

# CONVERSION MACHINE

## MODULE 2

Data Collection

**VIDEO 3** Transcript  
Form Testing

# Form Testing

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Form conversions are generally tracked in Google Analytics as goals.

However recent software tools have been introduced to the conversion optimization market that allow you to capture more detailed data on how your forms are performing.

The software in this example is Usability Tools Form Tester.

Usability Tools form tester records data for your forms in the following formats:

- Percentage of abandoned forms
- Fields with the most form exits
- Fields with the most time spent
- Fields most often refilled
- Fields with the most validation errors

This then allows you to incrementally improve form conversion by learning from this data and testing changes to form structure and format.

Ok so now we are going to jump into Usability Tools and show you how to set up and start capturing data for your website.