Testing & Optimization for Mobile Devices

A quick guide by the very fine folks at

Visual Website 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

Visual Website Optimizer

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.
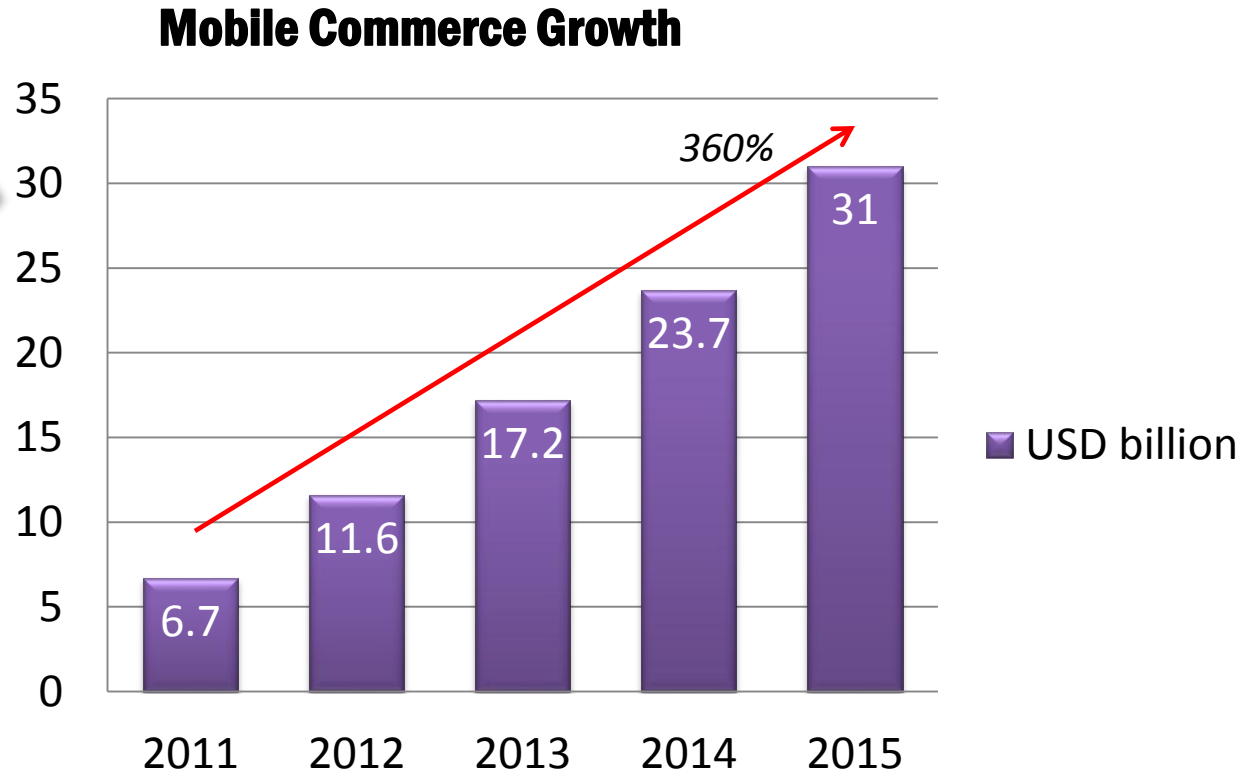
Mobile and Tablet eCommerce Statistics

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

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.

Mobile Commerce Growth

360%

Year	USD billion
2011	6.7
2012	11.6
2013	17.2
2014	23.7
2015	31

Source: eMarketer

Visual Website Optimizer

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

Visual Website Optimizer

Mobile eCommerce Statistics (continued)

