

# MARKETING DIGITAL

Publicidade e Marketing  
Aula 7

# HOJE NO MENU



**RSS**



**ANALYTICS E  
SEARCH CONSOLE**



**CAMPANHAS  
A/B**

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**RSS**



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# COMO ACOMPANHAR TODO ESTE CONTEÚDO?



# RSS



Desenvolvido pela Netscape (1999)  
Um ficheiro XML que agrega conteúdo

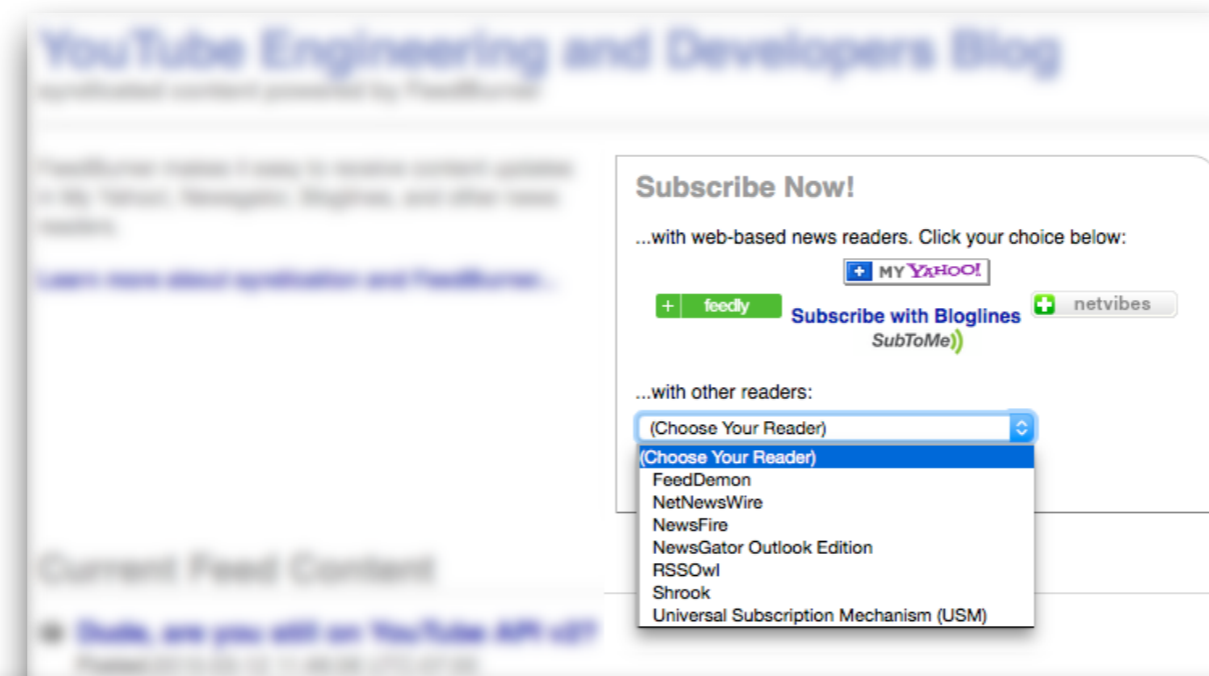
Uma *feed* RSS informa-nos sobre a existência de novos conteúdos (texto, áudio, vídeo), incluindo metadados (como data de publicação ou nome do autor).

Permite receber actualizações de uma fonte ou agregar dados de vários sites.



**RSS - REALLY SIMPLE SYNDICATION**

# COMO SUBSCREVER




Sources [Keyword alerts](#)

What sources do you want to follow?

× English ▾

[#marketing](#) [#social](#) [#tech](#) [#business](#) [#advertising](#) [#social media marketing](#) [#digital](#) [#news](#)

PEOPLE WHO READ

 **Social Media** [FOLLOW](#) [👁](#) [🔗](#)

128K followers 7 articles per week 4% read

Mashable is a global, multi-platform media and entertainment company.

Facebook just made it easier for female entrepreneurs to connect  
Twitter reportedly suspended users that steal memes and force viral tweets  
UN officials blast Facebook over spread of Rohingya hate speech

[#marketing](#) [#social media](#) [#tech](#) [#social](#)











# GOOGLE READER (2005-2013)

The screenshot shows the Google Reader interface. At the top is the Google logo and a search bar labeled 'Search Reader'. Below this is a navigation bar with a 'Reader' label, a refresh button, '30 new items', 'Mark all as read', 'Folder settings...', and a settings menu. The left sidebar contains a 'SUBSCRIBE' button, 'Home', 'All items (333)', 'Starred items', 'Trends', 'Browse for stuff', 'Explore', and 'Subscriptions' with various categories like Analytics, Education General, Edu Tech Mobile, Edu Tech NewsWa..., Marketing General, Marketing Ed Tec..., Publishing, and Software Models.

The main content area displays a list of articles under the heading 'Marketing Ed Tech Blogs'. Each article entry includes a star icon, the source, the article title, a snippet of the text, the time or date, and a link icon.

Source	Title	Snippet	Time/Date	Link
☆ ICEF Monitor - Market intell	<b>Demand for Spanish instruction escalating, higher ed still facing challenges</b>	- Spain has long been a	8:22 AM	🔗
☆ collegewebeditor.com	<b>1-1-1 Book Review: Lean In: Women, Work, and the Will to Lead by Sheryl Sandberg</b>	- I read my fair share	7:31 AM	🔗
☆ Online Marketing Blog	<b>Online Marketing News: Google Updates, Email Marketing Insights &amp; Content Marketing Success</b>	- 7	7:17 AM	🔗
☆ HESA	<b>No to "World-Class" Research in the Humanities</b>	- You often hear talk about how Canadian institutions need to	7:01 AM	🔗
☆ Posts	<b>Could Google Hangouts on Air be the solution to your college's video headaches?</b>	- Videos are some of	1:50 AM	🔗
☆ Higher Education Marketing	<b>Could Google Hangouts on Air be the solution to your college's video headaches?</b>	- Videos are some of	Apr 4, 2013	🔗
☆ @ProBlogger	<b>Mastering the Upsell</b>	- Everyone's heard of the term 'would you like fries with that' – it's probably the most famous	Apr 4, 2013	🔗
☆ A List Apart: The Full Feed	<b>PPK on Blink</b>	- Our good friend PPK has some thoughts on the news that Google will be using a new rendering	Apr 4, 2013	🔗
☆ Posts	<b>Marketing &amp; Communication in Student Affairs: What We Didn't Get To On Student Affairs Live</b>	- Last week	Apr 4, 2013	🔗
☆ Interactive Marketing	<b>Sophisticated, demanding mobile customers: Ready or not, here they come!</b>	- A few weeks ago, my dad	Apr 4, 2013	🔗
☆ CMO and Marketing Leader	<b>B2B Thought Leadership? Not so much...</b>	- What does it take to become a thought leader in your market? Deep	Apr 4, 2013	🔗
☆ ICEF Monitor - Market intell	<b>Germany's new strategies in the race for international students</b>	- Over the last decade, soaring international	Apr 4, 2013	🔗
☆ The College Puzzle	<b>Starting Salaries Vary By College Attended</b>	- Report: Earnings of Colorado college grads vary widely by major	Apr 4, 2013	🔗
☆ HighEdWebTech	<b>Microsoft makes browser testing easier</b>	- I'm a Mac guy, have been full time since 2003. One of the challenges	Apr 4, 2013	🔗
☆ Intead.com Blog	<b>Why your International student applicants won't brag</b>	- Why your international student applicants won't brag.	Apr 4, 2013	🔗

# FEEDLY



**Today**

**Read Later**

**Feedly AI**

**Integrations & API**

FEEDS

- All 1K+
- Technology 1K+
- Production 16
- MacPromos
- VIP 129
  - Buffer Open 19
  - Jon Loomer Digital 35
  - Neil Patel 21
  - Quick Sprout 20
  - Social Media Examiner 12
  - The Buffer blog 19**
  - The Smart Passive Income 3
- 1 more feed
- Coding 47
- SEO 172
- Create New Folder

BOARDS

- Create New Board


**Recently Read**

## The Buffer blog

58K followers / 5 articles per week

/ #social-media #marketing #smb-marketing


LATEST



### How I Increased My Freelance Writing Income By 79% Percent in a Single Year (and How You Could Too)

by Ali Luke / 9h


Are you a freelancer looking to grow your income? It can be tough to know where to start. Perhaps you've fallen into...



### 11 Ways to Use Social Media to Amplify Your Research Reports

by Tanaaz Khan / 4d


Spent \$20,000 on a research report only to spin up a landing page, send an email blast, and publish a few press releases?...



### 4 Practices That Have Helped Me Overcome Imposter Syndrome as a Business Owner

by Diana Sofia Tabatabai / 5d


Many people battle with imposter syndrome—mine was compounded by the fact that I dreamed of starting my own...



