

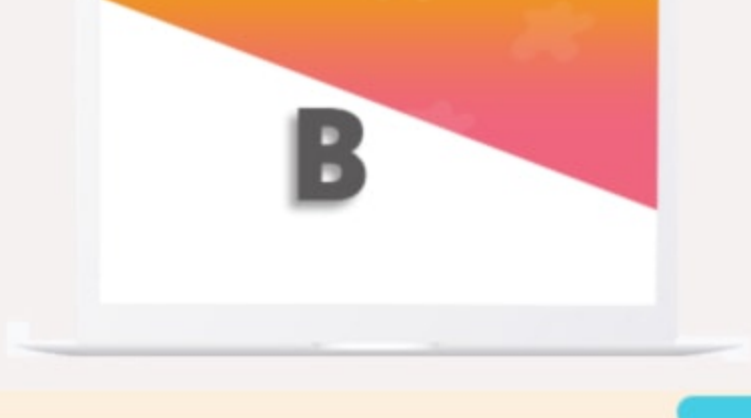
HOW TO RUN A SUCCESSFUL A/B TEST ON YOUR LANDING PAGES

Variation A

Conversion rate **30%**

Conversion rate **14%**

Variation B



A

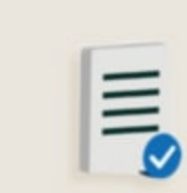
B

TESTING

AB testing (sometimes referred to as split testing) is the process of testing multiple variations or designs of webpage against the original page with the goal of determining which page generates more conversions.



Why Should I run A/B Tests on my Landing Pages



Low Bounce Rate



High Conversion



More Sales and Revenue



Reduced Risk



Easy of Analysis



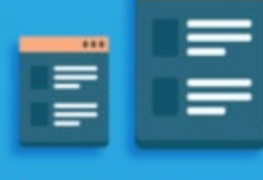
Eliminate any Assumption and Guesswork



What Should be Avoid in A/B Testing Mistakes



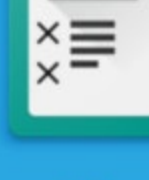
Testing small changes while ignoring big concepts



Not tracking External Factors



Failing to establish KPIs and targets



Running tests for too long



Not measuring the entire funnel



Testing something you can't actually deliver



Not monitoring tests when they're in progress



Testing too many elements at once

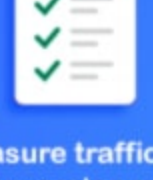


Using very low traffic for tests



9 steps to a successful Testing Campaigns

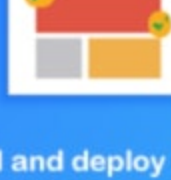
Have a clear test plan



Determine the time span to run the best



Define KPI's



Measure traffic and conversion rates



Identify your elements



Install and deploy different test scenario



Determine target and conversion goals



Perform updates on finding



Conduct follow-up tests



What exactly should I be testing?

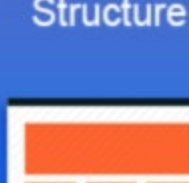
Headline



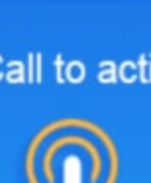
Sub Headlines



Structure



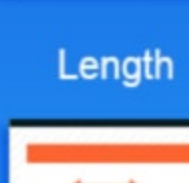
Call to action



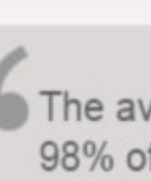
Images



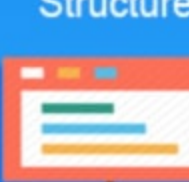
Length



Content



Structure



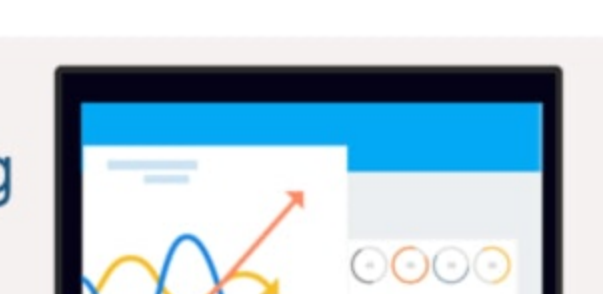
Videos



“ The average conversion rate across the web is only 2%. That means 98% of visitors to most Landing pages don't end up converting. Using A/B Testing, companies can improve the effectiveness of their marketing action and can sometimes double or triple their conversion rates.”



Experiment to uncover customer insights and create high-performing experiences.



SOURCES

<https://www.notifyvisitors.com/product/ab-testing>

<https://conversionxl.com/blog/how-to-build-a-strong-ab-testing-plan-that-gets-results/>

<https://www.invespro.com/blog/what-is-ab-testing-split-testing/>

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