

AB Testing on my Github Page using VWO.com

Marcus Vos

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

M

Marcus8009 Github ⚙️
marcus8009.github.io

CodePerformanceAuditSitewide JS

Code

📘

Congratulations! Your SmartCode is generated. Now follow the steps below to connect your website to VWO.

HTMLWordPressDrupalShopify

Steps to install HTML SmartCode

1. Copy and paste the below code in the head section of your website between <head> and </head>

SmartCode 2.1View changelog

```
1 <!-- Start VWO Async SmartCode -->
2 <link rel="preconnect" href="https://dev.visualwebsiteoptimizer.com"/>
3 <script type="text/javascript" id="vwoCode">
4 window._vwo_code || (function() {
5   var account_id=998391,
6   version=2.1,
7   settings_tolerance=2000,
8   hide_element='body',
9   hide_element_style = 'opacity:0 !important;filter:alpha(opacity=0) !important;background:none !important;transition:none !important;',
10  /* DO NOT EDIT BELOW THIS LINE */
11  f=false,w=window,d=document,v=d.querySelector('#vwoCode'),cK='_vwo_'+account_id+'_settings',cc={};try{var c=JSON.parse(localStorage.getItem('_vwo_'+account_id+'_config'))};
cc=c&&typeof c==='object'?c:{}catch(e){var stT=cc.stT==='session'?w.sessionStorage:w.localStorage;code={nonce:v&&v.nonce,use_existing_jquery:function(){return typeof
use_existing_jquery!=='undefined'?use_existing_jquery:undefined},library_tolerance:function(){return typeof library_tolerance!=='undefined'?library_tolerance:undefined},
settings_tolerance:function(){return cc.stT||settings_tolerance},hide_element_style:function(){return ')+(cc.hES||hide_element_style)+''},hide_element:function(){if
(performance.getEntriesByName('first-contentful-paint')[0]){return''}return typeof cc.hE==='string'?cc.hE:hide_element},getVersion:function(){return version},finish:function
(e){if(!f){f=true;var t=d.getElementById('_vis_opt_path_hides');if(t)t.parentNode.removeChild(t);if(e)(new Image).src='https://dev.visualwebsiteoptimizer.com/ee.gif?a='
+account_id+e}},finished:function(){return f},addScript:function(e){var t=d.createElement('script');t.type='text/javascript';if(e.src){t.src=e.src}else{t.text=e.text}v&&t.
```

Code size: 3.7kb

Things to note before using VWO SmartCode:

- Default settings in Firefox and Safari does not allow VWO SmartCode to execute in incognito mode. To know more, [click here](#).
- We do not recommend using tag managers (eg. Google Tag Manager) to install VWO SmartCode. By default, all tag managers load VWO code asynchronously, which can cause page flickers. To know more, [click here](#).

Check if SmartCode is installed properly on your URL

The URL will open in a new tab in your browser. It will close automatically in 30 seconds once the check is complete.

https://marcus8009.github.io/

Check

✔️

SmartCode is correctly installed at this URL.


Last checked on <https://marcus8009.github.io/> on November 25th, 2024 7:22:25 PM

- 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 ▼	
 Control	-	50.00% 	View	⋮
 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.



