you saw it last. And this is what you're suggesting they do to increase trust.

Dennis: Yeah, the increase trust element, I got that from their pricing page. I changed only two things. One is in the center you see three pricing quotes. That is the main pull action. That is a great one. I think they could reduce the text under it. I mean it was a very long tagline, I think just tell me what I'm going to get if I click this button. So there's not going to be any surprises.

Andrew: Here, let's take a look.

Dennis: On the trust they are already doing...

Andrew: Sorry, Dennis. Here is the long line they had underneath the button. It said, "Give us 15 minutes, and we'll give you a price quote." What you changed that to is just, "Quote within 15 minutes." Boom.

Dennis: Exactly. There are other elements that are really good. I mean, I would like to pull them up. On the top there is a phone number, and it is big and large. That is very good. I mean, actually having somebody, I mean maybe 1% is going to call you anyway, but having a number up there will definitely increase trust.

Andrew: Got it.

Dennis: So in that sense, I think it really helps. Then another element I really like is that one of the founders placed their picture on the homepage. Now, I would like to see that they're the founders. So I would still like to add a name. Instead of, "I'm a friendly person" to saying, "I'm whatever, Ralph, or whatever." So tell me who you are. That will make me more engaged with you, so I feel better. So that's already really good. And some elements that I think could be improved. I put a very ugly yellow bar. I just took that from their pricing page. But it is helpful to see what clients they have.

Andrew: Absolutely.

Dennis: Because if you have your client that is AT&T and your client is Harvard University, why not show them on the homepage?

Andrew: Yeah, I see exactly what you mean, right. And here they have these great clients, but they've buried it on another page of the site instead of keeping it on the homepage where people make the decision of whether to work with the company or not. Whether to click that free price quote or not. You're saying, highlight it, put it right on the homepage. Right near the...

Dennis: Exactly.

Andrew: Alright, let me say this to the audience too. In this case, what Dennis has done, he didn't just create this before and after. He did a screen cast of himself as he made the decisions and moved the site around so that you can see how easy it is to make these adjustments. It's included in your course package. So you can actually watch him move things around. You can watch him make those decisions, and you can see how he came up with the design and how easy it is to make these kinds of changes. It's all part of your course package. We're just going to fly through the course right here, but you can watch it on your own time and see how he does it. Anything else before we move onto the next site?

Dennis: Now, something that I didn't take a screenshot of, but I think is important to tell. They made the decision that after you click that free price quote, you go to a page that shows a trust video. I mean, a video of a happy client which is very good. They added a form for me, like a lead capturing form. They didn't show their prices. Their prices are very competitive. They start at like \$49, and it's I think pretty decent pricing. But the site is buried

behind the lead generation form. I think you should really be careful when you do that. The assumption is, if everybody sees a lead capturing form on a software company, you are usually an enterprise software company, because they don't want to tell you a price. They don't want you to get shocked with \$1000 a month. So if you do lead capturing, the expectations of the client then is usually going to be expensive. And if you only have \$49 as your cheapest plan, why not mention it? I was a bit lost there. [??] capturing, I would prefer to see that on the enterprise model and everything whether it's \$29 or \$49, just show me the price. I will decide, I might even buy it, if you're convincing me on your page. You're building in a different step on the workflow and I don't like that, which leads me to the next point.

Andrew. Right. First point:simplify. Second point: add trust. Now we're going to talk about workflow. I almost skipped ahead earlier to this one. This is Magical Fruit, another website submitted by a premium member who wanted some feedback.

Dennis: Oh, sorry. This is actually a website I used to work at. I used to work with them. No, they're not a premium member.

Andrew: You know this intimately well?

Dennis: I know this very well. Some of the things that we did there, and a lot of people that have some specific ecommerce shop have that, is these standard ecommerce shops usually have a two or three step checkout. It's like, give me your details, tell me the shipping, now pay, and then a thank you form.

Great. Why not put that all in one? You're giving me four points of leaving your site, instead of one. So what we saw in this page is that you can increase your checkout by 70%, reducing 4: 1.

Andrew: I see. Not four steps, but cutting the workflow that a customer takes to one step, increases conversions right there.

Dennis: Yes. What we did there is that everything is optional. If you have a different shipping address, tell me and the form will get bigger. It becomes all optional and everything is dynamic.