### Pivoting to D2C Helped us Grow by 267% in 1 Month: Here's How We Did It

by Anja Skodda / 6d

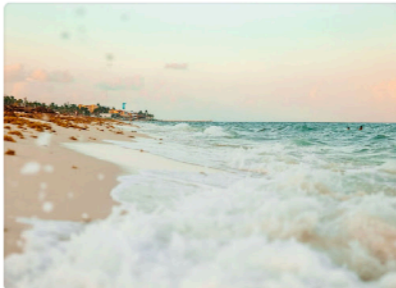
I had been growing the pet supplement line for my company, HAPPYBOND, through direct-to-consumer channels for years, b...



### 11 Best Productivity Apps For Social Media Marketers

by Francesco D'Alessio / 7d

Social media marketing is one of the most intense jobs out there, with the world constantly changing around you. Using...



### How to Handle a Retreat: 16 Tips from Bufferoos as We Head to Cancún

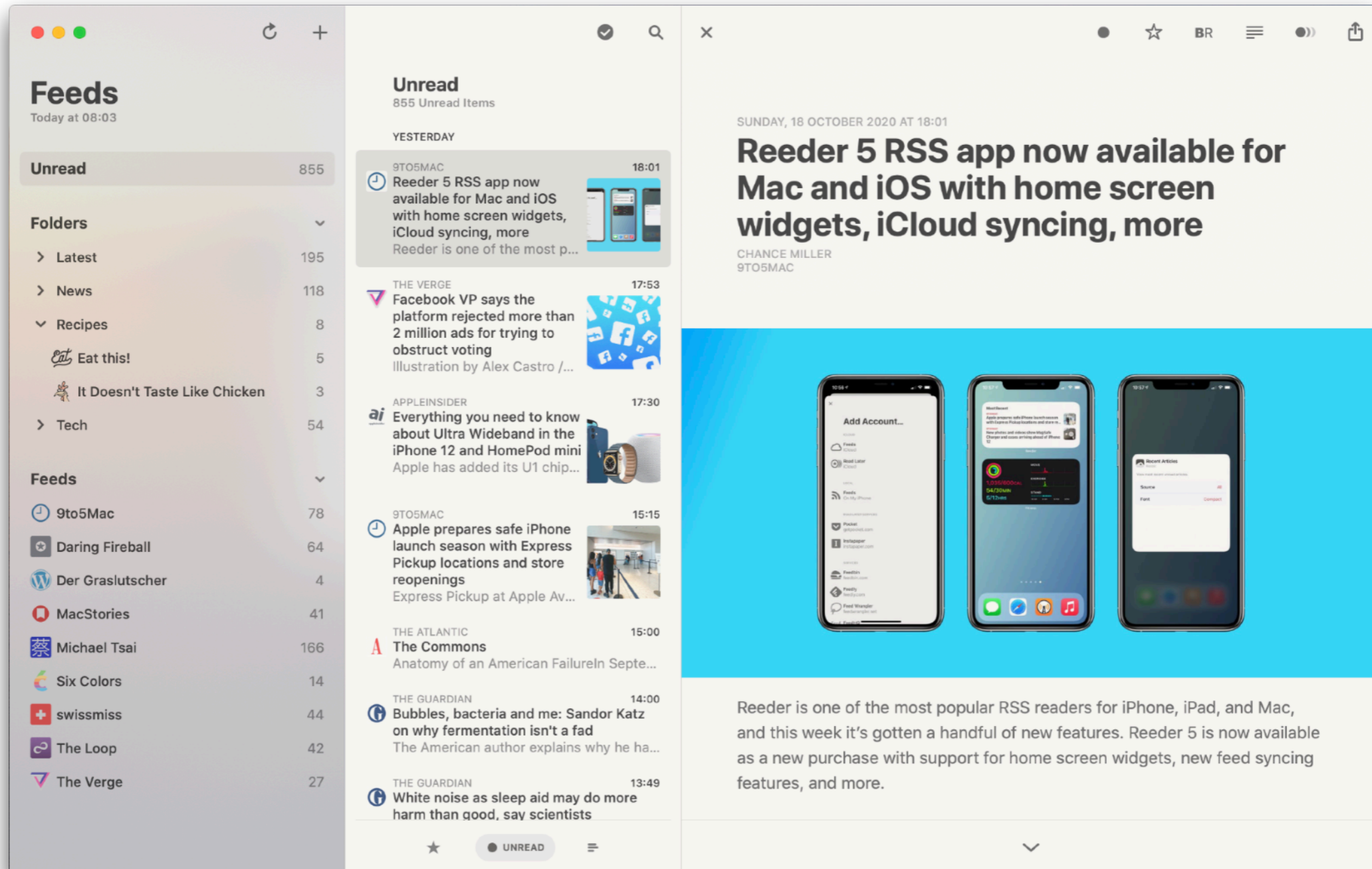
by Kirsti Lang / 10d

At the time this article goes live, I'll likely be bouncing up and down on my overstuffed suitcase in an attempt to get it closed,...

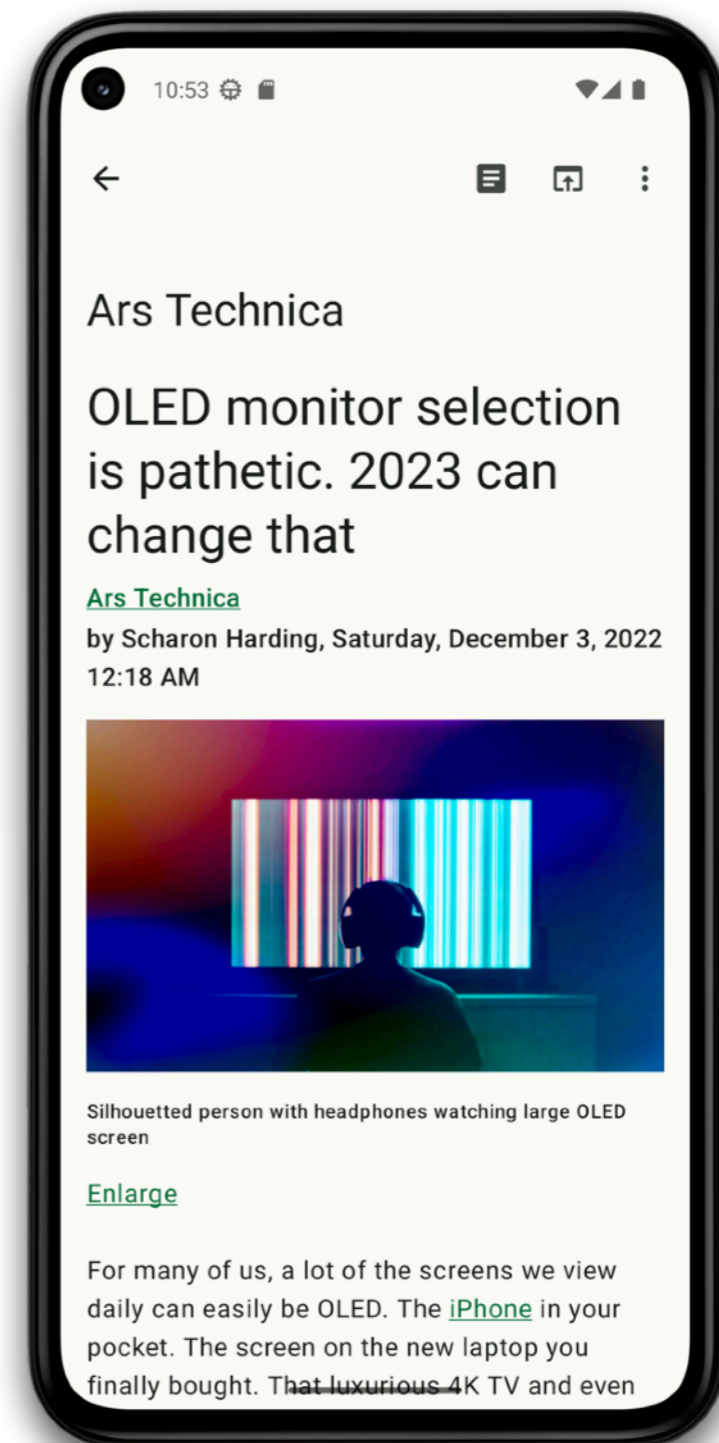
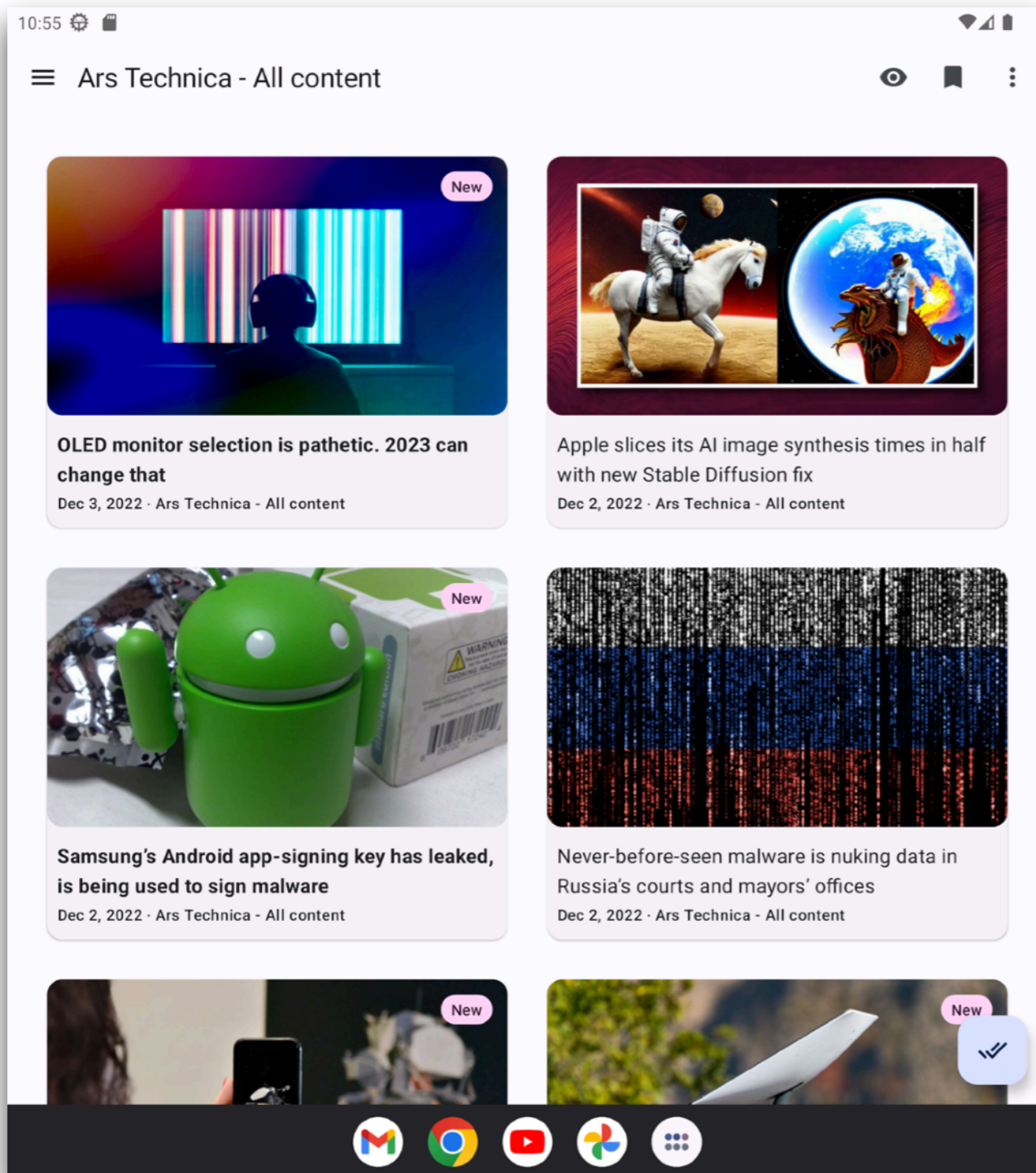
19 ✓ 000 ❤️ ↺ ...



