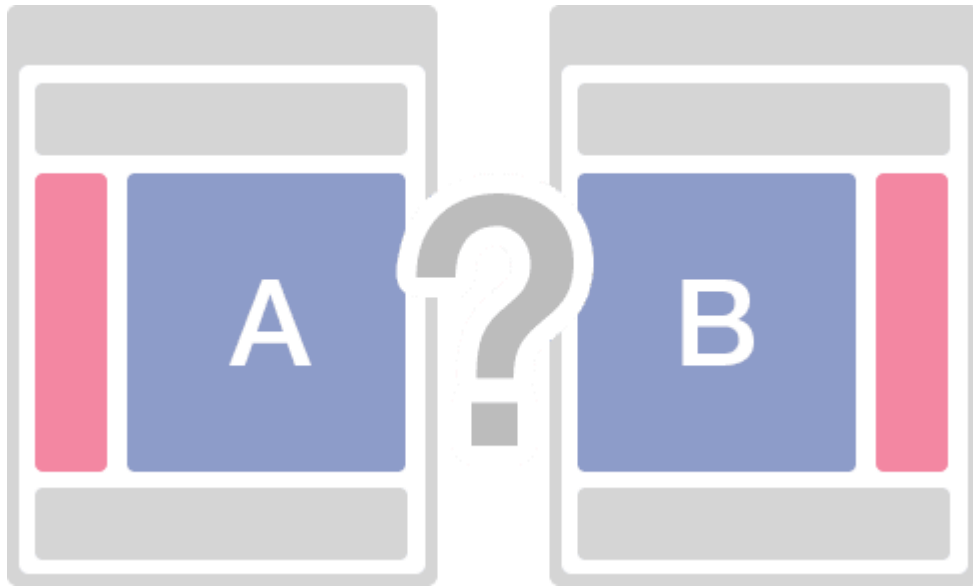## Lesson no. 5: What is A / B Testing

1. WHAT IS A/B TESTING?

A/B testing (sometimes called split testing) is comparing two versions of a web page to see which one performs better. You compare two web pages by showing the two variants (let's call them A and B) to similar visitors at the same time. The one that gives a better conversion rate, wins!

Why Should You A/B Test?

A/B testing allows you to make more out of your existing traffic. While the cost of acquiring paid traffic can be huge, the cost of increasing your conversions is minimal. To compare, a Small Business Plan of Visual Website Optimizer starts at $49. That's the cost of 5 to 10 Google Adwords clicks. The Return On Investment of A/B testing can be massive, as even small

changes on a landing page or website can result in significant increases in leads generated, sales and revenue.
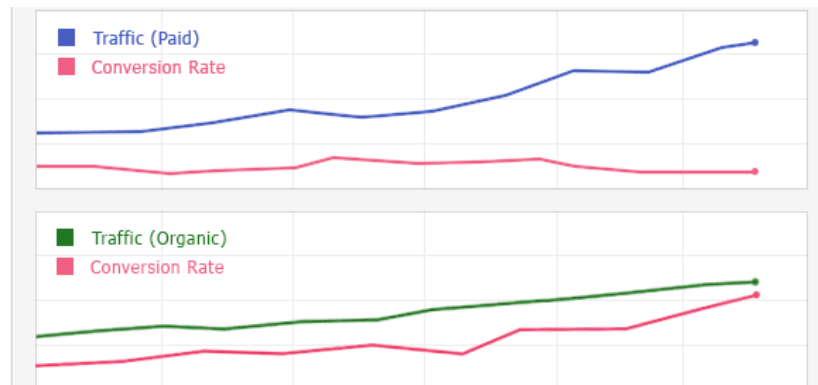
2. HOW TO DO A/B TESTING

Starting conversion optimization with Visual Website Optimizer is incredibly easy. Essentially, it is just four simple steps.

a) Include the Visual Website Optimizer code snippet in your website

Including the code snippet means we are now ready to run the tests you create on your website. For further ease, we have plugins for Wordpress , Drupal and Joomla that make the process hassle free.

