

Web Analytics Report

Coast 2 Coast Vacation Rentals
longboatrentals.com

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Executive Summary

Coast 2 Coast Vacation Rentals contracted with INP Associates to review site analytics and provide recommendations for their primary website, Longboat Key Vacation Rentals. The goals for this report are to increase unique visitor traffic, increase returning visitor traffic, keep visitors on the site longer, and increase the number of prospective renters.

This report is organized into five major sections, with an appendix containing page screenshots and wireframes of page redesigns for testing. The sections are:

Visit / Visitor Metrics

- An analysis of various visitor metrics is conducted based on Google Analytics tracking information. Findings & trends are noted along with associated recommended changes.

Page Metrics

- An analysis of various page metrics is conducted based on Google Analytics tracking information. Findings & trends are noted along with associated recommended changes.

Inbound / Outbound Metrics

- An analysis of various traffic metrics is conducted based on Google Analytics tracking information. Findings & trends are noted along with associated recommended changes.

User Metrics

- An analysis of various user metrics is conducted based on Google Analytics tracking information. Findings & trends are noted along with associated recommended changes.

Testing Options

- A series of possible redesign options associated with the recommendations in earlier sections are suggested for use in A/B and multivariate testing.

The following are the major recommendations for implementation in order to achieve the goals mentioned above:

- A Google AdWords campaign should be implemented targeting searches related to Longboat Key as well as vacation rentals in Florida in general.
- Social media outlets must be better promoted and updated more often to give users reason to follow and/or visit them.
- On the home page, multivariate testing should be implemented to determine the most successful combination of content, imagery, and the rental search form in the main content area located above the fold.
- On the rental listings pages, A/B testing should be implemented to determine if a proposed condensing of information in order to display more properties in less space allows users to find and book properties easier and more often.
- On the property pages, A/B testing should be implemented to determine if a proposed rearrangement of content and minimization of pictures increases the number of renters.

Additional recommendations of lesser but not negligible importance are detailed in the report.

Visit / Visitor Metrics

Findings & Trends

The following analysis focuses on Visitor Metrics and was created by analyzing visitor data gathered by Google Analytics between September 2, 2009 and March 29, 2011.

- Total Visitors is a measure of the total number of users to visit to the web site.
 - The average number of visitors per day increases during the winter months, usually beginning around the Christmas holiday. This can be attributed to the cold and dreary weather present at this time of year.
 - During cooler months, Sunday and Monday usually see the greatest number of visitors per day in comparison to the rest of the days of the week. This can be attributed to people planning (or dreaming of) their next vacation while at (or dreading the upcoming return to) work.
 - During warmer months, mid-week days usually see the greatest number of visitors per day in comparison to the rest of the days of the week. This can be attributed to people thinking toward the weekend or other upcoming time away from work.
 - A comparison of total visits per month year-to-year shows that traffic remains steady with the notable exception of February 2011 where total visits nearly doubled in comparison to February 2010.
- Repeat Visitors are users who have previously visited the web site. This number tends to be underestimated due to the method of tracking it – a small file (a “tracking cookie”) that is placed on the user’s computer. When a given user uses a different web browser or visits the website from a different computer, they will not be counted as a repeat visitor unless they have also previously visited the site using that browser and that computer.
 - Repeat visitors represent over one quarter of the total visitors to the site.
 - The number of repeat visitors increases in the winter months. Approximately one third of the total visits associated with the noted increase during this time period are repeat visits.
- Unique Visitors are users who are visiting the website for the first time. This number tends to be overestimated as those users who are incorrectly not counted above as repeat visitors get counted here as unique visitors.
 - Unique visitors represent, historically, just less than three quarters of the total visitors to the site.
 - The number of unique visitors increases in the winter months. Approximately two thirds of the total visits associated with the noted increase during this time period are repeat visits.
 - Spikes in total visits are usually associated with spikes in unique visitors rather than repeat visitors, which have remained fairly steady over time.
- Time on Site is a measure of how long a user spends on the web site, from their arrival on the first page of their visit until their arrival on the last page of their visit. (As tracking

when a user leaves the site is difficult, the time spent on the last page of their visit is not factored into the calculation.)

- Time on site has been fairly steady after a nearly 200% increase in May 2010.
- Unique visitors spend three to five minutes on the site while repeat visitors spend five to seven minutes on the site. This indicates that those returning to the site do so with a clear purpose, not just coincidence.
- The majority of the time spent on the site occurs while viewing the property pages, with each property page visited being viewed for just over one minute.
- Path Analysis focuses on the paths that users take to navigate the website.
 - In the first quarter of 2011, nearly 40% of users on the home page utilized either the “View All Longboat Key Rentals” link or one of the four images to visit one of the rental listings pages. As roughly 30% of users on the home page exit the site, this leaves roughly 30% of users utilizing the provided search form.
 - The page that lists all rentals appears to be overwhelming to most users as it had a bounce rate of over 70% during the first quarter of 2011. Only 12% of visitors to this page proceeded to visit a property page.
 - Less than three percent of visitors on a property page utilize the “Save to Favorites” button. As these favorites are stored in a cookie and the user does not have to login to the site in any way to do this, the meaning of this button may be being misinterpreted as “Bookmark this Page” (i.e. in the web browser) or the like.
- Bounce Rate is a measure of how many users arrive on a website and then leave without navigating to any additional pages on the site.
 - Bounce rates have been fairly steady since a noticeable decrease in May 2010.
 - The bounce rate during the first quarter of 2011 is roughly one in three compared to that of the first quarter of 2010 (more than one in two).
 - This low bounce rate indicates that content on the site is interesting to visitors and that they are exploring the site after arriving.
 - In general, the majority of bounce rates for property pages ranges from 40% to 60% which can be considered normal. A small subsection of these property pages have extremely low bounce rates, including properties #7311 and #8012.

Recommended Changes

Based upon an analysis of the site as well as the above findings and trends, the following actions are recommended in regards to user visits:

- To increase unique visitor traffic, a Google AdWords campaign is recommended. This campaign should target the Popular Search Terms detailed in the Inbound / Outbound Metrics section of this report. It is recommended that this campaign is focused on heavily during the winter months as demand for rentals appears to be highest during this period.

