

A/B Test Product Ranking Analysis

Comparing opt_seg=5 vs opt_seg=6 Ranking Algorithms

Report Generated: 2025-08-26 22:07:35

Executive Summary - Product Ranking Algorithm Comparison

■ Overall Winner: B (opt_seg=6)

Average Confidence: 82%

Metric	Variant A (opt_seg=5)	Variant B (opt_seg=6)
URLs Won	1 (20.0%)	3 (60.0%)
Average Relevance Score	6.8/10	7.8/10
Traffic-Weighted Score	7.05/10	7.76/10
Total URLs Analyzed	5	

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 5 product listing pages
- Rankings evaluated for relevance to user search intent (H1 titles)

Detailed URL Analysis

URL #1 | Visits: 715

Search Query: Fatbikes

Confidence: **80%** | Score A: **7/10** | Score B: **9/10** ✓ **WINNER:** Variant B (opt_seg=6) - Includes additional relevant product.

Ranking Analysis:

Version B features a unique product that enhances variety, improving overall relevance for the search query.

Key Differences:

Version B includes 'ENGWE EP 2 Boost - Oranje', adding diversity in product offerings.

Variant A (opt_seg=5)

✓ Variant B (opt_seg=6)

beslist.nl

Bekijk alle categorieën Zoeken naar...  

☰ > Fietsen > Fietsen > Elektrische fietsen

Kies categorie  **Fatbikes**

Filter 

Sorteren Populariteit 

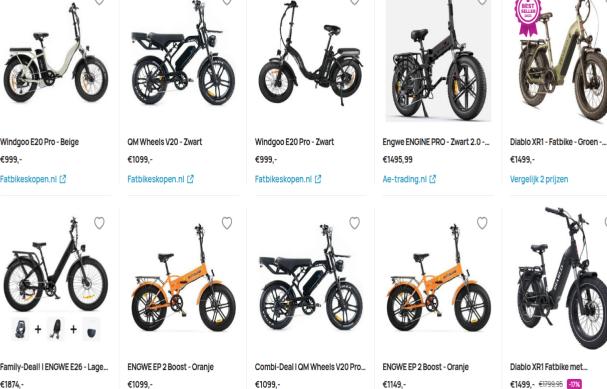
Prijs  € van - € tot 

Type  1 

- Elektrische fatbike (177)  [Fatbikesopen.nl](#)
- Elektrische bakfietsen (10)
- Elektrische hybride fietsen (99)
- Elektrische mountainbikes (122)
- Elektrische stadsfietsen (127)
- Elektrische transportfietsen (9)
- Elektrische vouwfietsen (91)
- Speed Pedelecs (6)

Merk 

- Altec (1)  [Fatbikesopen.nl](#)
- Ouxi (17)  [Fatbikesopen.nl](#)
- Villette (2)
- Vogue (1)  [Fatbikesopen.nl](#)



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Weigeren  Accepteren 

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Bekijk alle categorieën Zoeken naar...  

☰ > Fietsen > Fietsen > Elektrische fietsen

Kies categorie  **Fatbikes**

Filter 

Sorteren Populariteit 

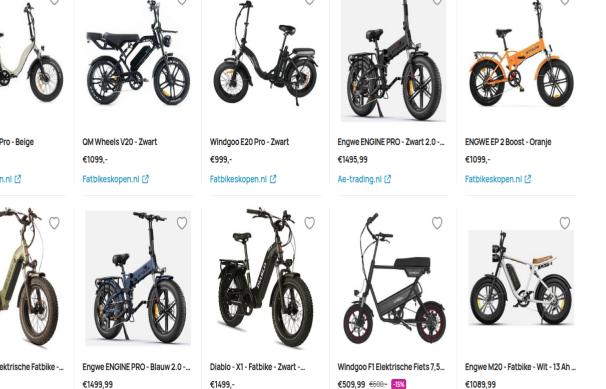
Prijs  € van - € tot 

Type  1 

- Elektrische fatbike (192)  [Fatbikesopen.nl](#)
- Elektrische bakfietsen (14)
- Elektrische hybride fietsen (101)
- Elektrische mountainbikes (133)
- Elektrische stadsfietsen (142)
- Elektrische transportfietsen (20)
- Elektrische vouwfietsen (86)
- Speed Pedelecs (7)

