

Thrive Themes A/B Testing Rapid Implementation Checklist

Refer to the Thrive Themes A/B Testing Quick Start Toolkit PDF provided with this checklist to get detailed explanations about each of the following steps.

1. Plan Your A/B Test:

- Create a “Time to Create vs. CRO Leverage” matrix of your A/B testing variables.
- Clearly state your A/B Testing Hypothesis with the **Hypothesis Creation Equation:**

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

2. Design Your A/B Test:

- Make sure that you’re not testing more than one variable at a time.
- Use the **Paperclip vs. Bowling Ball Strategy** to test two *conspicuously different* variations of the variable you’re A/B testing.
- Avoid perfectionism and tweaking small details so can rapidly implement “*good enough*” A/B tests instead.
- Make sure all the steps in your traffic funnel are congruent in design and messaging with your A/B test.

3. Run Your A/B Test:

- ❑ Set your automatic winner settings:
 - ❑ **Minimum Time:** 14 days

 - ❑ **Minimum Conversions:** 100

 - ❑ **Minimum Statistical Significance:** 95%

- ❑ LAUNCH YOUR A/B TEST!

- ❑ Forget about your A/B test for 2 weeks so it can run without emotional interference.

4. End Your A/B Test & Record Your Insights:

- ❑ *After 2 weeks*, check back in on your test to see if either a winning variation emerged, the test still needs more data to achieve a statistically significant result or the A/B test was inconclusive.

- ❑ Record the test result data in your A/B testing tracking tool (provided in the Thrive Themes A/B Testing Quick Start Toolkit).

- ❑ Record whether or not the A/B test confirmed, denied or couldn't answer your hypothesis along with your reasons and insights why.

- ❑ Capture any other insights the test revealed for you...especially those insights that taught you something valuable about your audience, subscribers or customers.

5. Rapidly Implement Your Next A/B Test:

- ❑ Take what you learned and go back to the top of this checklist to start the process over again. Iteratively improve your conversion rates through rapid implementation of your next A/B test!
- ❑ Use this A/B testing feedback loop on your landing pages, sales pages, lead generation pages, opt-in forms, online quiz pages, and blog post headlines – *regardless of what A/B testing tools you use!*
- ❑ Refer to the A/B Testing Examples PDF resource that came with this quick reference checklist to figure out what to test next!



Here at [Thrive Themes](#), we specialize in building tools to help you craft Conversion Optimized WordPress websites.

We know A/B testing is the key to higher conversions which is why we offer the following solutions:

[Thrive Architect](#) + [Thrive Optimize](#): Build and A/B test your (Landing, Sales, Lead Generation & Home) Pages.

[Thrive Leads](#): Build and A/B test your Opt-in Forms.

[Thrive Headline Optimizer](#): A/B test your Blog Post Headlines.

[Thrive Quiz Builder](#): Build and A/B test your Online Quizzes.