



Warum die meisten A/B Tests unzuverlässig sind ...

...
und was man stattdessen
machen kann

Tamara Zimmermann
otago







⚡ Traffic

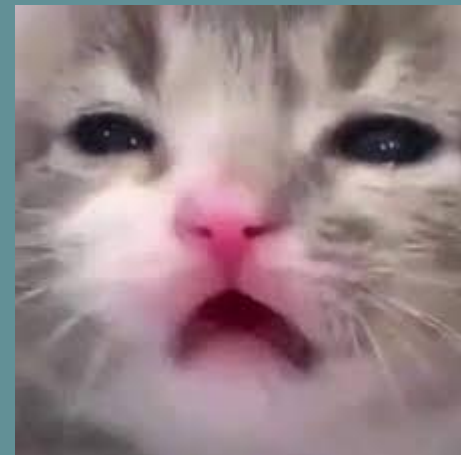
⚡ Laufzeiten

⚡ Traffic-Quellen

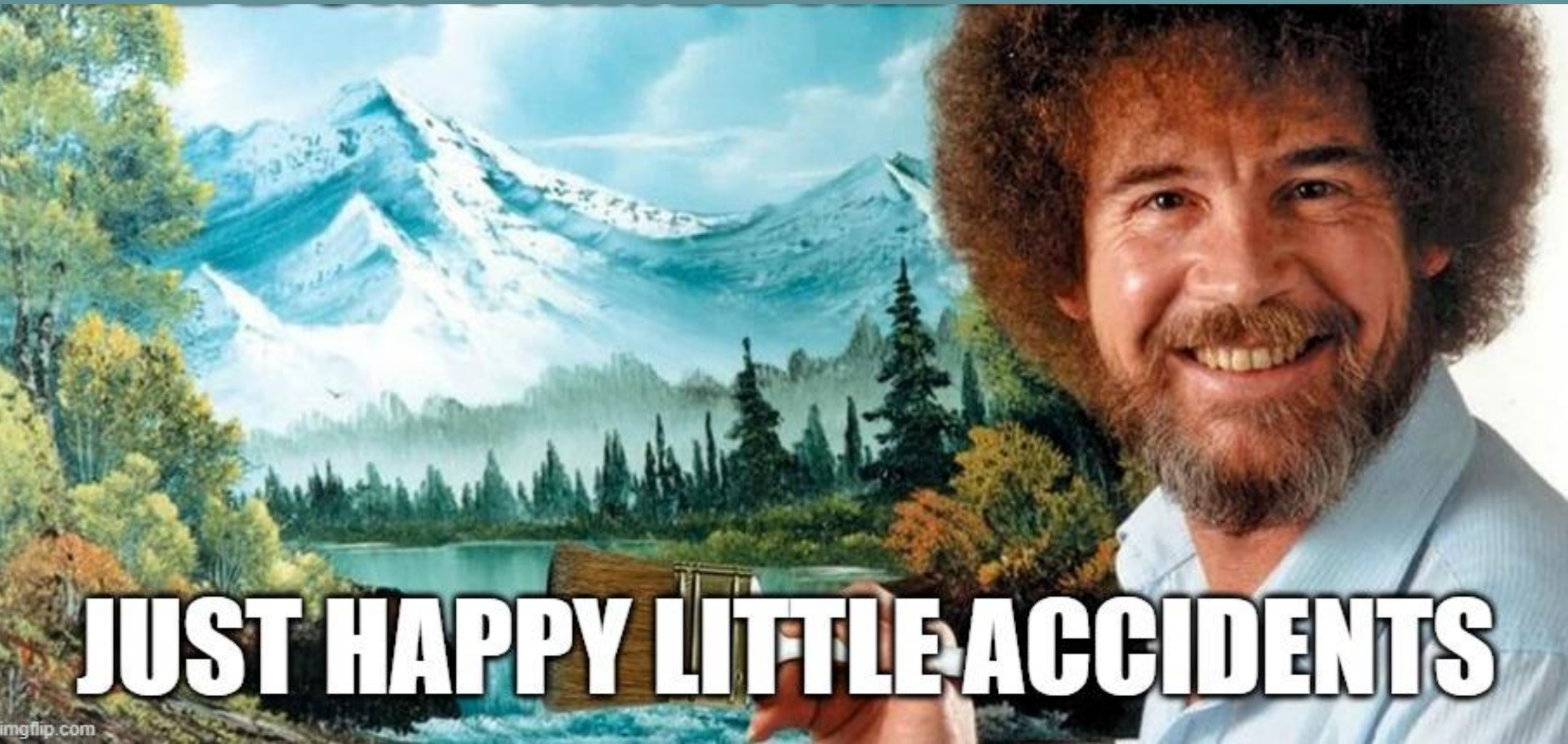
⚡ Signifikanz



Unzuverlässige Testergebnisse
führen zu **falschen** Entscheidungen



Also ...
wie damit umgehen? 🤔



Warum die meisten A/B Tests unzuverlässig sind ...