- To increase repeat visitor traffic, the various social networking outlets that are already setup must be better utilized. Icons for Twitter, LinkedIn, YouTube, and Facebook are present on all pages, however the last tweet was made on October 24, 2010 and the last Facebook post was made on January 20, 2011. Failure to maintain and update social media outlets can be harmful to the overall image of the web site.
- To increase repeat visitor traffic, encourage users to sign up for an email newsletter that will advertise discounts such as the daily discounts offered when a user calls an agent. This newsletter should be sent no more than once a week and should be heavily promoted during the higher traffic winter months.
- To increase time on site and reduce property page bounce rates, add a section on related properties to the bottom of each property page. If a user does not care for the property after selecting it from the search results or just wants more options, he or she can continue their browsing by selecting one of these alternative properties rather than using the browser's back button to return to the search results page.

Page Metrics

Findings & Trends

The following analysis focuses on Page Metrics and was created by analyzing content data gathered by Google Analytics between September 2, 2009 and March 29, 2011.

- Page Views refer to the number of pages visited on the site.
 - Total Page Views remained fairly steady from May until the end of 2010, hovering around 30,000 per month.
 - In January 2011, total page views surpassed 66,000, up from just under 15,000 page views just a year earlier.
 - Average Page Views per visit has remained between six and seven pages since May of 2010.
 - Users were much more likely to browse the site in the first quarter of 2011 than the same period during 2010. Less than 3% of visitors viewed more than 5 pages during this period in 2010 compared to 28% in 2011, with over 6% visiting 20 pages or more.
 - Page Views of property pages are dominated by unique page views, with most having at least a 3-to-1 unique-to-repeat ratio. This suggests that visitors to the pages are not seeing what they want or expected on many property pages and then never return to them.
- Most Viewed Pages are those pages which have received the most traffic.
 - The home page is the most viewed page, having five times more visits than any other page.
 - The search page historically saw a large amount of traffic, but an apparent redesign in early December 2009 has largely reduced the flow of traffic directly to this page. Search result pages are instead generated by filling out the form on the home page, thereby bypassing */search.html*.
 - The next most viewed pages are the majority of the rental listings pages. The popularity of these pages is as follows: 2 bedroom properties, 3 bedroom properties, all properties, 1 bedroom properties, 4 bedroom properties. The page covering 5 or more bedrooms currently ranks much lower, outside of the top 25 pages.
 - The most popular properties in terms of page views during the first quarter of 2011 are properties #1136 and #15328.
 - In the first quarter of 2011, all property pages combined only amount to just over 40% of the total page views. This means that people view more pages trying to find a property they want to rent than actually looking at property pages.
- The Top Entry Pages (or Top Landing Pages) are the pages on the web site from which the user most often starts their visit.
 - The home page is the top entry page, being the initial landing page more than 60% of the time.

- The various property pages account for between one quarter and one third of all site entry pages. Of this, approximately one third are via direct traffic, likely caused by users who have bookmarked property pages they are interested in.
- Rental listings pages account for less than five percent of all entry pages.
- The Top Exit Pages are the pages on the web site from which the user leaves most often.
 - The home page is the top exit page on the site. During the first quarter of 2011, it made up 31% of total site exits, a number that has been on a steady decline since making up an overwhelming majority of site exits, 95%, in the first quarter of 2010.
 - The various property pages account for nearly half of all site exits while rental listings pages account for less than ten percent.

Recommended Changes

Based upon an analysis of the site as well as the above findings and trends, the following actions are recommended in regards to pages:

- As visitors spend more time looking at non-property pages trying to find appropriate property pages, a more advanced rental search tool may be necessary. The ability to select specific variables such as bedrooms, bathrooms, price range as well as specific desired amenities could greatly aid in directing visitors directly to properties matching their preferences. While this may reduce time on site, it will eliminate non-quality time on site (time spent navigating unsuccessfully) and should increase rentals.
- With 536 properties currently advertised on the site, finding the perfect property may still be difficult, even with an advanced search. Implementing a feature on the search form that takes the user to a random, single property page that matches their desired features (similar to Google's "I'm Feeling Lucky" search feature") may be beneficiary.
- On the rental listings pages, each property has a title. These titles vary from short descriptions to generic phrases (e.g. "Silver Sands #246") to single-words (e.g. "Pool"). These titles should be somewhat descriptive and should be utilized as headings on the property page linked to.
- The "Send to Agent" link/button, present on search results pages and the rental listings pages and pointing to */longboat-key-rentals-inquiry.html* with a parameter specifying a specific property, does not appear to be present on the actual property pages. Adding this link to the property pages for those who prefer email over phone contact could increase rental inquiries.
- On property pages, the contact phone number is present in three places: above the global navigation, on the right-hand side underneath a stock photo, and near the bottom of the page just above the footer navigation. All of these locations have disadvantages. In order to increase calls from prospective renters, phone number placement must be adjusted and placed with a clear call-to-action.

- In general, the property pages must be further optimized to increase conversion rates. A redesign is suggested with specific recommendations detailed in the Testing Options section.

Inbound / Outbound Metrics

Findings & Trends

The following analysis focuses on Inbound and Outbound Metrics and was created by analyzing traffic data gathered by Google Analytics between September 2, 2009 and March 29, 2011.

