

TESTING & OPTIMIZATION FOR MOBILE DEVICES

A quick guide by the very fine folks at
Visual Website Optimizer



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Optimizer

This guide contains

1. **Introduction**
2. **Mobile and Tablet eCommerce Statistics**
3. **Tips & Tricks for Mobile and Tablet web design**
4. **Overview of the new Mobile Testing Functionality in Visual Website Optimizer**
5. **Mobile eCommerce Resources**



Introduction

Here at Visual Website Optimizer, we've been hard at work for the past few months on rolling out **A/B and Multivariate** testing for **mobile websites**.

The feature is now complete and with **mobile eCommerce on an unabated rise**, you can optimize your landing pages and websites to generate more sales and conversions from mobile and tablet users too.

This guide covers a few insights into the growing mobile eCommerce market, best practices on designing mobile pages and an overview of this new Visual Website Optimizer feature.



Mobile and Tablet eCommerce Statistics

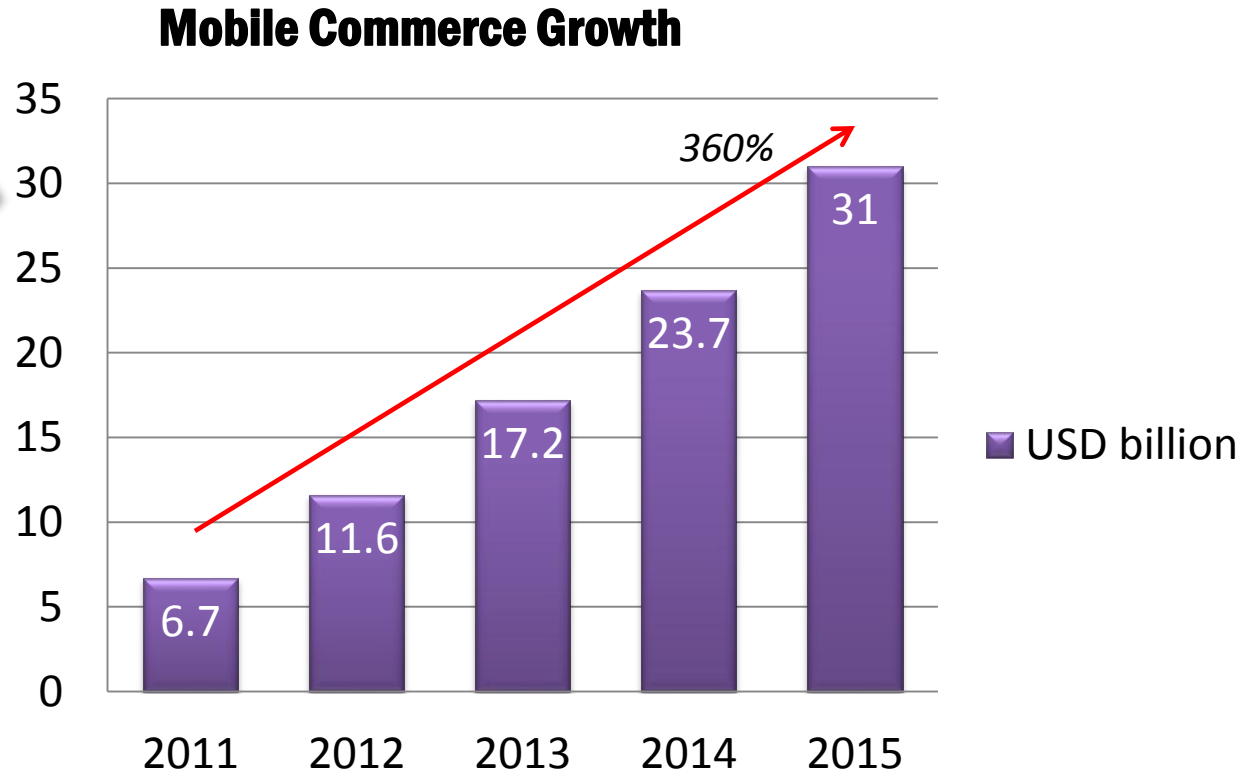
**Why you should be paying attention to Mobiles and Tablets as
marketing and customer acquisition channels**



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Mobile eCommerce Statistics

The numbers are clear. Mobile commerce will increase in the coming years and you should be prepared to take advantage of it.