Andrew: I see what you're saying. On the bottom there's a radio button that says 'ship to this address.' As long as that's selected the form stays simple, as soon as the user selects 'ship to a different address,' the form gets a little bit longer and gives the customer room to enter the second address, keeping the form short and the workflow simple for the user.

Dennis: Indeed. This was Magento that was used there. Magento had a three step check out when I was working with them. They found plug-ins to make it a one step check out, so I think if you have a shopping part in Ecommerce, try to make it as short as you can. That's very

important. Now let's go to one of your premium members.

Andrew: OK. Here we go. This one was sent over to us by the founder of eLearn portal, and wanted some feedback.

Dennis: This is a good design. I just have a difficult time figuring out what they were trying to sell me. I'm different than everyone else, but I'm trying to figure out what you are trying to do. I couldn't figure it out in the beginning. It took me quite a while to figure out.

At first I thought maybe they're a directory and they do ads or something. It turned out they are a lead generation site for universities. If you take the next light, you follow my thinking. I'm on the homepage, and I have to go forward. So maybe I 'find a degree.'

Then you give me a whole page, but the only thing I see is that you want me to fill out their sign-up form for a newsletter I guess. That seems to be the most obvious point in this website.

Andrew: Where? I don't actually see...

Dennis: It's yellow. It's on the left hand side.

Andrew: There it is. I see.

Dennis: By the way, nobody please. Yellow and white doesn't do much. It's really hard to read yellow text on a white background. That's the only thing that caught my eye. The other thing that caught my eye is the green find on the right hand side. So maybe they want me to go deeper in the site.

I went deeper. If you go to the next page, you'll see I went deeper into the site. Now, there you've got it. That's where the conversion goal is. They want you to click on those yellow buttons.

Andrew: I see.

Dennis: I'm not that old, but I have a difficult time reading yellow on white. But these are the request information buttons. The second thing I'm seeing here is that I'm seeing lots of other things I can do. You apparently want me to tweet, you want me to 'like' you, you want me to share. In the center of the page there are 104 buttons that you want me to click on. You want me to sign up for a newsletter? Really? Is that what you want me to do? I think focus on the call to action, and the call to action is request information.

Andrew: That's this button.

Dennis: I love [??]. Don't get me wrong. But I just don't see the point in 'liking' this page at this stage of my purchase. I would love to 'like' you, as soon as you did something for me. So you send me

qualified information, then I'd love to 'like' you and I'd love to share you with all of my friends, but I don't think this is the right moment where you introduce share, tweet, and all these other buttons.

You're giving me the option of going away. If I'm gone, I might 'like' you, but I still didn't do what you want me to do. Let's click on the request info buttons and you'll see what they wanted me to do.

Andrew: So you're clicking on this button right here or one of these...

Dennis: Then you go to the next page, which is just a form.

Andrew: Got it.

Dennis: On this form, this is apparently what you want me to do. It took me four pages to get here, and there were a lot of options. I still clicked pretty direct. There are a lot of options to go left or right and all these things I can do on this site. You just don't want me here apparently.

You make it very complicated to get here. Even though I do love this site and I think it has a valid point of guiding me and showing so much information, because it also makes you feel they are an authority because there is so much information on this site I start trusting you. You don't ask me directly for the form.

This form is pretty long, and I don't think there is an option to reduce it because they probably get paid by the lead your nation company for all the student information, so I don't see them cutting the form in half.

Andrew: I see.

Dennis: The cold actions are yellow and white, and not very helpful. I think we should cut the step of the workflow by one. If you go to the next page, you'll see how I did that. I go to that homepage, and now I know what the objective was. You want me to find a specific university, and ask for information.

Good. Now why on the left hand side in that yellow box is there reading news, sign up for newsletter? It's all options to get distracted. I understand why it's there. It's there because they want to increase their natural [??]. It's there because they show news everyday, and Google picks it up, and say, 'you know this homepage is refreshed everyday,' and they stay on top of the search rankings.

But wouldn't it be better if you just placed it a bit down? So Google still thinks you're at current, but we can start converting these people. Basically you're removing that entire block, and replacing it with something that is so obvious, like please go and find a degree. And you can see in the after version how I did that.

