

the A, B, C's of

A

B

TESTING

ALWAYS BE TESTING.

It's basically the cardinal rule of digital marketing. Get it printed on your mugs. Plastered on flyers in the break room.

Make constant A/B testing part of your website's to-do list.

WHY IS A/B TESTING IMPORTANT?

Your website isn't set in stone. Don't just guess what color or button your audience will love. Test it. A/B testing can help you increase purchases, registrations, leads—basically anything you want a user to do on your site.

WHAT SHOULD YOUR A/B PROCESS LOOK LIKE?

1. IDENTIFY YOUR GOALS

DO YOU WANT TO INCREASE EMAIL SIGNUPS?

BOOST THE NUMBER OF PRODUCTS IN A USER'S CART?

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SEE RELATED ITEMS

2. MAKE A PLAN

CREATE A ROADMAP THAT INCLUDES:

YOUR GOALS, HYPOTHESES, TEST DETAILS, AND PRIMARY METRICS.



3. PICK ONE VARIABLE TO TEST AT A TIME

TRYING TO TEST BOTH A BUTTON...

AND A HERO IMAGE ISN'T EFFECTIVE.

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SEE RELATED ITEMS

4. DETERMINE A KEY PERFORMANCE INDICATOR

YOU SHOULD HAVE A KPI...

TIED TO EVERY VARIABLE.

NUMBER OF CLICKS: 2,257

SEE RELATED ITEMS

NUMBER OF SIGNUPS: 1,389

SUBSCRIBE

5. ANALYZE RESULTS

IT CAN TAKE SOME TIME TO GATHER STATISTICALLY SIGNIFICANT DATA,

SO BE PATIENT.

69,171	56,396	69,171	69,171	56,396	69,171
92,332	76,595	92,332	92,332	76,595	92,332
17,150	14,861	17,150	17,150	14,861	17,150
16,126	12,176	16,126	16,126	12,176	16,126

6. REPEAT

9 A/B TESTING OPPORTUNITIES TO EXPLORE

1. TOP NAVIGATION

HOME ABOUT US BLOG SERVICES CONTACT US

2. BUTTON COLOR AND PHRASING

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3. CALL-TO-ACTIONS

COPY AND PLACEMENT

4. HERO IMAGE

SLIDER VS STATIC

TYPE OF IMAGE

5. UNIQUE VALUE PROPOSITIONS

A SCROLLING CTA

24 HOUR CUSTOMER SERVICE

FREE SHIPPING

6. POP-UPS

GET A FREE QUOTE TODAY

7. COPY LENGTH

LONG COPY

SHORT COPY

CLICK HERE TO READ MORE ABOUT THIS TOPIC

8. HYPERLINKS

9. CONVERSION FUNNEL

FIELDS

LENGTH

NAME

EMAIL

SIGN UP

SOURCES

<https://www.optimizely.com/ab-testing/>