Source: [eMarketer](#)



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Mobile eCommerce Statistics (continued)

Smartphone Usage Growth

	2011 Shipment (million)	Share (%)	Annual Growth (Q4 '11 / Q4 '10)
Android	237.8	48.40%	244.10%
iOS	93.1	19.10%	96.00%
Blackberry	51.4	10.50%	5.00%

Android and iPhone make up 67.5% of the smartphone market. Coupled with their growth rates, these two are the ones to focus on when creating your mobile website.

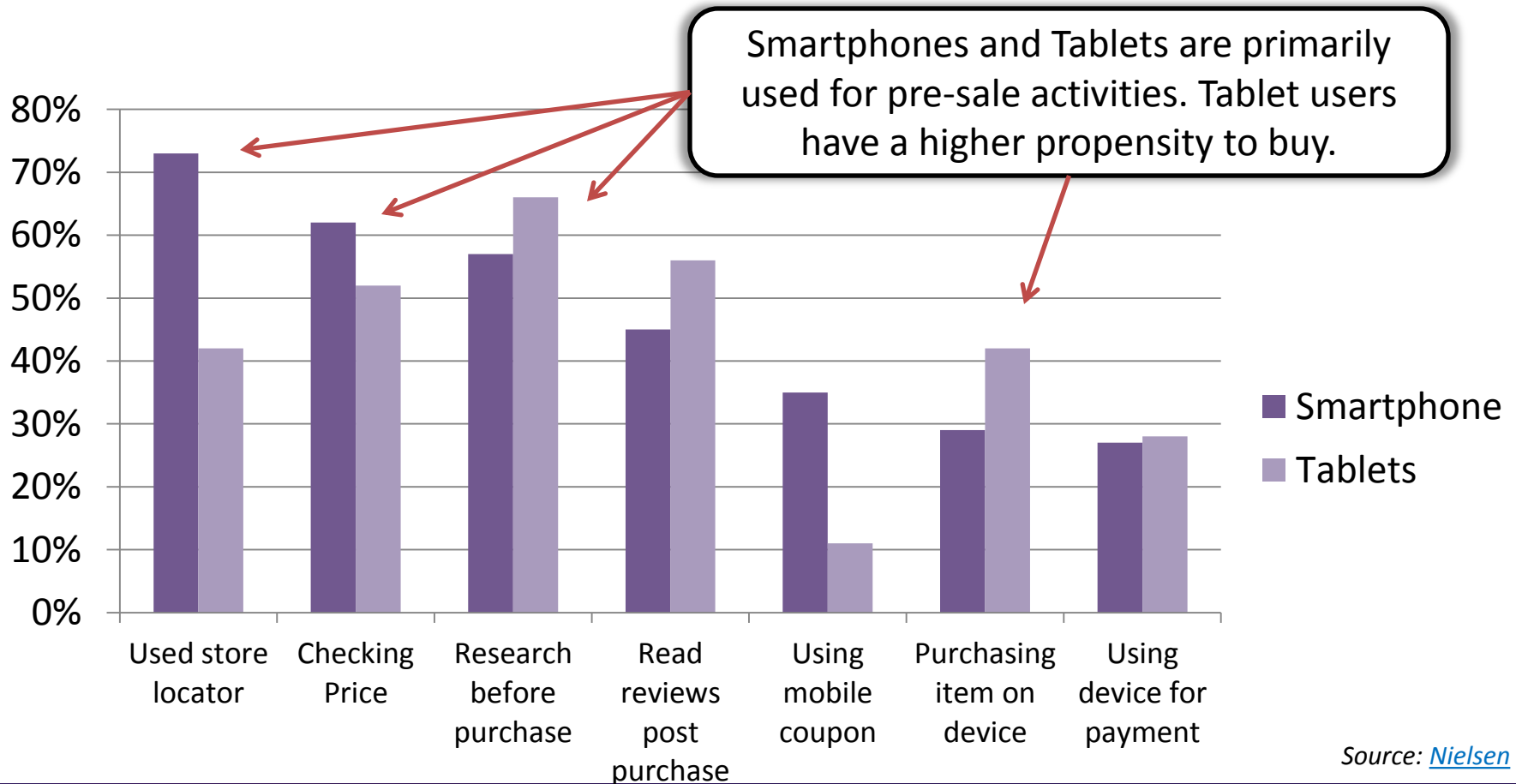
Source: [Canalys](#)



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Mobile eCommerce Statistics (continued)

Shopping activities by US Smartphone Owners



Source: [Nielsen](#)



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Why is the consumer shifting to mobile?

