

Keeping it Kindergarten Simple: How to Structure an Opt-In Split-Test

Let's say that you have a website, www.example.com, with an opt-in page and a sales letter. The sales letter sells three products, one at \$19, one at \$39 and one at \$99.

<http://www.example.com/optin/index.htm> is your opt-in page;
<http://www.example.com/salesletter/index.htm> is your sales letter.

All of your incoming traffic automatically goes to the opt-in page above -
<http://www.example.com/optin/index.htm>.

If you want to split test the visitor value for 2 possible opt-in pages, then here's what you'll need:

- An instant redirect page with your tracker's special redirect URL in it:
<http://www.example.com/optin/index.htm>

- 2 opt-in pages to test:
<http://www.example.com/optin/index01.htm>
<http://www.example.com/optin/index02.htm>

- A thank you page with your tracker's 'action' pixel in it, and which sends traffic directly to your sales letter: <http://www.example.com/salesletter/index.htm>

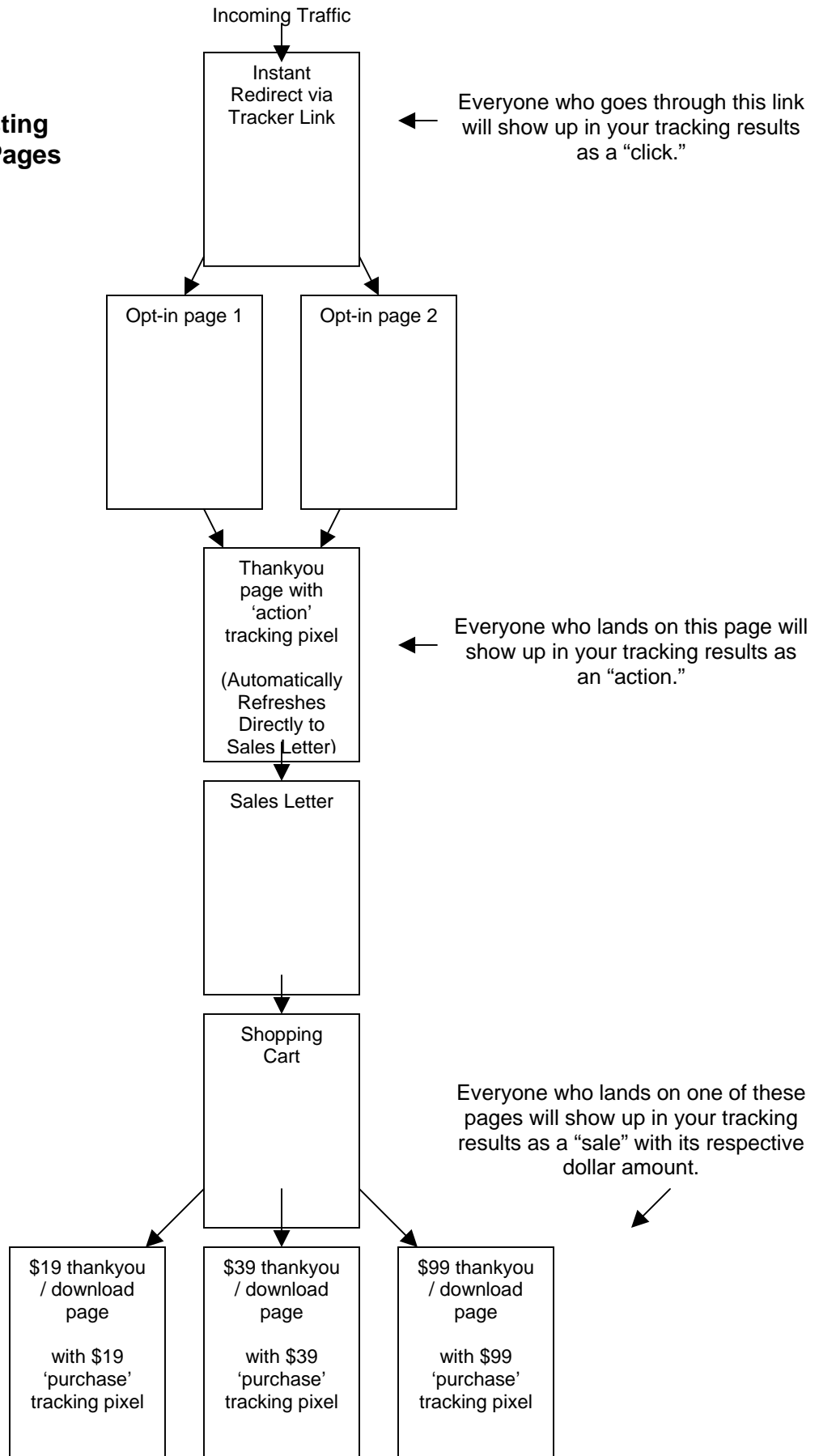
- 3 thank you/download pages – one that your \$19 buyers go to, which has a 'purchase' pixel in its source code for \$19; one that your \$39 buyers go to, which has a pixel for \$39; and a third one with the same type of code for all the \$99 buyers.
<http://www.example.com/thankyou19.htm>
<http://www.example.com/thankyou39.htm>
<http://www.example.com/thankyou99.htm>

Caution: Don't try to run multiple split-tests in your sales funnel simultaneously!