b) Create variations using the WYSIWYG Visual Editor

Load your website in the Visual Editor and create any changes using the simple point-and-click interface. Advanced users can even make CSS and JS code changes.
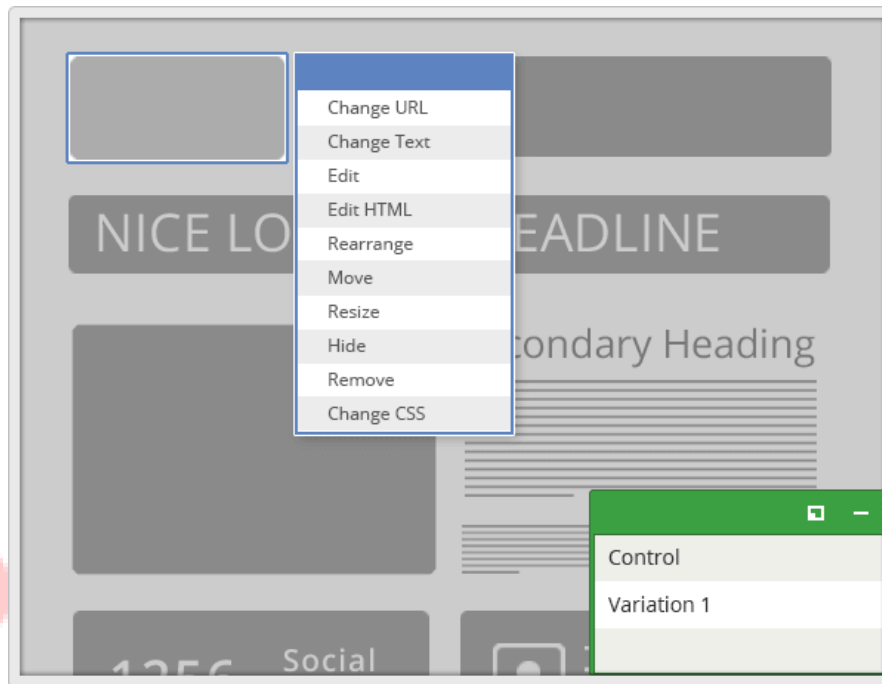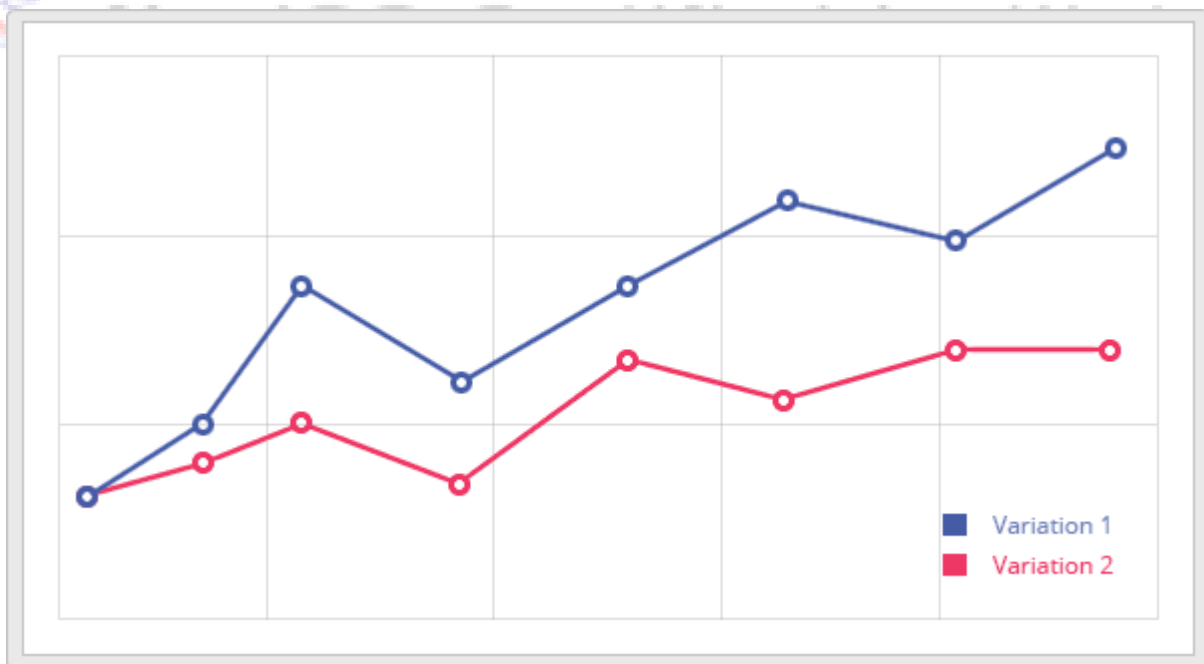

