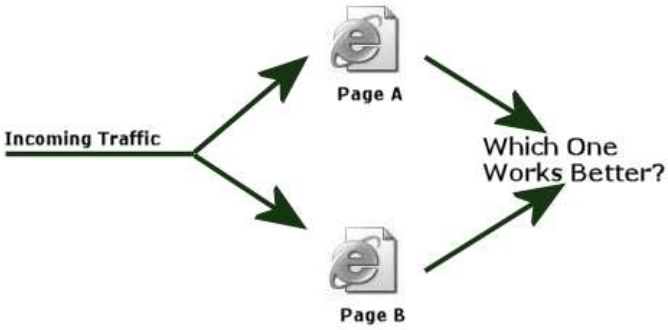

Split Testing 101

By George M. Brown

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Introduction

WARNING: DON'T UNDERESTIMATE THE VALUE OF THIS INFORMATION! IT'S AWESOME.

OK. Hey it's George here… I hope that you really did enjoy my little video (watch it here if you didn't already, as it's referenced to regularly in this report), showing you a bit of what I've been up to lately. It certainly is a great lifestyle and I am thankful everyday for it.

Now, a lot of other internet marketers talk a lot about testing your sites and constantly improving them. They talk a lot, but not many actually take the time to do it. I know, because I'm also guilty of not testing as much or as often as I should as well.

Recently, I knew I had to do some things differently, and went through this rather simple process and was really blown away by my results. Because of that, I decided that it was something I needed to share with you all, and that's why I did that video and am following it up with this more in depth report.

Like I said in the video, I aim to only email you when I have something of value to share and this information on split testing is very valuable.

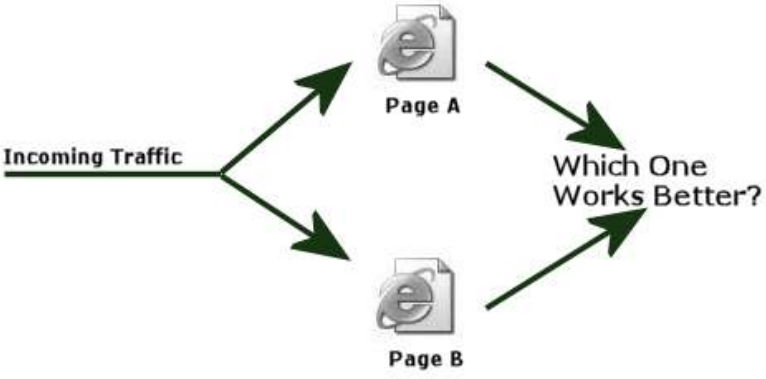
With that, let's get to the good stuff!

What Exactly IS "Split Testing?"

Split testing is also referred to as "A/B" testing, meaning that you take one version of something (version A) and test it against another version where you've changed something (version B). The point of doing that is to see which one will get people to **take the action** that you want them to. Maybe that's to buy a product or to sign up to your email list. Doesn't really matter, the point is that you want to see which version will compel the people to do what you are asking them to do.

There are lots of things that you can change to make different versions of something. I'll stick with talking about my sales page for Google Sniper 2.0 so that it's easy to understand what I'm talking about. I tested different headlines, and then I also tested different parts of my sales page copy; like taking out different screen shots and changing some of the sub-headlines in addition to changing some of the actual information there as well. I made each change one-at-a-time, so that I could see what worked and what didn't.

Where does the "Split" part some into play?



Well, what happens is that you need to send, preferably, half of your site's traffic to version A, and half of your site's traffic to version B. Then you measure the results by gathering data about the differences between what happened with each variation. Did more people take the action desired with version A or did more people take the action with version B?

If more people responded to version B, then you can discard version A. You now have a new "Main" version of your sales page. This version can then be used to test another part of the page. It becomes the new version A, and you can change something like a video or other graphic, thus creating a new version B and you start the testing process all over again. This way, you ***are constantly improving your site pages*** and helping your site visitors to take the action that you want them to. In my case, it is to buy my product, so I'm constantly improving my sales for that page and product by doing split testing.

