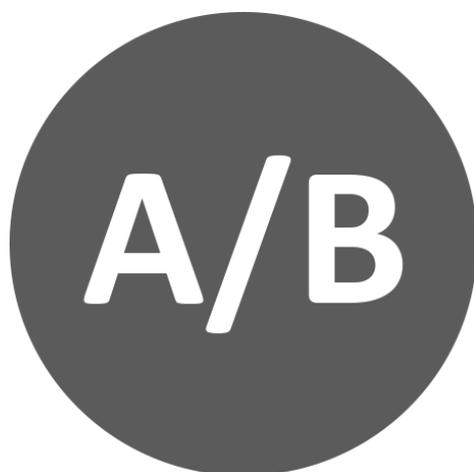


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AB Split Stack



Demo: <http://demo.yuzoolthemes.com/absplit/>

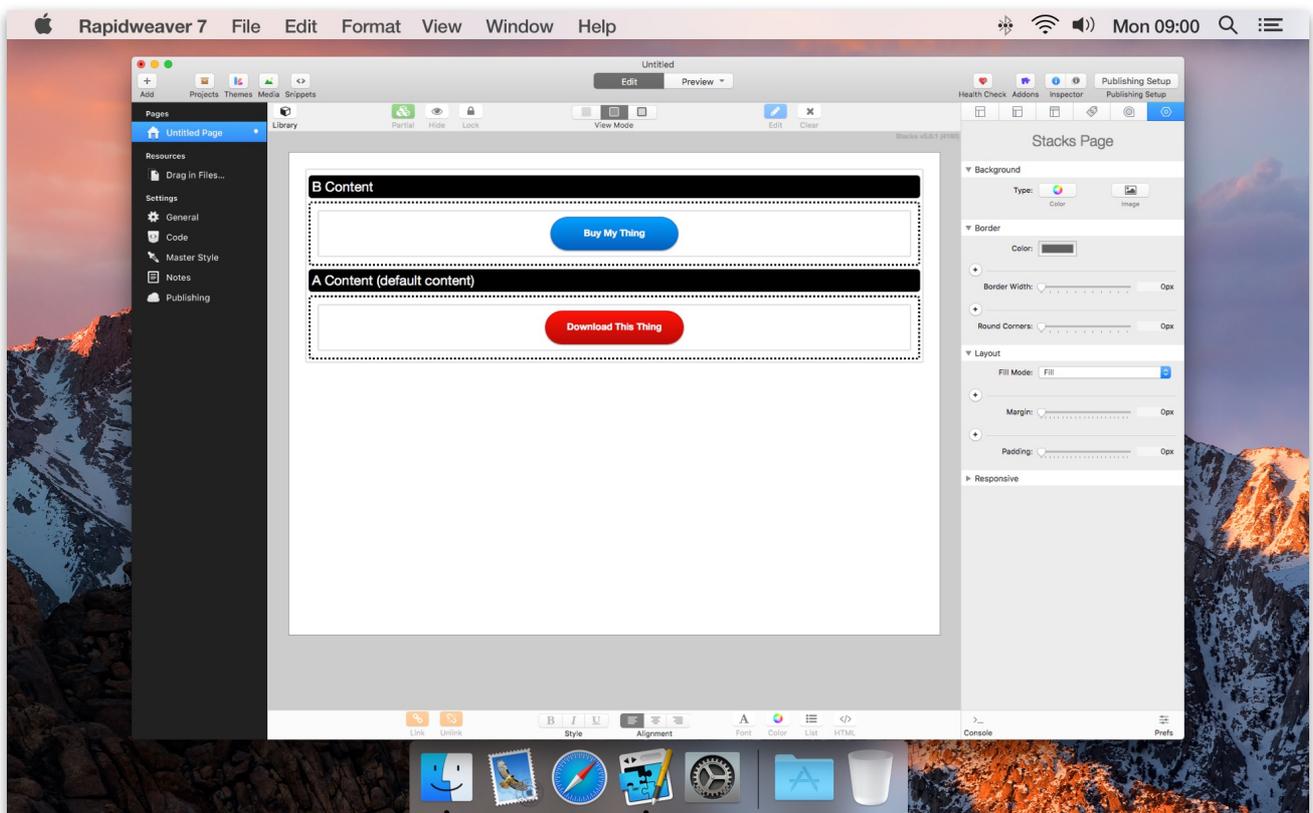
Overall

Stack Setup

A/B testing is usually hard and expensive. But it's a great way to test which designs or copy are having the best desired outcomes for your site visitors. Then you can choose to run the layout which converts best.