The number one reason why smartphone owners use mobiles/tablets for shopping related activities?

LAZINESS

Therefore, the primary aim of your mobile website for the next year should be to aid **couch commerce**.

Do this by

1. providing all **pre-sale information** on your mobile website, and
2. incentivizing buying behavior through various means.



Image Source: [Mr. Thomas @ Flickr](#)

Source: [InternetRetailer](#)



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Tips & Tricks for Mobile and Tablet Web Design

**Quick tips you need to keep in mind when creating web and landing pages for
Mobiles and Tablets to ensure they convert well**

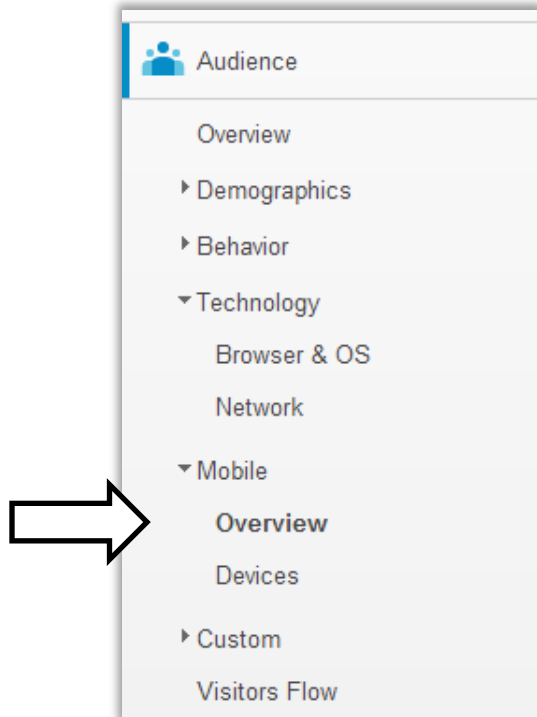


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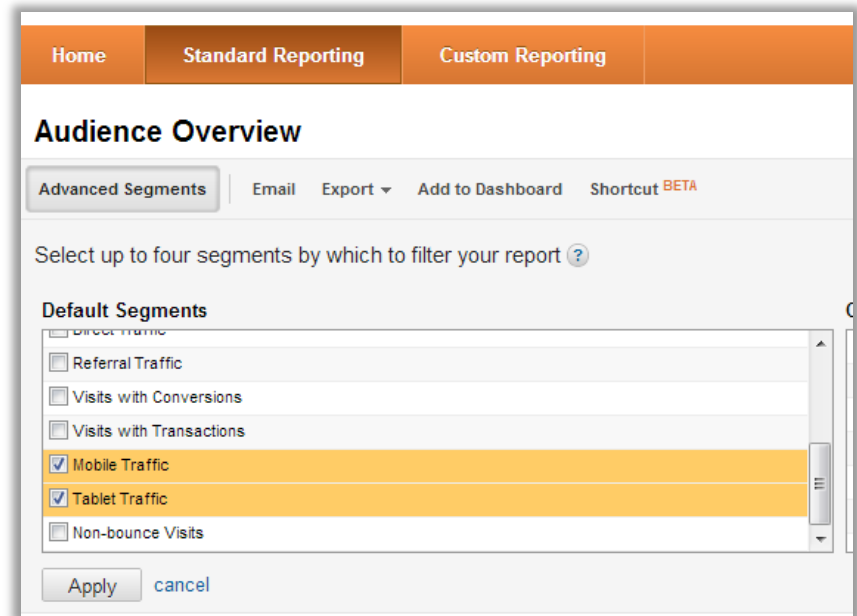
Mobile eCommerce Tips and Tricks