Merk 

- Altec (1)  [Fatbikesopen.nl](#)
- Ouxi (17)  [Fatbikesopen.nl](#)
- Villette (2)
- Vogue (1)  [Fatbikesopen.nl](#)



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Weigeren  Accepteren 

Products shown - A: 10, B: 10



URL #2 | Visits: 608

Search Query: *Elektrische Fiets*

✓ WINNER: Variant A (opt_seg=5) - More relevant e-bike options.

Confidence: 80% | Score A: 8/10 | Score B: 6/10

Ranking Analysis:

Version A features more relevant products specifically related to e-bikes, while Version B includes unrelated items.

Key Differences:

Version A has a stronger focus on e-bikes in the top positions.

✓ Variant A (opt_seg=5)

This screenshot shows the search results for 'Elektrische Fiets' on beslist.nl. The results are filtered by popularity and show various electric bicycles. The interface includes a sidebar for filtering by type (e.g., folding, hybrid, mountain), price range, and brand. A promotional banner for a 'smart systeem' is visible. The footer contains cookie consent information.

Variant B (opt_seg=6)

This screenshot shows the same search results for 'Elektrische Fiets' as Variant A, but with a different product selection. It includes more specialized electric bicycles, such as foldable models and hybrid variants, which better align with the search query. The layout and filtering options are identical to Variant A.

Products shown - A: 10, B: 10



URL #3 | Visits: 252

Search Query: Driewielers voor Volwassenen Fietsen

Confidence: 80% | Score A: 5/10 | Score B: 8/10 **✓ WINNER: Variant B (opt_seg=6) - Better product relevance and variety.**

Ranking Analysis:

Version B features more relevant products specifically designed for adult tricycles, enhancing user experience. Version A includes unrelated items like covers, which detracts from relevance.

Key Differences:

Version B has a stronger focus on adult tricycles, improving overall product matching.

Variant A (opt_seg=5)

This screenshot shows a search results page for 'Driewielers voor Volwassenen Fietsen' on the website beslist.nl. The results are filtered to show only three-wheeled bicycles. There are several items listed, including bicycle covers and accessories, which suggests a narrower product focus compared to Variant B.

✓ Variant B (opt_seg=6)

This screenshot shows the same search results as Variant A, but with a different segmentation (opt_seg=6). The results now include a wider variety of tricycles, such as outdoor cruiser models and senior models, in addition to bicycle covers and accessories. This indicates a broader product matching for the search query.

Products shown - A: 10, B: 10

URL #4 | Visits: 248

Search Query: Fietsen

✓ WINNER: Variant B (opt_seg=6) - Better variety of product types.
 Confidence: 80% | Score A: 6/10 | Score B: 8/10

Ranking Analysis:

Version B includes a broader range of products, such as accessories and different bike types, enhancing relevance for diverse customer needs.

Key Differences:

Version B features a more varied selection, including bike accessories and different bike styles.

Variant A (opt_seg=5)

This screenshot shows the search results for 'Fietsen' on Variant A. The results are filtered by category. The first row includes a standard bicycle, an e-bike, a helmet, a tricycle, and another bicycle. The second row includes a helmet, a standard bicycle, a folding bicycle, an e-bike, and a helmet. The interface includes filters for category, price range, brand, color, and more. A cookie consent banner at the bottom asks if users accept cookies for website optimization and statistics.

✓ Variant B (opt_seg=6)

This screenshot shows the search results for 'Fietsen' on Variant B. The results are more varied than in Variant A, including a standard bicycle, an e-bike, a helmet, a tire, a fietshouder (cycle holder), and a folding bicycle. The interface includes filters for category, price range, brand, color, and more. A cookie consent banner at the bottom asks if users accept cookies for website optimization and statistics.

