

CONVERSION MACHINE

MODULE 3 Data Analysis & Hypothesis

VIDEO 14 Transcript
Browser & Device

Browser & Device

Hey everyone and welcome.

In this lesson you are going to learn how different browsers and devices are performing on your website in terms of conversion rate.

You'll do this by analysing your Google Analytics data and creating reports.

By looking at these reports you can learn which browsers need further browser testing.

If there are functional errors for specific browsers or browser versions and how important mobile is for your business (my guess is it is really important!).