

# YOU WILL NEVER GET TO REDESIGN AMAZON.COM

Jonathan Briggs  
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Contact [jonathanbriggs@mac.com](mailto:jonathanbriggs@mac.com)

## COULD AMAZON BE BETTER?

The screenshot shows the Amazon.com homepage with the following elements:

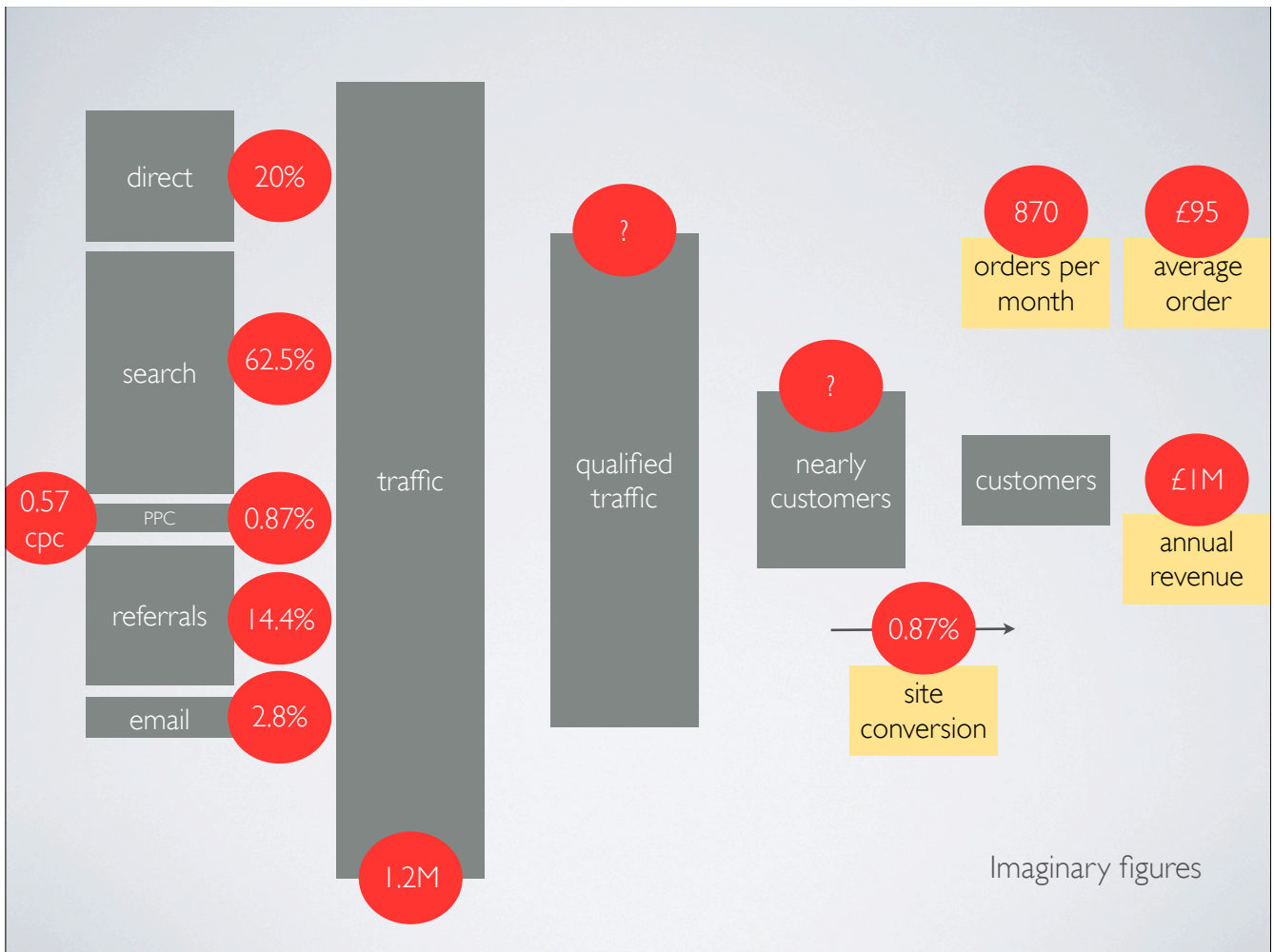
- Header:** Amazon.com logo, navigation links (Your Amazon.com, Today's Deals, Gifts & Wish Lists, Gift Cards), and account links (Your Account, Help).
- Search:** Search bar with "All Departments" dropdown and "GO" button.
- Left Sidebar:** "Shop All Departments" menu listing categories like Books, Movies, Music & Games, Digital Downloads, Computers & Office, Electronics, Home & Garden, Grocery, Health & Beauty, Toys, Kids & Baby, Apparel, Shoes & Jewelry, Sports & Outdoors, and Tools, Auto & Industrial.
- Main Content:**
  - "Shopping from the UK?" banner with a UK flag and "Visit amazon.co.uk" link.
  - "Walk Boldly and Carry a Small Computer" advertisement featuring a laptop on a book, with a link to "Shop netbooks at Amazon.com".
  - "Shop Fossil Gifts for Men at Amazon.com" section with images of a watch, sunglasses, and a wallet.
- Right Sidebar:**
  - "Amazon Daily BLOG" section with a post about "Celebrate Valentine's Day with Domo-Kun" featuring a pink plush doll.
  - "ADVERTISEMENT" for "SEND LOVE, SEND FTD" featuring a bouquet of red roses and a "Shop Now" button.
- Bottom:** "Check This Out" section with recommendations for HDTV, Musical Instruments, and BlackBerry devices.

