

Split Testing

Edited by Graham Jones



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Why and how to do a split test

By Mark Garland

Split tests are used in all forms of marketing, both on and offline. It is a wonderful tool which increases a marketers conversion ratios, sales, and most importantly their profits that are generated. If you aren't using split tests in your marketing functions currently, you are quite honestly leaving money on the table.

So what exactly is a split test?

A split test is a technique used to create the most profitable marketing message by testing various components of that message to maximize the effectiveness of each component. Here's an example that should make the concept clearer to understand.

Let's say you create a brand new ebook that you want to sell online. However, you really don't know how much you should charge for that ebook. You can use a split test to figure out exactly how much you should charge. Here's what you do.

Create two versions of your web page that is selling the ebook. On one version you can put the lower price and on the second version you can put the higher price. Once this is done you need to send the same amount of traffic to both versions to be able to properly test the results of the split test. The lower price page might generate more sales and more profit than the higher price page. The lower price page might generate more sales, but less profit than the higher price page. Periodically a higher priced item can generate a larger volume, and more profits than one priced lower.

Why is it important to split test? By split testing, you identify what works best in your marketing approach so that you can maximize sales and profits in your business. For example, let's say the higher price page generated more sales and more profit than the lower price page. If you would have just went with the lower price without split testing the different price points, you would have lost out on a lot of money.

You can split test any number of components from your marketing message. You can split test the price, the headline content, the headline color, background color, graphics vs. no graphics, an opt in before the sales page vs. just a sales page. You can split test video vs. no video or audio vs. no audio. Be creative and you will be able to come up with tons of different components in your marketing approach that you can split test.

Once you do a split test and you come up with a winner, the next thing you want to do is identify another component that you can test or come up with another variance of the component that you tested previously. For instance let's say the price that you tested was \$37 vs. \$67 and \$37 won. Maybe you might want to test \$37 vs. \$47. The reason why is because the \$37 price might outperform the \$67 price, but the \$47 price outperforms the \$37. Wouldn't you want to know that you can charge \$10 more for your ebook?

By implementing split testing into your marketing efforts, you would be amazed at what you can discover. Split testing can be used and implemented in current marketing plans, however, the results can be carried forward to future marketing projects to help you save time and money.

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Test Your Way To Greater Conversions and Internet Success!

by Jim Bruce

Testing your website pages, especially landing pages, squeeze pages and sales pages is one of the most profitable things you can do to tweak your pages and gain higher conversions. On top of that, you can learn more about copywriting through split tests and other means of testing your web pages than any other way.

Back in the days of mail order marketing, testing sales letters and catalogs gathered more real information about new concepts and ideas than through most other methods of research at that time. In these days of the internet, the bell even rings louder.

You can test whole concepts of your pages to find out what emotional triggers and core desires your market truly respond to. Simply test two or three versions of your sales page that each focus on a separate theme or slant on the product or service. The page that pulls the most conversions will give you the answers you are looking for.

In this day of fierce online competition, testing is something you should, no MUST do to gain the highest conversions from your website and pages. If you're not actively testing your pages, your competition will soon pass you by.

What Exactly Should You Be Testing?

The simple answer is: Everything! Everything on your pages and in your sales message is a contributing factor to your conversion rate. This includes your headline, opening paragraphs, body copy, your offer, post scripts, background color, font, font colors, images and every imaginable component of your page in between.

Volumes of information have been written about what to test and how to test your web pages. This work is extensive, so when you begin to test, I suggest you concentrate your first efforts on the three areas that have been shown to have the most impact on your sales page, the headline, the first three (or four) opening paragraphs, and your offer.

In this article, I will focus on Headlines as they are the critical element of your page.

Testing Headlines

Headline changes can have the most impact on your conversion rate and response of these three components. 75 - 80% of your visitors will never read past the headline. It doesn't matter how wonderful you have written your sales page, if the headline doesn't work correctly and do its job of getting people to read on, your page will be a failure.

In order for your headline to be effective, you have to discover the biggest core desires within your market to feed. The best headline test are based around the different core desires and motivating reasons why people would be interested in your product or service.