Shopping activities by US Smartphone Owners

Smartphones and Tablets are primarily used for pre-sale activities. Tablet users have a higher propensity to buy.
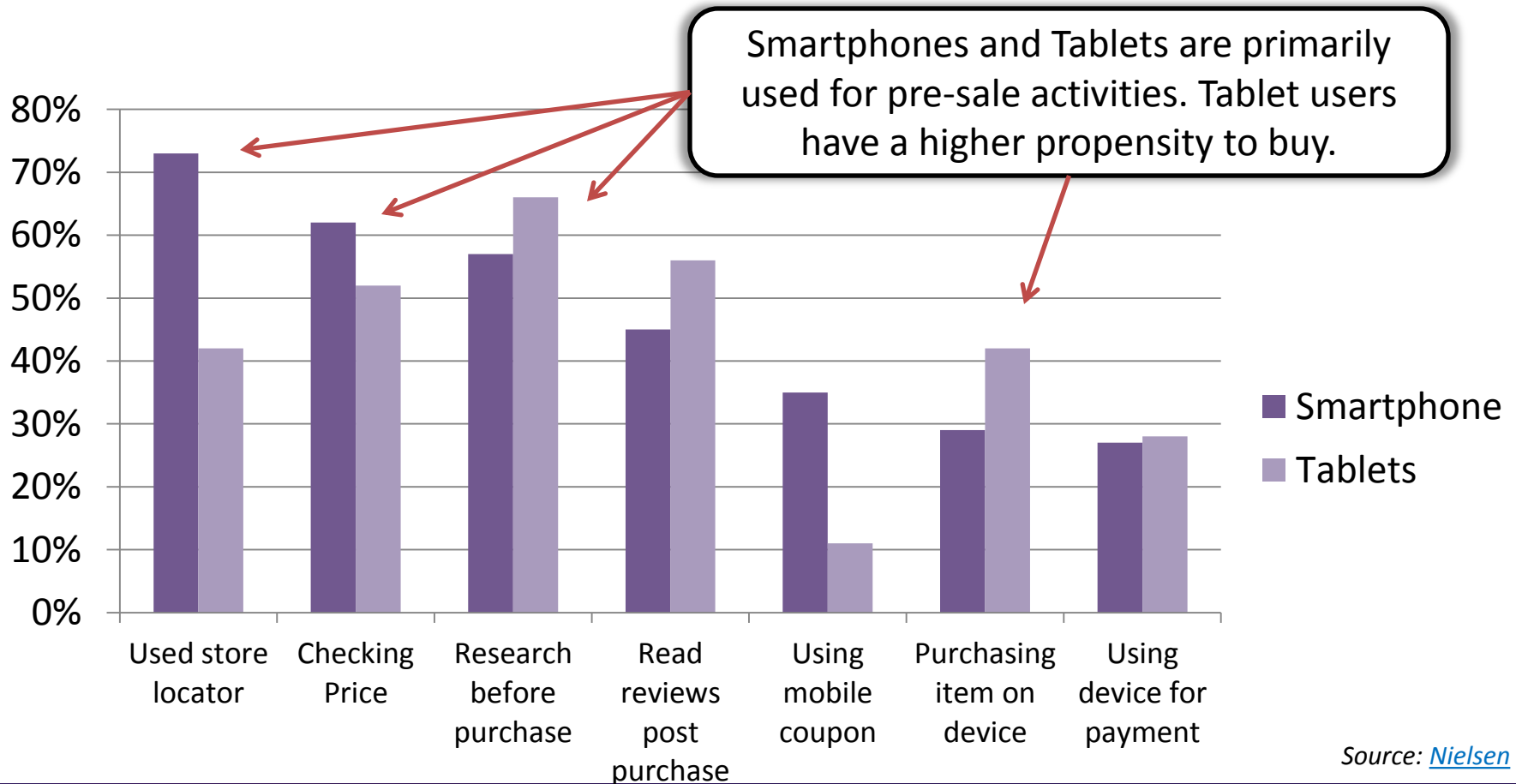
Source: Nielsen

Visual Website Optimizer

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

Visual Website Optimizer

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

Mobile eCommerce Tips and Tricks

How to see mobile data for your website on Google Analytics

In the "Standard Reporting" see
Audience > Mobile > Overview
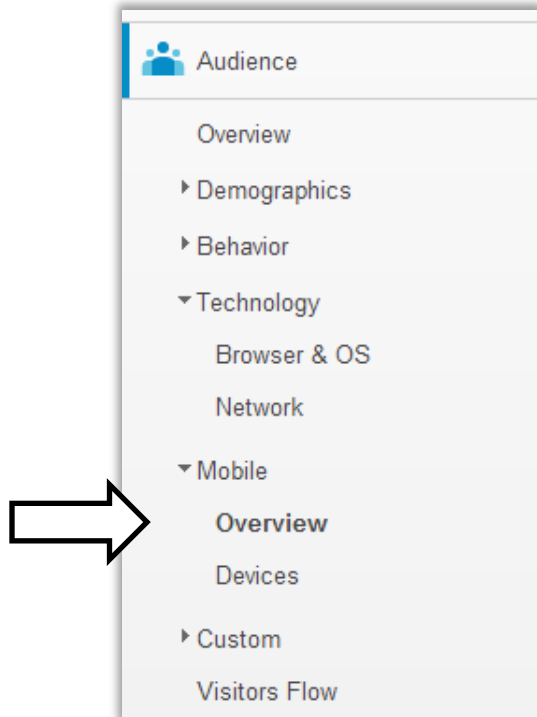
In "Advanced Segments" select
Mobile Traffic and Tablet Traffic

