060 - Real-life User Experience Tracking - with Quinn Zeda

Gert Mellak 0:00
Hello, welcome this is Gert Mellak from Seoleverage.com. And today we are going to talk about user experience. And I've been doing a little bit of work here. I have a technical background, have been doing web development, testing my own development, testing clients development and improving the user experience up to a certain extent. But obviously, I'm not an expert. And this is why I'm really happy if we can welcome Quinn Zeda today to the show, and have a real conversion expert user testing expert here. Welcome Quinn.

Quinn Zeda 0:32
Awesome, thanks for having me. I'm super stoked to do this.

Gert Mellak 0:36
Awesome, thank you so much. We got introduced by a friend of mine, Anfernee Chansamooth on, on Twitter. And he's a very well connected person. He's always on social media, always thinking this person would be a good fit to maybe help that business, etc. So definitely a big shout out here to him. He was on the show as well talking about copywriting he is very focusing on, very focused on case study marketing, as well. So big shout out to Anfernee, he is definitely one of the best connected people I see on the planet. So, first of all, and I got a chance to connect with you earlier. And we talked a little bit about, she had some better stories about user experience, which was really interesting. Could you maybe give our listeners a little bit of a background of what you're up to where you come from? And, and now about your venture Conversion Crimes?

Quinn Zeda 1:27
Yeah, so I started my first business right out of college, just freelancing, kind of doing that thing designing, okay, I did all kinds of stuff. Eventually, I had more work than I could handle. So I started outsourcing it to other freelancers. And then I was like, Oh, I paid them like $200 for that. And I got to charge the client, like two grand, let's do more of this. It kind of evolved from there. And then I started realizing that when you tied, there's kind of a cap to what you can limit. There's kind of a cap to what you can earn when you're just kind of designing in a sense, right. But so I started tying that to business goals and business results. And it was able to really open up my earnings from that. So that was kind of a key thing. Then it kind of evolved into an agency where we help seven figure businesses scale, we'd go in there, do all kinds of stuff, customer research, go through their P&L operations, and really just kind of redesign everything to set them up a foundation of what's the scale. And during that, we realized that one of the tools we use in our process, which was user testing, all of our clients were talking about it. They were like, "Oh my gosh, I got such an AHA moment from this, this was so helpful." I see this in a new

perspective, it made me rethink my strategy on this. And I, we did this thing and increase our conversions. So, um, but there was no real solution out there that fit for small businesses, and like our agency, like the one that I had, that's generally an enterprise tool that's expensive and complex and what have you. So um, yeah, when the pandemic happened, I had been building this thing on the side and kind of putting in, like picking it up putting it down. And so when the pandemic happened, it was, everybody was kind of rethinking priorities. And nobody was going to pay any multi six figures for website at that point, it was kind of like a black box. Nobody knows what's going on. So it was either like switch and pivot the agency where I could just say, "Hey, let's go low, and go all in on the startup. And let's see if we can make this thing work. " So I decided to close the agency and go on to Conversion Crimes, just my sass. So yeah, that's kind of the story how I got here.

Gert Mellak 3:51
It's definitely interesting. And as soon as I read about this, I jumped in myself and, and the difference tests on my website, we're now in the process of relaunching the new one. And we're definitely going to do some testing there. It's almost ready. So we we got to know a little bit late in the process. But I'm still really, really looking forward to getting the test once this is up and running to see if we can do at least some fine tuning. But yeah, I was I was really wondering, I mean, we we have this, like an ongoing consulting program, we have people figure out where they can get more traffic where they can get more, more conversions. We're very conversion focused. I couldn't care less about traffic if it doesn't convert. So we also always help people to match at least a best practice. But obviously at some point, I then tell him look, get a few people that you think would be a good fit, just do something on your side asked him to download the book, asked him to find this lead magnet, to find his article, etc. And just watch, my take it your, if your mother in law, trying to download your ebook and things like those just for fun, right? Because then you come across various special moments. For me, for example, it was really interesting. We did this test with your tool and your team and the test, I remember got completely caught up in, in a background image. So this was a background image, it wasn't even relevant for me. We didn't, we didn't spend more than two minutes thinking about this, this background image, probably even one, why don't we just take their case? Yeah, graphic like a graphic like every SEO agency wants to have their upwards, trends, graphics, etc. And he kind of went always back to this, that's it. He said, Yeah, it's a good side, we know what they're doing. I really under don't understand why this background image. It was really interesting, right? So for, for me, we have a lot of content, a lot of information on the website. And it was really fascinating. And I know this from other studies as well. I mean, we we did a lot of a lot of use, a lot of testing with other tools like Hotjar, like Crazy Egg, whether to like Heat Maps and scroll tracking and things like those which are really informative. But we never brought it to a level of, of testing with actual users. And once you hear them talk about this, and their arguments, really did, but this background images, really not. This just, it caught their attention is okay, there's no way this person is going to find my book and download it. We have it all for free on our website, because they just get sidetracked. I remember a different client we had, we had a similar issue, but only the click tracking there and people were looking for an expensive option. But then suddenly, were sidetracked by something that was some cheaper option they found on the page somewhere. We didn't even think people would consider this because this