...
und was man stattdessen
machen kann

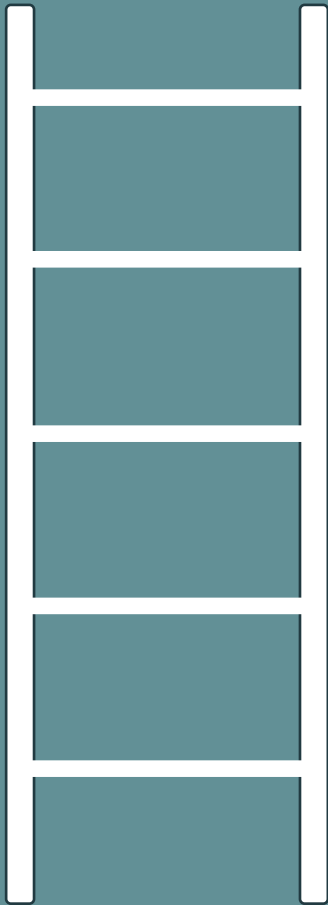




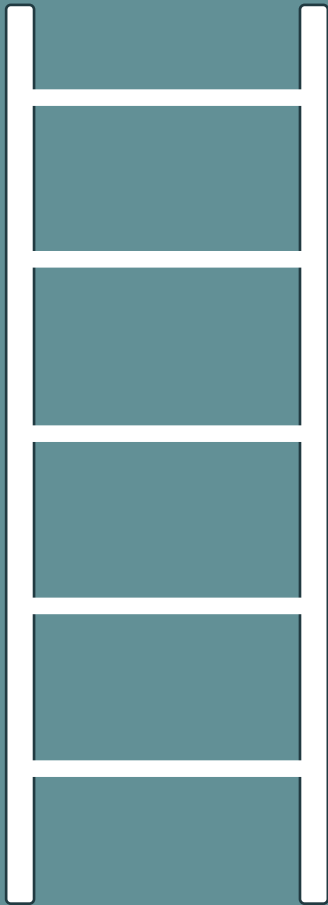
...

und was man stattdessen
machen kann

otago Optimierungs-Leiter



otago Optimierungs-Leiter



Best Practices clever nutzen



Best Practices clever nutzen



Warum wir hinschauen müssen

Erprobte Hebel bleiben oft ungenutzt ⚠️ 🔔

- ▼ Neuheiten oder **Innovation** – oft ohne Grund
- ▼ **Bewährte Hebel**, Design-Regeln und allgemeine „Richtlinien“ werden übersehen
- ▼ Verschenkt Umsatz und Zeit

Die Leitersprossen der Optimierung

Best Practice Checklisten

24-Point Conversion Rate Optimization Checklist

By Oleksii Kovalenko

In the conversion rate optimization checklist below, you will find tactics and tips you can implement on your e-commerce website.

43-point conversion rate optimization checklist to bring you real results

Here are 43 proven CRO strategies that drive real results. Dive in!

43-point conversion rate optimization checklist

- ☐ Set up a multi-step popup for new visitors
- ☐ Set up a discount reminder sticky bar
- ☐ Remind returning visitors of their last visited products
- ☐ Implement a purchase satisfaction survey
- ☐ Recover cart abandoners with a cart reminder
- ☐ Recommend your most popular products on category pages
- ☐ Promote new products for returning customers
- ☐ Embed product recommendations in your blog articles
- ☐ Promote your free shipping threshold based on cart value
- ☐ Ask new email subscribers a question to segment them
- ☐ On-site survey for visitors who leave without buying
- ☐ A/B test your popup offer
- ☐ Add a benefit-driven headline on product pages
- ☐ Include a benefit list on product pages
- ☐ Add a testimonial at the top of your product pages
- ☐ Use heatmaps to monitor click behavior

Copy Our Proven Conversion Rate Optimization Checklist

Table of contents

CRO Checklist Strategy and Tools

Take Our Conversion Rate Optimization Checklist

Using Our CRO Checklist: Guided Walkthrough



Make your website better. Instantly.

Free 30-Day Trial



Peter Lowe | February 19, 2025

Disclosure: Our content is reader-supported, which means we earn commissions from links on Crazy Egg. Commissions do not affect our editorial evaluations or opinions.

This conversion optimization rate (CRO) checklist is designed to help absolutely anyone audit their site and make the most out of their traffic.

I did not write this expecting every reader to be part of a dedicated CRO team.

If you are looking to drive revenue at your business by optimizing your website conversion rate, this post is for you.

Your 9-Point CRO Checklist To Drive Conversions

in. read Summarize in ChatGPT

Search Writer

ting many site visitors and leads. You don't want it, but you'd like it to generate more conversions

ization? | CRO Basics and Tips for Suc... Watch later Share

Get more leads? TRY CRO!



