AB Testing on my Github Page using VWO.com

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- Code is added to my GitHub index.html page to allow the website to conduct AB testing.

- Only Control and One Variation is tested.
- Users to the website will randomly be split between the two groups.

Variations

Reset to Default

Create variations using Visual editor or Code editor

Editor URL: https://marcus8009.github.io/

View mode: 🖥 Desktop ▼

Variation name	Modifications	Traffic split: Equal Distribution ▼	Edit with: Visual editor ▼	
C Control	-	50.00%	View	⋮
V1 Variation 1	0	50.00%	Edit	⋮

⊕ Add variation

- Control Page or A is shown here.
- It is less wordy as compared to B or Variation1.

- Variation 1 or B is shown here.

- It is wordier and encourages the viewer to click tabs.

- Two Metrics Are tested for this AB test.
- First Metric is whether user clicks onto another page.
- Second Metric is how long user spends on the page.

Metrics

Define and track KPIs to get a sharper view of your conversion success. Learn more

Primary metric (required)

Primary metric is the key performance indicator that directly influences test outcomes and determines decisions and winners

⭐ M1 **Clicks onto Other Pages**

Estimate approximate campaign duration

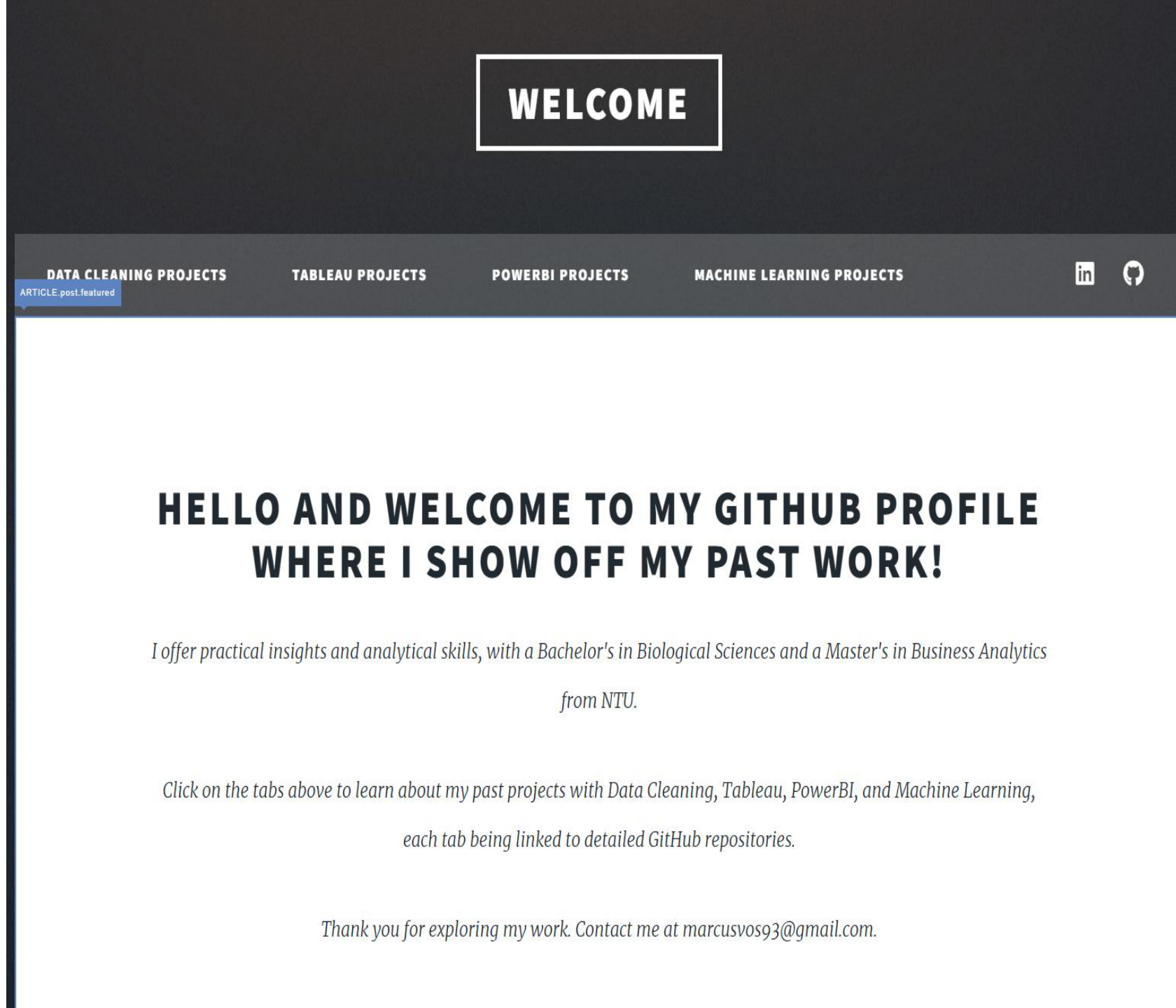**Secondary metrics (1)**

Supplementary metric is tracked alongside primary metric to provide additional insights into the performance of a campaign and its potential impact on the business

➕ Add Secondary Metric

M2 TimeSpentOnPage

- Experiment duration is defined here.

