

A/B Testing Examples To Kickstart Your CRO

Struggling to decide what to A/B test on your pages, opt-in forms, blog post headlines or online quizzes?

This PDF guide is full of examples you can use to start boosting conversion rates across your site right now!

Introduction

Always Be Testing

Are you ready to start A/B testing on your website, but don't know where to start?

Don't worry, there's so much you could split test, it's easy to get overwhelmed.

That's why we compiled a list of A/B test examples that you can reference and apply to your own website.

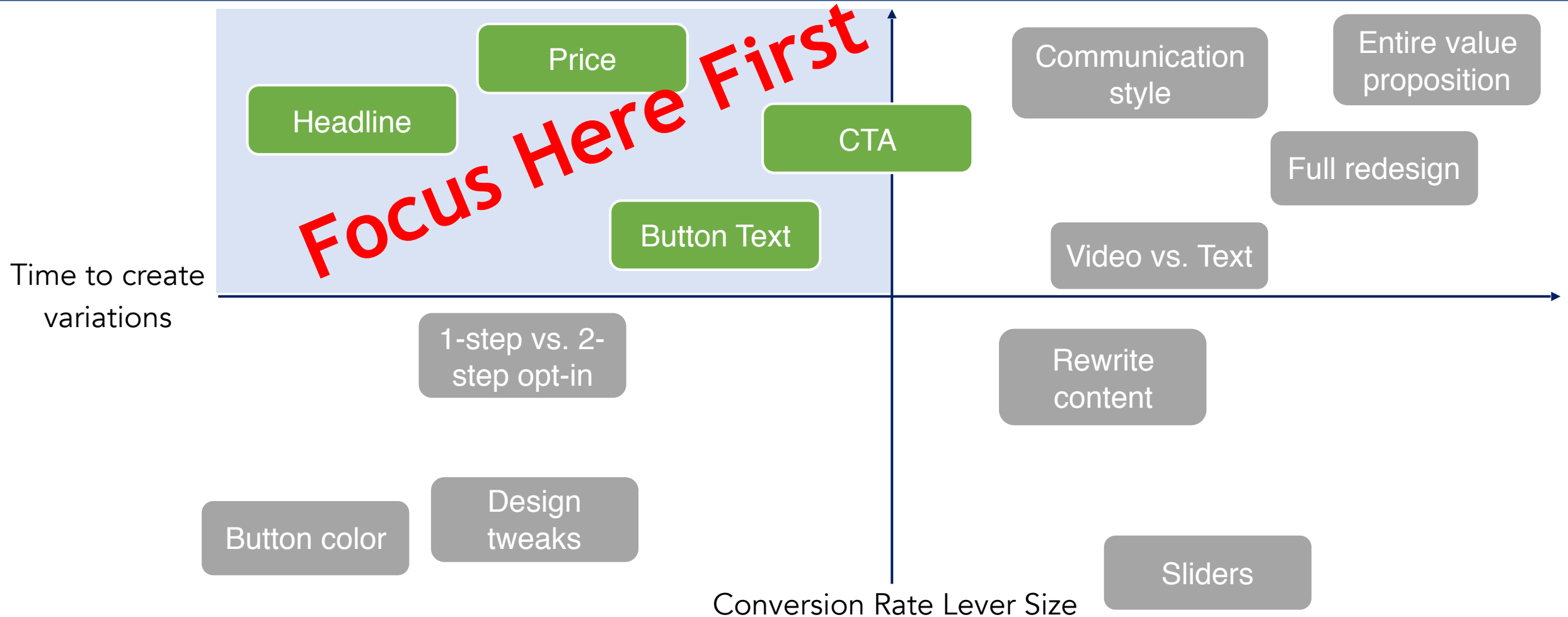
We don't want you wasting time trying to see which button color converts best...unless you're Google or Amazon, that won't be a useful Conversion Rate Optimization (CRO) test for your online business.

By using the "Time To Create Variations vs. CRO Lever Size" Matrix on the next page, we've prioritized several A/B test ideas for you based on their **potential boost conversions** for the smallest amount of time you'll have to spend creating variations to test them.

Remember, your A/B tests don't need to be perfect, just "good enough" so let's get started!