Getting Started

I hope that you are starting to really understand how important this is and how much it can help you to change your online business. This information can really help you to know what your target audience is responding to, and it can be done with just some simple changes and a little bit of time and effort.

Now, if your website is brand new and is not getting much traffic, it will be harder to do this and be able to compare results. It's still possible and important that you do it, but it may take more time to collect tangible results. This technique is really more for sites that are getting at least a moderate amount of traffic – say around 1500+ unique visits a month (a typical Sniper site). The reason for this is that you need to have statistical data that you can read with confidence. This is not guess work, but based on mathematical calculations and if there is not enough traffic then it becomes difficult to have confidence in the results. Therefore, the faster you get that required number of visitors, the better ☺

You need not be concerned about doing any number crunching yourself, though! I mentioned in the video that I use Google Website Optimizer and that is what this report is going to help you with. I'll now go into what Website Optimizer is and then how to set it up in your account so that you can start performing your own split testing with different parts of your Sniper sites.

What is Website Optimizer?

I'll let Google themselves tell you exactly what Optimizer is. Here is their definition, right from the Website Optimizer help section:

"Website Optimizer is a tool that can help you improve the effectiveness of your website and your return on your investment by testing if changes to your website's content are more effective in getting conversions. You choose what web pages or parts of a page you'd like to test -- headline, image, promo text - and we'll run an experiment on a portion of your site traffic to determine which content on your site users respond to best. When we've collected enough data, we'll provide you with reliable reports and a suggested course of action in order to optimize your site for maximum business results."

Sounds pretty good, right? Before we get into showing you how to run a Split Test yourself, I want to touch briefly on the fact that getting good, accurate information on your tests if of the utmost importance. Google Website Optimizer is an extremely valuable tool that is pretty easy to use, gives great results and information and is FREE! How great is that? There are lots of different kinds of software available that will help you with split testing and some of them are pretty good as well. But to get started

with simple A/B testing, you just can't go wrong with Website Optimizer.

Okay, let's briefly cover the kinds of things you can and should test on your sites.

1. **Headline** – Okay, I showed you how much of a difference this made for me in the video that I sent you. This is extremely important and should be tested before you even think about testing anything else. It is literally the 'gateway' to the rest of your sales page or site, so take care of this first.
2. **The Introduction** – This is usually the opening paragraph or whatever it is you have right after the headline. For me, this was a video, so you can experiment with a video vs. some text or a video vs. a different video. You get the idea. You can even try playing with the fonts or making statements bold, etc.
3. **Images of the Product** – Use different versions or different angles for images and pictures of your product. This seems kind of simple, but it can certainly make more of a difference than you might think.
4. **Change up the Order Button** – You can do this by changing the text on the actual order button as well as the colors used. So, for example, test out "Add to Cart" vs. "Get It Now" etc. as well as changing the color of the buttons themselves.
5. **Pricing** – You **can NOT change the price as an affiliate**, but if you have your own product, you will

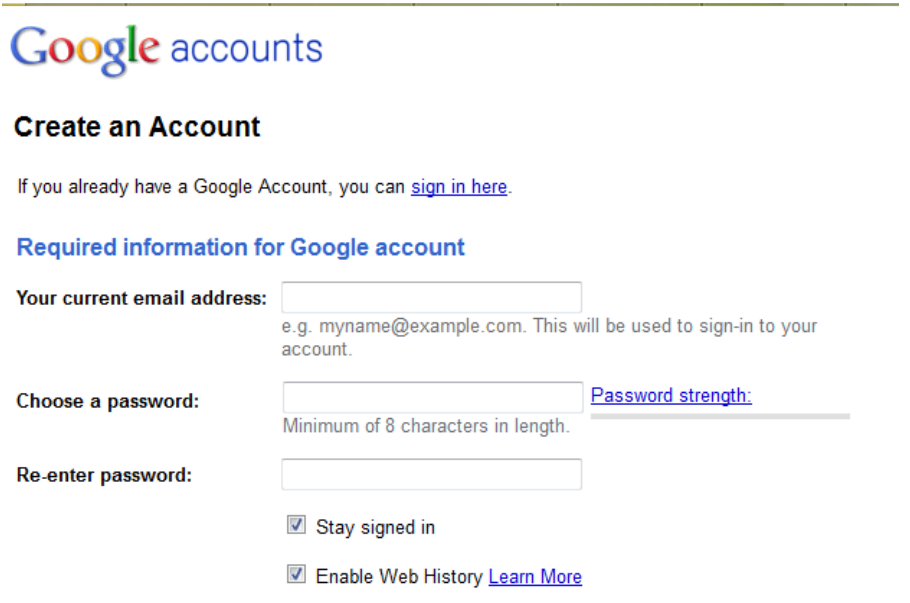
want to try out different price points to see which does the best. You'd be surprised how many times a higher price can help you to get more sales.

