

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)

Metric	Variant A (opt_seg=5)	Variant B (opt_seg=6)
URLs Won	1 (20.0%)	3 (60.0%)
Average Relevance Score	6.6/10	7.4/10
Traffic-Weighted Score	6.7/10	7.11/10
Total URLs Analyzed	5	

Key Ranking Insights

- Algorithm B (opt_seg=6) consistently produces more relevant product rankings
- 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 B - More diverse product selection. (A: 6/10, B: 8/10)

Ranking Analysis:

Version B includes a unique product not found in Version A, enhancing variety.

Key Differences:

Version B features the ENGWE EP 2 Boost, improving product diversity.

Variant A (opt_seg=5)

This screenshot shows the search results for 'Fatbikes' on Variant A. The results are filtered by 'Fatbikes' and show 10 products. The products listed are: Windgo 230 Pro - Beige, OAWheels V20 - Zwart, Windgo 230 Pro - Zwart, Engwe ENGINE PRO - Zwart 2.0, Daboo XTRI - Fatbike - Groen, Windgo 230 Pro - Beige, OAWheels V20 - Zwart, Windgo 230 Pro - Zwart, Engwe ENGINE PRO - Zwart 2.0, and ENGWE EP 2 Boost - Orange. The interface includes filters for Type (Electrische fatbikes), Price, and Brand (Feltbikes).

Variant B (opt_seg=6)

This screenshot shows the search results for 'Fatbikes' on Variant B. The results are filtered by 'Fatbikes' and show 10 products. The products listed are: Windgo 230 Pro - Beige, OAWheels V20 - Zwart, Windgo 230 Pro - Zwart, Engwe ENGINE PRO - Zwart 2.0, Daboo XTRI - Fatbike - Groen, Daboo XTRI - Elektrische Fatbike -, Engwe ENGINE PRO - Beige 2.0, Daboo XTRI - Fatbike - Zwart -, Windgo 230 Pro - Wit - 15Ah, and Engwe EP 2 Boost - Orange. The interface includes filters for Type (Electrische fatbikes), Price, and Brand (Feltbikes). The ENGWE EP 2 Boost is present in Variant B but not in Variant A.

Products shown - A: 10, B: 10

URL #2 (Visits: 608)

Search Query: Elektrische Fiets

Winner: Variant A - More relevant e-bike options. (A: 8/10, B: 5/10)

Ranking Analysis:

Version A features more relevant electric bike products, while Version B includes unrelated items like a citrus juicer.

Key Differences:

Version A maintains focus on electric bikes, enhancing query relevance.

Variant A (opt_seg=5)

This screenshot shows the search results for 'Elektrische Fiets' on Variant A. The results are filtered by 'Elektrische Fiets' and show 10 products. The products listed are: Feltbikes Family-Duo! (ENGWE ED3 - Large, ENGWE EP2 Boost - Orange, and ENGWE EP2 Boost - Orange. The interface includes filters for Type (Elektrische fietsen), Price, and Brand (Feltbikes).

Variant B (opt_seg=6)

This screenshot shows the search results for 'Elektrische Fiets' on Variant B. The results are filtered by 'Elektrische Fiets' and show 10 products. The products listed are: Daboo XTRI - Elektrische Fatbike -, Engwe ENGINE PRO - Beige 2.0, Daboo XTRI - Fatbike - Zwart -, Windgo 230 Pro - Wit - 15Ah, and Engwe EP 2 Boost - Orange. The interface includes filters for Type (Elektrische fietsen), Price, and Brand (Feltbikes). A citrus juicer is present in Variant B but not in Variant A.

Products shown - A: 10, B: 10

URL #3 (Visits: 252)

Search Query: Driewielers voor Volwassenen Fietsen

Winner: Variant B - Better relevance in top products. (A: 5/10, B: 8/10)

Ranking Analysis:

Version B features more relevant products specifically designed for adult tricycles, enhancing user experience.

Key Differences:

Version B prioritizes specific adult tricycles over accessories.

Variant A (opt_seg=5)

Variant B (opt_seg=6)

Products shown - A: 10, B: 10

URL #4 (Visits: 248)

Search Query: Fietsen

Winner: Variant B - More diverse and relevant products. (A: 6/10, B: 8/10)

Ranking Analysis:

Version B features a broader range of bicycle-related products, including accessories, which enhances relevance for the search query.

Key Differences:

Version B includes more varied product types in the top positions.

Variant A (opt_seg=5)

This screenshot shows the search results for 'Fietsen' on Variant A. The results are filtered to show 10 products. The products include various types of bicycles and accessories like helmets and tires. Each product listing includes a thumbnail, the name, price, and a 'Vergelijk prijzen' (Compare prices) button.

Variant B (opt_seg=6)

This screenshot shows the search results for 'Fietsen' on Variant B. Similar to Variant A, it displays 10 products. However, the variety is greater, including more bicycle accessories and different models of bicycles, reflecting the broader product range mentioned in the analysis.

Products shown - A: 10, B: 10



URL #5 (Visits: 238)

Search Query: Fietsmand voor Hond tot 15 kg

Winner: Variant Tie - Identical product rankings in both versions. (A: 8/10, B: 8/10)

Ranking Analysis:

Both versions present the same products in the same order, indicating equal relevance.

Key Differences:

No differences in product placement or relevance.

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.

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, with each product featuring an image, the name, price, and a link to the product page.

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Products shown - A: 10, B: 10