wasn't what they came for. But some, sometimes you have some elements that are really distracting completely right. It's really, really fun. The user experience I think is definitely a fun, fun topic, topic to deal with.

Quinn Zeda 6:42
Yeah, yeah, you brought up a good point about like the the click videos, right? And like the heat maps, it's like, you can see that oh, bunch of people are clicking here. Nobody's clicking here. And what is this video doing? Or this person's like randomly going all over the screen? Maybe they're like, What is this background? And it's like, what is this? But the thing is like when you watch those and look at that heat map and stuff, you can't understand that. You can't understand that that's what they're looking at. And that's what they're thinking in their head. So I think that's really the power power of doing it with your own users or any users or even just going to a coffee shop and showing someone your thing and being like, hey, try to do this. And then like watch them let's be you know,

Gert Mellak 7:24
We are really at the barrier there, is a little bit bigger. But definitely, definitely worth it worth a try. Yeah. What do you think? I mean, we we optimize websites, we have been doing so for 15, 20 years, we know certain best practices. I just had a client on a call this morning, where they really had no clear call to action on their page. So we, we just tell him to give them something to do when they finish reading this article. Or even in between somewhere, etc even if it's the best practice? When do you think does it make sense for a website owner or business owner to really look into user testing to further improve the website?

Quinn Zeda 8:03
Um, I mean, really, it's all the time and I know that's like, not it's a lot of people think it's like this one time thing that you kind of go do and you find problems, and then you kind of move on. But I'm really I'm belief of this. I don't know if you've read Atomic Habits by James Clear, but he talks about this idea of incremental improvement. And if you just improve 1% everyday, at the end of the year, that's 37 times, you know, and uhm so it's run it. So if you run a test, like when you're doing a prototype, you can find issues before you even develop it. So it saves you money, right? So to change something in figma takes like two seconds, to change it after you've developed it takes 10x the time, the money, the resources, right after you redesign something, you put it up and go check, make sure everything's working, is this an actual good solution to what I've done? And then there's like, just consistently focusing on improving your customer experience your user experience and running tests on like, whatever cadence, you know, maybe that's quarterly, maybe that's yearly, maybe that's every month, maybe that's every week, right. For every business that can really be different. It depends on your resources, how much time you have, because when you find things you also have to implement and execute on them. So the, as you continue testing and you making these improvements, it's a funnel, right? Somebody comes to the website, do they understand it? Yes or no? How many people are moving to the next stage? Okay, these people are signing up. Now they've signed up now they're getting to this other page. Now they're getting to the product page. Each one of those is a step in the funnel. And let's say you do one test, you increase it by I don't know 5% something silly. You go to the next

one. Oh, we found something big. It was like 200%. Then on the final checkout, it was you know, maybe improved by like point zero 1% or something. But these things compound on each other, because now you got more people coming into that funnel at each kind of set of states. So my thing is you can never you can never test enough