Visual Website Optimizer
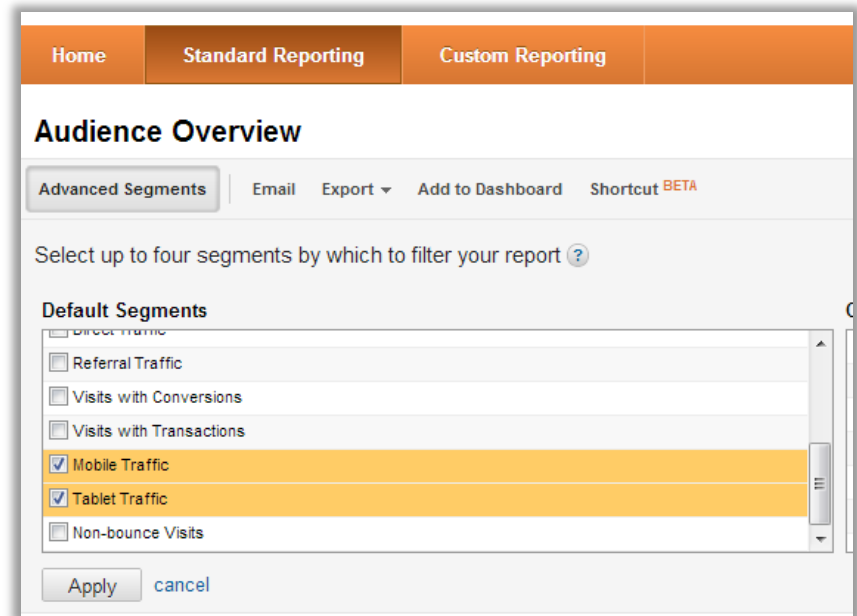
Mobile eCommerce Tips and Tricks

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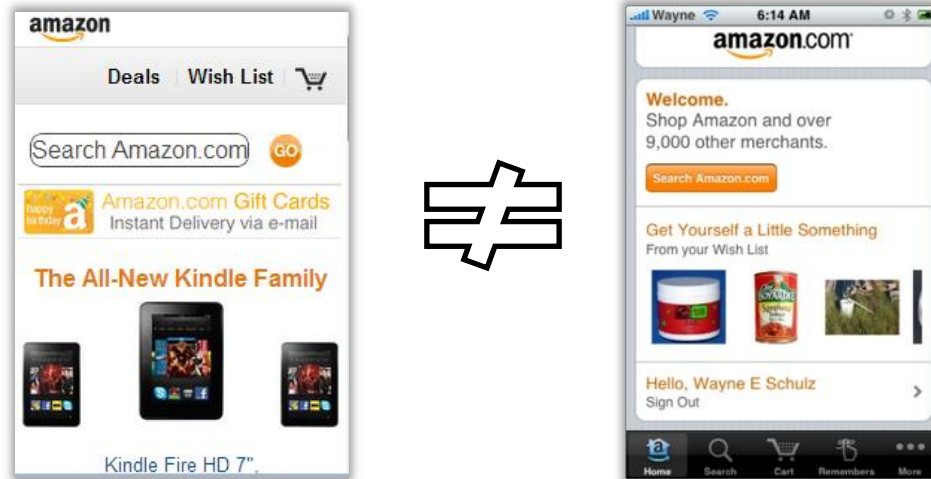
If your customers come to your mobile website only occasionally, it makes sense to not invest in an app. Create an app when you see a regular stream of visitors on your mobile website and you have figured out a way to meaningfully engage with them.

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

Visual Website Optimizer

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

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

Visual Website Optimizer

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.

