

**Simple Split Testing
Lesson 01
Course Introduction**

What We'll Cover In This Course

- An important difference between offline and online businesses
- What is split testing?
- Split testing words to know
- Rules for simple split testing
- Why split test?

What We'll Cover In This Course

- How to Improve Your Results Dramatically
- Sales and squeeze page elements to test
- Different kinds of split testing
- Four popular split testing tools
- The real benefit of split testing
- Live Google Website Optimizer Test

**Simple Split Testing
Lesson 02
Online vs Offline**

**Difference Between Online and
Offline Businesses**

Offline Business

- Hard to track
- Hard to measure
- Hard to test
- People are inconsistent in how they do things. Situations always change.

**Difference Between Online and
Offline Businesses**

Online Business

- Easy to track and measure
- Easy to automate and systematize
- Easy to test
- Why? Because computers do everything for you, exactly the same way, every time.

**Simple Split Testing
Lesson 03
Words to Know**

What is Split Testing?

- Split your traffic equally between option A and option B
- Count how many people see each offer
- Count how many people take each offer
- Compare the results

What is Split Testing?

- Example: Testing a sales page
- Let's say sales pages A and B each had 1000 page views
 - Page A had 10 sales, and page B had 20 sales
 - What do you do?
 - Get rid of A and use B!
 - You have now doubled your sales!
 - Important: If you didn't test, you'd NEVER know this!

**Simple Split Testing
Lesson 04
Six Rules**

Split Testing Words To Know

You need to learn a few new words to do split testing

- Test
 - The experiment you are running.
- Factor
 - A factor is the thing you'll be changing and specifically testing for, such as Headlines.

Split Testing Words To Know

- Option
 - An option is the variation you are testing. The text of the two different headlines you are testing are the "options".
- Action
 - The action you are testing is the thing you want to have happen more often, such as sales or opt-ins.

Split Testing Words To Know

- Control
 - The original version of the factor you are testing.
- Alternate or Test
 - The variation of the factor that you are testing

Split Testing Words To Know

- Impression
 - The opportunity for the action to take place.
The term usually relates to the number of times your ad or page is seen
- Conversion
 - A Conversion is when the action happens.

Split Testing Words To Know

- Conversion Rate
 - The percentage of times your conversions happen. Divide Conversions by Impressions to get the Conversion Rate.
- Statistical Significance
 - Whether or not your results matter.

**Simple Split Testing
Lesson 05
Why Split Test**

6 Rules for Simple Split Testing

- 1) Only test one thing at a time and keep all other conditions the same
 - If you test more than one thing at a time, you'll never know for sure which of the changes made the difference.
 - You also won't know if one of the factors helped increase conversions, and another factor actually hurt your conversions.

6 Rules for Simple Split Testing

- 2) Changing your pages sequentially, like week to week, or month to month, is not a split test, is misleading, and may lead to results that will actually hurt you.
 - There's always something else that changes
 - Many external factors can affect your test, such as recent news, the economy, or even holidays

6 Rules for Simple Split Testing

- 3) Test the most impactful things first
- There's no point in testing font sizes and colors when your headline, product name, or the entire sales process will have a more dramatic effect.

6 Rules for Simple Split Testing

- 4) Test wildly different options
- Although sometimes a single comma in a headline or ad can make a difference, that's the exception rather than the rule.
 - Test options that are wildly different. So instead of testing "How to lose weight fast" and "Quick weight loss"...
 - Try something like "If he called you fat today, this is your revenge"...
 - Or "The single worst lie that dieters tell themselves, and the truth you need to know about permanent weight loss"

6 Rules for Simple Split Testing

- 5) Always Be Testing!
- There's no reason to stop split testing at least one element of your sales process.
 - Away-time is arguably the best time to test.
 - Once you get good at split testing, it will be an almost automatic thing for you to do.

6 Rules for Simple Split Testing

6) Most Tests Don't Help!

Of all the tests you run, one of three things will be true:

- The test helps conversions
- The test hurts conversions
- The test has no effect on conversions.

