



COOL

Tools for Creating Hypotheses

Jason “retailgeek” Goldberg
@retailgeek



**BUCKLE UP
FOR
SAFETY**

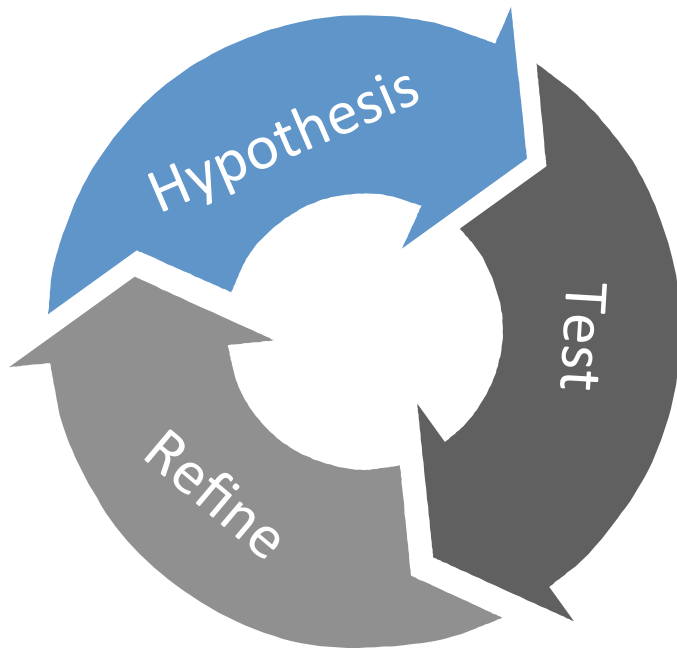


Download

<http://retailgeek.com/merch14>

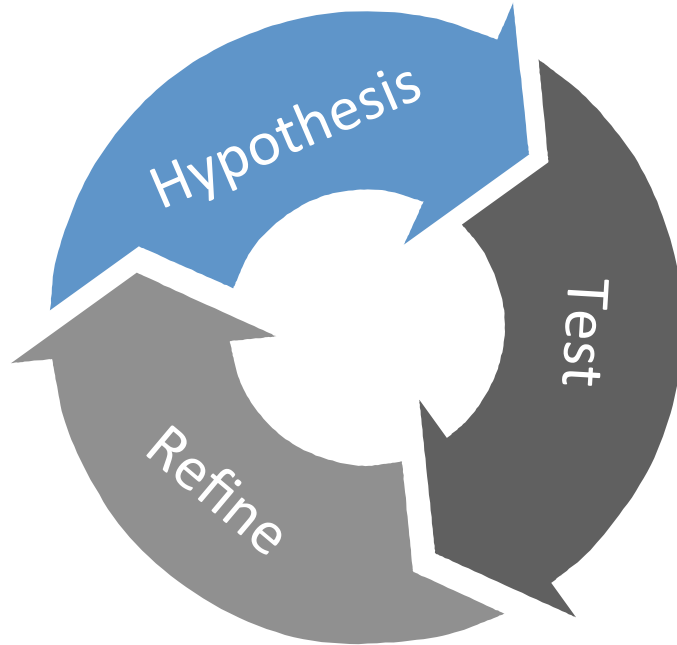
-or-

<http://events.nrf.com/merchandisingws14>





Cycle of Awesomeness





5 SECOND TEST



Remember everything
you can



Thousands of **QUALITY TOYS & GAMES** THAT EDUCATE & ENTERTAIN!
A Smarter Way to Play
CREATE YOUR OWN SPRING MEMORIES WITH 550+ OUTDOOR TOYS

\$3.99 FLAT RATE SHIPPING NO MINIMUMS. NO GIMMICKS. NO KIDDING. 



What do you remember?

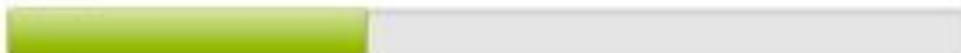


16 fat brain toys



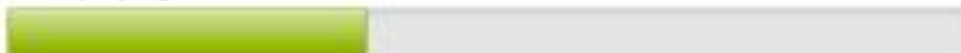
toys, Toys and games, Tons of quality toys and games, smart toys, quality toys, Site is selling toy...

6 child



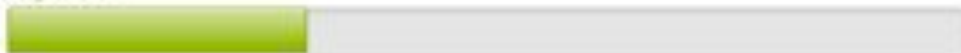
child , child with pet

6 shop by age



Mother and children image, Blue page background, I see to many different things (Images, text), B...

5 games



Thousands of games message, Thousands of Quality Games and..., Games that educate and ente...

5 \$3.99 flat shipping



3.99 flat rate shipping, \$3.99 shipping, They offer 3.99 flatrate shipping, Shipping cart



Google

educational toys



Web

Shopping

Images

Maps

Books

More ▾

Search tools

About 31,600,000 results (0.52 seconds)

EDUCATIONAL Toy Stores - matteltoystore.com**Ad** www.matteltoystore.com/Toy_Store (310) 252-3384

Huge Selection of Children's Toys. Barbie, DC Super Friends & More!

Educational Toys - FatBrainToys.com**Ad** www.fatbraintoy.com/

4.9 ★★★★★ rating for fatbraintoy.com

Quality Toys & Games For All Ages. \$3.99 Flat Rate Shipping. Shop Now!

Fat Brain Toys has 230 followers on Google+

\$3.99 Flat Rate Shipping - Shop by Age - Special Offers - The Gift Bot

Educational Toys for Kids - leapfrog.com**Ad** www.leapfrog.com/Free+Shipping

Shop LeapFrog® Educational Toys. Fun, Engaging, & Educator Approved!

Educational toys, learning toys for kids & children ...www.mindware.com/MindWare is proud to be the best resource for **educational toys**, toys for education and **learning toys** for kids and children that engage and entertain.