Testing different headlines around different concepts will tell you which one is more appealing to your market audience. Once you have the key concepts and desires tested and you have discovered which one works best, you then go to work tweaking your headline in more alluring and persuasive ways.

Split testing is generally used to test headlines. In the beginning, you will probably want to use simple A/B split testing but if you are dealing with high volume traffic and high price sales, you may want to consider speeding up the process with multi-variate testing. You can find out more about these tests by going to: [What Is Split Testing?](#)

What Type of Headline Format Do You Test?

There are some classic headline formats that have been shown to be effective over time that you can begin with. There's the "If/Then" headline, "Amazing Secrets of ..." headline, the "Who Else Wants to ..." headline, and of course the classic "How to ..." headline.

Test as many headlines as you can think up for your web page. In fact, you should never stop testing different headlines on your page. A simple 10% increase in your conversions could result in hundreds to tens of thousands of dollar or more. Testing your headlines could bring an increase of 50%, 100%, or even 200% or more in the response your web page brings.

The next time that you feel that your landing page, sales page or squeeze page should be converting better, think about testing the component of your page to increase the effectiveness and response that it should be eliciting.

Continue reading more about this fascinating arena of online marketing by going to: [Testing Your Web Pages](#)

Jim Bruce is a SEO Web Consultant and writes frequently about search engine optimization techniques and search marketing. You can find out more about these topics by going to [Ristvin Marketing](#).

The Importance Of Split Testing

by Mark Yarrobino

I get a lot of questions from subscribers and website visitors asking me what the most important part of running your own business is. Usually, they guess answers like finding the right product to sell, finding the right market to sell to, good customer service, automating tasks, writing good sales copy. Well, all of those things are very important, and picking one single most important part is extremely difficult when so many are vital.

But if I had to settle on one, my answer would be testing.

And I mean testing everything. You have to test constantly to know for sure what works best. If you don't test different marketing strategies then how will you know what marketing strategies work? If you don't test different products, then how will you know what products sell? If you don't test products with different customers, then how will you know which is the right market for your product? If you don't test different offers and benefits, then how will you know how to offer the best customer service? If you don't test your sales copy, then how will you know if you have good sales copy.

I've actually met people who didn't feel like they needed to test different aspects of their business, because they already felt like they'd gotten it right. For example, anyone who tells me that they've already written the perfect sales letter gets a response from me telling them they had already failed in their business. You might have written a sales letter that works pretty well for you, but how could it possibly be perfect if you've never tested it against any other sales letter. Unless you're just that lucky. Plus, if you're working online, testing is so easy to do, why not at least try it?

Which brings me to split testing. Split testing is essentially trying out two or more marketing strategies at the same time to see which one yields the best results. So you can try two different ads, two different sales letters, etc. and then keep an eye on your stats and you'll know which one works best. But it's important that you only test one section of these things at a time. Which means that if you want to try two different sales letters, use the same sales letter but with two different headlines. When you've settled on a headline that works well, try two sales letters with the same headline, and two different sub-headlines. Then keep doing this with every part of your sales letter. If you test more than one part at a time, then you won't be able to accurately tell what's working and what's not.

If you use Google Adwords for your pay-per-click advertising, then you're in luck because Google has made split testing about as easy as it can be. They will let you run two or more ads for every keyword that you bid on, and they will send traffic to both of them for you. The default setting has Google send more traffic to the ad that converts better, but you can set it to an even 50-50 split if you like.

So try this with your Google Adwords campaign. Set up two ads for any keyword list you have. Use the same ad, but with two different headlines. You only have 25 characters for the headline so don't go

crazy, but it's still plenty of room to do this right. Google will provide you with every type of statistic you will need to measure your results, including number of clicks, click through rate, how much you're spending and so on.

Let your ads run for a while, and after you've figured out which headline works best, delete the other one and replace it with another headline. Keep doing this until you've found the best possible headline for your ad. Then move on to the the body of the ads and do the same. Sometimes simple changes like capitalization or rearranging two words will make a difference. So basically, test everything.

But you're not done there. Go back and do it again. Test more headlines and more ad copy. There's no reason why you should ever be satisfied with your results. There's usually a very good chance that you can continue to improve your ad's performance.