b) Choose your goals

All A/B tests have goals whose conversion rate you want to increase. These goals can be straight forward (clicks on links, visits page) or could use advanced custom conversion code.
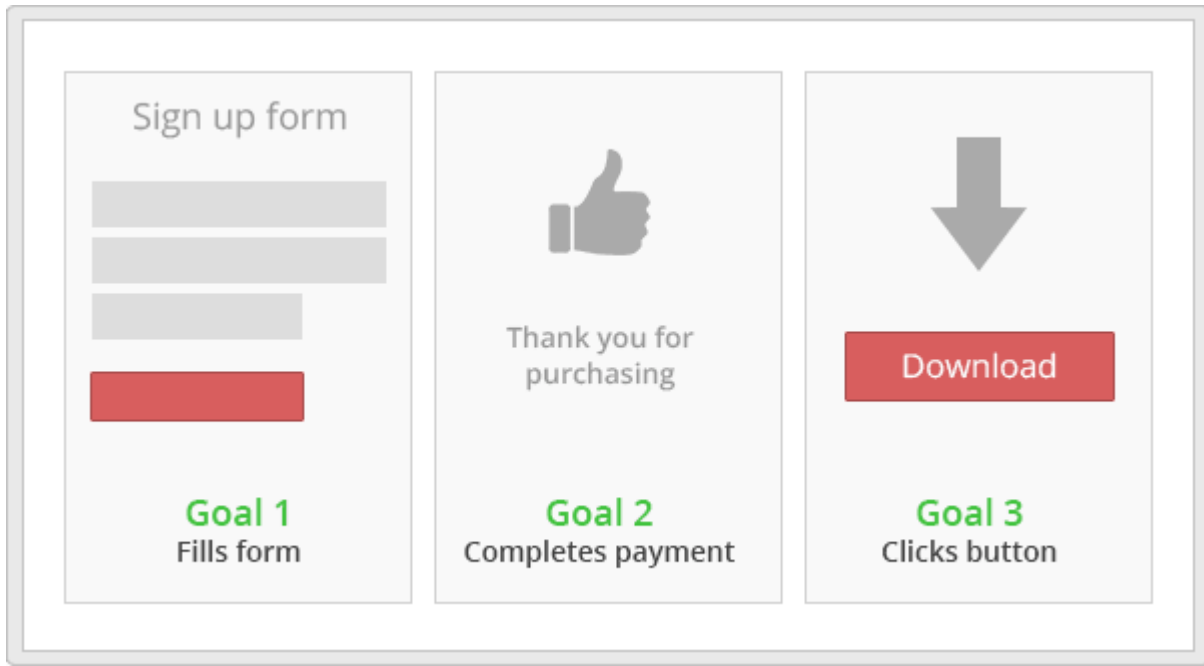
c) Start and track your test

And that's it, your test is ready to go live. Reporting is real-time so you can start seeing reports as soon as visitors arrive on a live test.

3. SELECTING LANDING PAGES AFTER A/B TESTING

I.   Run a single test

You want to be able to determine what caused your shift in leads. Don't A/B test a landing page as you're testing the method you used to drive the traffic there.

II. Test a single variable

At least at first you'll want to make small changes so you can isolate the results from changing a particular headline, image, or CTA.

III. Test down the sales funnel

Your landing page changes may generate lots of form completions, but are those leads converting to paying customers? Follow the new leads to determine their quality.

IV. Keep running a control

If you want to remove the image from your landing page to test its results you should still be running and testing against the original.

V. Test at the same time

Testing different pages at different times won't provide you with an accurate comparison in their efficacy. Hubspot will automatically split the traffic to each variation randomly to ensure the most valuable comparison information.

There is no one-size-fits-all when it comes to marketing. Your business may be nearly identical to a competitors, but if you were to duplicate their landing page strategy you may end up with a far lower conversion rate. Don't stop testing landing pages either. If you've tested your landing page and you're seeing 18% more form completions, congratulations, but don't stop there. Things change and there is always room for improvement so keep testing to create the most effective landing page(s) possible.