

# The Thrive Themes Quick Start A/B Testing Toolkit

End your confusion about how and what to A/B test. Just follow this step-by-step A/B Testing Toolkit to start boosting your conversions right now.

# Introduction

## Always Be Testing

This toolkit guides you through more than just how to rapidly launch effective A/B tests on your website.

It's about teaching you the big lever principles behind running A/B tests that significantly boost conversion rates – across your entire website – over time.

Since you're reading this, you already know how important A/B testing is to the growth of your online business. You don't need anyone to convince you of that...

However, it can be overwhelming to know exactly where and what to start testing. If that feeling sounds familiar, this A/B Testing Quick Start Toolkit is going to **eliminate the confusion** and turn you into a split testing conveyor belt.

This toolkit is here to help you plan, craft and launch your A/B tests in record time using a system that will compound your wins – both big and small – over time, no matter what A/B Testing software you use!

# Disclaimer

## Thrive Themes Specializes in Creating CRO Tools for WordPress

Here at Thrive Themes, we specialize in creating conversion-boosting A/B testing tools for WordPress that optimize landing pages, opt-in forms, headlines and quizzes.

But this PDF Quick Start Toolkit is not a sales pitch for our products. What you'll learn here you can use with any A/B testing tool.

**The goal is this:** to simplify and systematize your A/B testing design and execution into an easy to follow framework you can put on autopilot. We want to help you start boosting your conversions and gaining powerful insights about your audience – every time you test!

In this free A/B Testing Quick Start Toolkit, you'll find everything you need to plan, craft, launch and track your different A/B tests (opt-in forms, landing pages, headlines and quizzes) **right now.**

# A/B Testing Quick Start Checklist:

## Step 1 – What Should You Test?

Whether you want to A/B test your opt-in forms, lead generation pages, sales pages, landing pages, blog post headlines or online quiz pages, it's important to apply the 80/20 rule to your planning and design.

That means taking a moment to prioritize your most important test variables that offer the right balance of **conversion optimization leverage** for **the least amount of time** spent crafting A/B test variations.

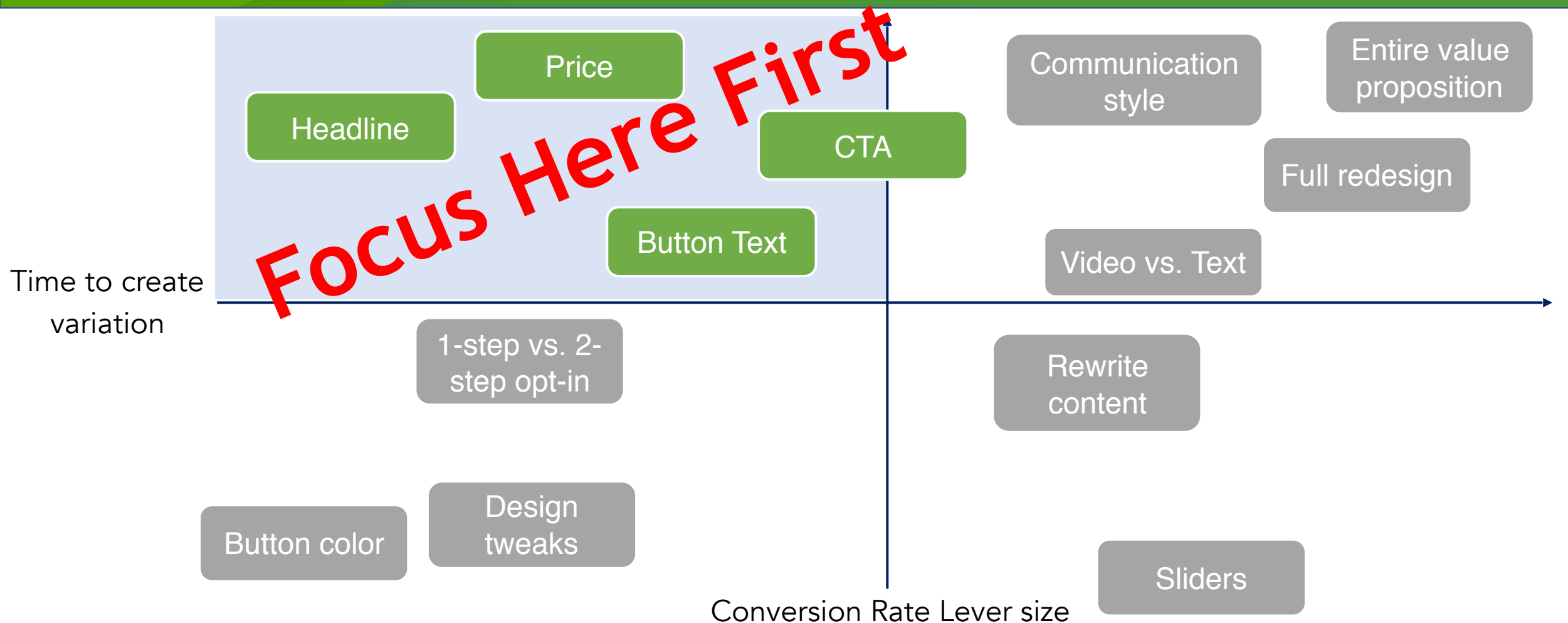
For example, testing two different button colors for an opt-in form or landing page takes seconds to do, but will have no real impact on your conversion rates. Worst yet, it won't teach you anything meaningful about your audience.