## RECENT TRENDS

- World recession especially retail
- Retailers already have working ecommerce sites
- Google is already dominant in driving traffic and moving towards individual results
- PR and social marketing replacing SEO
- PPC costs are rising fast

## UNDERSTAND YOUR VISITORS

- Use an analytics package such as Google Analytics
- Define Key Performance Indicators, KPIs, so that you know what you are looking for
- Segment your audience by location, spending, interest
- Research demand using keyword tools
- Learn to track visitor behavior short of purchase



## SMALL CHANGES CAN HAVE BIG EFFECTS

	Conversion	0.8%	0.9	1	1.1	1.2	1.3	1.5	2.5
	Visitors								
Today	450000	0%	13%	25%	38%	50%	63%	88%	213%
2%	459000	2%	15%	28%	41%	53%	66%	92%	220%
4%	468000	4%	17%	30%	43%	56%	69%	96%	226%
6%	477000	6%	20%	33%	46%	59%	73%	99%	232%
8%	486000	8%	22%	35%	49%	62%	76%	103%	238%
10%	495000	10%	24%	38%	52%	65%	79%	107%	245%
12%	504000	12%	26%	40%	54%	68%	82%	111%	251%
14%	513000	14%	29%	43%	57%	71%	86%	114%	257%
16%	522000	16%	31%	45%	60%	74%	89%	118%	263%

Is it easier (cheaper) to improve conversion or traffic?

# CONVERSIONS SHORT OF PURCHASE

- Downloads
- Sign-ups
- Videos watched
- Forms filled or part filled
- Deep sections explored
- Games played
- Items in basket
- Items compared
- Quote generated
- Emailed to friend
- Poll completed
- Others?

# IMPROVEMENT PROCESS



## IMPROVING CONVERSIONS

- Maintain scent from marketing to completions
- Landing page improvements
- Checkout improvements
- Remove errors
- Increase reassurance
- Stronger calls to action
- Remove distractions
- Increase persuasion
- Maximise trust
- Others?

## A/B TESTING

- Propose improvements
- Run them against your existing site
- Split the audience so that some see the new version
- Track conversion for both
- Use statistical techniques to compare results
- Use the champion from one test as the basis for further improvements
- Continuously improve (just like Amazon)

## SOME THINGS TO TEST

- Headlines: tone, calls to action
- Buttons: shape, colour, wording
- Reassure: delivery, security, privacy
- Images
- Tone of voice
- Landing page layout and content
- Links: colour
- Destination for ads/campaigns

## CHANGE YOUR THINKING

- Design with tracking and optimisation in mind
- Let the visitors know best
- What works on one site may not work on yours
- This changes the way a client will be charged
- Optimisation never stops

# DISCUSS

- Will this make all sites the same?
- How will designers reaction to incremental design?
- How does this affect the tools we use to design, build and run sites?
- How is this affected by Web 2.0?
- Where should a company spend its budget; optimisation or marketing?