Time To Create vs. CRO Leverage Matrix

Don't Let Us Catch You A/B Testing Button Colors and Sliders!



Headline A/B Testing Ideas

Use the Next Few Pages of Headline Ideas To Start Testing Them on Your Site!

1. The How To Headline

- How to **[Desirable Outcome]** (Even If **[Obstacle]**)
 - How to **Grow Your Mailing List (Even If You Have No Website)**
- How to **[Desirable Outcome]** (Without **[Obstacle]**)
 - **Surprisingly Effective Ways to Train Your Dog (Without Raising Your Voice)**
- How to **[Desirable Outcome]** (While You **[Desirable Outcome]**)
 - How to **Rapidly Lose Weight (While Gorging Yourself on Delicious Chocolate)**

Headline Examples

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2. The Ultimate Guide Headline

- The Ultimate Guide to **[Topic]**
 - The Ultimate Guide to **Affiliate Marketing**
 - The Ultimate Guide to **Green Smoothies**
 - The Ultimate Guide to **HDR Photography**

Headline Examples

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3. The List Headline

- **X Things That [Obstacle]**
 - **5 Everyday Things That Are Destroying Your Happiness**
- **X Ways to [Desirable Outcome]**
 - **101 Surprising Ways to Save Money and Get Rich**
- **These X Things Are [Unpleasant Result]**
 - **Warning! These 7 Things Are Rotting Your Teeth**
- **X [Topic] Mistakes**
 - **5 Fatal List Building Mistakes You Don't Know You're Making**

Headline Examples

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4. The Headline That Others Know (And You Should Too)

- Do **[Desirable Outcome]** Like **[Famous Example]**
 - **Write Bestselling Novels** Like **Michael Crichton**
- What **[Famous Example]** Can Teach Us about **[Topic]**
 - What **Chuck Norris** Can Teach Us about **Facebook Ads**
- What Everybody Ought to Know About **[Topic]**
 - The Shocking Truth Everybody Needs to Know About **The Paleo Diet**
- Let Me Show You The Secrets Of **[Famous Example]**
 - Let Me Show You The Fabled Secrets Of **The Illuminati**

Headline Examples

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5. The Headline We Shouldn't Talk About

- Little Known Ways to **[Desirable Outcome]**
 - The Unspoken Ways to **Meet Amazing Men/Women** They Don't Want You to Know
- The Secret of **[Desirable Outcome]**
 - The Hush-hush Method for **Successful Podcasting**
- The Secret of Avoiding **[Unpleasant Result]**
 - The Mysterious Trick to Avoiding **Frog Breath**

Headline Examples

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6. The Lazy Man's Headline

- The Lazy Man's Way to **[Desirable Outcome]**
 - The Lazy Man's Way to **Riches**
- The Lazy Dad's Way to **[Desirable Outcome]**
 - The Lazy Dad's Way to **Quickly Getting Dinner on the Table**
- The Lazy Blogger's Way to **[Desirable Outcome]**
 - The Lazy Blogger's Way to **Write Great Post Titles**

Headline Examples

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7. The Headline For Rule-Breakers

- Break All The Rules And **[Desirable Outcome]**
 - Break All The Rules And **Double Your Traffic**

- See How Easily You Can **[Desirable Outcome]**
 - See How Easily You Can **Lose 10 Pounds**

- Steal This **[Secret Knowledge]** to Achieve **[Desirable Outcome]**
 - Steal Our **Facebook Targeting Hack** to Jumpstart **Your Own Online Business**

- X Things Your **[Trusted Person]** Won't Tell You
 - 13 Things **Your Doctor** Won't Tell You