Gert Mellak 10:10
To do that, I would, I would probably definitely, definitely agree with this. Always usually websites, websites change all the time, right? So from our perspective, by looking at SEO and just looking at a lot of pages people very often have even forgotten about. We find errors in their funnel, right, we find thank you pages that are indexed, where they give the discount code or their stuff for free. We find, we find multiple versions of home pages they designed at some point and then duplicated and they're still lying around. So we find a lot of things on websites just because we spend so much time on them when we analyze them and try to make them figure out what can we prune from their website, which is not necessary anymore. So it's really, really interesting. What I so

Quinn Zeda 11:00
yeah, so um, yeah, that's the one thing like unless you're sitting there, we're like checking your site every week or something like that. You don't know when things are breaking. Maybe you have a Shopify site and one of your apps that you use and connect to like change something, and they did an update, and that caused something to break somewhere else in the store. I mean, tech happens that way. Just stuff just breaks, you know? So yeah, that was really the point.

Gert Mellak 11:26
Absolutely. Absolutely. Interesting. Yeah. So essentially, testing is important all the time, make sense, sites change, users change, final changes all the time, the tech can change, WordPress might be just upload upgrading their, their version, and some plugin maybe isn't compatible anymore, etc. I'm definitely all about the idea of improving 1% everyday, like you say, we are all about compounding improvements. SEO is a lot about doing the right thing for a few months, and then get the compounding results, there is nothing going to happen on day one. But definitely a compounding results are absolutely interesting. For me, obviously, if we had met before, I would, I would have tested the designs before actually programming the website. It makes a lot of sense, programming is a really, really expensive part of developing a new website. And also, even if you just program a sales page, you could really test it before you actually do the mark up and make sure advance on all the device, system and stuff like that. So taking into account that you can actually test on a on a prototype on on a design basically, without actually having it programmed. So you can give the designer the changes even before you actually run this is definitely an important one, I think, and then having some sort of test protocol versus okay, we every two months, we have someone tried to download our ebook try to, like define a series of of tests that should be done on a website, absolutely makes sense for us. One thing I really liked when I checked out your solution is that you have like a way if I understand this correctly to match the testers to a site target audience, which is something I haven't seen before. So if I know and I know a few of my clients, the target audience is like 55

plus, which is not easy to get testers for, but absolutely irrelevant, because a person with 20 and 30 years behaves completely differently on a website and uses maybe different devices, etc. Then a person with 55 plus 65 plus. My mother in law is on Facebook all the time, she uses it completely differently, then I'm using it or or or my friends would use it, right?t? How do you find those people? Because you obviously have a lot of contact? And what kind of, what kind of preparation do they have before they actually come to a website and test it, what how much? What do they need to know what do they need to learn?

Quinn Zeda 13:49
Yeah, that's actually one of my biggest pain points, because we have such a variety of customers that come our way. And they all want like different audiences. So it's definitely painful for me as well. But yeah, when we, when you create the test, you can kind of specify your target audience. Now for usability testing in general, you don't really need someone in your target audience because it's like, can this person understand this? Yes or no? But the closer you get to the target, the more nuanced and specific the feedback gets. So it kind of goes more into like marketing and kind of stuff and that sense. And you're right that like, you know, Grandma is, could use, use the site differently than you know, your 20 year old college student, for example you know, so it is important to get as close to the demographic as possible. And we f ind these people all over the internet. It's really interesting, like some people are just like, yeah, like, I love buying books, and my wife is really upset about it. So I do testing for my book budget every month or you know something like this, so they do it for like all kinds of really interesting reasons. And how we train them is really, you can't train someone to test a website, you know, they're all different. Maybe it's a store software, like what have you. But what we can do is we can train them to communicate, and speak their thoughts out loud, like when we, so what we do is we have like two training tests that testers have to go through in order to onboard on our platform. And we're kind of answering the questions like, Are you able to speak your thoughts out loud and explain what you're doing? And are you able to put yourself in the mind of the scenario? So a lot of times with testing, we're kind of replicating experiences. So it's like, um, you know, you're going to Tesla, right? Well, you want to get a car, and this is your budget, and blah, blah, blah, you know, so it's like, when they go and they're looking for a car, they've got their budget in mind. And they're thinking through that lens, when they're kind of going through the process, right? So we're kind of checking that because there are testers that will sit there and they just like, say nothing, or they just like read the text that's on the website. And you're like, Man, I know what's on my website. Don't read it to me. Tell me what you understand. That means, you know, or you'll be like, What is this website about? And they'll just like, literally just read the value prop back to you.

