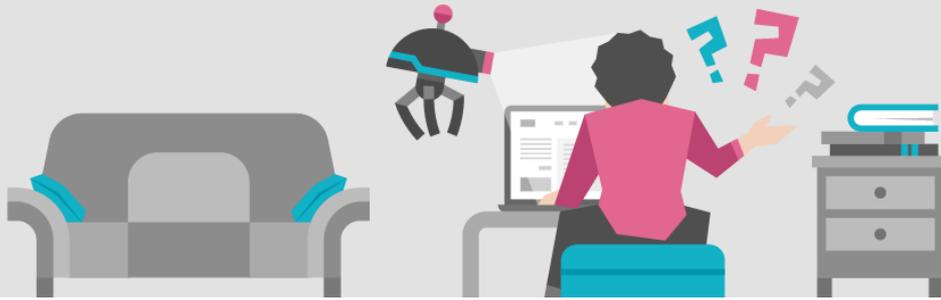


6-month Lead Gen Testing Plan



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

MONTH 1

First impression test

Ask users to see what they think about your site at first glance. Do they understand what you do and who you do it for? Do they get the sense that they could trust you judging by your design and messaging?

MONTH 2

Lead magnet test

Ask users if they understand what you offer in exchange for their contact information. Is the offer clear and compelling? Or vague and unappealing? Is the call to action effective?

MONTH 3

Lead journey test

See how users perceive your product or service by testing their exact flow to your site. Is it from Facebook or Google Ads? Show them the specific Ad and then tell them to visit your site. Did you meet their expectations? Is what you do clear?

MONTH 4

"About you" test

Why should users trust you and your brand? Ask them to find more information about you and your previous work experience or results. See how they navigate the site, what they pay attention to and learn why.

MONTH 5

Sign up test

Ask users to learn more about what you offer in case they sign up and then to go ahead and do it. See if they stumble or if everything goes smooth. Do you need to improve how you welcome them to your list? Would they like to receive more information from you? Why or why not?

MONTH 6

Competitive research test

Ask users how your service or product stacks up against competitors in your industry. See how they navigate both sites and hear their thought process while doing it. Learn what you can do to make people choose you a no-brainer.