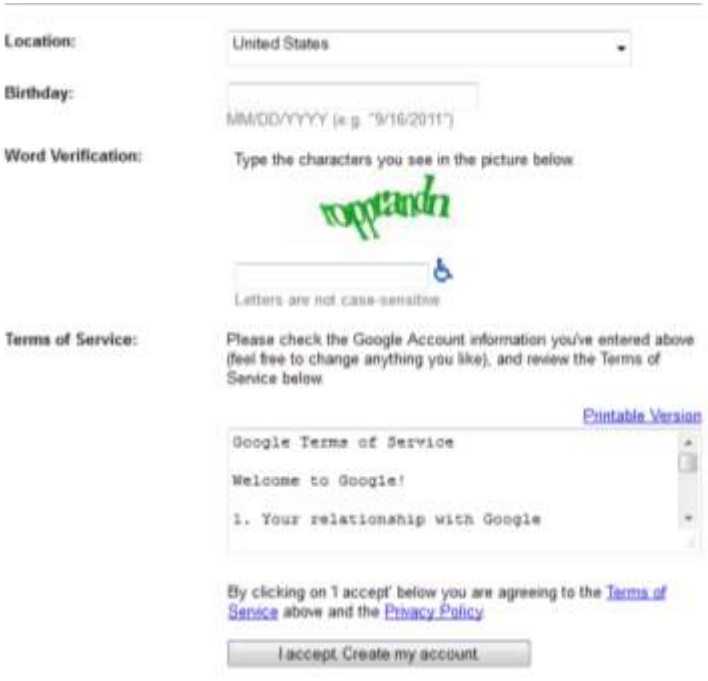
6. **Opt-In Box** – For your Sniper sites, you can try placing your opt-in with its call to action in different spots on your site. Try it in the sidebar, or at the bottom of your posts, etc. Remember, building your own email lists is an important part of any online business, so this is a great element to test out for your site. Oh, don't forget to try different colors and text for your opt-in as well.
7. **Subject Lines for Emails** – If you are using an opt-in for your site, you can also test out different subject lines for your confirmation emails. You went to all that trouble to get them to sign up, now make sure they confirm so that they can get your site updates.

Really, there are a ton of things that you can split test, but this is a good list to get you started. Start with your headline and then go from there. If you think you need to change something on your site, test it first! Then make changes according to the results of your test.

Setting Up Your Google Optimizer Account

Really, all you need is a Google account. If you have a Gmail account, then you already have a Google account. If you need a main Google Account, all you need to do is sign up here: https://accounts.google.com/NewAccount You simply fill in the information and click on the "I accept Create My Account button at the bottom, as seen below (the rest of the image is on the next page…)