Gert Mellak 16:26
Right?

Quinn Zeda 16:27
And it's like, well, that's not helpful. You know, I want to know, like, Well, I think this means this, like, we've had some tests come up where the value prop is one thing, and they people interpret

it completely different. And I'll be like, is that what your website's actually about? And they're like, no, no, not absolutely not.

Gert Mellak 16:49
Interesting, interesting. So just for for listeners, again, this is episode 60 of the SEO leverage podcast. We have a written version about this written summary with some extra information user experience over at Seo leverage.com forward slash podcast. We we are talking to Quinn Zeda. Obviously, with with all the experience you have in user experience, or user testing, user experience, testing, etc. I would assume there are probably a few things you come across all the time, would you say? That's fair?

Quinn Zeda 17:22
Yeah, the I'm seeing a lot of patterns and a lot of time videos. So

Gert Mellak 17:26
Is there anything anything you think you could share with our audience with okay, they could not, after listening to this, go to their website, and maybe take a look if they can, or can't find something? What can or can't click something or so. So they can take something actionable way before they then head over to Conversion Crimes and and get their own testing?

Quinn Zeda 17:47
Yeah, so I would say, in general, this is kind of across all sites, the internet is growing up. And what I mean by that is, we've all been scammed, we've been tricked. We're kind of getting savvy to a lot of different marketing techniques and tactics that kind of go on. So the general level of awareness of consumers online is much higher now. So I started putting this question in a lot of tests. I was like, Okay, if this wasn't a test, and you were literally going to purchase this, right now, is there anything you would do before purchase? Like, on or off this website? What would you do? And it's so interesting to see what they've done, because these are random people. I mean, they're different for the target audience, but they're like, different people across different scopes on completely different websites, and completely different tests. And they are all going to verify reviews, social proof, check ratings on different things, they are not going to trust what you put on your actual website. So they will go to Google reviews, they will look at that if they see a bad review, they you know, okay, like, that kind of decreases their trust and things like that, or was the bad review acknowledged? Were they really responsive there? And on the reviews, they go check those websites? Is this a legitimate person? Is this a legitimate business? Does this reveal of trustworthy? So um, I would say in general, it's not only like having social proof on your website, but having an easy way for people to verify that social proof. So if you have a testimonial on your site, like link to that person, link to something that shows some kind of verification, or if there's a review on another website, like link to that actual review there. So that's kind of one in general. If we're talking about e commerce specifically, I would say the main things that come up is kind of this Law of Proximity, meaning that things that go together should be near each other. So imagine you're like on a product page, and you're about to buy like a T shirt. And it's asking you what size you want before you add it to cart, but you're like, I don't know, all t shirts are different. Like, how am I going to get the sizing? But then there's no place

nearby for you to find that size information or shipping. Right? Shipping is like maybe it says free shipping in the banner or something and you think that's the only place you need it? Well, a lot of people don't see that they're like, I don't know where the shipping information is, are you going to go through this whole checkout to find that? So it's like in proximity to the buy button? What do people want to know? How much is shipping going to be? Can you have a link there that explains it? Or says it you know, if you have free shipping, say it free shipping over orders over 50, whatever. And so that kind of goes across the board on that sort of thing? Those are the two things that that came up.