Headline Examples

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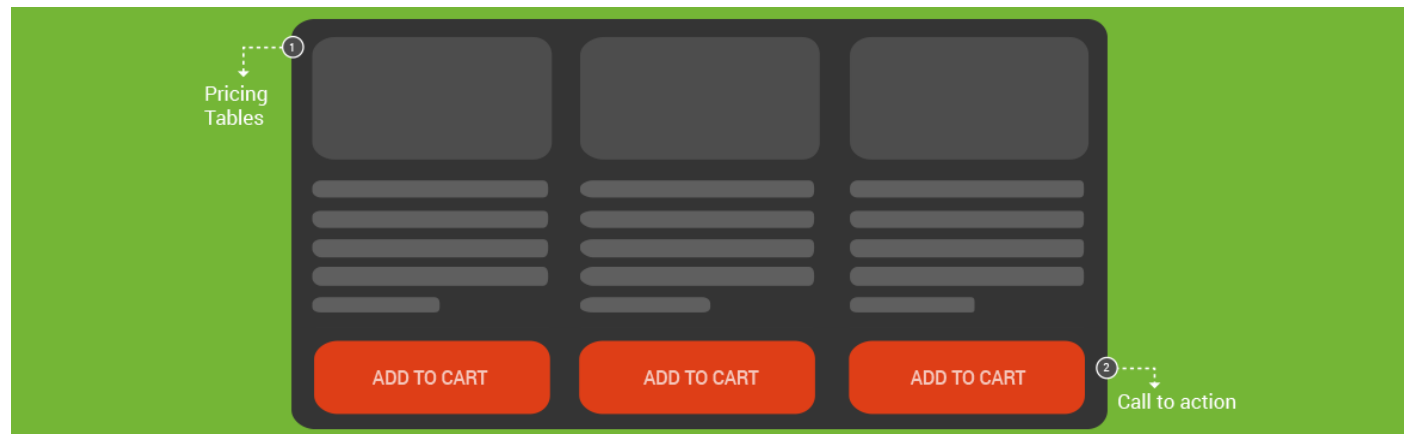
8. The Time Constraint Headline

- How to **[Desirable Outcome]** in **[Small Amount of Time]**
 - How to **Make 10,000\$** in **30 Days**
- **X Ways** to **[Desirable Outcome]** in **[Small Amount of Time]**
 - **X Ways** to **Get a Six Pack** in **4 Weeks**
- Discover How You can **[Desirable Outcome]** in **[Small Amount of Time]**
 - Discover How You can **Build a Sales Funnel** in **60 Minutes**
- **[Desirable Outcome]** in **[Small Amount of Time]** or **[Desirable Outcome]**
 - **Install Windows** in **30 minutes** or **Your Money Back**

Price and Pricing Table Examples

A/B Test Different Prices or Pricing Table Designs

- A/B test 2 tier vs. 3 tier pricing for your customers.
- A/B test different pricing column layouts (e.g. 3 columns in a row vs. 2 in a row and 1 underneath)
- A/B test different different price points for the same product. Make sure you also set up your checkout process to match your different A/B test pricing variations.



CTA Button Text Examples

A/B Test Different Button Text in Your Call-To-Action Sections

Try different text variations within your Call-To-Action buttons. Focus on using strong **action verbs** to engage people to click. You can also test first person (My) and second person (Your) words within your button text.

Some examples you can experiment with include:

- Learn More
- Buy Now
- Call Now
- Get a Free Quote
- Try It Free
- Request a Quote
- Talk with an Experienced **[Expert]** Now
- Find Out How We Can Help
- Click To Look Inside
- See the Case Study
- Start Your Free Trial Now
- Schedule Your Appointment
- Download My Free Guide
- Get the Templates
- Schedule Demo
- Learn How To X
- Let's Chat
- See How John Doe Can Help Your Business
- Purchase Book

Call-To-Action Section Examples

A/B Test Different CTA Section Variations

Call-To-Action A/B tests can involve more than just testing your button text. Here's some additional ideas of how you can optimize your conversions when it comes to getting visitors to take action:

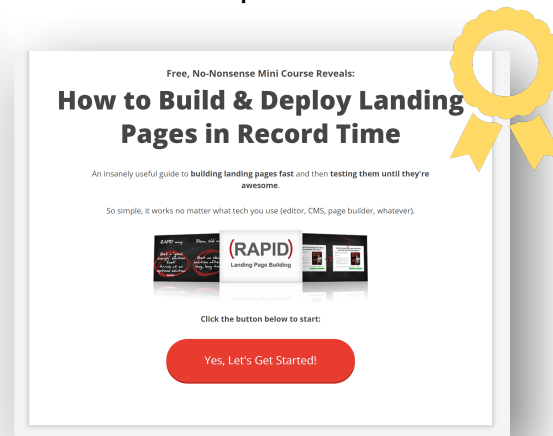
- Test different placements of your CTA sections. For example, test above the fold vs. below the fold CTA sections.
- Test multiple CTA sections on the same page. For example, test 2 CTA sections (above the fold and at the end of your page) vs. 3 CTA sections (add a 3rd CTA section in the middle of the page).
- Test two different types of CTA requests. For example, if you're selling a complex product on your sales page, you could test "Buy Now" vs. "Learn More".