Visual Website Optimizer
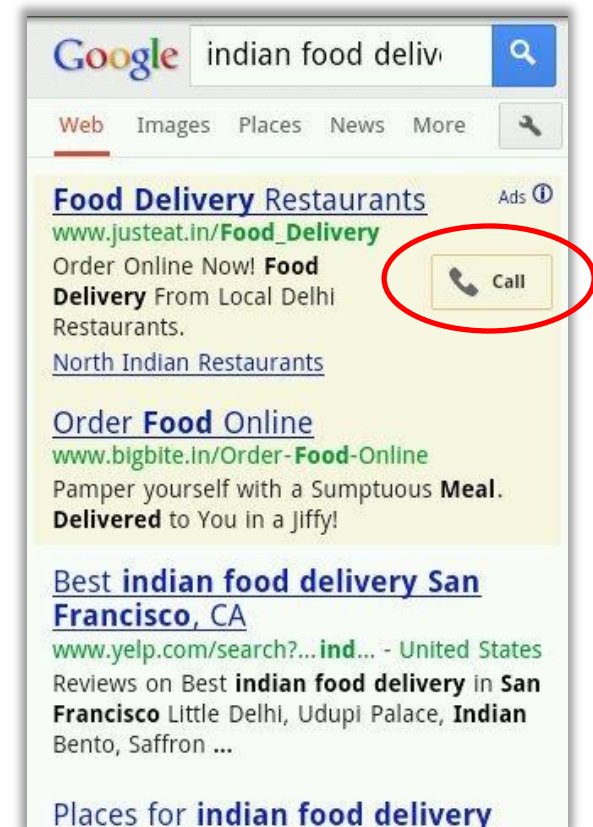
Mobile eCommerce Tips and Tricks

Avoid the need for horizontal scrolling and zooming

Dixie normal website
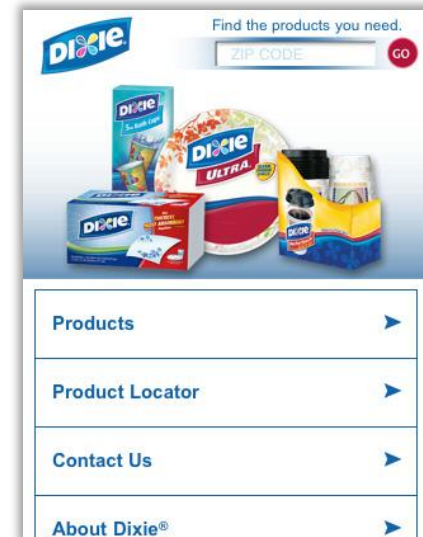
Dixie mobile website

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

Mobile eCommerce Tips and Tricks

Clean up the clutter
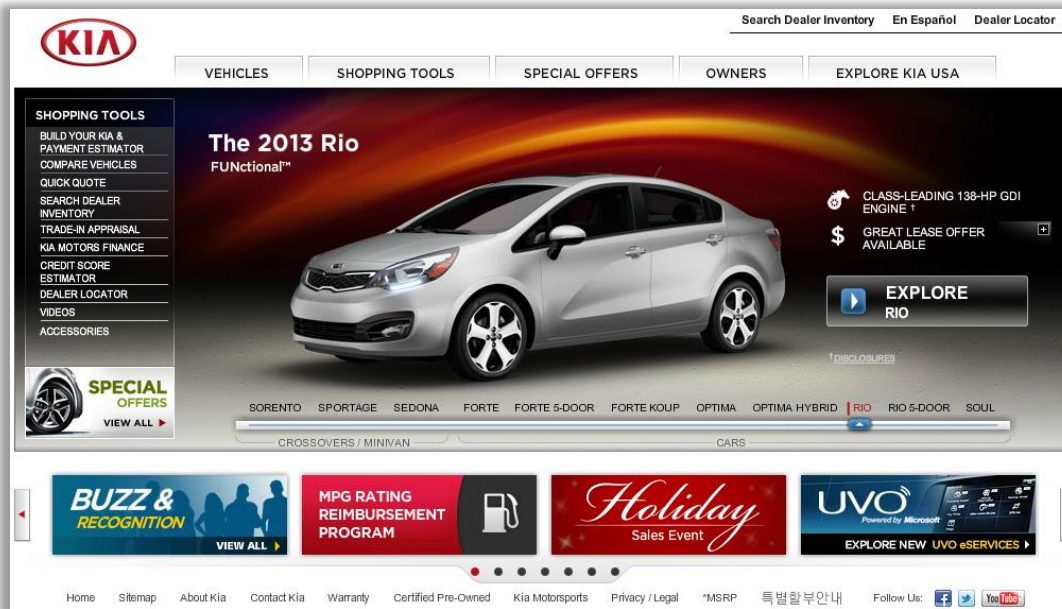
KIA web
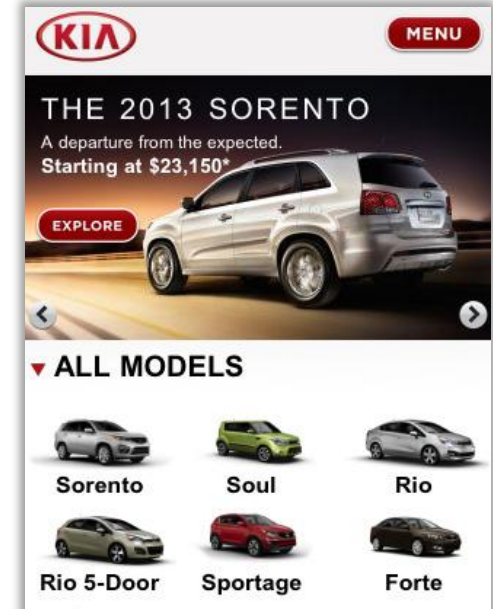
KIA mobile

