

Soft-Train



*At Soft-Train
Technology Works*

Data Conversion (3 Days) ST45004

COURSE GOAL: Understand the various methods of Data Conversion

PREREQUISITES: None

LEARNING OBJECTIVES:

Upon completion of this course the student will be able to:

- Understand the fundamentals of Data Conversion
- Understand the Process Technology behind Data Conversion
- Understand Data Converter Testing
- Understand Data Converter Applications

KEY TOPICS:

I. Setting the Stage

- A. A Few Precious Moments
- B. The Three Keys to Online Marketing
- C. The Myth of Perfect Conversion
- D. What's Wrong This Picture?

II. Understanding Your Landing Pages

- A. Landing Page Types
- B. What Parts of Your Site Are Mission Critical
- C. Who Is Your Landing Page Designed For?
- D. What Is the Desired Conversion Action
- E. What is the Lifetime Value of the Conversion Action

III. Understand Your Audience

- A. Empathy: The Key Ingredient
- B. Covering the Complete Story
- C. Demographics and Segmentation
- D. Behavioral Styles
- E. User-Centered Design
- F. The Matrix

IV. Understanding The Decision Progress

- A. Awareness
- B. Interest
- C. Desire
- D. Action

V. Why Your Site Is Not Perfect

- A. Your Baby Is Ugly
- B. Uncovering Problems
- C. Welcome to Your Brain
- D. Usability Basics

VI. Selecting Elements to Tune

- A.** How to Think About Test Elements
- B.** Selecting Elements to Tune
- C.** Tuning Multiple-Page Flows
- D.** Timeless Testing Themes
- E.** Price Testing

VII. The Math of Tuning

- A.** Just Grin and Bear It
- B.** Lies, Damn Lies, and Statistics
- C.** You Are Here
- D.** Have I Found Something Better
- E.** How Sure Do I Need to Be
- F.** How Much Better Is It
- G.** How Long Should My Test Run
- H.** Variable Interactions

VIII. Tuning Methods

- A.** Introduction to Tuning
- B.** Common Tuning Issues
- C.** Overview of Tuning Methods
- D.** A-B Split Testing
- E.** Multivariate Testing

IX. Assembling the Team and Getting Buy-In

- A.** The Usual Suspects
- B.** The Company Politics of Tuning
- C.** Strategies for Getting Started
- D.** Insource or Outsource

X. Developing Your Action Plan

- A.** Before you Begin
- B.** Understand Your Business Objectives
- C.** Build Support and Assemble Your Team
- D.** Determine Your Landing Pages and Traffic Sources
- E.** Decide What Constitutes Success

- F.** Uncover Problems and Decide What to Test
- G.** Select an Appropriate Tuning Method
- H.** Implement and Conduct QA
- I.** Collect the Data

XI. Avoiding the Pitfalls

- A.** A Final Warning
- B.** Ignoring Your Baseline
- C.** Collecting Enough Data
- D.** Variable Interactions
- E.** Seasonality
- F.** Assuming That Testing Has No Costs
- G.** Delayed Conversions
- H.** Search Engine Considerations