53-Point CRO Checklist to Boost Conversions

Growbo > Blog > CRO > 53-Point CRO Checklist to Boost Your

By Matt Ackerson — Get free updates on new posts [here](#)

53-POINT CRO CHECKLIST TO INCREASE YOUR CONVERSION RATE



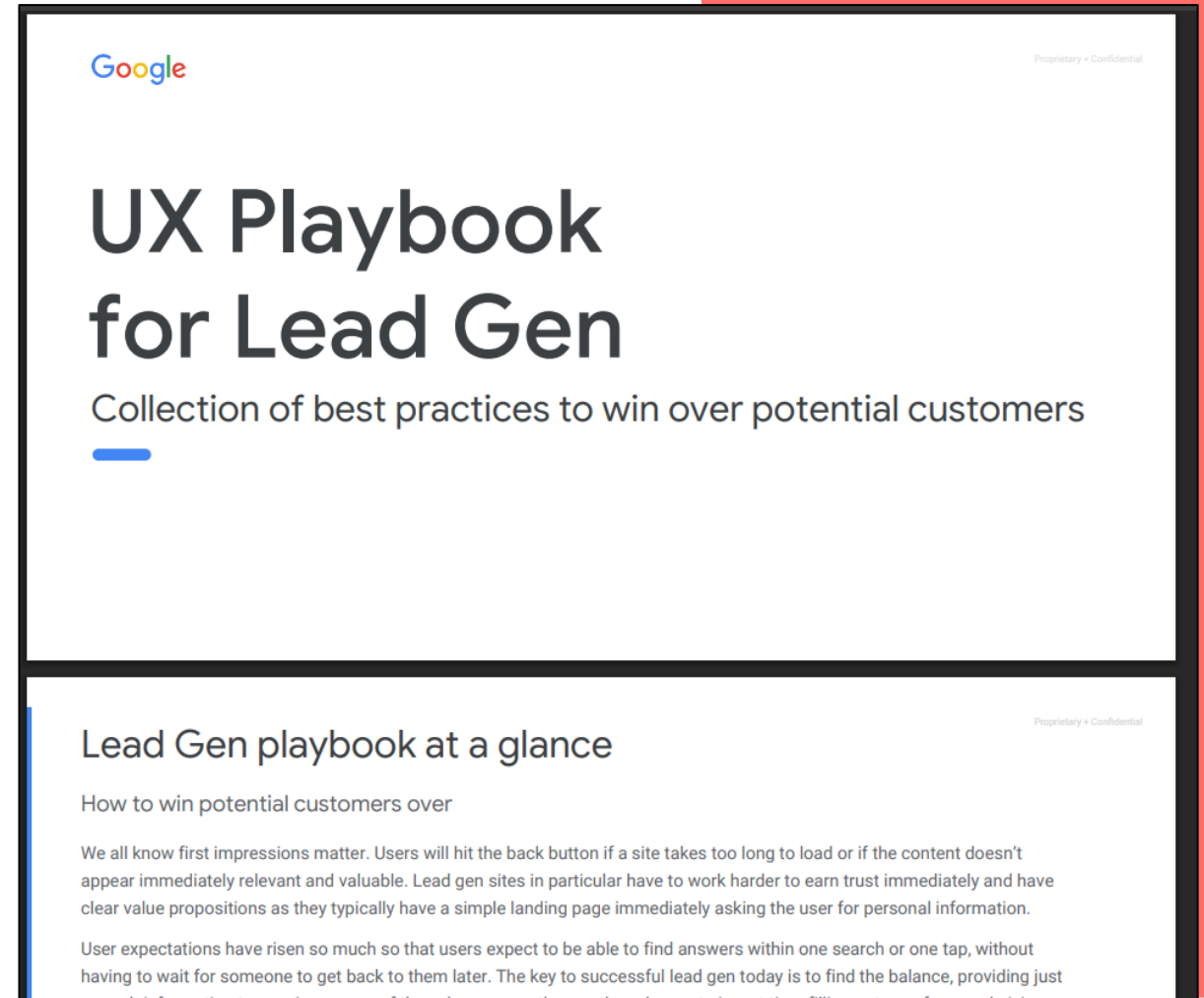
In business, if you know one thing for sure, it's that selling means growth.

In the last few years, [we've grown fast](#).

Die Leitersprossen der Optimierung

Google UX Playbooks

- ▼ E-Commerce
- ▼ Lead Generierung
- ▼ Finanzseiten
- ▼ Immobilienseiten
- ▼ News und Content-Seiten
- ▼ Reiseseiten
- ▼ Automobilbranche



All recommendations
should be A/B tested!