# REEDER (MAC & IOS)



# FEEDER (ANDROID)



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# GOOGLE ANALYTICS



O Google Analytics é um serviço gratuito da Google que procura fornecer toda a informação estatística sobre o nosso site ou aplicação móvel.

O único requisito é ter um site que permita adicionar o *tracking code* e uma conta Google.

**CADA CONTA GOOGLE PERMITE GERIR 100 SITES**

O Google Analytics está integrado com outros serviços Google, como:

Google Ads

Search Console

# O QUE PERMITE



O Google Analytics é altamente customizável e com ele podemos extrair todo o tipo de relatórios, obtendo informações como:

Tempo no Site

Número de visitas

Origem do tráfego

Conteúdos mais vistos

Resolução do monitor

Localização geográfica

Tipo de dispositivo utilizado

# 2 VERSÕES



## **Universal Analytics (GA3)**

A versão anterior do Google Analytics deixou de receber dados em Julho de 2023. Ainda é utilizada para aceder a estatísticas de anos anteriores.

Não existirá acesso à plataforma a partir de Julho de 2024.

## **Google Analytics 4**

A Google forneceu uma ferramenta para migrar para a nova plataforma, que passou a ser a opção pré-definida em Outubro de 2020.

# COMO INSTALAR

**1**

Property creation   Business details   Business objectives   Data collection

## Create a property

To measure your web and app data, create a Google Analytics 4 property. Each property you create holds all your measurement data for any selection of websites and apps you choose.

**Property details**

Property name (Required)

Reporting time zone ⓘ  
United States ▾ (GMT-07:00) Los Angeles Time ▾


Currency  
US Dollar (\$) ▾


You can edit these property details later in Admin

1,998 more properties can be created on this account.

**2**

✔ Data collection is active in the past 48 hours.

Stream details 

STREAM NAME	STREAM URL	STREAM ID	MEASUREMENT ID
PES myClub	https://pesmyclubguide.com	2130719593	G-Q6575ZME45 

**3**

Install with a website builder or CMS   [Install manually](#)

Below is the Google tag for this account. Copy and paste it in the code of every page of your website, immediately after the <head> element. Don't add more than one Google tag to each page.

```
<!-- Google tag (gtag.js) -->
<script async src="https://www.googletagmanager.com/gtag/js?id=G-Q6575ZME45"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());

  gtag('config', 'G-Q6575ZME45');
</script>
```

**4**

Copiar/Colar o código nos ficheiros HTML (em cada página do nosso site que queiramos obter dados)

**PARA SITES WORDPRESS,  
EXISTEM PLUGINS**

# ALGUNS CONCEITOS

## **USERS**

Número de utilizadores que registaram pelo menos 1 sessão

## **SESSIONS**

Conjunto de interacções num determinado espaço de tempo (até 30 mins de inactividade)

## **MEDIUM**

A categoria da fonte do tráfego - pode ser *organic*, *cpc*, *referral*, *email* ou *none*

## **PAGEVIEWS**

Total de páginas visualizadas

## **BOUNCE RATE**

Saída rápida da página (sem interacção)

## **LANDING PAGE**

Página onde teve início a sessão

## **EXIT PAGE**

Página de abandono

## **CTR**

Fórmula:  
(Clicks/  
Impressões)x100

## **ORGANIC SEARCH**

Tráfego oriundo dos resultados dos motores de busca

## **REFERRAL**

## **TRAFFIC**

Tráfego oriundo de outros sites



# ALGUNS CONCEITOS

## **EVENT**

Uma acção do utilizador registada no site  
(ex: click, scroll, page\_view)

## **CONVERSION**

Uma acção do utilizador registada no site e que tem valor para a marca (ex: signup, purchase)

## **PARAMETERS**

Informação adicional associada a um evento ou conversão para maior contexto (ex: source, medium, page\_url...)

## **SEGMENTS**

Um conjunto de utilizadores (ex: visitantes de um determinado país)

## **DIMENSIONS**

Uma característica dessa informação (qualitativo, como por exemplo a cidade)

## **METRICS**

Medidas quantitativas, como o número de sessões

# GOOGLE ANALYTICS 4

## ALGUMAS DIFERENÇAS

### Universal Analytics (GA 3)

### Google Analytics 4

1

Bounce Rate

Engagement Rate (Bounce Rate é o inverso)

2

Avg. Session Duration

Average Engagement Time per Session

3

Pages / Visit

Events per Session or Engaged Sessions per User

4

Pageviews

Views

# DEMO ACCOUNT

## A Google disponibiliza dados de sites com GA para explorares a ferramenta

### Access the demo account

To access the demo account, click one of the three links at the end of this section. When you click a link:

- If you already have a Google account, you're prompted to log in to that account.
- If you don't have a Google account, you're prompted to create an account and then log in.

When you click a link below, you agree to let Google perform one of two actions related to your Google account:

- If you already have a Google Analytics account, we will add the demo account to your Analytics account.
- If you don't have a Google Analytics account, we will create one for you in association with your Google account, and then add the demo account to your new Analytics account.

The demo account is available from the [account selector](#) in Analytics where you select organization and account links.

The demo account counts against the maximum number of Analytics accounts you're permitted to create under a single Google account. The current maximum for Google Analytics is 2000 Analytics accounts per Google account.

Access the demo account, which contains three properties, by clicking one of the following links based on the property you would like to access first. You can change to the other properties at any time by using the [account selector](#).

