Easy Sales Page Testing

Ladies and gentlemen, welcome to another episode of My Unfair Advantage. We're going to talk about A-B Split Testing. This is a cool topic because I think that this is something that a lot of people think is way more complicated than it is. I'll tell you what, I was very shocked to find that it isn't complicated. I was even more shocked to find how much money I had been leaving on the table when I wasn't split testing. It's easy to do it and it can be a lot of fun.

A-B split testing is a way that you're going to get the most out of your sales pages. You're comparing version A with version B. You can then determine which is the best performing one. There's a lot of different ways to do this I'm going to cover here. This is not, by any means, going to be like the end all be all split testing tutorial. It's not going to be super comprehensive or complicated or anything like that. I just want to cover three main topics and that's going to be what is split testing, why should you be split testing and how to split test.

With that said, I want to start by saying this. The data doesn't lie. The data will always be consistent. Now, it could be inaccurate if you didn't set up your test right. If the information that you put to the test was inaccurate then your results are going to be skewed. Like with anything else, you're only going to get out of it what you put into it.

At the end of the day, the data doesn't lie. The chances are that your own stubbornness is stopping you from maximizing your sales pages. I'm saying that because I was that guy that was too stubborn to consider that I could even be creating pages that wouldn't make people want to buy. The reality is that it's not a matter of making pages that make people want to buy or make people want to take action because remember it's not just about buying or money, it could be about a squeeze page that's just trying to convert a visitor into a buyer.

I think that what's important is that you consider that some pages or variations of pages can do better than others. It's not that you suck at creating sales pages, it's that you can create a better page. You can perfect the page and that's what you can do with split testing. For me, I was too stubborn to believe that, and I left a lot of money on the table. I always thought like, "Whoa, split testing, it's just not for me. It just sounds complicated. That's something that gurus do when they're looking at pie charts for converting and all of that. I just need to make an extra $500 this month." The reality is that if I had been split testing, I would've learned how to make that $500 a lot faster than in a month and I would've learned how to make a lot more than $1000. It's because I just thought it was a lot harder than it was.

We're all guilty of getting a little too emotionally attached to our work. I get emotionally attached to my work because it's my work! Because I spend time and effort to create it. I don't want to

must change it after I've done all that work. I don't want to face the reality that maybe it isn't working or that it isn't doing well.

But the reality is this, you're in business to make a profit. As a matter of fact, I can't think of many businesses that aren't in business to make a profit; there's very few that aren't. If you're in business to make a profit, then your goal is to probably to make as much of a profit as possible. If that's the case, then it's important that you make rational decisions based on logic, based on facts. You've got to do it based on your experience rather than emotion.

Sometimes, we get too tied down. You can think of your web property like it's a house. I've heard this correlation is made a lot of times with real estate where when you're buying a house, you're going to buy a house based on how much work that house needs, does it have a good roof? Does it have good plumbing? Does it have good electricity? How old is the house? You're looking at facts. You're looking at things about the house and you're going to determine its value and you're going to be looking at things about like how far away from school it is, what kind of neighborhood it is in, what's the crime rate in this neighborhood. You're looking at data to decide about the property.

The person that owns that piece of property already might be looking at it emotionally because they've lived there all their lives, it's where their kids grew up, they mowed that lawn a thousand times, they screwed every bulb, they fixed all the little repairs. They have an emotional attachment to that property and the value to them is different than the value to somebody that's just looking at facts. The data itself though, it doesn't lie. Sometimes, we get emotionally attached to our web properties just like we do to our real estate properties.

Sometimes you spend so much time, effort, energy creating that beautiful page that looks beautiful to you that sometimes you just don't want to face the fact that, "Oh my god, the people, the masses, they're just not buying, they're just not working. The colors that I chose, my decisions, my work wasn't perfect." It's a hard decision to make but if you're in the business to make money, you need to be able to get detached from that emotional connection to your sales page. You just need to look at the data, look at the facts and that's the power in split testing. I think that's what kind of scares us a little bit about it but the sooner that you break free from that fear and that you can detach yourself from the emotion that keeps you tied to that old looking page, the faster that you're going to be able to compare things that might do better on your page and the more money that you're going to make. It's just a fact.