Many factors don't matter, or have very small influence over whether someone buys.

Simple Split Testing Lesson 06 Dramatic Improvement

Why Split Test?

If Most Tests Don't Help, then Why Test at All?

- Unless you've already tested extensively, it's extremely unlikely your current page is the best that it can possibly be.
- Most options you think of will actually hurt conversions.
- That's why it's important to get great at testing, test without fear, and test as fast as you can.

Why Split Test?

If Most Tests Don't Help, then Why Test at All?

- Since so few marketers test overall, the same is likely true in your niche.
- A marketer who tests, and finds those nuggets of gold through testing, will dominate their niche.

Why Split Test?

- The best marketers know that you can only improve what you measure.
- So...Great marketers track, measure, and test everything.
- They track their website statistics, traffic sources, keywords, clicks, page views and revenues
- They constantly test

Why Split Test?

- The rest (the people who don't track, measure, and test) never get to be good marketers. Instead, they change careers.

**Simple Split Testing
Lesson 07
What to test**

**How to Improve Your Results
Dramatically**

Always be testing!

- Let's go back to our earlier example of sales pages A and B.
- What is the next step?
- If A beats B, you keep A and get a new B
- If B beat A, and you get rid of A
- Make B your new A, get a new B and test A against B.

**How to Improve Your Results
Dramatically**

- Let's say you improved sales by just 50% the first time, from 10 to 15 sales per thousand.
- Then do another test! Maybe you can improve sales by another 50%, from 15 to about 22.5.
- WOW! 22.5 sales is better than 10...But is that realistic?

How to Improve Your Results Dramatically

- Sometimes, depending on your conversion rate.
- Dramatic improvements, of large and significant percentages on the same page, over and over again, are unlikely.
- It's easier to double your performance when you've got a 1% conversion rate than when you've got a 20% conversion rate.
- It's the "Law of Diminishing Returns"

How to Improve Your Results Dramatically

- You may never run out of things to test, or improvements you can make, but it's more likely that, as your actual sales percentage rises, your percentage of increase will get smaller.
- Still, you CAN improve your results dramatically, and here's how...

How to Improve Your Results Dramatically

We've been talking about optimizing a single page. But what if you improve your entire sales funnel?

- Advertisements
- Squeeze Pages
- Autoresponders
- Sales Pages
- Upsells

How to Improve Your Results Dramatically

Let's say you start with 10 sales per thousand.
And then you test and improve your...

- Advertisement by 50%
- Squeeze Page by 50%
- Autoresponders by 50%
- Sales Page by 50%
- Upsells by 50%

Now, you've got about 76 total sales (instead of just 10!)

How to Improve Your Results Dramatically

And the important part about this is that...

- You did it all without spending any more money on advertising.
- You haven't violated the Law of Diminishing Returns
- All you've done is increase the effectiveness of each step your sales funnel.
- This is the real power of simple split testing.

How to Improve Your Results Dramatically

- Why does this math work?
- Because when you improve your ad, you are actually getting more people to every step that follows...including your sales page.
- If you've got a certain conversion rate on your sales page, and you get twice as many people there, you'll get twice as many sales.
- Then, if you also double your conversion rate then you're making four times more money!

**Simple Split Testing
Lesson 08
Advanced Split Test Preview**

**Best Sales and Squeeze Page
Elements to Test**

- It's important to take in to account not only the most influential factors you can test, but also the ease with which you can test them.
- It's far easier to test a headline than it is to test the layout of a page
- It's easier to test an order button than a sales video
- It's easier to test the price than an entirely new sales funnel.

**Best Sales and Squeeze Page
Elements to Test**

- 1) Headline
 - Often the very first, simplest thing to test
- 2) Order and Submit buttons
 - Often very significant

Best Sales and Squeeze Page Elements to Test

- 3) Images
 - Photos, graphics
- 4) Audio
 - Capture attention
- 5) Video
 - Sales videos, how to videos, educational videos

Best Sales and Squeeze Page Elements to Test

- 6) Offer
 - What you are selling
 - How you package it
 - Even the product's name!
- 7) Price
 - Sometimes higher prices sell better!