Catalog Quick Order - Search Results - Best Sellers - Customer Service



Map for educatio

Ads**Unique Educat**www.zully.com/Up to 70% Off on Uni
Educational Toys. \$**Toys for 2 Year**www.educationaltoyShop at Educational
Free Shipping on \$75



Five Second Test

\$3.99 flat shipping

A flower

a picture of a girl

adult

baloons

Blue page background

bubbles

Categories in the left side of

the header

Child

child with pet

Family

Fat Brain Toys

Field

games

Mom

Mother and children image

park

quality

Sign in

smart toys

summer

The color green

The cute small girl

The logo in the center of the
header

The nice picture

Thousands of games

Tons of quality toys and
games

Toys and games

Woman



Mattel ToyStore (El Segundo, ...)

mateltoystore.com/locations/el-segundo-ca.html

Shortcuts

MATTEL

Games Videos Toy Factory My Mattel Our Sites Shop

Search



El Segundo, CA

Home Our Toys Locations Discount Programs Promotions Events

El Segundo, CA

[Christmas in July!](#)

Terrific savings on great toys!

[Power Wheel® of the Week - Save 40% off - Brute Force Camo](#)

[CHIPS for Kids Toy Donation -](#)

Donate a toy valued at \$10 or more and receive a \$5 off coupon. See a Toy Store Associate for details.


[Double Booked - find time for reading!](#)

Earn double stamps and get 1 FREE book after the purchase of just 2!

[Save \\$1 every time -](#)

Bring in any reusable bag and get \$1 off your

The Mattel Toy Store
333 Continental Blvd.
El Segundo, CA 90245

Connect on 

Hours

Store Hours:

Mon. - Sat.

10am to 6pm

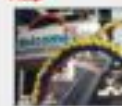
Phone

(310) 252-3384

Email

ms.elsegundo@matel.com

Map



[Click here for Directions.](#)



Matel 5-Second Test Results

Insert Matel test results
here



Google

educational toys



Web

Shopping

Images

Maps

Books

More ▾

Search tools

About 31,600,000 results (0.52 seconds)

EDUCATIONAL Toy Stores - matteltoystore.com**Ad** www.matteltoystore.com/Toy_Store (310) 252-3384

Huge Selection of Children's Toys. Barbie, DC Super Friends & More!

Educational Toys - FatBrainToys.com**Ad** www.fatbraintoy.com/

4.9 ★★★★★ rating for fatbraintoy.com

Quality Toys & Games For All Ages. \$3.99 Flat Rate Shipping. Shop Now!

Fat Brain Toys has 230 followers on Google+

\$3.99 Flat Rate Shipping - Shop by Age - Special Offers - The Gift Bot

Educational Toys for Kids - leapfrog.com**Ad** www.leapfrog.com/Free+Shipping

Shop LeapFrog® Educational Toys. Fun, Engaging, & Educator Approved!

Educational toys, learning toys for kids & children ...www.mindware.com/MindWare is proud to be the best resource for **educational toys**, toys for education and **learning toys** for kids and children that engage and entertain.

Catalog Quick Order - Search Results - Best Sellers - Customer Service



Map for educatio

Ads**Unique Educat**www.zully.com/Up to 70% Off on Uni
Educational Toys. \$**Toys for 2 Year**[www.educationaltoy](http://www.educationaltoy.com/)Shop at Educational
Free Shipping on \$75



zulily | something special ...

ipcid=CwEAEjvhu2H8ROvnbv9Wd79L5jACxKXCHG2u5WfrVkgat7dksZC1svvPfg2fM3h0Vh4Dnbc2Whe_wcE

Startmarks

Become a Member | already a member? sign in | \$100

zulily something special

WHITE FRIENDS, EARN CREDIT | BASKET

NEW TODAY | BEST SELLERS | LAST... | SEARCH

Toys & playtime

Already a member? SIGN IN

DAILY DEALS UP TO 70% OFF!

SIGN UP FOR FREE AND START SHOPPING

Email Address

shop now

By signing in, you agree to zulily's Terms & Conditions, and Privacy Practices

NEW TOMORROW FOR TOYS & PLAYTIME

DC Comics Collection

Growing Genes: Developmental Toys

Speech Exercises

SEE ALL NEW TOMORROW >

THE ONLY INTEREST EARN CREDIT >

Most Shared Toys
number one in fun | new today! shop now

Melissa & Doug
imaginative kids' toys | Ends 7:02 shop now

3x

10% OFF

About Us | Instore | Brands We Love | Careers | Terms & Conditions | Privacy Policy



Zulily 5-Second Test Results

Insert Zulily test results
here



Five Second Tests

- verifyapp.com \$19/mo
- usabilityhub.com \$20/mo



ON-SITE SURVEYS



Two types of on-site surveys

Intercept (site initiated)

Enter, Exit, Trigger

Feedback (user initiated)





4Q: My Favorite Intercept Framework


1. What was your goal?
2. Did you accomplish your goal?
3. If not, why?
4. Net promoter Score

Avinash Kalish: <http://www.kaushik.net/avinash/the-three-greatest-survey-questions-ever/>



What is the purpose of your visit to our website today?

I'm trying to buy shoes for my son|

SEND 


qualaroo.com



Were you able to complete your task today?

Yes

No

SEND 

A dark grey survey form with a question and two radio button options. The 'No' option is selected. A 'SEND' button with a circular arrow icon is at the bottom right.



If you were not able to complete your task today, why not?

Couldn't find shoes with extra-wide widths

SEND

qualaroo.com



How likely are you to recommend our website to a friend?

0 1 2 3 4 5 6 7 8 9 10

Not likely Most likely

A dark grey survey form with a question and a 0-10 Likert scale. The question is "How likely are you to recommend our website to a friend?". The scale is numbered 0 to 10, with "Not likely" at 0 and "Most likely" at 10. The form is set against a light grey background.

qualaroo.com



On-Page Intercept Surveys

- Qualaroo.com \$199/mo (free trial)
- iPerceptions.com Free limited 4Q
- google.com/insights/consumersurveys/website_owners Free
- usabilla.com \$49/mo
- feedbackify.com \$19/mo



OFF-SITE SURVEYS



“Panda” Search Quality Survey

- Would you trust information from this website?
- Is this website written by experts?
- Would you give this site your credit card details?
- Do the pages on this site have obvious errors?
- Does the website provide original content or info?
- Would you recognize this site as an authority?
- Does this website contain insightful analysis?
- Would you consider bookmarking pages on this site?
- Are there excessive adverts on this website?
- Could pages from this site appear in print?





- 1. Would you trust information from this website?

Yes No Not Sure
- 2. Is this website written by experts?

Yes No Not Sure
- 3. Would you give this site your credit card details?

Yes No Not Sure
- 4. Does this page have obvious errors?

Yes No Not Sure
- 5. Does the website provide original content or info?