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.

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 Optimizer

Mobile Testing Walkthrough

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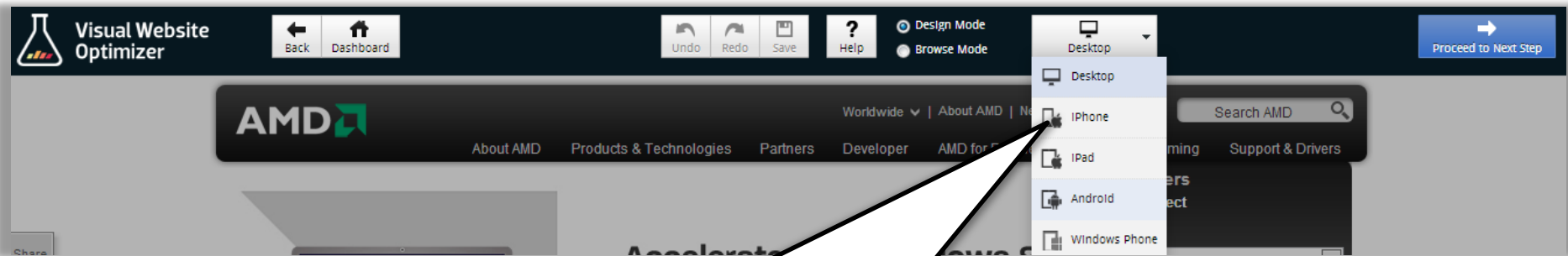
There's a menu in the Visual Editor which allows you to choose the device you want to create a test for. Default is "Desktop" and VWO currently supports iPhone, iPad, Android and Windows Phone devices.

Mobile Testing Walkthrough

Mobile Testing Walkthrough

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

Mobile Testing Walkthrough

Mobile Testing Walkthrough

Setup goals as usual

Visual Website Optimizer

Mobile Testing Walkthrough

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!

