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Help on Testing and Tracking Your Sites For Increased Performance

Performance improvement testing is a tool that not a lot of online marketers do. If you want higher performing websites and copy of any type, then this is what you must do. You can employ testing to improve any sort of conversion from a sale to an optin. Internet marketers who employ testing use it chiefly on sales pages and squeeze pages, but it may be employed on any page on a website. For sales letter copy or squeeze pages, the best item to test first is ordinarily the heading. The principle is very easy to grasp because majority of people are going to only be performing A/B split testing. We will look at this important subject of testing and tracking in the rest of this article.

Undoubtedly it is advisable to check around and search. If you already know where to check you are able to have yourself a [free business website](#). Testing solely will not do anything that will be of useful to you. More knowledgeable online marketers will immediately think of tracking when a person mentions testing. You need to have a dependable tracking script in place so you can record when anyone clicks on a link. Technically, with a squeeze or landing page you will be able to ascertain your conversions with subscribers. If you need an effective tracking script that doesn't cost anything, then you may want to check out Google Analytics.

Testing is crucial due to the fact that no person on the earth can write the highest converting copy with their first final draft. The same with creating websites, or design, because they can have errors in them that might cause troubles. The highest paid copywriters on earth never create the best copy they can the first time. Apparently, there is only one path to improvement which is testing and tracking. We think most internet marketers are unable to do this because they just do not know, or they are simply too lazy to do it.

The least complicated approach to test a squeeze page, for instance, is to utilize a simple URL rotator script. This is usually a PHP based script that requires adding the dot php file extension at the end of the page URL being tested. You need to have two copies of the page you are testing because they will have one thing that is different between them. Be sure you just modify one thing such as the title, for example. Testing only one item is crucial because you should determine what triggered any conversion rate variations. There is another way for testing more than one item at one time, multivariate testing, but that is fairly complicated and will not be discussed.

I have in actuality taken a sales letter that converted very poorly when initially released using Google Adwords and evaluated it. The very first time I began to advertise it, the sales copy managed to convert sub-1%. After approximately a few weeks of testing, I managed to sustain a conversion rate of nearly 7% with cold traffic which is the most difficult website traffic to convert. You can better your entire business and learn many things about creating higher performing copy with testing.

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