# Article information:

New Relic  
<https://www.dbirman.com/newrelic>

# Article summary:

1. The author was part of the team that enhanced New Relic's website to scale with their growth trajectory, resulting in a successful IPO.

2. The team continuously experimented with landing page design to maximize lead capture and conversion, using A/B testing and emphasizing resource titles over types.

3. The author also worked on product pages showcasing New Relic's marquee products through big imagery, compelling copy, social proof, and simple CTAs. They also created a site-wide living style guide and simplified the mobile navigation interaction.

# Article rating:

Appears strongly imbalanced: The article is written in a biased or one-sided way, and the information it provides is not trustworthy enough to be considered a reliable source. You should consult other sources to find reliable information on the presented issues.

# Article analysis:

The article provides a detailed account of the author's experience working on the design and optimization of New Relic's website, specifically focusing on landing pages, product pages, and the creation of a living style guide. While the article offers valuable insights into the design process and tactics used to increase conversion rates, it is important to note that it is written from a promotional perspective.

The article highlights the success of New Relic's IPO in 2014 as a result of their website redesign, but it does not provide any evidence or data to support this claim. Additionally, while the author mentions A/B testing as a key strategy for driving design decisions, there is no mention of any potential risks or limitations associated with this approach.

Furthermore, the article focuses primarily on the positive aspects of New Relic's website design and optimization efforts, without exploring any potential drawbacks or criticisms. This one-sided reporting may lead readers to believe that there are no downsides or challenges associated with these strategies.

Additionally, while the article provides detailed descriptions and examples of various landing pages and product pages designed by the author, there is little discussion about how these designs were received by users or whether they were effective in achieving their intended goals.

Overall, while the article offers valuable insights into website design and optimization strategies used by New Relic, it should be read with caution as it presents a biased perspective and lacks critical analysis of potential risks and limitations.

# Topics for further research:

* Criticisms of A/B testing in website design
* Risks associated with website redesigns
* User feedback on New Relic's website design
* Challenges of website optimization
* Limitations of conversion rate optimization strategies
* Negative impacts of biased reporting in website design case studies

# Report location:

<https://www.fullpicture.app/item/fcf2bb044cc8b88b6e9011cea04af0d7>