Let's talk about what exactly split testing is so that I can kind of dismiss or rather demystify all those assumptions that you might have. Basically, a split test is a means to determine what page in a group of pages performs better. You might have a sales page that has a video on it, and you want to test how that does compared to a sales page that doesn't have a video.

Maybe you want to compare a video sales letter to a long form sales letter to see which one of those two makes more sales. That would be a great test to run for your product, to see which one of those performs better because on launch day, you want to make sure that all your affiliates are driving traffic to the highest performing page. You don't want to waste any of that hot traffic that you're getting that's so hard to get because traffic is tough to come by. You don't want to waste it on a page that you don't know if it's a gamble. Why gamble with your traffic that's so hard to get? Why not send that traffic to a sure thing and you determine what is the sure thing by running a split test, and that's what a split test is.

You're essentially just comparing two or more pages to see which one sells more or which one gets more visitors to take the desired action. This can get as complicated as you want it to get. I recommend in the beginning, you just make big tests, test things like video versus no video. Test things like $50 as a price point versus $10 as a price point. Test the big things because there are ways of testing minute things on a page and testing multiple things at the same time. But essentially, you just want to start simply. You want to test two big things. You test in screams do not whisper.

There's a lot of simple ways to test. The thing to keep in mind is that you shouldn't look at it as an inconvenience or something hard because it will make you more profitable. Sometimes it can be simple as creating two pages, like just duplicating a page. If you're using Word Presses, there's literally one button. In the WordPress admin, you click the little duplicate page button. Now, you have two copies of the same page, click into one of them and just remove the video or maybe click into one of them and change the headline. Now, you have two pages that have one different thing on each page and then you have two URLs, now you can send half of your traffic to one of your URLs and the other half to the other URL. You're going to determine which one did better.

It's important that you send equal amounts of traffic to each of your pages, to each subject of the test because if I send 50 visitors to one page and I send 150 visitors to another page, naturally, that other page should perform 200% better. Ideally, you want to be able to send the same number of visitors, not just clicks, but the same number of visitors to one page as you did with the other.

If you're doing this manually and you have two different lists, you say, "Well, I have this list, I'm going to mail this list a link to this page and I'm going to mail that list a link to the other page." What's important now to compare is that both lists are of exactly equal size and that they're composed of the exact same target audience. If you're mailing a list of 50 golfers and then you're also you're split testing your page with a list of 50 chefs, that's two completely different audiences that you're trying to test pages to, your metrics are going to be skewed.

It's important to send equal amounts of traffic to each page variation. This is usually best accomplished by using one link that rotates target pages. You want to send the same list. That

entire list of golfers is going to get one link and there's technology in that link that rotates every other golfer to see a different page. The same list gets the same link rather than two lists get individual links. It's just keeping in mind that you want to have equal amounts of similar people going to the different pages in order to get an accurate number.

Split testing isn't something that you should be afraid of. It isn't something that's complicated or anything. It's just complicated as you want to make it. Split testing is something every single marketer should do. I don't care if it's your first day as an internet marketer or your 10,000th day as an internet marketer. You should be split testing. There's a lot of reasons that you should be split testing.

Split testing is something that is going to make your affiliates more money. It's going to make them happier and it's going to make them more money because you're going to improve the performance of your sales pages. If you improve the performance of your sales page, your affiliates are going to be happy about their results and they're going to send more traffic. Trust me, affiliates are looking at their results after they email your product.

When I send an email, a few hours into the promotion, I'm looking to see the results. If I haven't seen a bunch of sales already, I know something's wrong. I start gauging my EPC, what's my earnings per click. I start looking at these things. The results that I see are going to determine whether I send an email out or I start looking for something else to promote, something with better metrics. If you have a winning formula right from day one and your affiliate is seeing winning traffic, if they're getting good commission, they're making good money, they're going to mail again. Other affiliates are going to see that people are mailing multiple times for this, so they're going to mail again and they're going to invite their friends, and their friends, and their friends, and so on.

Your affiliates make more money when you improve the performance of your sales page which in turn means that you're going to make more money. It goes without saying that if your sales page performs better, you're going to acquire more leads and you're going to make more sales because whether you're monetizing people right on the front page of your sales funnel or you're using them to bring them in as leads or attracting them, you're using the sales page to attract in leads which are going to be monetized later on in your sales funnel. Either way, the best performing page that you can have on the front is important for you to have. You need to do that way before your launch day. You shouldn't just experiment with the traffic that you're getting sent.