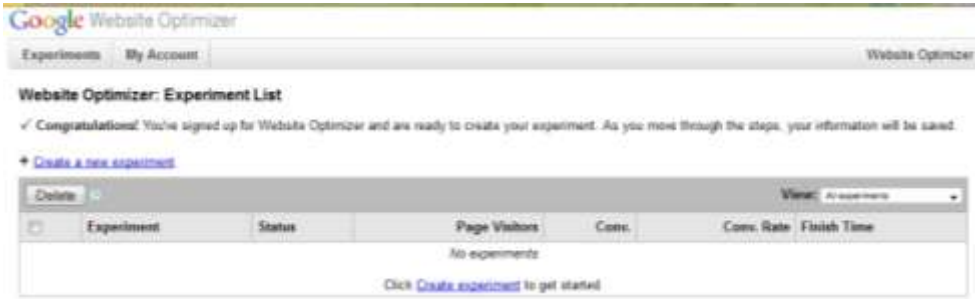




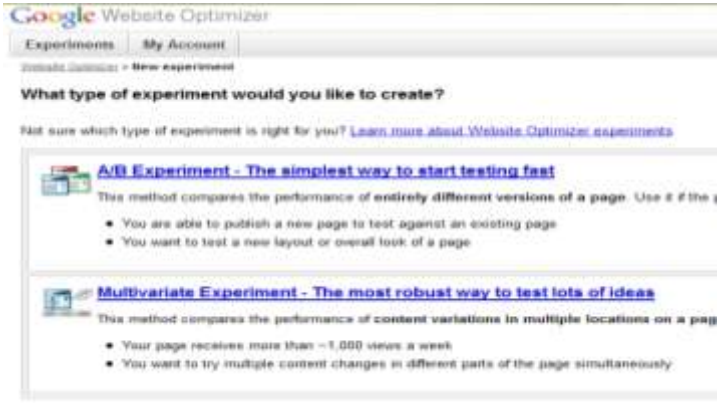
Once you've done that, or if you already have a Google account, you can sign up for Website Optimizer by going here: www.**google**.com/**websiteoptimizer** From there, you just need to login using your account login. You don't need to also create a Google Analytics account - if you don't already have one, it is created automatically. It is in the same family as Analytics and works similarly in that it is easy to set up. The results, however, will take about 24 hours to display inside your account. Just FYI.

How To Run a Test In Website Optimizer

1. Go to Google Website Optimizer
2. Click the "Create a New Experiment" link.

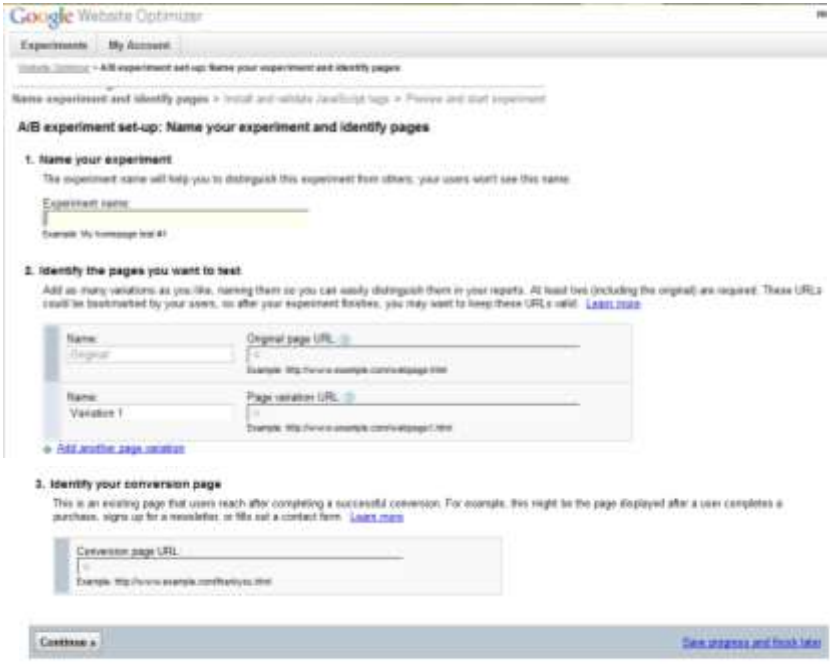


3. Select the right kind of experiment. For our purposes – we just want to do a regular A/B split test. So click in the top box where it says "A/B Experiment – The simplest way to start testing fast"



An A/B split test is meant to test entirely separate pages against each other. The Multivariate Experiment is for larger sites wanting to test lots of different things all at once across several areas. That's not necessary for what we want to find out at this point.