Yes No Not Sure
- 6. Would you recognise this site as an authority?

Yes No Not Sure
- 7. Does this website contain insightful analysis?

Yes No Not Sure
- 8. Would you consider bookmarking pages on this site?

Yes No Not Sure
- 9. Are there excessive adverts on this website?

Yes No Not Sure
- 10. Could pages from this site appear in print?

Yes No Not Sure

BestPro Survey

1. Would you trust information from this website? Yes No Not Sure

2. Is this website written by experts? Yes No Not Sure

3. Would you give this site your credit card details? Yes No Not Sure

4. Does this page have obvious errors? Yes No Not Sure

5. Does the website provide original content or info? Yes No Not Sure

6. Would you recognise this site as an authority? Yes No Not Sure

7. Does this website contain insightful analysis? Yes No Not Sure

8. Would you consider bookmarking pages on this site? Yes No Not Sure

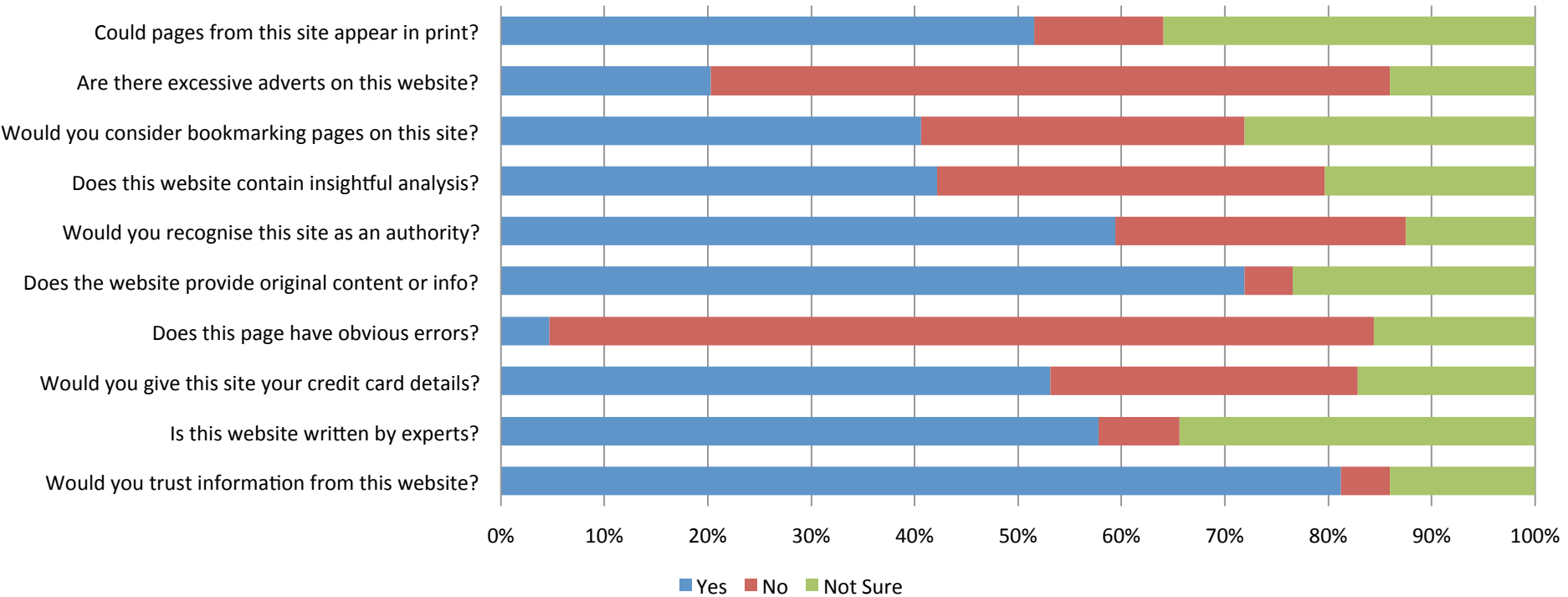
9. Are there excessive adverts on this website? Yes No Not Sure

10. Could pages from this site appear in print? Yes No Not Sure

SurveyMonkey.com



BassPro Panda Quality Survey





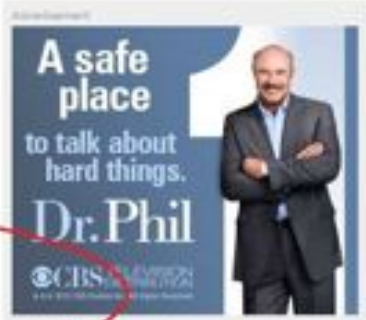
Google Consumer Surveys

www.adweek.com/news/advertising-branding/microsoft-nabs-more-partners-xbox-tv-ads-139817 Google

Microsoft Nabs More Partners for Xbox TV Ads ESPN, CBS among the growing list of partners selling 30s within Xbox Live apps By Mike Shields

Apr 24 2012 Technology

Microsoft is looking to build upon its impressive lead on the interactive TV front, an area where the software giant has seemingly outmaneuvered rival Google. To that end, Microsoft announced a slew of new ad partners for its much-ballyhooed ad initiative via Xbox Live, where advertisers can now buy traditional 30-second spots within TV apps running on the platforms. The company made the announcement during its digital ad showcase on Tuesday (April 24)...



Answer a question to continue reading this page

How would you describe your investments in individual stocks and bonds?
(question 1 of 2)