On the other hand, A/B testing your pricing on a sales page is a variable you can quickly change with a huge potential conversion and revenue impact.

See the **Time To Create Variations vs. CRO Lever Size** matrix on the next page to get an idea of how to prioritize your testing variables to get the most impact from your A/B tests right away.

# A/B Testing Quick Start Checklist:

Step 1 – Create a Time To Create Variations vs. CRO Lever Size Matrix



# A/B Testing Quick Start Checklist:

## Step 2 – The Hypothesis Creation Equation:

Now that you have a prioritized list of variables to test, you need to make sure your tests have a clear purpose. This will help you decide if your variations were successful, negative or inconclusive. A hypothesis will also help you capture important insights about your audience that you can incorporate into future tests and marketing efforts.

To do this, you must **clearly state a hypothesis** before designing your test variations.

Although that sounds complicated, it's not.

Use the following **Hypothesis Creation Equation** to make your own A/B test hypotheses:

**Changing (element/variable) from X to Y will (result) due to (rationale/research).**

# A/B Testing Quick Start Checklist:

## Step 2 – State Your Hypothesis:

Take your highest priority testing variable from Step 1 and plug it into the **Hypothesis Creation Equation** so you can create your own hypothesis.

Let's say you own a yoga studio and offer a free class for people signing up to your mailing list. If you decide to A/B test your call to action (CTA) button text for your lead generation page, your testing hypothesis could look something like this:

Changing **my CTA button text** from **"Get Your 1<sup>st</sup> Yoga Class Free!"** to **"Start My Yoga Journey Now"** will **increase email subscribers** due to **the value proposition of "Getting Started"** resonating much stronger than **"Get a Free Yoga Class"** for getting new leads to take action.

If the test confirms this hypothesis, then now you have a stronger marketing message to use with your audience in everything from Facebook ads to opt-in form offers.

# A/B Testing Quick Start Checklist:

## Step 3 – Never Test More Than One Variable at a Time:

It's crucial that you never test more than one variable at a time.

If you get over eager and change multiple elements between your variations, you won't be able to isolate what factor was positive, negative or inconclusive to your testing results.

Another danger in testing too many variables at the same time is that you may come to a false conclusion about what drove the conversion rate to change via your A/B test. You could then apply this false conclusion to the rest of your website causing disastrous conversion drops.