Andrew: I see. This is the after version, and now you're pointing people even towards this box. This is clearly now the action that you want people to take. You're not distracting them with this, you're focusing them right here on the right side.

Dennis: I mean, you can tell me that I chose the most ugly picture you can imagine, and that's fine. But I just want to make a point of that is where I want you to click, that's what I want you to do. You can either remove the whole area and move the green finder on the left, just don't distract me from your main objective.

I think by this, we're going to reduce everybody's page views to get to your end result by one. That means you might be getting 25 more people to the end result because you're done sending them to your blog to read news.

Andrew: I see. Reduce the work flow, that increases conversions. Again, we have a video of Dennis actually going through the process of taking the page from this design, to this design including picking the stock photography image and it's about a minute and a half video. It's definitely under three minutes. It's in your course packet. You can go and watch him and watch him do this. You can slow it down.

Dennis: It's right here. It's like helping these people, and people love that. I mean, just tell me what you want me to do.

Andrew: Right. And reduce the workflow so that I can do that as a user.

Dennis: It's like, you have a certain flow of your site, and I think it's important to understand where you want people to go again. And you help them get there. And they'll like you for it, because they didn't have to visit five pages to get the information they were looking for. I think that's really important, and everybody can do that, even [??] something like that. OK, let me give you an example of what we did. We increased 300% our current version of people using Reedge by the following you sign up for Reedge, fill out your first name, your last name, and your email. And then what happens, we told you, yes, go please, and check your email. You've got a new password there you can log in with.

How many people actually do that? I mean, this is very [inaudible]. It's like, there's a phone call ringing. I got to do something else. So what we did is super obvious, but we realized, only after half a year, that after they click that sign-up, they are logged in and redirected directly to the application. And at the same time we sent them emails saying, 'Here is your email and here's your log in and password just for the future.' It's so obvious, but we didn't see it.

Andrew: That makes sense. So, you're just telling the user not to create your account, go check your email, come back to log in, but

create your account, and boom, you're in. That's it.

Dennis: Boom, you're in, yeah. Of course, you need your password for the future, and so we send it by email. But reducing that, that's a 300% increase.

Andrew: A 300% increase in what? Sign ups and payments?

Dennis: No, it's basically of people using your tool. I mean, that's the first metric we worry about is like, how many people start using this?

Andrew: I see.

Dennis: And we have a 300% increase in [inaudible]. We're basically saying we're going to skip. And we look at our funnel. You have your own funnel. Everybody has their funnel, like, and every step you work your way through any three-step conversion, every step. So in the end your bottom line will increase. And our first step was from sign-up to use your [icons] and we have an increase in 300% so a lot of reduction in people who didn't use Reedge.

Andrew: All right, we covered three points so far: simplify options, increase trust and number three, simply workflow. Now we're saying shorten the work flow. So, now I see my site coming up here. What's the next big topic?

Dennis: Well, the next thing is something that not everybody mentions, and that is in these testing tools. We're going to enter personas, and personalization. They are the last two steps. Now, you on Mixergy have different audiences that have different needs. They react differently. I've heard you say sometimes, 'I wish I could make like a five-minute introduction video of what the most important things were that were mentioned in this interview.' I wish I could do that, but it's just so much work. And [???]. But there are people that love that. There are people that love the short videos. But we can help them in another way. So I came up with two ideas for your site. And the next slide shows two personas. And a persona is a general version, not specific, that resembles a large portion of your audience.

Andrew: You're even picked 'past guests' on my Mixergy as an example of these personas. Your big point, though, is to say, don't see your audience as one big lump of people. See them as individual personas, and you've got two that you created for me here. One is Miguel and the other is Alexia.

Dennis: OK. Now when I look at your comments, that's where you got this information, right? These are the people who are saying, I heard this all over and over. And you know it. There are people that think 60 minutes is just way too much time. Other people are saying, you know what, why on earth do you have all this text type out? Others

like, I will never watch your video. I only download the podcasts.