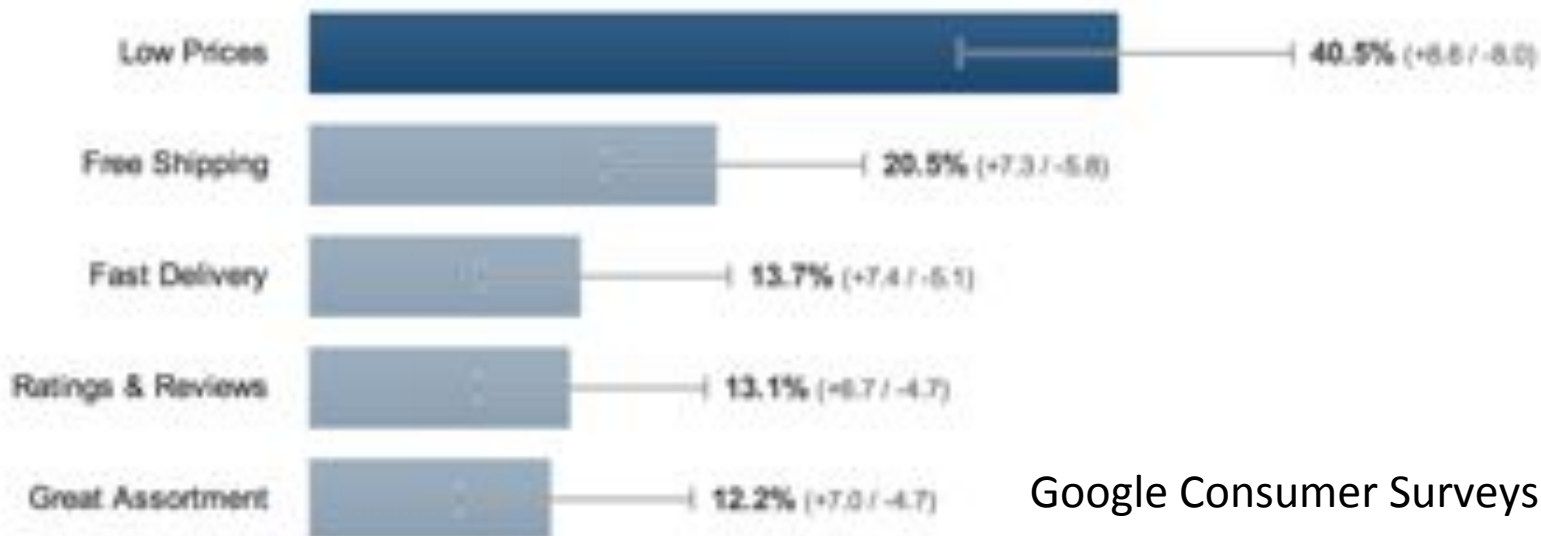


SINGLE ANSWER

What's most important when you shop online?

Results for respondents with demographics. Weighted by Age. (131 responses) ⓘ

Winner statistically significant. ⓘ



Google Consumer Surveys



Getfivestars.com

Follow-up on good feedback:

- Convert favorable feedback into testimonials
- Encourage off-site reviews
- Monitor off-site reviews
- \$29.95/month





Off-Page Surveys

- SurveyMonkey.com \$228/year (free version)
- google.com/google-d-s/createforms.html Free
- google.com/insights/consumersurveys/pricing \$0.10/response
<http://troni.me/GCS-trial> \$75 free trial
- askyourtargetmarket.com (AYTM) \$1/10Q's
- Getfivestars.com \$29.95/mo



REMOTE USER TESTING (UNMODERATED)



Ustesting.com

Audience

- ▶ Choose panel
- ▶ Write Screener
- ▶ Recruit own testers

Tasks

- ▶ Choose URL
- ▶ Write Tasks
- ▶ Write Questions

Watch Videos

- ▶ Edit/Annotate Video



Test your site

**BED BATH &
BEYOND**



Screenshot of the Bed Bath & Beyond website interface. The browser window shows the URL <http://www.bedbathandbeyond.com>. The page features the Bed Bath & Beyond logo and navigation tabs for SHOP, HOME & GIFT SERVICES, and SHOP FOR COLLEGE. A search bar is visible with the text "Home Decor". The main content area displays a grid of product images, including furniture and home decor items. A sidebar on the left lists various product categories such as Bedding, Bath, Kitchen, and Home Decor. The bottom of the page includes a banner for "RED BUG FREE SHIPPING" and the website URL www.bedbathandbeyond.com.



Test your competitors





Task 1
1 of 4
Think of a gift you want to buy for someone. Try to find that gift on the site.

Next Task

Walmart
Save money. Live better.

Shop Unbelievable Tax Refund Online Specials!

Value of the Day Local Ad Store Finder Registry Gift Cards Track My Orders My Account My Lists

Search All Departments Search Go My Cart My Store Los Angeles

Now! FREE SHIPPING on hundreds of thousands of items. Learn More

Shop Unbelievable Tax Refund Online Specials! Celebrate refund

View 32" Class LCD just \$268

Emily Convertible Futon, Black just \$169

Goodyear Vmax 2 Tire 185/70R14 just \$59

325-Pi Home Tool Set just \$58

Shop Tax Refund Online Specials

Save Big Now

- \$10 eGift Card w/ Car Seats
- Buy 1 Get 1 Free in Photo
- Charcoal Grills from \$39
- Kids' & Baby Clothing Event
- Swimming Pools Ship to Home for Only \$1.97

What's New

- Dr. Seuss Children's Books
- Easter Apparel Shop
- Family Swiss Shop
- Wildlife Fusion Products

All Apple, Always for Less

Shop the latest Apple products, from your favorite iPod to the powerful iPad.

see what's new from Kraft Foods

Get New Products

Come Out and Play
Bring into Spring with great values.

Create a Backyard Retreat



Remote User Testing

- usertesting.com \$49/test (Peek free)
promo code: shop.org14 (one free test)
- [Openhallway.com](https://openhallway.com) \$100/mo
- silverbackapp.com/ \$69



ASK GOOGLE



Google

why doesn't zappos



why doesn't zappos **carry toms shoes**

why doesn't zappos **sell toms**

why doesn't zappos **take paypal**

why doesn't zappos **take paypal anymore**

why doesn't zappos **accept paypal anymore**

Google Search

I'm Feeling Lucky



keywordtool.io

Search for keyword "zulily" found **370** results

 COPY ALL

Does KeywordTool.io help you with keyword research?
Share it with your followers and friends now!





zulily

10

zulily

zulily coupon

zulily reviews

zulily careers

zulily stock

zulily returns

zulily portal

zulily shipping

zulily free shipping

zulily customer service

zulily _

10

zulily coupon

zulily reviews

zulily careers

zulily stock

zulily returns

zulily portal

zulily shipping

zulily free shipping

zulily customer service

zulily shoes

zulily a

zulily app

zulily address

zulily address seattle

zulily about

zulily account

zulily affiliate program

zulily app for android

zulily annual report

zulily address elliot

zulily apartments



keywordtool.io



OFF-SITE REVIEWS



Bizrate.com

Jul 19, 2014

It's in stock in the warehouse, and you want 1-2 weeks before it ships? Ridiculous! Sports Authority needs to higher some supply chain engineers and get the business straightened out.

