

CONVERSION MACHINE

MODULE 5

Testing

VIDEO 1 Worksheet
Testing Types

Testing Types

Testing Types

In this worksheet you are going to learn about the different types of tests you can run on your website to test your hypotheses.

But first let's learn which tools to use for testing your website changes.

Tool Options

VWO

Includes mouse tracking analytics and is simple to use.

Optimizely

Slightly more expensive than VWO but with a richer feature set for more experienced testers.

Google Content Experiments

Free! But really simple and only allows page split testing not element testing like buttons.

Adobe Target

Enterprise level tool, very detailed visitor targeting.

Optimost

Enterprise level, less visitor focussed but still very feature rich.

Most businesses should use Optimizely which is my recommend testing tool. If you are a very large business with a lot of data I recommend Adobe Target.

Testing Types

Different types of testing

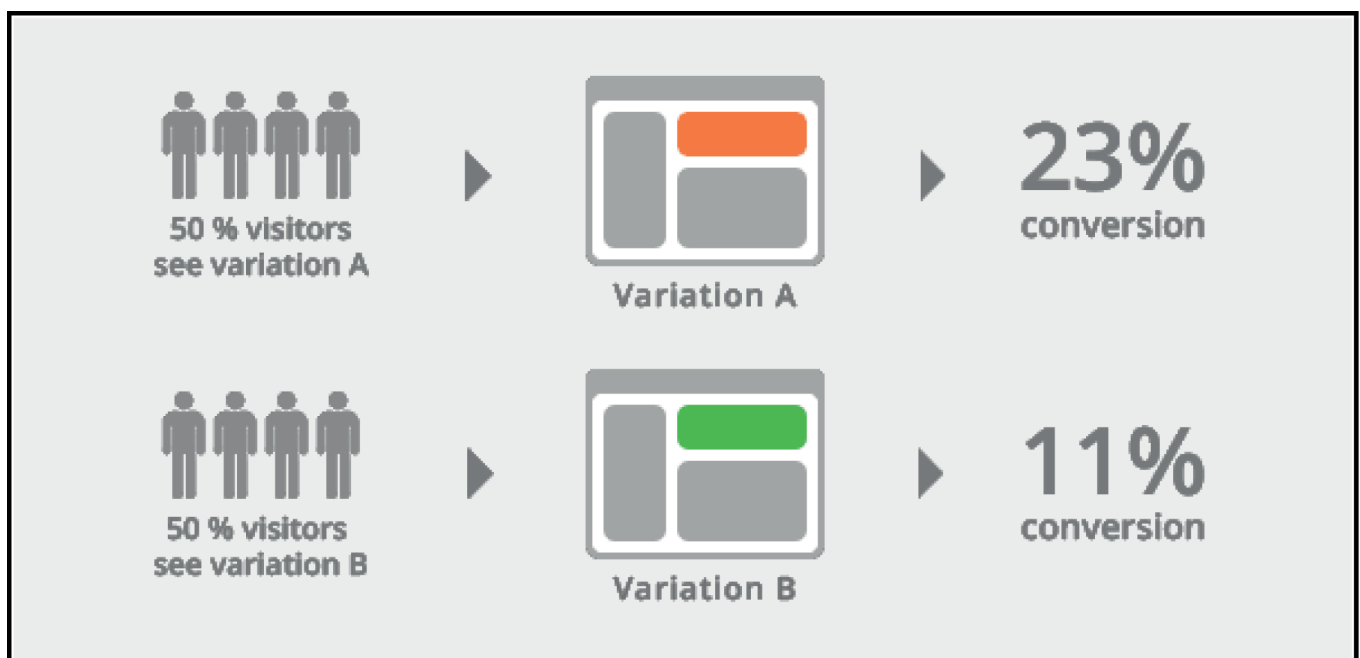
Let's learn the different types of tests we can run on your website and what they mean.

A/B Testing / Split Testing

This is the simplest test and involves testing different versions of one page elements like a button or different versions of a page design.

Page A gets 50% of the traffic

Page B gets 50% of the traffic



Your software takes care of the distribution, it automatically routes half the visitors to Page A and half the visitors to Page B.

The software also cookies the visitor to ensure they do not see the alternative version in future when returning to the website.

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So people never know that you are testing unless they delete their cookies or switch devices (very rare)

The version with the highest conversion rate is the winning design.

Of course we need to know not only which version has highest conversion rate but also if the difference is statistically significant.

Statistical significance is really just a fancy way to say you are very sure (not 100%) but very sure that the result of the test are reliable.

Statistical significance takes into account the number of visitors, number of conversions and your conversion rate to calculate if the test is reliable. More on that later.

A/B testing is also used to refer to A/B/n testing or A vs B vs C vs etc testing.

A/B/n is if you want to test four versions of a headline or value proposition at once for instance.

However the more versions you test at once the more traffic and conversions you will need to reach statistical significance.

If you test many variations at the same time this can take months!