Andrew: Let me pause right there because I think this is important just to talk about. David, our course producer here, talked to you about setting up this session. After one of your conversations, he came back to me and said, "Andrew, what analytics do we have? We need to create these personas?" And I said, "We don't have the analytics that Dennis is looking for. I guess we won't be able to use Mixergy as an example. And David said, "Oh no, we absolutely can." I said, "What do you mean? Are we going to fake things because I don't want to fake things for my audience?" And he said, "No, Dennis and I talked and we realized that you can use comments as a way of breaking down your audience as personas."

It doesn't have to be as sophisticated as serving everyone in the audience or using special software to figure out what they're all doing. It could be as simple at first as going in the comments, seeing what people are saying, and what you saw in the comments is what I've been hearing in my emails, too, which is there are some people who love text. They just read it. They will not watch any of the videos. Even though this is a visual course, they will read the text and do nothing else. And they are other people who love the videos.

Anyway, you described how you went through it. Tell me about the personas you put together, based on your reading of our comments.

Dennis: OK. So, I made two. There probably are a lot more, but I made one persona. I called Miguel and I gave him the picture. Why do I do that? Because I think it's very important that every business and every start-up, everybody has that visual. What is our audience? You can't just write a business plan and say, "Our audience is the world that likes to watch videos." It just doesn't work like that.

After you break it down and you do this for a while, you also realize that even in your original idea there are still people that are different, and they'd love to be served differently but you just can't. You just can't at the time. You can't make a personal site for everybody. I like to have them visual.

So, at Reedge, we have a board, we have a photo of somebody, I'm not going to tell you who, that represents a specific audience. We give it a group, and everybody is referring to that group and saying, OK, with this feature we'll make that group happy.

Andrew: I see.

Dennis: I looked at your site. I looked through the comments, and what do I see? On top of that, it helped that I saw like 100 interviews of yours. I keep hearing these things every day.

Andrew: Do you want to go back and take a look at that?

Dennis: Yeah, go for it. A typical person that blogs short videos and has a short attention span and doesn't have the time to watch 60 Minutes would be greatly benefited, would be greatly helped by presenting a video index, something we can make and skip right through the important stuff in that video. That would be excellent, no editing for you. We could jump into it. That would be excellent, and you serve that specific audience.

At the same time, you don't want to ruin that audience, but maybe Alexia in the group says, I love text. I love that long thing below. I read the whole thing. And they're not just impressed with all the big names you mention. For that group, if maybe you want to increase, for example, your premium membership, targeting that group by removing all of your flashy photos or the Y Combinator, all the big shots, maybe it will help increase your conversion where on others it really helps to have them there.

Having a clear idea of who your audience is, I think, very important. So, I did that for you.

Andrew: OK. So, this is our website now, what people see on the site, the big header. Again, this is today what you're seeing on the site. Who knows, a week from now it could be the exact same thing or it could be completely different, but you're seeing this at the top. You see the intro text with the header about the video. You see the video here. Below it you've got a picture of the guest. Below that you've got a description of the guest, and below that you have the transcript underneath that I said so many people love as the only way of consuming our stuff.

So, that's what you took. You took this and you made a few changes, and this is one of them. Again, let me just pause here for a second and say before I show that, if you want to see how Dennis did it, again, it's in your course packet. You can watch him make these decisions, and you can watch him edit, and we don't spend hours doing editing. In fact, he doesn't spend hours doing editing. He's just using his own tool. He's using Reedge to just move things around and add the additions that he wants and changes he wants to make. You can watch him do that. Part of your course packet includes the video.

All right. So, this is one of the things that you did. Tell me about this.

Dennis: Even though I love all the right area where you tell the whole Mixergy story. Saw that, around 150 times right now so I'm not reading it anymore.

Andrew: You're talking about this [??] where I have my photo. You're saying if a user's been on the site he doesn't absolutely need to see it as much as you love it, you're suggesting using that this way?

Dennis: So, what I made is a different area that is changing specifically the [??]. In the video I made, you're going to see how I did that. Like how do I find Miguel, like how do I know that this person needs to see these five tips?

Andrew: There's the Miguel that you're talking about, right here, the persona. Yes, how do you find him ... [??]...

Dennis: Yes, persona Miguel is the [??]. So how do I do that? I accept everybody that was eight pages on your website, at least, in the last year, and they only checked every page less than five minutes. That means they're coming back, but they just don't take the time apparently to stay longer on this page than five minutes. So for me, that is an indication of this could be a Miguel, right, this could be one of those persons that will be helped by a quick five tips and if you click on each tip you will jump right in to that.