Jul 19, 2014

Not enough room in address box. But great pricing for clearance.



The Sports Authority Rating

[More About The Sports Authority](#)

Overall Satisfaction:  8.8 out of 10

Would Shop Here Again:  8.7 out of 10

Likelihood To Recommend:  8.8 out of 10

OVERALL RATING	PAST 3 MONTHS	PAST MONTH
 Positive	91%	91%
 Neutral	3%	2%
 Negative	6%	7%

RATINGS FOR THE SITE & SHOPPING EXPERIENCE

Ease of Finding What You Are Looking For:



Design of Site:



Satisfaction With Checkout:



Product Selection:



Clarity of Product Information:



Charges Stated Clearly:



Price Relative To Other Online Retailers:



Shipping Charges:



Variety of Shipping Options:



RATINGS AFTER PURCHASE HAS BEEN MADE

On-Time Delivery:



Order Tracking:



Product Met Expectations:



Customer Support:



Product Availability:



Returns Process:





TAXONOMY/NAVIGATION



Click Test

create your patio. select from 6 collections & 5 different cushion colors.



shop the collections >



[sign in](#) [new guest?](#) [my account](#) [REDCard](#)

all search

[women](#) [men](#) [baby](#) [kids](#) [home](#) [patio](#) [furniture](#) [electronics](#) [entertainment](#) [toys](#) [sports](#) [health](#) [beauty](#) [clearance](#) [more](#)

Black Friday in July is back. [learn more >](#)

[find a store](#) [Weekly Ad](#) [GiftCards](#) [registries](#) [TargetLists](#)

Where would you click to shop for vacuum cleaners?

Take the test >

[I'd rather skip this test >](#)

verifyapp.com



Click Test



149 VIEWS	38 RESPONSES	25 TESTER DATA
---------------------	------------------------	--------------------------

Test Instructions

Where would you click to shop for vacuum cleaners?

Avg response: 13 seconds

verifyapp.com



Card Sort

Shop

Deals for home internet and phone bundles

Add-on services for my home phone

Purchase a cell phone online

Accessories for my cell phone

Discounted cell phones

Account

Change my home internet plan online

Pay my bill online

International calling rates for my home phone

The date that my next home phone and internet bill is due

Tools

Internet connection speed test

Downloadable games for my cell phone

A tool to calculate the best cell phone plan for me

About

BananaCom's contact phone number

Career opportunities at BananaCom

What to do when my cell phone has been broken or stolen



Card Sort: 53/99 sorts were similar

BananaCom
Banana.com
banana
banana.com

Career opportunities at BananaCom
BananaCom's contact phone number
The email address to use for BananaCom help
BananaCom's freephone number
How to set up my BananaCom email address

Cell Phone
Cell phone
Cell Phone information
Cell Phones

Discounted cell phones
Purchase a cell phone online
A tool to calculate the best cell phone plan for me
Accessories for my cell phone
What to do when my cell phone has been broken or stolen
Downloadable games for my cell phone
TrueTone ringtones I can buy
A table of prices for cell phone plan options
A list of the most popular cell phones
Reviews of new handsets

Home phone and internet
Home Phone Service
Home and Internet Service
Billing home phone/Internet

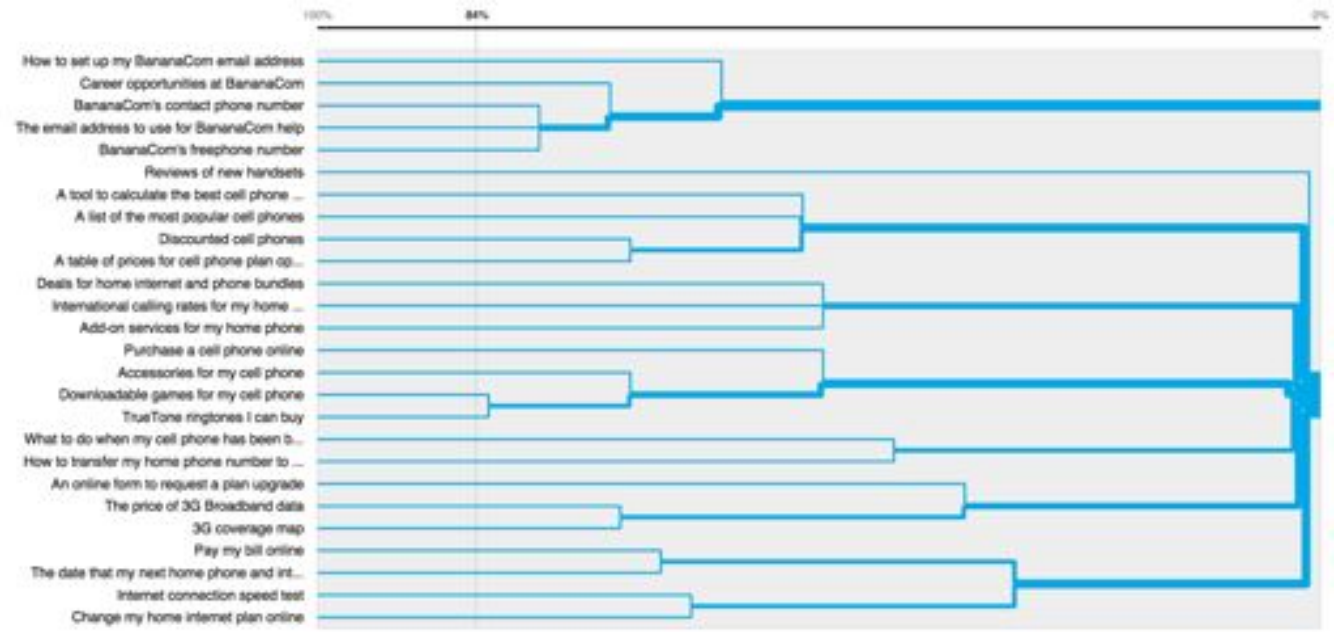
Deals for home internet and phone bundles
Internet connection speed test
International calling rates for my home phone
Add-on services for my home phone
Change my home internet plan online
Pay my bill online
The date that my next home phone and internet bill is due
How to transfer my home phone number to my new house
An online form to request a plan upgrade