Ecommerce playbook at a glance

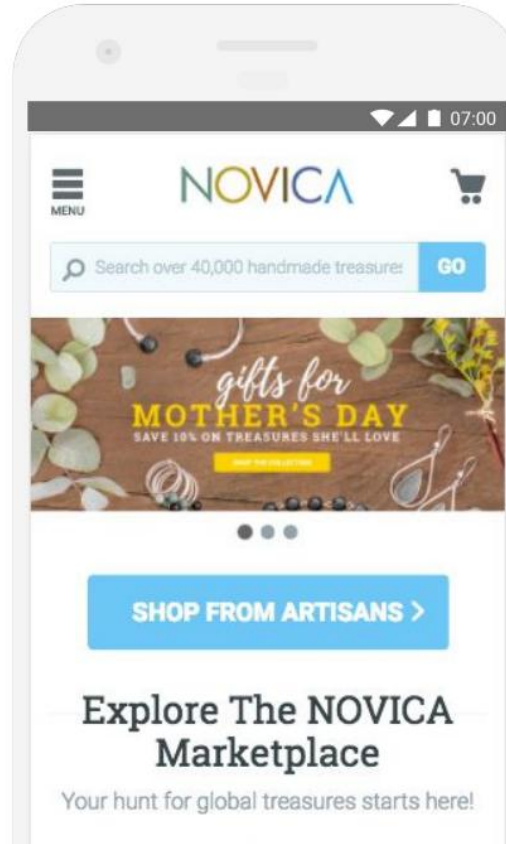
Creating frictionless experiences across the funnel



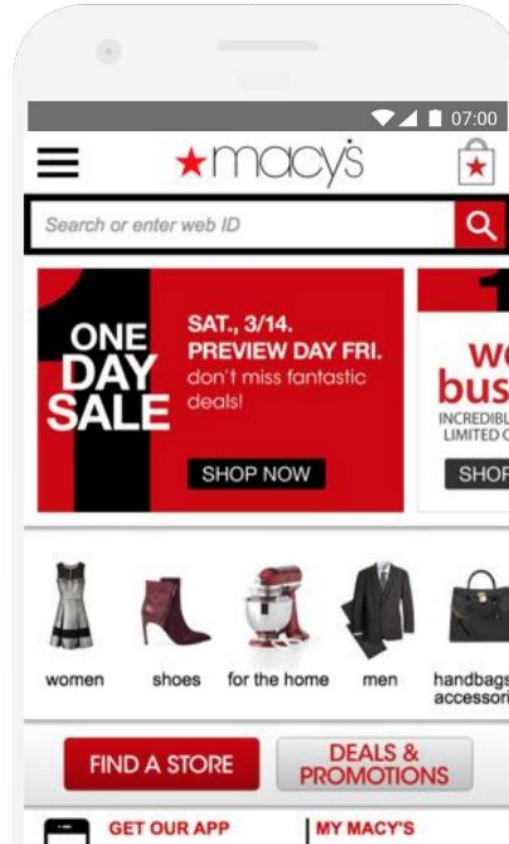
Remove automatic carousels, instead opt for user initiated

Proprietary + Confidential

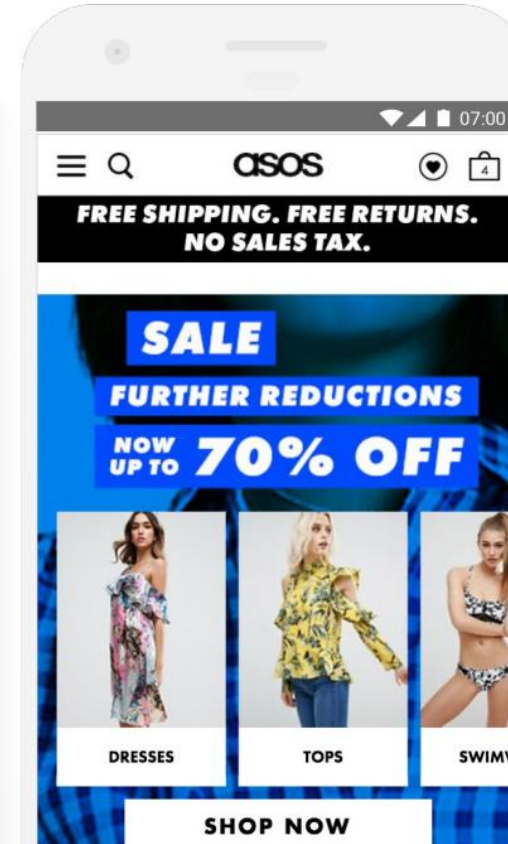
novica.com



macys.com



asos.com



oogle

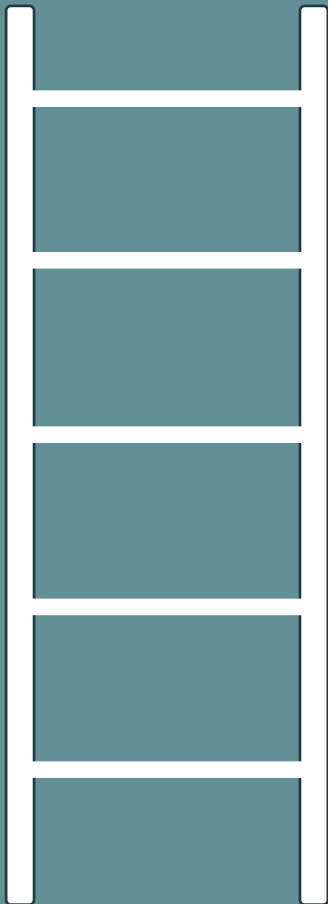
Form optimization best in class: (Single Page): **Warby Parker**