Drop the A/B Split Stack on the page and add the two contents you want to be split-tested. You can hide either or whilst editing, then have them both active for when you publish the site.

After publishing your site, your page will automatically display either content A or B at random. You can have as many of these on a page as you want to test elements on a page, or test whole pages.

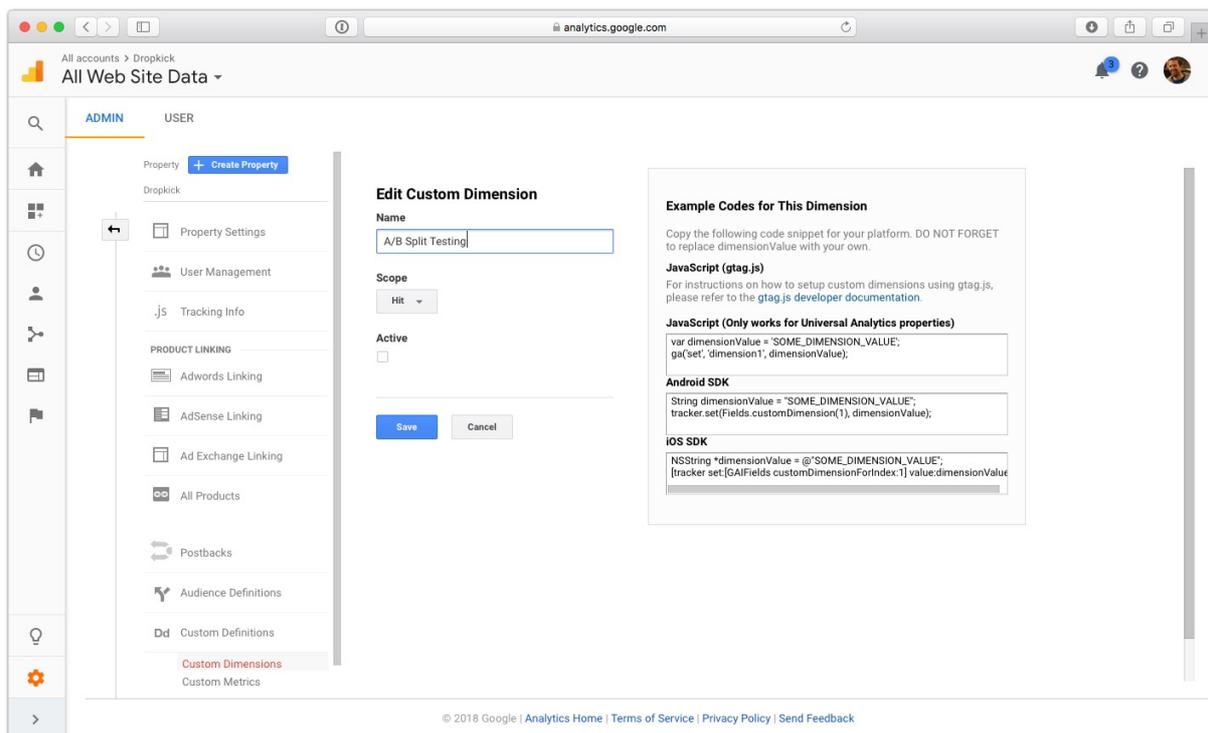


Google Analytics Setup

A good way to measure the success of the Split Tests is to add the results to your Google Analytics via Custom Dimension. You could measure the results based on how many sign ups or sales etc you are getting, but this will give you clear results.

Analytics Account Setup

- First, sign into Analytics and go to the property for your website.
- Next, go to the Admin section, and in the Property column, click Custom Definitions / Custom Dimensions / New Custom Dimension
- Now, choose a name (like “A/B Split Testing”), set the scope to “Hit” and make sure “Active” is checked.
- Save



Analytics Snippet Setup

- Next, make sure your website reports the A/B value to your Analytics account by adding a line to the Analytics snippet on your website.