Andrew: I'm sorry to interrupt, but you're saying, once you have the Miguel persona, when hit comes to our site, how do you know if that hit represents a Miguel or and Alexia or a brand new person that we don't know yet? And the way you can tell is if you notice that a person has been on the site for a short period of time, repeatedly then he's probably a Miguel, or someone with a short attention span, who likes the site but is not being engaged long enough, and that's one thought process behind figuring out who Miguel is. And to that person, you show what he wants, which is present video index to that person you're showing the video index right up there so he can jump to that section as he would like, got it, OK.

Dennis: Exactly, and this is really powerful. The simplest example I can tell you is, it's like feed back from Mixergy, every time I go to Mixergy, Mixergy-dot-com, you're asking me for my email, but after I give you my email, will you please stop showing that.

Andrew: You should not see that, that means that there's a bug in the way that we do things, because if you have cookies turned on...

Dennis: I keep seeing that, I think that's [??] lot

Andrew: You do, that means there's a bug in there, because you should not see that. The idea is we show it to you once and then you should never see it again.

Dennis: Even if I don't give you my email address?

Andrew: Even if you do not give us your email. We should probably change that and say, until you give us your email, I'm always going to ask you, but what's supposed to happen is ... [??]...

Dennis: For example we that [??], where there's clients, people that signed up won't see that, and everybody that didn't sign up will keep seeing that once a month. Lots of sites will have on the right

hand side, you have your join now email address, you also have that on your website.

Andrew: Right here.

Dennis: It's basically wasted real estate if I already gave you my email address. So that's a perfect location to place something else. And I think tools like this can do that. I can see and help somebody that signed up on your mailing list, we can remove their block. So it makes the site indeed more personal. Using your persona to make things personal which is the next step, personalization.

Andrew: This is the before, this is the after. You've got the video showing how you did this. The more important thing beyond what's where and what you've done is the logic that goes into it. You're saying that you want to increase conversions, you want to increase satisfaction, the way you do it, is by understanding who your users are, bucketing them into different persona's and then showing them content based on the persona's that they have.

So now the next thing you're showing us is this top section here on Mixergy which is the same for every body today, and then for every visit it's all the same, and you're suggesting that we take that and we make this. Tell me about the thought process behind going from this to this and there's a video. I hate to keep saying this guys, but there's a video in your course packet that includes Dennis creating this, so you see how he goes about taking you from this page to this page and making those decisions and how you implement those kinds of changes on your site. But, Dennis, for now I'd like to understand the thought process. How do you go from this to this and why do you do it?

Dennis: Well, I think besides having different personas, you basically have different groups in there, right. People that are premium and people that didn't sign up for premium. And your goal, your main call to action is making sure everybody signs up for premium. And as soon as they do that, I don't see the point of you repeating the message.

Andrew: I see, why do I have to, somebody who already signed up for premium, is paying me monthly, why do they have to see the button that says go and sign up or the pictures that they already know. You're saying, just recognize them and give them different content.

Dennis: Yeah. And you don't always have to log in. I mean, we can do this based on a cookie. If they sign up for premium, you can monitor the cookie and see if they're actually paid and stuff like that or you can use just a sign in. But I think it's very important on the bottom of your pages, I sometimes see the idea like "we love you." And even though it might be a bit over-exaggerated but this feels different. If I pay you a monthly subscription, I feel connected; I'm part of a community. So I'm not a non-premium member. So if you treat me differently, I feel even more connected to you. So treat me special

when I'm premium.

Andrew: Let me ask you this. I now understand why you're bucketing, how you're bucketing, and what you're showing different people based on your understanding of what bucket they fall into. We're actually working on a system that will enabled me to change this header based on who you are. But for someone who doesn't have the technology in place to log people in to then show different text based on what state they are, what do they do? What is a simple way for them to make those changes?

Dennis: If you don't have the tools like Reedge, this is indeed a quite cumbersome process. The way we do it in the video. You see us around two minutes. I basically say, everybody that in the past or today's sessions saw "PremiumThankYou.url", something like that, somewhere where they logged in or paid. And as long as they have that cookie or did that in this session, they will be remembered by us. So you don't have to worry about it. And you just click what you want to show and how you want to change screens just for them. So I think it's...

