



 **ancestry.co.uk**™

Gavin Bonthron – Snr Online Conversion Manager



# About Ancestry – Vital Statistics

## The Business

- 1.7 million paying subscribers around the world\*
- Over \$300 million in revenue \*\*
- 26 million family trees created by members
- 65 million+ photos , scanned documents and written stories uploaded
- They've also attached 1 billion+ of our records to their trees

\*June 2011 figures

\*\* Published figures for 2010

## Conversion and Optimisation

- Conversion team working on projects globally.
- Dedicated resource for test implementation and set-up
- Analysis resource for test analysis
- Test & Target is our primary testing platform



Our mission is to help everyone  
**discover, preserve and share**  
their family history.

# About me

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BIRTHS REGISTERED IN

Name of child	Mothers Maiden Name	REFERENCE		
		District	Vol	Page
<b>BONTHRON</b> GAVIN STUART	ALLAN	BROWLEY	5A	2977
<b>BONTI</b> ERIC ASANQAN	NYARKOAN	BERTON	5D	1642
<b>BONTIFF</b> REYNOLD NATSON	SWALLOW	STEPNEY	5E	197
<b>BONTOFT</b> ANDREW JONATHAN	CROWTHER	NUDDERSFIELD	2B	2780
MAYLEY JOANNE	DOUGHTY	N. KESTIVEN	3B	360
NIGEL DAVID	COWLING	NEWCASTLE/T	1B	615
<b>BONNICK</b> DARREN	DORAN	SURREY S E	5G	951
LISA CATHERINE	DANTELS	CUCKFIELD	5H	505

- A little over 2 years spent at Ancestry
- My remit is all things international conversion/optimisation
- “Doing” digital marketing for over 10 years.
- Actively testing for 4+ years.
- **Still learning!**

1775

	Masters Names	place of abode	Trade or profession	Apprentices Names
✓ 6	William Cavdale	of Grays Inn in C <sup>o</sup> Middlesex	Attorney	Henry Holroyd James Harris
✓ 7	Samuel Stables	Citizen & Ironmonger of London		George Beauchamp
✓ 8	Isaac Bunton & William Edwards	of London	Russia Merchants	Richard Golden
✓ 9	Henry Nash	Citizen and Coachmaker of London		Robert May
✓ 10	Daniel Iswell	of Sheepshead in C <sup>o</sup> Kent	Carpenter	John Rogers
✓ 11	Richard Eggleston			John Brown
✓ 12	George Twisford	of Bisby in C <sup>o</sup> Gloucester	Brand Winder	

# Intentions for this session



**Getting started at  
Ancestry.co.uk**

Find out how to begin your  
journey into your family's past

[Read more](#)

- Share some of our tests and results.
- Discuss some of the things we've learned.
- Provide a sense of what Ancestry is and offers
- Hopefully generate some discussion
- Keep it simple (how often do we overcomplicate?)

# Home Page Testing – Phase 1



It's all in the planning and preparation!



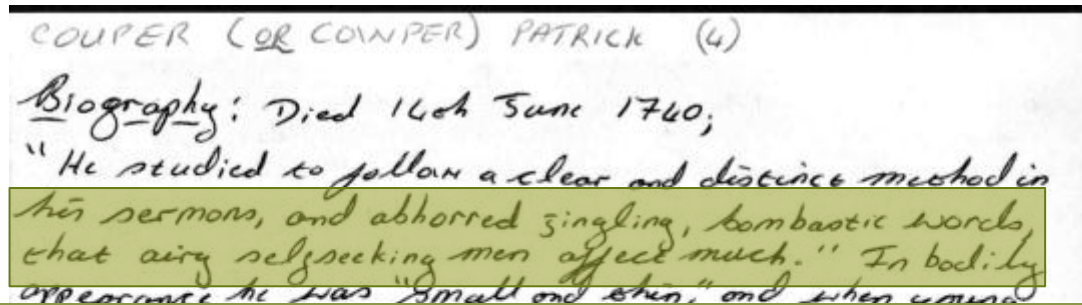
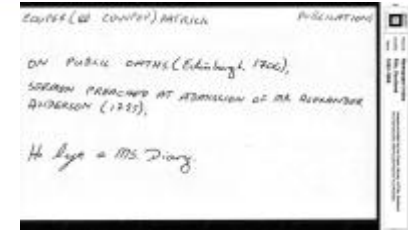
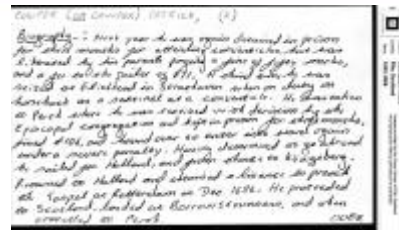
# Home Page Testing – Phase 2



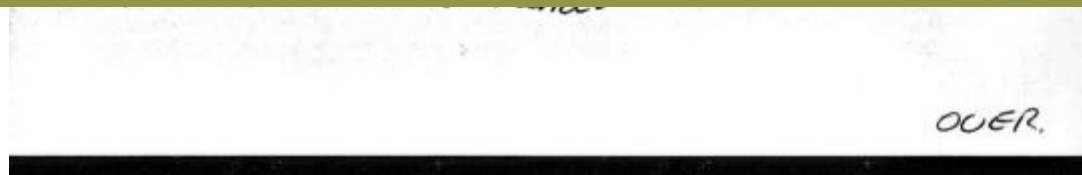
It's not only about live testing!



# Moving Forwards



Conversion marketing and product are inseparable



# Marketing + Product + User Desire =

ancestry.com

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## Find your ancestors & family history

Enter a few facts. We'll help you to discover a lot more.

Your name\*  Last

This is my married name

Your age\*  Your birthplace\*  Gender  Female  Male

City, State, or County

Which side of your family do you want to search first?

My father's side  
 My mother's side  
 Someone else

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[\\* Edit mother's side](#)

## Search results for "Mary Allan"

**Mary Allan**

England & Wales, Death Index: 1916-2005

NAME: Elizabeth Mary Allan  
DEATH: 1975 - Greater London, England [Preview](#)

[Search father's side](#)

England & Wales, Birth Index: 1916-2005

NAME: Mary Allan  
BIRTH: Kent [Preview](#)

[Search for someone else](#)

England & Wales, Birth Index: 1916-2005

NAME: Mary E Allan  
BIRTH: Kent [Preview](#)

England & Wales, Birth Index: 1916-2005



NAME: Mary E Allan  
BIRTH: Surrey, Kent [Preview](#)


England & Wales, Birth Index: 1916-2005

NAME: Mary J Allan  
BIRTH: Kent [Preview](#)

England & Wales, Birth Index: 1916-2005

Gavin Bonthron family tree

Father:  Mary Allan 

Gavin Bonthron 

[Save your tree for free and we'll provide hints to help you find new information about your ancestors.](#)

Email address  [Save](#)

Example England & Wales, Death Index: 1916-2005

This example image is very similar to the record we have for your relative.

Elizabeth Mary Allan's actual record contains:

- Full name
- Age at death
- Place of death registration
- Death year
- Record ordering information

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# Questions?

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