While all that is happening, you are going to want to test your landing page. Your landing page is the web page that visitors go directly to after clicking on your ad. This should be your sales letter, or opt-in page, or whatever page leads the visitor directly to the action you want them to take. Google will allow you to split test different landing pages. In fact, they have a whole Website Optimizer area that will help you with it. It's completely free to use, so get in there and try out different headlines, sub-headlines, move different sections around the sales page, try it with and without pictures, try it with and without audio, try different "buy now" text, everything.

Google also has a piece of code that you can add to your website that will track conversions for you, so you will know how much you're spending per sale, or per lead, or whatever you like. I highly recommend using this feature as well so you have every possible stat you can get. It's important to stay on top of these things. And, again, it's free to use.

Google has created an excellent system for you to get real, measurable results for your pay-per-click campaigns. And since it's working so well, some of the other pay-per-click search engines are getting in on the act, too. Most likely, they all will eventually if they want to keep up. If you don't have a Google Adwords account, you can get one by following this link:

<https://adwords.google.com/select/Login>

And even if you're not using pay-per-click, you can still test every part of your website and your sales process. There is no good reason not to.

If your website isn't performing as well as you like, then keep testing. If your website is performing as well as you like, keep testing. It's the best way to squeeze every cent of profit out of your business. And almost any questions you have about your business can be answered by testing. Keep that in mind. And if you put in into practice, then you can almost guarantee your own success.

Mark Yarrobino is the president of Maroon Enterprises. One of their websites, Home Business Endeavors (<http://www.homebusinessendeavors.com>) was created to help internet users find the right information about starting their home based business while avoiding online scams.

Split Testing - Too Much of a Good Thing?

by Kathy Alice

Split testing, like any testing, can be enormously helpful in fine tuning your websites to be more effective sales channels for your business. The goal of the testing is to produce higher conversion rates, but I use the term conversion rate loosely here. For example, you can measure whether a user opts in into your mailing list, buys your product or clicks on your affiliate links. Split testing can be a powerful tool, however, like any other tool that produces hard measurements its results can be misinterpreted.

What is the purpose of split testing?

If you are selling an ebook on how to sell on ebay, what is the best headline to engage your visitor's interest? Is it "Make Money on eBay?" or "The Secret to Successful eBay Auctions?". Even if you are an ebay veteran, don't make the mistake of thinking you know the answer. You'll likely get it wrong. You will need to test different versions of your headline so your site visitors tell you the answer. I once wrote a headline that started off with "Who else wants to ...". I had seen similar long headlines on many other sales pages. My rationale was that if that style of headline was working on other sales pages, it should work on mine. Fortunately I decided to test it, and my statistics showed it performed poorly against my control headline! By listening to my site visitors through testing, I found out that they didn't like my "Who else" headline at all.

How does split testing work?

Here is how split testing (also known as A/B testing) works. You create two copies of your web page. During the test, half of your site visitors see the A version of your page, the other half sees the other (the B version). The version that has the highest conversion rate is what you use going forward. Expect an iterative process, keep testing changes until the conversion rates don't change very much between the two versions. Plan to test other important components of your sales page, not just your headline. Other page components you should consider testing are: your the call to action, the main image of your landing page, and yes, other parts of your promotional copy.

So when it is not useful?

Split testing is less useful when you change more than one component of your page at a time. If you change both the promotional copy and the main image on your B copy and it performs better, what does that tell you? That the image performed better or the copy? Sure you can use the B version of your site going forward, but what if the best combination was the A version of the image and the B version of of your sales copy? The only way to know is to test

each change individually. If you want to test multiple versions of your site components, you should look into using a tool that supports multivariate testing. Multivariate testing is just what it sounds like, a way to test multiple changes at a time.

Another trap that testers fall into is putting too much significance on small differences in the results. If you have 50 visitors to your site and 5 of them convert on the A copy and 7 of them convert on the B copy, is that justification enough to decide the B copy is the best version going forward? Not really. If you have a low traffic site, it's best to be patient and wait for more traffic, or put some effort into promoting the site to get more traffic so you have a more statistically significant test. Don't keep changing your site day by day trying to take advantage of what could be the result of a complete whim of your site visitor.

