

# 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: A (opt\_seg=5)

Metric	Variant A (opt_seg=5)	Variant B (opt_seg=6)
URLs Won	5 (100.0%)	0 (0.0%)
Average Relevance Score	8.8/10	6.4/10
Traffic-Weighted Score	8.88/10	6.46/10
Total URLs Analyzed	5	

## Key Ranking Insights

- Algorithm A (opt\_seg=5) consistently produces more relevant product rankings
- The difference is particularly pronounced on high-traffic pages
- Analysis based on 5 product listing pages
- Rankings evaluated for relevance to user search intent (H1 titles)

## Detailed URL Analysis

### URL #1 (Visits: 715)

Search Query: Fatbikes

**Winner: Variant A - Higher relevance in top positions (A: 9/10, B: 7/10)**

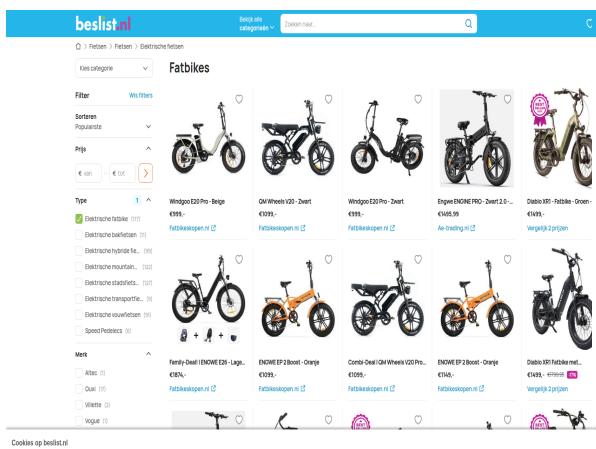
Ranking Analysis:

Version A maintains strong relevance in the top three positions, directly matching the search intent for fatbikes.

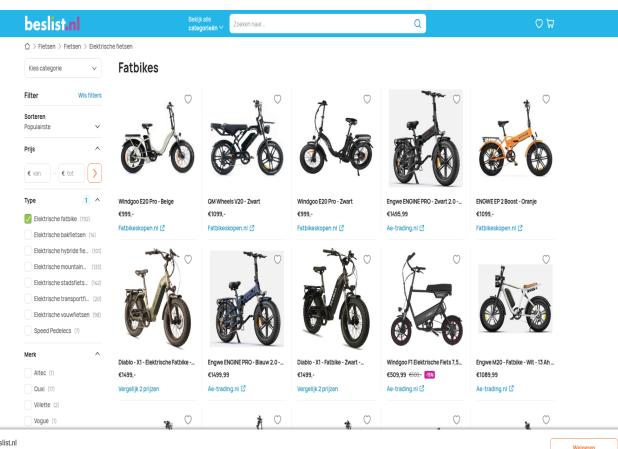
**Key Differences:**

Version A has a more relevant product lineup in top positions.

Variant A (opt\_seg=5)



Variant B (opt\_seg=6)



Products shown - A: 10, B: 10



### URL #2 (Visits: 608)

Search Query: Elektrische Fiets

**Winner: Variant A - Higher relevance to search query (A: 9/10, B: 6/10)**

Ranking Analysis:

Version A has products that are more closely related to the search query 'Elektrische Fiets', particularly in the top three positions.

**Key Differences:**

Version B includes unrelated products like a citrus juicer.

Variant A (opt\_seg=5)

Variant B (opt\_seg=6)

The image shows two side-by-side screenshots of the Beslist.nl website. Both pages are for the search query "Elektrische Fiets". The left page (Variant A) displays 10 products, while the right page (Variant B) displays 10 products. Each product listing includes an image, the product name, price, and a small snippet of text. The pages feature a blue header with the Beslist.nl logo, a search bar, and various filters like "Sorteren", "Prijs", "Type", and "Merk". At the bottom of each page is a cookie consent banner with options for "Weigeren" and "Accepteren".

Products shown - A: 10, B: 10



## URL #3 (Visits: 252)

**Search Query:** Driewielers voor Volwassenen Fietsen

**Winner: Variant A - Higher relevance in top positions (A: 8/10, B: 5/10)**

### Ranking Analysis:

Version A has more relevant products in the top three positions, directly matching the search query.

### Key Differences:

Version A features a better mix of relevant driewielers.

#### Variant A (opt\_seg=5)

This screenshot shows the first page of search results for "Driewielers voor Volwassenen Fietsen" on Variant A. It displays 10 products, all of which are three-wheeled adult bicycles. The products are arranged in a grid with images, names, prices, and short descriptions. The page includes a blue header with the Beslist.nl logo, a search bar, and various filters. A cookie consent banner is at the bottom.

#### Variant B (opt\_seg=6)

This screenshot shows the first page of search results for "Driewielers voor Volwassenen Fietsen" on Variant B. It displays 10 products, which include a mix of three-wheeled adult bicycles and other items like bicycle seats and covers. The products are arranged in a grid with images, names, prices, and short descriptions. The page includes a blue header with the Beslist.nl logo, a search bar, and various filters. A cookie consent banner is at the bottom.

Products shown - A: 10, B: 10



## URL #4 (Visits: 248)

Search Query: Fietsen

**Winner: Variant A - Higher relevance in top positions (A: 9/10, B: 7/10)**

Ranking Analysis:

Version A has better query-product relevance in the top three products, aligning closely with user intent for bicycles.

Key Differences:

Version A focuses more on complete bicycles, while B includes accessories.

Variant A (opt\_seg=5)

The screenshot shows the beslist.nl search interface for 'Fietsen'. The results page displays 10 products, all of which appear to be complete bicycles or e-bikes, matching the search query. The products are listed in a grid format with their names, prices, and small images.

Variant B (opt\_seg=6)

The screenshot shows the beslist.nl search interface for 'Fietsen' with opt\_seg=6. The results page displays 10 products, which include various bicycle accessories such as helmets, tires, and a seat post, in addition to complete bicycles.

Products shown - A: 10, B: 10



## URL #5 (Visits: 238)

Search Query: Fietsmand voor Hond tot 15 kg

**Winner: Variant A - Higher relevance in top positions. (A: 9/10, B: 7/10)**

Ranking Analysis:

Version A has a better alignment with the search query in the top three positions, enhancing relevance and purchase intent.

Key Differences:

Version A maintains consistent product titles that directly match user intent.

Variant A (opt\_seg=5)

Variant B (opt\_seg=6)

**Fietsmand voor Hond tot 15 kg**

This screenshot shows the first page of a search results for 'Fietsmand voor Hond tot 15 kg' (Dog bike basket up to 15 kg) on the beslist.nl website. The page displays ten products, each with a small image, the product name, price, and a link to the product page. The products include various types of dog bike baskets made from different materials like wicker, plastic, and fabric, with prices ranging from approximately €50 to €150.

**Fietsmand voor Hond tot 15 kg**

This screenshot shows the second page of the same search results, displaying another set of ten dog bike basket products. The layout is identical to the first page, showing product images, names, prices, and links. The products are similar in nature to those on the first page, offering a variety of styles and materials.

Weergaven
Accepteren

Products shown - A: 10, B: 10