

A/B Test Product Ranking Analysis

Comparing opt_seg=5 vs opt_seg=6 Ranking Algorithms

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Executive Summary - Product Ranking Algorithm Comparison

■ Overall Winner: B (opt_seg=6)

Average Confidence: 81%

Metric	Variant A (opt_seg=5)	Variant B (opt_seg=6)
URLs Won	13 (6.4%)	183 (90.1%)
Average Relevance Score	5.78/10	7.94/10
Traffic-Weighted Score	5.95/10	7.85/10
Total URLs Analyzed	203	

Key Ranking Insights

- Algorithm B (opt_seg=6) consistently produces more relevant product rankings
- The difference is particularly pronounced on high-traffic pages
- Analysis based on 203 product listing pages
- Rankings evaluated for relevance to user search intent (H1 titles)

Detailed URL Analysis

URL #13

Visits: 153

Query: Gazelle Fietstassen MIK

= Tie: Both variants perform equally

Confidence: 90% | Score A: 7/10 | Score B: 7/10

A (opt_seg=5)

B (opt_seg=6)

ags. The top results are on-brand and relevant, showing recognizable Gazelle MIK models, so user intent is satisfied. Variety is moderate (several Gazelle models plus alternative brands), and

URL #14

Visits: 139

Query: Fietsspiegels Anwb.nl

= Tie: Both variants perform equally

Confidence: 80% | Score A: 3/10 | Score B: 3/10

The image displays two side-by-side screenshots of the beslist.nl website. Both screenshots show the same search results for the query "Fietsspiegels Anwb.nl". The results are identical, featuring a grid of bicycle mirrors. The top row includes items like "Motorflets Navigatie Beugel Voor...", "JBPHZT Voor Silver Wing Voor...", "Buitenspiegels Voor Golf MK7...", "Booster Handelbar End Set...", and "JBPHZT Voor Silver Wing Voor...". The bottom row includes "SND Fietsspiegels - 2 stuks", "2 stuks 22mm Stuur 10mm 8mm...", "Achteruitkijkspiegelbehuizingen...", "Benson Ronde fietsspiegel - Ø 8...", and "Hert Plaggio Beverly 300/400...". Each product listing shows the name, price (e.g., €29.42, €40.40), and the source (Amazon Partners or Tradeinn.com). The results are sorted by popularity.

A (opt_seg=5)

B (opt_seg=6)

a few actual bicycle mirrors. Product variety is mixed but much of it is irrelevant; top results do not prioritize popular or highly rated bike mirrors or ANWB-specific items, and there are no clearly

URL #15

Visits: 131

Query: Elektrische Fiets met Middenmotor

= Tie: Both variants perform equally

Confidence: 80% | Score A: 7/10 | Score B: 7/10

A (opt_seg=5)

B (opt_seg=6)

result sets show good product quality in top positions (recognizable e-bike models, a known mid-motor kit), reasonable variety across city/trekking models and price points, and include popular

URL #16

Visits: 129

Query: Fietstassen Dubbel 50 liter

= Tie: Both variants perform equally

Confidence: 90% | Score A: 8/10 | Score B: 8/10

Fietstassen Dubbel 50 liter

Sorteren populairste

Prijs € van € tot

Aantal liters 50 liter (64)

Zoek aantal liters

Toon altes Bevestiging Klettenband (1) MK (6) Racktime (3)

Format Extra groot (5)

Basil Elegance Dubbele Fietstas... €75,99 vergelijk 5 prijzen

Volano Dubbele Fietstas Rolltop... €62,95 vergelijk 5 prijzen

Volano Dubbele Fietstas Rolltop... €49,95 vergelijk 5 prijzen

Willex Dubbele Fietstas - Bisonyl... €99,95 vergelijk 3 prijzen

Dubbele Fietstas voor longtail... €124,99 vergelijk 3 prijzen

Basil Urban Dry dubbele fietstas... €88,99 vergelijk 5 prijzen

Willex - Dubbele Bisony Tas - 52L... €99,99 vergelijk 3 prijzen

Volano Dubbele Fietstas Rolltop... €48,95 vergelijk 5 prijzen

Basil Elegance - Dubbele Fietstas... €72,99 vergelijk 5 prijzen

Basil Urban Load dubbele fietsta... €138,99 vergelijk 5 prijzen

Basil Urban Dry dubbele fietstas... €88,99 vergelijk 5 prijzen

Willex - Dubbele Bisony Tas - 52L... €99,99 vergelijk 3 prijzen

Volano Dubbele Fietstas Rolltop... €49,95 vergelijk 5 prijzen

Basil Elegance - Dubbele Fietstas... €72,99 vergelijk 5 prijzen

Basil Urban Load dubbele fietsta... €138,99 vergelijk 5 prijzen

A (opt_seg=5)

Fietstassen Dubbel 50 liter

Sorteren populairste

Prijs € van € tot

Aantal liters 50 liter (64)

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Basil Elegance - Dubbele Fietstas... €72,99 vergelijk 5 prijzen

Basil Urban Load dubbele fietsta... €138,99 vergelijk 5 prijzen

Basil Urban Dry dubbele fietstas... €88,99 vergelijk 5 prijzen

Willex - Dubbele Bisony Tas - 52L... €99,99 vergelijk 3 prijzen

Volano Dubbele Fietstas Rolltop... €49,95 vergelijk 5 prijzen

Basil Elegance - Dubbele Fietstas... €72,99 vergelijk 5 prijzen

Basil Urban Load dubbele fietsta... €138,99 vergelijk 5 prijzen

B (opt_seg=6)

The query 'Fietstassen Dubbel 50 liter'. Top results are relevant double panniers (50L) and include popular models (best-seller badges), a reasonable range of prices and brands, and useful product details.