Keep your mind open

Split testing is useful but differences in your conversion rates may have nothing to do with your split tests and you have to be careful not to draw the wrong conclusions. For example I was running a split test over a period of time for my headlines. I submitted two articles spaced apart by a week to the article directories during my test. The first article had a higher conversion rate than the second. My second article was not as well targeted to my desired audience. Simply put, the people that found my second article interesting and clicked through to my site were not interested in what my site was offering. If I had changed my headlines in the midst of this I might have drawn the wrong conclusion. My choice of topic for my second article had a much larger impact than either of the headlines I was testing.

Split testing is a powerful tool but like all measurement tools its results need to be taken into context so you can make wise decisions going forward.

Kathy Alice has been in the technology industry for 20 years. She helps business owners and marketers bridge the technical gap. She loves finding innovative solutions and sharing them with others.

If you're not split testing you're leaving money on the table

by Paul Smithson

Split testing is important to almost all businesses. If you're not doing it already - you really should be - if you are currently doing it, you should probably be doing it even more.

Without split testing, you are leaving massive amounts of money on the table every single day. I say this with complete certainty. You're not 'possibly' leaving money on the table, you are 'definitely' leaving money on the table. It sounds like a bold claim, but it's absolutely true.

Whether it's a single page sales-letter site, a mini site, an AdSense site, a blog, or a mammoth content site, there are always ways to tweak things and increase the percentage conversion rate if it's a product that is being sold, the sign-up rate if it's a membership site, or the number of click-throughs if it's a site that earns revenues from advertising.

So, what exactly is split testing?

Split testing is simply the process of testing out different versions of something to see which one performs best. It could be a direct mailing piece, a billboard advertisement, a TV commercial, a web page, an e-mail, or anything else where you want to find out the differing results based on one or more changes to the original.

From an Internet Marketer's perspective it could be two different web pages you are testing to see which design works best. It could be testing one headline on a sales letter against another, or finding out which of two or more banner adverts brings in the most orders.

If possible, split testing works better with a fairly large number of visitors. If you get very low traffic, your split testing numbers may be inaccurate, but split testing even with low traffic is usually better than not doing it at all, it can just often take longer to get a statistically valid result.

You can perform split testing in several different ways. If you're running pay-per-click adverts through Google AdWords, you'll find there's a split testing system built in! If you're split testing things like sales page copy, a form on a squeeze page, or the CTR (click through rate) of various placements of ads on your pages, then you'll need to develop your own methods.

There are many scripts and online services available that can help you deliver different versions of a web page to visitors, and then measure conversions from each version. If you don't want to use a script or online service (some of which can be quite expensive), you can do the same thing yourself by rotating pages on your own.

You'll probably want to leave a page up for about a week or longer and record conversions. Then add a different page a keep a record of

the conversions from it. Just keep in mind, conversions may be different, this can simply be because of the certain time of day or the particular day of the week, so if you were to take a page down in the middle of the day, or in the middle of the week, your results may be inaccurate.

The importance of split testing can't be over-emphasized. Something as simple as changing a single word in your headline, or changing the color of your order button might change conversions by several percent.

There has been some stories of one single word doubling conversion rates of a product. Sometimes changing something seemingly very trivial, such as the color of the words 'Buy Now' on an order button can drastically increase conversions and sometimes more fundamental changes, such as using a different font for the body copy on your web site, can make an amazing difference.

It's worth testing almost all the elements on a website from page backgrounds through to different header graphics and different navigation menus. Some of your changes might consist of just minor tweaks whereas others might mean a major change in the overall style of your site. Pretty much anything and everything is worth testing to see if it has an impact on conversions. Don't always presume you are correct, even the expert's can get it wrong.

A famous offline advertising agency was working on a major ad campaign for a product. They developed several different versions of the ad, and then asked each of their ad executives to give their guess as to which one would perform better, and why.

After each executive had picked which they thought would be the winner they ran the complete series and gauged the results. The results proved a huge surprise. Of the dozen or so executives they asked, not a single one guessed the ad that actually performed best!