Gert Mellak 20:50
That's really, really interesting. So so definitely we we see this on our client side as well, when we research keywords, how do people search for this? Or what, how did they come to the website, a lot of people search for reviews, so brand name plus reviews, you really want to Google this, and just see what comes out their reviews, opinions, whatever combinations with your brand name, you can come up with. Definitely Google this, check this out, make sure that you have one version that responds to it. Goo, people are going to leave their reviews and their opinions on Reddit and you can, this is just going to come up but you want to at least control part of the dialogue here. We also do here on Reputation Management, where we actively go out and make sure that there is a certain content that's kind of controllable on the internet as well. So people can get a little bit of a balanced view sometimes really, really, almost attacks from competitors, just to make sure your brand is is having trouble when they search for their name. So you really want to make sure that you control the essence a little bit. But we can certainly back this up with our own data reviews and searches for for approval. Definitely, definitely important. And then also also with this Law of Proximity as you as you call it. I just had a call with an audit client earlier today. So we did an audit on their website. This is an ecommerce site yet to be fully completed, they have this in what's called like a catalog motor. So where you can't press an Add to Cart button yet, but you still see those images and your commerce entry to this to this website, but you don't add it to a product, but you don't see anything what you can do, right? And I was asking this can on a call what how hot because he says the website works people he gets good feedback. And I was like, how do you get feedback from this website? And he's like, because people call me, right. So what there is a fraction of people, and I was really surprised, but still a fraction of people seeing a product with no shipping information, no stock information, then find the phone number on the website, which is not next to the product, and then call them right. And I was like imagine you had this phone number close to the product information, right? Where you had like, what are the next steps, call us write us an email, fill in this form, get information when this is back in stock, like usual features. We really very, very often we just really need to embody the like to target users. Okay, if I was a user, and I had no idea whatsoever, and I was just looking at this, people expect users on our website to scan the entire site all the time on every single page, right? Just expect them that everything that's there is going to be visible, right, we had an had a client who had a very well ranking site, but high search volume, variable ranking article high search volume, page two, one, I think position two or so on Google. And he did Page Test didn't convert. And then at some point, I think we use Hotjar for scroll tracking. Because I was like, I was like I don't think people see the call to action. But it was just my guess let's track this right. So we inserted Hotjar. And it

was like I think 40% of the people scroll down a little bit. Everybody else was happy with what they had put on top. And there was no lead magnet there was no opt in so there was just giving plain answer to a simple question. But it was a 5000 words article. Right so just nobody scrolled down they had to do to in redo the entire intro, putting up a call to action, put multiple calls to action in the article. I made sure that the phrasing was more engaging. So people really wanted to continue to read and then actually then don't didn't even have to only have the ranking, but they also extracted conversions afterwards. And this is where it's, we really have no idea right? So you can obviously test some usability and and I'm I'm always like a gift, give people different options, like podcasts, for example. Podcast as I usually very proud of the podcast, right? So the podcast is everything. The audio recording is everything. And Google should rank me because I have a great recording on the topic of user experience today, right? It's just not going to happen out of 10 people searching for user experience on Google. Probably not even one is going to be in a position where they're going to listen to a 30 minute episode, audio episode just to consume the information they're looking for. So the same way as I always say, present information in different ways. One might be wanting to download something and other one wants to listen, another one wants to read, no one wants to skim. And no one wants to have an external link. The way same way we try to also have those calls to action in different ways on websites as well. But it's really funny what, what the expectation of website owners very often is, versus what reality just dictates, right?

Quinn Zeda 25:33
They're like, it works for me, I know where the thing is, you just go over here and do this and do that. And it's like, yeah, but like, what does it look like to someone for the first time? But what do they understand about it? You know?

Gert Mellak 25:46
Absolutely. Absolutely. There's one more thing I wanted to ask you. Because obviously, I would expect I mean, I did one of the trainings or one of the user testings on your site and save the other ones for the new website. We're going to do a battery of those when, once in a while. But obviously, what I was thinking is how much is the definition of the user test affecting what I'm going to get out of it? So what I'm referring to is, can everybody define a user test in a way that the result is going to be helpful? Or, or does certain guidelines, certain things they would need help with in order to really make sure this user test is going in the right direction?

Quinn Zeda 26:29
Yeah, like, um, a lot of people are like, oh, I want to do testing. But I don't know how to get started, or I don't know how to write a test. So we actually made test templates. So it's like, you just kind of pick the template. Yeah, I want to test this, you can kind of edit it and go and it's pretty, it's pretty straightforward there. But really, it's it as long as you get a couple key things, right, it doesn't really kind of matter if some of the other things are not right, you're still going to get valuable feedback. Now, that feedback may be something that's totally game changing, where it could be like, I realized this really unique insight about my business. And it has me rethinking my strategic approach, right. So there's a lot of variety and kind of the ROI. So for some tests, it's maybe all that comes out of it is while people understood nothing. When they

came to my website, they didn't understand what I do, why I do it, how I do it, none of those things. And other tests, it's like, they discovered how people couldn't use filters, to find products on their ecommerce store. So based on their tests, they redesign their filters, and then their conversion rate that same week went from 1.9 to 3.9, which is a huge mover, needle mover for like an e commerce Store, right? So sometimes you get these like game changing things. And that kind of goes back to what I was talking about earlier about continuously testing, because it's like, if you continually test you're continually going to find these things to improve. Maybe it's a small thing one time, maybe it's something bigger than x, or what have you. So