Video Text vs. Text Only Examples

A/B Test if a Video Sales Page Converts Better Than a Text Only Page

A larger scale and more time consuming A/B test you can run is a video sales, lead generation or landing page vs. a text only variation.

Most people guess that a video page is guaranteed to do better than simple text, but here's a Thrive Themes landing page A/B test example where that wasn't the case:



Shane A/B tested video vs. simple text landing page variations for his [RAPID Landing Pages Course](#) and his one-page text version performed significantly better.

The lesson here is that every situation is different so you should A/B test it for yourself!

Video CR - 13.91%

Text CR - 17.88%

Value Proposition Examples

More Time Consuming To Create, But Worth Every Single Insight Gained!

Value Proposition testing is some of the most valuable split testing you can do on your website. That's because when you gain new insights from successful or failed tests, it teaches you something important about your audience, subscribers or customers.

You can apply successful value propositions in your sales pages, lead generation pages, opt-in forms and headlines to increase conversions and engagement.

The next page shows an example of a Value Proposition A/B test we ran for a well known entrepreneurship podcaster. You can read the full case study and learn more about **Value Proposition Design** in [this Thrive Themes blog post](#).

For this particular case study, visitors were asked to opt-in to a mailing list in exchange for a free guide titled: **"11 Habits of Successful Entrepreneurs (Plus, the First Steps To Making Them Habits)"** ...

Value Proposition Case Study

"11 Habits of Successful Entrepreneurs" Opt-in Form A/B Test

To create this A/B test, we first brainstormed the pain points and desires of aspiring entrepreneurs to develop strong value propositions they might resonate with:

Their Pain points? Procrastination, Imposter Syndrome, Getting distracted easily,...

Their desires? Boost performance, gain time, be more productive, make more money, better sleep,...

The control variation is on the right:

Control: **2.90% Conversion Rate**

We Discovered the **Success Habits** of Top Entrepreneurs.

Would you like to know them?

Yes!

Show me their habits and how to transform my own life!

No.

I like my own habits and do not want to improve myself.

Value Proposition Case Study

Now Here's What the A/B Test Variations and Results Looked Like:

Test Variation 1, CR = 2.59%

Top Entrepreneurs **Zzzzz** Their Way To **Success**.

Want to know why 7+ hours of sleep **EVERY NIGHT** should be one of your **top business priorities**?

Yes! **No.**

Show me why entrepreneurs love to sleep so much! Clear thinking each day won't help my business.

Test Variation 2, CR = 2.70%

Imposter Syndrome **Lives Inside Us All**.

Want to learn how to **embrace your fears** and **rise above** with the success habits of top entrepreneurs?

Yes! **No.**

Show me how to break through my self-limiting fears! I like my own habits and don't want to improve myself.

Test Variation 3, CR = 2.96%

Time Is Your **Most Precious** Business Resource.

Would you like to stop **squandering it** in the **BLACK HOLES** of your Inbox, Smart Phone & Social Media?

Yes! **No.**

Show me how successful entrepreneurs maintain their laser focus! I can stop scrolling through my Facebook News Feed anytime I want to...

Test Variation 4, CR = 5.60%



Would You Like To **Accomplish More** By Adopting **11 Habits** of Top Entrepreneurs?

Yes! **No.**

Show me how to take my first steps towards crushing it! I like my own habits and don't want to improve myself.

The **Accomplish More** value proposition doubled the conversion rate from the control!

After a successful A/B test like this, you can then test it on other parts of your website.

Start testing it on your lead generation pages, opt-in forms, headlines and sales pages to see if it boosts conversions across your site!

Value Proposition Testing Ideas

Test Value Propositions Through Your Copy

The great thing about **Value Proposition Testing** is that it can be tested almost anywhere your website uses text.

