How to A/B Test Your CTAs

A/B testing is a way to compare two different versions of a webpage while tracking specific page elements to see which version performs better.

How to A/B Test

There are three main types of A/B tests:

- **Split Testing:** A test of one element on a page compared to an alternate version of the same element to see what works better. This would work best for testing one CTA per landing page.

- **Multivariate Testing:** A test that pits several page elements against each other at once to see how various combinations work toward achieving your site goals. This works best for testing multiple CTAs per landing page (in different locations, etc.)

- **Experimental:** A testing free-for-all that allows you to delve into the nooks and crannies of your site and really analyze every aspect of the elements on a page. This is probably unnecessary for CTA testing.

Here are a few terms to remember when A/B testing:

- **Variable:** A variable is an element of your site that you want to test. A variation is the *version* of the element. This is your CTA.

- **Test:** The predefined period of time you'll be collecting data on the different variations of site elements.

- **Winner:** The variation that performed the best during the test.

The A/B testing approach includes:

- **Creating new pages with changes to each variable.**

- **Making each page live intermittently.** Alternatively, you can also provide certain page links to certain visitors and see which performs better.

- **Gather data.** To gather data, use a plugin, app or tracking software like Google Analytics.

- **Set a time frame.** Conversions take time to measure, so don't test for only a few days. Keep testing over a few weeks/months to see how each page/variable is testing.

- **Repeat.** Make subtle changes and keep testing for maximum effectiveness.

Plugins for WordPress A/B Testing

Here are a few tools you can use to help A/B test in WordPress:

- [WordPress Calls to Action](#)
- [WP Experiments Pro](#)
- [Marketizator](#)
- [Simple Page Tester](#)
- [Nelio A/B Testing](#)
- [A/B Press Optimizer](#)