URL #17

Visits: 125

Query: Batavus Elektrische fietsen

Analysis pending

Confidence: 50% | Score A: 0/10 | Score B: 0/10

This screenshot shows the search results for 'Batavus Elektrische fietsen' on beslist.nl. The results are displayed in a grid format with 15 items per page. The first row contains five items, the second row contains five items, and the third row contains five items. Each item includes a thumbnail image, the product name, price, and a link to the product page. The products listed include various models from brands like Vogue, ENOWE, and TOUROLL.

Filter: Wij filters
Sorteren: Populairste
Prijs: € van - € tot

Batavus Elektrische fietsen

- Vogue Mestengo 46cm E-bike... €1499,-
- ENOWE E26 - Lage instap - Zwart €1499,-
- Elektrische stadsfiets elops 900... €1299,-
- Vogue Mestengo E-bike... €1499,-
- Windgo E20 Pro - Beige €999,-
- Tourroll BI Electric City Bike, 250... €549,-
- ENOWE E26 - Lage instap - Blauw €1549,-
- Elektrische stadsfiets voor lange... €1499,-
- Elektrische stadsfiets elops 120... €999,-
- ENOWE E26 - Lage instap - Blauw €1499,-
- Vogue Mestengo 46cm E-bike... €1499,-
- ENOWE E26 - Lage instap - Zwart €1499,-
- Elektrische stadsfiets elops 900... €1299,-
- Vogue Mestengo E-bike... €1499,-
- Windgo E20 Pro - Beige €999,-

A (opt_seg=5)

This screenshot shows the same search results for 'Batavus Elektrische fietsen' on beslist.nl, but with a different number of items per page (opt_seg=6). The results are displayed in a grid format with 10 items per page. The first row contains four items, the second row contains three items, and the third row contains three items. Each item includes a thumbnail image, the product name, price, and a link to the product page. The products listed are identical to those in screenshot A.

Filter: Wij filters
Sorteren: Populairste
Prijs: € van - € tot

Batavus Elektrische fietsen

- Vogue Mestengo 46cm E-bike... €1499,-
- ENOWE E26 - Lage instap - Zwart €1499,-
- Elektrische stadsfiets elops 900... €1299,-
- Vogue Mestengo E-bike... €1499,-
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- Vogue Mestengo 46cm E-bike... €1499,-
- ENOWE E26 - Lage instap - Zwart €1499,-
- Elektrische stadsfiets elops 900... €1299,-
- Vogue Mestengo E-bike... €1499,-
- Windgo E20 Pro - Beige €999,-

B (opt_seg=6)

Analysis failed

URL #18

Visits: 124

Query: Elektrische vouwfietsen met versnellingen

= Tie: Both variants perform equally

Confidence: 90% | Score A: 7/10 | Score B: 7/10

A (opt_seg=5)

B (opt_seg=6)

, compact commuters and a couple of fat-tire folding models. Price, discount badges and store labels are visible, helping users evaluate deals. Overall relevance, prominence of popular models

= Tie: Both variants perform equally

Confidence: 90% | Score A: 8/10 | Score B: 8/10

A (opt_seg=5)

B (opt_seg=6)

for kits. The top results include recognizable form-factors (compact box pumps, cylindrical handheld units, and kits with hoses/adapters) and display price, discounts and some best-seller badge

URL #20

Visits: 123

Query: Mountainbikes / MTB & ATB fietsen / bikes

= Tie: Both variants perform equally

Confidence: 80% | Score A: 6/10 | Score B: 6/10

This screenshot shows the beslist.nl website search results for 'Mountainbikes / MTB & ATB fietsen / bikes'. The results are displayed in a grid format with 12 items per row. The first two rows show standard mountainbikes, while the third row contains several e-bikes. The filters on the left side of the page are set to 'Sorteren: populairste' and 'Prijs: € van € tot'. The sidebar includes sections for 'Merk' (Altec, Bell, Cube, Orbea, Rockrider, Sprint, Umt, VitalXL) and 'Doelgroep' (Dames, Heren, Jongens, Kinderen, Meisjes, Volwassenen). The overall layout is clean and organized, typical of a product search interface.

A (opt_seg=5)

This screenshot shows the same search results as the first one, but with a different segmentation setting (opt_seg=6). The visual appearance is very similar to the first screenshot, with a grid of 12 items per row showing a mix of standard mountainbikes and e-bikes. The filters and sidebar options are identical to the first screenshot. The main difference is likely in the underlying data processing or indexing, which may affect the order or grouping of the results.

B (opt_seg=6)

listings rather than a strong set of true mountain/MTB-specific models. Diversity is mixed (kids bikes, road-style, e-bikes) but user value is limited by repeated listings of the same product image