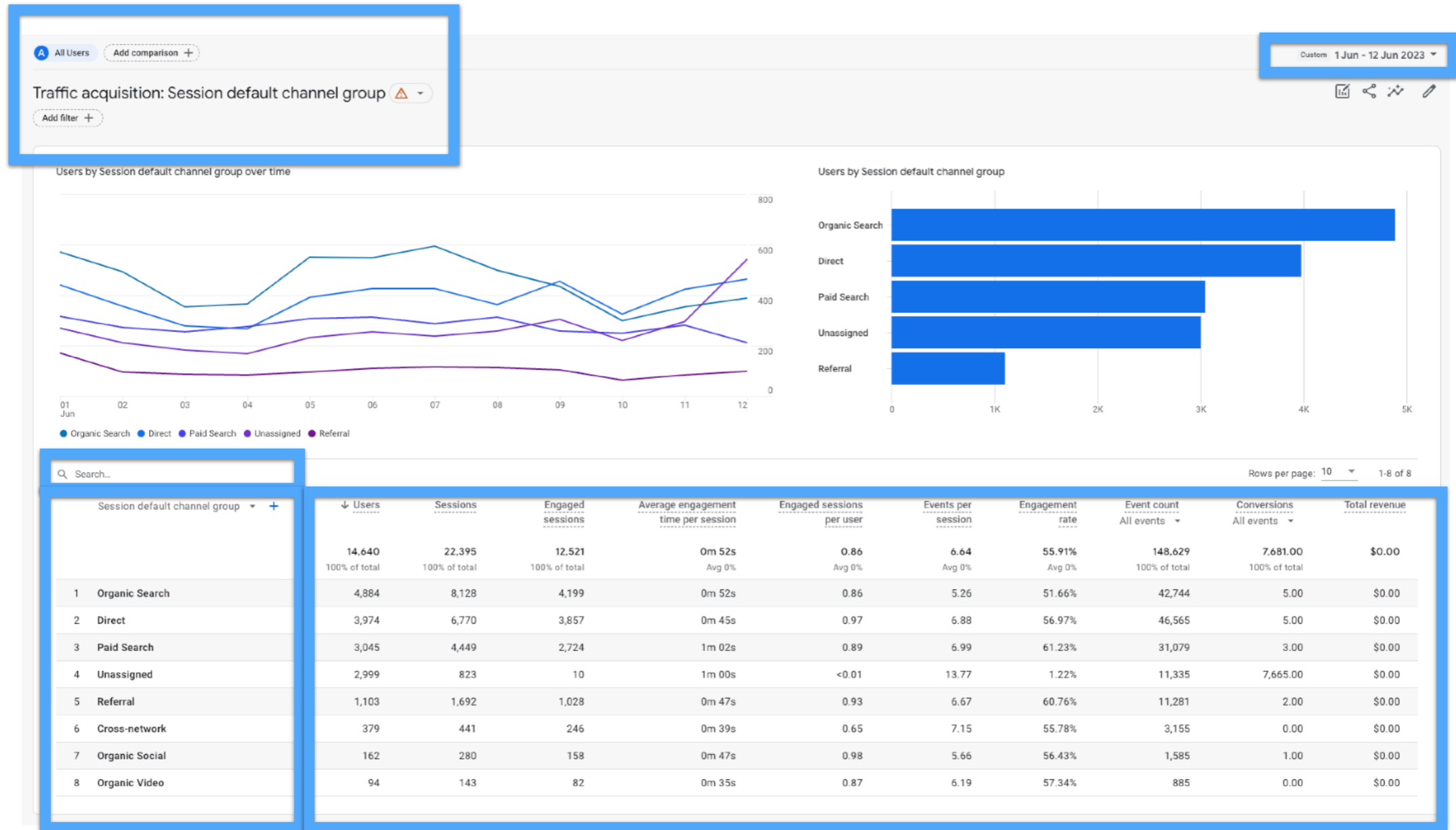
- [Google Analytics 4 property: Google Merchandise Store \(web data\)](#) 
- [Google Analytics 4 property: Flood-It! \(app and web data\)](#) 
- [Universal Analytics property: Google Merchandise Store \(web data\)](#) 

You can [remove the demo account](#) at any time.

# GOOGLE ANALYTICS 4

Date Range

Segments  
(comparison and filters)



Search

Metrics

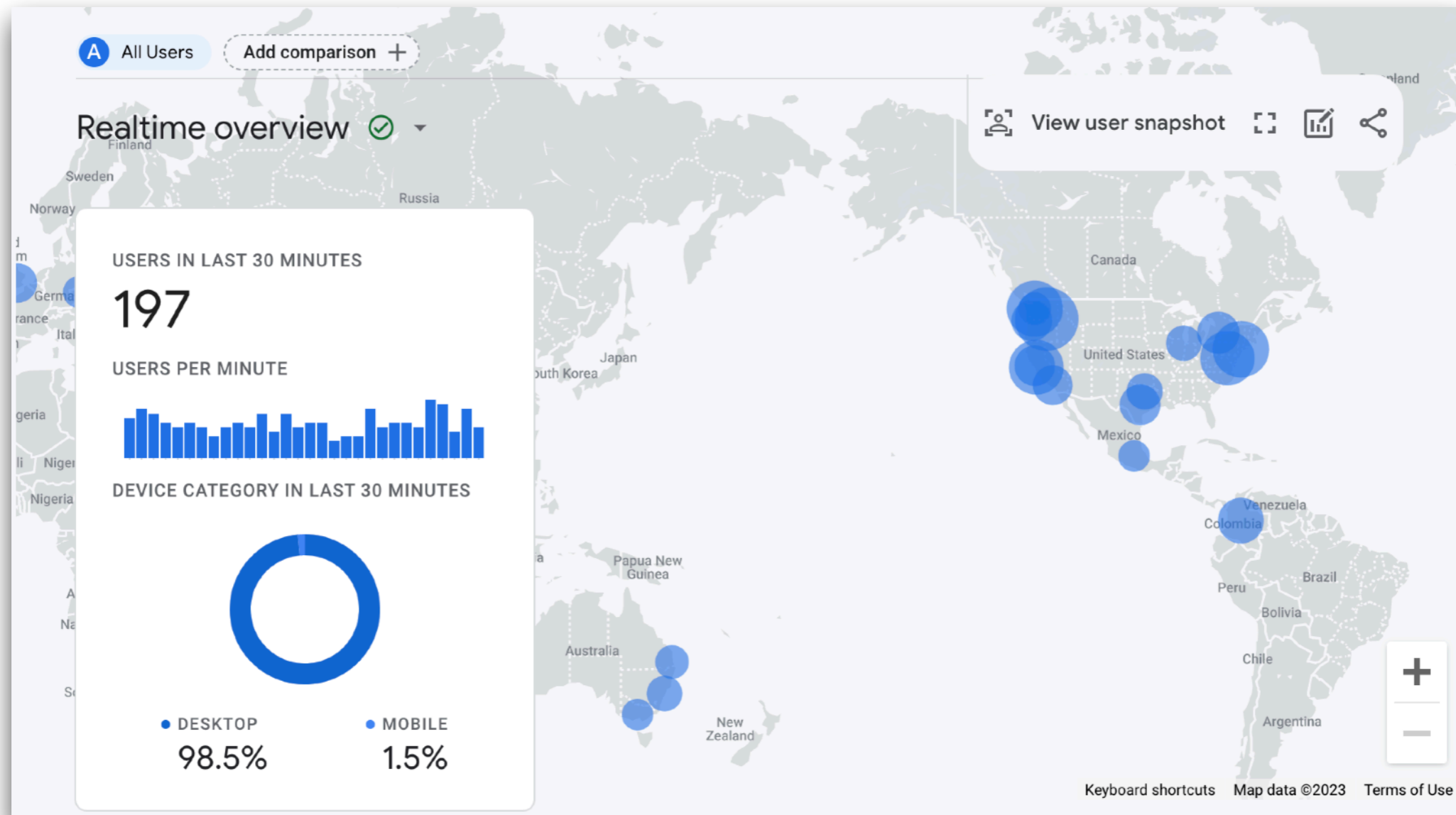
Dimensions

# GA4 - REALTIME

## A ATIVIDADE NO TEU SITE NOS ÚLTIMOS 30 MIN

De onde vêm? Que páginas visitaram?

Que eventos e conversões existiram?