The image shows a mobile app interface for Warby Parker. At the top, the status bar shows signal strength, battery, and the time 07:00. Below the status bar is a header with the text "WARBY PARKER". Under the header are three tabs: "Information", "Prescription", and "Review". The "Information" tab is selected. Below the tabs is a section titled "Your details". This section contains four text input fields: "First and Last Name", "Email", "Password", and "Phone". Below these fields is a checkbox with the text "Text me updates about my order! And yes, I agree to these terms." and a small blue circular icon with a white "i". Below this is a horizontal line. Below the line is a section titled "Ship to". This section contains one text input field: "First and Last Name".

Problem to solve: How do I help users pay quickly and easily?

- ❑ Reduced number of fields – First and last name consolidated, no second address line
- ❑ Don't make user input password twice
- ❑ In-line validation (green dots)
- ❑ Notification if a field is skipped
- ❑ Auto-fill used
- ❑ Address info uses Google Places API to autofill 5 shipping fields
- ❑ Credit card field doesn't expand until clicked into
- ❑ Billing is shipping by default
- ❑ Customer service contact capabilities at the bottom

otago Optimierungs-Leiter



Quantitative Insights



Best Practices clever nutzen



Segmentierung statt Durchschnittswerte

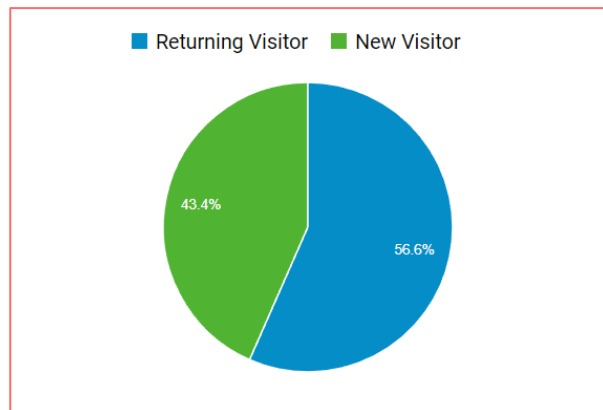


Warum wir hinschauen müssen

Der Durchschnitt lügt ⚠️ 🔔

- ▼ **Unterschiede** sind verschleiert
- ▼ Wenige profitieren, die Mehrheit wird übersehen
- ▼ Segmentierung zeigt, wo es **wirklich hakt**

Die Leitersprossen der Optimierung



uvm.

Segmentierung bringt Klarheit

Beispiele aus der Praxis

 Mobile User brechen das Kontaktformular doppelt so häufig ab

 *Lösung:* Formular auf mobil checken und optimieren → Buttongröße und Platzierung anpassen,...

CONTACT US

If you would like to get ahold of us, please fill in the form below...

Salutation (optional)

Mr. ▾

First and Last Name

Company or Organization (optional)

Email Address

Phone Number (optional)

1 () -

Fax Number (optional)

1 () -

Subject or Topic

Technical support ▾

Comments or Questions

Newsletter (optional)

☒ Yes, I would like to receive a monthly newsletter about deals and offers!

