



Tree Testing

We carefully test the structure of your content and discuss the results with you.

<https://netz.ly/treetest>

Why Tree Testing is so important

The company website is your shop window on the Internet. It leads potential customers to your products and services. Assuming it works. Tree testing involves **taking a close look at the structure of your website.**

Tree Testing can help you with these questions:

- Can others find their way around the website?
- Which content should be prioritized?
- Can the website be better structured?
- Do others understand the choice of words in the menu?

Target group-oriented optimization through careful testing

Anyone who structures complex content will naturally reach their limits when it comes to optimization. That's why we recommend that you take a look at your sitemap and information architecture that is not clouded by corporate glasses. In tree testing, we use neutral test subjects to **find out how easy it is to find the content on your website.** In contrast to usability testing, where the visual design of your site also plays a role, here we **focus on the structure and linking of the content.**

How tree testing works

In tree testing, we set tasks for test users to solve using the terms of the navigation elements and the sitemap. We proceed as follows:

1. We take a close look at your website and content and define tasks for our test together.
2. Next, we define the target group.
3. Then we start the test with an online tool for tree testing.
4. We then evaluate the data from the results and draw conclusions for optimization.
5. We present the optimization potential in a joint meeting and give you concrete recommendations for action for a user-centered and optimized structure.

What you will get

Presentation of the detailed test report with all results and specific recommendations for action.

Your contact person



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