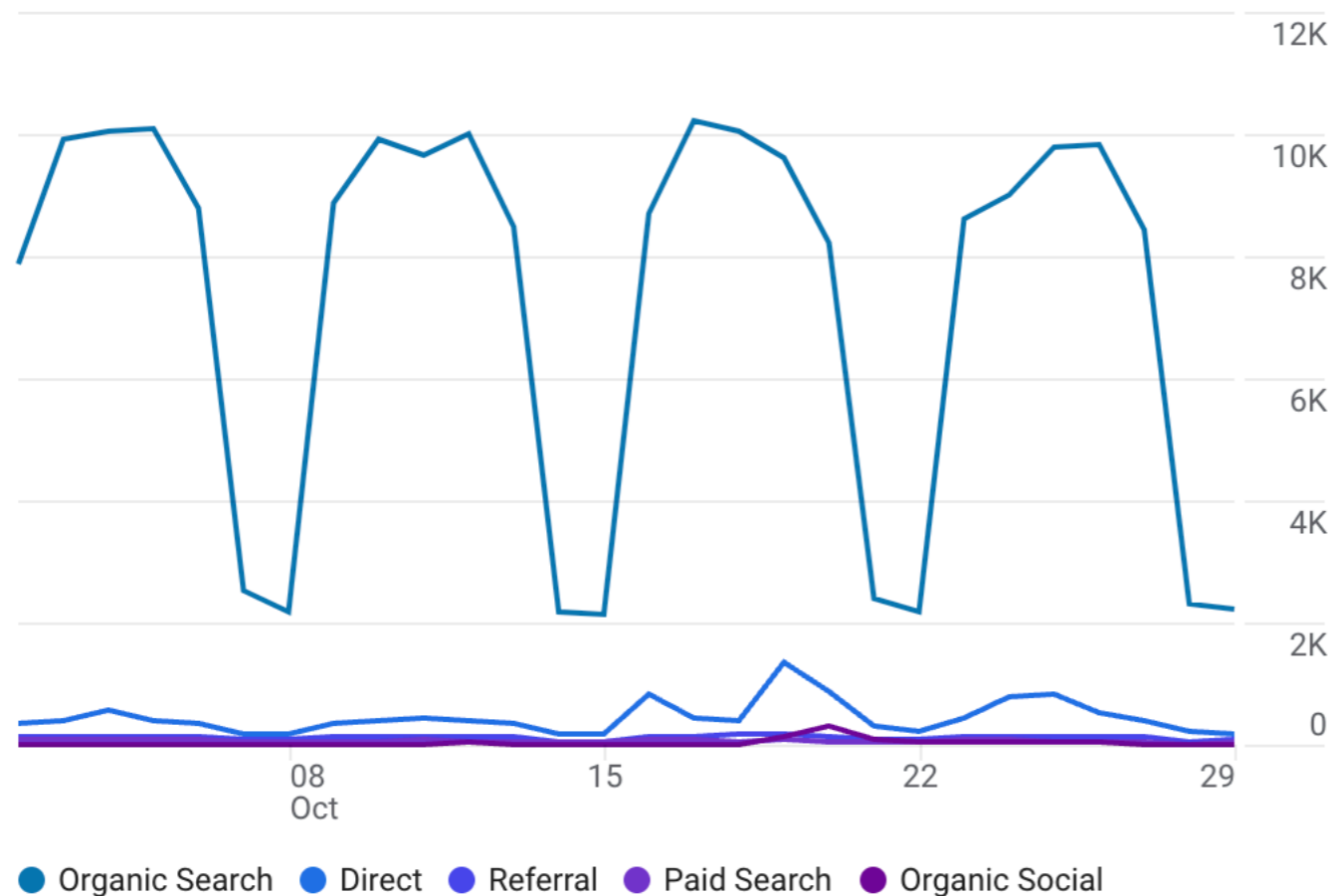


# GA4 - LIFE CYCLE

## AS INFORMAÇÕES MAIS RELEVANTES

De onde vêm? Que páginas visitaram?  
Que eventos e conversões existiram?

New users by First user default channel group over time



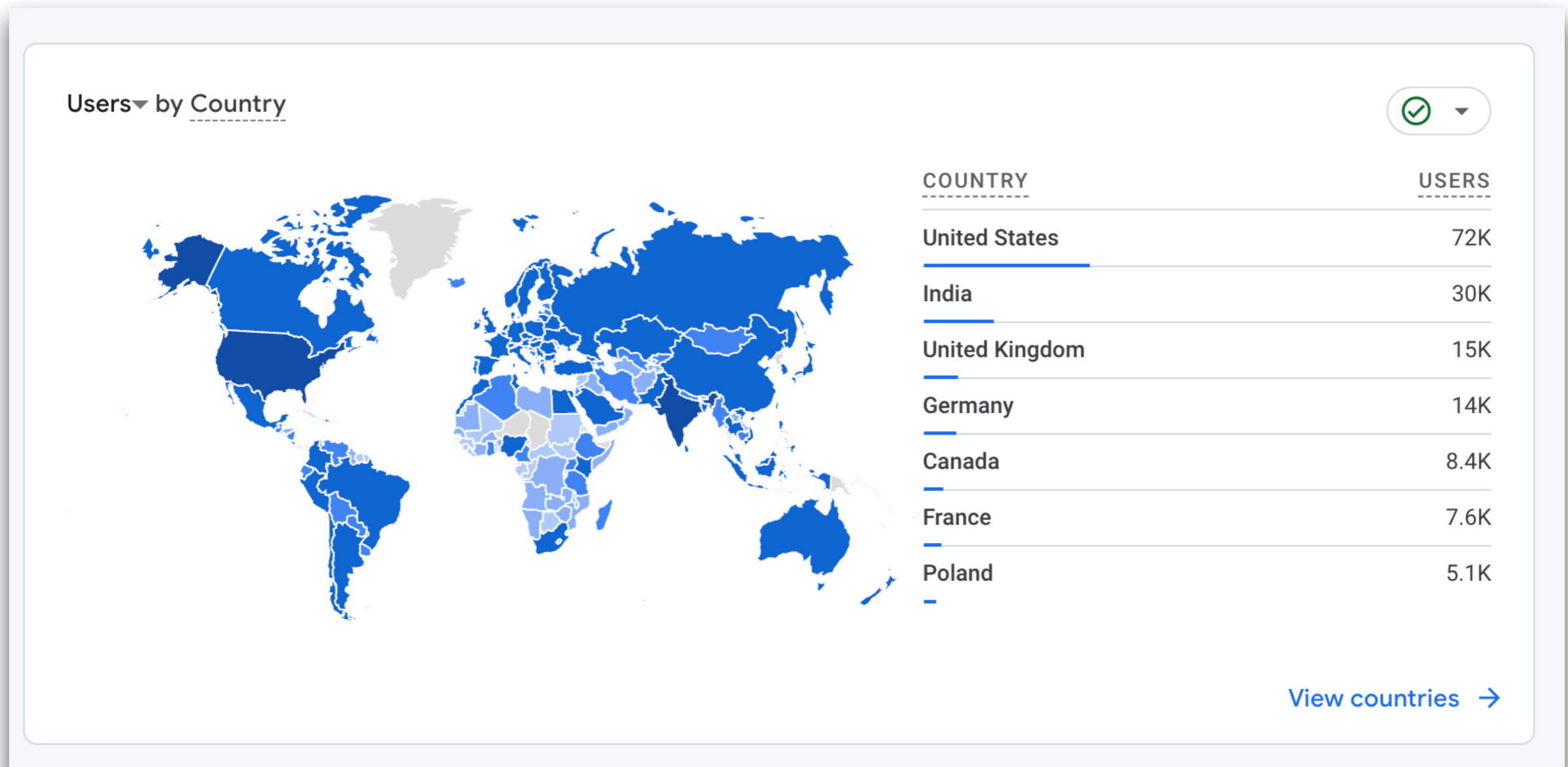
New users by First user default channel group



# GA4 - USER

## SOBRE O VISITANTE

De que cidade é? Qual é o género e idade?  
Qual é o idioma? Quais os seus interesses?



# GA4 - EXPLORE

**PARA O CRUZAMENTO DE DADOS**  
Cria os teus gráficos personalizados e analisa a jornada dos teus visitantes.

The screenshot displays the GA4 Explore interface for a 'Free form' report. The left sidebar shows the configuration for the report, including the exploration name, date range (Jun 22 - Jul 19, 2023), segments (US, Direct traffic, Paid traffic, Mobile traffic, Tablet traffic), dimensions (Event name, Gender, Country, Device category, First user medium, City), and visualization settings (Free form, visualization type, segment comparisons, pivot, rows, start row, and show rows).

The main report area shows a table with the following data:

Segment	US			
Event name	session_start		page_view	first...
City	Active users	Total users	Active users	Total users
<b>Totals</b>	<b>84,440</b> 99.7% of total	<b>90,549</b> 99.8% of total	<b>84,425</b> 99.7% of total	<b>89,972</b> 99.2% of total
1 New York	5,650	6,235	5,619	6,100
2 (not set)	5,524	6,151	5,463	5,905
3 San Jose	4,314	4,773	4,258	4,590
4 Ashburn	2,869	3,202	2,845	3,103
5 Seattle	2,842	3,122	2,809	3,021
6 Chicago	2,606	2,887	2,597	2,826
7 Boardman	2,414	2,716	2,391	2,629
8 Los Angeles	2,011	2,185	1,992	2,127
9 San Francisco	1,937	2,134	1,925	2,070
10 Reston	1,357	1,544	1,353	1,515



# GA4 - CONVERSIONS

## PARA VERES O QUE REALMENTE IMPORTA

Com a ajuda do Google Tag Manager, podes criar conversões para depois acompanhares no GA.