Mobile eCommerce Resources

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

Mobile eCommerce Resources

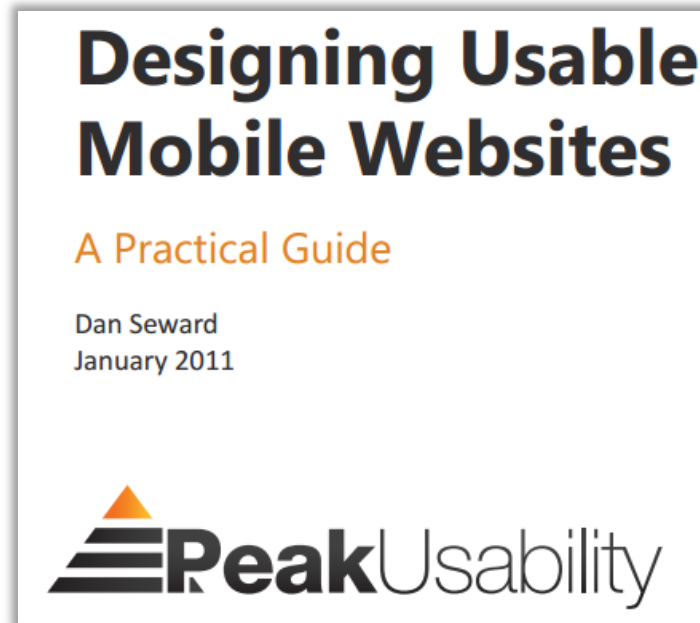*[The Mobile Playbook](#)* *by Google*

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.

Visual Website Optimizer

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.
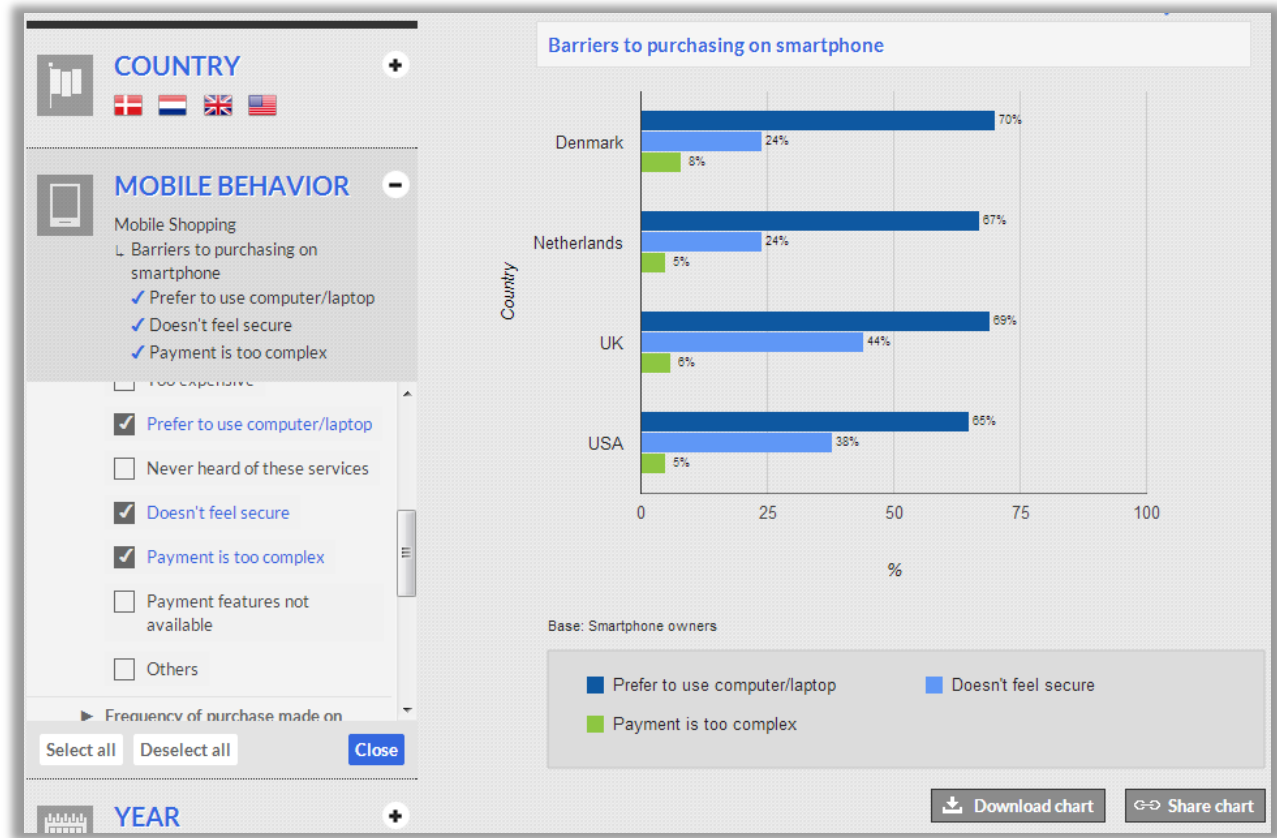
Visual Website Optimizer

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!

Sign up for a FREE 30 day trial

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

Visual Website Optimizer