SEND

Korrelation statt Einzeldaten



Warum wir hinschauen müssen

Eine Zahl ist keine Wahrheit ⚠️ 🔔

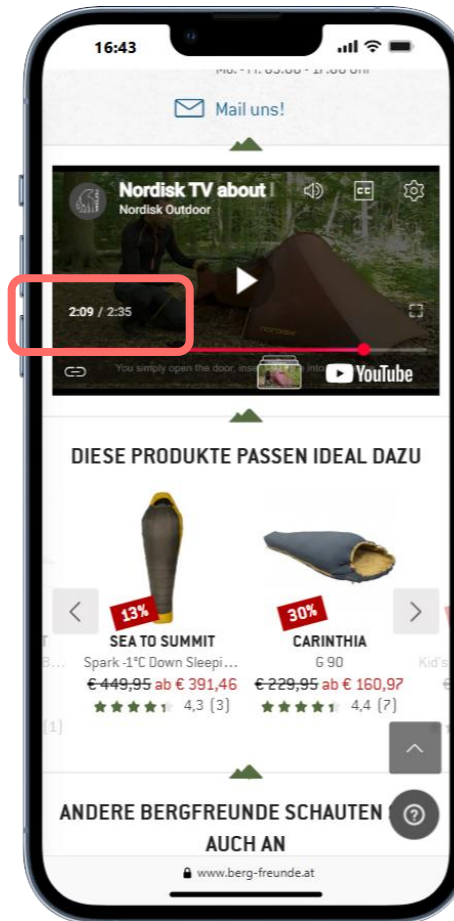
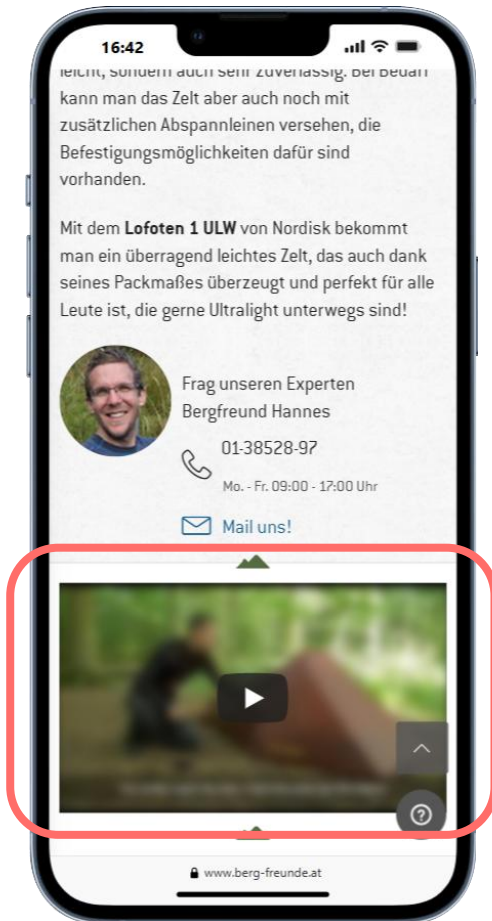
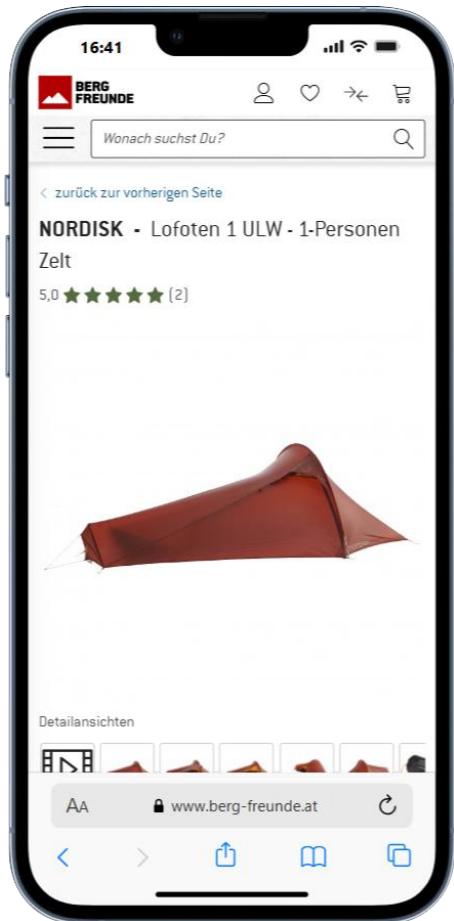
- ▼ Wenig Aussagekraft
- ▼ Im Zusammenspiel entstehen echte Insights
- ▼ Beziehungen zeigen, warum etwas passiert

Die Leitersprossen der Optimierung



Korrelation bringt Aha-Momente

Beispiele aus der Praxis



Echte Userdaten nutzen



Warum wir hinschauen müssen

Bauchgefühl ≠ Fakten

- ▼ Menschen hinterlassen digitale Spuren
- ▼ Klicks, Scrolls, Mausbewegungen = Schatzkarten

Die Leitersprossen der Optimierung

User Tracking: Was passiert WIRKLICH auf der Website?



Clarity
by Microsoft

🔥 **Heatmaps** → Was wird geklickt und was nicht?

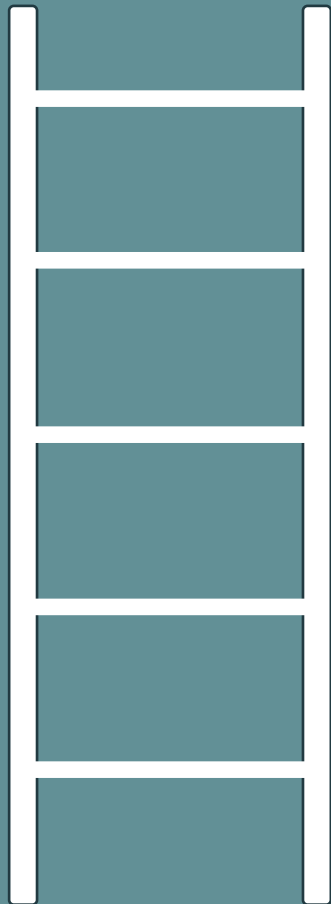
📊 **Scrollmaps** → Wo hören User auf zu scrollen?

