

In my previous article, I looked at some of the facts [that you need to consider when you need to host your website.](#)

In this article, I want to talk about some of the ways that you can implement insights based on Data Analysis. Follow me as we are going to look at this together in this article.

One of the means of determining whether a particular decision should be implemented fully or not is to carry out A/B Testing on that website.

This can be done when you need to determine which method that you are about to implement will work best.



Also, there is software that can be used to make decisions when it comes to A/B testing. You can always google the best website or application that will work

best for you.

A/B testing is carried out on your current website and the optimized website to identify the design that achieves better results. This will allow you to decide on which of the results you should go with.

Also, multivariate testing allows you to make changes to multiple elements on your website such as images, headlines, buttons, and colours among others of the website in order to identify the design of elements that improve your website conversion rate.

This test allows the visitors to view both current and optimized sites to determine the best one to use.

You have to choose the best design having a low bounce rate and more conversions to drive more traffic to your website.

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There is a need for you to clearly understand the difference between A/B Testing and multivariate testing.

In A/B testing, one component is tested at a time while in multivariate testing, two or more components are tested at once. This might include header, buttons, font size and headers among others.

Overcoming difficulties while performing web testing...

#1 No linking

One of the things that you should not do is you should not link testing to your landing pages. You have to make sure that you implement testing on every page of your website.

This will help in limiting the number of people that leave your site due to annoying web pages.

#2 Begin your testing on small segments

Also, you will need to evaluate the performance of your testing on smaller segments before moving to bigger segments.

When you need to implement it bit by bit. It is when the system works effectively with smaller segments that you can now decide to implement it on other segments.

This will assist you in detecting errors easily.

Take Corrective Actions

Once you receive web analysis results, you need to take corrective actions to enhance your website. Some of these corrective actions include:

- making design changes to the website
- Using suitable keywords in your contents
- Creating interesting and meaningful contents
- Designing attractive landing pages
- Updating your content, video and images
- Promoting your video and content using new technologies
- Performing SEO
- Enabling easy navigation on your blog and website.

Action Point

PS: I know you might agree with some of the points raised in this article or disagree with some of the issues raised.

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