3G
3G Information
3G Info
3G Information

The price of 3G Broadband data
3G coverage map



Card Sort: Dendrogram





Treejack

Task 1 of 4

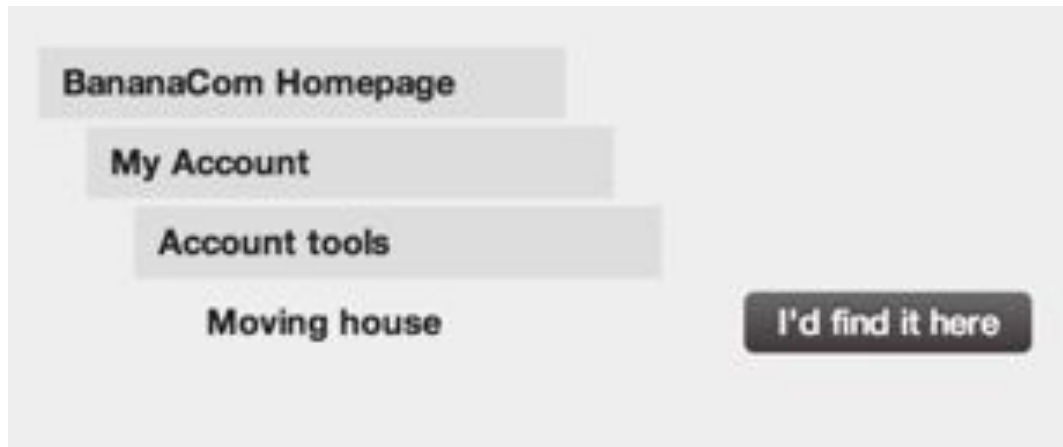
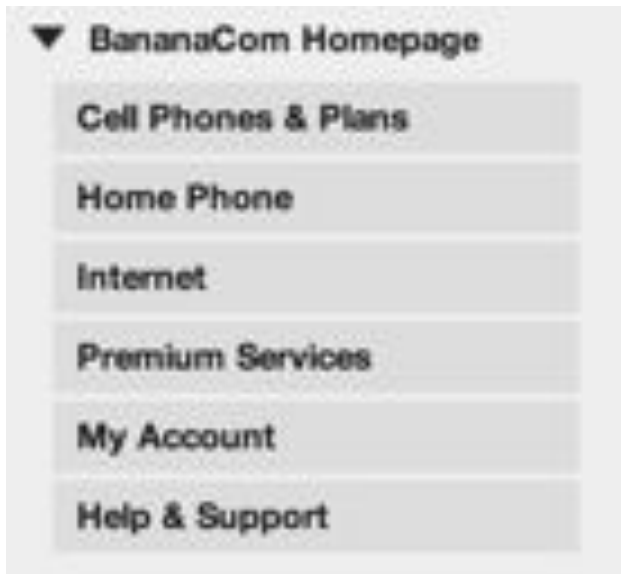
[Skip this task](#)

You're about to move house and want to transfer your phone and internet to the new address. How would you do that?

Start task



Treejack



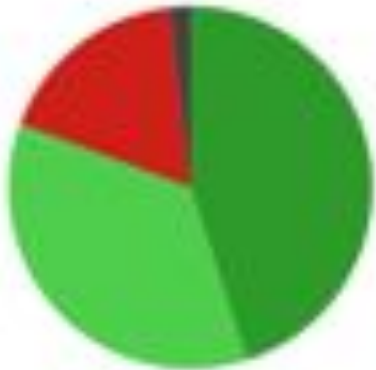


Treejack Results

You're about to move house and want to transfer your phone and internet to the new address. How would you do that?

Help & Support → Moving house

My Account → Account tools → Moving house

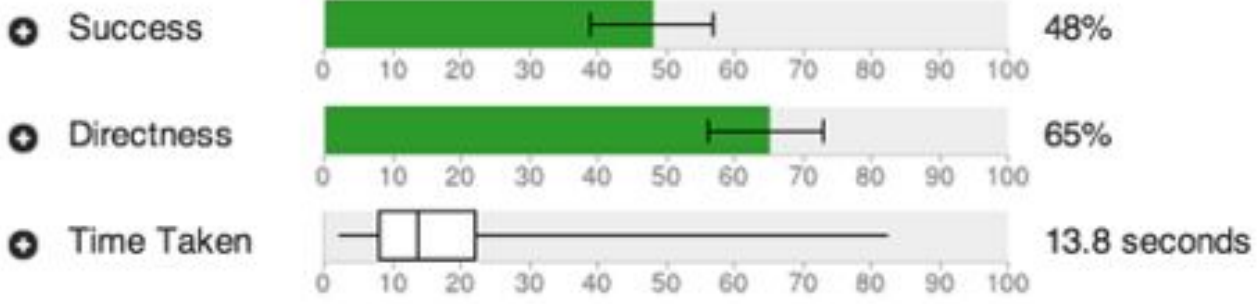


 Direct Success	49	45%
 Indirect Success	39	36%
 Failure	19	17%
 Skip	2	2%

 [View the Piortree for this task](#)



Treejack Results





Navigation Tests

- verifyapp.com \$19/mo
- optimalworkshop.com \$1990/year or \$149/test
- Loop11.com \$350 test or \$158/mo



ANALYTICS TOOLS



<http://paditrack.com>
Funnels from GA
Free



47.00% conversion rate

4514 people converted

▼ 14.60% less people converted than the previous period



Step 1: Signin

Step 2: Shipping

Step 3: Confirm Order

Step 4: Payment

Step 5: Thank You



<http://dashboardjunkie.com>
dashboards for GA
Free



For Online Retailers

- [Sales cockpit](#)
- [SEO performance](#)
- [Mobile vs. Non-mobile](#)
- [AdWords performance](#)
- [AdWords Brand vs Non-brand](#)
- [addwish e-commerce tracking](#)

+ Add this dashboard to your Google Analytics profile



<https://developers.google.com/analytics/solutions/google-analytics-spreadsheet-add-on>

