

Below is a list of designs we used in our A/B testing

October / November 2009

The first design was put together as a template for the designer by the ComMetrics team.... what we thought might work – of course, in the end it all looked different.

<p>HowTo My.ComMetrics FTIndex CyTRAP Labs</p>	
<h1>ComMetrics</h1> <p>Social media analytics, best practice and monitoring</p>	
<p>Blog/Home Info Vault About Contact</p> <input type="text" value="Search here....."/>	
<p>Blah, blah, blah. Yada, yada, yada.</p> <p>Blog postings.</p> <p>The colours used are approximate and of secondary importance (unlikely to be used for clients) compared to the format depicted.</p> <p>See below for bottom bar... The slogan and the copyright will hopefully not overlap too much, since the margins will be wider than this document. The POLICIES will be a link that will also have a menu that unfolds upwards with all of the subsections, as found in the FAQ menu.</p>	<p>About, with connect links & picture</p> <p>Why Benchmark? (FAQ)</p> <p>FTIndex widget (edited for content by URS)</p> <p>Categories</p>

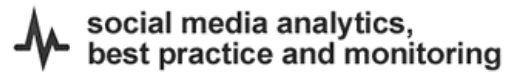
	<p>Archives</p> <p>(both fold down, like on www.web-strategist.com/blog)</p> <p>Awards</p> <div data-bbox="917 716 1252 862" style="border: 1px solid black; padding: 5px;"> <p style="text-align: center;">Subscribe</p> <p>Email: <input type="text"/></p> <p style="text-align: center;"><small>subscribe</small></p> </div>
<p style="text-align: center;"> CyTRAP Labs – essential source for actionable metrics Policies </p> <p style="text-align: center;">© 2006 – 2010 CyTRAP Labs GmbH</p>	

- 1) Dark blue fields and labels must be editable (different categories/links/pages)
- 2) Spaces between widgets on the right must be smaller/including fonts Arial on the right column than they currently are on <http://ComMetrics.com>
- 3) Colors we are open but font needs to be a tiny bit darker for the text (shade of grey) than it currently is.... if we change the font okay whatever is best for online reading and printing... since people do the latter often.
- 4) Popular posts or downloads will be lists (which means a wordPress page) similar to this one <http://www.web-strategist.com/blog/web-strategy-vault/> we need the same category and archive widget he has as well.

Designer starts to work on our ideas

2009-11- The designer took our design above and came back with the one below – first option

At the bottom (cut off) where plenty of more links.... but some of our testers just did not find their way around this design. Clients got lost in the many possibilities.



[HOME](#) [MY.COMMETRICS](#) [HOWTO.COMMETRICS](#) [FTINDEX](#) [ABOUT](#) [CONTACT](#) [TERMS OF USE](#)

Post Example Number Three

by STAGE3 on NOVEMBER 15, 2009



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{ 0 comments }

Post Example Number Two

by STAGE3 on NOVEMBER 14, 2009



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[Read More](#)

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FOLLOW US



SEARCH

To search, type and hit enter

ABOUT US



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WHY BENCHMARK



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FTINDEX



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TWITTER

Personal Branding Interview: Aaron Kwittken | Personal Branding ... <http://bit.ly/22iQLC> - #csuite2watch about 3 hours ago

We went ahead and asked people about how they felt about the above and other designs we had as options to test.

We asked testers why they wanted to choose one option (above) over the other (not shown) or vice versa using face-to-face meetings, phone calls and emails to get explanations.

The why was especially important to find out if the preference was based on a small issue (e.g., header text versus placing of search button) versus a major concern (e.g., I hate the colors).

2009-11 → The Design 3 listed **below** was a combination of the above option and the one not shown.



For instance, in one design option we had a picture of a face (the founder) in the Follow Us rectangle on the right-side navigation bar. Some people liked it, others said it does not belong here this is a corporate webpage.

Also, even with the changes implemented, less savvy social media people still raised the issue that it was not totally clear to them based on our information and header what ComMetrics and this webpage was about

→ we used as a tag line: social media analytics, best practice and monitoring.

Some business respondents in our A/B testing felt a box was needed in our navigation bar to the right saying something like: what they think

With the link given in the box entitled – what they think - people could then read about what our clients used our tools for, what problems got resolved clients want solutions not products. The general opinion of about 35% of A/B test participants was that this would help those people less knowledgeable about social media to learn about the problem solutions ComMetrics offered.

