

Website Redesign

Before Redesign: Original Homepage

Client.com is a real example taken from actual client data. The performance gains are real as reported by the client. The underlying website color scheme and site name have been changed to camouflage the client's identity. Client references are available upon request on a confidential basis.

This example is illustrative of the types of benefits Eyetools clients receive when they use our solutions to improve the performance of their web pages, landing pages, shopping carts, search results, email campaigns and advertising campaigns.



“Original” web site for “Client.com”
The Client.com is the website that 12 subjects were asked to visit. As you can see from the website, the site seems fairly straightforward and easy to read.

On the following pages see how this page performed.

Uncover the changes the client made in reaction to the performance data.

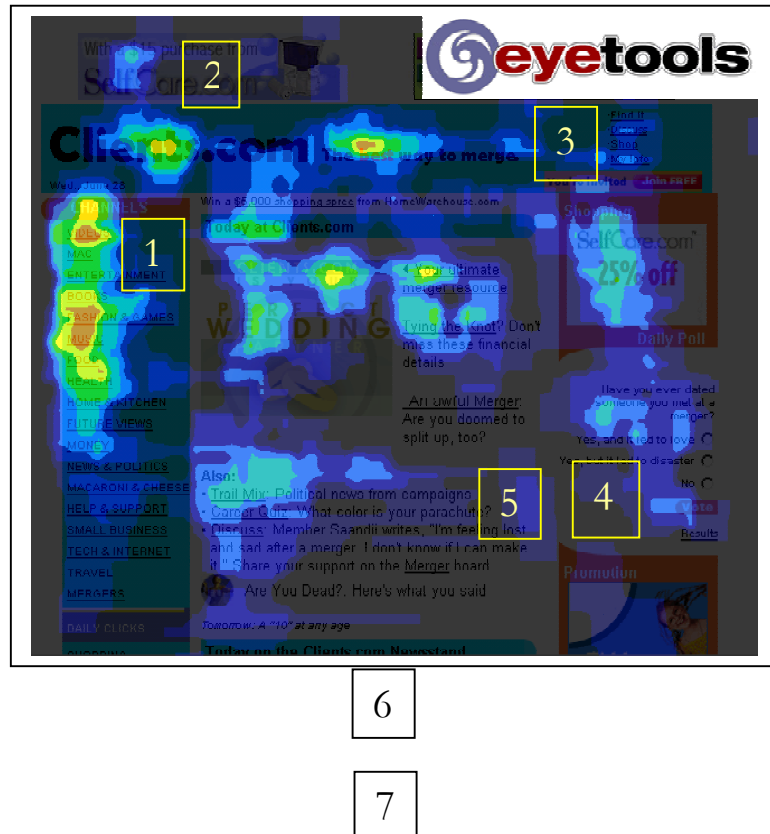
Discover the impact to revenue the Eyetools solutions enabled.

Website Redesign

Before Redesign: Heatmap Analysis

Heatmap analysis for Client.com
 Eyetools analysis revealed that the web site was failing to guide visitors to its content. This heatmap identifies the positive visual “hotspots” where subjects looked on the page. People look most at the left navigational bar (yellow and orange). Even so, not everybody looked at the nav bar – only 70% of the people even bothered. The rest of the site (the dark blue or black areas) attracted no one’s eyes, or only those of one person.

The yellow and red areas indicated where subjects looked the most, whereas dark blue and black show areas that were not seen at all.



Issues with the “Before” homepage:

- 1) Main hotspots are in the left nav, without many other visual hotspots (yellow and red) on the page.
- 2) Very few people looked at the banner at all.
- 3) Major navigational elements are being overlooked.
- 4) The paid content (ads) on this page is overlooked.
- 5) Only 20% of people scrolled more than an inch below the fold
- 6) Content critical to this sight is not being scrolled to or seen.
- 7) No one scrolled to look at the bottom 1/3 of the page.