- Final Experiment Settings are shown here.

- Results of Click onto other pages Metric

- Conversion rate for clicks is 25.86% for Control and 13.60% for Variation 1.
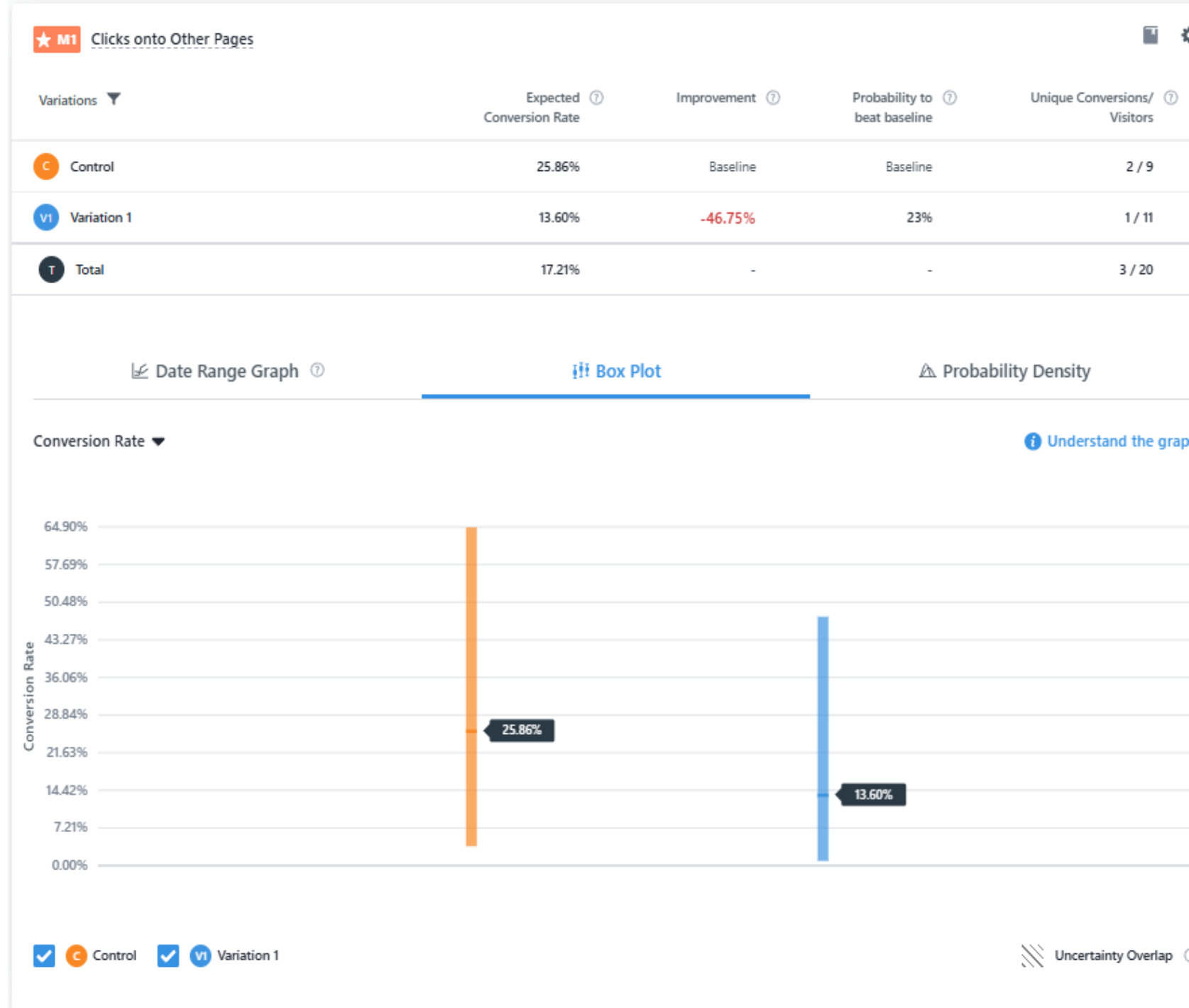
- Results of Time spent on page Metric