Andrew: OK. That's a question I knew the answer to, and you just gave it. The idea is that you don't have to code this stuff yourself. If you want your landing page to recognize whether a person has been on that landing page two, three, whatever times before this one visit, Reedge does this. Other tools do it, but I happen to know Reedge better than I know other tools. Reedge, your tool, will enable the website to show different states based on whether the visitor of that website has been there before. True?

Dennis: Yeah, true. And I think this is a very good stage where you're now working on trying different things. I think this is a stage where you all can say, you know what, I use Reedge or any other tool you have to see if this is helping. Are people more engaged if I change this? So you actually start off with a [??] test. And as soon as you've got it, saying, "Yes, it actually works. I've proven it." Then you go to your designer and say now code this. I mean, it's fine not using a third-party tool. But I think for the time there you want to discover if this is actually working, a tool like ours is very fast.

Andrew: OK. Alright, so let's look at the next page. What is this? What is Impact Logos? This is one of our premium member sites?

Dennis: Yes, this is one of your sites...

Andrew: The reason we asked premium members to submit sites beforehand is we wanted to show how these ideas applied to real world sites. Not to fake sites. Not to sites that Dennis happens to have a tight connection with. But to as many different sites as possible and to as many real sites as we could get. And Impact Logos is a premium member sent in a site and said help me out here.

Dennis: Exactly. This is an inner page of that website. This is a design company from Australia, Sydney. The way I look at it is like what can I improve? And I was thinking in their model, they seem to be serving local communities in Australia, Sydney. They even have a domain that ends, not in ".com", but in ".au". So it seems they have a specific target on Australia. Now, I wanted to assume maybe that have some AdWords, or maybe they want to change the site based on the location of the person. So if you are from Sydney, Australia, let's change the site. Or you just searched in Google for Sydney Logo Designer. Then, you get a different page. I will change it for you.

Andrew: I see.

Dennis: So what I'm doing on the next line...

Andrew: You changed the page based on what the person looked for on his way to the page.

Dennis: Yes.

Andrew: If someone goes to Google, tell me if I'm understanding this right. If someone is in Google and he types in Sydney, Australia, logo design you want to show them a different page than someone who just types in logo design and is not in Sydney, Australia.

Dennis: Exactly. I wanted to change it. In the video I made just two changes, one change is the key word I used, there was Sydney in it. Or the location that they currently are in or were recently in Sydney. So, we're using tracking of the key words as well as geo [??]. And you can see the result.

My idea was: why don't we act more [??]?

Andrew: Got it. And I see it right here. People can see it, again, in the course packet. You've got the video where you can watch as Dennis makes these changes, but what we see here is the end result.

Right over here the top sub-head says Sydney's Logo Design, and then underneath it's why Sydney Logo Design works. And what you're doing, based on whether they search specifically for Sydney or they happen to be there, you can tell, based on their IP address, where they are. If either of those criteria's are met, then we see a different page, one that addresses the user's specific needs.

Dennis: A lot of people use landing pages for this, and I think it's definitely the first step you go. You have tools like onbound.com, for example. You had one of the founders on here. [??] From your AdWords to the landing pages, it's your first logical step. So, you make sure the landing pages connect to your AdWords text, so the copy matches your AdWords.

At the same time, if they don't convert on the landing page, they

might mark your main site, and they come back in three to five days, then we can still know that they were searching for Sydney and change that site. So, not only was your landing page a landing page, but every page on your site can be a landing page that we'll adjust for them.

So, I think the first step is definitely landing pages, but tools like this make it commercial so that every page can become a landing page if you didn't take action on your first visit.

Andrew: I see. You're suggesting this for all pages, code it into the site or, at first, we can use a tool like Reedge to do that for us, right?

Dennis: Yeah. There's open databases where you can track the IP address and then change the site based on that, go for it. There are even tools that monitor key words that you came into and change the site. I'm perfectly fine with doing that. The only thing is like, before you do all the coding work, just do a five minute check with a test like this. And you figure out if it's going to work or not.

Andrew: Gotcha. Right. I have it.

Dennis: It just takes so much time, and you're trying to hard code it. It's just five minutes of work with a tool like this, and it will give you a week. And you'll know is this working or not?