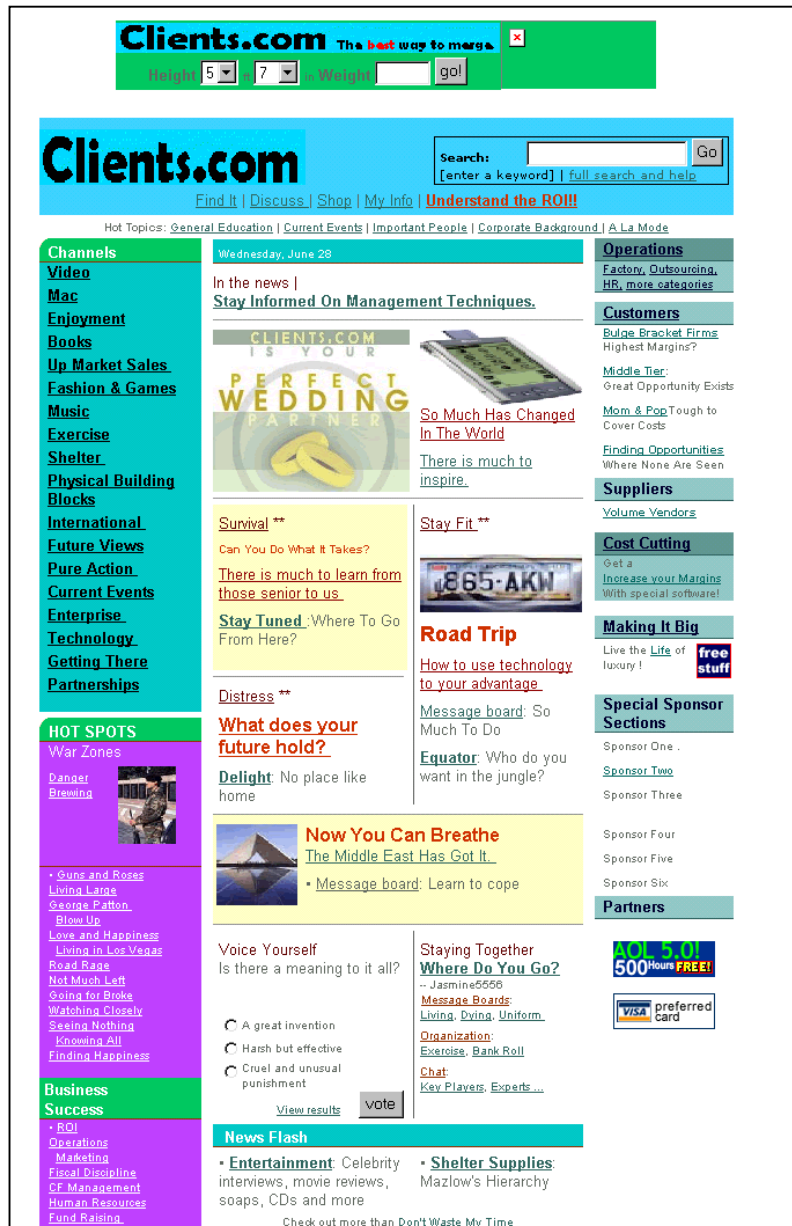
Website Redesign

After Redesign: Improved Homepage

Redesigned web site for Client.com
After the client reviewed the aggregate visual data, they decided to focus on enhancing several elements of the website. The company wanted to have people pay more attention the left navigational bar, focus more attention on the information in the lower center of the website, scroll down the page, and in general, survey more of the content.

The company did one round of prototype testing to evaluate different design treatments

The company changed the left nav bar and bolded the text with a font that was easier to read. The company added a right rail of paid content. The company identified that crowded information at the bottom center of the page had been too dense. With the redesign, the company spread out the dense text to different areas on the website and added pictures.



