A/B Testing Cheat Sheet or How to Launch Your First A/B Test

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April 8, 2016

Let us introduce to you our capacious A/B testing cheat sheet represented in the form of infographic!

From this material you'll learn easily what is A/B testing, why is it useful for your online business, what to A/B test on your website and how to prepare powerful A/B testing plan. Also you'll get the short list of A/B testing do's and dont's and, finally, 7 easy steps to launch your first A/B test.

Share and add this infographic to your bookmarks to keep it handy!


WHAT IS A/B TESTING AND HOW DOES IT WORK?

A/B testing (also called split-testing) is a method of website enhancement made by comparing two web page versions or just its elements. After split test launching, the chosen program solution collects data to decide which of the versions performs better, so you'll get better conversion rates or other key performance indicators!
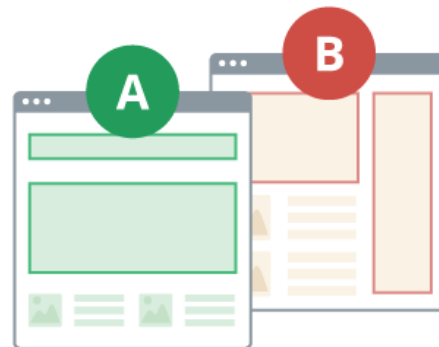
WHY SHOULD YOU A/B TEST FOR YOUR BUSINESS?

A/B testing allows you to make more out of your existing traffic. While the cost of acquiring new traffic can be huge, the cost of increasing your conversions is minimal. And the ROI of A/B testing can be massive, as even small changes on a landing page or website can result in significant increases in leads generation, sales and revenue.

Legend: ■ Traffic ■ Conversion Rate ■ Optimised Conversion Rate
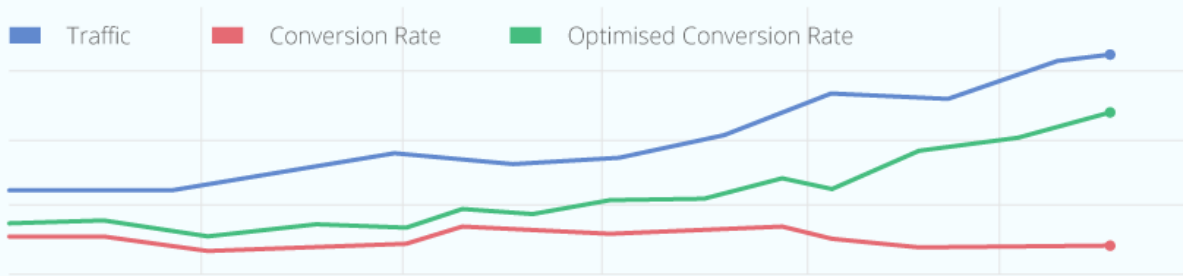
WHAT TO A/B TEST ON YOUR WEBSITE?

Website structure	Sign-up forms
Popups	Social proof
Navigation	Color
Headlines	Images
Banners	Call-to-actions

HOW TO MAKE POWERFUL A/B TESTING PLAN

Analyze conversion funnel using Maxymizely analytics or another analytics suite

Research customer service records and tickets

Ask your visitors directly

Monitor feedback about your company and research competitors

Involve User Testing Services (e.g. Usabilityhub or Usertesting)

Analyze actions before drop-off to define 'weak' places

A/B TESTING DO'S AND DONT'S

✓ Test one change at a time	✕ Don't jump to conclusions too early
✓ Analyze whether results are statistically significant	✕ Don't assume that your website is the only place to run A/B testing
✓ Make changes based on your test results (even if your intuition	✕ Don't take more than 1 variable per test
✓ Make your A/B test consistent across the whole website	✕ Don't be afraid to try advanced testing (using traffic segments)
✓ Do multiple A/B tests	✕ Never ever wait to test the variation until after you've tested the control

7 STEPS TO LAUNCH YOUR FIRST A/B TEST

STEP 1

Form a clear hypothesis about what to change to get better KPIs on a website. Use this hypothesis to create variations of your control page.
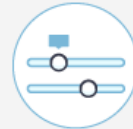
STEP 2

Sign up to Maxymizely or other A/B testing service.

STEP 3

Change needed elements, create a new variation in the Visual Editor to A/B test it by comparing with an original page.

STEP 4

Set up control traffic splitting and segment your traffic by device, country, browser type and other attributes (if needed) for your A/B test.

STEP 5

Start A/B testing. Add the integration code snippet to your site to begin. Remember about reaching the needed level of confidence and at least 100 conversions for each variation.

STEP 6

Analyze the results. After you've had a statistically significant number of visits to our forms, you ask the question.

STEP 7

Optimize. Choose the best variant that benefits you and implement it to your website.

Contact Maxymizely support team for free assistance in launching an A/B testing campaign for your website or application, analyzing results or just to say 'Hello' :)
Our e-mail - **info@maxymizely.com**

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MAXY**MIZELY**   DON'T LET YOUR SITE WASTE YOUR MONEY