Even these high-paid ad executives with years of experience were unable to judge which ad would perform best. This is why split testing is so crucial. No matter how well you think you know your market, there will always be things you can't judge on your own.

Over time split testing will ensure that you choose the highest converting type of your site. This can prove to be a long process but it is definitely one that will bring you massive rewards. Imagine you had a web site that was converting at the rate of 1%. If you did a series of ten tests one after the other that managed to increase the response by 20% each time, what do you think the final response rate would be. It would be a staggering 6.2%.

This demonstrates the incredible power of split testing. Just by running a series of small tests that each had a minor impact, the response was multiplied by over 600%. So, get testing, then test some more, and continue testing until you can't think of anything else that could possibly improve the response rate.

Paul Smithson is the founder of Intellimon and the driving force behind the best-selling XSitePro web site development tool (<http://www.xsitepro.com>). Paul has set up five multi-million dollar companies, one of which is now owned by the BBC. His areas of expertise include business strategy, e-commerce, on-line and off-line marketing, software development, and maximizing the potential of on-line businesses.

Split Testing Will Accelerate Your Conversions

by Jim Bruce

From my experience, the number one, most powerful success factor for any successful Internet marketing campaign, is split testing and tracking the results of each part of your web pages and your marketing or advertising campaign. With the data you collect, you can optimize your ad copy, sales letters, or landing pages in order to make them more effective and increase your web conversions. The easiest way to test your pages is through split testing.

Split tests are your way to ensure that you are maximizing your website's marketing potential. Many webmasters, new to internet marketing are happy to simply generate traffic to their site and offers. However, in short time, they realize that their conversion rate is a more important measure. This is particularly true if they are paying for traffic through PPC.

It isn't enough to simply drive traffic to your landing and squeeze pages, they have to convert and be profitable. This is where testing your pages comes in. Split testing is used to create the most profitable marketing message you can possibly put out there. It tests various components of your pages and marketing message. Testing allows you to maximize your sale message overall effectiveness.

What is Split Testing?

Split testing is a powerful strategy that uses software to track the response that different versions of your ad or landing page delivers to your visitors. For example, if you have made two compelling headlines for your sales page, you can use split testing to determine which one helps convert the most sales. Or you could test two different font colors for a headline and see which creates the greatest response.

A banner ad promoting your web site in various ezines could be tested. You can use a split testing script that will show two or three different versions or colors of the same banner. You would then track the banner click-throughs and see which version or color had the higher CTR or click-through-rate.... Then just keep the ad version or color with better results.

With split testing, you can test two or more radically different versions of your landing or sales page to see which version produces the most optins or sales conversions. You can also "tweak" your pages by testing various factors on the page to see which increase your conversion rate for the page. The number of things you can test with split testing is unending. Continue reading about split testing and tracking by going to: [Split Testing](#).

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Making a Killer Landing Page through Split Testing

by Shawn Jackson

Do you ever wonder what others think about your landing page? Better yet, is your landing page working for you? Understanding the effectiveness of your home page can be accomplished by a technique known as Split Testing. And conducting a test of this sort can help increase your conversion rate and your bottom-line.

A/B Split Test: Application and Measurement

There are various options when it comes to conducting a Split Test on your landing page. A common approach is the A/B split test. When conducting an A/B split test, you have two different versions of your web site - Landing Page A and Landing Page B. The effectiveness and success of either of the page is based on certain measures/actions. These may include traffic, sales, subscribers, and CPC campaigns depending on your niche and industry. Software, such as Google's website optimizer, helps perform the testing measures, executing the back-end work of gathering data.

With two versions of your site, which may have different headlines, graphics, text, colors and positioning of advertisements, you are ready to test the two pages. But before this, consider the "barometer" in comparing the two sites. For instance, are you looking at the number of subscribers that sign up on the site as a measurement to test a site's effectiveness? Or are you specifically looking at the differences in sales from each landing page?

