

How to ensure your website converts the most visitors

Usability testing can tell you exactly why more visitors aren't buying.

When selecting a usability tester, you want GOOD results... you want them FAST... and you want them AFFORDABLE. You've got a few choices...

A) Search for a usability tester on a crowd-sourcing website like elance.com, PeoplePerHour.com, or Fivver.com.

- Expect to spend lots of time sorting through hundreds of unqualified, desperate people begging to work for you.
- You may not find a suitable tester... nor get guaranteed results.

That's affordable... although neither fast nor good.

B) Call in the Feedback Army, via Amazon Mechanical Turk

- Amazon Mechanical Turk gives FeedbackArmy.com a pool of workers to handle your request.
- Feedback Army limits your request to a web address and a text field.
- Your questions and link are publicly available for all to see.
- You can click a button to reject test results you don't like. Although that defeats the purpose of testing...
- It only costs \$20.

Affordable... possibly fast... and possibly good. Yet your competitors can easily know what you're doing. And your reports are... well, reports. You won't get the users' *experiences*... or why they're leaving your site.

C) Hire a usability professional from a site like Sensible.com.

- Results are from a professional usability professional... NOT a real user.
- Testing costs you from \$3,000 to \$9,000 for a verbal telephone report. You won't remember all of it.
- That fee is double if you want a written report.

That might be good... definitely won't be fast or affordable.

D) Buy Steve Krug's book *Rocket Surgery Made Easy*

- Take free time from your schedule (ha!) to read it yourself.
- Or pay someone else to read it and apply the directions.
- Apply the book's bare minimum usability testing to your site.
- Your results will be biased, because of website familiarity.

That's affordable... fairly good... NOT fast. You won't know what REAL users think as they navigate your site. And finally...

E) Surf to UserTesting.com

1. **Sign up in 3 minutes**, specifying tasks you want users to perform and demographics (age, sex, education level, and location).
2. **REAL users record themselves** while using your site.
 - They're NOT scientists... they're REAL users – exactly like your customers.
 - They know they're being recorded... and that their job is to talk out loud while using your website.
 - Observe users in their natural environments.
 - Watch screen activity.
 - Listen to users' thoughts and comments.
 - Ask users follow-up questions.
 - Test for computer, tablet, and smartphone users
3. **Get results in one hour, for \$39.**
 - You'll receive a **video and audio** of users experiencing your website.
 - User Testing software lets you **bookmark any point** in the video.
 - Your bookmarks are in one place so you can easily jump around to re-watch the important parts.
 - Create short video clips from the main video to share your website problems with those who can fix them – fast.
 - Download videos to MPEG-4, Windows Media Viewer, and QuickTime.
 - One-year money-back guarantee.

The only way to learn why they're leaving is to watch people using your site.

By watching a real person accomplish a task on your website, you're going to discover where people get stuck, and why they're leaving your site prior to buying.

UserTesting.com is all three – it's **GOOD**... it's **FAST**... and it's **AFFORDABLE**

Google, Amazon, facebook, Groupon, Dell, eBay, HP, and LinkedIn already use it to improve their sites.

“Everyone who does their own testing should also have UserTesting.com in their toolbox.” – Steve Krug, author of *Rocket Surgery Made Easy*

UserTesting.com 1-800-903-9493