**Make sure you've only modified the variable or design element you want to test between your variations before you launch any A/B test.**



# A/B Testing Quick Start Checklist:

## Step 4 – Make Your A/B Test Variations CONSPICUOUSLY Different

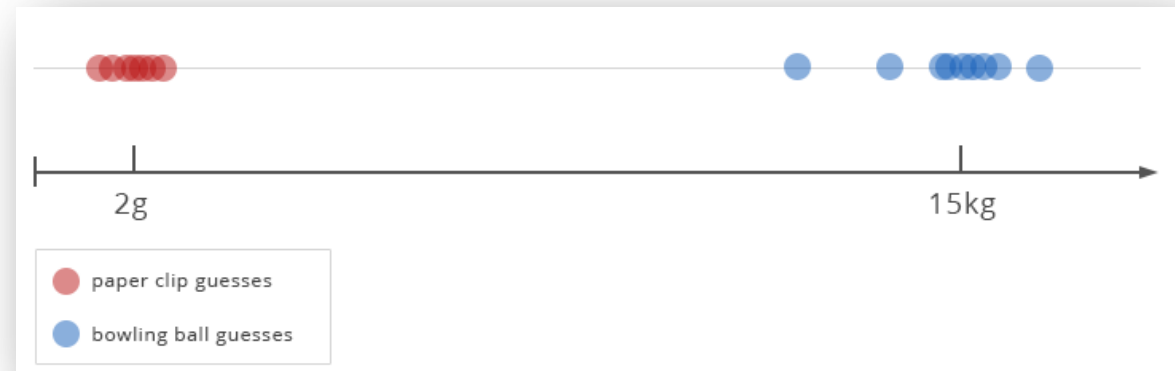
Not only should you never test more than one variable at a time, but you should also make sure your variations are **OBVIOUSLY** different.

Here at Thrive Themes HQ, we like to call this the **Paperclip vs. Bowling Ball Strategy**.

That means if I asked a group of people to guess the weight of a paperclip and then guess the weight of a bowling ball, there would likely be a clear result that the bowling ball is heavier than the paperclip.



VS.



# A/B Testing Quick Start Checklist:

## Step 4 – Always Test CONSPICUOUSLY Different Variations

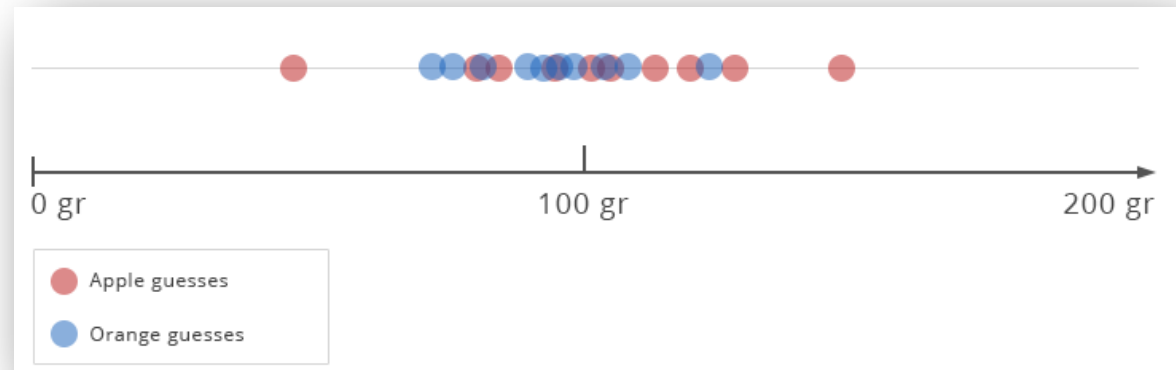
However, if I asked the same group of people to guess the weights of an orange and then an apple, there probably wouldn't be a clear answer as to which item was heavier or lighter.

For example, if you're A/B testing headlines, don't change a single word between variations. Make the headlines completely different.

Applying this **Paperclip vs. Bowling Ball Strategy** will help you better see what's driving conversion rate changes.



VS.



# A/B Testing Quick Start Checklist:

## Step 5 – Avoid Perfectionism and Run a “Good Enough” Test Instead

Now that you're on your way to designing A/B tests with a high CRO potential, it's important not to get hung up on perfecting inconsequential details.

Keep true to the 80/20 Rule and focus on creating “good enough” tests that do the job of getting your hypothesis in front of your visitors to start gathering data and insights.