- Referrers are the pages that link to the web site and from which visitors arrive from.
 - Direct traffic (visitors that arrive on the site via methods such as a browser bookmark, by typing the site URL directly into the address bar, or via a link in an email) represents less than 20% of all traffic.
 - Despite an overall increase in the number of visits to the site, direct traffic remains steady and therefore represents a decreasing percentage of overall traffic over time.
 - Nearly three quarters of all traffic comes from search engines and over three quarters of that comes from Google alone.
 - Bing and Yahoo represent approximately 15% of the search engine traffic, with Bing's share increasing and Yahoo's decreasing. AOL represents between two and three percent of search engine traffic.
 - Top non-search engine referrers include other Coast 2 Coast websites, Facebook, and the mail servers of Yahoo, AOL, Microsoft Live, Verizon, and Comcast.
- Popular Search Terms are those keyphrases that have brought the most traffic to the web site from search engine results pages.
 - The most popular search term historically is "longboat key rentals". This phrase represents between ten and fifteen percent of total search engine referrals. The resulting site visit lasts approximately five minutes and has a bounce rate of less than 25%.
 - The next most popular search term, "longboat key vacation rentals", yields similar site visit and bounce rate results despite accounting for less than four percent of search engine referrals.
 - Additional popular search terms include "longboat key", "longboat key florida", "longboat key condo rentals", and "lonboatrentals.com".
 - Overall, the majority of bounce rates for visits from search engines are less than 50%. Those visits with high bounce rates are from searches for keywords that this site does not target, including other vacation areas.
- The Top Exit Links (also known as Outclicks) are the external links on a page from which a user leaves most often. These are not currently tracked on this site.

Recommended Changes

Based upon an analysis of the site as well as the above findings and trends, the following actions are recommended in regards to inbound and outbound links:

- With search-based referral traffic high, a continuing eye toward search engine optimization is necessary to maintain the current high ranking positions in search engine results.
- With non-search-based referral traffic low, the placement of banner ads on appropriate web sites to drive traffic is recommended. These web sites could include other businesses and destinations in the Longboat Key area, including those listed on the Longboat Key Chamber of Commerce web site.
- While the tracking of exit links is possible, it should only be implemented after serious consideration. The process by which these exits are tracked requires delaying the user's exit to run a tracking code. Savvy users will notice this over time and may not respond positively to the delay.

User Metrics

Findings & Trends

The following analysis focuses on User Metrics and was created by comparing visitor data gathered by Google Analytics during the time periods of January 1-March 29, 2010 and January 1-March 29, 2011.

- The Geographic Location of a user is determined by an analysis (by Google) of the user's IP address. As some users utilize proxy servers to visit the web, all values should be taken as an approximation. An analysis of the Geographic Location data produced the following findings and trends:
 - An overwhelming majority of the visitors to the website are located in the United States. Historically, U.S. residents make up approximately 80% of all visitors with a slight increase in this portion recorded in 2011.
 - Of total visits, Canadian visitors make up fewer than 10% and visitors from the United Kingdom fewer than 5%. Despite increases in total visits from both countries, these percentages are on a decline in 2011.
 - German visitors represent just less than 1% of total visitors both historically and in 2011.
 - Visitors from France, India, Switzerland and many other countries are recorded, but each represents less than one half of one percent and no more than three percent altogether.
- The Operating System that a user is utilizing to visit the web is determined by an analysis (by Google) of the web browser's user agent string. As users have the ability to alter their user agent string, all values should be taken as an approximation. An analysis of the Operating System data produced the following findings and trends:
 - An overwhelming majority of the visitors to the website utilize a version of Windows as their operating system.
 - Apple users represent approximately 15% of all visits.
 - Compared to historic data, the percentage of Windows users is decreasing as users begin visiting the website with devices such as the iPad and the iPhone & Android mobile phones.
 - In 2011 to date, mobile visits make up more than 7% of the total visits to the site. This is up sharply from less than one half of one percent during the same period in 2010. The iPad alone makes up more than 4% of 2011's visits to date.
- The Web Browser that a user is utilizing to visit the web is determined by an analysis (by Google) of the browser's user agent string. As users have the ability to alter their user agent string, all values should be taken as an approximation. An analysis of the Web Browser data produced the following findings and trends:
 - Of Windows users, nearly three quarters utilize a version of Internet Explorer as their web browser, with Internet Explorer 8 representing approximately three quarters of that subset. Internet Explorer's percentage is eroding, however, as users switch to alternative browsers.

- Similarly, an overwhelming majority of Apple users utilize Safari as their browser when they visit the web site.
- Users of Internet Explorer 6 still represent a non-negligible percentage (under four percent), but that percentage has dropped by more than half year-to-year compared to 2010.
- While the use of Mozilla Firefox remains fairly consistent (just over 15% of total visits), the percentage of users running Apple Safari has increased rapidly in 2011, nearly doubling year-to-year to approximately 20%. This can be attributed mostly to the rising use of the iPhone and iPad.
- The percentage of users of the Google Chrome browser has nearly tripled year-to-year.
- The Screen Resolution of a user's computer is determined by the tracking code run by Google. As previously stated, as some mobile devices do not allow JavaScript (and are therefore unable to be tracked by Google Analytics), the percentage of smaller screen resolutions is likely underestimated. An analysis of the Screen Resolution data produced the following findings and trends:
 - In 2011, roughly 90% of tracked visitors have a screen resolution equal to or greater than 1024x768, down five percent from the same period in 2010. This drop can be attributed to the increased usage of handheld devices with smaller screen resolutions.
 - The percentage of users who have a screen resolution less than 1024x768 but equal to or greater than 800x600 has decreased year-to-year. This reflects the greater trend of users either browsing with larger computer monitors or with smaller handheld devices.
 - The percentage of tracked users with screen resolutions of 640x480 or less has increased from under one percent to over two percent year-to-year.
- The Color Depth of a user's display is determined by the tracking code run by Google. As previously stated, as some mobile devices do not allow JavaScript (and are therefore unable to be tracked by Google Analytics), the percentage of lower color depths is likely underestimated. An analysis of the Screen Resolution data produced the following findings and trends:
 - Approximately 95% of users utilize a device which has a color depth of either 24- or 32-bit to visit the site.
 - The percentage of 24-bit color depth users versus 32-bit year-to-year has doubled since 2010.
 - 16-bit users represent between two and three percent of total overall visitors.

Recommended Changes

Based upon an analysis of the site as well as the above findings and trends, the following actions are recommended in regards to users' computer systems:

- As the number of visits by users on handheld devices has increased dramatically, special attention should be paid to this growing market. At the minimum, stylesheets

and media queries targeting mobile users should be implemented. Alternatively, a separate mobile subsite (*m.longboatrentals.com*) could be setup exclusively for mobile users.