💡 **Aufmerksamkeitsanalysen** → Wo bleiben User hängen? Wo scrollen sie drüber?

The screenshot displays the pricing page for Nelio A/B Testing for WordPress. The page is divided into three columns representing different pricing tiers: Basic, Professional, and Enterprise. Each column includes a price per year, a testimonial, the number of tested page views, and a list of features. The Basic plan is for \$149/year, the Professional plan is for \$449/year, and the Enterprise plan is for \$1,249/year. Each plan also offers a free trial and a subscribe button. The Enterprise plan includes additional features like Experiment Scheduling, Auto Stop Experiments, and Immediate Results.

Plan	Price / year	Tested page views	Best for	Includes
BASIC	\$149	5,000	Individuals and Personal Sites, Bloggers, Small Stores	1 site, A/B Testing, Heatmaps and Clickmaps, Unlimited Experiments, Cloud Tracking, WooCommerce Support
PROFESSIONAL	\$449	35,000	Small Business Owners, Small and Medium Companies	Everything in Basic Plan + Up to 5 sites, Multisite, Greedy Algorithm, Advanced Configuration, Quota Control, Priority Email
ENTERPRISE	\$1,249	200,000	Teams focused on Optimization and Large Businesses	Everything in Professional Plan + Up to 10 sites, Experiment Scheduling, Auto Stop Experiments, Immediate Results, Email Notifications, Advanced Developer Support

otago Optimierungs-Leiter



Qualitative Insights



Quantitative Insights



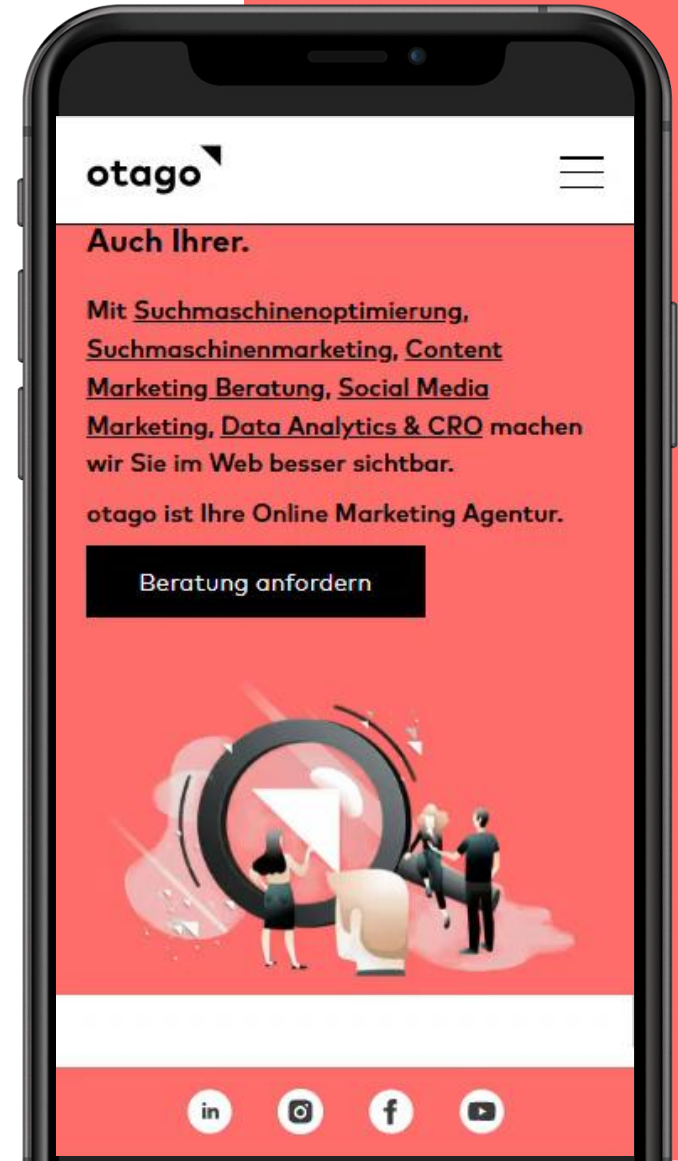
Best Practices clever nutzen



Die Leitersprossen der Optimierung



- ▼ **Recordings** → Jede (🧐) Bewegung des Users einfach nachvollziehen



Direktes User Feedback



Warum wir hinschauen müssen

Warten & raten kosten Zeit ⚠️ 🔔

- ▼ User verraten uns viel – wenn wir fragen!
- ▼ Annahmen haben oft nichts mit der Realität zu tun