How to see mobile data for your website on Google Analytics

In the “Standard Reporting” see
Audience > Mobile > Overview

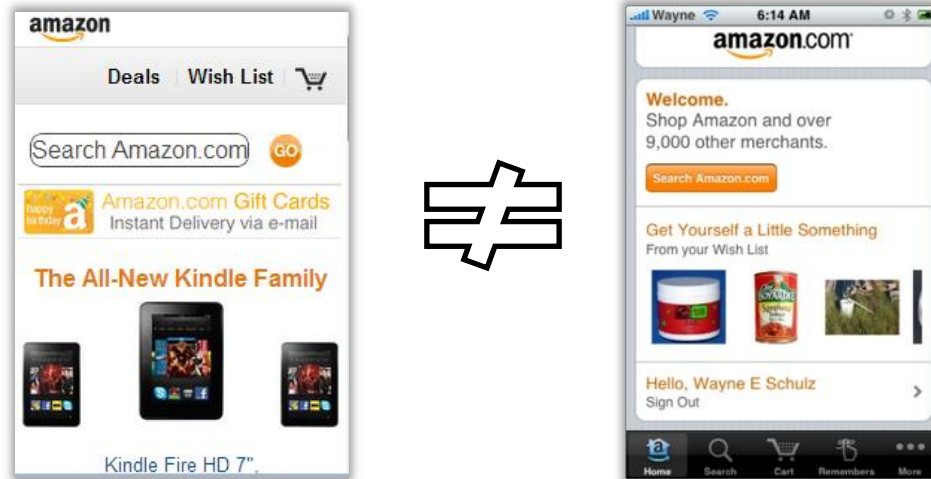


In “Advanced Segments” select
Mobile Traffic and Tablet Traffic



Mobile eCommerce Tips and Tricks

Mobile website and an app are not the same thing



If your customers come to your mobile website only occasionally, it makes sense to not invest in an app. Create an app when you see a regular stream of visitors on your mobile website and you have figured out a way to meaningfully engage with them.

An app that enables visitors to do more than just “searching-and-shopping” has a lot better chance of adoption.



Mobile eCommerce Tips and Tricks

Provide a big, easily clickable search bar

Due to a lack of space, mobile customers don't want to spend their time scrolling and clicking.

Instead, provide a large, easily clickable search bar that quickly delivers what they are looking for.



Image Source: MobileAwesomeness.com



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Mobile eCommerce Tips and Tricks

Include social media on your mobile pages

Research done by [Nielsen](#) shows that almost 25% of mobile and tablet shoppers use social media to comment on their purchases and another significant number go on to write reviews.

This is pure “word-of-mouth” publicity that can have significant benefits for brand awareness increased conversions.



Image Source: [MobileAwesomeness.com](#)



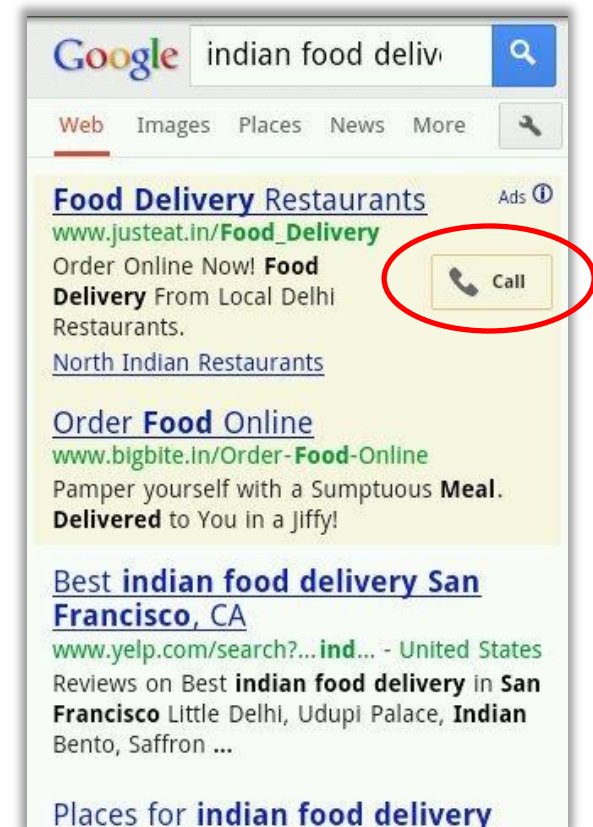
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Mobile eCommerce Tips and Tricks

Match mobile ads to customer intent

Understand the needs of customers who look up your brand or related keywords on Google using a mobile device and serve ads with a “Click-to-Call” link.

For example, someone searching for “indian food delivery” places is likely to appreciate seeing the call button in this ad.

