

# CONVERSION MACHINE

## **MODULE 3** Data Analysis & Hypothesis

**VIDEO 18** Transcript  
Hypothesis Prioritization

# Hypothesis Prioritization

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Hey everyone and welcome.

As you remember in the first video of module 3 we learned about prioritizing your hypothesis so you know which ideas to test first.

Now we completed analysing all your data and added all your ideas to your hypothesis spreadsheet it is time to grade each test and sort your sheets.

Here is a refresher on how the grading system works:

Work through the testing and website changes from left to right, as per the hierarchy.

Each tab also has 4 ways to grade each test idea, I'll explain each column:

## **Test Duration**

How long it takes for the test to reach statistical significance, shorter tests score higher.

## **Ease of Execution**

The easier a test is to implement the higher it should score.

## **Business Impact**

How much will this test change the business. The business! Not the conversion rate, not the revenue but the profit, the business. Big changes score high.

## **Cost of Advertising**

How much will it cost to drive traffic to this page. If it is all organic traffic then a higher score is more appropriate, if it is expensive high competition keywords score it lower.

Overall the task or idea that scores highest is first in line to be executed.