4. Have the pages you want to test ready. You will need to have the potential test pages' URL available. So if you were testing your homepage, you would also want to create and publish another version of that page with something different on it that you'd like to test. So, as we were talking about earlier, you could have created a different homepage that is using a different headline, for example.
5. When you have the URLs ready, check the box that says "I've completed the steps above and I'm ready to start setting up my experiment." And then click on the "Create" button.
6. The next page has you name your experiment (to whatever makes sense to you) and list your conversion page. The conversion page is the page where your visitors are sent after they take the action that you want them to on the test pages. In my example from the video, I had the conversion page set to Google Sniper members area (what they get after purchasing)



7. When you have that all filled in, Click on the Continue button at the bottom and then you will come to this screen – where you will need to say whether you will be adding the tags to the pages yourself or having someone else do it. Click whichever is applicable to you.

8. In the page that will come up next you will see the snippets of Javascript code that you need to place on your page, test page and conversion page. These need to be placed in the HTML header and before the closing HTML tags. The page there explains where they need to be placed and how to validate the pages. It's just a matter of copy and pasting the information, so just be sure to take the time to read that page and place the code in the right spot. Then, click "Validate Pages" and Optimizer will test to see if you placed the code correctly. If you did, the page will let you know and then you can click on Continue. If there are issues, Optimizer will let you know and allow you to correct the problem.
9. Now you just need to click on "Preview" the Experiment and check the information to be sure that it is all exactly the way you want it. If you want to make changes, just click on the "Back"

button and do what you need to. If it is all good, then you can now launch your experiment by clicking on the "Start Experiment" button.

10. From there, you can limit the number of people you want to be a part of your experiment if you want to. I'm not sure that's really necessary unless you have a huge amount of traffic coming regularly to your site/s.
11. Your experiment is now going and you can click on the "Get Started" button. From there you will see your experiment dashboard, where you can keep track of how it's going by clicking on the "View Report" link like I showed in the video.

It can take at least a few hours for you to begin seeing some information in your report. In fact, depending on your set up, it could take up to 24 hours for you to see some real results starting to come in. If you'd like more information regarding these steps and how to get started, you can see more information in the Getting Started Guide in Website Optimizer.

What To Do With The Winner

It's been a few days or about a couple of weeks, and now we have our information and we can see which version of each page has done the best. If your version B of your sales page did much better than your original one, you can feel good about going ahead and replacing your version A page with your version B page. It will make you more money and help you to get your site visitors to take the action you want.

Even if version A (the original) was the clear winner over version B – you can now feel good and have some confidence about the fact that you put up a winner of a page in the first place. But don't let that stop you from testing ***other*** elements on your page or site!

If you tested the headline first, like I suggested, then you can now begin another experiment on one of the other page items I listed before in this report. The point is to keep testing and improving your site. You don't have to do this continually from one experiment to the other – on and on, every single day. No, just set yourself up on a schedule where you are conducting 1 split test every 2 weeks or maybe just once a month.

Keep these points in mind, though:

- Be sure to test only one thing at a time. You will just get yourself confused and frustrated if you try

to do too much all at once. Refer to my list of items you can test from earlier in this report and only do them 1 at a time.

- Measure the results with Website Optimizer or other software to your liking. I gave the example of Optimizer, but you should use whatever software or tracking service you feel comfortable with. The point it to split test to improve your results and make more money.
- Let your tests run as long as they need to. Don't get impatient and cut off the experiment. Allow the test to run until you've hit a 90-95% confidence level. Give the numbers time to PROVE to you that one page or version is the clear winner over another. This is the best way to feel confident about the changes you have made to your site/pages.
- Track your tests. Keep the data in a folder and be sure to note anything you learned from the test. These insights will help you as you set up new Sniper sites as well as helping you to reach new ideas and understanding of what it is your target market wants.
- Be sure to line up your split tests with your conversion goals. Know what you want to accomplish with your experiment before you actually set up the test. Record that information in your folder with your data. This will help you to keep track of what you have accomplished, so you can just rinse and repeat to help your business grow.

Conclusion

Well, I do believe that's it on Split Testing for now…

It is up to you to take some action and set up your own account with Google Website Optimizer.

This little report is meant to help you to take your Sniper sites and online business to the next level.

Taking the time to learn about and then set up Split Testing sure has helped me to make some significant changes in my own business with Google Sniper and I sincerely hope it will help you do the same with your sites and pages.

All that's left now for you to do is take action…

You will be happy…
And more wealthy when you do!

Lookout for more emails from me soon (and once and for all… Predator).

Your old pal,

George Brown