

# 6-month Ecommerce Testing Plan



Here's an example of the types of test you could run and what you could learn over the next 6 months:

## MONTH 1

### **Funnel test**

Ask users to find specific information on the site, to search for the right product, to learn more about your company and finally to purchase. Get the full picture about where the major conversion gaps are and find the quick wins you can implement.

## MONTH 2

### **Cart functionality test**

Ask users to add products to cart, to remove them or to change quantity, to use coupon codes and to find shipping and return information. Gauge the effectiveness of the last steps in your funnel and find what to fix.

## MONTH 3

### **Search and find test**

Ask users to find very specific details about products or about your business, that you know visitors ask frequently to support. Remove any barrier or objection standing in their way to conversion.

## MONTH 4

### **Product search, filtering & Comparison test**

Ask users to find the right product and to compare multiple ones. See where they look and what they pay attention to and learn exactly how to emphasize those details or hide less important ones.

## MONTH 5

### **Competitive research test**

Ask users to compare your store to a competitor's. See how they navigate both sites and hear their thought process while doing it. Learn what you can do to make users choose you a no-brainer.

## MONTH 6

### **Objections and trust test**

Ask users to find information about shipping costs and times, refund policy, warranty and money back guarantee. See how they would get in touch if needed and make them trust your brand with their hard earned money.