- The usage of Internet Explorer 6 by visitors to the website should continue to decrease. Once usage falls below one percent, consider dropping support for this browser altogether.
- Current property pages can be up to six full screen-lengths high on a 1024x768 resolution display (see Figure 7 in the Appendix). As users may not scroll that much on any single page, a redesign is suggested with specific recommendations detailed in the Testing Options section.
- As total visits increase, the percentage coming from Canada and the United Kingdom is declining. Targeting these areas with Google AdWords search engine marketing is recommended to ensure that growth in these areas mirrors growth overall.

Testing Options

Based on the above findings and recommendations, changes to the home page, the rental listings page template, and the property page template could result in reduced bounce rates as well as longer times spent on the site. These changes would then result in an increase in conversions. It is recommended that these areas are targeted for A/B and/or multivariate testing to determine if the suggested modifications fulfill these stated goals.

Home Page

In an attempt to reduce bounce rates on the home page, the main content area located above the fold has been analyzed. Multivariate testing is recommended to find the optimal use of two out of three components used in this area: a large marketing graphic, the search form, and textual content. Analysis of these recommendations is as follows:

- While scanning a page, users tend to check the left side of the screen whereas the right side is often a popular location for advertising. Switching the locations of the search form and the large marketing graphic may increase use of said form. Compare the current home page (wireframed as Figure 1 in the Appendix) with a suggested version that swaps the large marketing graphic and the search form (wireframed as Figure 2 in the Appendix).
- The lack of text content above the fold and the presence of a large marketing graphic may cause visitors to interpret this site as less than reputable. Removing the marketing graphic and filling this space with already existing text content (currently located below the fold) may reduce this potential negative opinion of the site. Compare the current home page (wireframed as Figure 1 in the Appendix) with the suggested version (wireframed as Figure 3 in the Appendix).
- An additional version (wireframed as Figure 4 in the Appendix) combines the two above suggestions, placing the search form on the left and text content on the right.

Additional suggestions for potential testing on the home page include:

- The use of different large marketing graphics might lead to more conversions. Graphics featuring people as well as clear calls-to-action might be more successful than the current one in use.
- The use of “platinum”, “gold”, “silver”, and “bronze” in the “Ratings” drop down may signal to the user that these properties might be out of their price range. Use of the star ratings that are noted elsewhere on the site (ranging from one star to four stars) may be of more beneficial use.
- Alternatively, the use of “Rating” in the search form could be eliminated completely. Instead, allow the user to select a price range. This would allow them to narrow results quickly and prevent any potential frustration which could end their visit to the site.

Rental Listings Page Template

In an attempt to aid the user in finding a desired property quickly, the rental listings page template has been analyzed. A/B testing is recommended to determine if a new, condensed

design leads to more property page visits and more property rentals. Compare the sample current rental listings page (Figure 5 in the Appendix) with the suggested version (wireframed as Figure 6 in the Appendix). Analysis of the redesigned template is as follows:

- Property listing table rows are condensed into small property listing boxes. This not only eliminates redundant information (bedrooms, bathrooms, sleeps) but allows up to three times more listings shown in the viewport at a screen resolution of 1024 x 768.
- The row of links/buttons to other rental listings pages is shifted up and to the right to conserve space, allowing more properties to be viewable above the fold on initial page load.
- A larger “Advanced Search” link/button is added in a high exposure area just below the company logo in the upper left hand corner of the page. This will link to the */search.html* page.

Additional suggestions for potential testing on the home page include:

- At the time of this writing, properties on these rental listings pages always appear in the same order. Those property pages appearing near the top of the list are likely to get more visits. Sorting these properties randomly or even placing struggling properties near the top will improve overall distribution of property views and potential rentals.

Property Page Template

In an attempt to aid the user in finding a desired property quickly, the rental listings page template has been analyzed. A/B testing is recommended to determine if a new, condensed design leads to more property inquiries and rentals. Compare the sample current property page (Figure 7 in the Appendix) with the suggested version (wireframed as Figure 8 in the Appendix). Analysis of the redesigned template is as follows:

- The current version of the property page can be up to six and a half screens high at a screen resolution of 1024x768. As users are unlikely to scroll completely to the bottom of any page, they are likely to miss the amenities listed at the bottom. Accordingly, all property details have been combined into a single location.
- The current use of JavaScript to produce rotating images (which locked up and began flashing the same images multiple times during analysis) as well as full-sized images leads to a larger page, both in terms of scrolling and download time. The redesigned page utilizes a single full-sized image placeholder which changes as smaller, thumbnail images are selected.
- The addition of similar properties at the bottom of the listings allows the user to check other properties that they may be interested in.
- The contact phone number is now located in the center of the page with a clear call-to-action.