More people are going to be promoted. When your page converts well, more people are going to promote because you know what? Affiliates don't like being used as guinea pigs. I, for one, don't like it. When somebody comes to me and approaches me and they have good solid metrics, they've already split tested their pages before they approached me and asked me to promote for

them, it shows me that they care, it shows me that they've done everything in their power before approaching me to make sure that I make the most amount of money possible. That goes a long way because remember, a super affiliate does not do this for fun. This isn't a hobby for us. We do this because we need to cover our expenses. I have a salary to pay, I have an overhead to cover. I can't just risk my business and hope that your page does well. I wish that I could promote every newbie and help them and give them a shot.

The bottom line is this, I run a business, and I can't risk everything that I've built just to help somebody without knowing that they've done their footwork, that they've gone out of their way to make sure that this is going to work out well. You know why? Because I have people that depend on me. It doesn't make any sense for me to help one guy and then screw over a whole bunch of other people that I owe money to, or that I must pay their salary, or even screw over myself. It's not fair to me. Asking someone to promote something blindly that you have no metrics on, that you have no figures on, no statistics, no data, is a big thing to ask.

When you approach me and you say something like, "Hey, I've got this product. I think it will appeal to your list because it's perfectly catered for the type of people you have. I've been on your list for a while so I'm familiar with that. To make sure that it's going to convert well, we created this sales page, and we did three variations. We send cold traffic to it. We found out that this one converted the best. These are the ads that we used when we sent the traffic, these are the emails that we used, that we know performed well. We tested these two emails, this subject line and this performed the best. I think the best combination for you to promote would be this page with this ad and this email. I've already set that one to be the default landing page because we know it converts well. We've had an 8.3%. You can see the statistics that we got during the week that we did the testing right here in JVZoo. I can show you that it converted at 8.2% now we're only able to send 500 clicks because that's the amount of traffic that I had but, in the process, we learned that our earnings per click was about $1.25 and that's pretty good earnings per click, it's comparable with all the other similar products out there."

If somebody approaches me like that, man, this person knows—they're in it for business, they're in it to make—let's make money together dude.

That's totally different when somebody comes, "Hey dude, man, will you promote for me? You're going to make bank; bro. Commissions are going to be huge." I ask that guy like, "How do you know? What do you mean commissions are going to be huge? Why are they going to be huge?" "Well because they are, man. because my lunch is going to be awesome. It's going to be awesome sauce." "Awesome sauce okay. Why? Why is it going to be awesome?" "Because I made it." "Let me guess, you're awesome so anything you make is awesome which means it's going to have huge commissions, right?" "Yeah, dude. You got it! I know I can count on you bro. You're going to mail hard, you're going to email your list, you're going to blast them dude." "No, no I'm not because you know why? Because I run a business not a game. This isn't a video game,

son. This is a business. I make millions of dollars doing this. I'm not going to bank the future of my business, my reputation, just hand you over my customers and trust that you're going to make bank, son."

The reality is you need to approach people with hard metrics, hard data. If you don't have data, you don't believe in your product, you don't know for a fact—why should I? If you haven't invested time and money into testing your product, why should I invest time and money into testing your product dude? You got it all wrong. That's why you should split tests, that's why you should know your numbers, that's why you should know your metrics. It's important that you do that.

This is the other thing, you'll get better at crafting your offers just because you learn what things work, you'll learn what elements affect your conversions, and you'll have gathered real data from all your split tests. You're going to become better and better at making sales pages, you're going to become better at creating copies that converts. You're going to become better because you've gathered real data and real proof of what works. You're going to elevate your game. You're going to be able to hold your own conversations that presently are way above your head and above your pay rate because you have tested.

Now when somebody's saying, "Well you know what, this banner ad converts better than that banner ad," you'll be the person that can stand up and say, "Hey guys, I just want to jump in here and say that my test have proven that just a big blue link with an underline that says 'click here to get benefit,' those blue links will convert much better than any banner, any color, anything else that you're testing. I've got the statistics to prove it." Now you've got a couple of extra marketers looking at you going, "?" You've just elevated your game because you have the data and It's tough to argue with data. We could challenge the way the data was aggregated but arguing with data is data. You're just going to get better at what you do.