Remember that **rapid implementation** of your A/B tests is the fastest way to achieve a high converting landing page, opt-in offer or headline. Endlessly tweaking variations until you think they're perfect will take your conversion growth nowhere fast.

If you want some more help when it comes to **Rapid Implementation Principles**, check out our **FREE**, [“Rapid Landing Page Building” Thrive University course here.](#)

# A/B Testing Quick Start Checklist:

## Step 6 – Make Sure Your Traffic Funnel Is Congruent

One very important question you must ask yourself before launching any A/B test is:

**“Are my traffic funnel steps congruent in design, message and value proposition with my A/B test?”**

The results of your A/B test can be impacted by incongruent designs and value propositions between your traffic generation steps (like your Facebook and Google Ads) and your A/B test pages or opt-in forms.

For example, do not run a Facebook ad A/B test while also running your own landing page A/B test. This could mismatch different designs or value propositions that would confuse visitors and make them hesitate from continuing down your funnel.

You can listen to Shane and our Thrive Themes Facebook ad expert Dave discuss this congruence issue [on the ActiveGrowth podcast here](#).

Before running your A/B tests, just do a quick check to make sure each step in your funnel feels consistent from the perspective of a new visitor.

# A/B Testing Quick Start Checklist:

## Step 7 – Launch Your Test

**By this point, you should have:**

- ✓ Prioritized your biggest “Time to Create Variation vs. CRO Lever Size” A/B testing variables.
- ✓ Selected just **ONE** of those variables to A/B test.
- ✓ Clearly stated your A/B test hypothesis.
- ✓ Crafted one “paperclip” variation and one “bowling ball” variation to A/B test your hypothesis.
- ✓ Sidestepped wasting time perfectionism in making your A/B test variations and settled for “good enough” instead.
- ✓ Double-checked that your traffic sources are congruent with your A/B test step.

Now, it's time to **LAUNCH YOUR TEST!**

# A/B Testing Quick Start Checklist:

## Step 8 – Don't Freak Out...Let Your A/B Test Run!

Now that your test is up and running, don't fall victim to a dangerous A/B testing mistake...ending your test too soon!

If one of your variations is "underperforming", don't let yourself extrapolate that early data into lost sales or lost email subscribers. There's often a high degree of randomness early on in A/B tests that can mislead you into picking losing variations if you don't let the test keep gathering data.

To avoid this trap, **YOU MUST** resist the initial impulse to stop A/B tests early picking apparent winners too soon.

There's 3 **testing minimums** you should honor when running A/B tests:

**Minimum Testing Time:** 2 weeks

**Minimum Conversions:** 100

**Minimum Statistical Significance (aka - Chance to Beat Original):** 95%

# A/B Testing Quick Start Checklist:

## Step 9 – Just Forget About It!

One of the best ways to keep yourself from getting fooled by random A/B test data is to use a “Set-It-and-Forget-It” automatic winner settings.

This A/B testing feature will allow you to preset a minimum amount of time, a minimum number of conversions and a threshold of confidence in the data before your A/B testing software automatically declares the winning variation.

If you use any of our Thrive Themes A/B testing tools ([Thrive Leads](#), [Thrive Optimize](#), [Thrive Headline Optimizer](#) and [Thrive Quiz Builder](#)), make sure to use this set-it-and-forget-it automatic winner feature so you never let irrational emotions stop a split test before the statistically significant winner emerges.