Appendix

Figures 1-4: Home Page

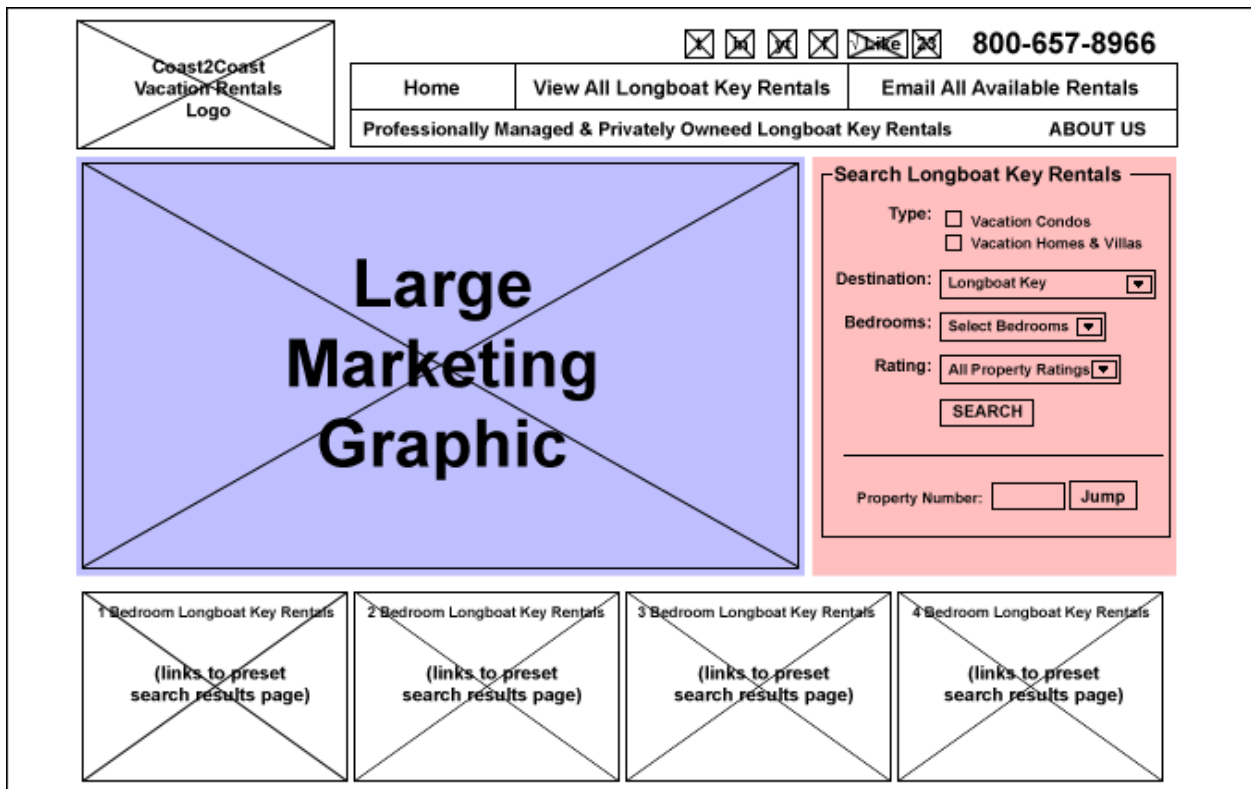


Figure 1: Homepage Wireframe - Version A (1024 x 768 window size; only the area above the fold is pictured) This is a depiction of the current version of the home page which utilizes a large marketing graphic (blue) and a search form (red).

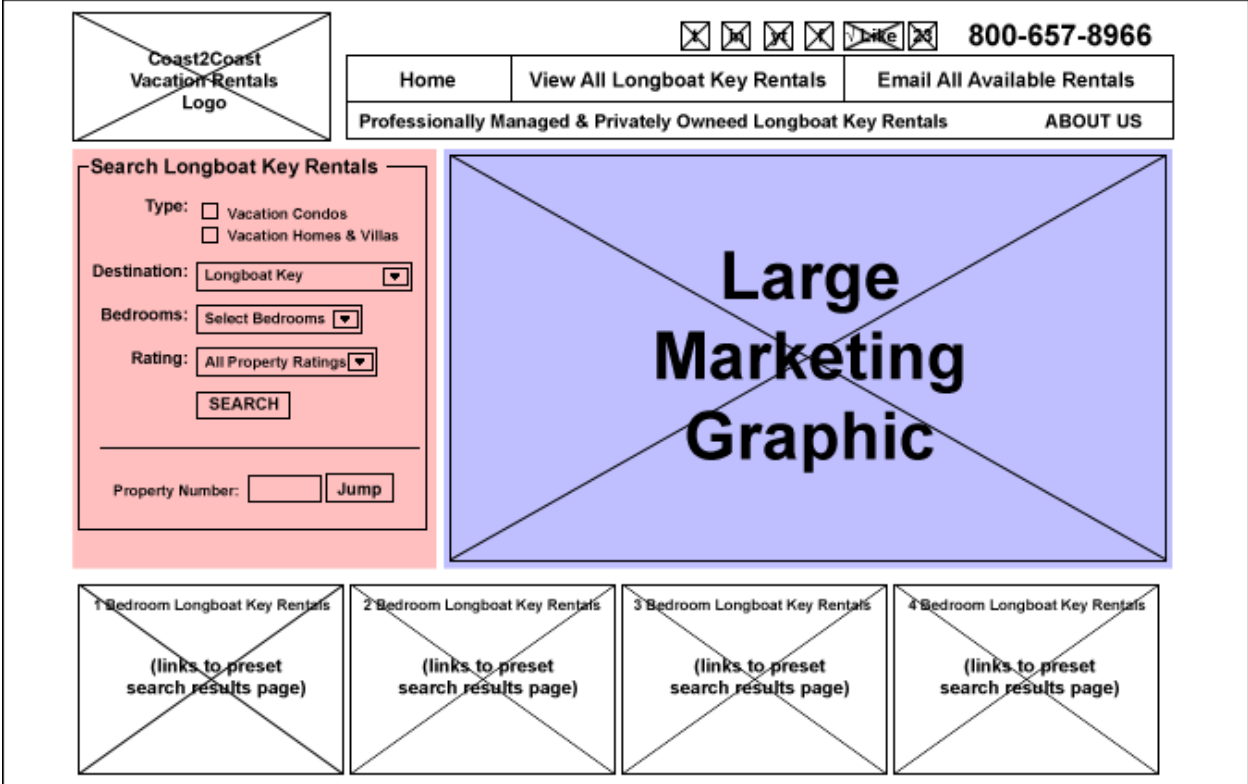


Figure 2: Homepage Wireframe - Version B (1024 x 768 window size; only the area above the fold is pictured) The search form (red) is moved to the left side and the large marketing graphic (blue) takes its place on the right.