You're going to learn things about your audience that are going to shock you. Trust me, this is something that sometimes it's tough to swallow because you're going to learn that maybe what you think is awesome and what you think is beautiful isn't to the rest of the world. Have you ever seen somebody that's just wearing a hideous outfit? Just like hideous, like when you look at them, "Oh my god, I bet you that person stood in front of the mirror that day like, "Oh my god, I look fly." You know what I mean? Because people, people just have different tastes. You want to market to your audience.

You're going to learn things that are going to shock you, things that look awesome to you simply don't convert for the masses. Many, many, times it doesn't have mass appeal. Unfortunately, like I said earlier, we get so tied up in the creation, I always say that internet marketers spend way too much time on the internet and not enough time on the marketing. You spend so much time creating the perfect product, the beautiful sales page that you didn't do enough time to

marketing, testing, checking to see, is this color scheme that I've chosen going to work? Is this layout going to work? Is this offer going to work? You come to a harsh realization that it doesn't work and you're like, "Oh my god, well internet marketing sucks." No, it's not that internet marketing sucks, it's just that you didn't invest time or money into testing. You didn't do enough marketing. You spent way too much on the internet and not enough time on the marketing.

Now we know what split tests are. Now we know why we should be split testing. Let's quickly cover how do I split test. How do you perform a split test? Doing this is as simple as sending equal amounts of traffic to two different sales pages that sell the same item. When you vary one thing on the sales page and you send an equal amount of traffic to both varieties of that sales page, you're going to get one that performs better than the other.

You want to split test things that are obvious. You want to test things that are so insignificant that the traffic isn't going to know the difference. You can do this manually by dividing the traffic yourself or you can use rotating software. Rotating software is the way to go.

This is going to be as complicated as you want to make it. There's very, very simple software out there, there's plugins that you can install that just rotate a page and they show half of the traffic of this page and the other half of the traffic of that page. Usually, this is the best thing to do because the traffic is all going to the same link and that link rotates automatically. This is the best way to do it because you don't have to manually ensure that the same amount of traffic is going to two different pages.

If you have two different pages and you're manually sending traffic to each, the only way that that test is going to be accurate is if each of the pages got the same exact amount of traffic and the same type of traffic, meaning the same socioeconomic audience, the same demographic. If you're doing it yourself manually, it becomes a little bit tougher to get accurate stuff but it's so easy to get software out there that just rotates the pages, not rotates the links but rotates the pages.

This is what I was getting to earlier. You want to test in screams not in whispers. You want to test the big stuff first. I'm not to say that you shouldn't test the little things, but you should test the big stuff first. Things like the offer, the offer itself. When a page isn't performing well, the very first thing that I test is the offer itself. Usually, that is the biggest reason why a page either works or doesn't work. What is the offer? The offer is quite simply how much I am getting, what I am getting for what I'm paying. It's that simple. It's nothing more than what I am getting for what I'm paying.

Sometimes you might think to yourself, "Hey, if I sell 100 videos for $10." Sometimes you can send 10 videos for $100, and it'll sell much better. It'll be more profitable. Sometimes, you might attract a different type of customer, and you might make more money selling for less than you do for more. That person that maybe bought the 10 videos for $100, goes on because he's a more

affluent person that can afford to spend more money. He goes on to buy three things in your funnel while the other guy that paid $10 for the 100 videos, that guy doesn't buy any upsells because he's just not. You might have made less front-end sales with page B that you're testing but you made more back-end profit.

Sometimes when you're split testing front-end pages, they just show which page performs better, not necessarily which funnels are going to make you more money because it has to do with all the marketing, everything that you're doing on the back-end but it's important that you test the big stuff because ultimately, you want your front page to convert as best as possible and get as many people through the funnel as possible. The big stuff you should be testing, things like the offer obviously, the page color, how about video. Test video versus no video.

Don't test a video with music versus a video without music. Like yeah, that's a test you can do but then again, you're testing the screams not in whispers. Testing a video versus no video. That's a big test that's going to give you obvious results. Once you get the winning results, you're going to run with the winning page.

