



"Keywords Consultants approached us with a view to update and regenerate our website. Although it is very new we are already seeing benefits at this early stage and look forward to tracking progress in the future. The work was carried out in a very dedicated, professional and enthusiastic manner.

Professional Sport

Google Qualified Individual Case Study

A/B Testing Increased Visitor Conversion By 54% in 3 Months

Professional Sport is a specialist sports photography agency covering a wide range of sports photography. The company has built a reputation for award winning tennis photography covering all the Grand Slam tennis tournaments since 1977.

Over the years their current website had slipped behind the competition and was no longer delivering the results they needed. First thoughts were to have the site redesigned.

Initially after having their website redesigned they were pleased, however in the passing months they began to see higher numbers of visitors bouncing off their site. This was blamed to the content being difficult to keep up to date. Consequently Keywords Consultants was asked to introduce a new easier way to manage their content and suggested testing alternative content to improve their site conversion rate.

Analysing the Clients Analytics

The first step involved a complete review of their analytics. This provided a great insight into what keywords visitors were using to enter their site and gave ideas for missing content to consider for testing.

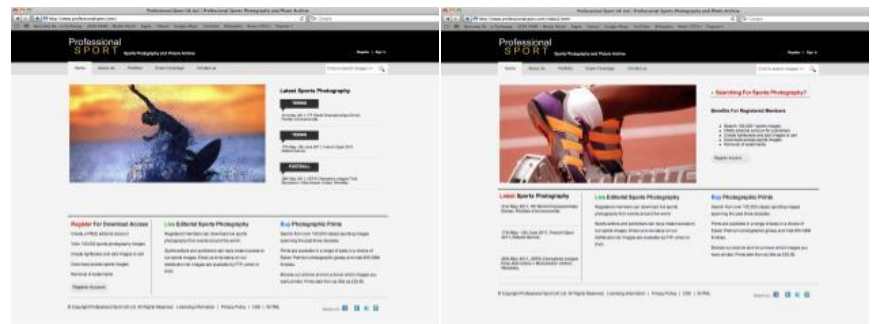
We helped Professional Sport achieve a greater understanding of their visitors by integrating Google Analytics and Google Website Optimiser together. The result of combining these two powerful technologies has already shown a significant improvement to their site conversion rate. Our aim is to work alongside over the forthcoming months and continuously improve their conversion rate.

Designing the Test & Variations

After reviewing their analytics and removing any internal website traffic (through use of filtering fixed IP addresses) we identified the home page was a suitable candidate for testing due to a high number of unique page views and high bounce rate. The home page was then cross-referenced against our testing framework and the alternative content presented to the client for approval before launching the experiment.

Before

After



The Optimisation Test Results

During the two months of first round of testing, results were very promising. Results indicated a strong increase in conversion of 54% with bounce rates reduced by approximately 15%.

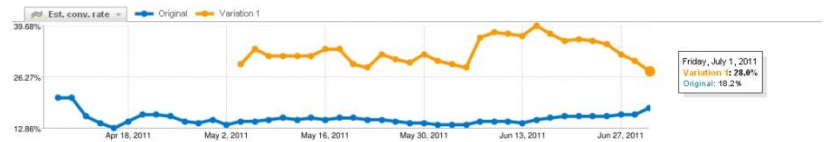
Website Optimizer > Prosport UK Ltd : Searching For An Image? > Report

Prosport UK Ltd : Searching For An Image?

Completed - [Uninstall](#) | [Copy](#) | [Follow Up](#) | [Settings](#) | [Report](#)

Created: Apr 4, 2011 | Launched: Apr 5, 2011

This experiment is completed and is no longer reporting any new data. If you have not done so already, you can update your page to reflect a winning combination.



Variation	Status	Est. conv. rate	Chance to Beat Orig.	Observed improvement	Conv. Visitors
Original	Enabled	18.2% ± 2.6%	—	—	77 / 424
★ Combination 1 has a 97.8% chance of outperforming the original. Run a follow-up experiment.					
Variation 1	Enabled	28.0% ± 4.3%	97.8%	54.2%	28 / 100

[Go to Experiment List](#)

The testing programme so far has delivered results beyond what Professional Sport was expecting. They are now considering attracting additional visitors to their site by PPC advertising. Testing has since become a key part of the improvement process.



© 2011 Google Inc. All rights reserved. Google and the Google logo are trademarks of Google Inc. All other company and product names may be trademarks of the respective companies with which they are associated.