Andrew: Yeah. I'd hate to have my developer code up the location into every single page only to discover a week later that it decreased results or that it left them flat. You're saying that it enables people to do it. All right.

The reason I invite entrepreneurs on here is that they know the business because they're in the space. He, Dennis, is co-founder of Reedge, a tool that enables a lot of what we're talking about here today. It's not THE only tool but, of course, he knows it better than anything else so we kept referring to it.

For maybe some personalization, like the user's name to say Andrew, or let me go here to the top of the page to make this point. To learn from proven entrepreneurs, if I want to personalize this, my software happens to enable me to type in the person's name. So, I could say: Andrew, le

Dennis: Be careful, Andrew. Be careful. I hear you saying you're going to use the name.

Andrew: Yeah. What do you think about that?

Dennis: It's scary.

Andrew: I'm going to use the name. It's scary?

Dennis: As long as I log in, what is very delicate in personalization is make it feel like it's serendipity. All right. It happens. I feel bad. I feel good. If you just put my name in a cookie and four months later say: Andrew, I saw you flew recently with American Airlines and therefore I'm showing you this great offer. You're like 'what?' Don't you know a little bit too much about me?' So keep it serendipity don't make it creepy. I think very important on personalization. In that sense I think as long as people log in they go to Mixergy showing your name is fine. I just want to warn people don't over personalize your site and make it too creepy, because the first thing they'll do is to find some sort of site to either block you or opt out or something to not be engaged with you. So don't make it creepy.

Andrew: All right. Fair point. Let's go over what we've talked about here today unless do you want to say anything about personalizing. . .

Dennis: No, I'm perfectly fine in summarizing it.

Andrew: OK. Here's what I've got. And I've got the screen shots to show it. The first thing you say is simply identify the options. And you showed us how you got to this from this. Right? Took this page you simplify the options and you made it this way. The second thing you told us to do was increase trust and you showed us how you took a page like this and you just added that bar and you increased trust by referring to Harvard University, AT&T and the others.

Next you talked to us about reducing the work flow and you took a page that looked like this and where the workflow wasn't very clear and you showed us how it could be simpler by and again you showed this very simply with that. And you also gave the example of a company that you worked with in the past that we looked at and in fact let me bring that up because I think that's also a great example. That is right here, you showed how you reduced your steps and you increased your orders in magical fruit.

That's work flow, next you talked to us about the importance of finding personas and you said, 'Andrew, don't make everyone see the exact same thing on Mixergy'. Bucket people, give them colors to represent them, give them faces to represent each bucket of user, give them names so that you can talk about them internally in a meaningful way and when you think about the features to add and how to adjust the landing pages, you want to talk to them base on the needs that they have, that each one of these personas has.

Finally you said 'Andrew, don't be creepy', but start to do some personalization and you talked about how impact logos can take even a page like this inside their site and increase its conversions by personalizing it by using in this case the name Sydney. So, Sydney's Logo Design instead of just Logo Design. Those are the five steps that you talked to us about. That's what you suggested our audience

use. With those five steps they can see at least a 10% increase in conversions and of course if you see an increase in conversions that means more user, more members and more profitability.

If they want to check out the tool that we've been using to show all of this and to make all of these adjustments it's just Reedge, your company, R-E-E-D-G-E. We've got videos of you using Reedge and I think other tools to simplify the pages that you looked at here today and make those edits so people can watch over your shoulder. Dennis, thanks for walking us through the process.

Dennis: You're welcome, Andrew.

Andrew: Let me ask the audience to do one thing. At the end of these sessions I often will get I'd say a dozen or two emails from people saying 'Andrew this is what I did with what I learned'. It's great that you guys enjoyed yourself here today. It's great that you learned something but what I really care about is seeing the results. At the end of the course, use at least one tactic as soon as you can and then come back to Mixergy and send me an email and show me what you've done. I'd love to see it. I'd love to see what we can do to help take it even a step further and then if you'd like, I'd also love to show it to other people on Mixergy.com so that they learn from you the way that you learned from Dennis of Reedge.

So come back to Mixergy with your results. We're all about results and I want to see your results. Dennis, thank you. Thank you all for watching and being part of this course.