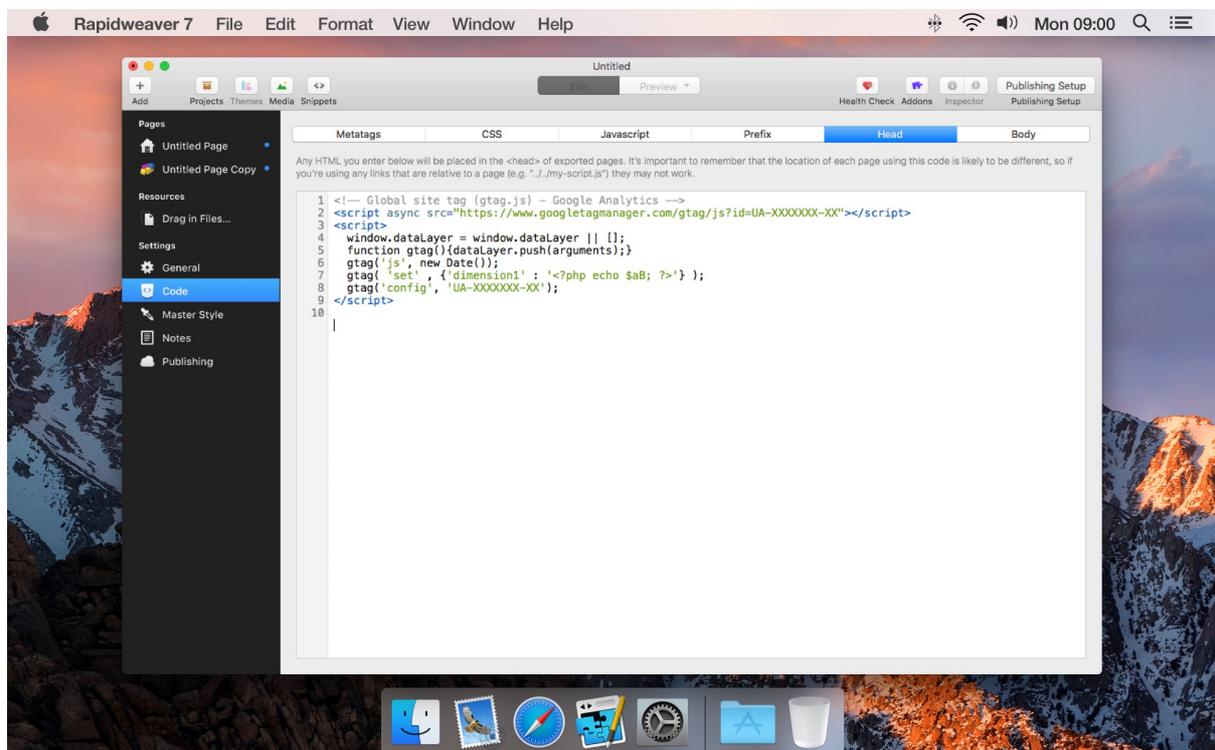
```
gtag( 'set' , { 'dimension1' : '<?php echo $aB; ?>' } );
```

Note: If the Index on the custom dimension you set up isn't 1 (meaning you've created a custom dimension previously), then use "dimension[index number]" for that second parameter instead of "dimension1."

That new line goes right above the `gtag('config', 'UA-XXXXXXXX-XX');` line, so your whole snippet will now look something like:

```
<!-- Global site tag (gtag.js) - Google Analytics -->
<script async src="https://www.googletagmanager.com/gtag/js?id=UA-XXXXXXXX-XX"></script>
<script>
  window.dataLayer = window.dataLayer || [];
  function gtag(){dataLayer.push(arguments);}
  gtag('js', new Date());
  gtag('set', {'dimension1': '<?php echo $aB; ?>'});
  gtag('config', 'UA-XXXXXXXX-XX');
</script>
```

Make sure you replace those Xs with the number that Analytics gives you for your snippet and add it to your RapidWeaver project in settings > code > Head
Like this:



That's all folks!

Make sure for best results to only test one change at a time. Also, make sure your sample size is large enough. If it is, make sure you factor in margin of error before acting on your results.

The best way to test smartly is to read everything you can about A/B testing before you begin.

There's a ton of research out there.

Some pointers:

<https://developers.google.com/analytics/devguides/collection/gtagjs/custom-dims-mets>

<https://www.smashingmagazine.com/2010/06/the-ultimate-guide-to-a-b-testing/>

<https://vwo.com/ab-testing/>

<https://www.optimizely.com/optimization-glossary/ab-testing/>

Hope you like it and happy weaving!