Clients.com achieved the following dramatic improvements:

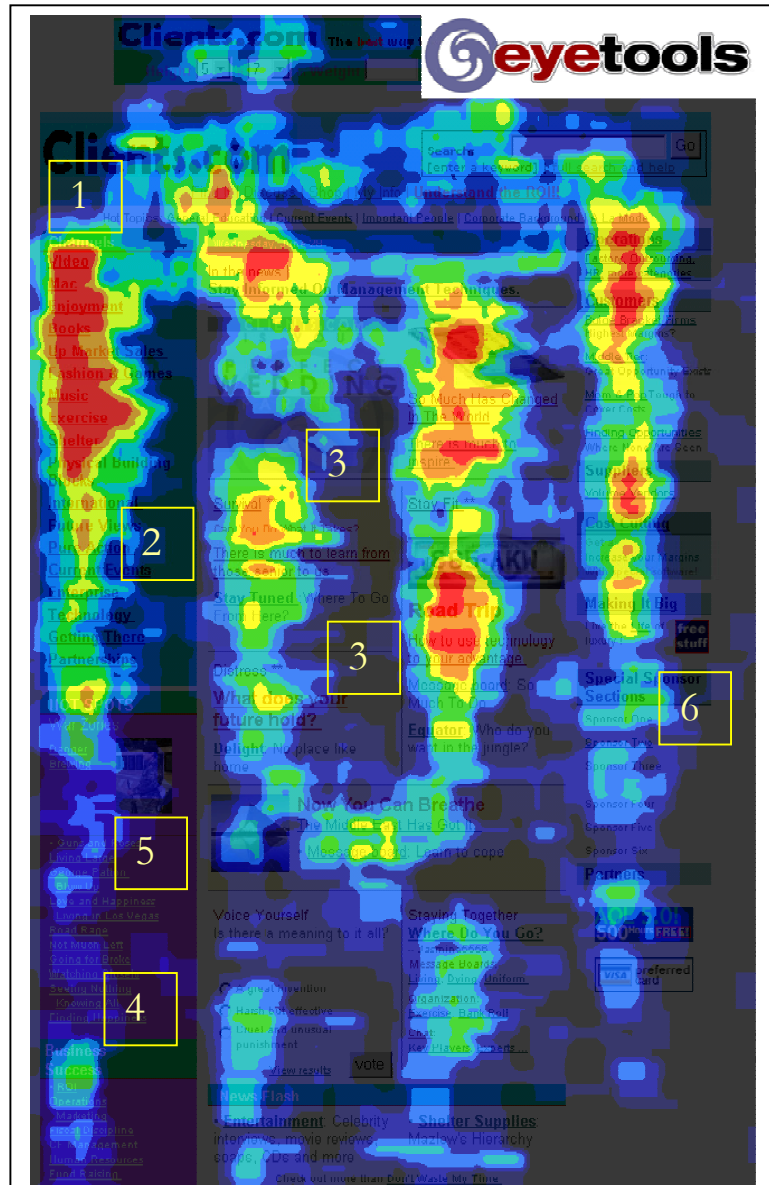
- The amount of content increased from 38% to 56% - a % change of 47%.
- The viewers who scrolled at all on the page increased from 30% to 83% - a % change of 176%.
- The viewers who scrolled to the bottom increase from 0 to 50%.
- The subjects who preferred Clients.com over the competition increased from 16% to 66% - a % change of 313%
- Web logs showed that the click thru rates off this page increased by 10-times.
- Revenue tied to ads and site stickiness increased proportionally.

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After Redesign: Heatmap Analysis

Redesigned website analysis

The redesign enhancements more effectively drew the eyes of visitors. Again, 12 subjects were used for web eye-tracking on Client.com. You can see that more subjects focused carefully on the new left nav; the new right column of paid content drew their eyes; subjects more fully scanned the offerings of the home page; and more subjects scrolled down the page – 50% scrolled all the way to the bottom. A quick visual scan of the aggregate view easily shows you that more of the homepage was seen after the web redesign.



Issues with the “After” homepage:

- 1) Improved display of navigation elements draws all visitors’ eyes.
- 2) The left nav is still a stronger hotspot, and other areas have become hotspots as well.
- 3) Titles effectively draw attention, enabling visitors to focus on content that interests them.
- 4) The left nav successfully pulls visitors’ eyes to the bottom of the column.
- 5) The client’s tight timeframe for testing and deployment required fast turnaround. Decision makers had the facts they needed as they made critical design judgments.
- 6) This column of paid content was specifically redesigned to pull visitors’ eyes down the page.