



EXPERIMENTS

Suggestions for an A/B test

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I run a product called "SEOGPT" - it's basically ChatGPT for SEO specialists. SEO professionals can key in a URL and ask the bot questions to strategize how to improve it. To promote SEOGPT, I created a landing page with a headline, 2 text bars (one for the site URL and the other for the email) & a CTA allowing users to key in their site URL to generate a free SEO report. Recommend 3 A/B tests I could run on this page to improve conversions (where the goal is to generate more reports for unique emails).



1. **Headline Test:** Test different headlines on the landing page to see which one resonates the most with users and generates the most conversions. For example, you could test headlines such as "Unlock the Full Potential of Your Website with SEOGPT" against "Maximize Your SEO Efforts with SEOGPT".
2. **CTA Test:** Test different calls to action (CTA) on the landing page to see which one generates the most conversions. For example, you could test CTAs such as "Generate My Free SEO Report" against "See How SEOGPT Can Improve Your Website Now".
3. **Form Field Test:** Test the form fields on the landing page to see which format generates the most conversions. For example, you could test a single field for the user to enter their URL and email together, versus separate fields for the user to enter their URL and email.