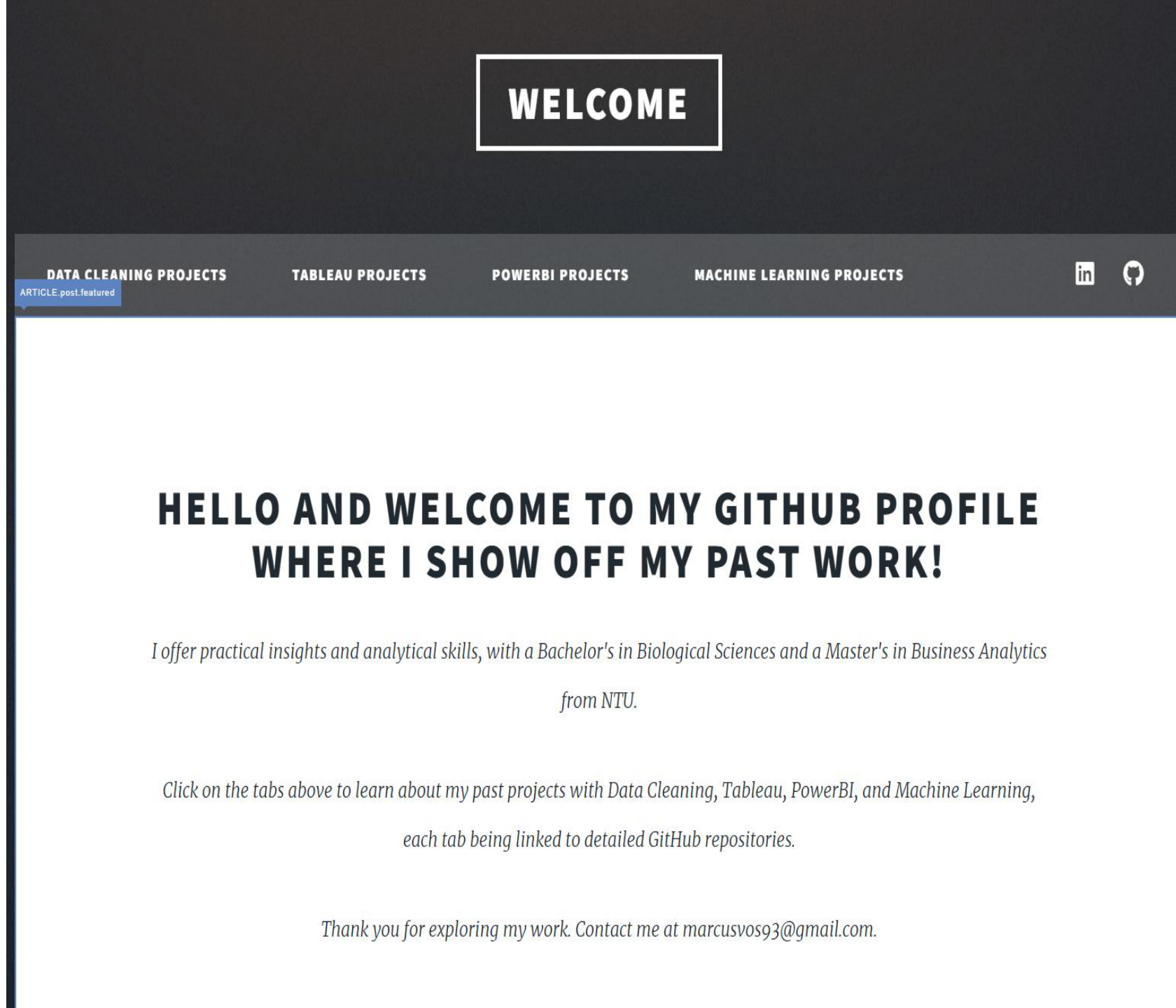
HELLO AND WELCOME!

*I offer practical insights and analytical skills, with a Bachelor's in Biological Sciences and a Master's in Business Analytics
from NTU.*

*This portfolio includes sections on Data Cleaning, Tableau, PowerBI, and Machine Learning, each linked to detailed
GitHub repositories.*

Thank you for exploring my work. Contact me at marcusvos93@gmail.com.

- 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

[Reset to Default](#)

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.

Schedule

Enable scheduling to automatically start or pause a campaign at a certain time and date, or after crossing a certain number of visitors.

☒ Enable Scheduling ?

1

Start on ▼ Nov 25, 2024 ▼ 19:30 ▼ ... ▼ ✖

☒ Repeat

Repeat

Repeat Every

Starts On

Daily ▼

1 ▼ day

Monday, November 25, 2024 at 19:30 GMT

Ends

☒ After 10 occurrences


☐ On Nov 25, 2024 ▼ 19:30 ▼ GMT

Summary: Repeats daily, 10 times.

+ Add new schedule

- Final Experiment Settings are shown here.

[← Back to campaigns list](#)



OG Landing Vs Wordy Landing

Start test

Archive Draft Clone Timeline More

Configuration
Review
Reports

Configuration summary

Live Preview

Variation Screenshots

Configuration summary

Review your campaign configurations.