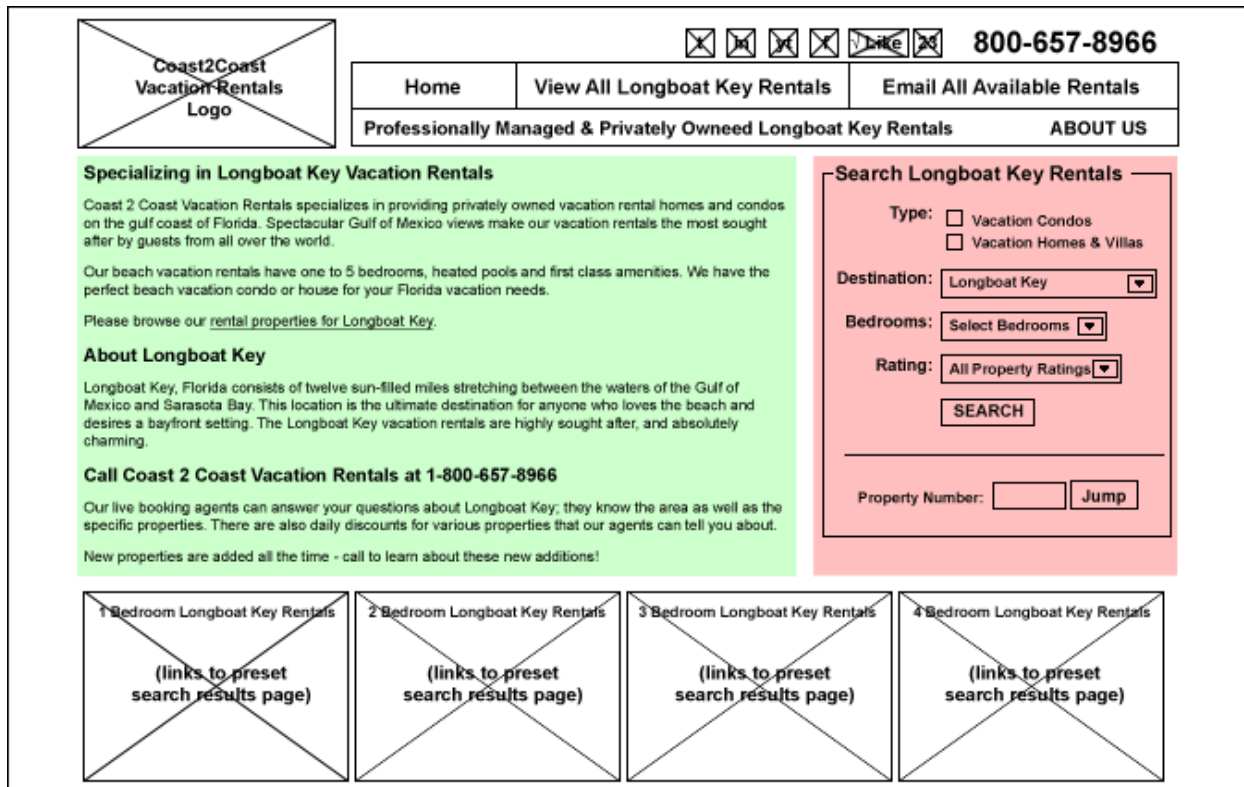


Figure 3: Homepage Wireframe - Version C (1024 x 768 window size; only the area above the fold is pictured) The large marketing graphic is replaced with actual site content (green) that was previously located below the fold. The search form (red) is kept in its current location.

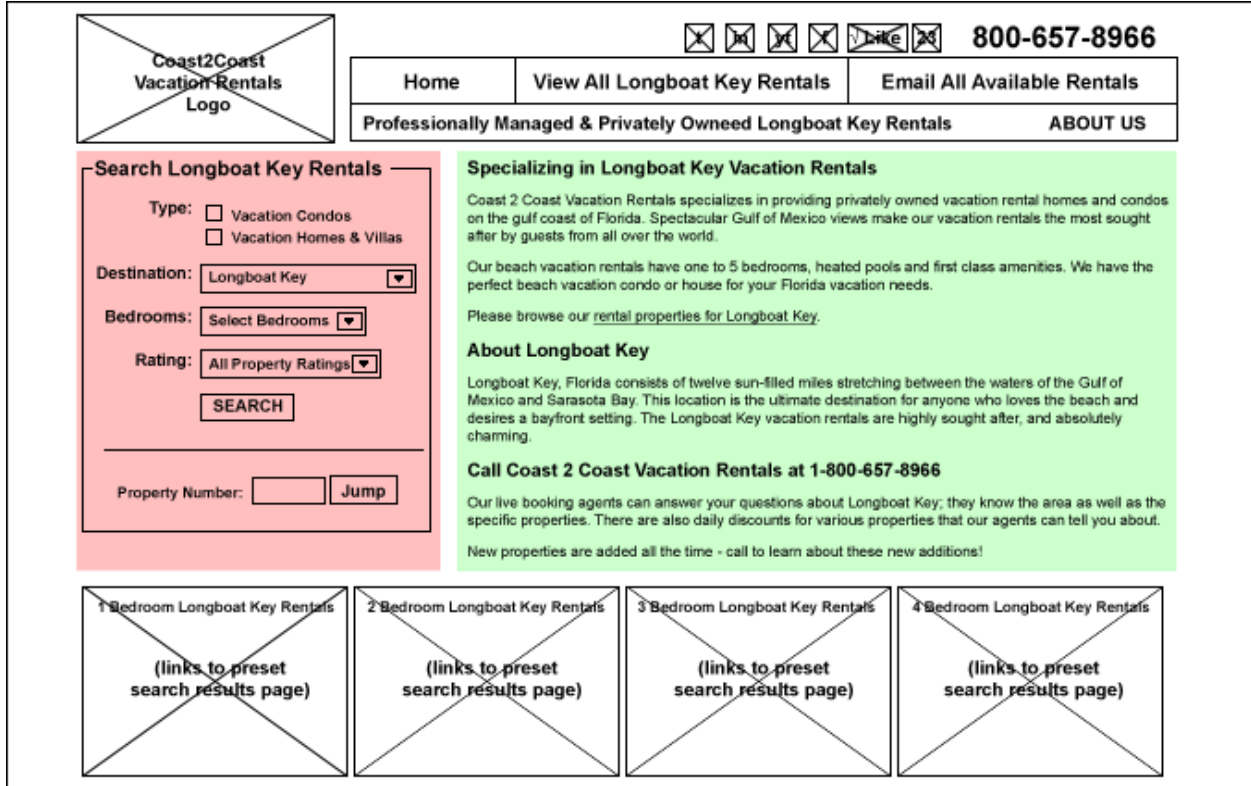


Figure 4: Homepage Wireframe - Version D (1024 x 768 window size; only the area above the fold is pictured) The search form (red) is moved to the left side with actual site content (green) that was previously located below the fold on the right.