Now, you test something else on that winning page, maybe now you test the background color on that winning page. Now you know that the video page beats the no video page, "Okay now let's test the video page with a blue background and the video page with the red background. Okay now you take the winner of that page. Okay, we know that blue with video wins so far. That's the best page. Now we're going to test the headlines. Let's test two headlines on the blue with video page. Okay well we know that this headline works the best on a blue page with a video. Now, let's test the call to action. We might want to test the guarantee. 60-day guarantee versus 30-day guarantee." Again, you want to test the big stuff, and you want to keep testing until you have the ideal page that's going to convert the most amount of traffic.

How do you physically do it? Well, there's tools out there that you use like, for example Google Analytics. Google has an A-B split testing tool. They provide a tool that will let you alternate the page that every other visitor sees. Every other visitor sees either page A or page B.

Here's the cool thing about using software and why it's important. The software cookies the visitor. When somebody visits your page and they see page A, whenever they visit your page again, they will always see page A. They won't accidentally show page A and page B to the same person. This is important specifically when you're testing an offer.

If somebody comes to your page today and sees that product for $10, you don't want them to come back tomorrow and see the same product for $97 or vice versa. The cookie allows you to make sure that you're showing the same page to the same visitor all the time. This is why it's important, especially when you're testing the offer itself. Google Analytics provides a tool like this that you can use.

JVZoo also has a built-in feature that allows you to test—you can set the percentage of affiliate traffic that's going to be divided amongst several pages. You don't even have to just do one, you can do ABC split testing, but the key here is that now you're testing the traffic that's coming through an affiliate link. I recommend that you've tested your pages yourself and start with a maximum converting page. You want to make sure that you can approach your affiliates and say, "Hey, look. Look at these JVZoo stats. I've already tested this thing." You might create an affiliate account for yourself and use that affiliate link maybe from a different PayPal account, use that affiliate link to send traffic, just send an ad. If you're going to use ad traffic like Facebook traffic, cold traffic, which is the best for testing because if a page converts well with cold traffic it's going to convert even better with warm traffic.

My point is that if you're going to drive ad traffic to a split test, you want to make sure that it's the same ad that you're using. You're not using variations of an ad, you're using the same exact ad, the same exact copy, going to the same exact link. It's just the target page that's rotating. This is very easily done. You could set this up within just a minute. It's just two clicks inside JVZoo to set up a split test. You go to JVZoo, and you say, "Okay, well I want this product to have a split test, I want 50% of the traffic to go to this page and the other 50% of the traffic to go this page." That's it. What happens is that you activate split test and when you log back in, you'll be able to see how many people bought, what's the conversion rate of this page versus that page. What I'm going to stress here is that you want to make sure that you've driven enough traffic to have a conversion.

We look at things in percentages. You need to have at least 100 people. My baseline is 100. If you don't have at least 100 people visit each of the pages you're testing, you don't have a good enough metric. Ideally, you want a lot of people. You want to have 1000 people that you're testing because the bigger the focus group, the more accurate, the more mass appeal the result is going to have. 100 visitors to each of the pages is going to give you a pretty good and a pretty accurate number and pretty good winner, but the more clicks that you send, the more accurate it's going to be. You can log back in the next day after you started sending some traffic maybe some cold traffic, maybe a portion of your lists or one of your lists so to speak and see which of these pages are performing the best and you just eliminate the one that didn't perform well. Now, you just go with the one that's performing the best.

I like to get my split test up to dollar earnings per click. I like to get my product up over dollar earnings per click with cold traffic before I invite affiliates to promote because if I've got it performing at a dollar per click, to the cold traffic, I know that it's going to perform even better to the warm traffic from the affiliates.

There are other split testing scripts and plugins on the market. Some of them are more advanced. They offer even sub-split testing like you perform split tests within a split test. Out of the people that bought, how many of them clicked this button versus that button. You may have

two buttons on the page. One is an orange one, one is a yellow one. You might have more advanced software. I recommend in the beginning specifically that you just do the basics, just get used to testing. You should test but there are a lot of scripts out there and plugins and things that you can use to test.