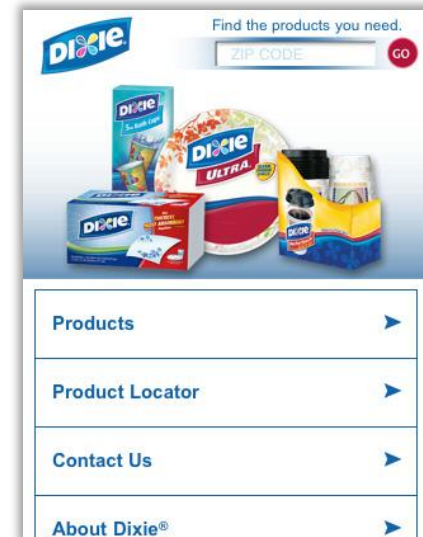


Mobile eCommerce Tips and Tricks

Avoid the need for horizontal scrolling and zooming



Dixie normal website



Dixie mobile website

Setup the mobile version of your website so that users don't have to scroll horizontally. Also try to ensure that all information is easily viewable without the need for zooming. [Dixie](#) gets it right with their [mobile website](#).

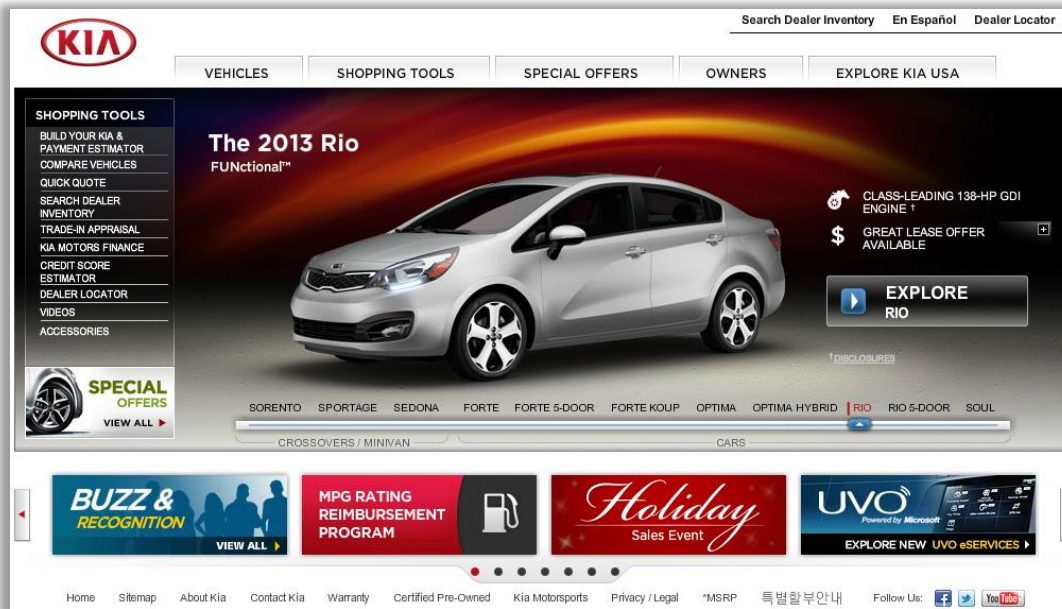
Image Source: [MobileAwesomeness.com](https://www.mobileawesomeness.com)



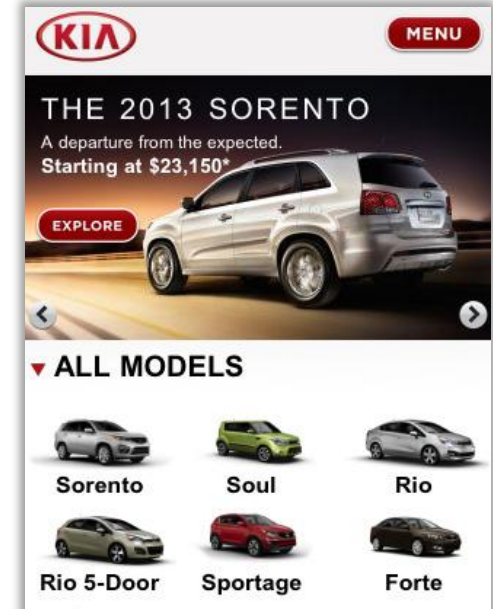
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Mobile eCommerce Tips and Tricks

Clean up the clutter



KIA web



KIA mobile

Space on a mobile phone is constrained so you should look to prioritize content and strip your mobile pages of any clutter. This also helps because most phones are on 2G or 3G, instead of other high speed networks. Good size for a mobile page is about 75KB.

Mobile eCommerce Tips and Tricks

Don't let your mobile website break across screen sizes



Between iPhone, iPad, Android and BlackBerry smartphones and tablets, there are more than 500 screen sizes out there. You can't create a website for all, but you should invest in responsive design that scales across all.