Best Sales and Squeeze Page Elements to Test

- 8) Page layout
 - Fonts, organization, etc
- 9) Call to Action
 - Order buttons, etc
- 10) Sales Process
 - 1 step, 2 steps, etc

Simple Split Testing
Lesson 09
Four Split Testing Tools

Advanced Split Testing

So far, we've been talking about Simple Split Testing

- Also called AB testing.
- Testing one thing at a time
- AB or ABC or ABCD is fine. Just don't test AB at the same time you're doing CD for a different element

Advanced Split Testing

Multi-Variate Split Testing

- Can test multiple things at once
- Sophisticated tracking
- Harder to set up
- Potentially faster results
- Requires a system than can track each factor's sales separately.
- Interpreting the results

**Simple Split Testing
Lesson 10
Real Benefit of Split Testing**

Four Popular Split Testing Tools

1ShoppingCart

- Complete shopping cart system, autoresponder system, affiliate system
- Does simple split testing of up to 3 pages (ABC testing)
- Very easy to set up.
- Real-time data
- Tracks page views, optins and sales.
- Free 30 day trial, vs the usual paid trial
- <http://www.1ShoppingCart30DayTrial.com>

Four Popular Split Testing Tools

Hypertracker

- Simple testing system
- Tracks anything.
- Unlimited campaigns and pages
- Real-time data
- A bit harder to set up
- \$19.95 a month, free 2 week trial
- <http://www.Hypertracker.com>

Four Popular Split Testing Tools

Google Website Optimizer

- Stand-alone tracking system.
- Integrates with Adwords, Analytics...but the numbers always vary slightly.
- Tracks anything
- Does both simple and multi-variate split testing.
- Delayed reporting
- Free
- <http://www.Google.com/websiteoptimizer>

Four Popular Split Testing Tools

Split Test Accelerator

- Primarily a multi-variate testing system – tests up to 15 things on a page at once!
- Can do tests that span multiple pages.
- Uses optimized “Taguchi” testing to create faster results
- Real Time Results
- Expensive, but worth every penny.
- Free starter kit.
- <http://www.SplitTestFaster.com>

Simple Split Testing Lesson 11 Split Test Setup Preview

The Real Benefit of Testing

- The real purpose for testing is not to get the answer to the test.
- The real reason for testing is to learn more about your customers...
- And to apply the knowledge you learn about your customers to the other parts of your business.
- If your "save money" ad gets you more opt-ins than your "save time" ad, then you know that saving money is more important than saving time.

Start Testing!

- All great marketers constantly test.
- Testing is the ONLY way to almost guarantee that you'll make more money next month than this month.
- Testing is what marketers do! If you don't test, you're not a marketer. You're just a guesser.

Start Testing!

- In other words, you shouldn't expect to make much money if you're not testing.
- If you're not testing, you've got nothing to complain about.
- So...Start Testing Now!
- Next...Live Split Test Setup

**Simple Split Testing
Lesson 12
Split Test Page Prep**

Split Test Setup

- You've already learned what split testing is
- Your goal is not only to increase conversions on this page, but to learn about your customers so you can apply the intelligence to other pages.

Split Test Setup

- What we're covering today is setting up your first split test with Google Website Optimizer
- We're doing a simple headline split test using GWO's AB split test system.

Split Test Setup

- I've already got a Google account
- I have my squeeze page, my alternate squeeze page, and my thank you page all set up.
- I use Dreamweaver Version 8, but you can use any website editor to do this kind of work.

Split Test Setup

- In the next videos, I'll show you the pages we are working with, and we'll get to work setting up the test.

Simple Split Testing Lesson 13 Split Test Installation

**Simple Split Testing
Lesson 14
Split Test Preliminary Results**

**Simple Split Testing
Lesson 15
Split Test Results**