GA Plugin for Google Docs

Free



Analytics
Canvas

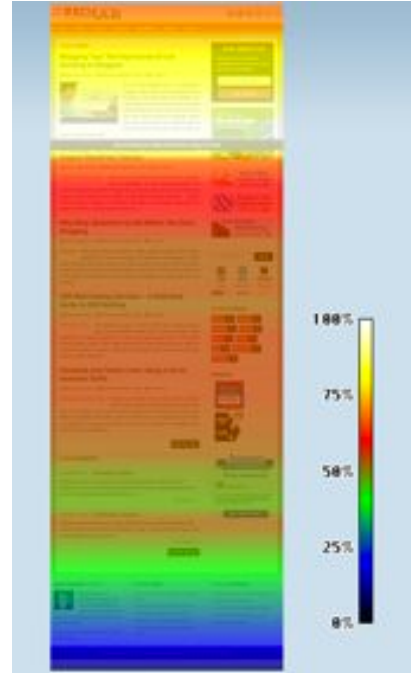
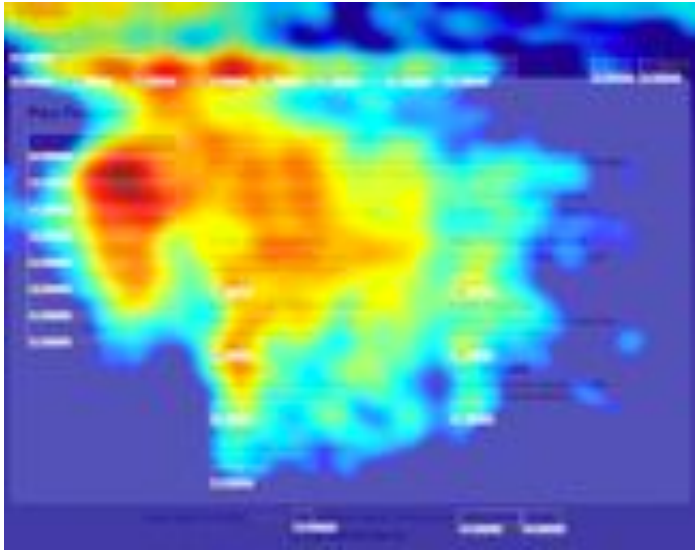
<http://www.analyticscanvas.com/>
GA Plugin for Excel
\$49/mo



ON-PAGE ANALYTICS



ClickTale



clicktale.com



OnPage Analytics

- ClickTale.com \$99 - \$999/mo
(reasonable free option)
- CrazyEgg.com \$9-\$99/mo



PERCEPTION SIMULATORS



poppin. work happy.

SEARCH AND YOU WILL FIND...

SHOP BY COLOR

Writing

Notebooks +

Desktop

Organization

Furniture

Tech

Business Store

Cool for School

Gifts + More

Desktop / Trays + Pen Cups /

FREE SHIPPING OVER \$35



the fill-'er-up

Yellow Pen Cup

Keep yourself and your pens from going over the edge with this clever cup.

\$6

Qty 1

ADD TO CART

ADDITIONAL COLORS



DETAILS

- Two organizing compartments keep pens and pencils from fighting
- Yellow lacquer-like finish
- Coordinates perfectly with Accessory Tray and Inboxes, fits with Bits + Bits Tray
- Measures 3.25" x 3.25" x 3.25"

OTHER ANGLES

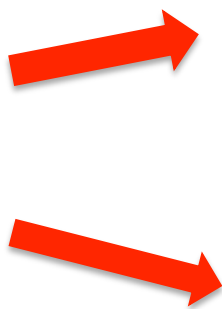
Email Tweet Share Buy



DEJA VU



What
Users
Will
See



poppin. work happy!

SHOP BY COLOR

Writing Notebooks + Desktop Organization Furniture Tech Business Store Cool for School

Desktop / Trays + Pen Cups /

the fill-'er-up
Yellow Pen Cup

Keep yourself and your pens from falling over the edge with this clever cup.

\$6

Qty: 1

ADDITIONAL COLORS

DETAILS

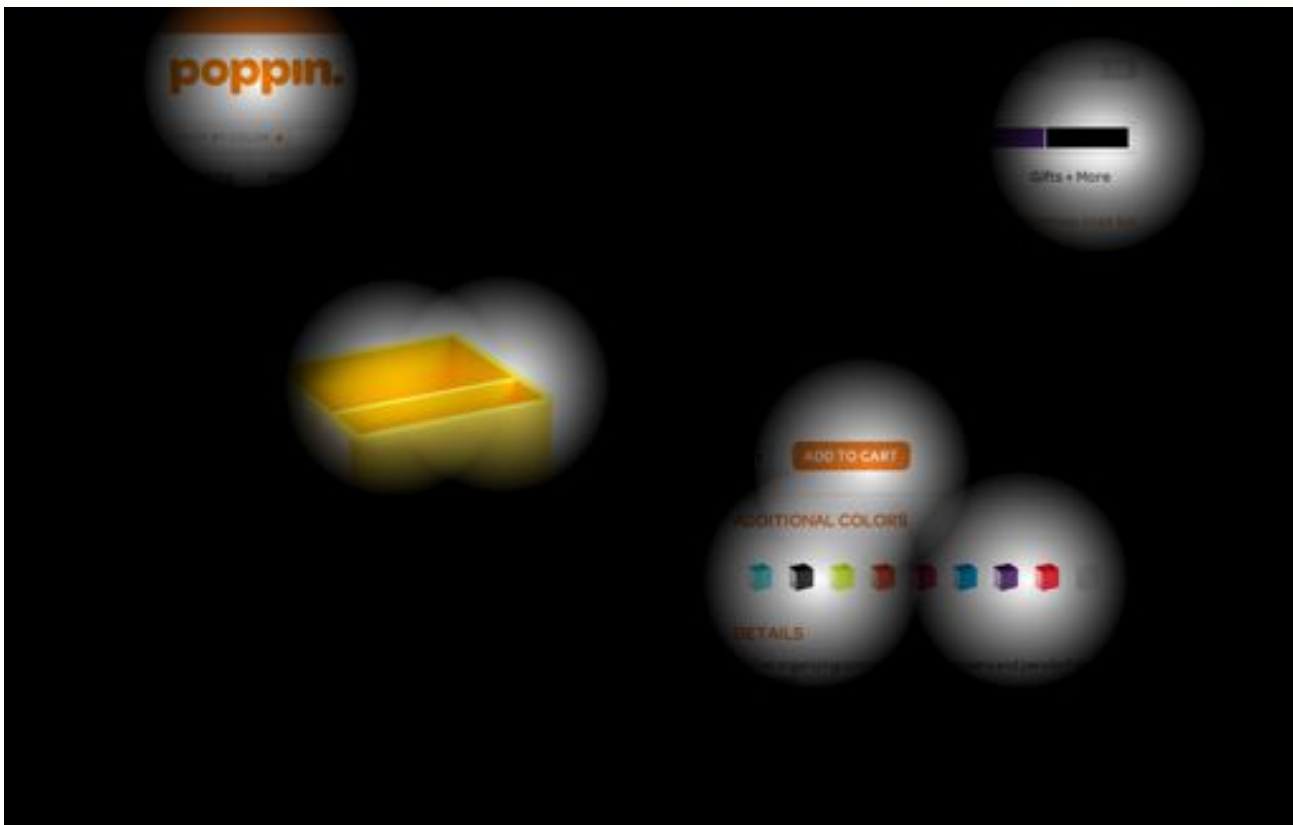
- Two organizing compartments keep pens and pencils from fighting
- Yellow lacquer-like finish
- Coordinates perfectly with Accessory Tray and Inboxes, fits with Bits + Bits Tray
- Measures 3.25" x 3.25" x 3.25"