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Mobile eCommerce Tips and Tricks

Chuck all these tips and tricks and just test it



Like we've always said, best practices are simply generalized insights that don't always work. What is important is to understand your visitors/customers and start testing.



Overview of the Mobile Testing Functionality in Visual Website Optimizer


A quick walkthrough that'll show you just how easy it is to create A/B, Multivariate and behavioral targeting campaigns for mobile websites in Visual Website Optimizer



**Visual Website
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Mobile Testing Walkthrough

Step 1 of 4

 Enter your URL:

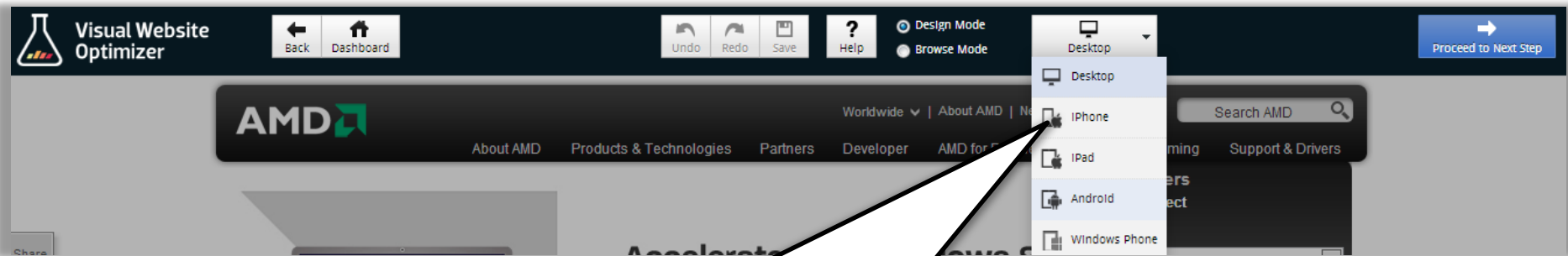
<http://amd.com>

Create Test →

Click on “Create Test” in the Visual Website Optimizer Dashboard and enter a URL as usual.



Mobile Testing Walkthrough



There's a menu in the Visual Editor which allows you to choose the device you want to create a test for. Default is "Desktop" and VWO currently supports iPhone, iPad, Android and Windows Phone devices.



Mobile Testing Walkthrough

The screenshot displays the Visual Website Optimizer interface. At the top, the logo and name 'Visual Website Optimizer' are on the left. Navigation buttons include 'Back', 'Dashboard', 'Undo', 'Redo', 'Save', 'Help', 'Design Mode', 'Browse Mode', and a device selector set to 'iPhone'. A 'Proceed to Next Step' button is on the far right. The central area shows a mobile device mockup displaying the American Red Cross mobile site. A speech bubble on the left points to the mockup, stating: 'Mobile version of website (if any) corresponding to that device will open in the Visual Editor'. Another speech bubble on the left points to a yellow notification box at the bottom left, which contains the text: 'Your test is now configured to run for iPhone users only' followed by two bullet points: 'Your test URL has been changed to http://www.redcross.org/m/index.jsp' and 'Segmentation has been changed to iPhone'. On the right side, a speech bubble points to a small mobile device icon, stating: '“Rotate” button'. At the bottom right, a 'Variations (2)' panel is visible, showing 'Control' and 'Variation 1' with an '+ Add Variation' button.

Visual Website Optimizer

Back Dashboard

Undo Redo Save Help ? Design Mode Browse Mode iPhone

Proceed to Next Step

Mobile version of website (if any) corresponding to that device will open in the Visual Editor

Test URL and Segmentation settings are automatically updated

Your test is now configured to run for iPhone users only

- Your test URL has been changed to <http://www.redcross.org/m/index.jsp>
- Segmentation has been changed to iPhone

“Rotate” button

Variations (2)

Control

Variation 1

+ Add Variation



Mobile Testing Walkthrough

The screenshot displays the Visual Website Optimizer interface. At the top, the logo and navigation buttons (Back, Dashboard, Undo, Redo, Save, Help, Design Mode, Browse Mode, iPhone) are visible. A central smartphone mockup shows the American Red Cross mobile site with a context menu open over an image, offering options like Change Image, Edit Image, Edit HTML, Clone Element, Rearrange, Move, Resize, Hide, Remove, Change CSS, and Select Parent. A text box on the left explains the purpose of creating variations. A yellow notification box at the bottom left confirms the test is configured for iPhone users, showing the updated URL and segmentation. A variations panel at the bottom right shows a control and one variation, with an option to add more.