Focus testing value propositions within the following text elements on pages, opt-in forms and headlines:

- Page Headlines (home page, sales pages, lead generation pages, and other landing pages)
- Opt-In Form Headlines
- Blog Post Headlines
- Call-To-Action Section Copy
- Call-To-Action Button Copy
- Opt-In Form Copy

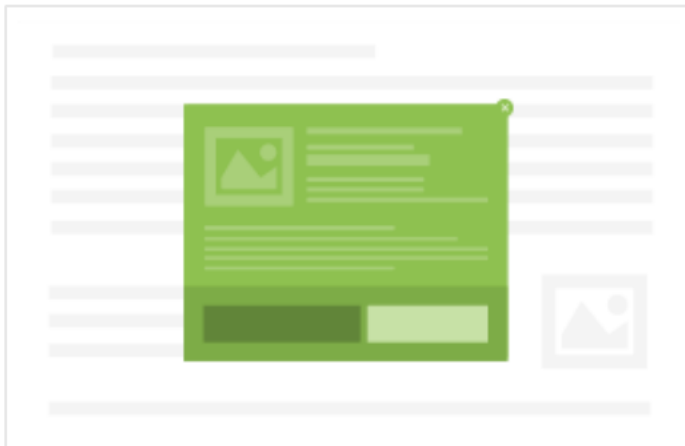
Opt-In Form A/B Testing

A/B Test Different Types of Opt-In Forms Against Each Other

Opt-in form A/B testing tools like [Thrive Leads](#) allow you to test completely different types of opt-in forms and triggers against each other.

Types of opt-in forms you can try testing against each other include forms like:

Popup Lightboxes



"Sticky" Ribbons



Slide-In Forms



Opt-In Form A/B Testing

A/B Test Different Types of Opt-In Forms Against Each Other

Other types of opt-in forms and triggers you can A/B test include:

- 1-Step vs. 2-Step Opt-in Forms
- Time vs. % Scroll vs. Exit Intent Triggers

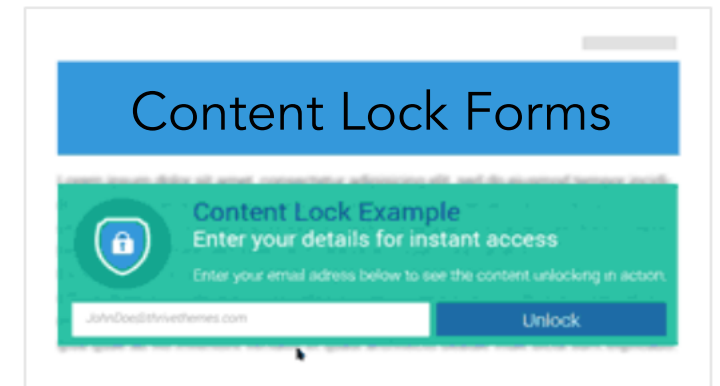
Screen Filler Overlays



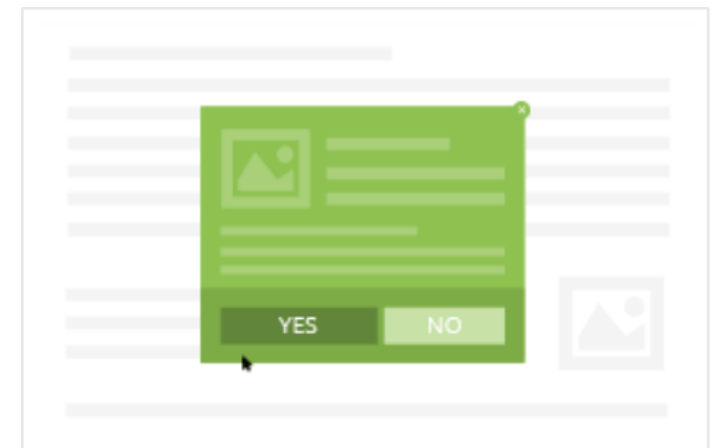
In-Line Forms



Content Lock Forms



Multiple Choice Forms



Now You're Armed With Tons of Examples To Start A/B Testing!

Interested to learn more about A/B testing tools and principles?

Head on over to [Thrive Themes](#) for more A/B testing content, free courses and awesome A/B testing plugins for your WordPress website.