OTHER ANGLES

DEJA VU

What
Users
Won't
See







CONTACT FOR US HELP SIGN IN

popin. work happy.

SEARCH AND YOU WILL FIND...

SHOP BY COLOR

Writing Notebooks + Desktop Organization Furniture Tech Business Store Cool for School Gifts +

Desktop / Trays + Pen Cups /

FREE SHIPPING OVER \$35

the final step
Yellow Pen Cup

Keep yourself and your pens from going over the edge with this clever cup.

\$6

Qty 1 **ADD TO CART**

ADDITIONAL COLORS

DETAILS

- Two organizing compartments keep pens and pencils from fighting
- Yellow lacquer-like finish
- Coordinates perfectly with Accessory Tray and Inboxes, fits with Bits + Bobs Tray
- Measures 3.25" x 3.25" x 3.25"

OTHER ANGLES

Email Tweet Share Buy

DEJA VU



Perception Simulators

- feng-gui.com - \$2/test
- attentionwizard.com \$27/mo
- eyequant.com \$200/mo
- tobii.com \$575/mo (real eye-tracking)



ACCESSIBILITY



Colorblind Web Page Filter

Color Blind Simulator

OFF

ON



<http://colorfilter.wickline.org/>



Online Accessibility Validators

- <http://www.cynthiasays.com/>
- <http://achecker.ca/checker/index.php>
- <http://wave.webaim.org/>
- <http://colorfilter.wickline.org/>
(Color blindness)



SPEED



Test a website's performance

[Analytical Review](#) [Visual Comparison](#) [Traceroute](#)

Test Location

[Select from Map](#)

Browser

[Advanced Settings](#) ▶

1 run, Cable connection, results are public

[START TEST](#)



webpagetest.org

GPRO	AMZN	BaH
0.0	0.0	0.0
BPRO	BBY	WMT
0.0	0.0	0.0



webpagetest.org

Web Page Performance Test for
www.walmart.com/ip/GoPro-CHDHN-302/29002369

From: Dulles, VA - Cable
7/21/2014 10:41:50 AM

PageSpeed 1.12 Score: 83/100

[Need help improving?](#)



- Summary
- Details
- Performance Review
- PageSpeed**
- Content Breakdown
- Domains
- Processing Breakdown
- Screen Shot



webpagetest.org

PageSpeed Optimization Check

[More about PageSpeed](#)

PageSpeed 1.12 Score: 89/100*

- ❌ **Combine images into CSS sprites**
- ❌ **Minimize redirects**
- ❌ **Leverage browser caching**
- ❌ **Defer parsing of JavaScript**
- ⚠️ **Optimize images**
- ⚠️ **Serve scaled images**
- ✅ **Enable compression**
- ✅ **Minify HTML**



webpagetest.org

Web Page Performance Test for
www.walmart.com/ip/GoPro-CHDHN-302/29002369

From: Dulles, VA - Cable
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PageSpeed 1.12 Score: 83/100

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- Summary
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- Performance Review
- PageSpeed
- Content Breakdown
- Domains**
- Processing Breakdown
- Screen Shot



37 Domains for Walmart PDP

a.dlqm.net

ads.rubiconproject.com

amch.questionmarket.com

assets.pinterest.com

beacon.walmart.com

beam.hlservice.com

c.betrad.com

cm.g.doubleclick.net

content-cdn.walmart.com

cts.channelintelligence.com

d.agkn.com

dis.criteo.com

fonts.walmart.com

i.walmartimages.com

i2.walmartimages.com

ib.adnxs.com

irsws.walmart.com

l.betrad.com

log.pinterest.com

magpie-static.ugc.bazaarvoice.com

network.bazaarvoice.com

omniture.walmart.com

optimized-by.rubiconproject.com

p.typekit.net

p13n-assets.walmart.com

pagead2.googleadsyndication.com

partner.googleadservices.com

pubads.g.doubleclick.net

s0.2mdn.net

secure-assets.rubiconproject.com

t0.gstatic.com

t1.gstatic.com

t3.gstatic.com

walmart.ugc.bazaarvoice.com

www.google.com

www.googletagservices.com

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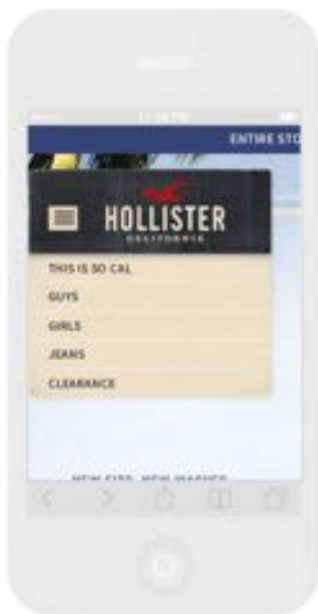


Anti-Reading Simulators

- <http://www.usereffect.com/topic/users-dont-read-the-ride>
- Squint Chrome Plugin
<https://chrome.google.com/webstore/detail/squint/dfihiaalbnmbjgbjfkklcknjfnmecdkh>



BROWSER TESTING



iPhone 3+ portrait - width: 320px



iPad landscape - width: 768px

responsinator.com



crossbrowsertesting.com



Cross-Browser Testing

- responsinator.com Free
- crossbrowsertesting.com- \$29.95/mo
- browserstack.com \$39/mo
- browsershots.org Free
- browsera.com Free / \$49/mo



Public Service Announcement

“It’s just one tag on your site... it has no impact on performance”

- biggest lie in e-commerce