Conversion Events ✔

[Conversion Events](#) [Network Settings](#) ↓ [New conversion event](#)

Conversion name ↑	Count (% change)	Value (% change)	Mark as conversion <span>?</span>
newsletter_sign_up	2,874 <span>↑ 111.6%</span>	-	<input checked="" type="checkbox"/> <span>⋮</span>
purchase	0 <span>0%</span>	0 <span>0%</span>	<input type="checkbox"/> <span>⋮</span>
purchase_all	142 <span>↑ 21.4%</span>	-	<input checked="" type="checkbox"/> <span>⋮</span>

Google

| Search Console

# GOOGLE SEARCH CONSOLE

*Anteriormente conhecido como Google Webmaster Tools*

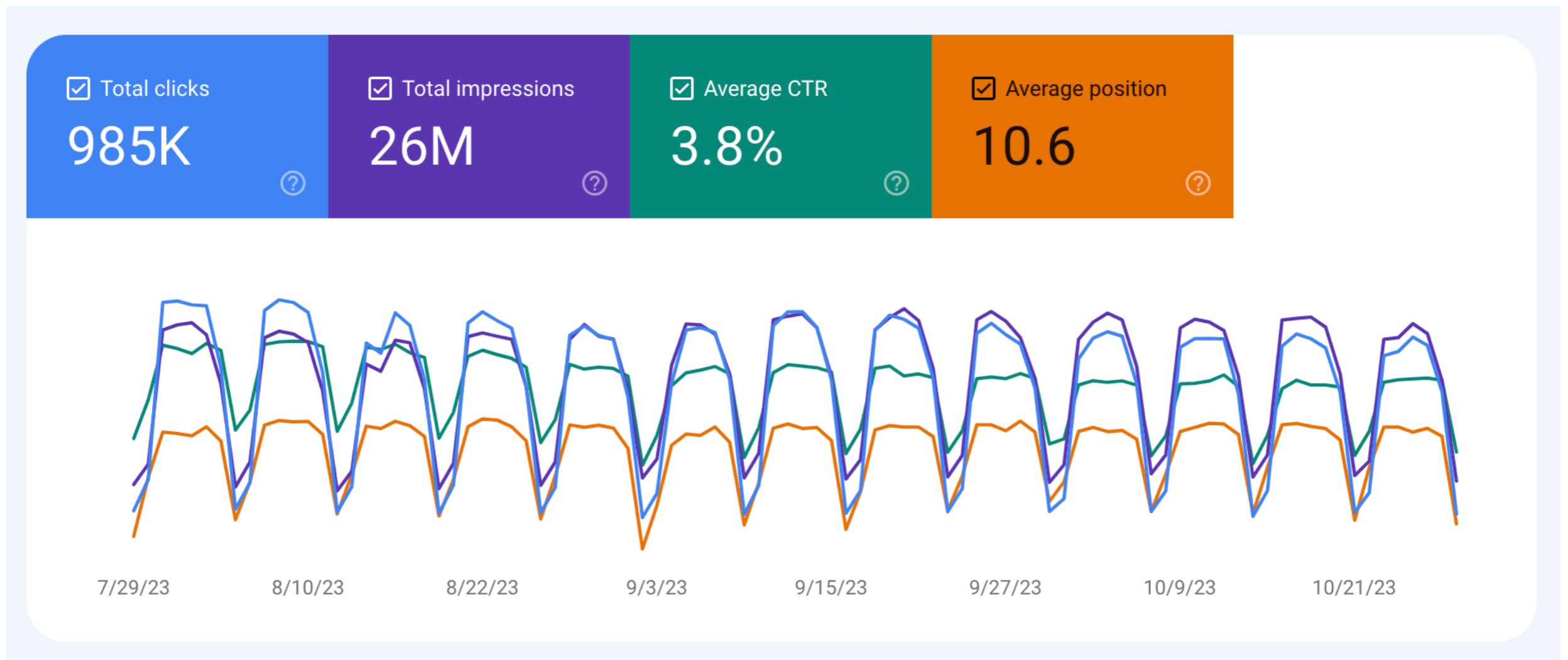
Importante para entendermos:

1. se o Google consegue realizar o *crawling* do nosso site sem dificuldades;
2. se o nosso site tem um bom desempenho em termos de performance e *user experience* (Core Web Vitals);
3. se o nosso site apresenta alguns erros de usabilidade em dispositivos móveis;
4. quais as palavras-chave que trazem tráfego ao nosso site (funcionalidade retirada do Google Analytics);
5. a CTR, número de impressões, cliques obtidos e a posição média na SERP.

# GSC - UTILIDADES

## PERFORMANCE

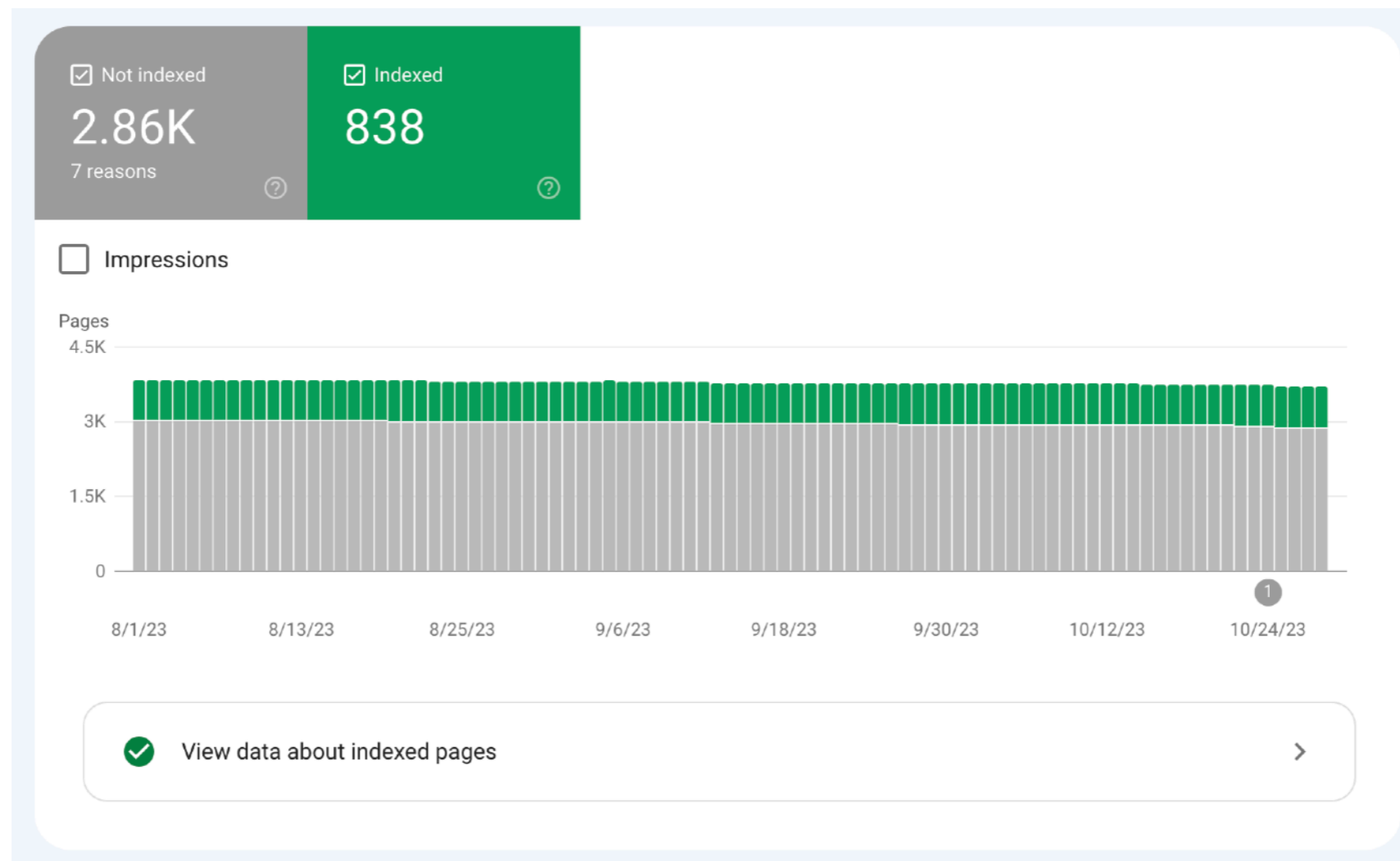
Identificar a performance do nosso site nas pesquisas realizadas pelos utilizadores ou no Google Discover