Determining your Page Winner

Undoubtedly, if site B yields better sales than site A, then you have a clear winner. But how and when do you determine the winner? As a rule of thumb, you are comparing the two sites based on combined sales of 30. If Page A resulted in 20 sales and Page B generated 10 sales, Page A is the clear winner of this test. .

But it doesn't stop there. You will want to continue the testing progress to make your winning page even more effective. Remember, you had 10 sales produced by Page B. Therefore, some aspects and features of the site were relatively effective. As a result, you can test different elements from Page B on Page A - text, graphics, positioning of advertisements, colors, etc.

By doing this, testing a feature from Page B on Page A, you either (a) increase sales OR (b) decrease sales. If the new added feature increases sales on Page A, it's a keeper! However, if it decreases sales, you can go back to the original content of the Page.

You can apply this tactic to all of the elements you want tested - colors, layout, text, graphics, etc. You'll know what works and what doesn't. You can come up with the most effective landing page with

improved performance yielding higher conversions in less than 2 weeks.

Additional Resources for A/B Testing

If you are looking to implement the A/B split testing to your website, check out the article on "Improving Conversions by Split Testing" on Internet Marketing University. It provides a step-by-step guide on split testing accompanied by great examples. In addition, the author provides links to great resources on several different sites including tutorials along the way. A killer landing page is only a step away! Get started today.

Instantly learn more about A/B Split Testing on Internet Marketing University at <http://www.internetmarketinguniversity.com>. In addition gain FREE access to 20+ hours of videos and courses on Internet Marketing today.

Google AdWords, Why Split Testing Is Your Key To Success

by Mark Voce

If you are not split testing you are wasting your money! I'm sorry that may sound harsh but that's the truth and guess what, very few people even do it. Even the low percentage of people who are actively split testing are not doing it correctly.

The principle behind Google AdWords split testing is that you can create multiple versions of your Ads and run them together, to see which performs better. You create two Ad variations and compare the results in the by looking at the Click Through Rate also known as CTR. Does one particular Ad improve your CTR if so then that becomes your new Ad, you then create a second Ad to compete again. This is a never ending progress, you are always trying to beat your highest performing Ad.

Although the principle sounds easy there are is a common mistake that is made too often by many people. This is changing too many things! When you split test it is essential that you only change one thing at a time. You may change the wording in the headline, description line 1 or 2 or even the URL, but you most only change one thing at once.

The reason for this, if you change the headline and description line 1 and see a increase in your CTR, you do not know which one of the changes was responsible for the increase. If you only change one thing at once you know what caused the increase or decrease in your CTR. Once you have made one of your changes and monitored your results you can create another Ad and make the second change.

It is recommended that you only test two Ad variations at any given time. This way you only have one change in place making it easier to monitor your CTR results. The time it takes to pick your winning Ad depends entirely upon your Ad and the niche you are marketing in. In some cases the CTR difference might be very low so you may need to run your ad for a while, perhaps 100 clicks. If you see a clear winner much earlier on, maybe say after 10 clicks, do not continue to run both Ad variations. Pause the loser and create a new challenger, there is little point running two Ads where one already has a higher CTR.

As standard Google doesn't give your Ads even distribution, it will focus on the most successful one. The reason behind this is that if one Ad is better than the other Google will try and run your most successful Ad more, as it should give you more clicks. The only problem with this is that you cannot compare your two Ads evenly. If you are monitoring your Google AdWords account on a daily basis I would recommend that you change this setting, to do this open Edit Settings for your chosen campaign and change Ad Serving to Rotate. This way your Ads will get around 50% of the impressions each.

Split Testing on Google AdWords can make big difference to your CTR and as a results to your marketing costs, the thing to remember is

that this is a never ending task. Please don't see this as a negative, think of it as constant improvement. You will create some Ads that don't perform well and some that make huge differences but keep at it and you will see the improvements.

I wish you all the best of success.

I hope you found this article helpful. Check out my blog to get loads more advice, tips, secrets and the latest news on Google AdWords and Internet Marketing. Learn how to take your internet marketing to the next level and maximize your online business.

Graham Jones

This report has been compiled by Graham Jones, Internet Psychologist. He can help your business develop a strategy so that you build solid relationships with your online customers.

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