

conversion rate optimization

TEST TIPS



HOW LONG SHOULD I RUN A TEST?



LONG

Testing for too long a time means you won't be making changes soon enough, delaying additional iterations for improvement. A proper test should run a minimum of two weeks and/or one to two buying cycles.



SHORT

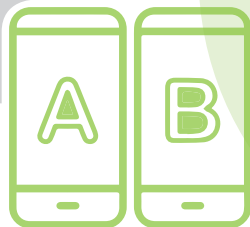
Testing for too short a time may lead to inaccurate results and changes may not yet be statistically significant.



PRO TIP

Keep in mind seasonality when running a test to make sure you aren't skewing the results from running during short-lived "high buying" season.

HOW DO I RUN A SUCCESSFUL TEST?



- Determine your **GOAL**
- Analyze and conduct **RESEARCH** based on the goal
- Choose the proper **TEST TYPE** (A/B, multivariate or sequential)
- Properly **MEASURE** results
- Make **INFORMED CHANGES** and run further tests

WHAT SHOULD I TEST?

HEADLINES

SUB-HEADLINES

LINKS

COLORS

TESTIMONIALS

IMAGES

TIME

CALLS TO ACTION

VIDEO

LAYOUTS