

## Testing change to a single button drove 33% more leads to Rightmove Estate Agents



“This test has demonstrated that small changes can make a big difference”

*Marianina Manning,  
Web Optimisation Manager,  
Rightmove PLC*

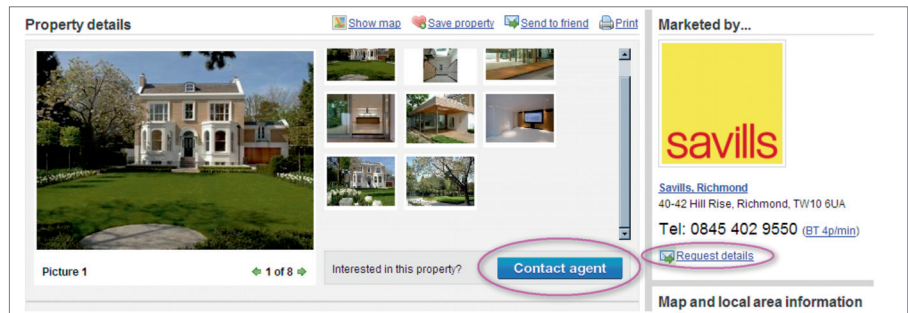
Rightmove.co.uk is the UK's number one property website. More than 90% of all UK Estate Agents\* choose to be members of Rightmove and advertise their properties on the site.

Launched in 2000, Rightmove.co.uk was the first property website in the UK to introduce paid advertising on properties for sale and has since led the market in terms of user acquisition. Rightmove.co.uk currently service more than 2.5m unique visitors per month\*\*.

### Multivariate testing with Google Website Optimiser

Rightmove planned a simple experiment using Google Website Optimiser to test how changing the 'Contact Agent' button and removing the 'Request Details' link to the right would impact the conversion rate of email leads to Estate Agents.

### Before



Using their existing Google Analytics account, Rightmove set up a multivariate test to experiment with different colour and wording for the 'Contact Agent' button, resulting in 16 button variations. Website Optimiser was used to ensure that any changes implemented on the site would be based on actual user preference.

### 16 button variations

Arrange viewing	Contact agent	Email agent	Request details
Arrange viewing	Contact agent	Email agent	Request details
Arrange viewing	Contact agent	Email agent	Request details
Arrange viewing	Contact agent	Email agent	Request details

---

## About Website Optimiser

Website Optimiser is a free tool which allows you to test what variations of content performs best for your website.

For more information, visit [www.google.co.uk/websiteoptimiser](http://www.google.co.uk/websiteoptimiser)

---

## Multivariate test

Multivariate testing allows you to test different combinations of headers, text or images on a page of your site at the same time.

---

## 32% increase in leads to Estate Agents

The winning variation was the orange 'Request Details' button.

The increase in email leads as a result of the simple test was dramatic. "We expected an uplift of around 3-8% in conversions with the winning variation," said Marianina Manning, Website Optimisation Manager at Rightmove. "In fact this button generated 32% more email leads than the existing version."



At the same time they tested removing the 'Request Details' link on the right of the page and found that pages without the link performed on average 5.56% worse than those with it, and so Rightmove decided to retain the link.

## Continued testing to optimise site performance

"This test has demonstrated that small changes can make a big difference," said Marianina Manning.

Website Optimiser allowed Rightmove to conduct tests and make site improvements based on actual user behaviour rather than trying to guess what users would prefer.

"Given the unexpectedly strong results we saw in this test we'll be carrying out lots more testing across other parts of the site."

\* Source: Rightmove

\*\* Source: Nielsen Netratings October 2008