Figures 5-6: Rental Listings Page Template

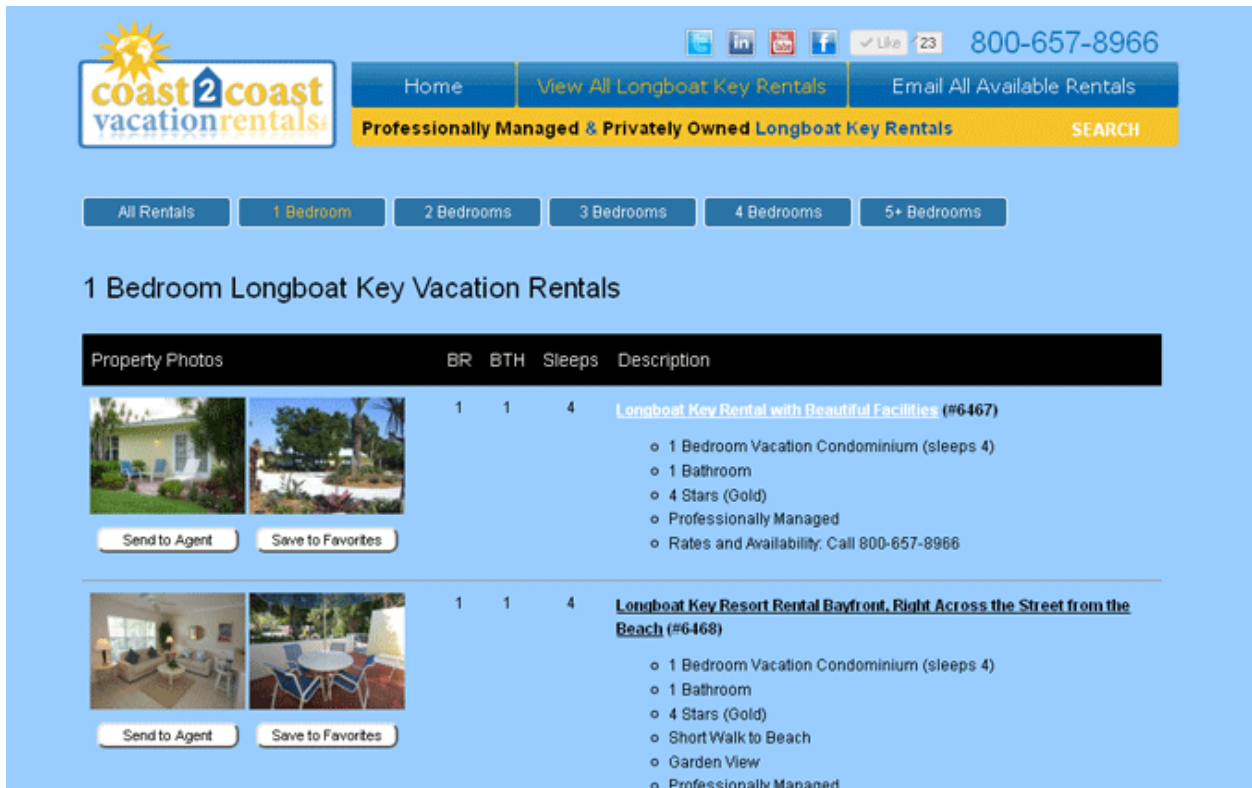


Figure 5: Sample Listings Page Screenshot - Version A (1024 x 768 window size; only the area above the fold is pictured) This is the current version of a sample rental listings page (*1-bedroom-longboat-key-rentals.html*).