Create Variation(s) as you would do on a non-mobile website.

Your test is now configured to run for iPhone users only

- Your test URL has been changed to <http://www.redcross.org/m/index.jsp>
- Segmentation has been changed to iPhone

Variations (2)

Control
Variation 1

+ Add Variation



Mobile Testing Walkthrough

The screenshot displays the Visual Website Optimizer (VWO) interface. At the top, a dark navigation bar contains the VWO logo, a 'Back' button, a 'Dashboard' button, and a set of editing tools: 'Undo', 'Redo', 'Save', 'Help', 'Design Mode' (selected), and 'Browse Mode'. On the right side of the bar are an 'iPhone' device selector and a 'Proceed to Next Step' button.

The central area shows a mobile phone screen displaying a website for 'THE HUT'. The website content includes 'FREE GLOBAL DELIVERY', the brand name 'THE HUT™', and a navigation link 'SHOP BY DEPARTMENT | SHO'. A 'Change Text' dialog box is open over the phone screen, showing the text 'FREE GLOBAL DELIVERY' in a text input field, with 'Cancel' and 'Done' buttons at the bottom.

In the bottom-left corner, a yellow notification box states: 'Your test is now configured to run for iPhone users only' and 'Segmentation has been changed to iPhone'. In the bottom-right corner, a green sidebar titled 'Variations (2)' lists 'Control' and 'Variation 1', with an '+ Add Variation' button at the bottom.



Mobile Testing Walkthrough

Step 4 of 5

Which visitor actions would you like to track for this test?

			Primary ?	Delete
Goal #1	triggers when visitor	clicks on a link: <input type="text" value="http://"/>	<input checked="" type="radio"/>	<input type="text" value="-"/>
<div>+ Add another goal</div> <div><div>clicks on a link:</div><div>visits a page:</div><div>submits a form to:</div><div>engages on the page</div><div>triggers custom conversion at URL:</div><div>generates revenue at URL:</div></div>				

← Back

Next →

Setup goals as usual



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Mobile Testing Walkthrough

About Test

Test name:

Notes:

Test Pages and Audience

Run test on URL(s): [Change](#)

Percentage traffic to include in test: [Change](#)

Target test to a Segment [?](#) [Cancel](#)

Mobile Device

Is equal to

iPhone x

[+ Add visitor condition](#)

Other Settings

Are multiple different domains involved in the test? [?](#) ☐

Enable heatmap for this test? [?](#) ☒

Integration with Google Analytics [?](#) Disabled [Change](#)

Automatically disable losing variations? [?](#) ☐

Automatically show winner to all visitors? [?](#) ☐

Test URL and Segmentation automatically reflect device information

Heatmaps only show "Finger Taps" and not Dragging lines



Mobile Testing Walkthrough

Finally, include code snippet in the Head section of your mobile/responsive website and click “Start Test”



And your test is live!



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Mobile eCommerce Resources

Free resources you can use right now to gain a better understanding of your target market and mobile eCommerce usability



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Mobile eCommerce Resources

[The Mobile Playbook](#) by Google



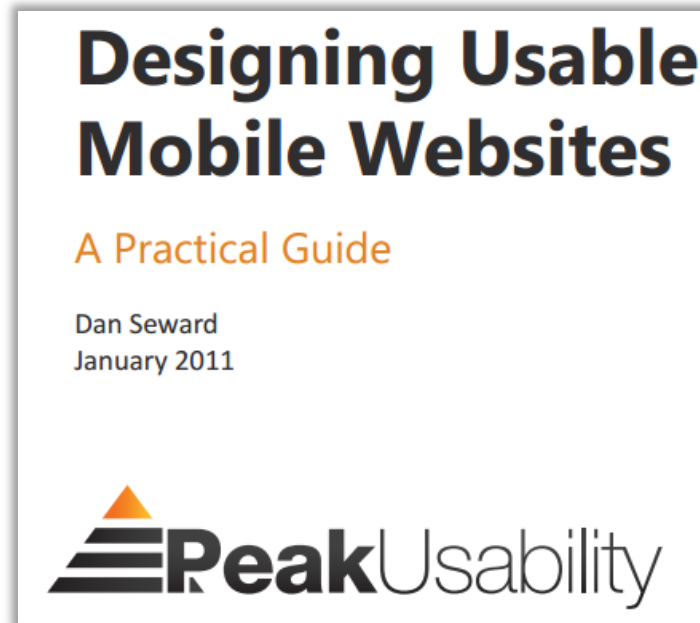
A free, interactive web-guide by Google on how to best leverage your mobile presence for the different kinds of customers out there. This is a must read.