Die Leitersprossen der Optimierung

▼ Mini-Umfragen und Feedback-Buttons

→ Konkrete Frage an der richtigen Stelle

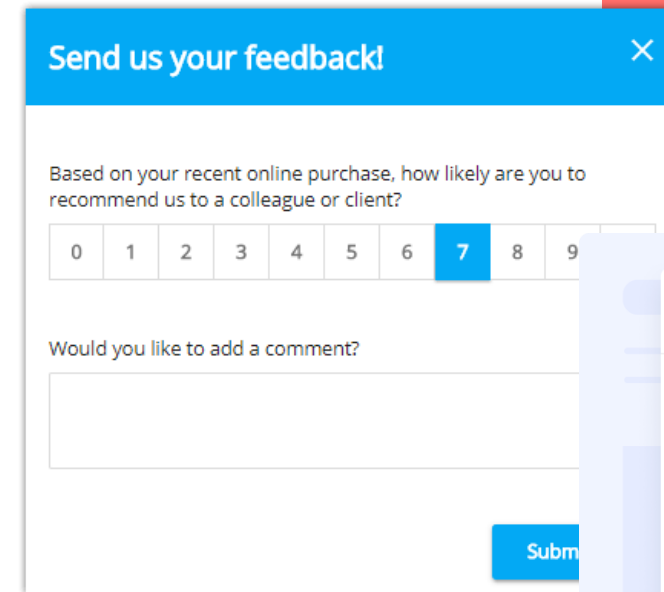
▼ Kurze User Tests

→ Echte Userinteraktionen beobachten

▼ Einfache Aufgabenstellung

▼ Think Aloud Methode

Mit nur 5 (!) Testpersonen lassen sich ca. 80 % der Usability-Probleme aufdecken!



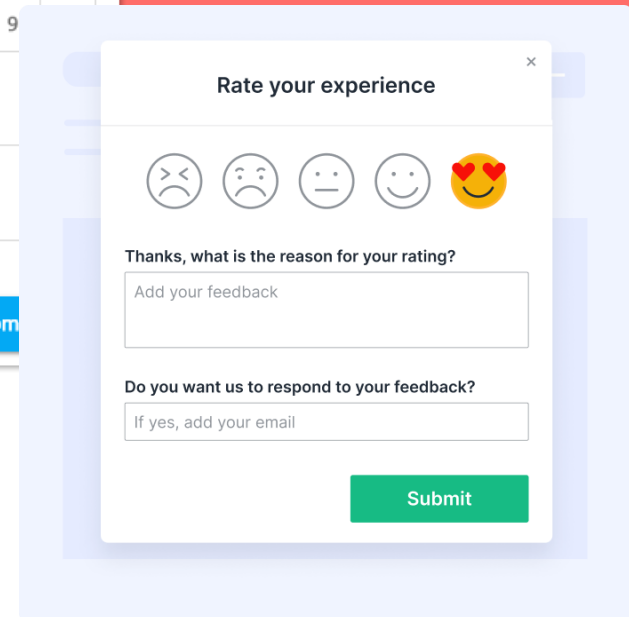
Send us your feedback! ✕

Based on your recent online purchase, how likely are you to recommend us to a colleague or client?

0 1 2 3 4 5 6 7 8 9

Would you like to add a comment?

Submit



Rate your experience ✕

☹️ ☹️ 😐 😊 🥰

Thanks, what is the reason for your rating?

Add your feedback

Do you want us to respond to your feedback?

If yes, add your email

Submit

Praxisbeispiel User Test: Wien Energie

Testpersonen: 5 Personen mit bestehendem Vertrag bei Wien Energie

Website: wienenergie.at

Erwartete Herausforderungen: Navigation und User Führung

Aufgabe: *"Sie ziehen innerhalb von Wien um. Finden Sie heraus, was Sie bei einem Umzug beachten müssen und wie Sie Ihren Strom ummelden."*

Problem: Verwirrende Navigation

Was passiert: User klicken auf "Privatkunden" → suchen direkt Infos zum Ummelden. Keine passenden Infos gefunden.

Grund: Info ist unter "Hilfe & Kontakt" versteckt, nicht bei „Produkte“.

Ergebnis

Abbruchrate: 50% der User brechen ab → Anrufe im Call Center steigen



Deine Optimierungschancen auf einen Blick

Best Practices clever nutzen:

Bewährte Hebel sofort umsetzen
– spart Aufwand und bringt
schnelle Wirkung

Segmentierung statt

Durchschnittswerte: Unterschiede
zwischen Usergruppen erkennen,
falsche Annahmen vermeiden

Korrelation statt

Einzeldaten: KPIs miteinander
verknüpfen für echte Insights

 **User Daten nutzen:** Klicks,
Scrolls, Mausbewegungen
zeigen, wo es wirklich hakt

 **User Feedback einholen:**
Direkte Rückmeldung für
bessere Entscheidungen



Websiteoptimierung ist wie Kaffee trinken: Wer regelmäßig nachlegt, ist immer auf Hochtouren.



Fragen?

Tamara Zimmermann
tamara.zimmermann@otago.at