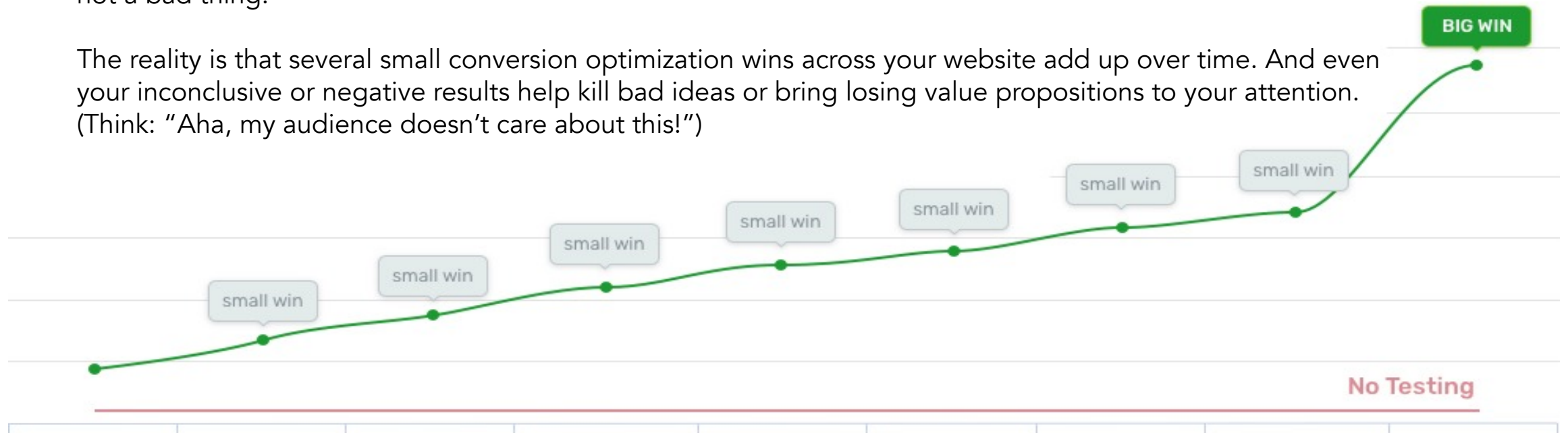
After 2 weeks has passed, go back to see whether the test produced a clear winner, still needs more data to make a statistically significant decision, or the test was inconclusive.

# A/B Testing Quick Start Checklist:

## Step 10 – It's Time To Capture Your A/B Test Insights

I'm sorry to break it to you, but most of your A/B tests will yield small wins or inconclusive results. But that's not a bad thing!

The reality is that several small conversion optimization wins across your website add up over time. And even your inconclusive or negative results help kill bad ideas or bring losing value propositions to your attention. (Think: "Aha, my audience doesn't care about this!")



Once you start using these insights to inform your future tests, you'll quickly hone in on better value propositions that will earn you **BIG** conversion rate wins down the road.



# A/B Testing Quick Start Checklist:

## Step 11 – Track Your A/B Test Results

What data and insights should you record after every A/B test?

The answer varies based on whether you're A/B testing opt-in forms, pages or headlines.

To make things simple, we included a **Thrive Themes A/B Testing Results & Insights Tracking Tool** for you within the free toolkit download set of files.

The **A/B Testing Tracking Tool** contains separate sheets to capture your results from each type of test:

- (Landing, Sales, Lead Generation) Page A/B Tests
- Opt-in Form Tests
- Blog Post Headline Tests
- Online Quiz Page Tests

You'll also find an example sheet that shows you how to use the tracking tool.

# A/B Testing Quick Start Checklist:

## Step 12 – Did the A/B Test Confirm Your Hypothesis?

Now that your A/B test is over, you need to decide if it confirmed, denied or couldn't answer your hypothesis.

Take a little time after each A/B test to capture these insights by writing them down in a place you can easily reference to inform your future tests and marketing.

When you capture these insights, write down what you learned from your test, how it answered your hypothesis and how you think they can be applied going forward.

Use the A/B Testing Tracking Tool downloaded along with this PDF to record both your A/B test quantitative results and subjective insights.

Next, take what you learned and return to Step 1 of this checklist to iteratively improve by quickly crafting and launching your next A/B test!

# A/B Testing Quick Start Checklist:

## Conclusion

That's it!

You now have a simple system to plan, craft and run all your future A/B tests.

Just follow this Quick Start Checklist to rapidly implement your next conversion boosting A/B tests.

Make sure to use all the other resources downloaded in the Thrive Themes Quick Start A/B Testing Toolkit to help get you started split testing and on a path for long term conversion growth:

- The A/B Testing Quick Reference Checklist
- The A/B Testing Quick Start Examples and Templates Reference
- The A/B Testing Tracking Tool



You are now on the path to A/B testing mastery!

If you want to learn more, find us over at <https://thrivethemes.com>.