Products shown - A: 10, B: 10

URL #5 / Visits: 238

Search Query: Fietsmand voor Hond tot 15 kg

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

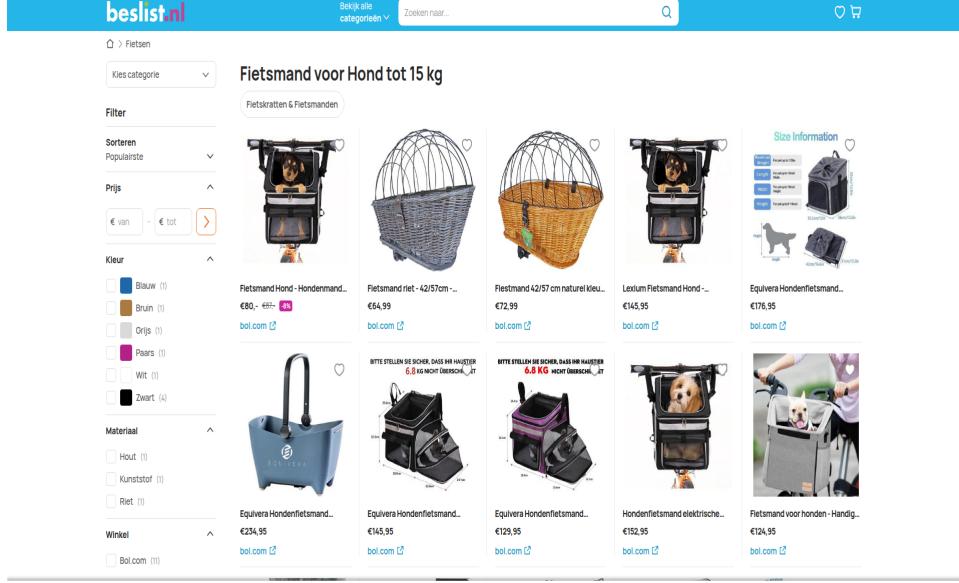
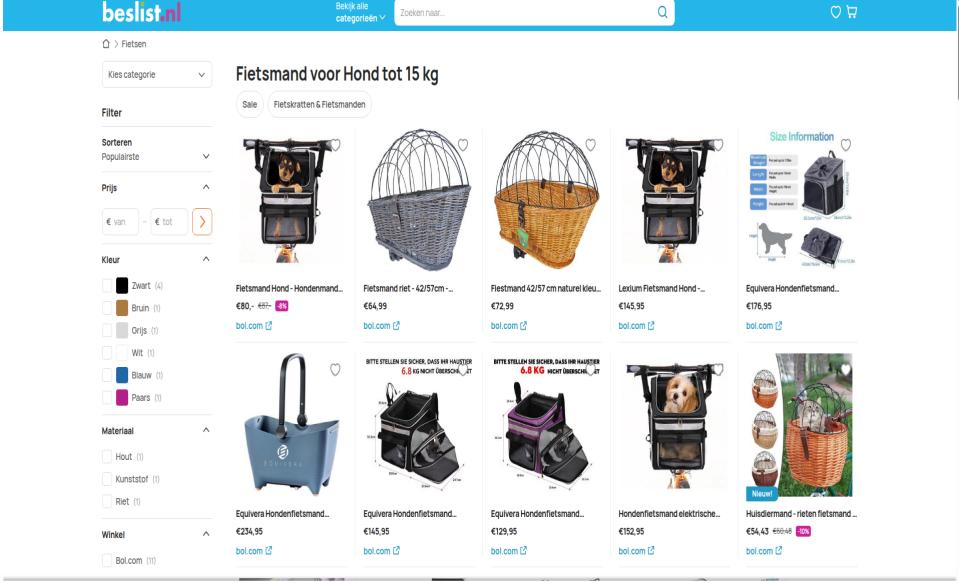
Ranking Analysis:

= TIE: Both variants perform equally

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)
	
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<p>Products shown - A: 10, B: 10</p>	