

# Research & Analysis Checklist

## IS YOUR TESTING PROCESS UNHEALTHY?

Make sure you complete the 7 Step Research Process before you begin testing your website. These steps are the roadmap for future testing!

### 1 ANALYTICS CHECK-UP

Firstly, ensure that everything is being tracked properly and that Google Analytics is set up correctly. Proper tracking is crucial to measuring testing success. Establish and review conversion funnels and baseline conversion rates for goals on your site.

### 2 MARKETING ANALYSIS

No matter how well the site is optimized for conversions, it means nothing if poor traffic is constantly being sent to it. Make sure to review mediums and traffic sources for poor performance.

### 3 TECHNICAL ANALYSIS

Bugs, bot traffic, and other technical issues can be conversion killers. Plug those leaks by doing cross-browser testing, cross-device testing, site speed analysis, site search insights, content grouping reviews, and more.

### 4 HEURISTIC ANALYSIS

Identify areas of concern and interest based on past experience and expertise. Review top pages for friction issues, relevancy, clarity, value and distractions that hinder success.

### 5 VISITOR FLOW

Analyze which paths users take toward completing goals on your site, breaking them down by length, traffic type, landing page or other appropriate metrics. Check forms to see which fields have the highest hesitation, drop-off and ignore rates.

### 6 FORM ANALYSIS

Evaluate friction points, such as hesitation, ignore rate and drop-off rate that may be hindering form completion to optimize the flow through the form and increase conversions.

### 7 BEHAVIOR ANALYSIS

Research heatmaps, visitor recordings and scroll maps that show how visitors use your website.

## MY RESULTS


Now that you have the research, you can begin testing! But where do you begin? At Simpleview, we use our [S.I.M.P.L.E. Framework™](#) to rank each possible optimization so we can determine which areas will move the needle the furthest, the fastest.