

<<Your Company Name>>

<<Street Address  
Phone Number>>

# Project Proposal

<<Date, 20XX>>

## BACKGROUND

Client name provides <<short summary of client, what they do, and what they help their customers achieve.>>

The current website offers many useful features, including <<overview of two to three positive aspects of the current website.>>



However, there are also many ways to optimize the website, increasing the desired <<KPI or conversion goal.>>

For example, it could be useful to <<an easy, obvious example you can pull out that the data is likely to support>> so that visitors to your site will <<relate back to conversion goal. Support idea with a screenshot from the website, if possible.>>

Additionally, it could be beneficial to <<another easy example you can provide where the site should be optimized. Provide a website screenshot, if possible.>>



<<Justification for suggested tests, based on [case study examples available on GuessTheTest.](#)>>

For example, did you know that <<company X>> conducted an experiment looking at <<same element you're suggesting.>>

<<Display A/B test variants and summarize the test results.>>

<p><b>Version A</b> - Summary of Difference</p>	<p><b>Version B</b> - Summary of Difference</p>

In one iteration <<the element tested>> displayed <<describe difference>>. In the other version it <<describe difference>>.

Which version do you think won?

If you guess the version <<winner>> that <<describe winning element>>, you're right! Changing the <<describe difference>> increased <<measured conversion effect - try to relate to revenue, if possible>> by <<XX%>>.

The same effect could hold true on your website.

However, blindly implementing a change, like this, without knowing whether it'll actually work – could mean you're needlessly spending effort, with little effect. Or, worse yet, could have a negative impact on the number of leads contacting you.

To accurately determine whether changes like these will truly be beneficial, you need to test.

## HOW A/B TESTING WORKS

[A/B Testing](#) is a valuable technique that can help you get the most revenue out of your website.

To conduct proper A/B tests, much expertise and scientific rigor is needed. Working directly with a local testing expert, we follow a data-driven, four-step process to ensure all tests run yield accurate, and insightful results. <<Modify if you process is different -- otherwise, follow this suggested process. It works!>>

### Step #1:

- Digging deep into your website's current performance, we assess Google Analytics data to determine what's working – and what's not – on your site.

**What you get:** A comprehensive website audit, outlining the top 10 specific A/B tests that should be conducted to increase leads and sales.

---

### Step #2:

- We then plan and prioritize the tests most likely to bring you the biggest revenue gains.

**What you get:** A well-organized, detailed list outlining the top tests to run first, how each test will be carried out, and how long it will take to run each test.

---

### Step #3:

- We'll do all the technical work, designing, coding, and creating any changes needed to set-up and run the tests.

**What You Get:** Beautifully designed, professionally coded variants to test against your original website versions.

---

### Step #4:

- Using the top A/B testing software, we'll set-up, and run the tests, regularly reporting results to you. When a winner has emerged, we'll diligently work to implement the winning design on your site.

**What You Get:** A stress-free, proven, and highly effective process for optimizing your website, bringing you more leads and potential revenue.

## WHAT TO EXPECT

Through testing, you can expect to significantly improve your website's performance, turning more <<leads/shoppers>> into customers.

These customers will be more likely to use your website to <<state website's overarching desired goal>>.

## TIMELINE

While A/B testing is potentially powerful – and profitable – it takes some time. To ensure valid test results, we'll need to run each test on your website for about <<weeks to months, depending on site traffic>>.

Once a winning test is implemented, you can expect to see results within the few weeks. And, gains should roll in every month after.

To ensure we carry-out the best optimization program possible for you, we require a minimum <<X-month>> time commitment. But, because web optimization is an ongoing process, most clients chose to go with a longer-term contract.

## BUDGET

<<Fill in the numbers here, based on what you hope to get for the work you're doing. Consider breaking down the plans into differently monthly options, presenting three choices, using the "decoy" effect to help the client choose between the best two options.>>

6

Although A/B testing is an investment, it's a value-added service that should, ultimately, pay for itself.

Looking forward to working with you!

Sincerely,

<<Your contact info here>>