# GSC - UTILIDADES

## INDEXING

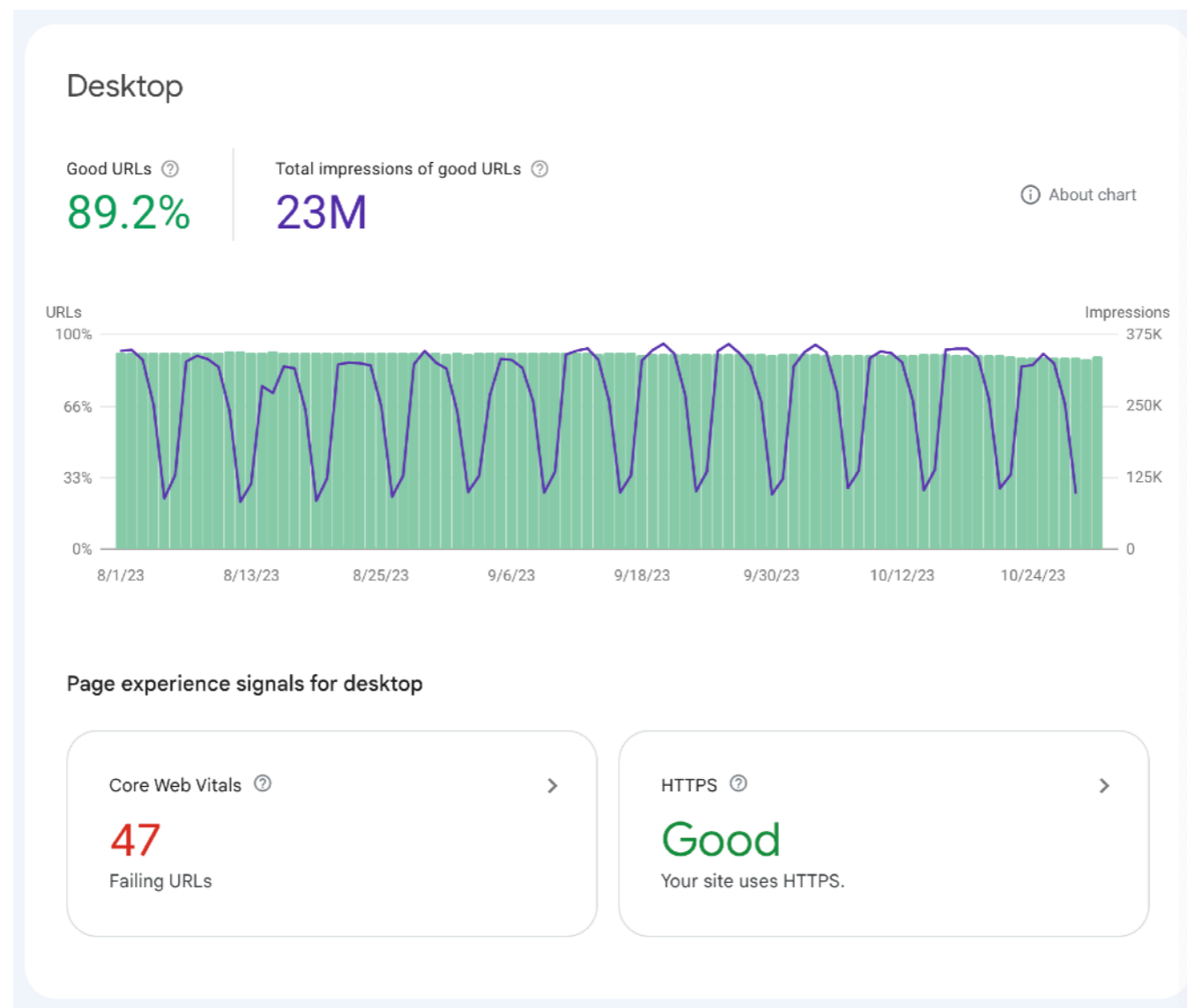
Garantir que todo o nosso site está a ser devidamente encontrado pelo Google e pedir remoções



# GSC - UTILIDADES

## EXPERIENCE

Garantir que o nosso site proporciona uma boa experiência em mobile e cumpre os Core Web Vitals



# HOJE NO MENU



**RSS**

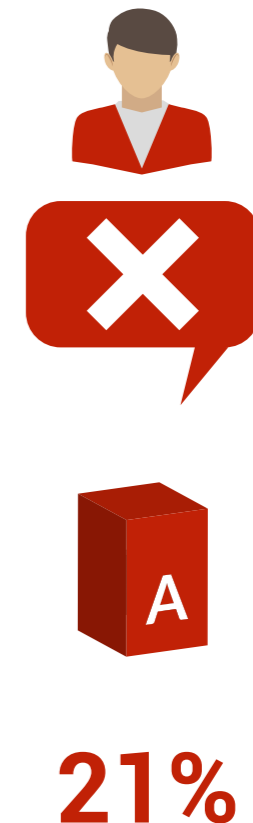
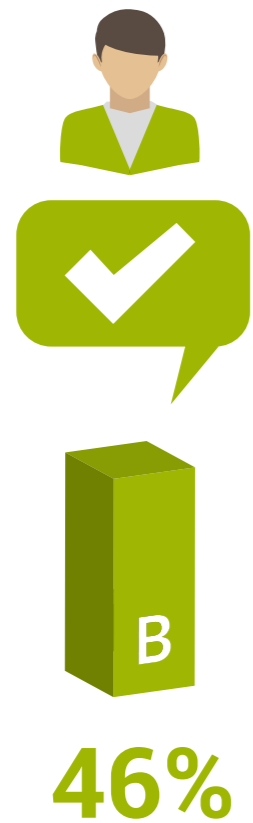


**ANALYTICS E  
SEARCH CONSOLE**



**CAMPANHAS  
A/B**

# A/B TESTING





# MECÂNICA DE UM TESTE A/B

Com uma amostra de utilizadores, testam-se alterações ao *copy* ou *design* do site, para verificar qual a variação que apresenta melhor conversão



**O VENCEDOR DO TESTE DEVERÁ PASSAR PARA PERMANENTE NO SITE**

# PARA QUÊ?

## **MAIS CONVERSÕES = WIN**

Se mais visitantes agirem da forma que queremos, maior será a nossa receita.

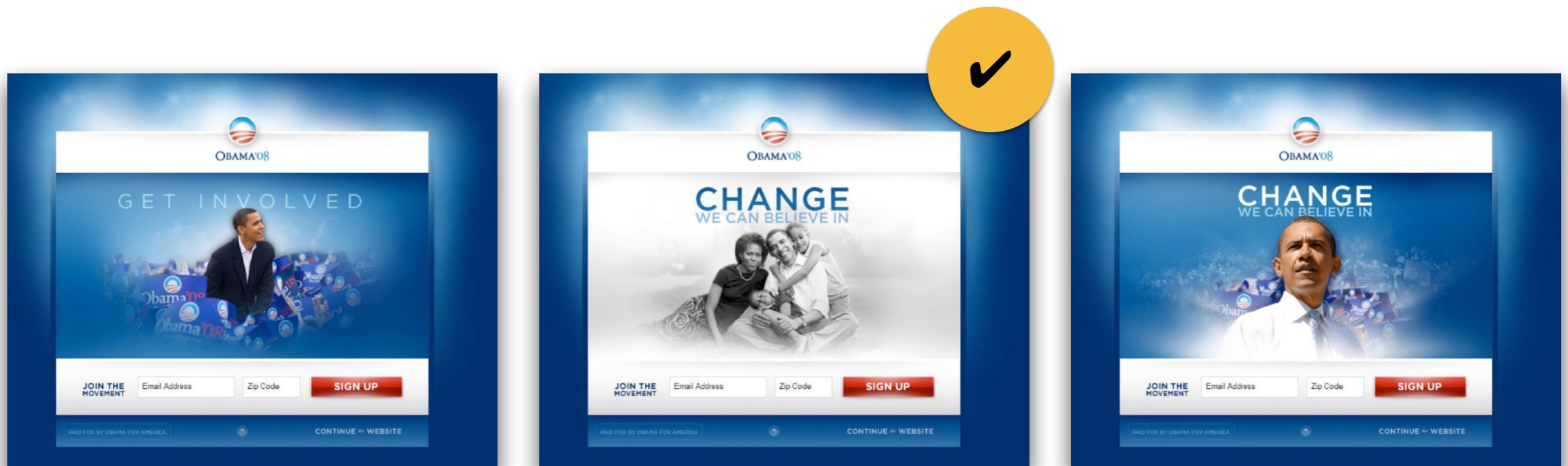
## **ANGARIAR UM NOVO VISITANTE PODE SER DISPENDIOSO**

Se duplicarmos a nossa taxa de conversão, estamos a reduzir o nosso custo de angariação para metade.



# OBAMA '08

## CAMPANHA DE OBAMA À PRESIDÊNCIA, COM A AJUDA DA EQUIPA DO OPTIMIZEPLY



Objetivo: ganhar o maior número de subscritores para a newsletter.  
Foram apresentadas a 310 mil visitantes 24 variações da página,  
com 4 botões distintos, 3 imagens e 3 vídeos.

# EXEMPLO TOWER

## REFORMULAÇÃO DA PÁGINA “PRICING”

The image shows a side-by-side comparison of the pricing page for 'Tower' software. The left side represents the original design, and the right side represents the reformulated design.