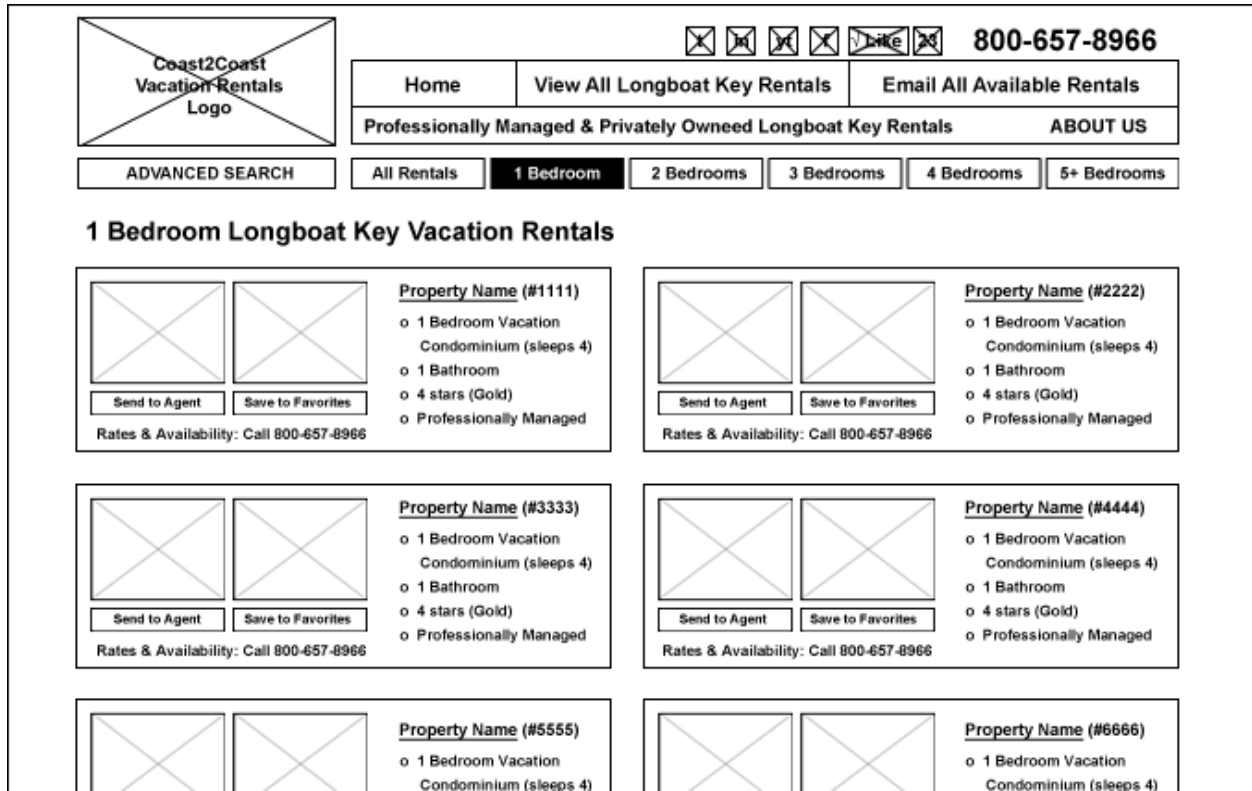


Figure 6: Rental Listings Page Wireframe - Version B (1024 x 768 window size; only the area above the fold is pictured) This is a depiction of an alternative version of a rental listings page. This version compacts listings data (similar to the search results pages) in order to display nearly three times more listings in the viewport.

Figures 7-8: Property Page Template



Figure 7: Sample Property Page Screenshot A scrolling screenshot of a random property page (#7311). At a screen resolution of 1024 x 768, this page is 6.5 screens tall.

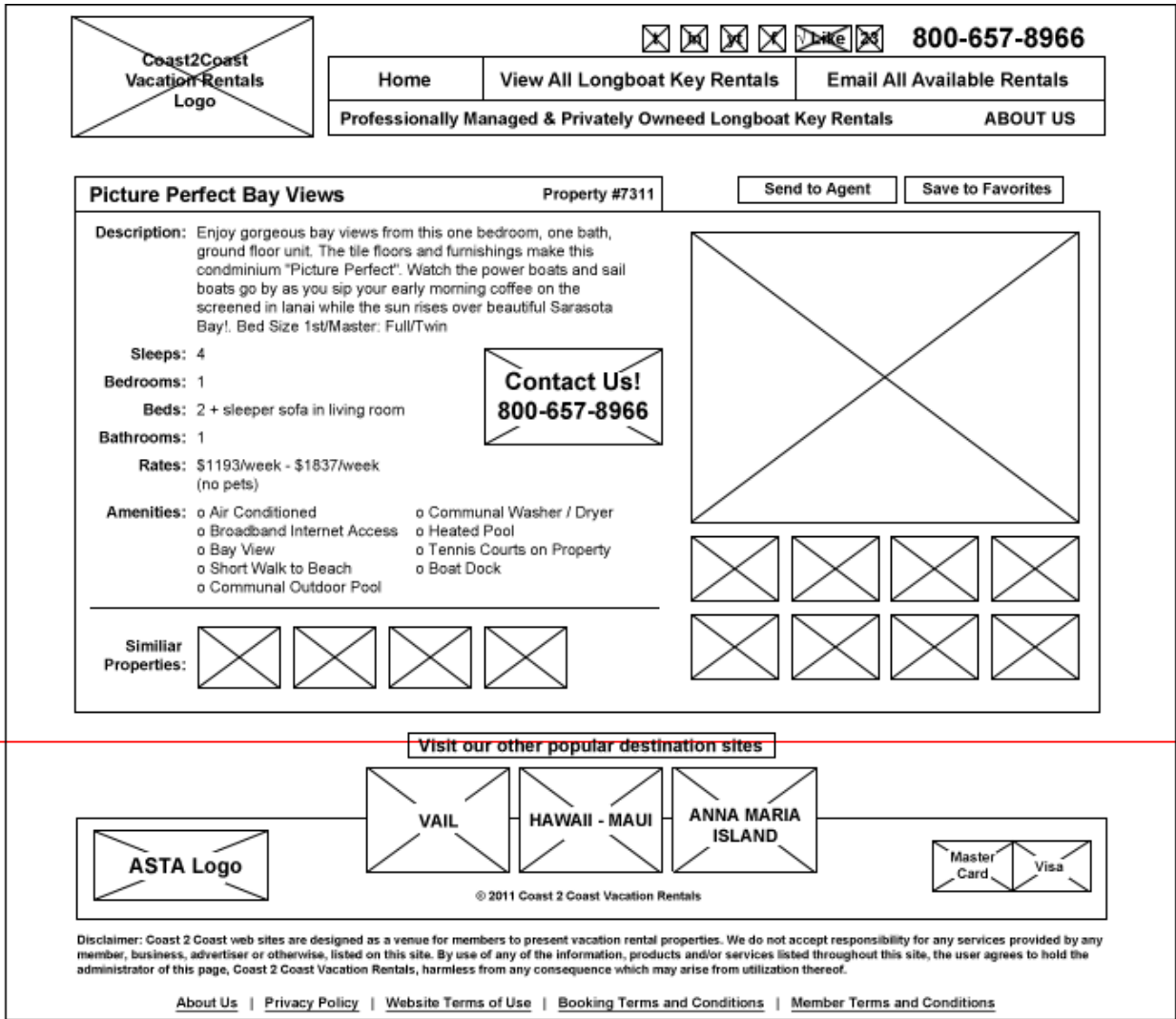


Figure 8: Property Page Wireframe - Version B (1024 x 768 window size; end of area above the fold is depicted by the red horizontal line) This is a depiction of an alternative version of a property page. This version reduces total height to approximately 1.5 screens tall and implements features discussed in the Testing Options section.