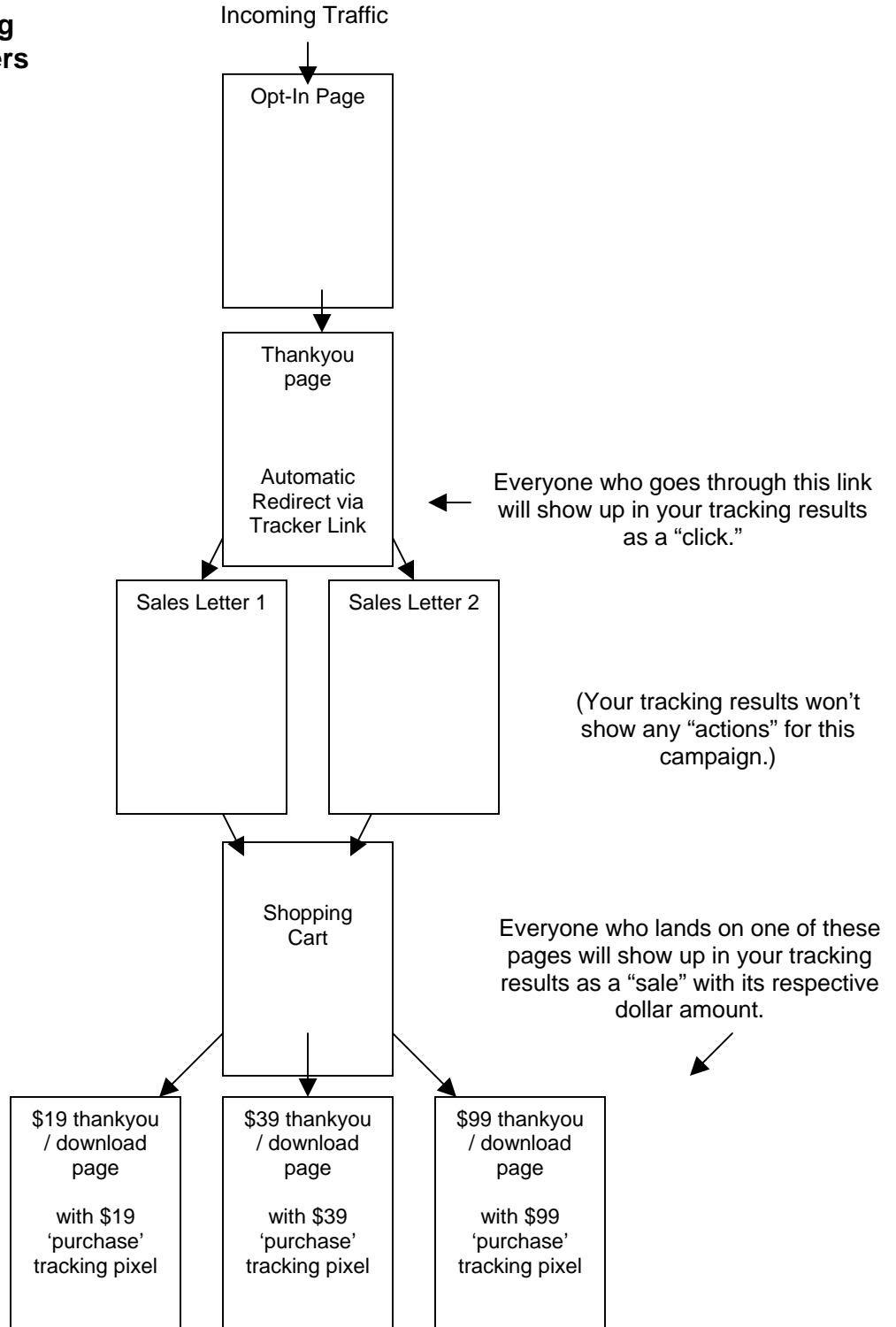
- Your split-tests should be designed to tell you **visitor value**, not just percentages
- Running multiple split tests at once will complicate your data immeasurably
- Split-testing pay-per-click ads while you run split-tests on your sales process is fine, if with your pay-per-click ads all you're measuring is CTR, not visitor value.

On the next three pages are examples of (1) how to split test two opt-in pages, (2) how to split test two sales letters, and (3) how to split test two "choose your product" pages.

Split Testing 2 Opt-In Pages



Split Testing 2 Sales Letters



**Split Testing
2 “Choose Your Product”
Pages**