- There is 0.92% improvement in time spent on page for Variation 1 as compared to control.
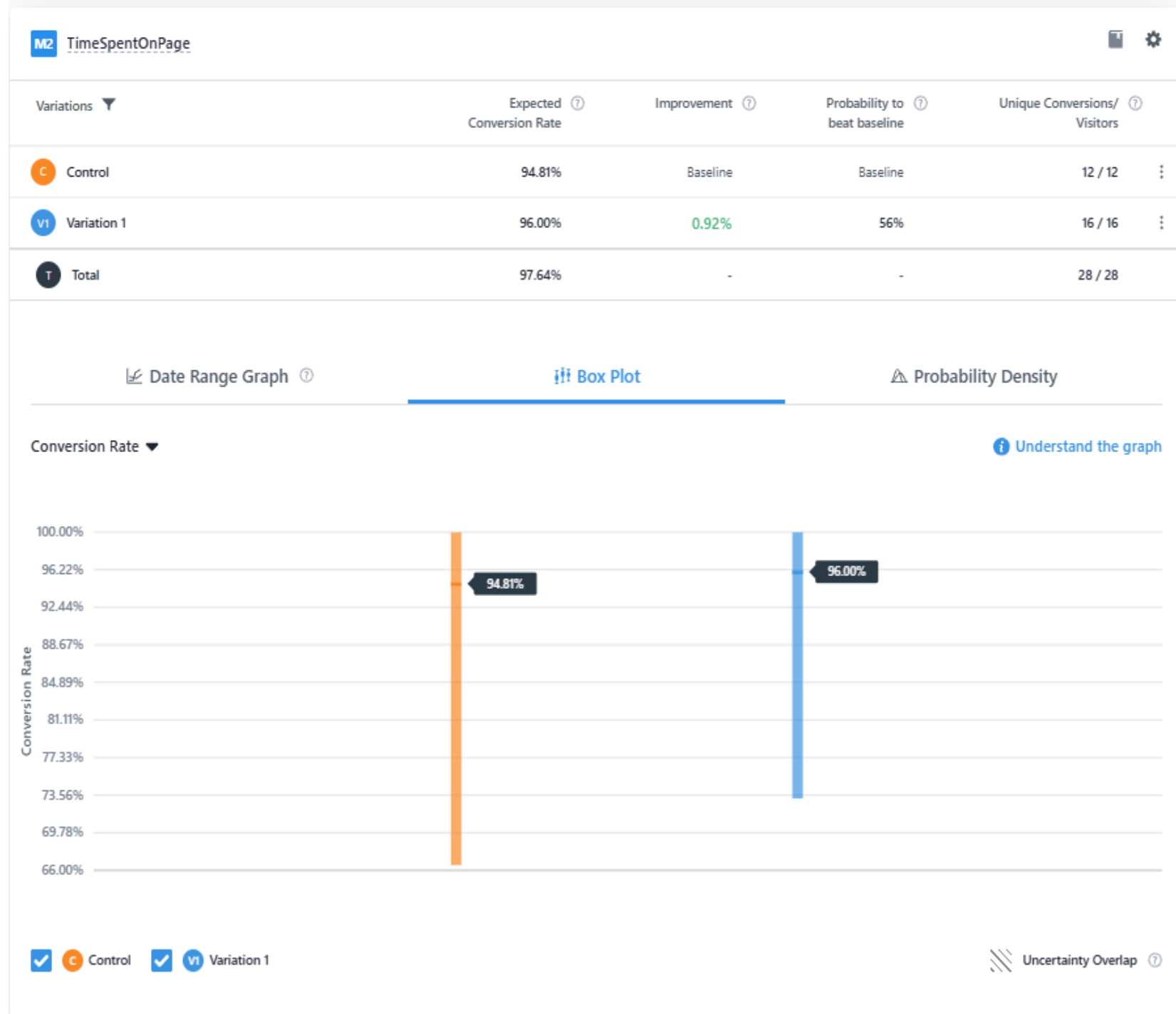
- Other Info Available for Collection

Nov 25, 2024 - Nov 25, 2024
Date Filter

All Visitors
Visitor Segments

Browser
Visitor Dimensions

You can select 1 more dimension | Browser ✕

Search for a dimension here

- ☐ Device Type
- ☐ Operating System
- ☐ Screen Resolution
- ☑ Browser
- ☐ Visitor Type
- ☐ Regions within Countries
- ☐ Country
- ☐ Day of Week
- ☐ Hour of Day
- ☐ Traffic Source
- ☐ Landing Page URL
- ☐ Referral URL

Reset   Cancel   Apply

⭐ M1 **Clicks onto Other Pages**

Browser	Variations		Expected Conversion Rate	Improvement	Probability to beat baseline	Unique Conversions/ Visitors
Chrome	C	Control	23.58%	Baseline	Baseline	2 / 10
	V1	Variation 1	11.70%	-49.80%	21%	1 / 13
	T	Total	15.09%	-	-	3 / 23
Edge	C	Control	0.00%	Baseline	Baseline	0 / 2
	V1	Variation 1	50.00%	0.00%	0%	1 / 2
	T	Total	31.38%	-	-	1 / 4
Safari	C	Control	No data yet	Baseline	Baseline	0 / 0
	V1	Variation 1	0.00%	0.00%	0%	0 / 1
	T	Total	0.00%	-	-	0 / 1
T	Total		15.92%	-	-	4 / 28

Conclusion

- The conclusion of the experiment is that the less wordy control website page is better at getting the interest of the user as click rate is significantly higher.

- The wordier Variation1 has longer time spent on page, but much lower click rate thus it is not worth using.