**Original Page (Left):**

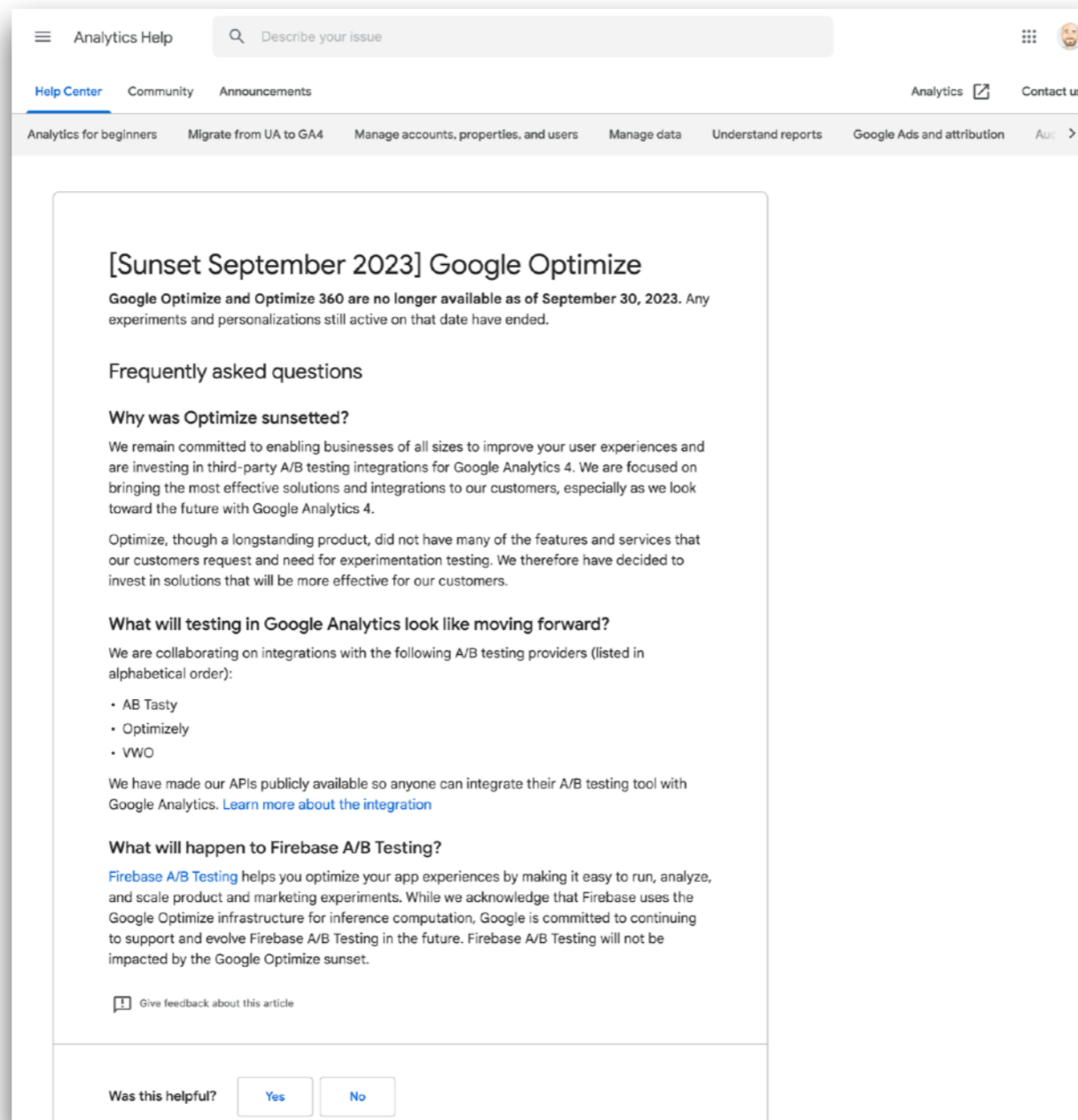
- Header: TOWER logo, navigation menu (Features, Use Cases, Pricing, Support), and a 'Get Started - It's Free' button.
- Section: 'Plans & Pricing' with a sub-headline: 'Some of the world's best software and design teams are using Tower every single day. Join them now!' and an illustration of a tower.
- Section: 'You will build better software - guaranteed!' with a sub-headline: 'Over 100,000 professionals use Tower to be more productive with Git - and we're confident that you'll love it, too! So confident, in fact, that we offer a 30-day guarantee. If Tower doesn't work for you, you'll get a full refund. No questions asked.' and a testimonial from Dan Counsell, CEO at Realmac.
- Bottom: A 'Pro' plan button.

**Reformulated Page (Right):**

- Header: TOWER logo, navigation menu, and 'Get Started - It's Free' button.
- Section: 'Plans & Pricing' with a sub-headline: 'Some of the world's best software and design teams are using Tower every single day. Join them now!'.
- Section: 'Mac and Windows' (highlighted in yellow) with a sub-headline: 'All plans include versions for Mac and Windows'.
- Section: 'Pricing Table above the fold' (highlighted in yellow) containing three plan cards:
  - Basic:** For individuals, \$69 per user billed annually. Target Users (highlighted in yellow).
  - Pro:** For professionals & small teams, \$99 per user billed annually. MOST POPULAR (highlighted in yellow). Recommended Plan more prominent (highlighted in yellow).
  - Enterprise:** For large teams & enterprises, 'Contact us to get a custom quote'.
- Section: 'Table easier to read' (highlighted in yellow) pointing to the feature lists for each plan.
- Section: 'Mac and Windows' (highlighted in yellow) at the bottom.
- Section: 'Free 30-day trial starts on "Pro" edition. All plans include 30 days money back guarantee'.

# GOOGLE OPTIMIZE

A Google descontinuou a sua ferramenta gratuita para campanhas A/B



The screenshot shows the Google Analytics Help Center interface. At the top, there is a search bar with the text "Describe your issue" and a user profile icon. Below the search bar, there are navigation links for "Help Center", "Community", and "Announcements". A secondary navigation bar includes "Analytics", "Contact us", and a list of topics: "Analytics for beginners", "Migrate from UA to GA4", "Manage accounts, properties, and users", "Manage data", "Understand reports", and "Google Ads and attribution".

The main content area features the article title "[Sunset September 2023] Google Optimize" and a sub-headline: "Google Optimize and Optimize 360 are no longer available as of September 30, 2023. Any experiments and personalizations still active on that date have ended." Below this, there is a "Frequently asked questions" section with three questions:

- Why was Optimize sunsetted?**

We remain committed to enabling businesses of all sizes to improve your user experiences and are investing in third-party A/B testing integrations for Google Analytics 4. We are focused on bringing the most effective solutions and integrations to our customers, especially as we look toward the future with Google Analytics 4.

Optimize, though a longstanding product, did not have many of the features and services that our customers request and need for experimentation testing. We therefore have decided to invest in solutions that will be more effective for our customers.
- What will testing in Google Analytics look like moving forward?**

We are collaborating on integrations with the following A/B testing providers (listed in alphabetical order):

  - AB Tasty
  - Optimizely
  - VWO

We have made our APIs publicly available so anyone can integrate their A/B testing tool with Google Analytics. [Learn more about the integration](#)
- What will happen to Firebase A/B Testing?**

[Firebase A/B Testing](#) helps you optimize your app experiences by making it easy to run, analyze, and scale product and marketing experiments. While we acknowledge that Firebase uses the Google Optimize infrastructure for inference computation, Google is committed to continuing to support and evolve Firebase A/B Testing in the future. Firebase A/B Testing will not be impacted by the Google Optimize sunset.

At the bottom of the article, there is a "Give feedback about this article" link and a "Was this helpful?" section with "Yes" and "No" buttons.

# OPTIMIZELY

A ferramenta mais popular (paga)

The screenshot shows the Optimizely website homepage. At the top, there is a navigation bar with the Optimizely logo (an Episerver company) on the left, and links for PLATFORM, SOLUTIONS, FOR DEVELOPERS, CUSTOMERS, PLANS, RESOURCES, LOG IN, and CONTACT US on the right. The main content area features a large heading: "Extraordinary experiences through experimentation". Below this heading is a sub-headline: "Ship high-quality code and experiences faster, with data-driven confidence in the results. As part of Episerver, we make sophisticated digital experiences simple." To the right of this text is a large graphic consisting of two interlocking loops, one orange and one blue, with the "epi" logo in the orange loop and the Optimizely logo in the blue loop. Below the main heading and sub-headline are two buttons: "LEARN MORE" and "TALK TO US" with a right-pointing arrow. The background of this section is a light blue and orange wave pattern. Below this section is a section titled "Choose your role to get started". Underneath this title are five tabs: "MARKETING & GROWTH" (which is underlined), "PRODUCT MANAGER", "DEVELOPER", "TEAM LEADER", and "ANALYTICS". Below the tabs is a white box containing the heading "Make impactful marketing decisions". To the left of this heading is a circular icon with a blue background and a white and yellow graphic. To the right of the heading is a paragraph of text: "Target your messaging, personalize your campaigns, and ultimately drive substantial growth for your business. Powerful, easy to use solutions, to test what messages, imagery, and offers help increase conversion, retention, and lifetime value." Below this text are two buttons: "TRY OUT VISUAL EDITOR" and "REQUEST DEMO" with a right-pointing arrow.

# ANTES DE COMEÇAR

**É FUNDAMENTAL ENTENDER O QUE DEVEMOS TESTAR!**

É bom melhorar as conversões, mas tal nem sempre é sinónimo de maior receita - este deverá ser sempre o grande objectivo.  
Ex: Aumento de preço que se traduz em menos conversões, mas maior receita.

**É TAMBÉM IMPORTANTE OBTER FEEDBACK DE QUEM QUER COMPRAR. QUAL É A EXPERIÊNCIA DO UTILIZADOR?**

Google Analytics  
Inquéritos ao Consumidor  
Testes de Usabilidade

# TESTES FREQUENTES

## ALGUNS EXEMPLOS DE TESTES FREQUENTES

1. Copy dos Títulos
2. Copy e Cor dos botões CTA
3. Copy longo Vs Copy curto
4. Adição/Remoção de campos no formulário
5. Vídeo Explicativo Vs Imagem
6. *Buy Now Vs 30-day Trial*
7. Copy e Fotografias dos Testemunhos
8. Slider Vs Imagens Estáticas
9. Alteração do Preço



# ERROS A EVITAR

## ALGUNS ERROS HABITUAIS

1. Terminar um teste sem ter recebido tráfego ou conversões suficientes para tirar conclusões.
2. Realizar demasiados testes em simultâneo.
3. Testar demasiadas variáveis no mesmo teste.
4. Não estar disposto a testar todos os aspetos da página.
5. Olhar para as micro-conversões, e não para o que importa.
6. Seguir as “boas práticas online” em vez de verificar se se aplicam ao seu próprio negócio.

# DÚVIDAS?