Gert Mellak 28:14
It makes a lot of sense. I'm very big on scheduling things in I think are important. So I think what, what I would probably what we are going to do is we're just going to have a schedule of certain things, a list of tests, and those tests are going to be done and to be done regularly. And we just have like the main lead main of the main articles, the main things, how many, how many tests should we run? Or how many people should test something in order to get a conclusion out of it?

Quinn Zeda 28:45
Yeah, so usually, we run five testers through a test. It's not going to get you statistical significance, obviously, but it's gonna give you enough to see patterns. Right? Okay, one tester out of five did this. Is that an anomaly? Do they have a point? How important is that, if four people are independently saying the same thing? You know, you can assume that that's a widespread problem. So yeah, you can run tests like 20 on there to get a little bit more statistical significance. But it's going to be kind of a waste of time and resources, because there's the law of diminishing returns. So after about five, they're gonna to start saying the same thing over and over again. And these videos are anywhere from like five to 20 minutes. So it can get exhausting, like watching a 20 minute video of people literally doing the same thing over and over again. Okay, I've had enough like, Yeah, I'm ready. So it's better to test you know, four times with five testers rather than test once with 20. It's just more efficient and economical.

Gert Mellak 29:52
Absolutely make make sense. What I really liked in your new platform as well, was that while I was watching the test, I could make some notes on the right hand side Hmm, which I found was really, really helpful. So when you have this testing going on regularly, you can go back to your notes, go back, go back, how did they engage with this first version, we then checked it changed it, test it again, how did they engage, and you kind of have your notes next to the video. So when you go back, you don't have to watch the entire video any again. So you just extract like the main points, what's really and I just have background image on my nose, I think, really crazy changes even before we launched a new website, probably. But five tests does make sense all basically we need to count in not only the time for the evaluation, but also for the implementation. And so testing something that where we don't have the capacity to, to modify it in a short period of time is probably useless. Then again, nobody is going to probably redesign or maybe they are redesign the complete website after having five people giving an opinion. But I think probably if you have five people testing your homepage, and five people testing your

main articles to drive most of the conversions and five people testing, maybe the checkout process and five people there, you probably have a very good idea what the most important priority could be in order to move the needle. And then we're very big on on defining micro conversion. So how many people actually clicked on the about page, right how many people we bring from SEO, for example, to a site clicked on the can contact page, someone who doesn't like what they are going to see usually doesn't click on a contact page. So from a tracking point of view, when we don't have like tons and tons of leads, we have some clients that have 5000 leads, we don't need to really take if they click the Contact button, we have the leads that give us the value. But sometimes you have clients that get like 50 leads a month. And it makes it really hard to make a decision whether this traffic is useful or not. And then we might be tracking certain other pages. So their about page we know is really, really important. About Us page should actually be about the user. And we've seen this time and again, you need to find a way to talk about you when making it relevant for the user. And and just having people go through your about page and share their thoughts should be a really valuable exercise. So I think if people after the show can just say, Okay, I'm user testing is going to be part of what we do. We have a calendar, team calendar, and we make sure that someone on the team gets this user testing or check out maybe you're done for you or for something like this just really make this happen regularly. I think this will definitely be very beneficial. And most of our clients have a tech person on the team, have a VA who who's checking, really controlling their website, and maybe a developer who can make small tweaks, etc. So I think most of our clients, for example, would be in the position of, of making those short tweaks really quickly. We don't work with huge corporations, our, our clients are mostly between six and seven figures, probably. They usually have small teams that do an amazing job, and they're really, really flexible. And this testing could really be an interesting, interesting additional point of view.

