Split Testing

300 CLICKS MARKETING

Note: Keep in mind that you can change the metrics you want to track just note what those metrics are. Below headings are just there as a starter and sample of what you could split test.

Split Test "A"   Split Test "B"

What is your goal when split testing? What is your target age, sex, income, interests etc.?

Title

Sub Title, Quote or Action Statement

Promotion

List of Benefits / Features or the Why

Call To Action Words / Button Color

Call to Action Location on Page and other details you would like to track.

Layout

Background / Foreground Images or Colors