Pre-Final Design

The design below is pretty much the final one...

- the headline was changed (Tools for benchmarking social media)
- ComMetrics – metrics was made orange to make it more like My.ComMetrics
- navigation bar (e.g., Home, My.ComMetrics.com, etc.) was put under the title... preferred by most testers, and
- the buttons on the right navigation bar still needed changing (separate the networking buttons from the enter e-mail one – see current design)



Post Example Number Three

By STAGE3 on NOVEMBER 15, 2009



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Post Example Number Two

By STAGE3 on NOVEMBER 14, 2009



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Post Example Number One


By STAGE3 on NOVEMBER 14, 2009



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About us
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Why benchmark
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FT ComMetrics Blog Index
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What they think
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+ Categories

+ Archives

Compared to the above design, the button bar (e.g., policies) also had changed based on customer feedback.

The design below changed the buttons on the right navigation bar including the sign-up one to make it even more obvious – the link to our tools on My.ComMetrics (e.g., orange color of Metrics same coloring as used in the overall title).

We are still testing with the positioning of the boxes on the right to make sure it suits our clients the most.

ComMetrics

Tools for benchmarking social media

[Home](#) [My.ComMetrics](#) [HowTo](#) [FTIndex](#) [Media](#) [Info Vailt](#) [StratMedia](#) [About](#) [Contact](#)

ComMetrics weekly review: Taliban to IBM via Microsoft

5 tweets
Tweeted

by URS E. GATTIKER on 2009/12/20 [COMMENTS](#) [\(EDIT\)](#)

Every week we tweet about a lot of fascinating stuff, highlighting great content that is of interest to social media folks and corporate bloggers. This weekly compilation provides you with our top tweets for the previous seven days.

Our top stories include why A/B tests fail (go figure) and a Twitter tool that allows you to tweet while giving a PowerPoint presentation, why crowd sourcing may not bring us another BlackBerry, but can help further improve a product, more about how social media (SM) can affect a company's bottom-line, why you should join us on Facebook – AGAIN, and how the Taliban use inexpensive software to view video feeds from US drones, an invitation to the Social Media Monitoring group on Xing (if you want to know what Europeans are up to regarding web or social media analytics, you'd better join). Plus, check out some free Twitter tools, and more to better manage your brand on social networks.

In case you missed the last three weeks' best links:

[Com Metrics weekly review: ROI to porn via Facebook](#) for week 48.
[Com Metrics weekly review: HotWired to Ford via ROI](#) for week 49.
[Com Metrics weekly review: iPhone to EFF via World Bank](#) for week 50.

Don't miss the upcoming week! Sign up with your email right now to get it first!

You may manage your subscription options from your [profile](#).

If you are a #Xing (Europe's LinkedIn) member: Recently, we [launched the Social Media Monitoring group](#). Your [personal invitation is here](#) (insights, heated discussions, latest measurement trends – if you must know then you have to join).

Also, if you are on Facebook, please join:

- Facebook – Europe – Social Media Metrics group – join only if you need to decide what is the BEST method, technique, for SM measurement in your job.
- Facebook: Com Metrics product – join now and become a fan.
- Facebook blog by Com Metrics – view it [here](#).

FREE tools, code for Twitter, blogs and Facebook: Tips and tricks
Faster applications: [Google](#) introduces Speed Tracer for developers – extension for Google Chrome via [@latitcode](#)

OLD #webanalytics = data from tool installed on 'own' server BUT #SMM @socialmediamarketing #analytics moving toward measuring distribution and #impact of content

Go to My.ComMetrics

Try our Beta version
Benchmark your blog

Network

[f](#) [t](#) [in](#) [x](#)

[RSS](#) [RSS](#) (Comments)

Subscribe2

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You may manage your subscription options from your [profile](#).

About us

What we offer and its value to you.

Why benchmark

Improve your company's performance with a quality benchmarking program...there is simply no substitute for Com Metrics. Our tools help you blog more effectively.

FT ComMetrics Blog Index

Regularly benchmark your organization's blog (s) with the best in your area of focus.

Future Work

We still need to fix the other areas to make sure that it works such as:

<http://HowTo.ComMetrics.com>

<http://info.CyTRAP.eu> and our sign up page

<http://my.commetrics.com/amember/signup.php> sign-up page

This will take us another couple of months to improve but improve we will ☺