What I want you to take away from this is that it behooves you to know your metrics. You should know your metrics. When you come at me as a vendor trying to get me to promote your product as an affiliate, it helps you when you know your metrics and you say to me, ", look I've got this product. I'm familiar with your list, I'm familiar with the types of things that you promote, and I've got this product that I've been testing that I know performs like so. It performs at this conversion rate, it has this EPC, we've tested this, I can show you split test results, I can show you the emails that we use to get these results. I can show you the ad copy. It shows me that you care about the conversions and that you care about me being profitable when I promote your product. You should send test traffic to your offers before your launch.

This is something that people are so reluctant to do. You don't mind spending $2000 or $3000, investing $2000 or $3000 in some internet marketing product or some conference you spend $3000 blindly to go to some conference, sit there and listen to strangers talk about business but you won't take a couple of hundred bucks and invest it in some cold traffic just to see how your sales page performs.

Why the hell not? You spend all this time creating a page, make a variation of it, buy some Facebook ads, buy some Google ads, buy some Bing ads, send some traffic at that thing. Let's get some metrics, let's get a baseline. Maybe it sucks, maybe it doesn't do well, no problem we got a baseline, we got something to work with, let's get it better. Let's spend a couple of weeks, get this thing better.

But I think what happens is that most people are so eager to just get their traffic, "Oh my god, I spent so much time working on this thing. This product is beautiful. I spent the last three months, I'm so eager to get it out." You spent too much time on the internet and not enough time on marketing. You didn't do testing, you didn't do affiliate recruitment, you rushed the most important part of it because I'll tell you what, you can have the most beautiful sales page, you can have the most awesome product, none of those matters. None of that matters if you have nobody to buy it. You need to test your page to make sure that it works well, to make sure that it makes sales, to make sure that affiliates are going to keep promoting. Use paid ads in mailing your own list to kick off your launch, to kick off your launch to the best possible sales page.

People are saying to me, ", how do I test if I don't have a list?" Get a list. Build a list. Build a freaking list! Build a list with solo ads. Spend some money collecting some buyers, create a squeeze page, create a list of solo ads, drive traffic to that list, that squeeze page you can build a list! Now you have a list of a few hundred to test when you're doing a launch. Put some money

into ads. Invest some money in your business so that you can get some metrics before you launch your products so you can have some data for your affiliates.

Remember, it's important to know your metrics. It's going to elevate your game. It's going to make you better at being an internet marketer. You're going to be better at crafting offers. You're going to be better at selling just because you know stuff that the other guy doesn't know because the other guy didn't test it. You should never ever use your affiliates as guinea pigs. You should always tweak and test your page and keep testing the winning page, variations of the winning page against the winning page. You should get that EPC well up over a dollar before you launch your product. You should do your own testing before you launch your product, before you start telling your affiliates, "Yes, mail. You're good to go. We are going for launch."

I guarantee you; NASA doesn't fill the space shuttle the night before. I guarantee you there are hundreds if not thousands of tests and things that went on months before the launch happens. They don't just tell the astronauts, "Yeah, go ahead. Jump in. Let's see what happens." They don't do that. You need to take a test before that. Don't just risk my livelihood. Don't risk the livelihood and the lives of the astronauts on, "We think it's okay. Yeah, it looks good. I built it myself. It's awesome. I'm proud of this thing." Then the thing doesn't work. You should never use your affiliates as guinea pigs because it burns bridges.

When you do that to me, I promote for you, it doesn't convert. Your funnel is broken. That's happened to me before. I promoted a product, and the members weren't getting added to the members' area. I got a bunch of complaints. I said, "Hey man, what happened?" "Yeah man, I don't know what happened. It just wasn't working. It wasn't set up properly." "What do you mean it wasn't set up properly? Didn't you test your product? Not only did you not drive test traffic, but you also didn't test it yourself like buy your own product yourself?" "It should've worked. I followed the video."

You used me as a guinea pig. I'll never promote for you again. Never. You just burned a bridge, man. You just burned a bridge because this isn't a game for me. This isn't a videogame where I can get all the lives I want. This is one chance at this, at promoting your product. You're just going to burn a bridge if you haven't tested your offer. It's just not cool. Don't do it.

I hope that you start split testing your offers. It's never ever too early to start split testing. It's not hard to do. It's very, very, simple. It's going to make you more money. It's going to build better relationships with your affiliates, it's going to make you a better marketer. I recommend that you start doing it.

I hope you enjoyed this video, and I hope to see you in the next My Unfair Advantage episode. Take care.