Quinn Zeda 33:02
Yeah, going back to what you said about you know that the test will provide you with a lot of information and you may want to like go redesign something or make all this stuff. And one of the things that they kind of come up against is people, they watch these videos, and they're like, oh my god, I got to redesign everything. I got to redo this, I got to redo that. And it's like no, not actually, like sure, maybe like when you're... save that information for when you're going to do like a full, like website redesign or what have you. But it's like, what is the easiest way to solve this problem that this tester is having? Okay, they couldn't find this one thing. Okay, well, how can we make it more bold? How can you make it more obvious? Or, you know, maybe the menu didn't work? So how can we, you know, what is the fastest and easiest way to solve that problem and kind of remove the friction. It doesn't always necessarily have to be redesigned or reimagined or anything like that. It's just about removing friction, making it easier, making it communicate to them better what they're supposed to do, give them clear next action steps like and there are simple ways that you can execute on that.

Gert Mellak 34:15
It's amazing. It's amazing. I really appreciate your time. I want to wrap this up. So there are a few things we have learned. And I found this really, really interesting. So first of all, we should always be testing. Testing is not something we do today. And I think this is really important. I

think many people have like misconceptions here. This is not something we test today and then we implement them and everything's going to be fine forever. We should be always testing here with our Erica framework. We always are consistently reevaluating every couple of weeks everything. So this is definitely in line with what we do here as well. We want to test different key parts of the website. We want to have five users test this, evaluate the feedback, obviously qualitative feedback not statistically significant, but we can extract key information, like you say try to solve those key idea key issues they have, we certainly change our background image, for example, without question. And then we really want to aim at getting better every single day, we're not going to make huge investments and redesign or throw away a new site design because of a few user tests. But we definitely want to slowly get better. We want to slowly fix what we know from those user tests is something that maybe distract or catches their attention or, or they raised us as a potential issue, etc. Just to really on an ongoing basis, get better, test again, get some more feedback, make this better, test again, and then figure out what are the key entry points into a website? We don't have to test every single page on our website, we wanted to what is really moving the needle, where do the conversions happen? Checkout on an E commerce site is always very crucial.

Quinn Zeda 35:52
Yeah, what's closest to the money?

Gert Mellak 35:54
Exactly what closes to the money? And then for user experience, usability, you shared a few tips. So definitely people are savvy these days, they know how to research to know how to compare, which is really interesting, really want to be aware of what our brand looks like, if someone searches for us on other pages, then our domain, what kind of feedback do they get? Can we participate in this discussion? Can we react to negative feedback? Are we reacting in an appropriate way? Are we responding to those Google My Business reviews? Or are we actually engaged in trying to help provide helpful solutions. And then we want to make sure on our websites, things that just go together naturally, like you mentioned, the t shirt sizes and the size guide, or like the call to action for the next step, people are not should not necessarily have to scroll across the entire website to find the phone number, or find the next step they're supposed to do to be doing. They should be led directly with multiple navigational items probably towards the right next step to take. Quinn I really thank you for your taking the time. This was amazing. I hope in the future after some testing, I would love to have you back on the show and maybe talk about our own test a little bit. And she has some (navigate) more inputs here. Once we get a little bit deeper into this, we're definitely going to connect this with our our Erica program, the user testing in the future. I'm really excited to get in some some user tests from our clients website soon. Where can people find out more about you, connect with you if they are now ready to get the user testing to the next level?

Quinn Zeda 37:31
Yeah, um, we actually just launched a couple months ago, I say last month, our product currently launched, Scout, which is our free version where you can get one free user result per month. So it's a great way to get started. Get it for free. Do it every month and kind of make your

own incremental improvements. On Twitter, Instagram and LinkedIn, I'm Quinn Zeda this is the username and I'm probably the only one.

Gert Mellak 38:06
Thank you. Thank you so much for Quinn for coming to the show. If anybody listening to this things, user experience and user testing is just what you need, one of your friends needs definitely this episode. We are going to also be referring to this quite quite a bit I think both on consulting calls and in other episodes. Thank you so much, Quinn for coming to the show.

Quinn Zeda 38:28
Thanks for having me. It's been fun.

Gert Mellak 38:30
Awesome. Thank you.