Pages

Included pages
URLs matches <https://marcus8009.github.io/>

Default URL
<https://marcus8009.github.io/>

Variations

Variation name	Modifications	Traffic split:		Edit Variation(s)
Control	-	50.00%		
V1 Variation 1	4	50.00%		Edit Live Preview

Metrics

Clicks onto Other Pages
Primary

Metric calculates Unique visitors
for event Page visit

TimeSpentOnPage

Metric calculates Unique visitors
for event Page unload

Audience

All Traffic
Standard

All Visitors

Traffic

Included Traffic
100%

Triggers

Page Viewed
Standard

Trigger this Immediately for visitors
who perform
Page visit

Schedules

Starts on Monday, November 25, 2024 at 19:30 GMT. Repeats daily, 10 times

Additional Options

Heatmap
Enabled

Report segmentation
Enabled

Other Information

Created on
Nov 25, 2024

Campaign ID
#1

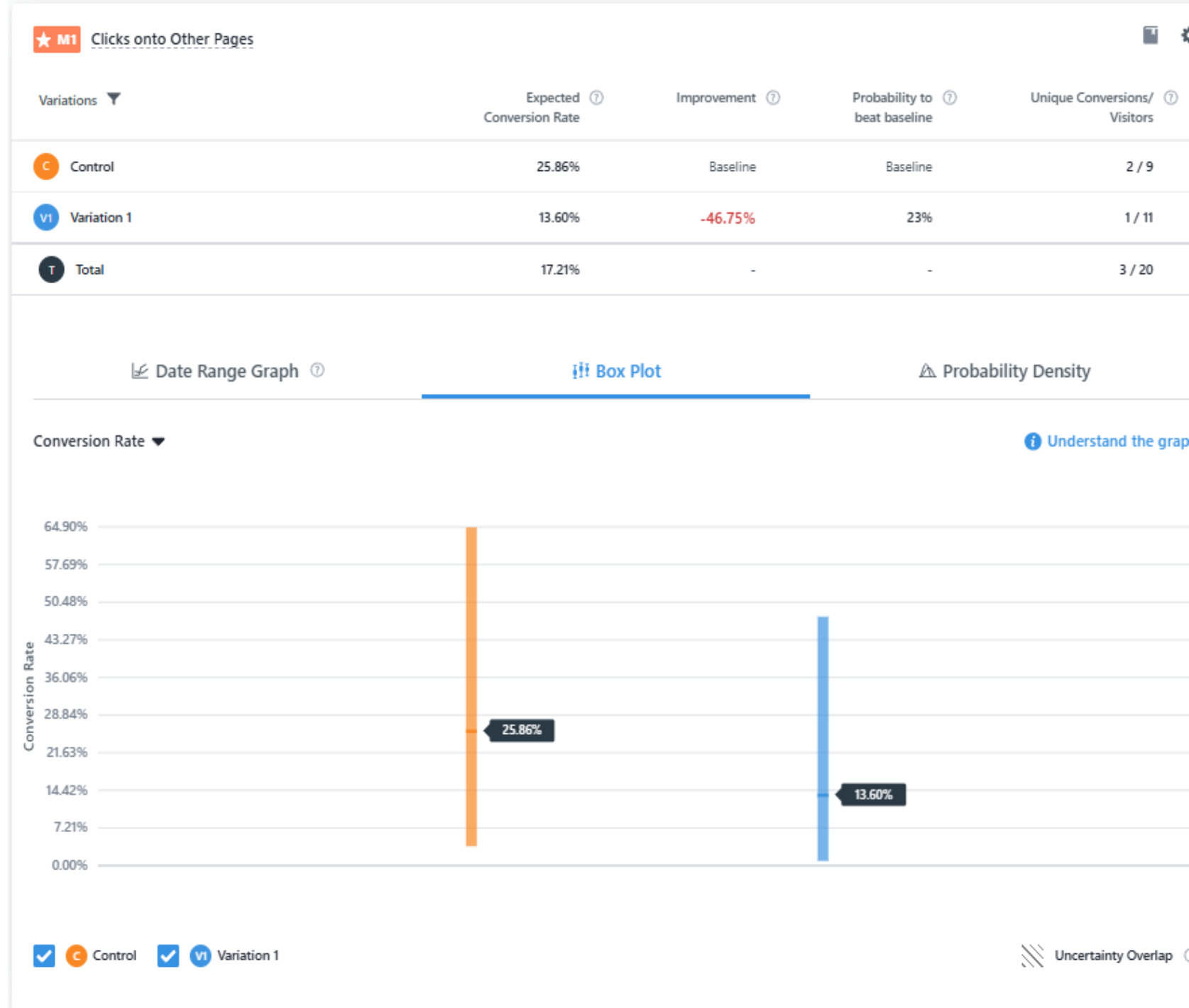
Created by
Marcus

Domains

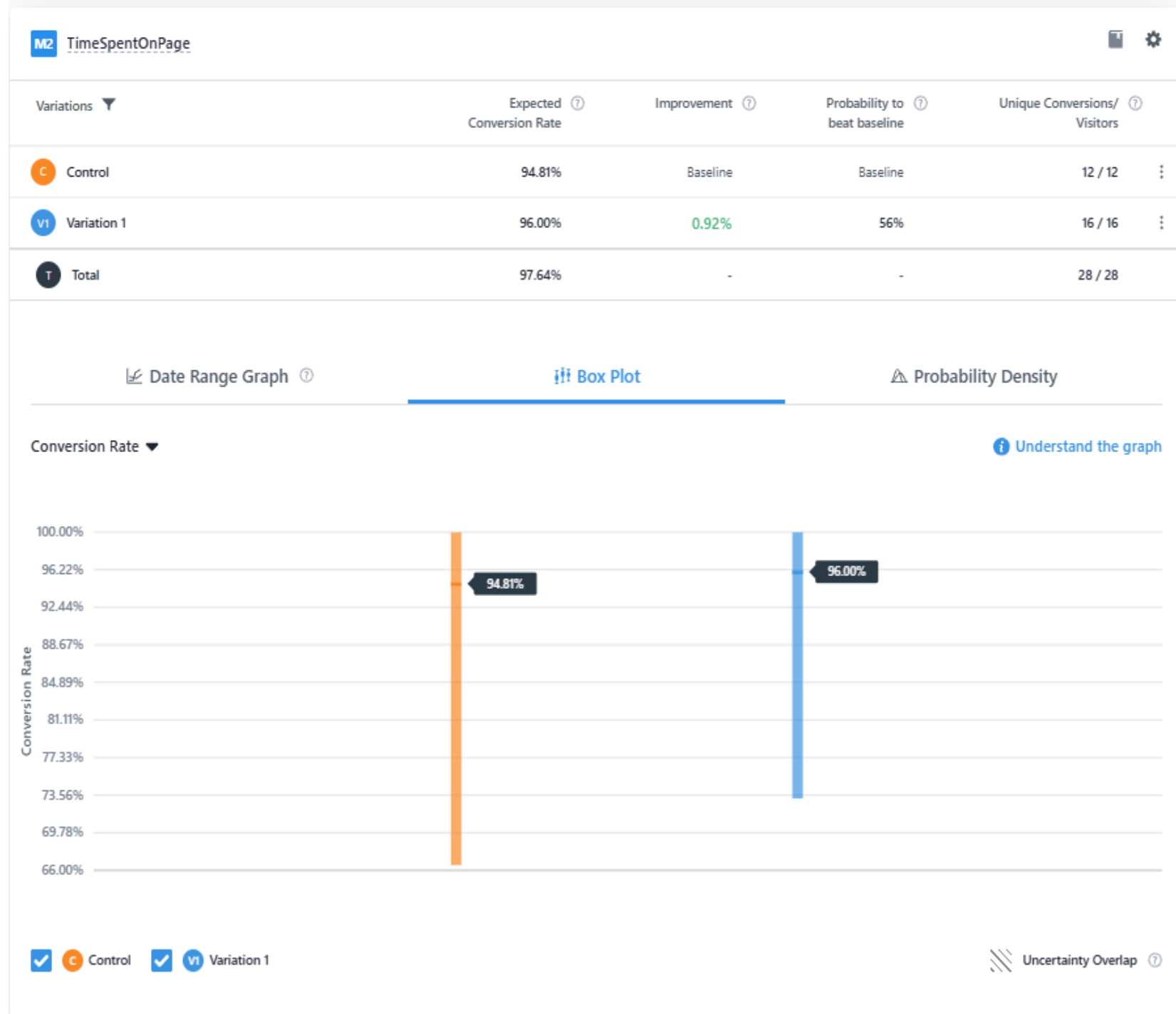
Domains are registered assets that are assigned with a unique SmartCode for data collection and campaign creation.

Marcus8009 Github	Website	No SmartCode detected	View SmartCode
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- 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 x

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	Control	23.58%	Baseline	Baseline	2 / 10
	Variation 1	11.70%	-49.80%	21%	1 / 13
	Total	15.09%	-	-	3 / 23
Edge	Control	0.00%	Baseline	Baseline	0 / 2
	Variation 1	50.00%	0.00%	0%	1 / 2
	Total	31.38%	-	-	1 / 4
Safari	Control	No data yet	Baseline	Baseline	0 / 0
	Variation 1	0.00%	0.00%	0%	0 / 1
	Total	0.00%	-	-	0 / 1
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.