

Your Ultimate Guide to A/B Testing



It's time to revamp your website, and you've got to make some significant changes: how do you know if your alterations will work? Using A/B testing, making these important design choices is a breeze as long as you put in the effort. Here is our ultimate guide for A/B testing:

What is A/B Testing?

A/B testing (sometimes called split testing) allows designers to find what works best for their marketing based on practical results. Essentially, A/B testing entails site developers setting up two or more versions of their page, each with a few major differences. Then, they use site data to track and see how visitors react to either page. Originally, scientists used this practice in early research to build hypotheses and gather new data based on randomized elements in an environment. It's still the same today- just online.



How it Works

To start A/B testing, you'll need at least two digital environments. The first should always be your original page, which acts as the "control" for your test. The second is your mockup with different elements from the original. This could be changing button sizes, fonts, color schemes, or the order of information on your site. Regardless, you'll need to record how your site visitors interact with the control page and the mockup to gather data.

Now's where the digital stuff really comes in: you launch both pages, and people visitors will be randomly assigned to one page or the other. Your site cookies and widgets can collect data on where people click, how fast they scroll, and what they read first.

You can do all of this manually or by using tools specifically designed for A/B testing, such as [Visual Website Optimizer \(VWO\)](#), [Adobe Target](#), and [A/B Smartly](#).

Getting Your Results

After a while of testing, you should be able to get some results. Ultimately, there needs to be some degree of statistical significance for your results to be meaningful; in other words, there needs to be a big enough difference in how people respond to the control and mockup sites for your results to mean anything. The randomization aspect should help keep your results as unbiased as possible.



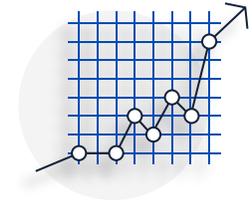
Practical Use for A/B Testing

A/B testing in a digital space is best used to find positive and negative differences between visual elements on your website, emails, and newsletters. This testing method is also great for determining how easy it is for someone to navigate your site, how understandable your layout is on forms, and even what kind of content your users prefer to read.

The Benefits

Using A/B testing to work out the kinks in your site can help you find:

- Drawbacks to your original design that make user experience difficult
- Ways to increase your site's ROI through existing users
- Ways to streamline the user experience and reduce bounce rates
- What works best for your site without having to launch and relaunch it constantly



Split testing is also great for developers to launch major site changes in a low-risk environment. If something doesn't work, just delete the redirect page!

The Testing Process

The process for conducting an A/B test is pretty similar to what you'd do in science classes:

Research

Your first step before implementing any testing is to research what you have. Gather as much data on your current site's performance as possible— how quickly people click on links, stay on pages, or someone's likelihood of hitting your call-to-action button are some key details you might want to record. Once you have thoroughly written down your control page's statistics, you can start working with your mockup.

Hypothesis

The first thing you'll need to do with your mockup is to determine a hypothesis based on your research. In this case, your hypothesis is the new effect you'd like to achieve with these changes. This is your baseline for interpreting your test results.

Testing

The testing process is simple: a random number of users will be redirected to your beta site for a set amount of time while the rest stay on your control page. The most important thing to consider here is the test duration: your average site traffic statistics should help determine a timeline for the testing process, but you may need to conduct multiple testing periods to get accurate information.

How to Get the Most From Your Test Results

After your testing and retesting periods, it's time to read your results. Your eCommerce platform's analytics software records all the data from your tests, so you'll need to put them side by side to compare results. Typically, you'll be working with percentages and how each statistic interacts with other statistics on the site. To get the most from your results, conduct new tests using this information applied to different mockups.



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