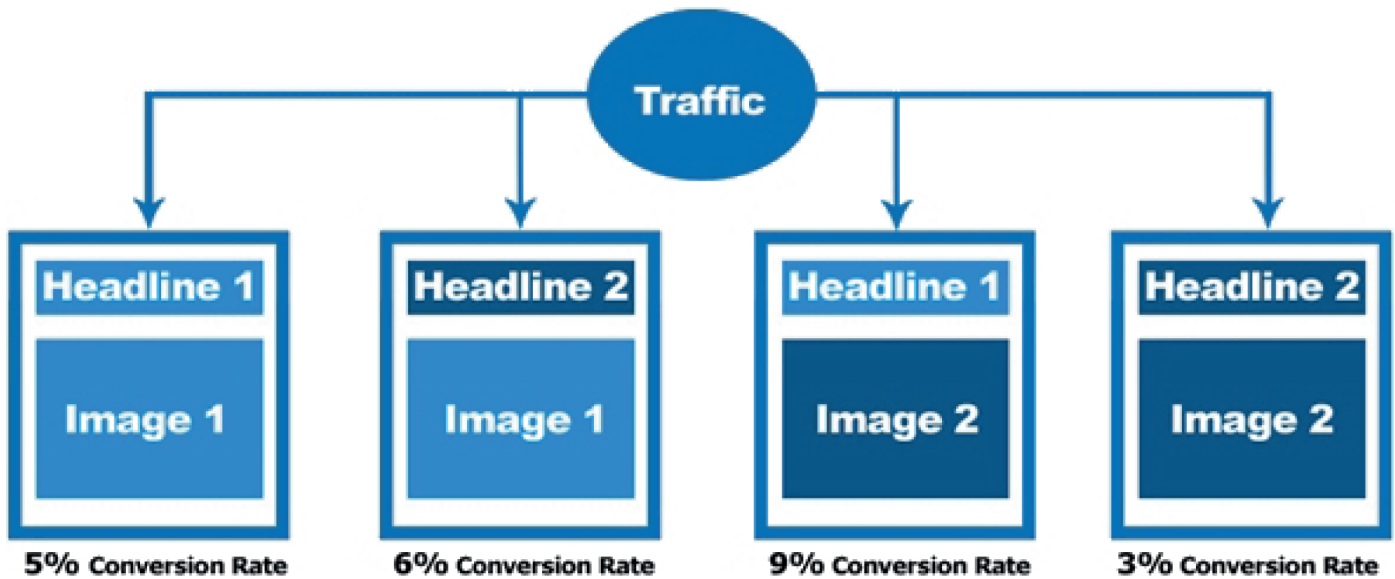
Multivariate Testing

This more complex type of validation tests multiple versions of multiple page elements at the same time.

The idea is to get a sense of which elements work together best in a design and have the most impact on conversion rate.

For example:

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If you were testing two button colours, two different button copy treatments and two call to action page positions at the same time the resultant combinations could be:

- button colour 1, button copy 1, button position 1
- button colour 1, button copy 1, button position 2
- button colour 1, button copy 2, button position 1
- button colour 1, button copy 2, button position 2
- button colour 2, button copy 1, button position 1
- button colour 2, button copy 1, button position 2

and so on!

This is only really useful if you have very high traffic numbers. If you don't have a lot of traffic and conversions stick to A/B testing, you'll need up to 10,000 monthly visitors to start using multivariate tests.

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Visitor Segment Testing

This is where you target a specific visitor segment with relevant content and targeted offers.

For example:

- Target new visitors with discounts or specific content
- Target repeat visitors with content based on their past behaviour
- Target visitors based on their location
- Target specific traffic sources
- Target return customers with loyalty offers

Visitor segment testing can increase conversion rates because the offers are more targeted to the visitor segment.

This is a form of personalization marketing.

Which tests should I use?

If you have a lot of traffic you can use both ab testing and multivariate testing.

If you have low traffic and conversion numbers, 100 conversions a month say, you'll be using ab testing.

Most experts suggest to use ab testing first to test different page designs variations then use multivariate testing to refine the details of the chosen page design; testing things like button design and copy.

As a rule of thumb you should undertake around 9 ab tests to every 1 multivariate test.

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My experience

I believe your focus should be on ab testing, specifically ab testing big changes, as big changes bring about the biggest conversion changes.

From small changes you also often see diminishing returns.

You can only optimize one layout or page design so much before you'll start to see little to no change in conversion rate.

At this point you've reached your local maxima and need to take a more radical redesign approach.

Page speed load times (testings dirty little secret)

What no one tells you, especially the ab testing software companies, is that using testing tools slows down your page speed load time.

Make sure you or your developer integrate the testing software javascript using best practice or your test results may be skewed by visitor impatience due to slow loading pages.

Also watch out for the page load flicker. Sometimes when using ab testing software it not only slows down your page load time but also causes the screen to jump as the page loads the variation.

This can lead to a poor ux.

Again focus on your page load speed to improve this or for Optimizely users read their guidelines [here](#) and [here](#).

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Further reading:

<http://blog.optimizely.com/2013/12/11/why-cdn-balancing>

<http://www.quora.com/Does-Optimizely-slow-down-a-sites-performance>