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Mobile eCommerce Resources

[Designing Usable Mobile Websites](#) by PeakUsability



A free PDF by [PeakUsability](#) on designing usable mobile websites. Filled with a plethora of best practices.

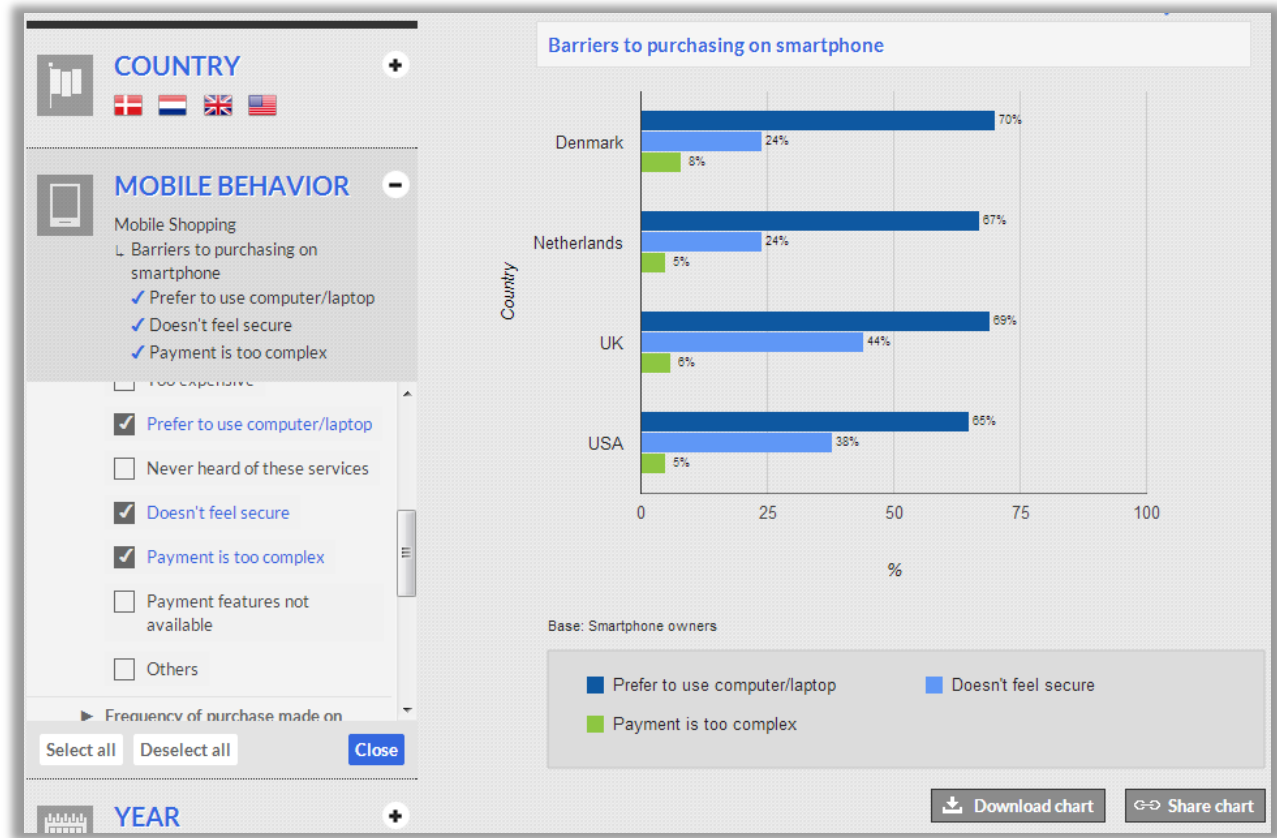


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Mobile eCommerce Resources

[Our Mobile Planet](#) by Google

Explore & export data on mobile shopping, advertising, usage and behavior in your country using Google's Our Mobile Planet.



Get started with Mobile A/B testing!

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To schedule a demo, send an email to sales@wingify.com
All trial accounts have Mobile A/B testing enabled!



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